

BREAKOUT SESSION

The Changing FinTech Landscape and What Credit Unions Can Expect

■ July 26

■ 10:35 a.m. – 11:15 a.m. & 1:20 p.m. – 2:00 p.m.

■ Breakout 4
(Cottonwood 8,9)



BARRY KIRBY
SVP
CuneXus



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CEO
**Filene Research
Institute**



MATT ROE
Chief Revenue
Officer
Open Lending



NEETU BHAGAT
Chief Financial
Officer
Origence

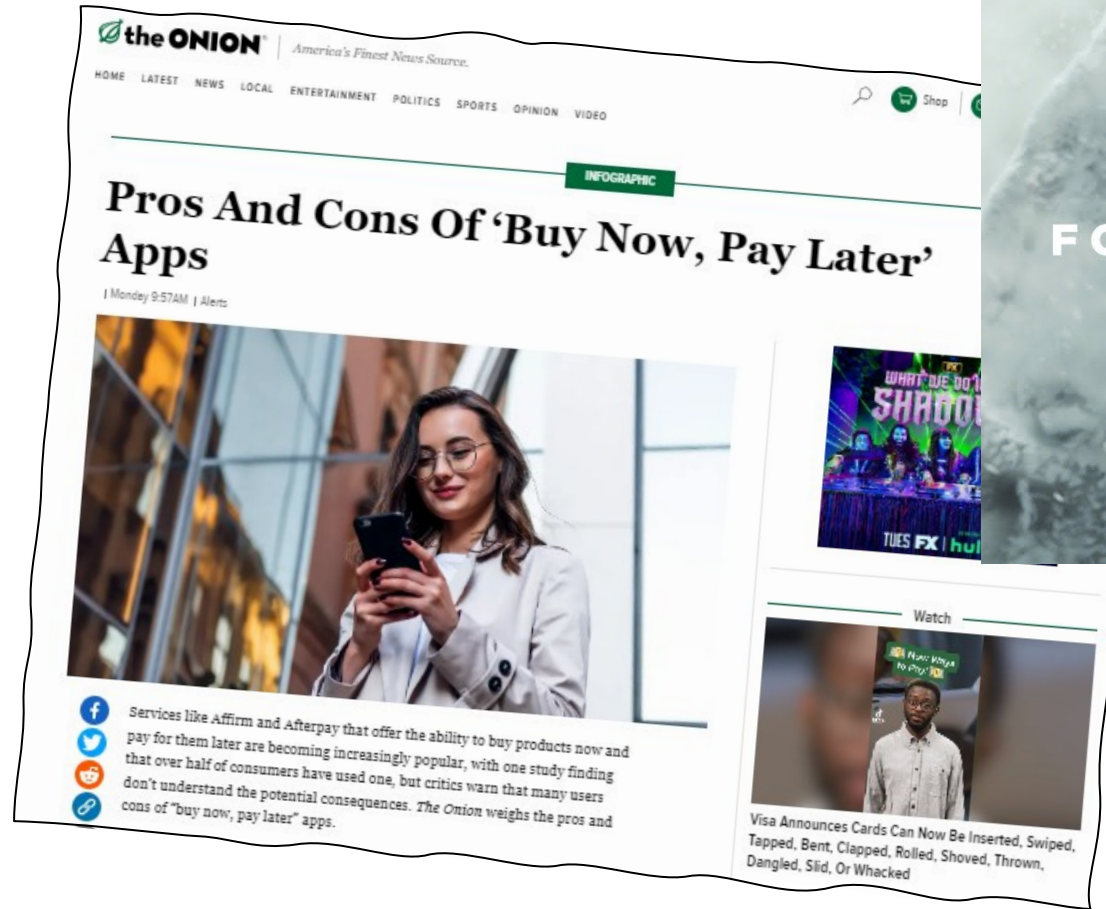


SAM KILMER
MD & Fintech
Advisor
Cornerstone

MODERATOR

Fintech Hits the Zeitgeist (or the Wall?)

