Franklin Madison

Why Insurance Should Be a Centerpiece of Your Financial Wellness Strategy

Insurance Crosses Generations to Play an Important Role in Financial Health for All Consumers

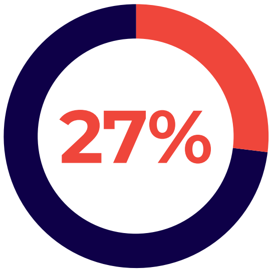
Contents

Chapter 1

A New Awareness of Financial Wellness

According to The Financial Health Network, financial health is a composite measurement of an individual's financial life that considers many factors.[1] Bottom line: **Are they spending, saving, borrowing, and planning in ways that will enable them to be financially resilient and pursue opportunities?**

A critical component of financial wellness is having a safety net to handle unexpected events such as job loss or a major expense. Common advice is to have three to six months of emergency savings in an easy-to-access account like a high-yield savings account.



Unfortunately, **27% of adults have no emergency savings at all**.[2] For these consumers, a layoff, a major home repair, or a hospital stay with out-of-pocket costs could be devastating.

[1] "What is Financial Health?" Financial Health Network.
[2] Lane Gillespie, "Bankrate's 2024 Annual Emergency Savings Report" Bankrate, June 20, 2024.

Improved financial wellness benefits everyone, regardless of their current financial situation, income, or life stage. It's financial peace of mind that is priceless. And banks and credit unions can make a significant difference in customer and member financial wellness.

To excel in providing financial wellness for consumers, banks and credit unions need to understand consumers' unique needs and meet those needs in a personalized way. That requires looking beyond traditional banking products and expanding the universe of products you offer and how you offer them.

If you focus only on deposits and loans as your core products, you are shortchanging your customers and members by not providing a holistic approach to financial wellness.

Insurance is a critical part of an overall financial wellness strategy, both in building wealth and protecting it. But for forward-thinking financial institutions, this isn't your grandfather's insurance policy. **Consumers' financial challenges and expectations are changing—and banks and credit unions need to rethink how insurance fits into consumers' overall financial wellness.**

Why This Report Is a Must Read

This report defines what financial wellness is and how that definition changes by generation, describes what contributes or detracts from financial wellness, and shows how banks and credit unions can help customers and members attain financial wellness with tools including insurance. The benefits to consumers are clear, but there are also benefits for your bank or credit union: **more loyal customers and members, a bigger share of wallet, and increased profitability.**

Financial wellness isn't one-size-fits-all. Technology is a critical ally in delivering the right products to the right consumers with the right messaging and through the right channels. We'll explore how data and advanced analytics can drive personalization and ensure that the financial wellness offers you make are relevant to individual consumers.

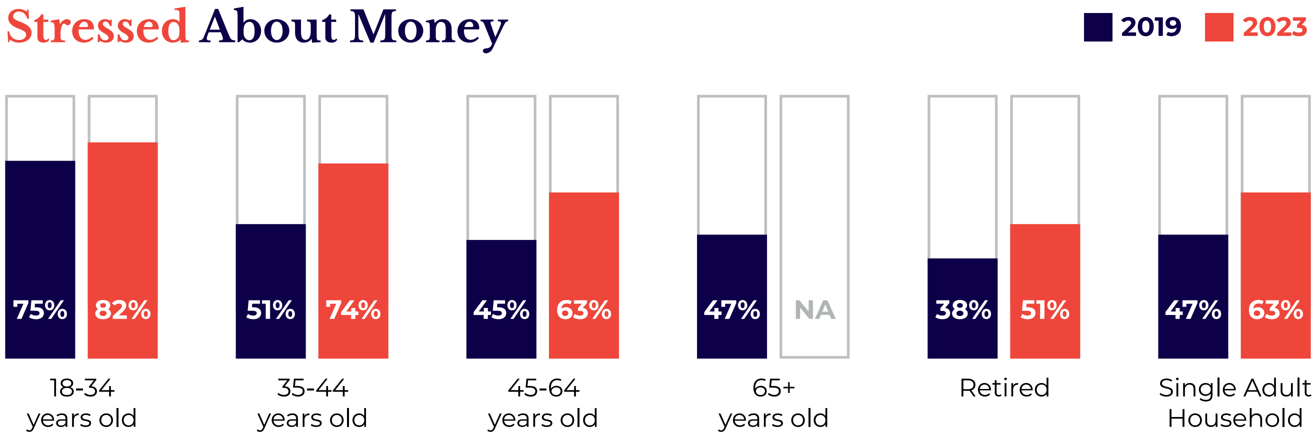
Chapter 2

Financial Wellness Needs (and Stress) Are Changing

Money is the root of all stress. The number of Americans who are stressed about money and their finances has increased since the pandemic. By quite a lot.

