



#1 Edition

# Banking App Innovators

A series of visionary banks redefining CX via mobile banking apps



# 1.

## Banking made fun

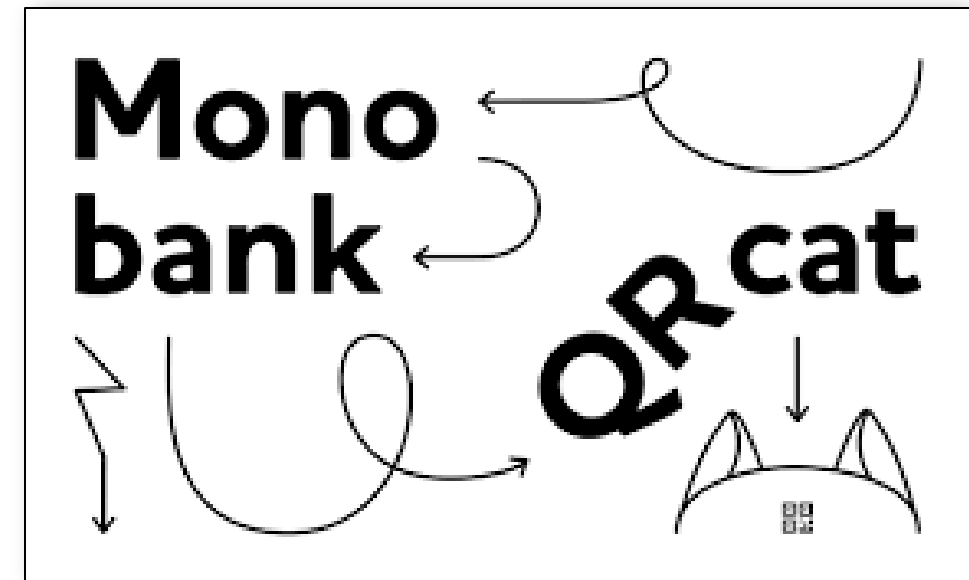
**Monobank (Europe)** transforms customer experience with innovative gamification



# A playful approach to banking

Monobank, a **cat-themed neobank**, was launched in Ukraine in 2017. Its customer base has grown by more than a million active clients, from 6.77 million to **8 million**, since February 2022<sup>1</sup>. **Rated 4.6 stars on the Play Store with over 10 million downloads**, It serves more than 35% of Ukraine's mobile banking clients. Monobank's quirky mascot and its unique blend of financial services and gamification set it apart in the industry.

Monobank has an innovative approach to customer experience, combining gamification, interactive branding, and partnerships with creative apps like **Reface**.



# What makes Monobank a game changer?

Monobank's commitment to engaging customers led to an innovative approach in banking. Recognizing that traditional financial services can be tedious for a tech-savvy, younger audience, the bank introduced a unique badge reward system that uses gamification to enhance the banking experience and drive behavioral change.

## Outstanding feature – **Badge Reward System**

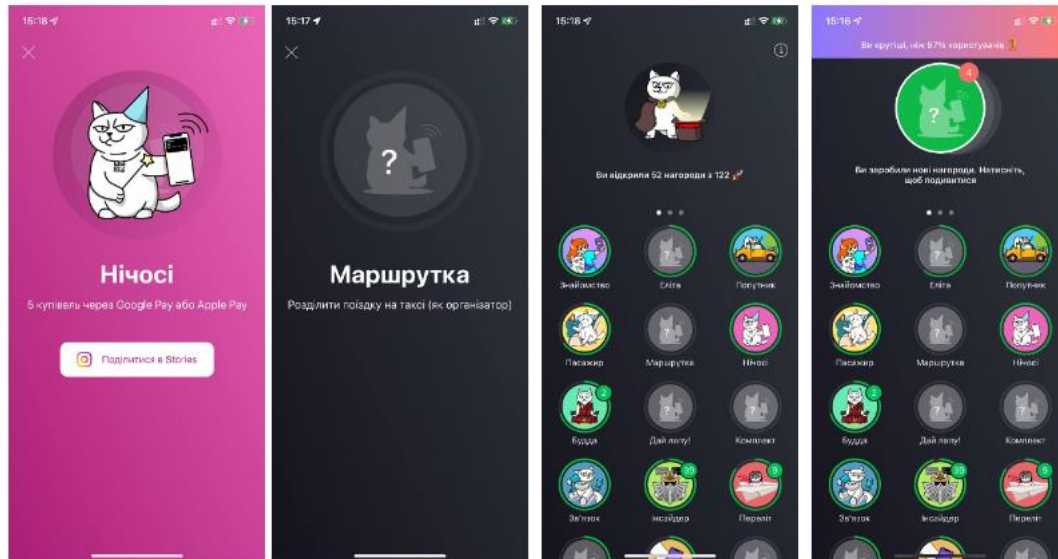
Monobank's gamification features, like Shake to Pay and the customizable badge reward system, enhance customer engagement. customers can shake their phones to transfer funds to nearby customers, making transactions quick and entertaining.

These are the key aspects of Monobank's gamification:



The QR cat mascot, along with tasks and rewards, transforms everyday financial activities into enjoyable experiences that foster loyalty.