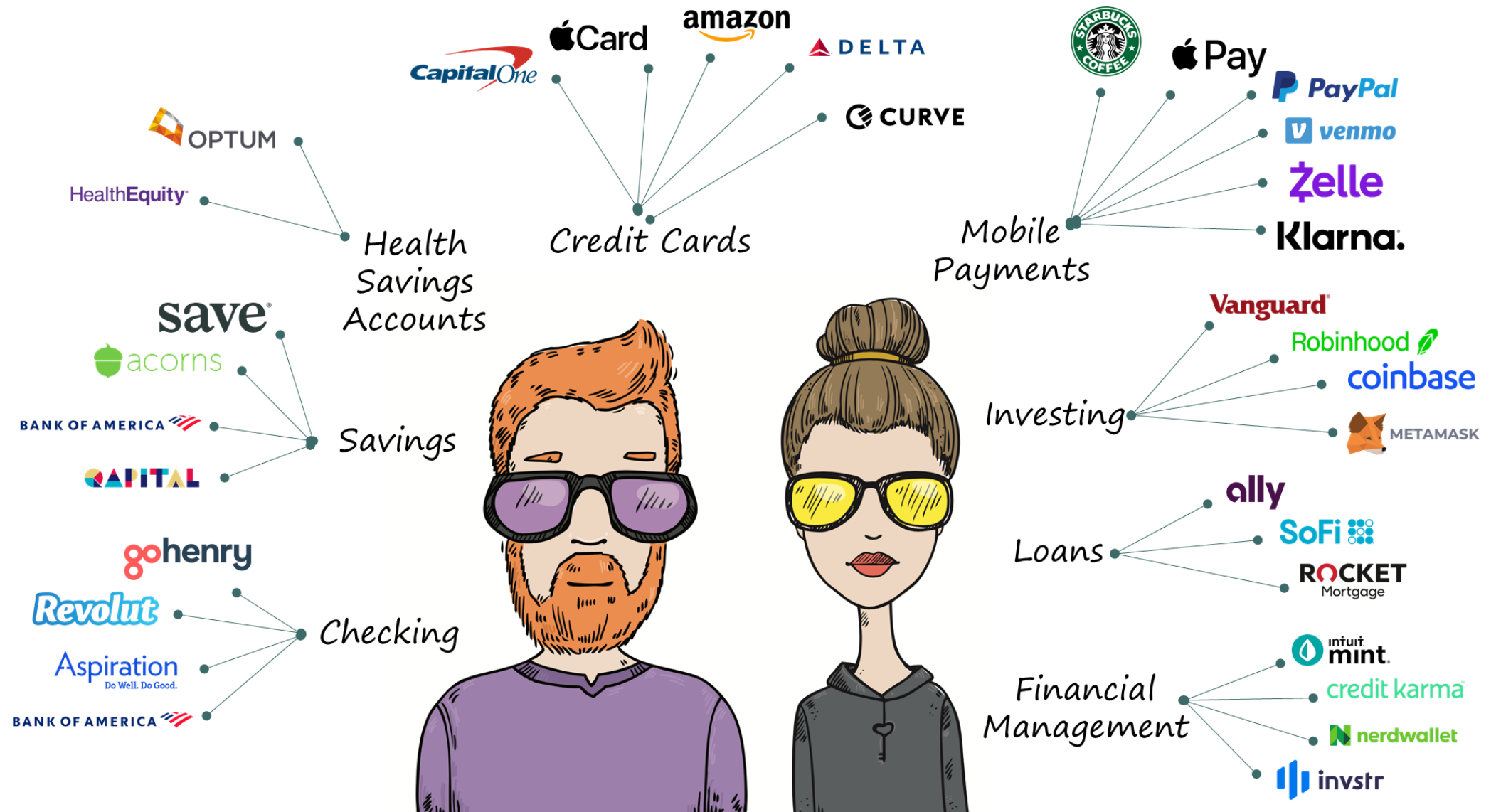
LENDING TECH LIVE '22



JULY 25-27
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Inescapable Fintech Realities

