

FINTECH

PERFORMANCE GROWTH

Your Go-To Guide for Success



INTRO

The market for fintech apps is growing rapidly.

On an average, American consumers use 3 fintech apps to manage payments, paying bills, filing taxes, investing, budgeting, or lending. Similar is the case in the rest of the world.

Because fintechs are able to cover a wider range of use cases, the market opportunity is immense. But so is the competition. For instance, *as of May 2023, there were 11,651 fintech startups in the Americas, 9,681 in the EMEA, and 5,061 in the Asia Pacific region.*

While convenience drove the growth of banking and fintech apps, many new categories of fintech applications have evolved in recent times.

However, the question remains:

**How do you acquire more customers?
How do you retain them?**



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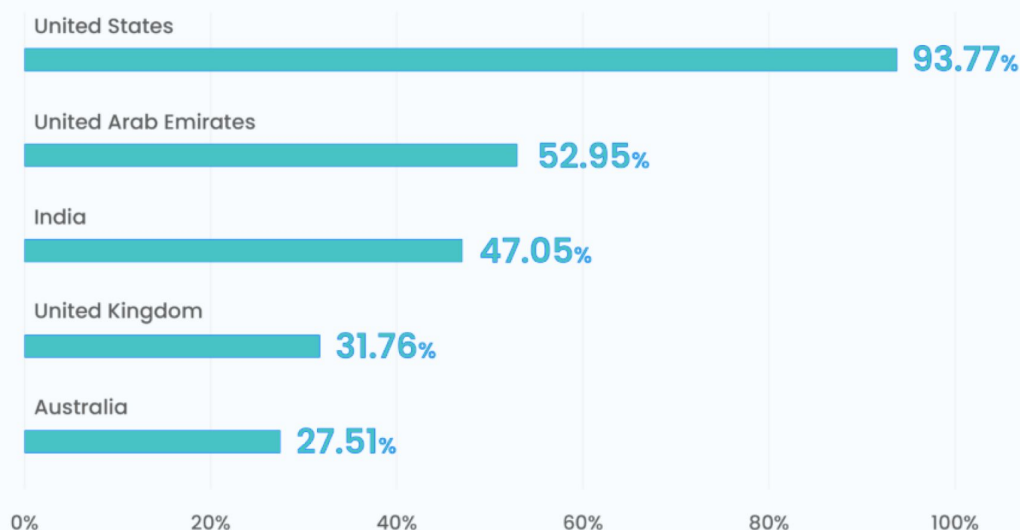
FINTECH MARKETING

CHALLENGES

Most digital payment startups offer huge discounts, cash backs, etc., to acquire new customers. But as soon as the offer expires or a competitor starts offering better deals, customers take no time to switch to another app or service provider.

According to an AppsFlyer report, **finance app uninstall rates is very high for customers acquired through non-organic sources.**

Finance apps uninstall rates for customers acquired through non-organic sources



TOP 10 POSITIONS

IN ASO

What do online banking, crypto wallets, taxes, billing, budget, and mileage tracker apps have in common?

They all fall under the “Finance” category.

The closest secondary category commonly used is “Business.”

Some accounting-related apps, such as invoice maker apps, prefer to use “Business” as their primary category, but this category is a better match for apps related to job search, project and task management, and document and PDF tools.

To rank in the top 10 within the Finance category, your app would need approximately 10,489 daily downloads on Apple and 10,900 daily downloads on Google Play, **making this category one of the most difficult to rank high in.**

As for the Business category, your app would need approximately 9,799 daily downloads on Apple and 4,117 daily downloads on Google Play.






This is why App Store Optimization (ASO) is so fundamental for the Finance category.

yellowTIP: Adjust your keyword strategy **quarterly** to understand and differentiate from your competitors' targeted keywords. Optimizing the keywords will lead to increased visibility and CVR.

TOP 5 APPS








Apple Store

-  **Cash App**
Block, Inc.
100 4.8 Free
-  **PayPal - Send, Shop, Manage**
PayPal, Inc.
100 4.8 Free
-  **Venmo**
Venmo
100 4.9 Free
-  **Zelle**
Early Warning Services, LLC
99 4.8 Free
-  **Capital One Mobile**
Capital One
99 4.8 Free



Google Play

-  **Tonkeeper – TON Wallet**
Ton Apps Limited
99 4.6 Free
-  **Cash App**
Block, Inc.
100 4.6 Free
-  **PayPal - Send, Shop, Manage**
PayPal Mobile
100 4.3 Free
-  **Chime – Mobile Banking**
Chime
99 4.7 Free
-  **Venmo**
Venmo
98 4.2 Free