# Monobank creates child like experience for its customers to gamify their cat mascot

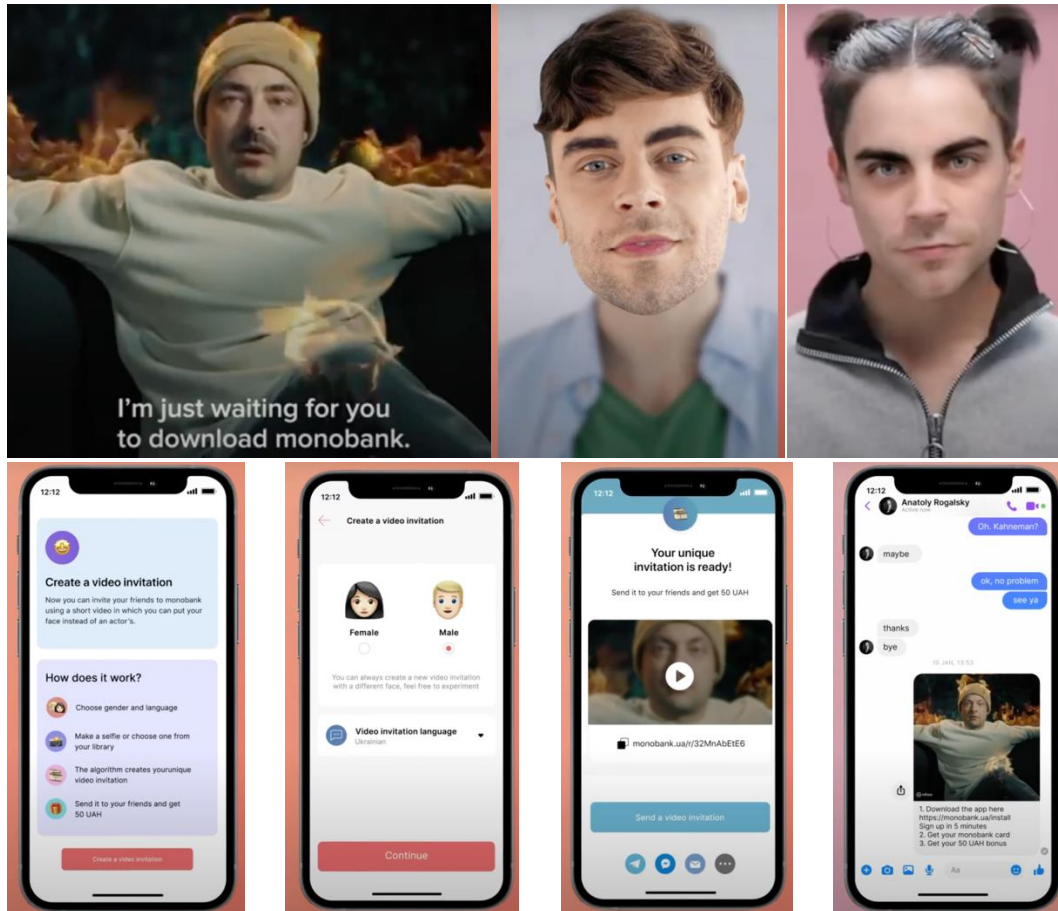


**Gamification:** Points, badges, rewards, and cashback for spending in various cities and categories.



- **Interactive Mascot:** The app features an animated **white cat mascot**, which evolves based on customer rewards.
- **Customized Badges:** Customers can **dress up their mascot avatars** based on achievements and complete tasks to earn new outfits.

# Customers can send face-swapped referral videos to friends



This innovative approach incentivizes customer referrals while personalizing the experience to make it engaging and fun.

- **Personalized video invitations:** customers can create unique videos to invite friends, adding a personal touch.
- **Face Swap technology:** customers can integrate their faces into videos with actors, making invitations entertaining.
- **Easy sharing:** customers can easily send referral links with personalized videos, streamlining the process.
- **Engaging content:** The algorithm tailors the final video to be engaging, increasing referral acceptance.

Monobank's referral program showcases its commitment to innovation, transforming customer interactions and expanding its customer base while creating memorable experiences.



# Outcomes

Monobank's gamification has significantly boosted customers engagement and loyalty. By creating a fun, interactive experience, Monobank has fostered an emotional connection with customers, making banking less transactional and more enjoyable.



**Neobank of the Year"**  
title by  
FinAwards 2018<sup>1</sup>



The face-swap referral program  
increases referral rates with  
personalized videos



The mascot is now a  
recognizable symbol in  
Ukraine, with stickers  
displayed across retailers  
who accept Monobank



It holds over 35% of  
Ukraine's mobile banking  
market<sup>2</sup>



# 2.

## Banking made personal

**Revolut (Global)** revolutionizes financial services with customizable cards

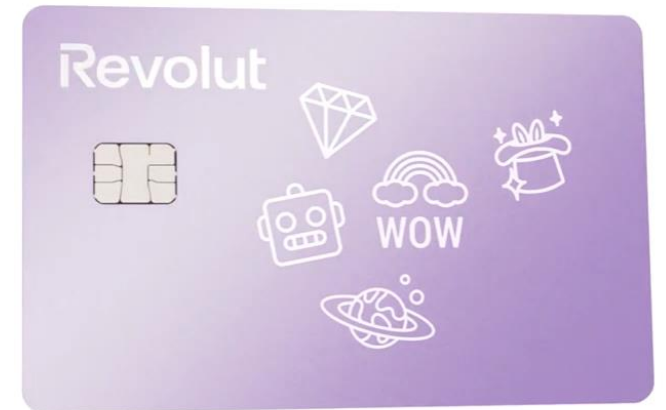




# A personalized touch to banking

Revolut, a global financial super app, boasts **38 million active customers** and a **stellar 4.7-star<sup>1</sup>** rating on the Play Store, with over **50 million downloads<sup>2</sup>** around the globe. Revolut continues to expand rapidly. In 2023, Revolut partnered with Visa to offer card transfers powered by Visa Direct, enabling peer-to-peer payments in nearly 90 countries worldwide

Revolut partners with **Visa and Thyngs** to create its personalized cards. Visa provides the payment processing infrastructure, while Thyngs offers a platform for creating customizable cards, enabling customers to select colors, designs, and features that suit their preferences



# Why Revolut stands out?

Revolut offers customizable cards through its Premium and Metal subscription plans, allowing customers to personalize their Visa and travel cards. This feature gives customers the ability to design their cards to match their style, adding a unique touch to their banking experience.

## Outstanding feature – **Card customization**

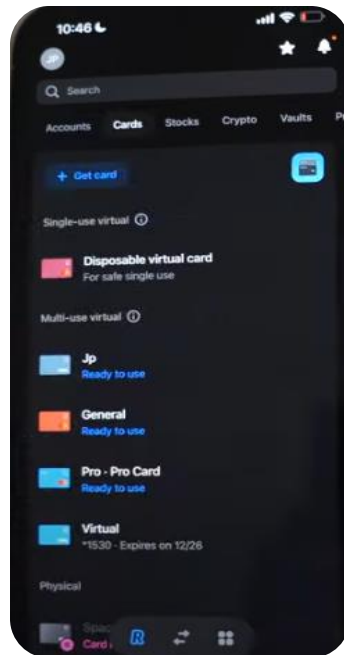
The app makes card customization simple, letting customers select from a variety of colors, designs, and materials, including metal cards. This easy process enhances flexibility and convenience for customers looking to personalize their financial tools.

These are the key aspects of Revolut card customization:

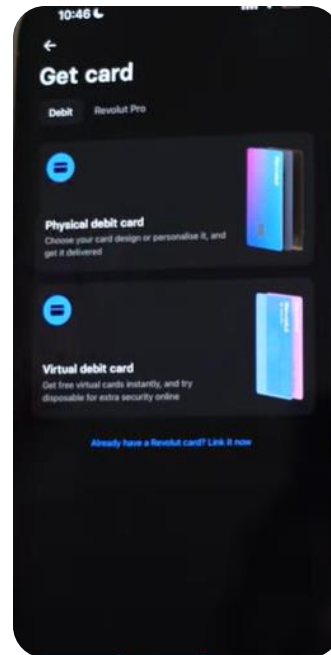


Revolut allows customers to add custom names or messages to their cards, making them even more personalized. This option, combined with the benefits of subscription tiers, provides a blend of style and functionality for a tailored banking experience.