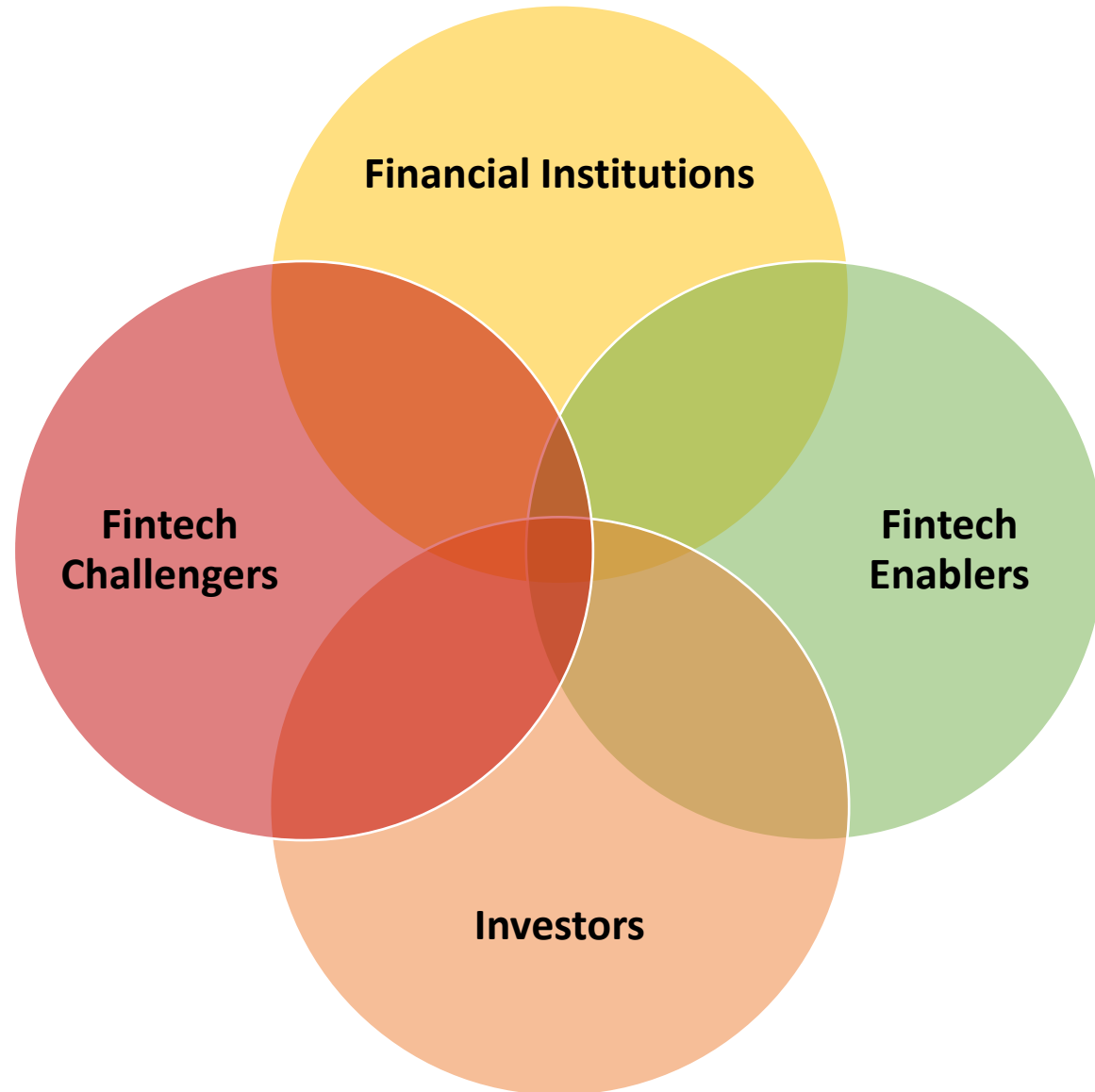


Source: Cornerstone Advisors Chief Research Officer Ron Shevlin

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The Messy Fintech Sandbox



What's At Stake?



Avg. New Member
Acquisition Cost:

\$700 /member



Avg. Existing Member
Acquisition Cost:

\$46 /member



Consumers hold an average of 7.4 banking products across all of their various relationships.



On average, members hold 2.52 accounts with their credit union.



12%
Attrition Rate

8
Years

11%
Attrition Rate

9
Years

10%
Attrition Rate

10
Years

9%
Attrition Rate

11
Years

8%
Attrition Rate

12
Years

Source: CuneXus

Fintech at Point-of-Influence

Self-Help Apps

“Must Have”
Resource
Redirects

Marketing &
Martech

Mission/Outreach
Embedding

Contact Center
Strength

Design Leaning
Even When
Partnering



Source: Cornerstone Advisors, Fintech Advisory practice leader Sam Kilmer; Picture/ad source: Rocket Mortgage



KEY MARKETING AND LENDING BENCHMARKS FOR CREDIT UNIONS

RON SHEVLIN
Research Director
Cornerstone Advisors

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Improving at Point of Influence

How well do you do (on a scale of 1- 10)...

