

Meet the Value-Added Financial Services Driving the Most Consumer Value

In an effort to create more customer loyalty, financial institutions of all sizes make various value-added services available to customers. Banks are including these services in order to differentiate, and increase the appeal and value of their core traditional banking services.

Based on **Wildfire's Banking on Shopping Rewards report**, we'll take a look at which value-added services truly deliver today's banking consumer the most value.

Of money-saving value-added services, banking customers still value cashback and coupons the most.

After fraud prevention offerings, consumers find money-saving features related to rewards and coupons the most useful. These features ranked higher than credit monitoring and Buy Now Pay Later features.

Respondents who rated the following services offered by a bank or credit card as useful:



n=1,007

The growing popularity of cashback browser extensions.

Browser extensions that deliver cashback rewards offers and coupon savings continue seeing wider usage. In 2024, nearly 1 in 3 (27%) of respondents report using cashback browser extensions more this year, and 70% of consumers report using their extension for cashback rewards or online coupons frequently.

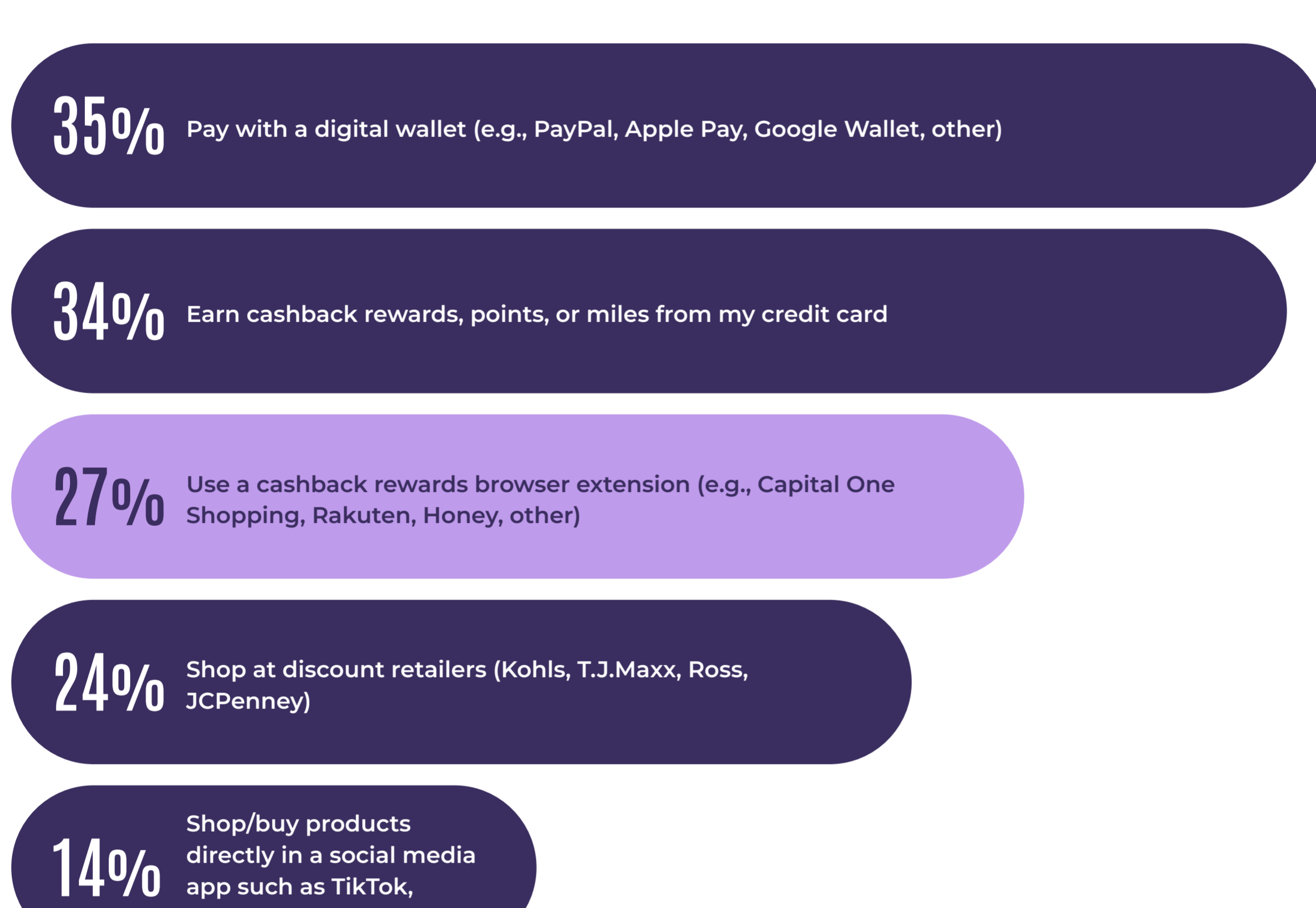
Which one of the following statements applies most to you when you shop online?