In a recent consumer survey, the American Psychological Association found a significant increase in stress due to worries about the economy over the past four years: [3]

Stressed About Money



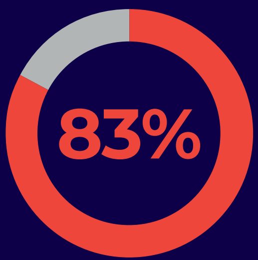
[3] "Stress in America 2023" American Psychological Association, November 2024.

While it's bad news that adults are experiencing high levels of financial stress, the good news is that banks and credit unions are beginning to pay attention to the link between financial health and mental health. As a result, financial institutions are tuning into consumers' overall financial situation and how they can help, notes Andrea Heger, Senior Vice President, Insurance Services, Franklin Madison.

There are many macroeconomic headwinds leading to increasing financial stress. **Here are just two of the factors causing U.S. adults to worry about money: Inflation and paying off student loan debt.**

1. Inflation and the Rising Cost of Living

It's obvious that higher prices for everything from groceries to gas puts a strain on household budgets.



When inflation hit a high in June 2022, **83% of U.S. adults** said they were **concerned about its impact on their ability to afford goods and services**. But even with an inflation rate that hovers in the 2.3% to 3% range at the time of this report, inflation anxiety is moderating only slowly and has yet to return to pre-pandemic levels.[4]

The KeyBank 2024 Financial Mobility Survey concurs that Americans are still facing financial difficulties even though inflation has cooled.

30%
say they feel daily financial stress related to the cost of living in America[5]

59%
are cutting back on nonessential items due to the increasing cost of living[5]

2. Student Loan Debt

More than 42 million Americans have federal student loan debt, with an average balance of $37,853.[6] And all that debt is negatively impacting how consumers can grow wealth and build financial resilience.

~60%
haven't been able to save for emergencies, save for retirement, buy a home, or pay off other consumer debt like credit cards and auto loans[7]

90%
are so stressed about money that it's impacting their mental and physical health[8]

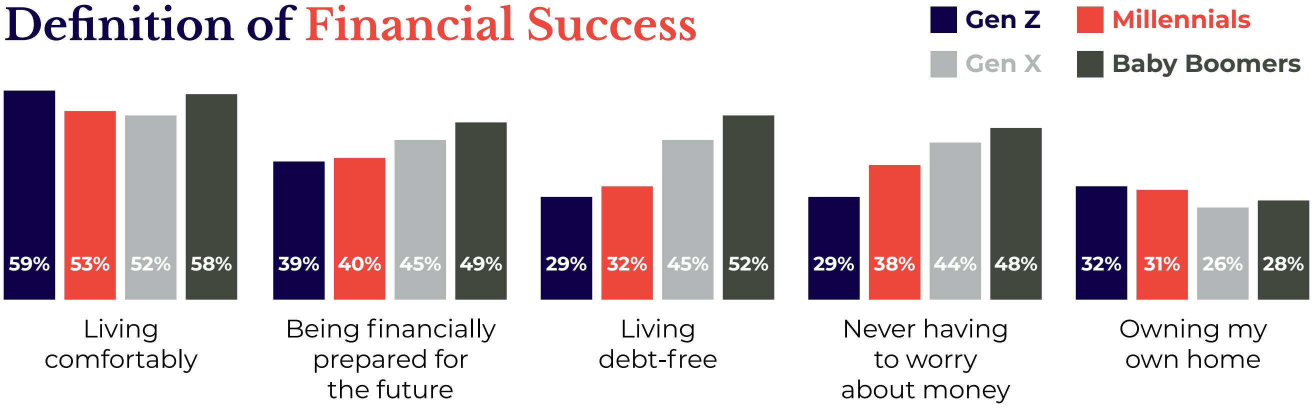
[4] "Surveys of Consumers" University of Michigan, November 2024.
[5] "Americans Say Money Isn't Buying Happiness, Even as Savings Shrink, Finds KeyBank Survey" Key Bank, January 22, 2024.
[6] Melanie Hanson, "Student Loan Debt Statistics" Education Data Initiative, July 15, 2024.
[7] Hanneh Bareham, "Student loans have delayed wealth-building for Gen Z and millennial borrowers" Bankrate, December 6, 2023.
[8] "Ninety-one percent of young adults with student loans say financial stress is impacting their wellness - Abbott launches blueprint of award-winning program to help companies tackle this problem" Abbott, October 26, 2023.