# Revolut's 7-step in app card customization process (1/2)



**Step 1:** Go to the "Card" section in the app

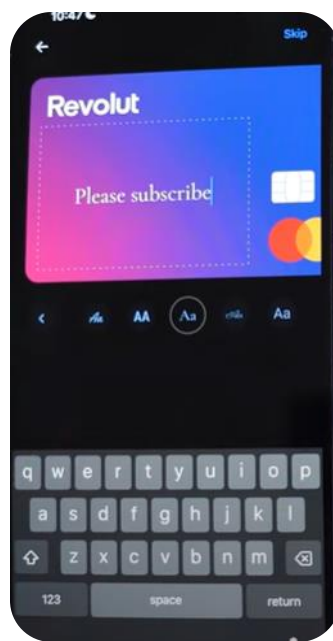


**Step 2:** Select the option to choose either a physical or virtual card.

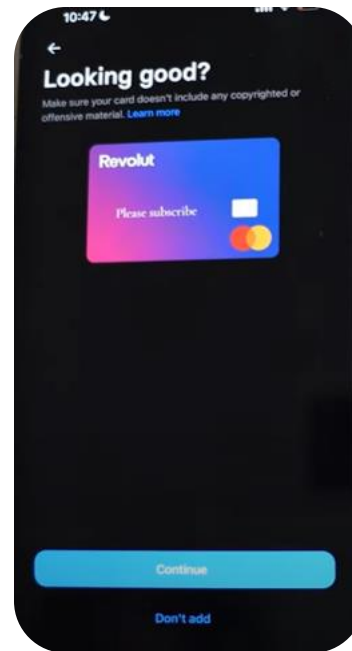


**Step 3:** Select from nearly 12 different card design options

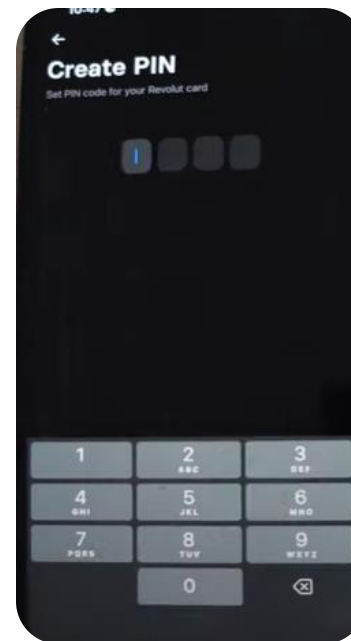
## Revolut's 7-step in app card customization process (2/2)



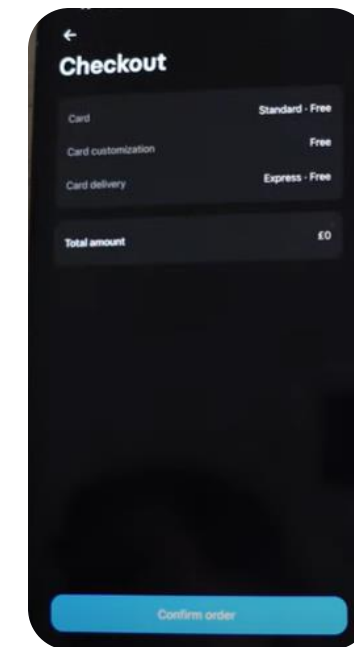
**Step 4:** Choose the font size and font type for the name on the card.



**Step 5:** Review the design and click the "Continue" button



**Step 6:** Create a PIN for the card.



**Step 7:** Check out and submit to receive physical or virtual card

# Outcomes

A major outcome of Revolut's card customization is the rise in paid subscriptions. Personalized options for color and design enhance customer engagement, attracting more customers and driving revenue growth.



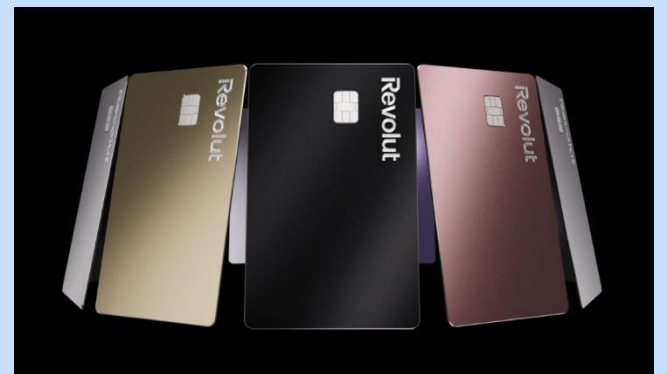
Revolut's revenues surpass USD \$2.2 Bn, with record profits of USD \$545 Mn in 2023<sup>1</sup>



In August 2024 Revolut's valuation became USD \$45 Bn, making it Europe's most valuable private technology company<sup>2</sup>



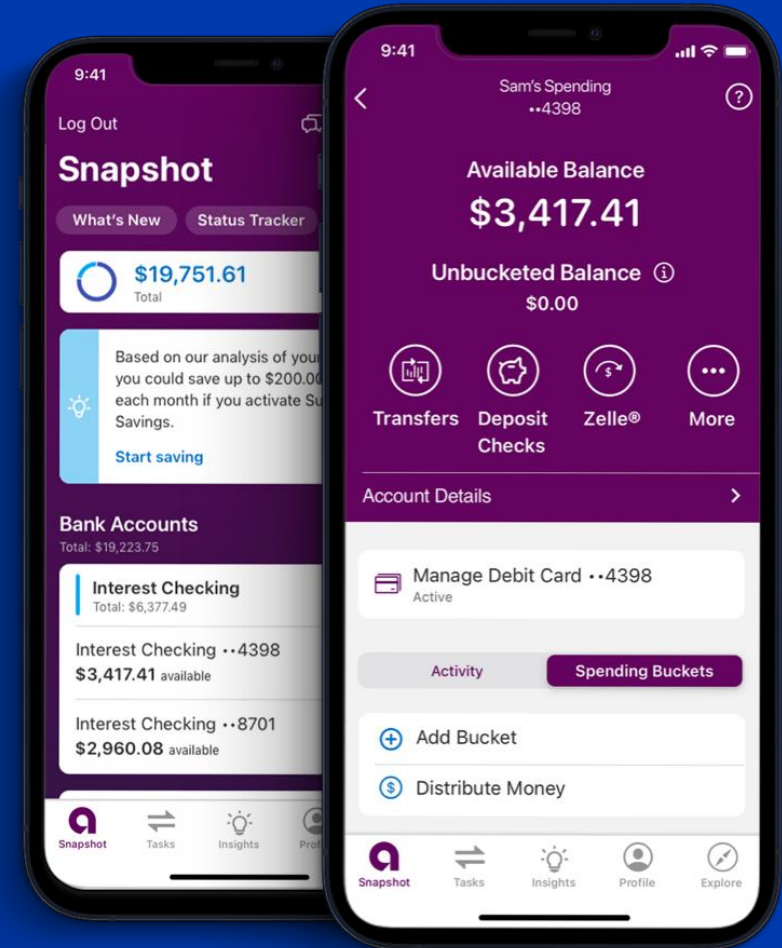
Revolut's paid subscriptions surged 41% in 2023 due to innovative card offerings