METADATA

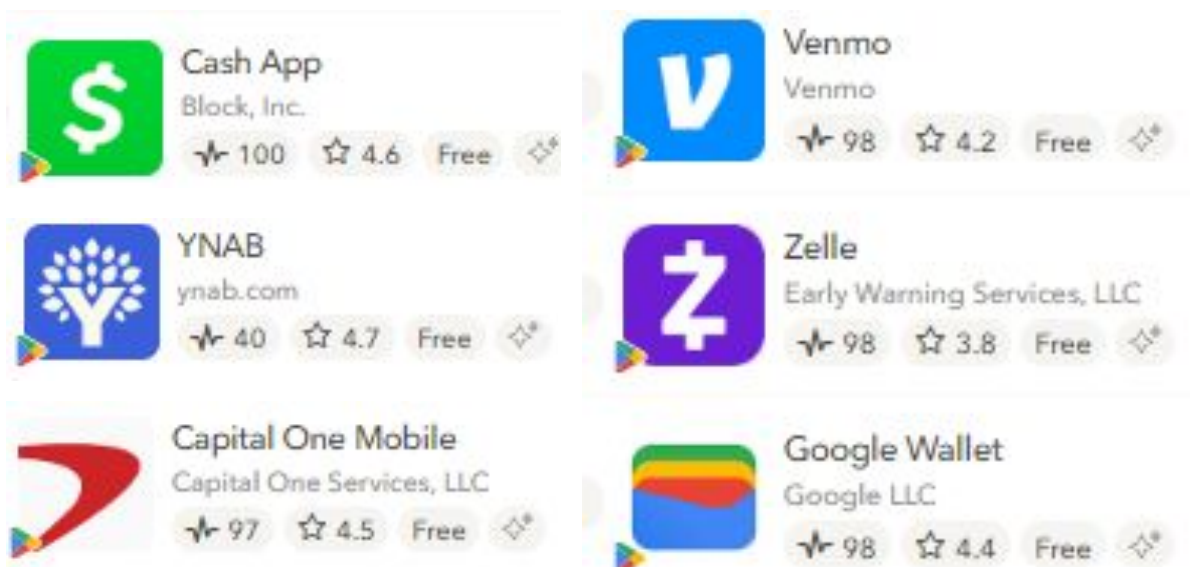
TIPS & TRICKS

In general, well-established brands use just the brand name in the title. However, as ASO specialists, we always recommend taking advantage of the 30 characters available in the title since the algorithm prioritizes these as your main keywords, making it easier for you to rank for them.

If your brand guidelines don't allow you to add keywords in the title, we recommend as part of your ASO strategy, use custom store listings (CSL) in Google Play.

Custom store listings are “masks” that change the face of the storefront. CSLs are not indexed, meaning that although your users will see the CSL, the keywords are indexed in the main listing.

Use your main store listing with high-density keywords and the CSL for more brand-aligned metadata.



METADATA

A/B TESTING

On Google Play, the short description is the most critical text for conversion as it is the only piece of text that appears on your product page along with the graphics.

In the App Store, the promotional text is the most visible, but it is not indexed and cannot be A/B tested. However, it is still important to optimize it and monitor the conversion rate to measure success.

Although the long description can be used to share more information about your app, it is not visible on your product page without an additional click.

Money-related apps should be very reliable, and while the graphics in the screenshots are key for conversion, delivering a trustworthy message will help users decide to install your app.

A/B testing different messages in your short description can provide a better understanding of why users should install your app instead of your competitors. Keep in mind that these 80 characters are indexed and very relevant to the algorithm.

Everlance is doing an excellent job A/B testing very different short descriptions to understand exactly what engages their users:



SHORT DESCRIPTION

Just drive and swipe. Save up to 6,500 a year with our effortless mileage log

Variant 1 % Variant 2 %

Never miss another tax deduction with automatic mileage and expense tracking!

Variant 1 % Variant 2 %

The effortless mileage and expense tracking platform.

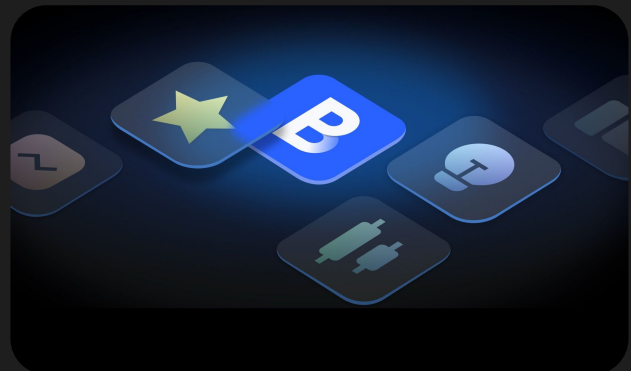
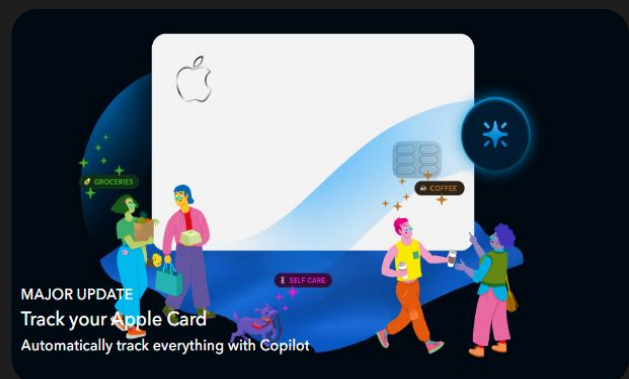
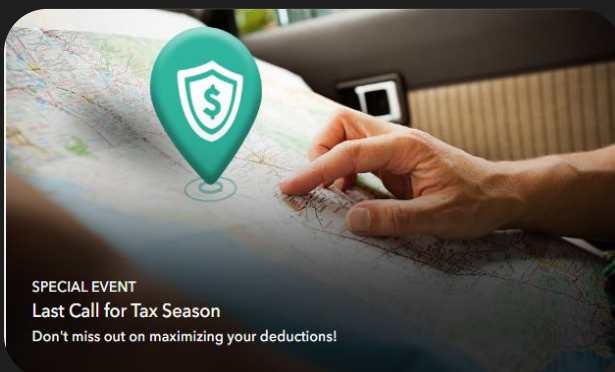
BROWSE TRAFFIC

Apps in the Finance category are not utilizing the promotional content in Google Play but a few are getting browse traffic with in-app events in the App Store to engage with new users and persuade returning.

