

Exploring expert perspectives

Marketing leaders discuss
the future of financial services





Why this report?

Today's financial services landscape is made up of a mix of traditional institutions, innovative disruptors and steadfast insurance providers. For all parties, the goal of customer trust is paramount.

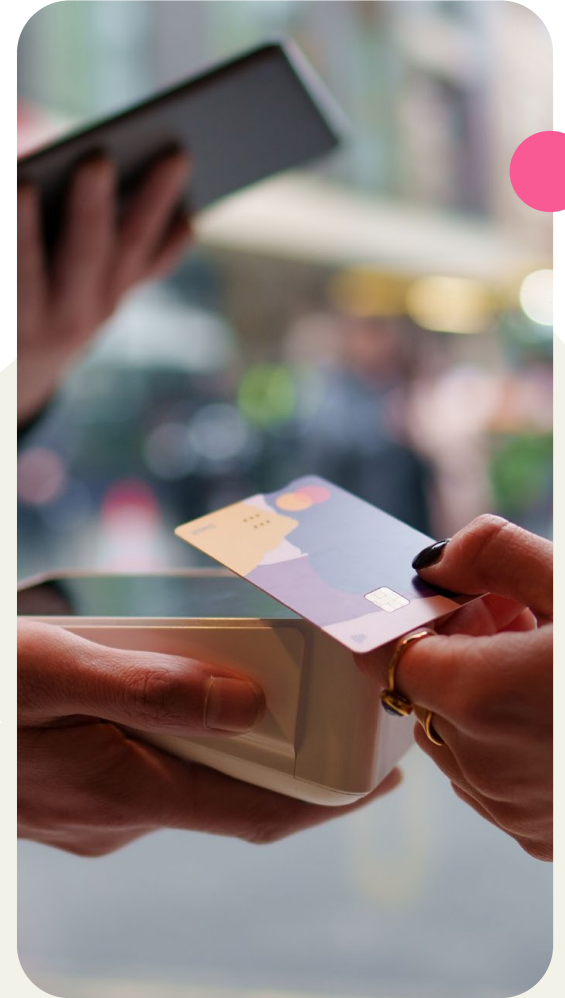
For incumbents, challengers aren't taking their foot off the pedal in the race for market share. Customers are now empowered by technology and demand seamless experiences, instant access, and personalized solutions. Convenience, agility, and a deep understanding of individual needs are now necessities.

At Trustpilot, where many share their experiences with financial services worldwide, a clear theme in customer feedback has appeared: **money is personal**.

From saving for a home to safeguarding futures, consumers need to put their trust and financial well-being into the hands of these businesses. Unlike smaller purchases, choosing the right mortgage or investment advisor is a more serious undertaking and requires a trusting relationship between customer and business.

So, how can financial services marketers continue building trust and loyalty in an increasingly competitive market? What does the future hold for financial services marketing in this age of rapid change?

To answer these questions, Trustpilot went directly to the source — global industry leaders who are actively shaping the future of financial services marketing.





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**The stand-out
marketing metrics
are always changing**



Metrics matter in marketing. Data is always at our fingertips, offering real-time insights into customer's thoughts and feelings.

As the financial services industry growth quickens, the marketing metrics that mattered most one year may not be as useful the next.



Nina Etienne,
Executive Marketing Consultant

“ If a company focuses solely on channels with a directly trackable link to sales, it will, at one stage, hit performance inefficiency. That's because, whilst converting direct and immediate users is important, it comes at the expense of creating future demand, intent and brand loyalty.