# 3.

## Wealth, well-managed

**Ally Bank (U.S.A.)** simplifies financial planning with comprehensive wealth management tools.

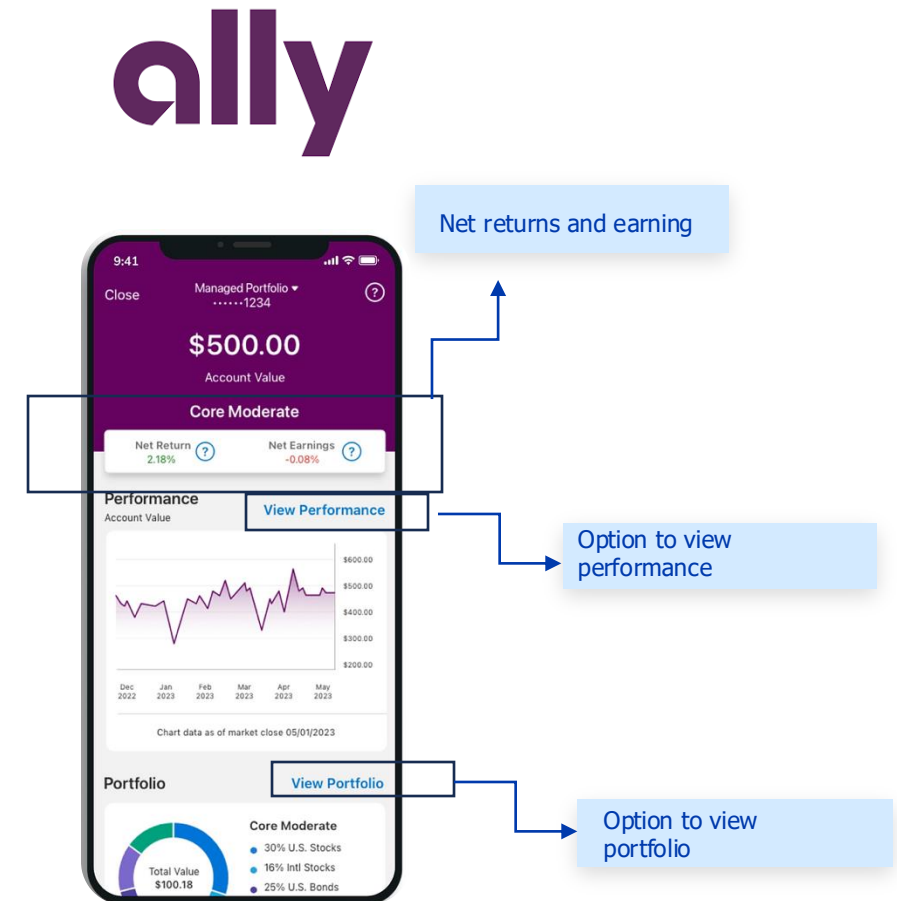




# A seamless financial journey

With a **4.7-star rating on the Play Store<sup>1</sup>** Ally Bank is trusted by millions for its digital financial services. The app has over 1million+ downloads, reflecting its widespread popularity. As of 2023, Ally's wealth management division oversees more than **USD \$13 billion<sup>2</sup>** in assets, while its auto finance division remains a leader in the U.S.A., cementing its position as a top player in financial services.

Ally Bank partnered with Temenos for its Ally Bank app. Temenos provides banking software solutions that enhance the app's functionality and customer experience.



# What sets Ally apart?

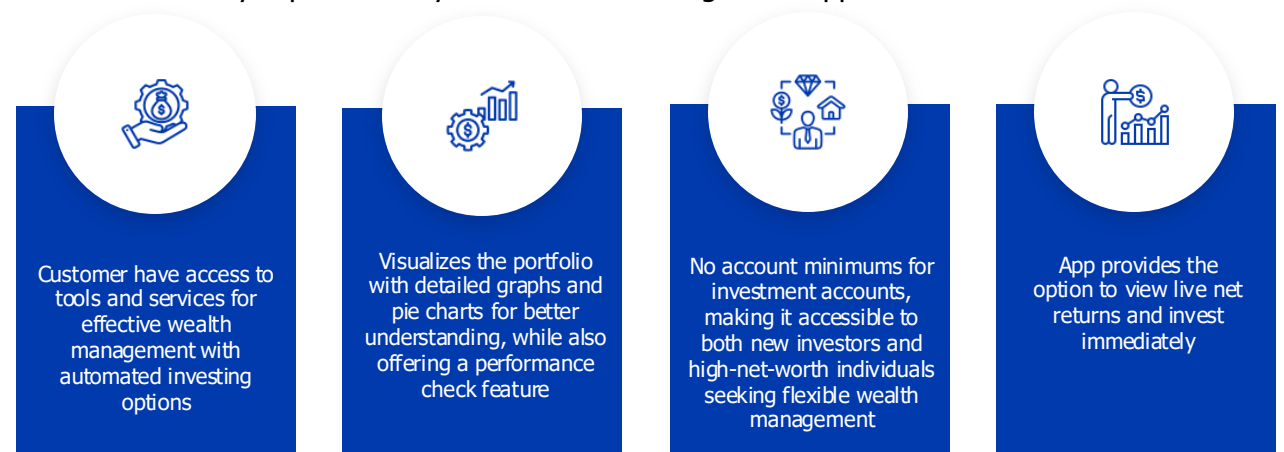
Ally Bank's wealth management platform provides a comprehensive digital ecosystem for investment and savings management. The app includes features like:

- An easy-to-use investment platform for portfolio management
- Savings tools designed to help customers reach their financial goals
- Personalized financial advice to cater to individual needs
- Ally Invest, the bank's investment arm, offers commission-free trading on U.S.A.-listed stocks and ETFs

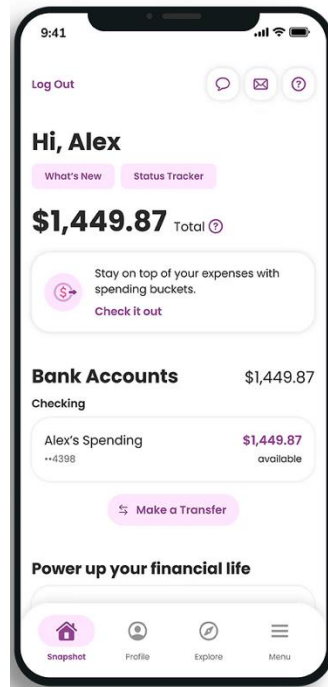
## Outstanding feature – **Wealth management**

Ally Bank's retirement account features make saving for the future simple and engaging. Customers can effortlessly open accounts, customize their savings. This innovative approach empowers customers to manage their retirement savings efficiently and confidently.