ASO isn't just about **SEARCH**; there's also a lot to consider for **BROWSE**.

Start by sharing major events, promotions, updates, and seasonality.

yellowTIP: The fact that not many finance apps are using these slots for promoting their apps gives you a higher chance for your app to be visible in these sections.



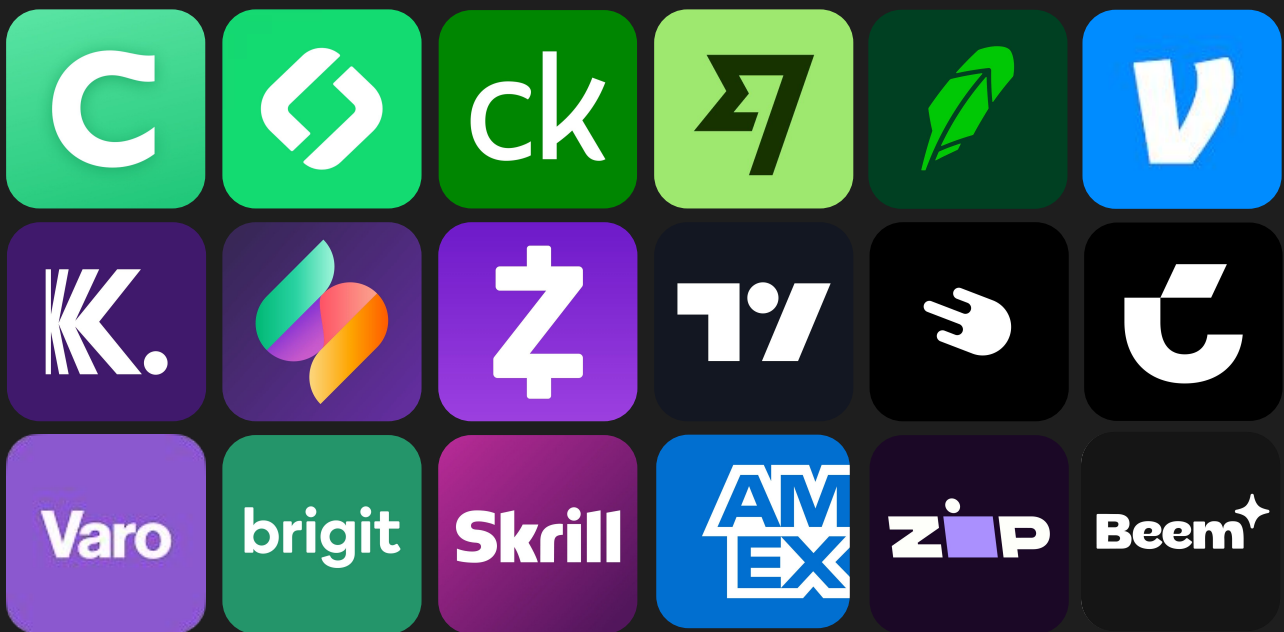
CREATIVE TRENDS

IN ASO

ICONS

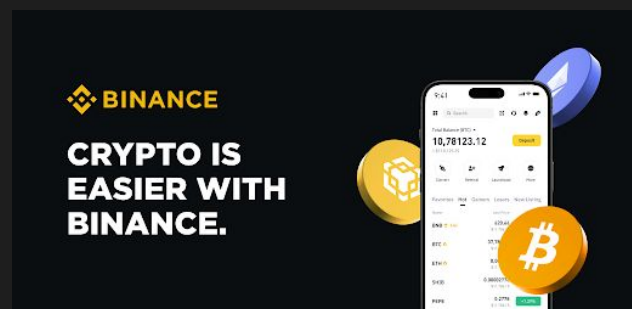
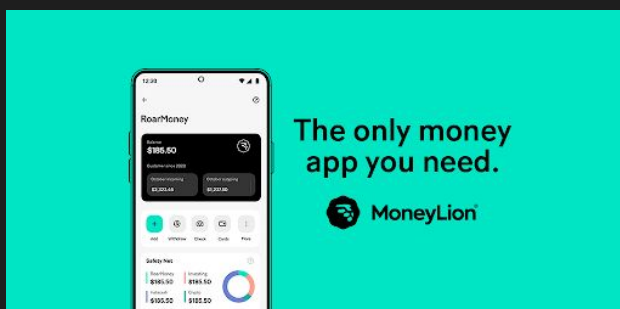
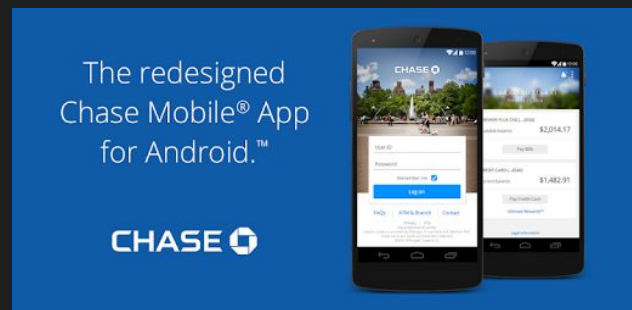
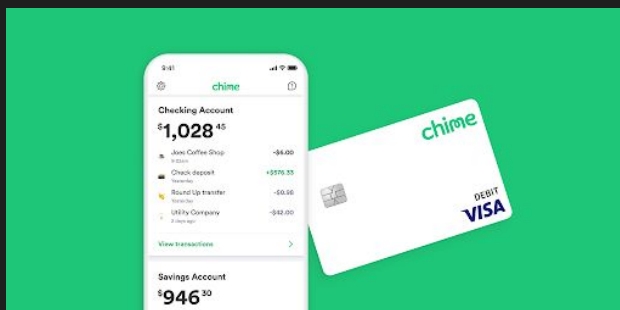
Simple, bold, and full of life!

