



FINANCIAL SERVICES

# Leveraging Data and AI for Competitive Advantage

The financial services industry continues to evolve at a rapid pace. Financial services firms run the gamut from traditional banks and mortgage companies to insurance companies and investment firms to fintech entrants in payments and mobile wallets. Across the industry all types of firms are facing increasing competition and with brand loyalty continuing to wane, fighting to retain and grow their customer base. Organizations need to better leverage data and AI to drive innovation and competitive advantage. A recent study by Deloitte found that 30% of financial service firms who they describe as frontrunners are more adept at utilizing AI which is helping them increase revenue faster than their competitors.

To learn more about your customers and prospects, start with the data you are collecting today, then look at enriching that data with high-quality third-party data.

## Using Mobilewalla You Can:

### **Fill in the missing demographic and behavioral insights your first party data is lacking.**

Identify the characteristics of your best customers better anticipating their needs and wants and allowing you to reach look-a-like audiences with similar characteristics.

### **Capture new insights to better understand customers and their households**

Enrich your first party data with behavioral and demographic insights to gain a deeper understanding of your customers and their households, including competitive relationships.

### **Keep pace with changing consumer dynamics and create models and scores to understand and predict behavior**

Expand your market to increase acquisition effectiveness while decreasing default rates.

### **Identify anonymous visitors coming to your website or being served ad impressions**

Understand who is receiving your advertising impressions and if this advertising is impacting consumer behavior.

Mobilewalla is a leader in consumer intelligence solutions, combining the industry's most robust data set with deep artificial intelligence expertise to help organizations better understand, model and predict customer behavior. With rich insights into consumer behavior, our proprietary solutions help organizations get more out of their AI investments by making more informed business decisions and effectively acquiring, understanding and retaining their most valuable customers.

The breadth and depth of our data allows Mobilewalla to build a more accurate understanding of consumer behavior. Through our deep data science and AI expertise, Mobilewalla delivers insights that enable brands to better understand their customers and prospects to drive growth.

**VISIT OUR WEBSITE**

[www.mobilewalla.com](http://www.mobilewalla.com)