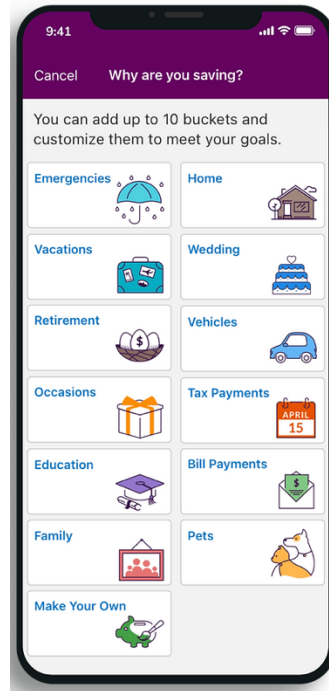
These are the key aspects of Ally bank' wealth management app:



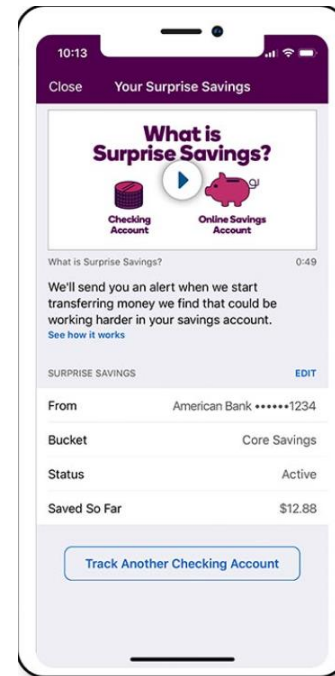
# Ally Bank app offers robust wealth management features



Ally app provide option to option to **open retirement savings** accounts effortlessly. Features designed to efficiently grow and manage financial assets



**Recurring transfers:** Enable consumers who are confident about their earnings levels to set transfers to follow a regular schedule. customer can add up to 10 buckets and can customise to meet the goals



**Surprise savings:** Analyzes cash flow, spending habits, and upcoming bills to safely move funds to savings



**Analysis feature:** Projects savings growth with current settings and shows how adjustments can accelerate your goals

# Outcomes

Ally Bank's wealth management features have improved customer satisfaction and retention. By providing customer-friendly tools like automated savings and customizable retirement accounts, Ally Bank has turned wealth management into an engaging and enjoyable experience for customers.



Became the top choice for wealth management among 50% americans<sup>1</sup>



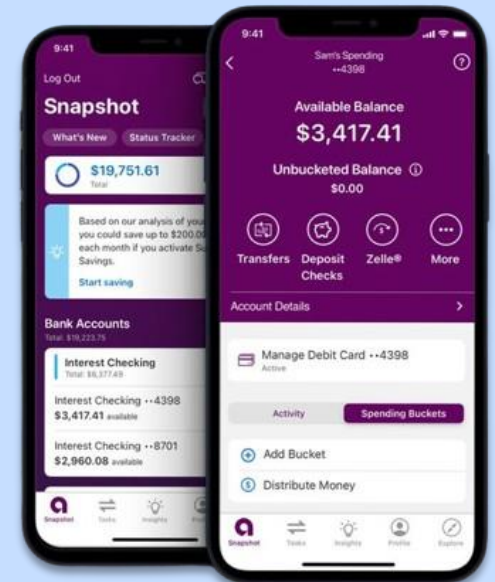
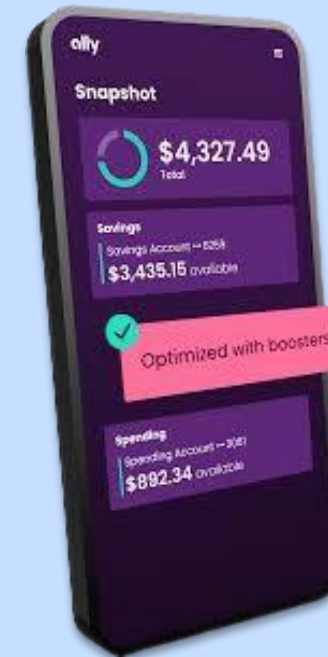
Ally Bank has seen a significant increase in customer adoption, with over 11 million in 2024



Received 4.5-star rating from NerdWallet, encouraging more investors to utilize its platform for wealth management



Ally Bank was recognized as a **Best Online Bank by Bankrate in 2023** for providing customer-friendly wealth management solutions<sup>2</sup>



# 4.

## Future of payments

**Venmo Bank (U.S.A.)** revolutionizes peer-to-peer transactions with seamless payment features



# A social payment experience

With millions of active customers, Venmo Bank boasts a **4.8-star**<sup>1</sup> rating on the Play Store and has over 50 million downloads on google play store. It welcomes around 50000 new customers each month with approx. **91+ million customers worldwide**<sup>2</sup> Venmo processes over **516 million transactions every day**<sup>3</sup>.

Venmo is owned by PayPal, it benefits from PayPal's infrastructure for secure payments, allowing customers to make seamless transfers between accounts, pay for goods and services, and integrate PayPal as a payment option within the app.





# Why is Venmo famous in Gen Z?

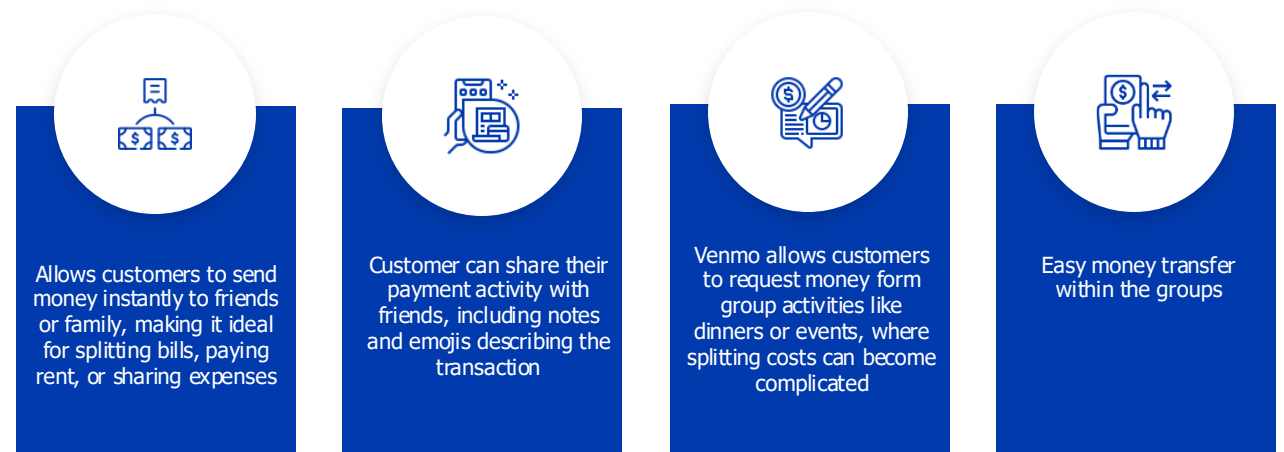
Venmo's social feed lets customers interact with payments by adding likes and comments, making transactions feel more community-driven. Whether splitting a bill or sending money for a gift, customers can share payment activity, adding playful notes and emojis.

This feature blends social networking with financial transactions, turning payments into more engaging experiences. It creates a sense of connection where customers can react to each other's payments, making the app feel lively and interactive.

## Outstanding feature – **Social Feed**

By adding personality to transactions with notes and emojis, Venmo makes payments more fun and expressive. This unique approach turns routine financial exchanges into moments of interaction, making it especially appealing to younger customers.