These vector-based logos feature a centered design with solid backgrounds. They use low-key shades of green, purple, and black. Unlike gaming icons, their simplicity and minimalism make them stand out. The logo must be distinctive, eye-catching, and give new users a glimpse of what the app offers.



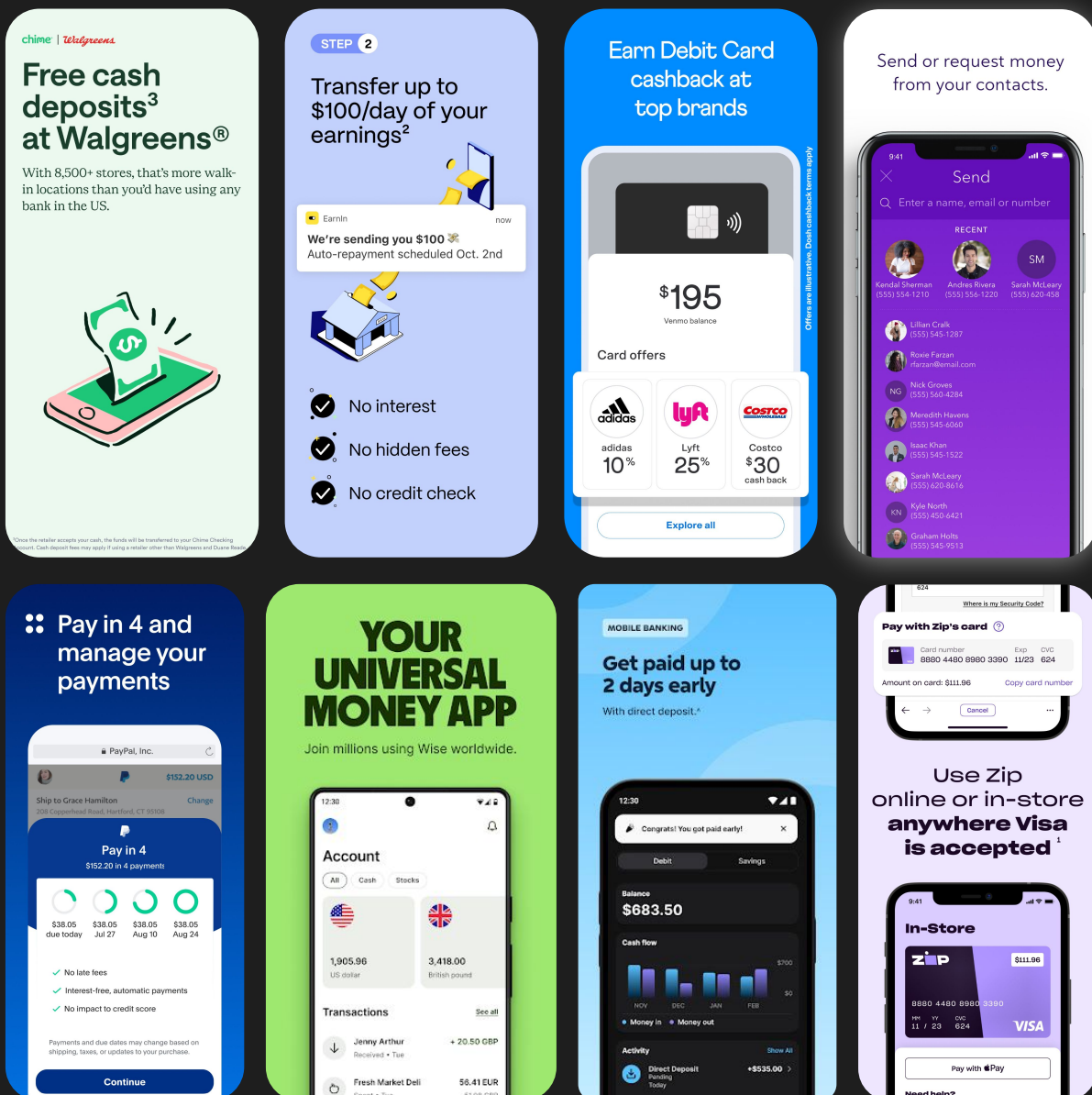
FEATURE GRAPHICS

Fintech feature graphics usually feature a smartphone as the central element. The background colors can vary widely, including light shades, green, blue, and dark tones. Common elements in these graphics are images of a credit card or coins, symbolizing financial transactions. The company's logo is also typically displayed. While some of these elements might vary across different graphics, they all combine to create a visually appealing and informative image that effectively conveys the essence of fintech services.