Marketing is — and has always been — about grabbing attention and standing out from the crowd, driving purchase intent along the customer journey. The upper funnel brand metrics on awareness, distinctiveness and consideration remain as important as your lower funnel sign-up and CACs. It's essential to zoom out and look at the whole and focus on customer needs and behaviours, not just the click-through rate. And let's remember why the function exists — incremental uplift in net revenue from your campaign and full-funnel investments over time. After all, we are building and growing the business as a function. ”



Chris Snyder
CEO,
banks.com

“ Performance-related metrics seem to dominate the narrative (cost per lead or cost to acquire a customer, for example). ”



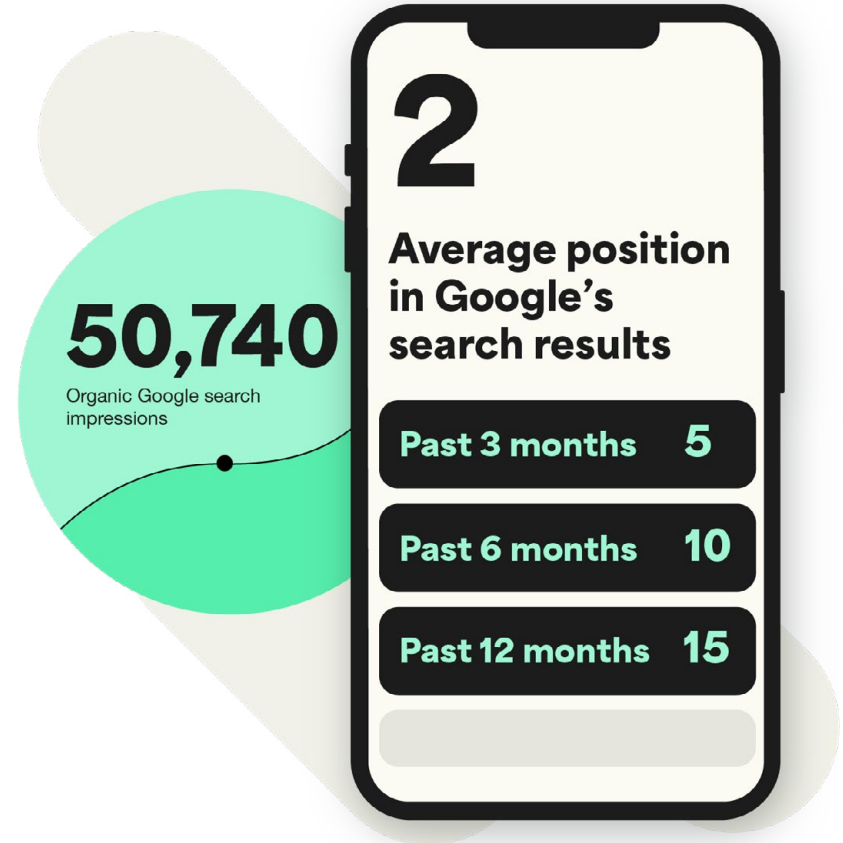
Dan Cristo
VP of Digital Marketing,
Guaranteed Rate

“ TikTok has changed the paid social landscape in a number of ways. Impressions, views, likes, and followers used to be strong signals of content quality, but now you can have 100k views on a video with no actual business benefit from the video. A metric like “completed video views” is a little more useful but still less important than clicks, leads and lead quality. ”



Peter Mendelson
Retired VP Marketing,
Western & Southern/
Gerber Life Insurance

“ Cost per acquisition always mattered, but now, with the increased emphasis on profit, it is essential that marketers achieve the targeted and promised CPA. The opposite of CPA is judging campaigns on the number of impressions received. In my experience, this rarely achieves satisfactory results. It’s often just a fool’s paradise. Additionally, smart marketers embrace cost-effective customer retention campaigns to preserve valued customers and drive additional profit. ”





2

**Customer
feedback is
crucial for overall
★
improvement**



Feedback is a great way to gauge what's working and what's not with a product or service.

The voice of the customer is essential in marketing strategies, especially in a regulated environment like financial services marketing, where the messaging needs to be specific and helpful overall.