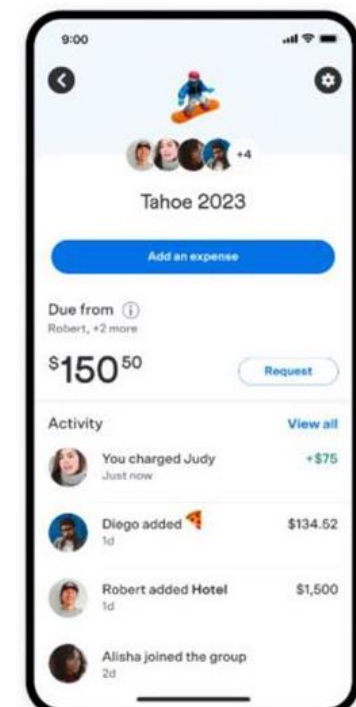
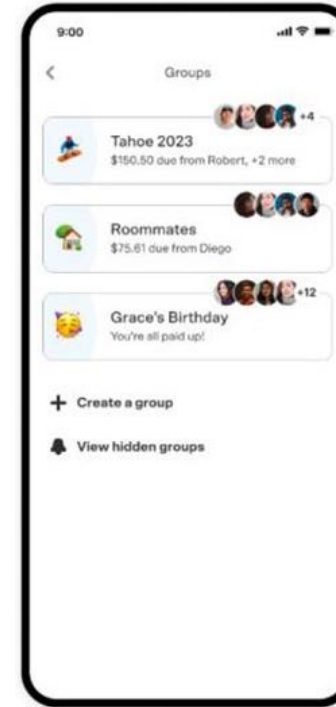
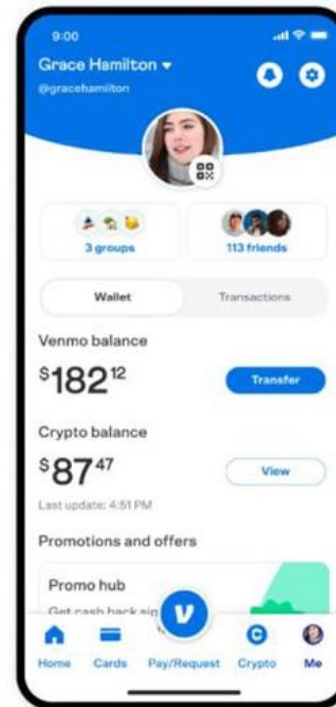
These are the key aspects of Venmo's social feed feature:



This social aspect of Venmo is especially attractive to younger generations, particularly Millennials and Gen Z, who are accustomed to social media platforms like Instagram and Snapchat.

# Venmo becomes popular among Gen Z for its seamless group payment features

- **Effortless group payment management:** Venmo's group features are simple and customer-friendly. On the home page, customers can easily see their groups, friends, and wallet balance in one place.
- **Flexible group expense management:** customers can create groups for managing shared expenses with friends or family. They can also send money to specific groups and even hide groups when needed.
- **Streamlined group and balance overview:** In each group, customers can request money, see who has paid, and add expenses to keep track of shared costs. These features make it easy to manage group payments for any situation.



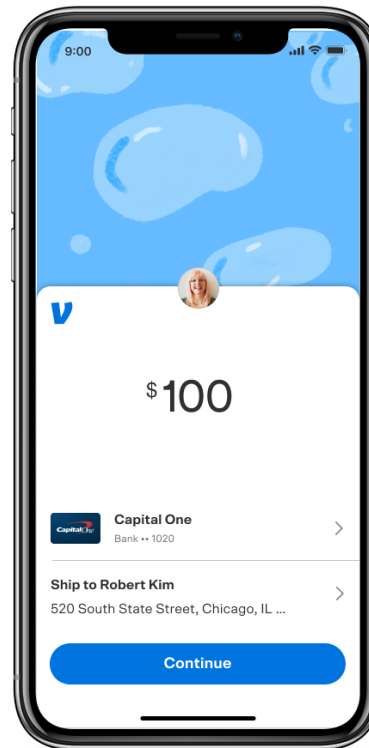
# Easy and effortless 5-step Venmo payment process



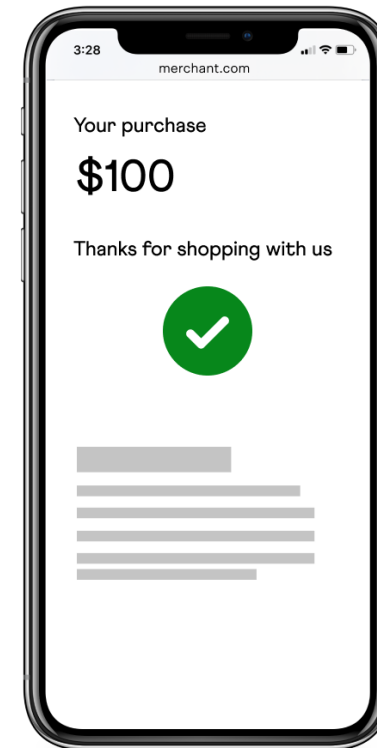
**Step 1:** Customer selects a product and chooses Venmo as the payment method



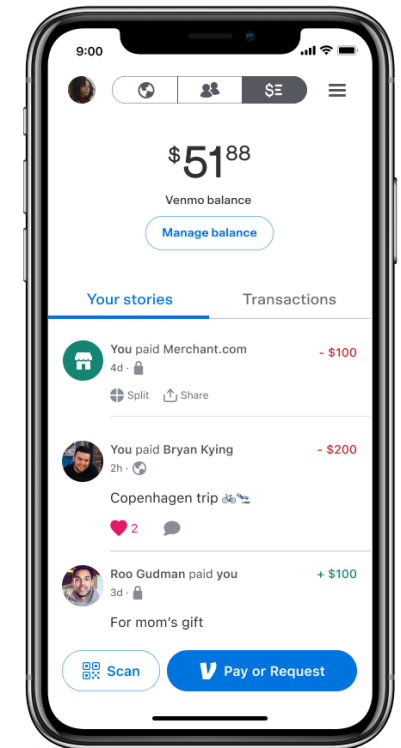
**Step 2:** Redirected to Venmo app



**Step 3:** Customer select the card from which it needs to be paid and confirms it for payment



**Step 4:** Merchant's website confirms the successful purchase, displaying a confirmation message and a green checkmark



**Step 5:** Updated Venmo balance comes along with payment stories

# Outcomes

Venmo's social feed has significantly boosted customer engagement and community interaction. By incorporating a fun, social element into financial transactions, Venmo has made banking a more enjoyable and relatable experience, fostering a sense of connection among customers while promoting a culture of sharing and socializing around money management.