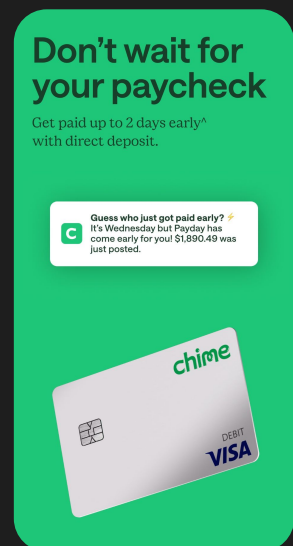
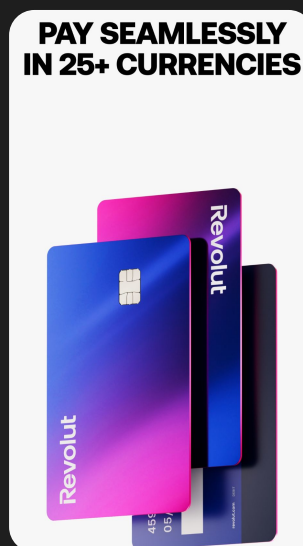
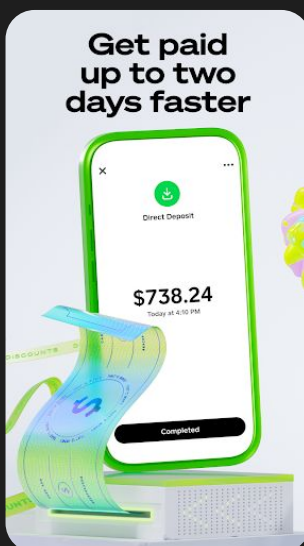
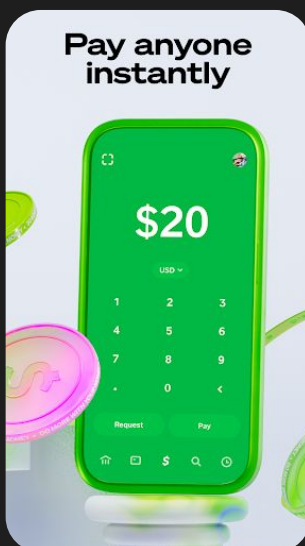
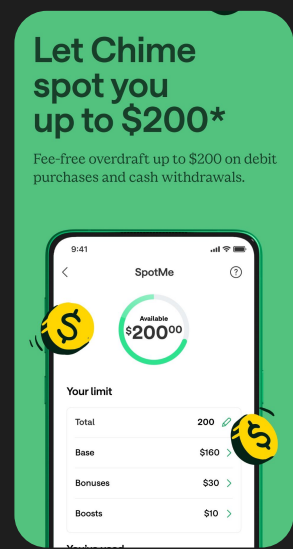
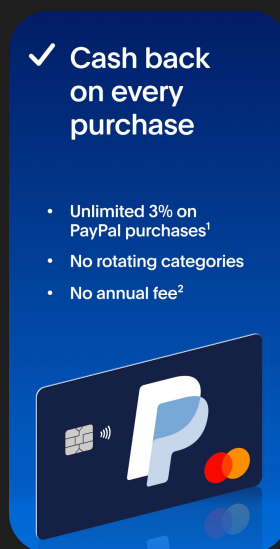
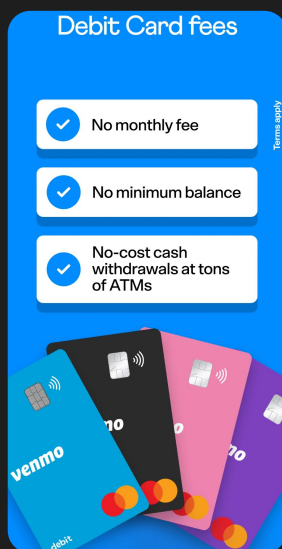
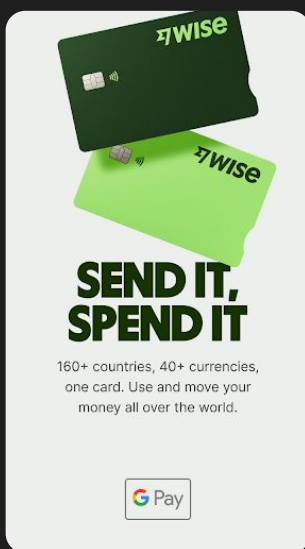
DESCRIPTIVE MESSAGES

When talking about money, users need to clearly understand what is happening with their finances, so it's important to be descriptive and explanatory. Clarity and transparency are crucial in this field. Fintech apps typically use between 6 and 9 words for their titles, featuring a main caption and a smaller, explanatory subtitle.