Wes Silver
Director of SEO,
TurboDebt

“ At TurboDebt, we understand that leveraging customer feedback to improve CX, marketing, and messaging is an invaluable practice. We collect many customer reviews across various channels, and collectively, they can provide us with golden nuggets that we then categorize and synthesize into actionable insights. From there, we can prioritize these insights and determine the highest priority changes to make that will have the most significant impact on our customer journey. We strive to optimise continually, and by utilizing our customer feedback, we can create a more customer-centric approach, improve overall satisfaction, and enhance the effectiveness of our marketing and messaging efforts. ”



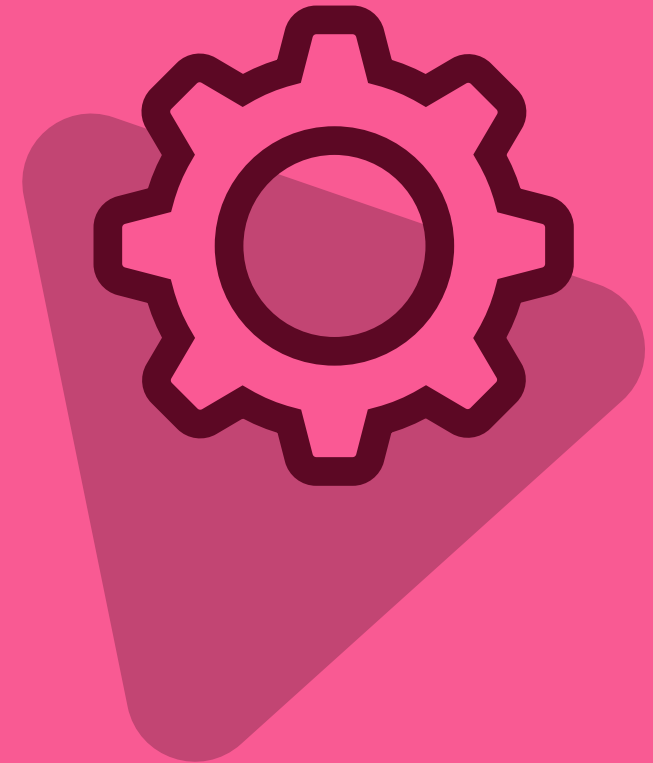
Elizabeth Skinner
Director of Marketing,
NewDay

“ Feedback also guides our marketing messaging, allowing us to bring the voice of the customer to life in our communications and ensure we stay laser-focused on delivering clear, helpful communications at the right time for the customer. ”



3

The industry is still exploring its mixed feelings about personalization





Personalization in financial services marketing is having its moment.

Fintech has taken on the lion's share, with 18% of fintech investment going into personalized financial management. Regarding more traditional banking, just 14% of customers considered financial institutions “extremely effective” at delivering contextually relevant experiences and product offers today.



Chris Snyder
CEO,
banks.com

“ I’ve been hearing about personalization forever... candidly, I haven’t seen it deliver on its promise — it might be because there haven’t been effective tools for this, or maybe it doesn’t scale, not sure, or the strategy may be wrong at some select brands. I don’t see it done well with many brands I interact with. ”



Elizabeth Skinner
Director of Marketing,
NewDay

“ We will continue to increase the use of personalization in our customer communications next year. Our use of personalization ensures communications are individually tailored for customers, factoring in their behaviour and their point in the product lifecycle and credit journey. Next year, our focus is to personalize copy within our communications, images, and GIFs. We also plan to examine the AI available in this space over the coming months. We also leverage personalization within the products and services we offer. For example, personalization within some of our products is designed to help customers improve their credit scores. In general, we leverage personalization to adjust what we can offer as we get to know our customers better, supporting customers to get more from our products and services over time. ”



4

Customers demand less generic marketing and more customized solutions



As customers navigate an increasingly complex financial landscape, they demand more than generic financial advice.

They crave personalized insights tailored to their unique needs and life stages.



Chris Snyder
CEO,
banks.com

“ In the forthcoming years, marketing strategies that offer a subtle, informative, and genuinely helpful interaction are poised to resonate deeply with consumers. The trend is shifting towards a preference for engagement that doesn't feel like a traditional sales pitch or a blatant advertisement. Companies like banks.com are leading this shift by producing high-quality, educational content that organically guides consumers towards the best brands for their needs rather than aggressively bombarding them with intrusive ads followed by high-pressure, conversion-optimized pages.

