



How do I apply for a credit card?

There are several ways you can apply. Choose an option below:

Book an appointment

Human support

Apply online

## Customer Acquisition

Higher lead conversion, increased share of wallet

The fight for share of wallet has never been so complex – or expensive. In 2018, online channel ad spend increased by over 100% on some channels. Yet this significant increase didn't always translate into more business.

Activating conversational AI into your existing marketing programs can help you drive better engagement with customers. With artificial intelligence and natural language processing, you can anticipate a customer's needs and provide curated recommendations that align with each shopper's profile.

Guided by a virtual financial assistant, shoppers can easily compare and select the best products and services based on their individual needs. By quickly connecting the right products with the right people, you can accelerate conversion rates while enriching the overall buying experience.

Learn how Finn AI can help you deliver a personalized buyer journey so you can increase conversion rates on your customer acquisition campaigns.

*2018 ad spend increase by online channels*

<b>7.8%</b>	<b>33%</b>	<b>106%</b>
Search	Facebook	Instagram

Shopify<sup>1</sup>

<sup>1</sup> Shopify, [New \(Old\) Realities Shaping eCommerce](#).



## More new accounts

Streamline account generation with frictionless application and onboarding that's quick, simple and convenient for users.



## Quicker lead conversion

Accelerate existing marketing programs and shorten lead-to-conversion time.



## Decrease CAC

A virtual financial assistant is always available to help with tailored advice 24/7. Free up sales agents to deal with complex issues or more demanding shoppers, providing better service and more conversions within these segments.



## Hyper-personalization

Use customer profiles to amplify traditional acquisition strategies. For example, identify high-value customers and present them with custom offerings.



## Enhanced product recommendations

Decipher data and patterns to anticipate behavior and make meaningful recommendations about the products and services that best suit the needs of each shopper.

*Customer acquisition costs are rising as it takes increasingly expensive promotions and rewards programs to win customers.<sup>2</sup>*

Forbes<sup>2</sup>

## Customer Acquisition Features

Preferred channels for the Customer Acquisition use case include your website, native Android and iOS apps, and third party platforms.

Features	Un-authenticated Experience	Authenticated Experience	API Read	API Write
Product Information	X	X		
Product Comparison	X	X		
Product Recommender	X	X		
Product Application	X	X	X	X
NPS Service Ratings & Feedback	X	X		
Pass to a Human (Chat & Phone)	X	X	X	X

Finn AI can help you reduce the cost of customer acquisition while delivering a more personalized customer experience. Connect with our experts at [finn.ai/contact](https://finn.ai/contact) or call us at 1.855.FINN.BOT (1.855.346.6268) extension 1.

<sup>2</sup> Forbes, [Marketing's Next Big Hurdle: The Rising Cost Of Customer Acquisition](#).