Chapter 3

Talking 'bout My Generation

There's a lot of financial stress to go around, but different generations face different financial challenges. Typically, younger consumers are more concerned than their parents about saving for and buying their first home. Also, how the generations define financial success varies, based on their life stage[9]

Definition of Financial Success



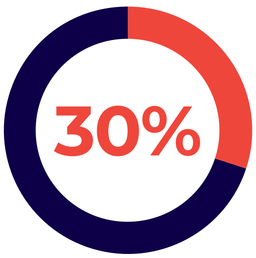
For example, baby boomers—who are either in or close to retirement—are more concerned about being financially ready for the future than Gen Z and millennials, who still have decades of earning potential ahead of them.

[9] Sarah Foster, "In this economy, the sign of financial success isn't being a millionaire but living comfortably, many Americans say" Bankrate, May 20, 2024.

Let's take a more in-depth look at how generational demographics impact views about financial health, different needs for financial stability, and what is most important to financial well-being.

We are not covering the Silent Generation of adults born from 1928 through 1945 in this report since they are the least likely generation needing to improve their financial wellness.

Gen Z and Millennials: At Financial Risk



The percentage of financially vulnerable consumers is highest among those 18 to 35 years old. A lot of that vulnerability has to do with not being able to afford to buy a home and build equity: **30% of renters are financially vulnerable versus only 9% of homeowners**[10]

Homeownership has historically been a tool for building generational wealth. According to the Federal Reserve's latest Survey of Consumer Finances (SCF), the wealth gap between homeowners and renters is at an all-time high, with an average wealth gap of more than $1.37 million. **That's a 70% increase in 33 years**.[11]

Many millennials want to buy a house but find it tough to save for a down payment while paying higher rents and paying off student loans and consumer debt.

Gen X and the Baby Boomers: Worried About the Future

Despite having been in the workforce longer and having more time to save for the future:

44%
aged 65 and older say they are not confident they can reach their financial goals[12]

24%
say they don't have enough savings to cover three months of expenses[12]

For Gen X and the boomers, the financial squeeze comes from above and below. About a quarter of U.S. adults are a part of the "sandwich generation" meaning they are feeling financial pressure from both raising children and having to care for elderly parents[13]

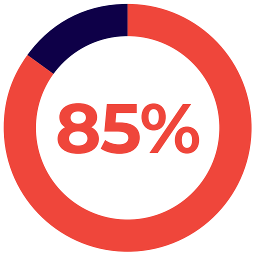
66%
of the sandwich generation are either very or somewhat stressed about affording their family's financial obligations over the next 10 years[14]

60%
of young adults admit receiving financial help from their parents in the past 12 months[15]

[10] "Financial Health Pulse. 2023 U.S. Trends Report. Rising Financial Vulnerability in America" Financial Health Network, September 2023.
[11] Jung Hyun Choi, Amalie Zinn, "The Wealth Gap between Homeowners and Renters Has Reached a Historic High" Urban Institute, April 19, 2024.
[12] "Financial Health Pulse. 2023 U.S. Trends Report. Rising Financial Vulnerability in America" Financial Health Network, September 2023.
[13] Juliana Menasce Horowitz, "More than half of Americans in their 40s are 'sandwiched' between an aging parent and their own children" Pew Research Center, April 8, 2022.
[14] Myles Ma, "29% of the sandwich generation is 'very stressed' about financially supporting their kids & aging parents" Policygenius, January 2023.
[15] Amanda Barroso, Kim Parker, Richard Fry, "Majority of Americans Say Parents Are Doing Too Much for Their Young Adult Children" Pew Research Center October 23, 2019.