Building a substantial and authentic brand presence is crucial for a brand to excel in the evolving marketing landscape. This involves sparking conversations about the brand in various forums, including earned media, customer reviews, and discussions initiated by third parties. It's about cultivating a brand's online reputation and awareness through strategic investments rather than relying solely on direct advertising. Brands that succeed in creating this organic buzz and positive sentiment among consumers are the ones that will stand out and thrive in the competitive market of the future. ”



Dan Cristo
VP of Digital Marketing,
Guaranteed Rate

“ Google is always doing its best to kill the SEO industry to boost its ad business, but somehow it remains one of the most important channels for brands. Generative AI seriously threatens SEO traffic, but less traffic doesn't necessarily mean less SEO value. If you look at the goal of SEO as being “Get your answer in front of a user”, then Generative AI is just another format to do that. SEO will evolve into influencing the sources the AI is trained on, much like it did with links 20 years ago. In that sense, while SEO traffic will be diminished, SEO itself will become more important than ever.

Display ads have always been challenging, mostly because people hate banners. The one shining spot was retargeting, but that will take a hit with Google finally killing Chrome's use of third-party cookies this year. It will be hard for display to compete against other tactics over the next few years. ”



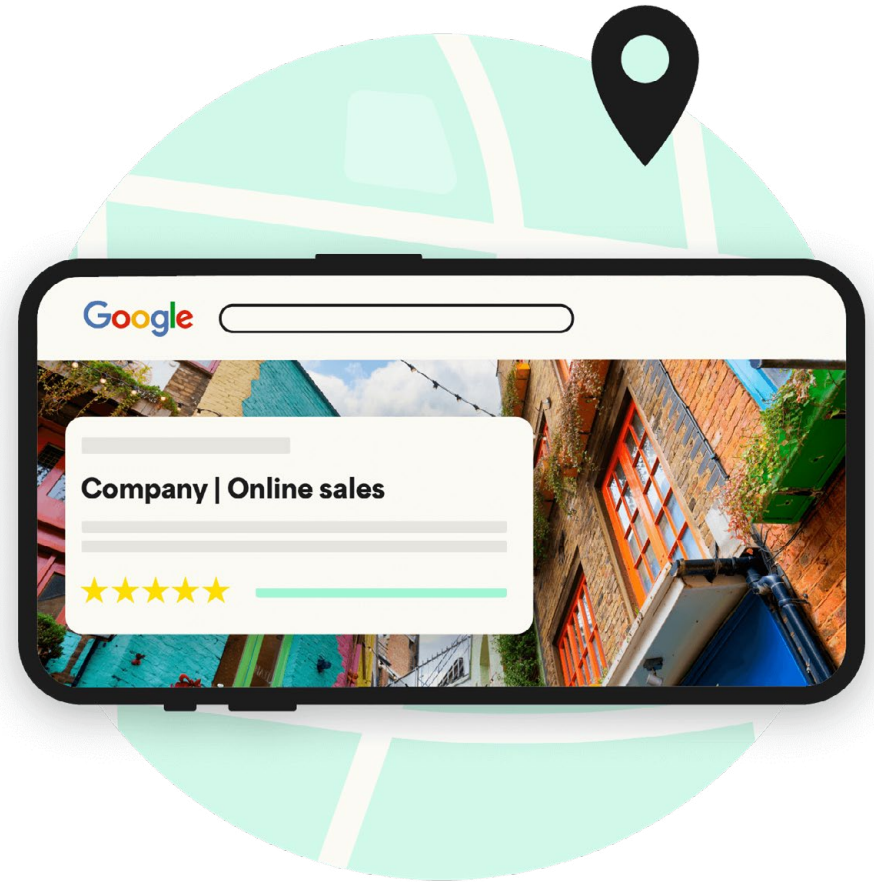
Katy Carter
Senior Product Marketing Manager,
Tide

“ With marketing becoming more innovative and companies becoming more bespoke in how they speak to their customers. Generic messaging just won't work in the future. Customers will want and expect you to show them what they need when they need it, so it's crucial to understand this through understanding their behaviours, how your product solves their problems and what type of message will resonate in that moment of intent. ”



Paul Mampilli
Marketing Director,
Kixy

“ The future of marketing lies in understanding and adapting to evolving consumer behaviours. At Kixy, we prioritize Mobile-First strategies and personalized engagements to meet today's consumer expectations. Influencer marketing and sustainability are crucial, reflecting our commitment to ethical and responsible practices. Traditional methods such as cold calling and mass emails are losing relevance, paving the way for data-driven, interactive experiences. We aim to cultivate loyal advocates through exceptional customer experiences, ensuring Kixy's success in the dynamic marketing landscape. ”





Navigating the AI boom





Generative AI is now a prolific tool utilized across industries.