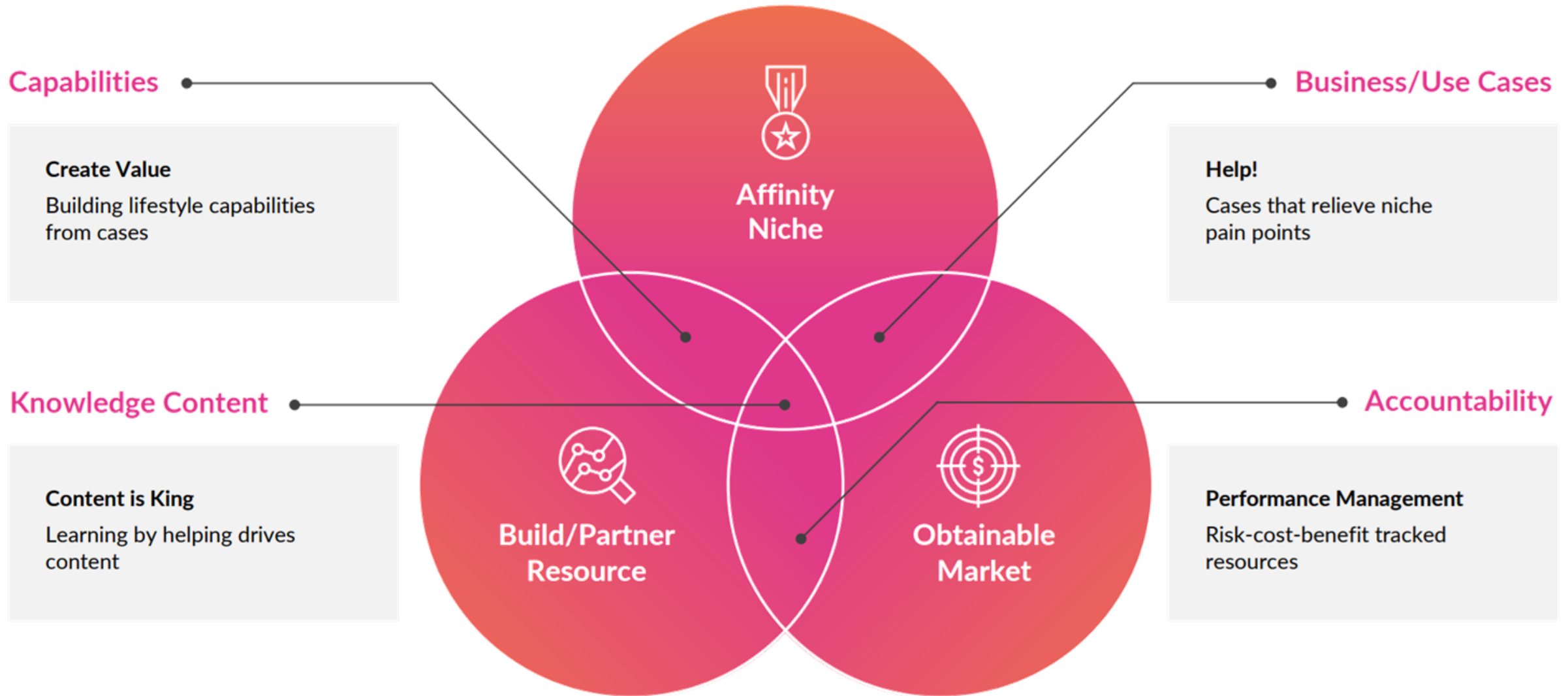


Source: Cornerstone Advisors survey of 65 senior financial institution executives, Q2 2019

Key Metric	Standard	Performer	Drivers
Click-thru	6.8%	9.3%	Targeting, relevance
Conversion	45%	55%	Campaign data, test/learn
Originate digitally	18%	31%	SEO, content, abandons
Pull-thru	43%	51%	Processing teams & doc prep
Closed loans per lender	30	39	Lead gen, pull thru


Source: Cornerstone Advisors report, Key Marketing & Lending Benchmarks for Credit Unions

Lessons Learned & Future Success Factors




Source: Cornerstone Advisors, Fintech Advisory practice leader Sam Kilmer


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Fintech Deals to Watch: Growing the Digital World

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 **Continued frothy growth – and interesting deals – in the fintech market that GonzoBanker mothership Cornerstone Advisors serves.**

Sam Kilmer
December 8, 2021
VIEW BIO

Fintech investing has gained near sport status. Bank CEOs are looking at fintech investment rounds. Mark Cuban is tweeting about Jill Castilla's fintech efforts with lending system startup Teslar. Any given teenager is checking a fintech app at the skate park. Anyone remember when financial services was considered predictable and sleepy? OK, me neither. But, it's never been more cool.





KEY MARKETING AND LENDING BENCHMARKS FOR CREDIT UNIONS

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