



**THE**  
**LARKY**  
lowdown

**ISSUE 1:**

Adoption of Push as a Channel  
for Building FI Engagement with  
Account Holders

# Introduction

## Adoption of Push as a Channel for Building FI Engagement with Account Holders

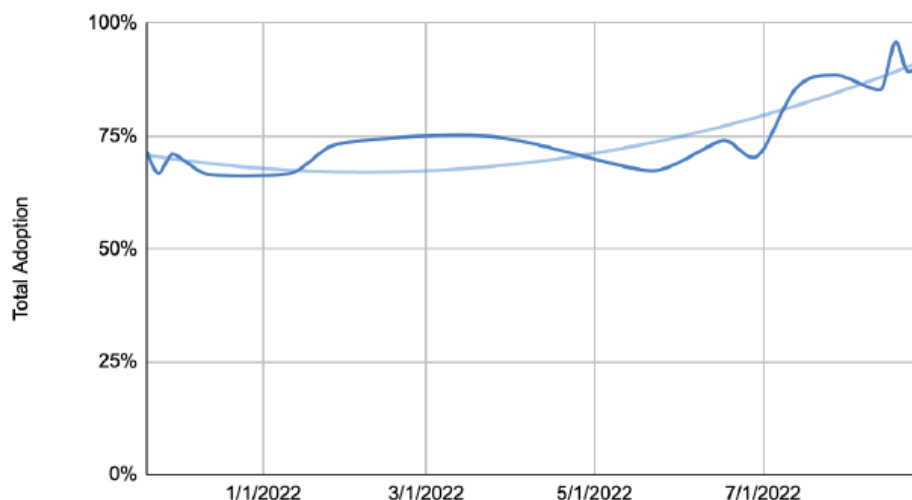
Innovative financial institutions are quickly realizing that their account holders now expect timely push notifications to provide helpful information at the right time and place. In this first iteration of the Larky Lowdown report, our data proves that account holders are **highly likely** to adopt this channel as a means of communication from their FI when messages are implemented strategically.

Account holders are used to receiving notifications from their financial institutions

when a deposit hits their account or they have a low balance alert. These transactional notifications are useful, but we have found that this communications channel has far more potential.

We see that there is high overall adoption by account holders for receiving non-transactional push notifications from their financial institutions. **Overall we see an adoption rate of 85%**, with some financial institutions seeing rates as high as 95% adoption.

Total Adoption



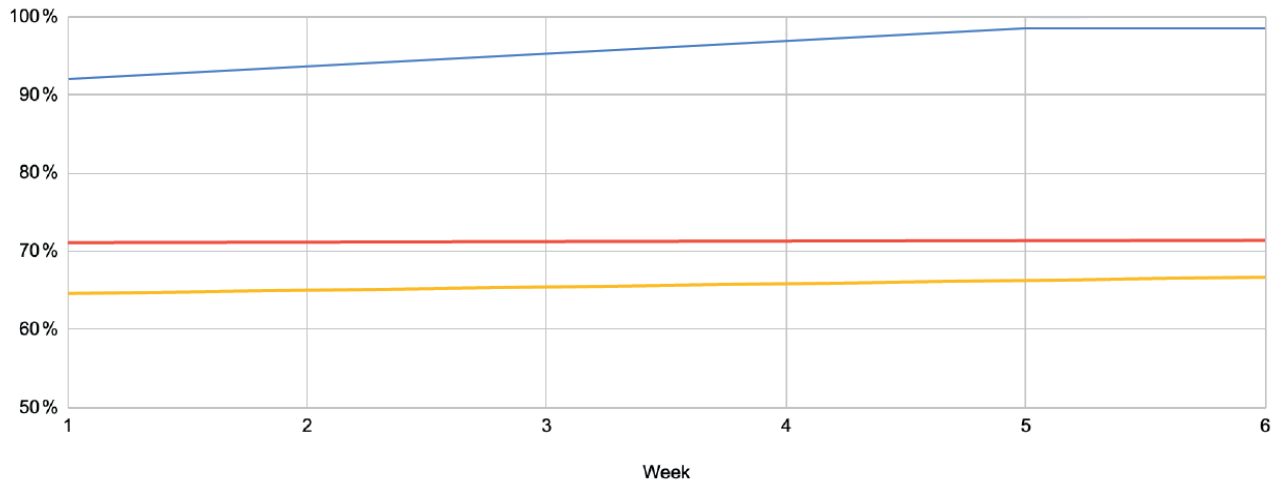
**When the platform is used responsibly over time**, and meaningful and useful messages are sent at an appropriate cadence, account holders don't abandon the platform; indeed, the rate of adoption grows over time. It's critical that the channel not be misused or the financial institution risks having its account holders turn off notifications altogether.

In our experience, we have found that limiting non-transactional messaging to any particular account holder to no more than 1 message per day, 3 per week or 10 per month has been effective in preventing account holders from becoming overwhelmed and turning off notifications in general.

In order to maximize early adoption of push as a channel, we have found that when a **pre-rollout campaign** aimed at boosting adoption is executed, adoption rates are higher than would be without this campaign. This is demonstrated by the

slope of the blue trend line for an FI who executed such a campaign, as opposed to the other two examples. In all cases the trend is positive, but the rate of increased adoption is higher for the FI represented in blue.

Notification Granted over Time



**Examples of what can be done as part of a pre-rollout campaign include:**

- Email
- In-branch messaging (displays in branches)
- ATM and VTM promotional content
- Statement inserts
- Other promotional mailers/postcards

## Conclusion

Push notifications are a powerful and highly engaging way to communicate with account holders, especially when introduced and executed responsibly. As mobile banking continues to dominate the digital banking experience, we fully expect the positive trends outlined in this report to continue into 2023 and beyond, especially as more and more FI’s continue

to adopt push as a channel for account holder engagement.

In future reports, we will continue to analyze adoption patterns as well as usage of push notifications and dive into details that show how and when to send messaging to create levels of tap through engagement rates upwards of 10–15%