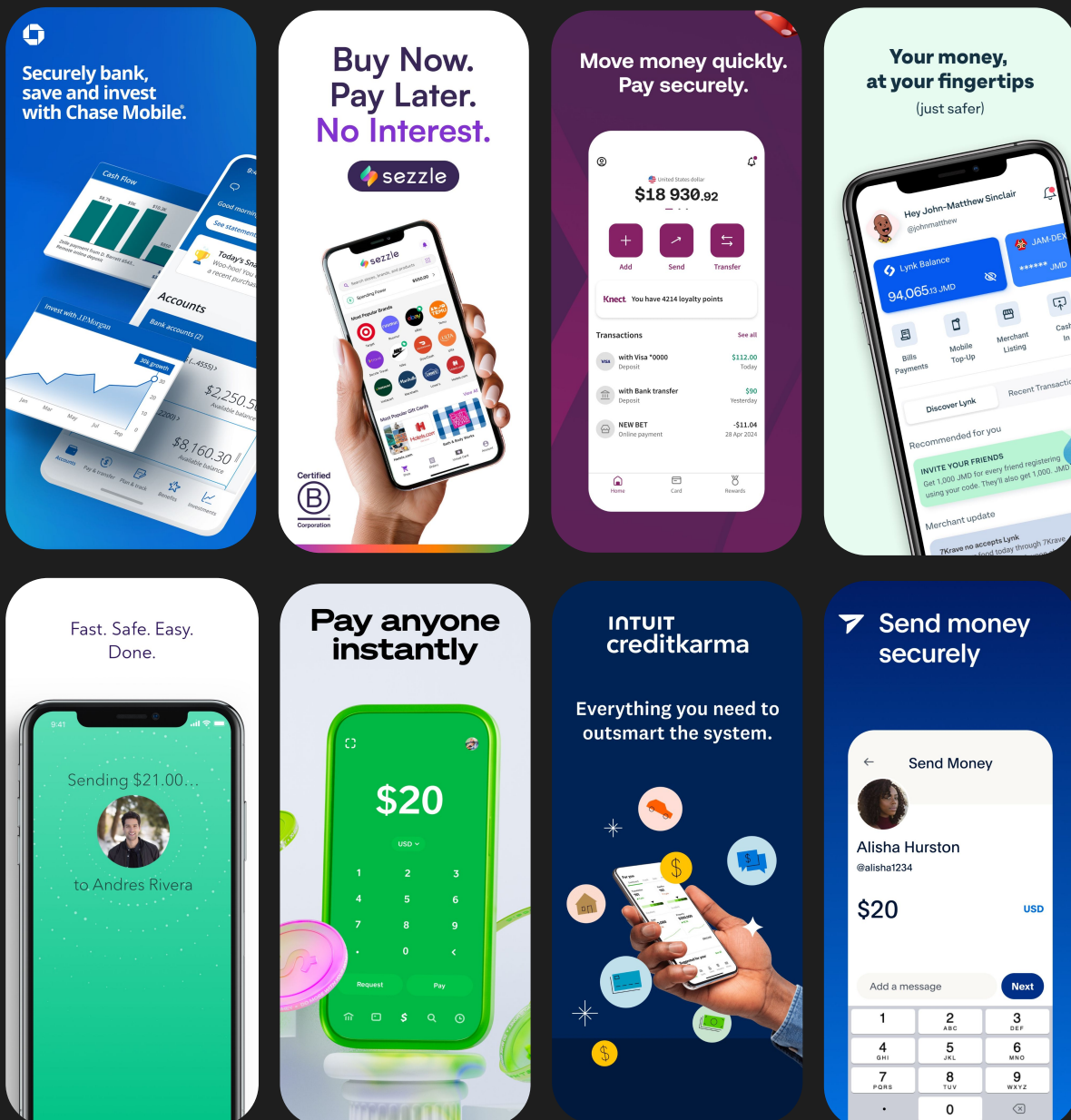
CARD AND CASH ILLUSTRATIONS

Using 3D card and money illustrations is very trendy among these apps. These elements help users easily grasp what the app offers. Cards often have a realistic 3D appearance to enhance reliability and trust.