33% of GenZ prefer to use Venmo for payments in USA<sup>1</sup>



Venmo's revenue growth is notable, contributing USD \$935 Mn to PayPal's total revenue in 2022<sup>2</sup>

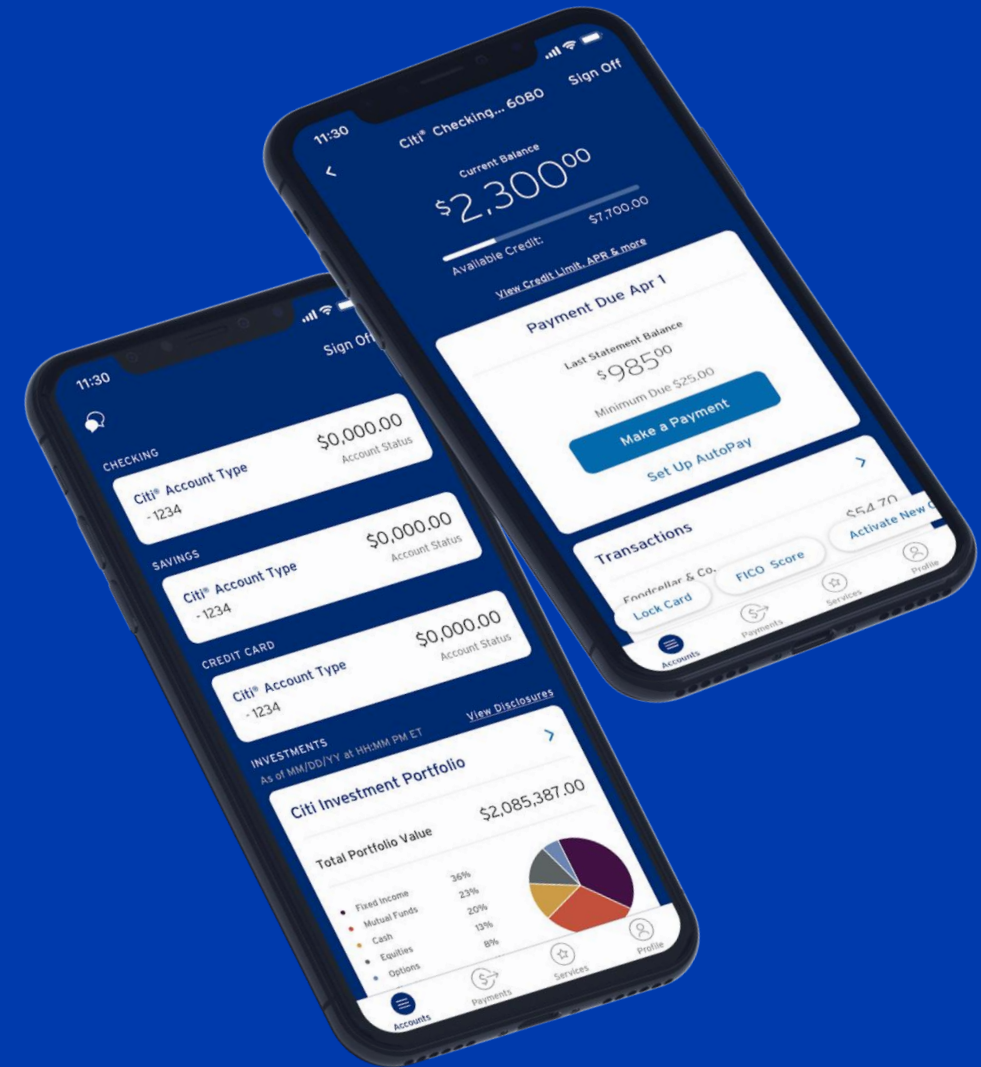


Venmo became the second-most used online payment processor in the USA.



# 5. Smarter spending, Smarter banking

**Citi Bank (U.S.A.)** empowers customers with real-time spending insights.



# Digital innovation with enhanced spending analysis

Citi continues to lead the way in digital innovation with significant investments in technology. In the last year alone, Citi poured **USD \$12.2 bn into technology**, marking a 9% increase over 2022<sup>1</sup>. The Citi app has a 4.7-star rating on the Play Store, with over 10 million downloads. Active mobile customers have increased by 10%, reaching 19 million, while **active digital customers** are up 6%, now totaling **25 million**<sup>2</sup>.

Citi partnered with **Personetics** to enhance its spending analysis tools. This collaboration provides customers personalized insights into their spending habits, helping them track expenses and set financial goals more easily.





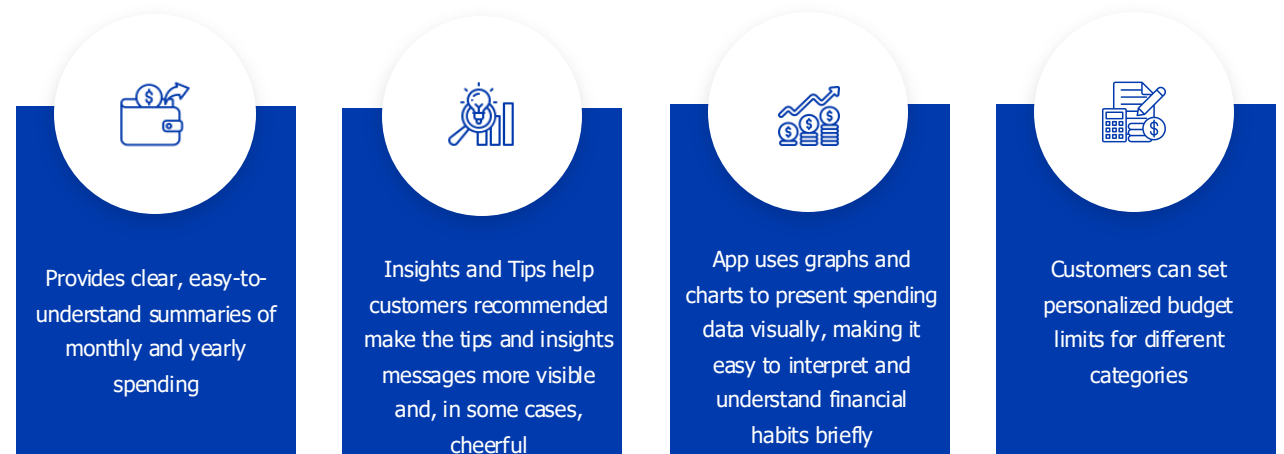
# How Citi analyses spending?

Citi's commitment to customer engagement has led to an innovative spending analysis tool that provides personalized insights into financial habits. By simplifying money management and offering tailored recommendations, Citi empowers customers to make informed decisions about their finances. This approach transforms banking into an engaging experience that appeals to today's tech-savvy consumers.