While generative AI's usage is more widespread globally, financial services are more targeted and focused on content creation, streamlining processes and campaign management.



Wes Silvere
Director of SEO,
TurboDebt

“ This year, we've seen the debut of even more relevant AI products released related to our field and specifically to our marketing efforts. While we're cautious about adopting artificial intelligence, we understand that it can streamline processes, improve targeting, enhance personalization, and ultimately help us achieve better results in our marketing campaigns. Thus, while maintaining our human touch and customer-centric approach, we've leveraged specific AI innovations this year to improve our competitive advantage in the current dynamic and data-intensive landscape of modern marketing. ”



Nina Etienne
Executive Marketing Consultant

“ Using AI in marketing is – and will be – transformative, covering copywriting to creative development. But applying it shouldn't come at the cost of remembering why we're doing what we're doing. Marketing still needs to drive creative stand out and grab attention in this noisy world. AI has the potential to drive or damage this goal, depending on how you leverage and apply it. ”



Dan Cristo
VP of Digital Marketing,
Guaranteed Rate

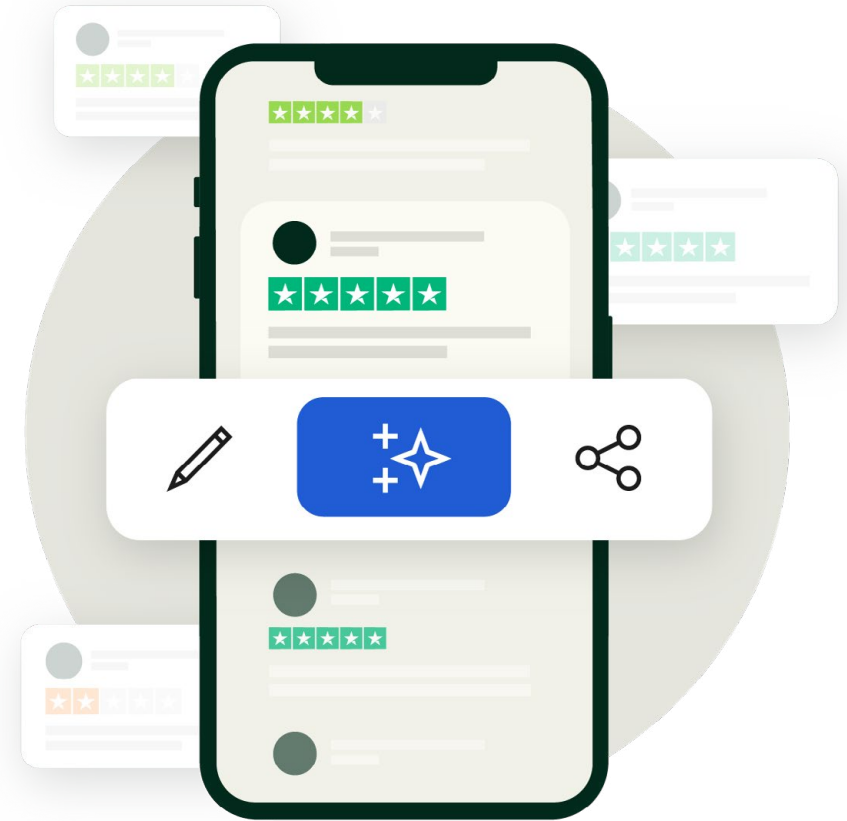
“ AI-assisted content creation had the biggest impact on SEO this year.

Thanks to AI, we will see a levelling out in content quality online over the next few years. Credibility will be difficult to distinguish in that world, so user experience will play a larger role in determining who gets the rankings and clicks.”