(70%) I almost always/sometimes use a browser extension for cashback rewards or online coupons

(30%) I rarely/never use a browser extension for cashback rewards or online coupons

n=387

In 2024, are you doing the following more, less, or about the same as last year? — More Summary



n=1,007

More than ever, people are looking for these money-saving tools from their bank.

79% of respondents said they would be more likely to install a browser extension for cashback and coupons if it was offered by their primary bank.

Over half of respondents prefer to get cashback and coupons from their credit card and 1 in 3 prefer them from their bank.

From which service(s) would you prefer to find cashback rewards and coupon codes for shopping online?

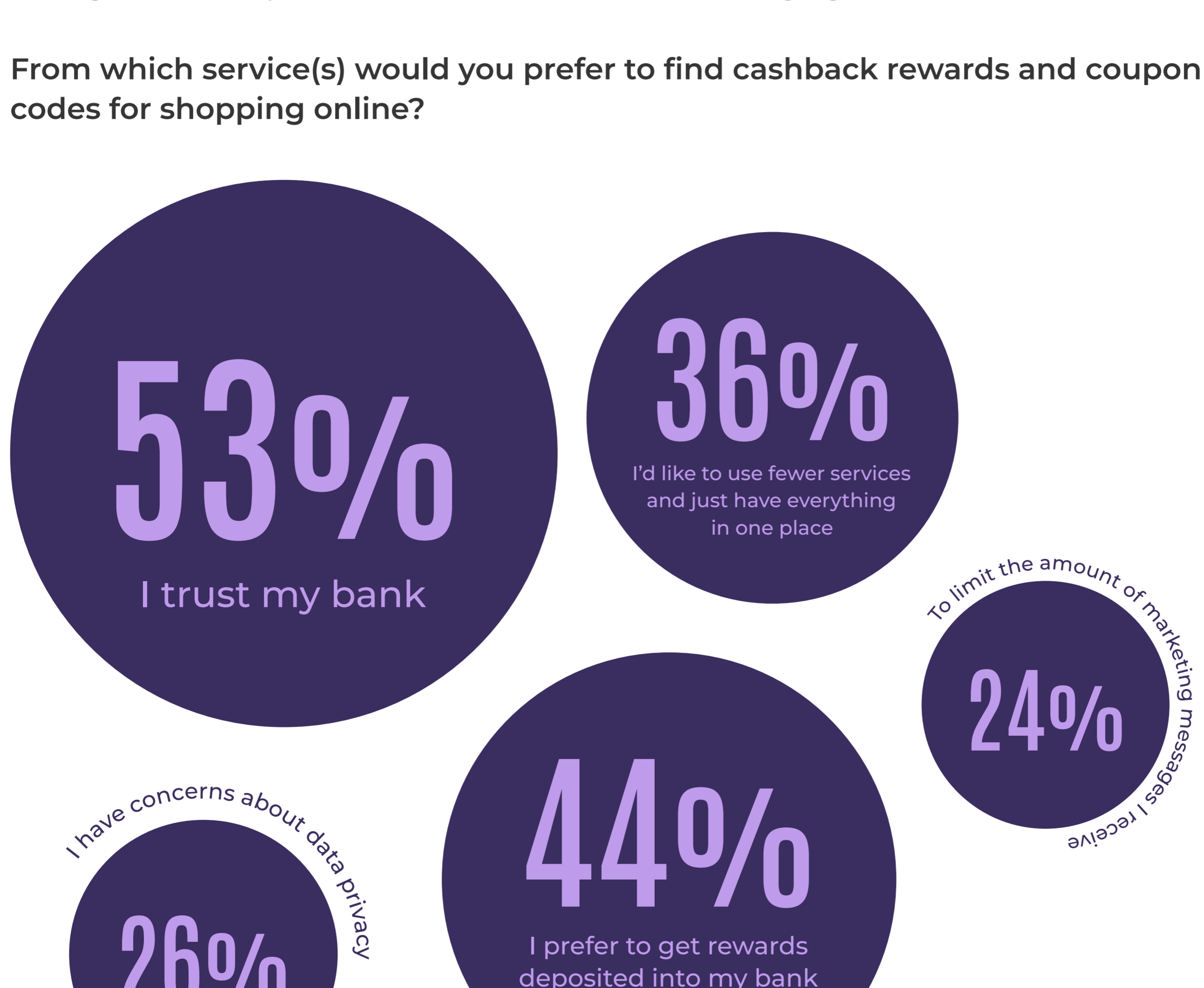


n=1,007

Banks are well-positioned to offer these tools to their customers.

53% of consumers would install a browser extension for cashback and coupons from their bank because they trust their bank. They also appreciate the convenience of having rewards deposited into their account, and managing fewer different services.

From which service(s) would you prefer to find cashback rewards and coupon codes for shopping online?



n=387

Having cashback rewards or coupons from a bank-branded browser extension will not only drive customer preference for the bank that delivers them most effectively, it also increases the likelihood that a customer will shop and spend online - since they can save more when they do so.

This represents clear opportunities to offer value-added money-saving services by financial services organizations especially to address those seeking to drive loyalty.