



MoneyLion®

BOOSTING CUSTOMER REVENUE WITH MARKETPLACE STRATEGIES

ENGINE
By MoneyLion



Engine Insights

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Introduction

Modern consumers, accustomed to marketplaces like Amazon and Costco, seek convenience and variety tailored to their personal needs. This expectation extends to financial products as well. Financial services companies are partnering with technology companies to offer complementary third-party products alongside their own in-house solutions. This optionality creates a “marketplace” dynamic with which consumers are already familiar and comfortable.

As a marketplace grows, it creates a flywheel effect. The addition of more products, increased transactions, and a larger customer base lead to enhanced customer insights. These insights can be channeled into more accurate product recommendations and consumption through more effective lifecycle marketing campaigns, ultimately increasing user lifetime value (LTV).

Meet your consumer where they are in their financial journey

In the competitive world of finance, acquiring customers can be costly. This expense escalates if companies fail to effectively engage, retain, and monetize the customer base they have invested heavily in acquiring.

By building a marketplace, financial institutions can bridge the gap in their product offerings with third-party products, providing a range of options tailored to meet consumers where they are in their financial journey. Additionally, they can offer products that consumers qualify for at the moment, such as loans, debt relief, cash advances, or credit repair.

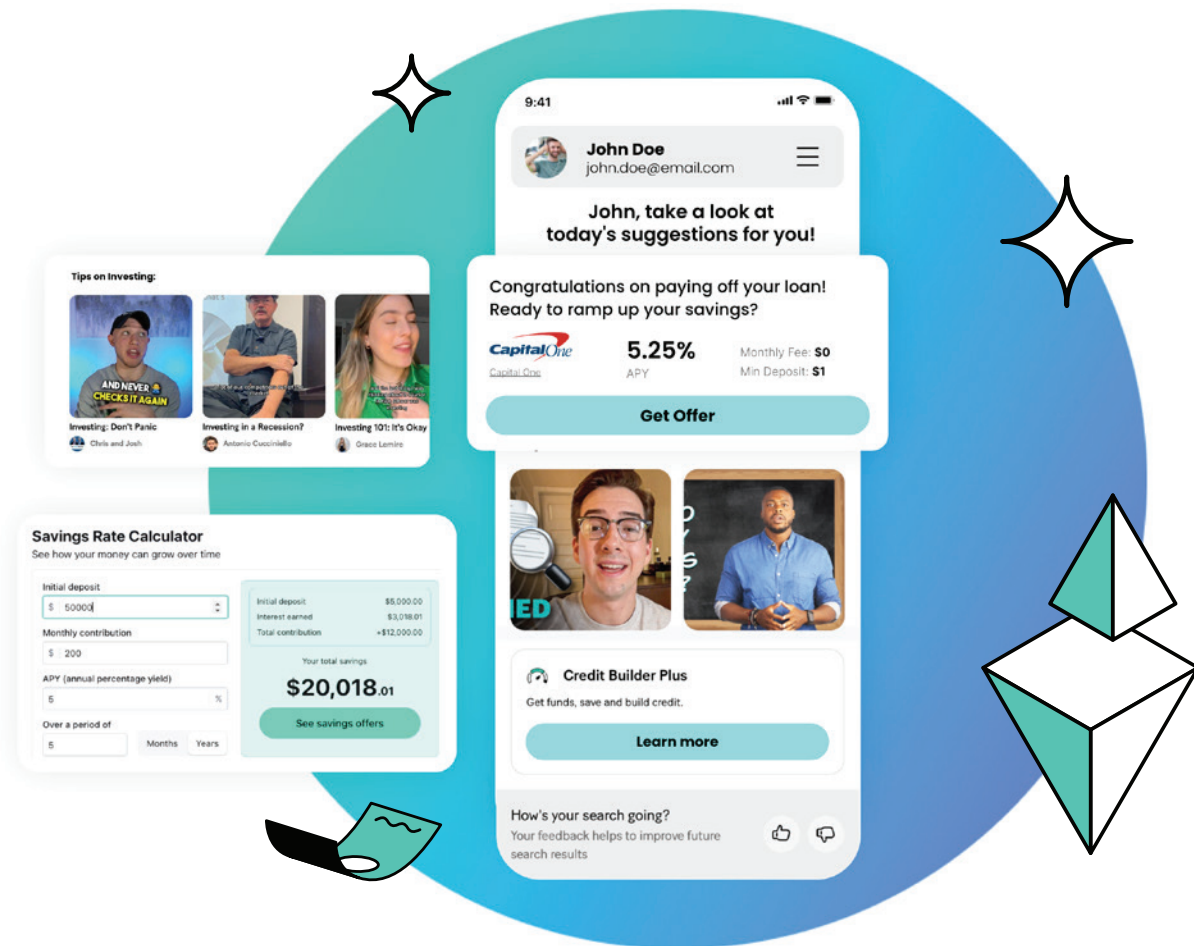
The ability to provide the right offer at the right time is further enhanced by leveraging additional insights such as bank verification data, income, and shopping behaviors, which a marketplace typically has access to. For instance, if data indicates that a consumer is consistently spending less than they earn each month, the marketplace can offer high-yield savings options to help them take advantage of competitive annual percentage yields (APYs) on their surplus cash.