Donna Jermer
CMO,
Insuritas

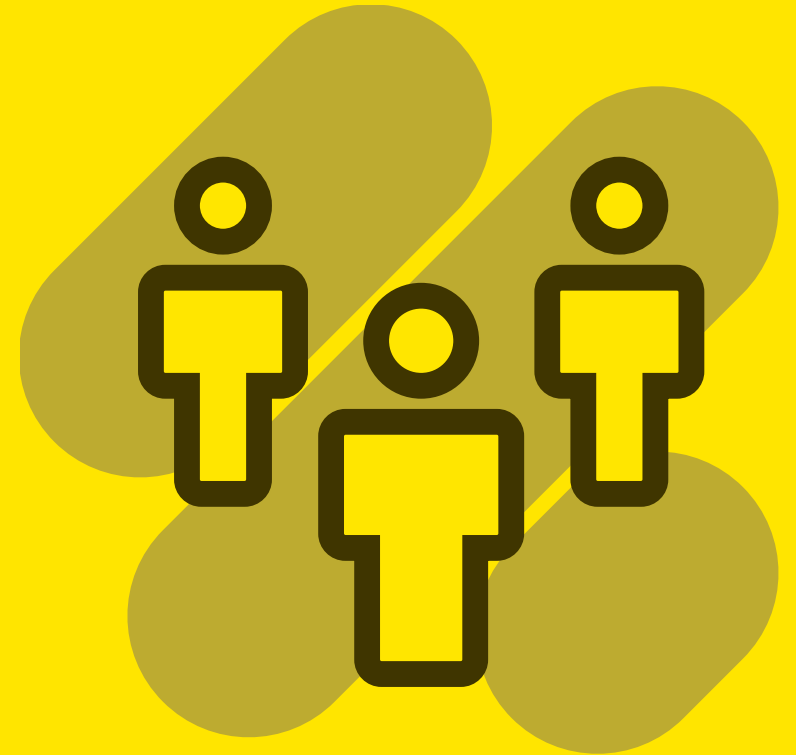
“ I’m impressed by the progress of generative AI. It can analyze data and use a pre-recorded voice or create a unique brand voice that aligns with your desired image for your target audience. However, the focus isn’t on being a recommendation engine; content is our priority. We now utilize AI to generate a significant amount of marketing content. Additionally, while AI helps us optimize campaign timing, the offer decision involves human input. We present the product to the customer, but their purchase journey can involve interacting with agents, purchasing online, or following other established online pathways. Similarly, for depositors and banks, the process remains largely human-guided.”





6

There are challenges around customer acquisition



Customer acquisition is changing in the current landscape.

Some customers want rapid returns with minimum effort, while others require a longer sales cycle with multiple points of nurture. A choice paralysis exists.



Chris Snyder
CEO,
banks.com

“ One of the primary challenges I face in acquiring new clients is in the final stages of negotiation. Prospective clients are predominantly focused on achieving rapid, efficient, and scalable returns on investment, often with minimal input.

These expectations are not entirely unfounded but overlook practical limitations, especially for emerging brands. Clients are often willing to allocate substantial budgets to giants like Google yet expect immediate results. It's not impossible to accomplish the desired outcomes, but it's not a straightforward path, particularly for challenger brands.

These entities often make grandiose promises that are seldom met, further complicating the landscape. This sets a precedent that fuels unrealistic expectations among potential clients as they anticipate guarantees that are, in most instances, unattainable. This trend makes it challenging to close deals and fosters an environment of scepticism and unattainable standards that we, as service providers, must navigate. ”



Elizabeth Skinner
Director of Marketing,
NewDay

“ We know that consumers are faced with increasing choice in today's market – but this is against a backdrop of ongoing uncertainty in society and the world. We've noticed a real shift in consumer needs, with more importance now placed on brand trust, safety and security to help them make purchase decisions — particularly for digital products. Consumer expectations are increasing on what they 'get' beyond acquisition, with more demand for ongoing value and support.

For NewDay, we have been incredibly focused on staying close to consumers' changing needs, ensuring we continue investing in research, insight, and brand activity that creates relevant associations and supports brand credibility and trust.