Chapter 4

Meeting Consumers Where They Are



Consumers are ready to accept help on the path to financial wellness, with **85% saying they strongly desire to become more aware of their financial picture**.[16]

While the foundations of financial wellness have remained stable over the years, what has changed is how banks and credit unions must engage with consumers and the products, such as insurance, that support this engagement. **This engagement must be personalized based on what financial wellness means to the individual consumer, their priorities, and the actions they are willing to take.**

For Zions Insurance Agency, part of Zions Bancorporation, insurance is an extension of its offerings for its high-net-worth clients. Insurance also fits into the bank's strategy of helping customers no matter where they are in their financial wellness journey.

[16] KeyCorp, "Burnout Hitting Consumer Confidence, Finds KeyBank Survey" PR Newswire, January 9 2023.

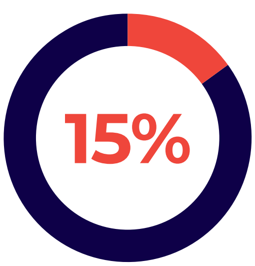
> “Once you obtain assets, you need to protect those assets through insurance. It’s a natural synergy. And the more assets, the more complexity.”
>
> **– Will Spencer** Senior Vice President at Zions Insurance Agency

The insurance company works closely with the bank’s wealth managers as well as the private banking group. **“The overall customer relationship with Zions Bank is important to us,” says Spencer.** Insurance has been so well received by the private bankers that Zions is working to bring its insurance offerings to mass affluent customers as well.

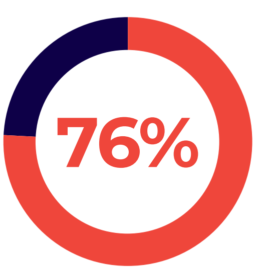
It’s no longer enough to simply push information out to customers or members or post blogs about the importance of saving and budgeting on your website. And financial wellness goes beyond savings and retirement accounts, rudimentary budgeting apps, and offering low rates on consumer loans. **Financial wellness incorporates a wide range of products or services, including insurance, that meet consumers where they are in their life, in the way they prefer to receive communications, and at a price they can feel good about.**

Opportunity Lost

Consumers overwhelmingly trust their bank or credit union, but they often are unaware that their primary institution even offers insurance.



Only 15% of consumers have purchased insurance from their bank or credit union, with home warranty and cyber insurance the most likely products, probably because consumers associate financial institutions with home buying and refinancing and keeping their information safe from cyber criminals.[17]



The good news for banks and credit unions is that once a consumer accepts an insurance offer, they are likely to want to go back for more. More than three-quarters **(76%) of consumers who have bought insurance from their bank or credit union are interested in buying additional insurance**.[18]

[17] “Why Consumers Are Looking to Financial Institutions for Insurance” PYMNTS, June 2024.
[18] “Why Consumers Are Looking to Financial Institutions for Insurance” PYMNTS, June 2024.

By having multiple options for financial and insurance products and personalizing the marketing and delivery of these products, financial institutions can become more important to the modern consumer.

Here's some additional proof that consumers are open to—and many prefer—to purchase insurance through their bank or credit union rather than through a traditional insurance carrier or broker, or a digital-only provider:[19]

4x
Gen Z consumers are **four times as likely** than consumers in other age groups **to consider insurance as an important criterion** when choosing a bank or credit unions

44%
of consumers are **interested in buying insurance** from a financial institution, **including 63% of Gen Z and 60% of millennials**. In fact, younger consumers are twice as likely to want a one-stop shopping experience for banking and insurance

48%
of consumers say they have **not received information about insurance** from their financial institution in the last year

39%
of consumers say that the **most important factor** in selecting a bank or credit union for insurance is that they **trust the institution**

Education Is Key to Financial Wellness and Insurance

Consumers who already have various types of insurance policies probably have not revisited those policies in years. And a lot of those consumers are woefully underinsured, says Spencer.

