

Reasons why consumers say they prefer fintech providers over banks

Convenient for my lifestyle



Easier to use



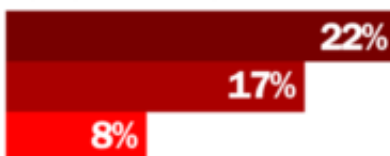
Faster service



Better mobile app



Better interface



- Millennials
- Gen X
- Boomers

SOURCE: Salesforce © January 2017 The Financial Brand

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