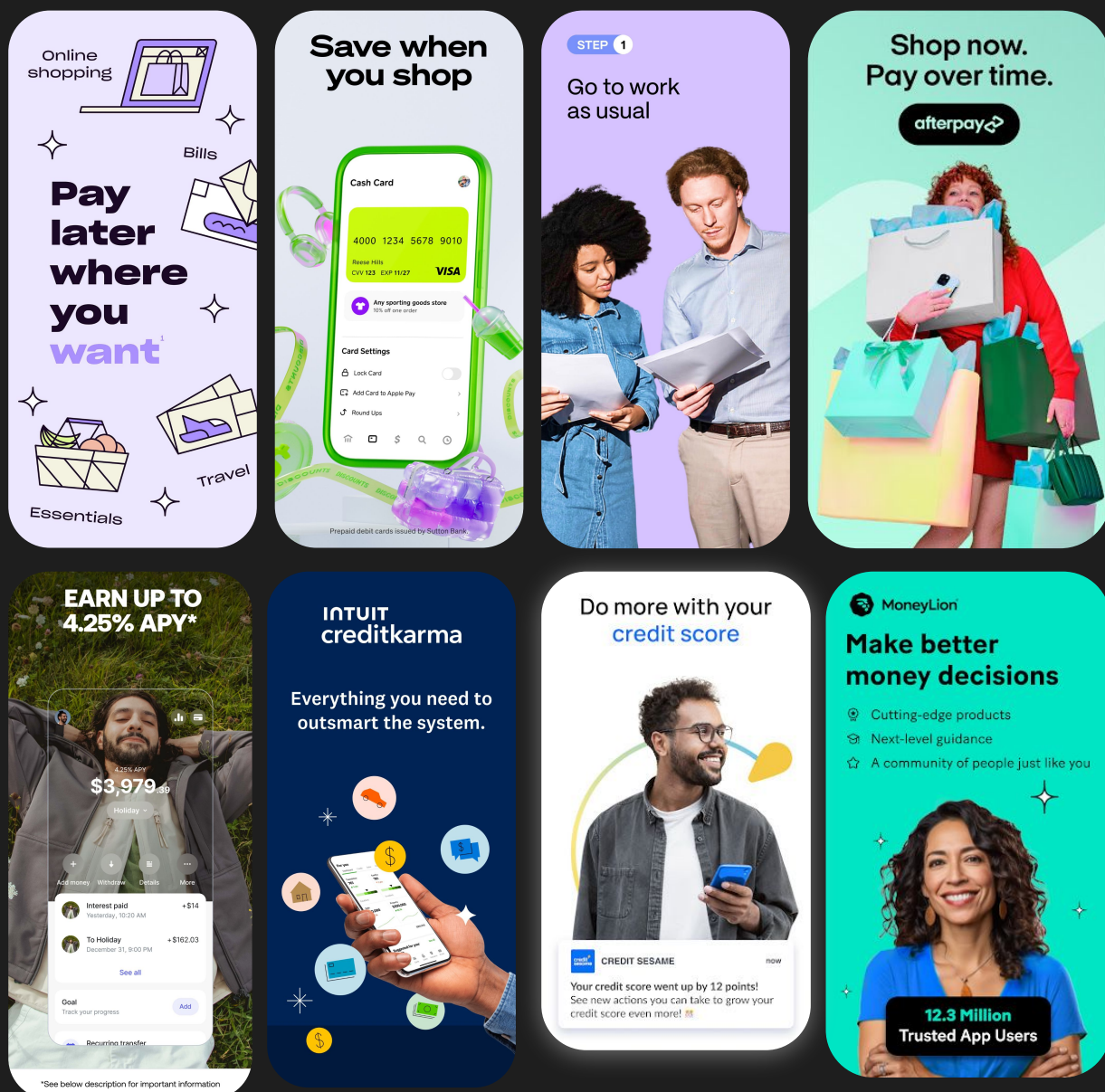
EASY, FAST & SECURE PROCESS

Fintech apps often emphasize that their process is easy, fast, and secure. Money issues can be stressful and confusing, and accuracy is crucial since finances are involved. Highlighting these features in the screenshot set will be helpful for creatives.



TARGETING AUDIENCE WITH VISUAL ELEMENTS

It's common to use visual elements like illustrations and images to target your audience. These visuals highlight the main activities your app focuses on and can include photos of your target users. Fintech apps promoting online shopping often feature this in their illustrations.



THE USER FUNNEL

How to transform traffic >> into customers?

In terms of Fintech SEO, financial content holds great opportunity to educate consumers, build trust and drive converting traffic. This is because, **when it comes to personal financial topics, people conduct a vast online research, as each decision can have major consequences.**

Fintech SEO addresses both B2B and B2C customers who are trying to educate themselves on complexed financial topics.

It is important to create a strategy that aims not only to drive huge content, but a convertive one.

- Your content must be authoritative and trustworthy, especially for financial topics, as Google classifies these under **Your Money or Your Life (YMYL)** industries
- Don't focus on high traffic, but on high CVR! Instead of targeting over competitive, generic KWs that don't necessarily convert, create a content strategy that focuses on the **Lower funnel** - Ask yourself, who is the persona you are targeting and what is their pain-point, and tailor the content based on that, **to transform this traffic into actual customers.** A good idea would be to **interview the company's sales team** and learn who are their best customers, what are their main pain-points & what made them close the deal.

- Here are some questions about search queries, that a marketer in the fintech industry can ask, to determine **if a user is close to buying, or making a decision:**
- ◆ Has the user searched for a demo / trial?
 - ◆ Has the user searches information about features or pricing?
 - ◆ Has the user searched for comparison content that highlights your product's advantages over competitors?
- **Do not underestimate E-E-A-T! (Experience, Expertise, Authoritativeness, Trustworthiness)** Even though it isn't a ranking factor in the traditional sense, where sensitive financial data and transactions are handled you might consider E-E-A-T as a guiding principle for creating helpful, user-focused content, and a key parameter for a successful SEO strategy implementation.
- **Prioritize amazing user experience.** Focus on constantly improving the way your user interacts with your service / product. Know your potential client's persona and optimize UX and UI accordingly, focusing on **user-friendliness, practicality, and effectiveness.**

FINTECH HIGHLIGHTS

IN SEO

- **Back to the basics: Don't miss out on technical SEO.** Make sure the website is 100% mobile friendly; the site-speed is optimized compared to competitors, providing a high quality UX; the site has all basic elements that ease the crawler's job, like sitemap, robots.txt, Internal linking, proper setting of html elements, etc.
Ensure that when Google crawlers visit your site, they have a clear and unobstructed path for effective crawling and indexing.
- **Optimize your URL structure.** Your URL should be descriptive and reflect the page's content, incorporating topic's main keywords.