> "Consumers just don't understand the risks."
> **– Will Spencer** Senior Vice President at Zions Insurance Agency

[19] "Why Consumers Are Looking to Financial Institutions for Insurance" PYMNTS, June 2024.

Banks and credit unions must educate consumers about the potential financial fallout from lack of adequate insurance and how insurance can allow their family to maintain its standard of living.

It's never too early to start. For instance, in addition to educating current and prospective customers, Zions Bank takes a community-wide approach to financial wellness education, starting with school-age students from kindergarten to high school. Programs include the American Bankers Association's National Teach Children to Save Day, National Get Smart About Credit Day, and supporting Junior Achievement of Utah, of which Spencer is a board member.

Price and Human Connection Count

No one wants to overpay for insurance, but everyone wants to feel confident that the coverage they have is adequate. Insurance is a complex product and understanding policy language and disclaimers can be confusing for consumers. While consumers may be comfortable going online for an initial search for the right policy at the right price, many want to speak to a human who can answer questions and direct them to the most appropriate policy based on their needs.

> "Insurance supports all our other products, including checking, savings, mortgage, and lending products in general. Being able to meet so many of our customers' financial needs gives us a definite advantage in the marketplace. The more products and services they have with us, the more value provided and the more resilient those relationships are."
>
> **– Bill Fryer** Senior Vice President, Senior Director Insurance Services at First Citizens Bank

Chapter 5

New Approaches

In addition to traditional products such as life insurance, banks and credit unions are looking for innovative insurance solutions to meet their customer and member needs.

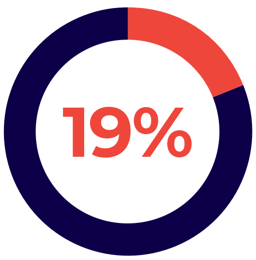
> “We’re driving insurance product innovation to provide consumers with relevant products rather than just traditional, stodgy insurance products.”
>
> **– Andrea Heger** Senior Vice President for Insurance Services at Franklin Madison

For example, Franklin Madison markets an insurance product to parents that covers accidents that occur during organized sports.

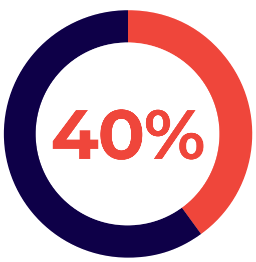
Four Products Made Relevant

Let's look at several categories of insurance that banks and credit unions are successfully offering to consumers.

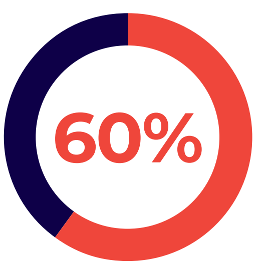
1. Life Insurance: A Wealth Building Tool



Every parent wants to see the next generation do better financially than they did. But today, it's more difficult to achieve wealth and then pass that accumulated wealth along to children and grandchildren. In fact, **inheritances make up only about 19% of net wealth in U.S. households**.[20]



Life insurance can serve as a generational wealth building tool, especially since proceeds are not typically taxed or counted toward income and assets. Still, almost **40% of consumers lack life insurance**.[21]



While **many employers (60%) offer group life insurance to their employees**, most policies cap payouts between $10,000 to $20,000.[22] That's likely enough for immediate needs like burial expenses, but it's not enough to make a measurable impact on a family's financial health or to serve as a wealth transfer tool.

Life insurance can mean the difference between the surviving spouse being able to remain in the family home or having to move the family somewhere more affordable. Life insurance can also be used to pay off medical debt that can exhaust savings and impact the transfer of wealth to younger generations.

[20] "Financial Health Pulse. 2023 U.S. Trends Report. Rising Financial Vulnerability in America" Financial Health Network, September 2023.
[21] "Financial Health Pulse. 2023 U.S. Trends Report. Rising Financial Vulnerability in America" Financial Health Network, September 2023.
[22] "Financial Health Pulse. 2023 U.S. Trends Report. Rising Financial Vulnerability in America" Financial Health Network, September 2023.

2. Supplemental Insurance: Filling Health Insurance Gaps

Medical costs can wipe out savings. Twenty million people in the U.S. have medical debt totaling $220 billion.