Monetize otherwise missed opportunities

Without a financial marketplace to turn to when a consumer is declined, you currently have no alternative offers and no way to monetize that interaction. Implementing a declines marketplace within the personal loan flow can extend consumers' options with alternatives such as credit builders or cash advances.

Additionally, by establishing a baseline of what your consumers qualify for now, you can use these insights to provide future offerings as they progress on their financial journey. This approach ensures that you remain engaged with your consumers, ready to meet their evolving needs with tailored solutions.



Increase LTV and drive ARPU

The consumer fintech industry has shifted away from the “grow at any cost” mindset. Profitability has become a central focus for businesses as venture capital markets have become more selective with their investment criteria. Customer acquisition cost (CAC) is higher than ever, making it insufficient to focus solely on user acquisition. Retaining users and transforming them into loyal, engaged Daily Active Users (DAUs), and increasing average revenue per user (ARPU) are now paramount.

By reducing friction in consumers’ financial journey and offering personalized product matching,

marketplaces can elevate LTV and ARPU, while bolstering brand reputation. When users feel valued and perceive a brand as having their best interests at heart, positive product reviews and word-of-mouth referrals increase.

Third-party marketplaces typically feature a commercial element in the form of referrals, commissions, or revenue sharing. This supplemental revenue stream can easily become substantial with the right mix of relevant products and engagement tactics, thereby becoming another factor in driving up (ARPU).

"After decades of hypergrowth, fintechs have entered a new era of value creation, where the focus is on sustainable, profitable growth."

Source: *Fintechs: A new paradigm of growth*, McKinsey & Company



Conclusion

Exploring marketplace models represents a significant opportunity for financial service providers in today's dynamic environment. By adapting to consumers' evolving needs, leveraging data insights, and capitalizing on revenue opportunities, companies can solidify their position in the industry. Marketplaces go beyond merely offering a variety of products; they serve as platforms for innovation and customer

engagement. With profitability as the driving force, these platforms provide the flexibility and tools necessary to succeed in a highly competitive market.

As financial providers embrace this model, they are not only positioning themselves for growth but also laying the foundation for sustained customer satisfaction and long-term success.



To learn about how **MoneyLion** is powering financial marketplaces and connecting financial products to best of breed financial marketplaces, visit engine.moneylion.com

About MoneyLion

MoneyLion is a leader in financial technology powering the next generation of personalized products and content, with a top consumer finance super app, a premier embedded finance platform for enterprise businesses and a world-class media arm. MoneyLion's mission is to give everyone the power to make their best financial decisions. We pride ourselves on serving the many, not the few; providing confidence through guidance, choice, and personalization; and shortening the distance to an informed action. In our go-to money app for consumers, we deliver curated content on finance and related topics, through a tailored feed that engages people to learn and share. People take control of their finances with our innovative financial products and marketplace - including our full-fledged suite of features to save, borrow, spend, and invest - seamlessly bringing together the best offers and content from MoneyLion and our 1,100+ Enterprise Partner network, together in one experience.

MoneyLion's enterprise technology provides the definitive search engine and marketplace for financial products, enabling any company to add embedded finance to their business, with advanced AI-backed data and tools through our platform and API. Established in 2013, MoneyLion connects millions of people with the financial products and content they need, when and where they need it.

For more information about MoneyLion, please visit www.moneylion.com.

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