As we continue to invest in brilliant experiences for existing customers, we've leveraged their voices and advocacy to help new customers understand how NewDay products can help them with their goals. ”



Regarding financial services marketing regulations, customer-centricity comes first



In the financial services space customers are invested in more ways than one, so marketing requires consideration for the human experience.

Yet, for financial services marketers, it's always been about the customer and marketing to their needs with transparency is a trend that will only gain momentum going forward.



Darryl Bowman
CMO,
Cuvva

“ The guiding principle of most regulation is to treat customers the way you would hope to be treated as a customer yourself. With this as a guide, walking in your customer's shoes and always behaving in a way that is fair to them should put you one step ahead of any changes coming down the pipe. Irrespective of regulation, doing things for the right reasons and truly caring about the outcomes for customers and society is the path to a successful business. ”



Elizabeth Skinner
Director of Marketing,
NewDay

“ As a leading provider of consumer credit in the UK and an inclusive lender serving the needs of working Britain, our communications must deliver good consumer outcomes and meet all other regulatory requirements. Customer communications at NewDay follow a rigorous review and approval process, which helps ensure that we meet regulatory expectations and requirements. In practice, this means that our communications are compliant, clear, fair and easy to understand so that customers can make informed and timely decisions. NewDay also has a set of customer management programmes and policies designed to deliver good customer outcomes, depending on a customers' circumstances. ”



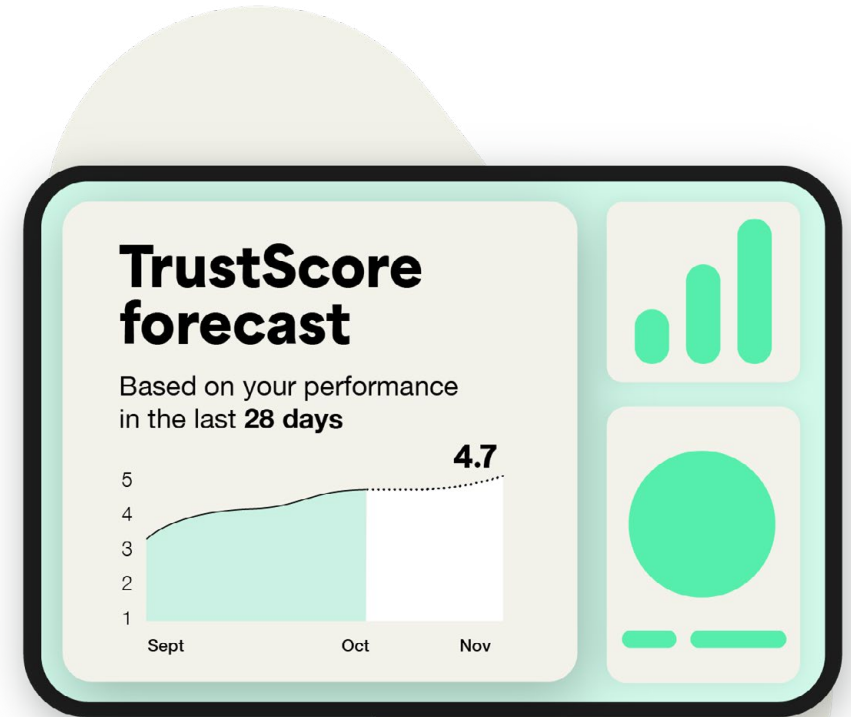
Nina Etienne
Executive Marketing Consultant

“ Treating customers fairly is paramount in financial services. Because you’re dealing with people’s hard-earned money, communication on any regulatory change or compliance issue must be completely transparent, clear and human. No buzz words, complicated language, or font size six terms and conditions. Any communication needs to be done, it needs to be clear, it needs to be supportive and helpful, putting the end user (and their best interests) at its core. ”



Katy Carter
Senior Product Marketing Manager,
Tide

“ In an ever-changing regulatory environment in the UK, it can be daunting for customers to stay on top of what’s happening. It’s vital to keep your customer at the heart of what value you offer them, whether through information sharing or how your product elevates their pains, especially when it comes to new changes that will affect them. Put yourself in the customer’s shoes to 1. Understand what topics relating to your company’s industry must stay on top, and 2. Inform your customers about these changes simply to alleviate any worry. ”





Conclusion[★]



Do these insights resonate? The thoughts shared by industry leaders highlight a fundamental truth: Because money is personal, financial services marketing needs to be driven by the customer.