~6%
of adults in the U.S. owe more than $1,000 in medical debt[23]

24%
of adults has one or more medical or dental bills that are past due or they are unable to pay[24]

41%
owe on credit cards or loans from family members[24]

And debt doesn't just impact those without health insurance: **1 in 5 adults with insurance have medical debt**.[25]

Those with debt are likely to delay or forgo future medical care.[26]

Supplemental insurance helps ensure that consumers can weather these financial hardships. It complements existing health insurance coverage and fills in any gaps. For example, consumers can use supplemental insurance to pay for travel and accommodations to medical appointments or treatment for home care.

3. Cyber Insurance: Expanding on Trust

In 2021, according to the Bureau of Justice Statistics:

9%
of U.S. residents aged 16 or older (about 23.9 million people) had been victims of identity theft during the prior 12 months[27]

~59%
of identity-theft victims had financial losses of $1 or more that totaled $16.4 billion in 2021[27]

YET ONLY 2.4%
of consumers have cyber insurance[28]

It's not only the elderly who are victimized; in fact, **the most victimized age group is 30 to 39 years old**.[29]

Consumers have a high level of trust that their financial institutions will keep their data safe, so cyber insurance is a natural extension of that trust. Cyber insurance covers a wide range of claims, everything from the costs of a data breach to paying ransomware.

[23] Shameek Rakshit, Matthew Rae, Gary Claxton, Krutika Amin, Cynthia Cox, "The burden of medical debt in the United States" Peterson KFF Health System Tracker, February 12, 2024.
[24] Aubrey Winger, Gary Claxton, Matthew Rae, Shameek Rakshit, Anthony Damico, "How Financially Vulnerable are People with Medical Debt?" KFF, February 12, 2024.
[25] "How Financially Vulnerable are People with Medical Debt?" KFF, February 12, 2024.
[26] "How Financially Vulnerable are People with Medical Debt?" KFF, February 12, 2024.
[27] Erika Harrell, Alexandra Thompson, "Victims of Identity Theft, 2021" Bureau of Justice Statistics, October 2023.
[28] "Why Consumers Are Looking to Financial Institutions for Insurance" PYMNTS, June 2024.
[29] "2024 Identity Theft Facts and Statistics" identitytheft.org, 2024.

Since small business typically have fewer security controls in place versus larger organizations, they are especially vulnerable. Even sole proprietorships that take in customer payments are at risk and can be held liable for a cyber incident.

4. AD&D: Accidents and Death Happen More Than Most People Think

The third leading cause of death in the U.S. are accidents.[30] These include unforeseen incidents like falls, auto accidents, and homicides.

While Life Insurance provides a payout in the event of natural or accidental death, AD&D insurance offers coverage specifically for covered accidents resulting in death, dismemberment, or loss of certain bodily functions.

Not all consumers have the means to afford traditional life insurance. This unfortunate reality leaves many families vulnerable in the event of an unexpected loss. AD&D stands as a practical alternative. While it may not provide the higher benefit amount of a standard life insurance policy, AD&D is a supplemental insurance product that can offer a safety net at a more accessible cost.

For individuals with pre-existing health conditions that may not be eligible for other insurance products, AD&D presents a viable solution. Its guaranteed issue nature means that regardless of health status, individuals can enroll in insurance protection.

[30] John Elfein, "Distribution of the 10 leading causes of death in the United States in 2022" statista, May 22, 2024.

How Insurance Can Make the Difference

Improving financial wellness will benefit every customer or member, regardless of their economic situation, income, or life stage. It provides priceless financial peace of mind. The scenarios below, with identifying details stripped out, illustrate how insurance could have minimized financial hardships for three real consumers.

1. The unthinkable happened to this Midwest family. Their husband and father was killed instantly in a tragic auto accident. In addition to grappling with the emotional trauma, his widow, a stay-at-home mom to two young boys, isn't sure how she will pay the mortgage and make ends meet without his salary. Her husband had only a small life insurance policy through his employer that is barely enough to cover his burial costs.