## Outstanding feature – **Spending analysis**

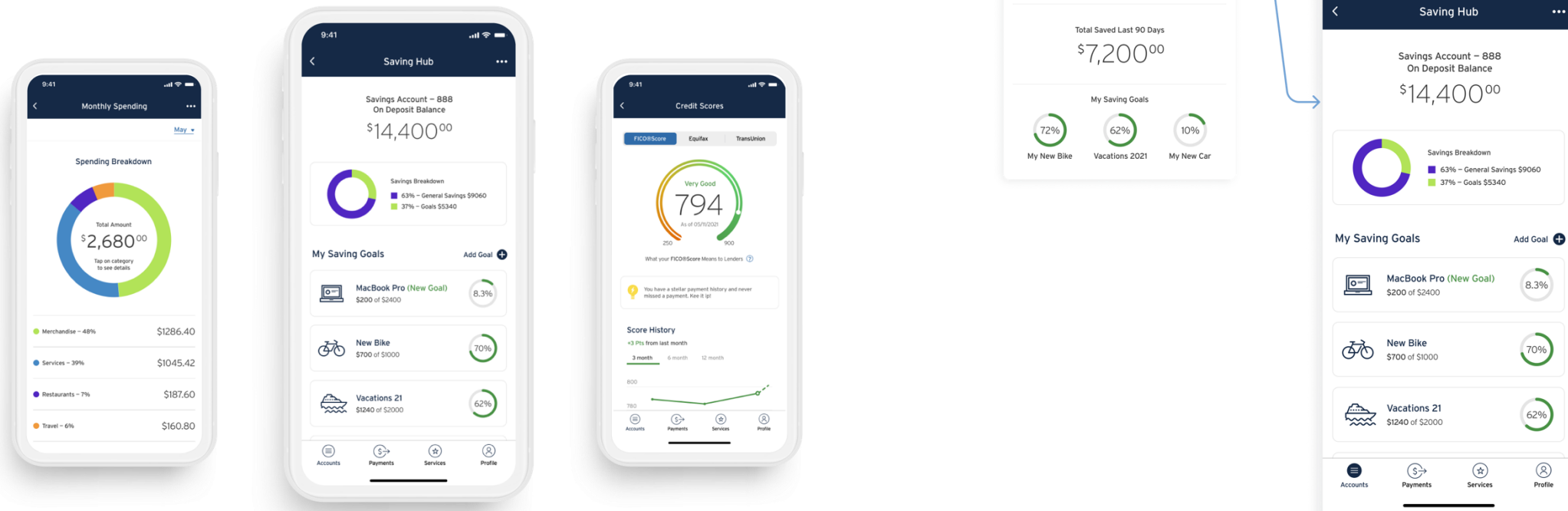
Citi's spending analysis feature empowers customers to better understand and control their financial habits.

These are the key aspects of Citi's spending analysis:



Citi's spending analysis tool uses **graphs and pie charts to simplify financial data**, making it easy for customers to understand their spending habits. These visuals help customers identify patterns and make informed decisions, empowering them to manage their finances more effectively.

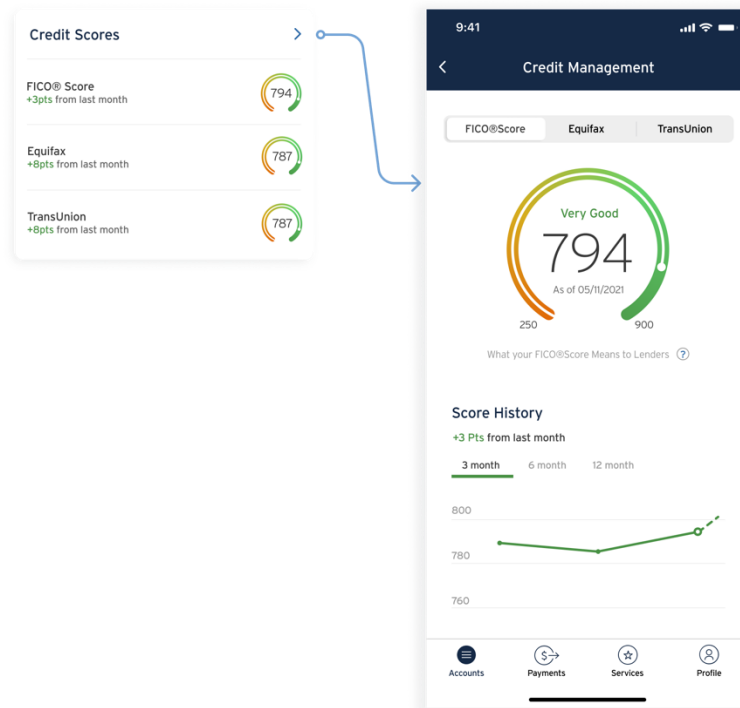
# Citi app helps customers achieve their financial goals with ease (1/2)



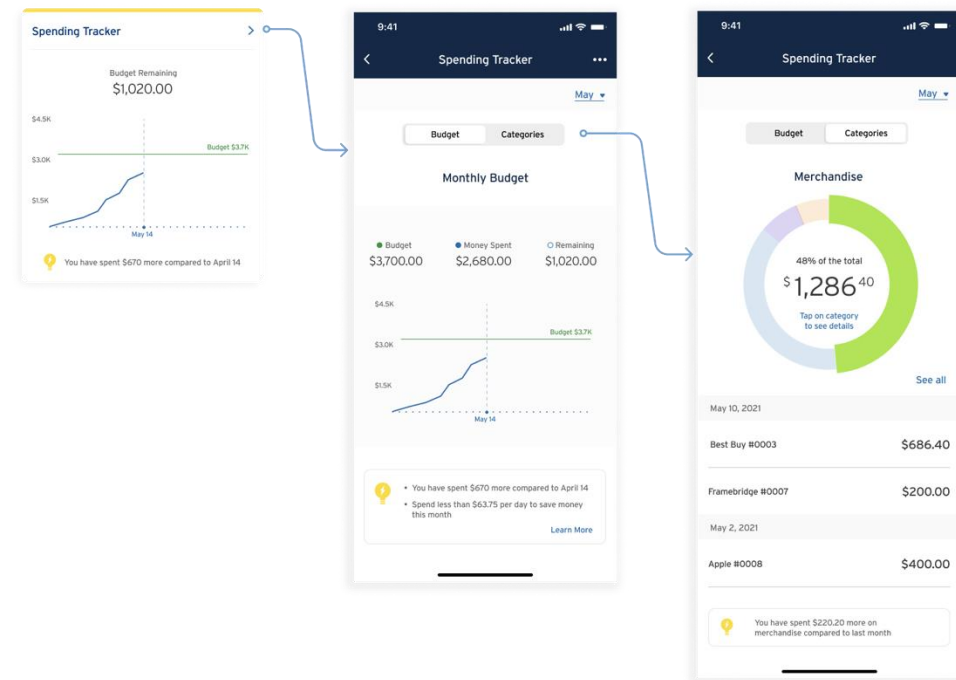
**Finance management** feature helps customers customize and track saving goals while enhancing two other features to give them more control over their budget and credit scores.

**Saving Hub** allows customers to keep track of their saving goals, which function as subcategories of the main savings account. customers can edit, un-enroll, skip a transfer, or give their goals a boost.

# Citi app helps customers achieve their financial goals with ease (2/2)



**Credit Scores** provide a quick snapshot to help customers scan their information and navigate their credit history



**Monthly Spending** enhancement helps track spending by categories and dig into the details. When setting a cap on spending is not enough & customer wants to know where money going each month.

# Outcomes

Citi's spending analysis features have greatly enhanced customer engagement and financial awareness. By offering personalized insights in a visually appealing format, Venmo has transformed the banking experience into a more interactive and enjoyable journey, fostering a deeper connection with its customers.



Citi has been named Best Digital Bank 2023 by Global Finance Magazine<sup>1</sup>



Citi has experienced a 30% increase in customer engagement with its mobile app in 2023<sup>2</sup>



Citi successfully retired nearly 400 legacy apps in the process of simplifying its technology infrastructure<sup>3</sup>





We help build and grow  
**purpose-driven businesses**

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