KEYWORD RESEARCH

& SEARCH INTENT

We already know that content is king, we know the importance of content clusters, blogs and any other type of supporting content that creates **authority, recognition and trust** for your brand. But for the Fintech SEO keyword research, there are some key factors to take into account:

- **Know your audience** - People don't wish to read an over complexed, technical content. Creating engaging content in fintech is challenging, but **regularly publishing well-written, digestible-length blog posts** can make technical topics more accessible and appealing.
- **Prioritize your user, not Google:** Instead of just picking content ideas based on the high search-volume keywords you want to rank for, try flipping the script! Start by figuring out your users' biggest pain-points, craft your content strategy around those, and then decide which keywords to target.
- **Focus on user-intent** - Ensure that your content aligns with what users are actively seeking. By understanding whether users are looking for information, comparing services, or ready to make a financial decision, you can **tailor your content to meet their specific needs and increase engagement**. This also boosts your rankings, as search engines prioritize pages that best satisfy user queries.
- **Help your SEO - Place your strategic keywords to the Page Titles, Headers and key paragraphs**, so your potential customers can easily find what they are looking for. 1 Article should correspond 1 topic, to allow proper understanding of the content, for both the user & crawlers.

SEARCH INTENT TYPES



Informational

Queries with an intent to gain knowledge about a topic



Navigational

Queries with an intent to navigate to a specific website or web page



Commercial

Queries with an intent to obtain a commercial outcome



Transactional

Queries with an intent to complete a transaction

TYPES OF CONTENT

To tailor a truly competitive content:

- Provide unique, comprehensive technical content that is unavailable elsewhere on the web
- Make sure to incorporate case studies and success stories that demonstrate the impact of the company's / product's unique features
- Share expert - based content, and include interviews with known names in the industry to support your brand as an authority in its field
- Don't worry about going into details - this would make your content look professional & unique, as the product / service has its unique features. Make them stand out!

Here's an example of how to tailor your content strategy:



Awareness (Upper funnel)

General info / insights about the industry



Consideration (Middle funnel)

In-depth guides and case studies that showcase your product's benefits and applications.



Conversion (Lower Funnel)

Detailed comparisons, user testimonials, and ROI analyses to facilitate informed decision-making.

CONTENT MANAGEMENT SYSTEM

Optimizing your website for Search Engine Optimization (SEO) is essential for creating a cohesive online presence, but first let's start with making sure you have a proper content management system in place.

When it comes to Fintech Industry, companies must consistently balance **compliance, security, and user appeal** to build customer trust. In the realm of FinTech, crafting a website that drives conversions is just as critical as selecting the right technology for marketing. FinTechs need tools that blend **usability, agility, and robust security**, ensuring a seamless and secure user experience while boosting SEO performance.

yellowTIP: Do your research, and check which option suits your needs and budget the most. However, a few things should be non - negotiable. Regardless of your business goals, your chosen CMS must support them:

- **Ease of accessibility:** You want your website to be **easily accessible for the crawlers**, and in order to do that you need to be able to create a good site structure.
- **Security:** Fintech websites handle **sensitive financial data and transactions**, making them prime targets for cyberattacks.
- **Scalability:** As your fintech business grows, your CMS must handle increased traffic, more content, and additional features without compromising performance.
- **Regulatory Compliance:** Fintech companies must comply with various regulatory requirements related to data privacy, financial transactions, and user protection.

BEST PRACTICES

CREATING FINTECH APP ADVERTISEMENTS

Understanding the Challenge

Fintech apps often face a unique challenge: they deal with people's money, which can be intimidating. Many potential users perceive these apps as risky or too complicated. To overcome this barrier and reach a broader, younger audience, advertisements need to be crafted carefully.

Key Principles

- **Simplicity is Key:** Make the complex world of finance accessible and less daunting.
- **Appeal to a Broader Audience:** While maintaining credibility, aim to attract younger users alongside the traditional mature, educated demographic.
- **Balance Information with Entertainment:** Provide clear value while keeping the tone light and engaging.

1. Focus on Specific Features

- Highlight one key feature or benefit per advertisement.
- This approach prevents information overload and makes the message more memorable.

2. Create Engaging Content

- Make ads snappy, upbeat, or humorous to transform the potentially "boring" topic of finance into something exciting.
- **Use eye-catching visuals or concepts to grab attention.**

3. Keep it Informative and Clear

- If not using humor or excitement, ensure the ad is informative and to the point.
- Clearly communicate the benefit to the user.
- "Dumb it down" – use simple language to explain complex features.

4. Leverage Typography

- Use text-based designs to convey multiple messages effectively.
- Experiment with creative typography to make text-heavy ads visually appealing.

5. Showcase the Product

- Include visuals of the actual app interface.
- If possible, demonstrate how to use key features.

6. Speak the Audience's Language

- Use relevant slang and colloquialisms to connect with younger audiences.
- Incorporate current trends, especially from platforms like TikTok, to increase relatability.

7. Address Security Concerns

Subtly incorporate messages about security and reliability to alleviate concerns about financial risk.

8. Use Social Proof

Include testimonials or user numbers to build trust and show widespread adoption.

9. Highlight Ease of Use

Emphasize how simple and user-friendly the app is to counter perceptions of complexity.

10. Create a Series of Ads

- Develop a campaign with multiple ads, each focusing on different aspects or features of the app.
- Maintain consistent branding across the series to build recognition.

yellowTIP: The goal is to make fintech apps feel accessible, safe, and even fun to use. By following these best practices, your advertisements can help bridge the gap between complex financial technology and everyday users.



READY TO TAKE YOUR FINTECH PERFORMANCE TO THE NEXT LEVEL?

Book your Free Strategy Call

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