2. If a freelancer, doesn't work, they don't earn an income. This freelancer has been trying to build his emergency savings, but inflation has made saving more difficult. And when a bicycle accident lands him in the hospital with multiple fractures, he worries about how he will pay the hospital bills and physical therapy co-pays while he's unable to work.

3. The "sandwich generation" are those who are not only financially supporting their kids, but their aging parents as well. This worker has one child is in college and another recently graduated, and both still rely on family financial help to pay rent and student loans. The worker also helps support her mother, who relies on Social Security as her only income, as needed.

These situations aren't unique. Every day, consumers are faced with financial hardships that will be difficult to recover from. These situations, and many others, can cause a cycle of unending debt, poverty, and stress.

What could they have done differently to build financial resilience? Well, having access to three to six months of emergency savings would help lessen the financial impact. More robust life insurance, supplemental health insurance, and even pet insurance would have alleviated some financial challenges and provided the breathing room needed to weather financial instability. **Perhaps a low-interest mortgage refinance could help the Midwest family.**

Chapter 6

Leveraging Technology and Data for Personalized Financial Wellness Solutions

Financial institutions have been talking about providing personalized financial products and services to customers and members for years. What does personalization really mean? It's surely not offering the same suite of products to everyone. Instead, personalization requires meeting individual needs and moves banks and credit unions tantalizingly closer to segment-of-one marketing.

> "Personalization begins with data, but it's just as important to have the right mix of products to offer each consumer the best fit. From there, it's about presenting that product in a way that resonates with the person."
>
> – **Andrea Heger** Senior Vice President for Insurance Services at Franklin Madison

Technology advancements support the demand for personalized financial wellness solutions. Predictive models using regression, machine learning, and other advanced statistical methods can identify:

- The most likely consumers to interact with your offers
- How consumers will react to your brand and marketing
- How to best personalize marketing content
- What other products consumers are likely to purchase
- The best strategies to increase marketing return on investment
- How to best distribute budgets across locations, channels, mediums, and campaigns
- Accurate consumer personas
- And much more

Zions Bank is a big believer that technology can deliver the personalization that its customers demand.

> “It’s very important for us to leverage technology that reinforces the customer relationship without eliminating the human connection.”
>
> **– Will Spencer** Senior Vice President at Zions Insurance Agency

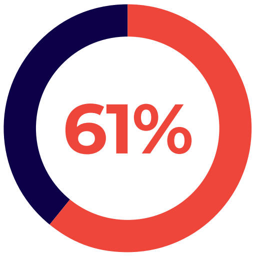
For example, Spencer credits technology for enabling Zions Bank to develop individualized insurance plans and get those plans in front of customers. For example, Spencer credits technology for enabling Zions Bank to develop individualized insurance plans and get those plans in front of customers. **“The ability of our financial institutions to proactively reach out to customers as part of an overall focus on financial wellness is powerful,” says Spencer.**

Did You Know?

Franklin Madison uses more than 50 years of proprietary data plus data collected from current campaigns to improve results and better understand consumers.

Chapter 7

How Data Modeling Gets the Right Product to the Right Consumer at the Right Time



Build it and they won't necessarily come: **61% of consumers didn't even know that their financial institution offered insurance**. Many also don't realize that the cost of insurance from their bank or credit union can be competitive.[31]

You need to market the right insurance products to the right consumer at the right time through the right channels. You need to embrace that your most "active" or "best" customers or members may not be the most responsive to insurance products. And you've got to be ready to identify what can change a non-responder to a responder.

And for all that, you need data models.

[31] "Why Consumers Are Looking to Financial Institutions for Insurance" PYMNTS, June 2024.

"Your best bank customer may not also be a great insurance customer. The key is to understand the difference."

– Bill Fryer Senior Vice President, Senior Director Insurance Services at First Citizens Bank

Feeding the Models

You've got tons of information that will lead to better personalization. But how do you sift through that data—at scale—to create a picture of what consumers need and what offers will resonate with them? To get through volumes of data, you need time, resources, and most of all, expertise.

Franklin Madison provides all three. Here's a high-level explanation on how Franklin Madison creates data models:

- Limited data is sent from the financial institution to a secure third-party data processor. It is encrypted with a unique anonymized numeric identifier and kept secure with strict firewalls.
- Franklin Madison aggregates the data and enriches it with external data sources from third parties and data partners to identify characteristics including demographics, lifestyle, credit history, and more.
- Franklin Madison builds data models using machine learning and other tools and then refines those models based on actual results.