This common denominator also shows trust and transparency's immense role in building solid relationships between financial institutions and the people and businesses they serve.

At Trustpilot, trust is more than just a word; it's the backbone of our company. As organizations increasingly prioritize customer-centricity, platforms like ours offer a unique window into the reality of customer experience.

Our verified, open-review platform provides unfiltered, authentic feedback beyond surface-level metrics. Trust is the most powerful currency, and we use it to help your business improve, build trust and grow through true customer experiences.

[Book a demo to learn how you can build a better financial business for your customers today.](#)





The experts



Darryl Bowman
CMO,
[Cuvva](#)

Darryl is a Fintech industry leader with years of experience building companies into successful entities. His experience spans the technological landscape, serving as CMO at companies like Babylon Health, Funding Circle, Dext and now Cuvva, the UK's leading short-term car insurance app.



Wes Silver
Director of SEO,
[TurboDebt](#)

Wes is a marketing expert and the Director of SEO at TurboDebt, a US-based financial platform that provides strategic planning, wealth management, debt recovery, and consulting services.



Nina Etienne
Executive Marketing
Consultant

Nina is a Marketing Executive, consultant and former global VP of Marketing at SumUp with close to 20 years of experience building brands and marketing campaigns for companies like PayPal, HSBC and Barclays. On the side, Nina is a published writer, a podcaster and a leadership trainer.



Chris Snyder
CEO,
[banks.com](#)

Chris is the Founder, Investor and Operating Partner at Banks.com. He is also an online business podcaster who hosts the SnyderShowdown podcast show and a Partner and Investor at LifetimeWishes.com.



Elizabeth Skinner
Director of Marketing,
[NewDay](#)

Industry leader Elizabeth Skinner is a customer-focused brand marketer and entrepreneur. She is currently the Director of Marketing at NewDay, a financial services company specialising in providing credit products to consumers in the United Kingdom. Her past roles include Chief Marketing and Customer Officer at Future Finance and Vice President of Global Product Development and Marketing (Millennial Strategy) Vice President, Global Product Development and Marketing (Millennial Strategy) at Amex.





Donna Jermer
CMO,
Insuritas

Donna is the CMO of Insuritas, a US-based insurance company that deploys and operates white-labeled insurance agencies within financial institutions. Donna is a nationally recognized leader in shaping, designing, and driving marketing agendas with 25 years of strategic marketing experience in multiple industries, from financial services and consumer packaged goods to retail, including time with iptiQ by Swiss Re and RGAX. Donna is also a recognized contributor to the Forbes Communication Council.



Dan Cristo
VP of Digital Marketing,
Guaranteed Rate

Dan is an industry veteran with over a decade of experience leading SEO strategies for some of the world's largest brands. He is currently the VP of Digital Marketing at US-Based Guaranteed Rate, a residential mortgage company headquartered in Chicago, Illinois.



Peter Mendelson
Retired VP Marketing,
Western & Southern/
Gerber Life Insurance

Peter is the retired Vice President of Marketing at Gerber Life Insurance and has over 25 years of experience in direct response marketing, B2B marketing, and online marketing. Other past roles include CMO positions at Binder and Binder and Raiseworks writer, a podcaster and a leadership trainer.



Katy Carter
Senior Product
Marketing Manager,
Tide

Katy is a Senior Product Marketing Manager at Tide, a leading UK financial technology company providing mobile-first banking services for small and medium-sized enterprises. Her past roles include Senior Product Manager at Dext, a global accounting and bookkeeping platform.



Paul Mampilli
Marketing Director,
Kixy

Paul is the Director of Marketing at Kixy, a Financial Technology company headquartered in London that provides social money solutions. His previous roles include Vice President, Consumer Business at the AMEX Middle East hub.