What the Models Provide

The models serve several important purposes:

- Models identify the most effective ways to communicate with the consumer based on their preferences and behaviors. Do they use their mobile devices to check bank balances or to do online shopping, or are they more likely to check their email on a laptop at home?
- Models discern whether an offer is relevant to the consumer. This insight is a huge departure from traditional outreach marketing in which you send the same offer for life insurance via direct mail to every consumer regardless of age or income or other segmentation.

> “The models enable us to speak to consumers’ situations and needs. Models determine propensity to respond. In other words, how relevant will this offer be to the consumer?”
>
> **– Jedd Taylor** Group Vice President, Marketing Strategy and Innovation at Franklin Madison

- Models analyze what marketing channels consumers react positively to. This information can be used to build consumer personas and predict which personas will be most receptive to a particular campaign. The models may even highlight selling points for specific products that will resonate with consumers.

  For instance, when marketing auto insurance, the models consider a variety of factors that influence which is the right product for the consumer, such as type of car owned or how long they tend to keep their cars. This informs how to position the offer, the messaging, and even the timing of the offer.

On occasion, credit scores are added to the models; for example, if the financial institution wants to offer a preapproved product to a consumer segment with an excellent credit score.

Franklin Madison has created hundreds of models to draw from over its almost 60-year history. Modeling technique also depends on a financial institution’s needs and marketing objectives. **“Sometimes we use our models in isolation,” explains Taylor. “Other times we will layer combinations of models in order to drive better outcomes.”**

As marketing campaign data is fed back into the models, the models leverage machine learning to make needed adjustments and refinements in real time.

> “The data, the technology, and the data scientists who are experts in data modeling get us to the best outcomes.”
>
> **– Jedd Taylor** Group Vice President, Marketing Strategy and Innovation at Franklin Madison

Franklin Madison also shares the data with banks and credit unions, so they can use these insights to help with other product marketing efforts, notes Heger.

Turning 'Meh' into Yes

Traditionally, marketing focuses on touchpoints with the idea that more touchpoints improve the chances that a prospect will turn into a customer or member. Today, savvy banks and credit unions focus on relevance based on consumers' activity or behavior. Did they abandon the application because they are truly not interested? Or did they get distracted during the process?

> "If the data tells us that the consumer is getting value out of our offers and expresses interest in some way, we'll continue the campaign. But if the data tells us that the consumer is simply not interested, it's time to move on and deliver a more relevant product or offer."
>
> **– Jedd Taylor** Group Vice President, Marketing Strategy and Innovation at Franklin Madison

If the models indicate that the consumer is still interested but hasn't yet fully engaged, the bank or credit union is notified and can follow up with a phone call. **"We use a variety of techniques to remain in front of the consumer as long as the offer is still relevant," notes Taylor.**

Chapter 8

Why the Future of Financial Wellness Includes Insurance

The future of financial wellness isn't about offering a buffet of financial products and hoping consumers pick which ones they prefer. It's not about achieving an 800+ credit score—unless that's important to the consumer. **Financial wellness is about understanding that the definition of financial wellness isn't the same for every consumer.**

Financial wellness is an individualized journey toward financial resilience and the ability to meet financial goals such as retiring early, putting the kids through college, paying off debt, or ensuring that the family will be OK in case of a family member's death.

Insurance plays an outsize role in financial wellness, both as a wealth protector and wealth builder. But the type of insurance must be relevant to the consumer. The only way to really personalize your marketing outreach is to understand what the consumer needs, when they need it, and how they want to communicate with you.

Data holds the key to those insights. Data models using advanced technologies like AI and machine learning unlock the door.

About

An industry pioneer with over 55 years of experience, Franklin Madison builds financial security for individuals and families by delivering industry-leading insurance products through our brand partners. **We help generate increased loyalty and incremental revenue for more than 3,500 financial institutions.**

Franklin Madison also offers direct marketing agency services to inspire and engage insurance customers in bold new ways that drive real results.

For more information, visit **franklin-madison.com**

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