ADI Market Share Report

+

Category Teardown

Challenger Banks

September 2019

STAGE3

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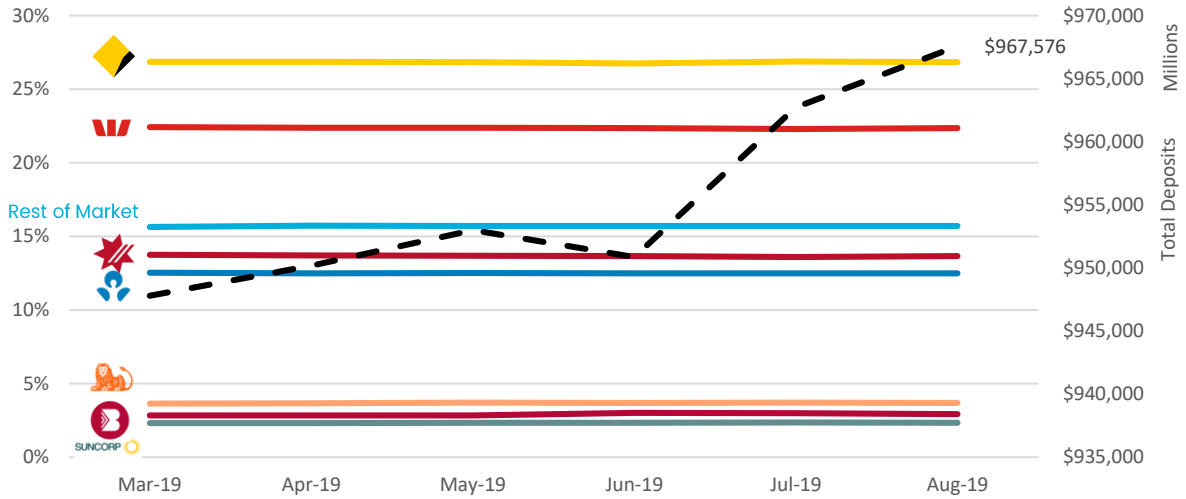
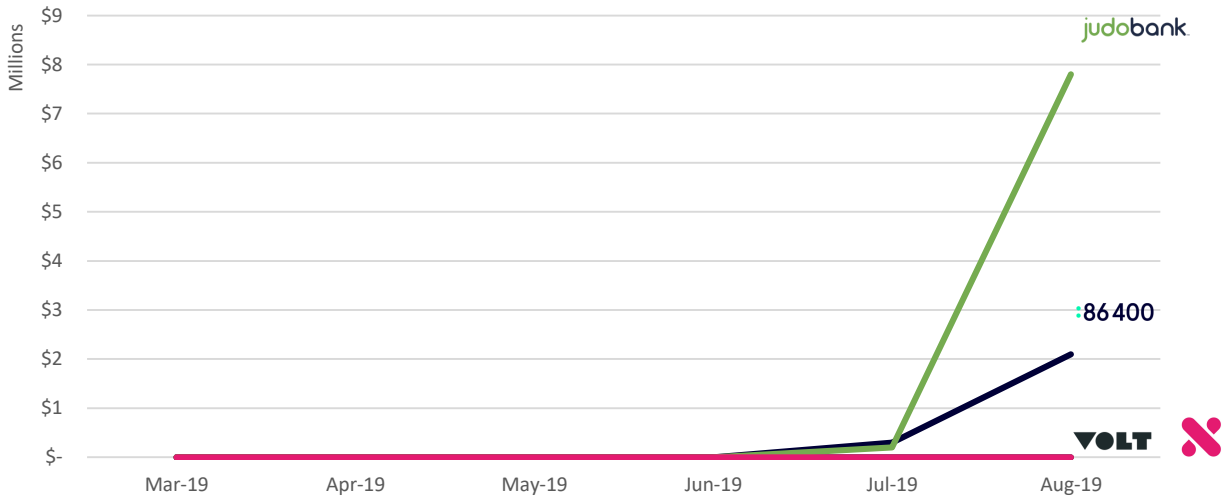
1. ADI Market Share Report

Consumer Deposits

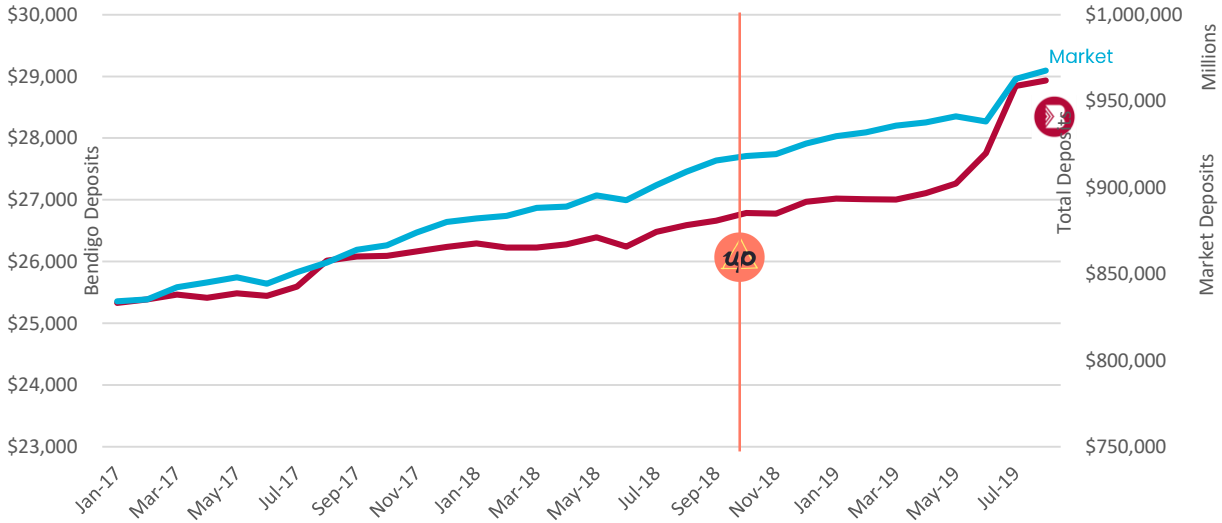
Market Share (%) – ADIs



Balances – Neo Banks



Balances – Impact of Up on Bendigo & Adelaide Bank

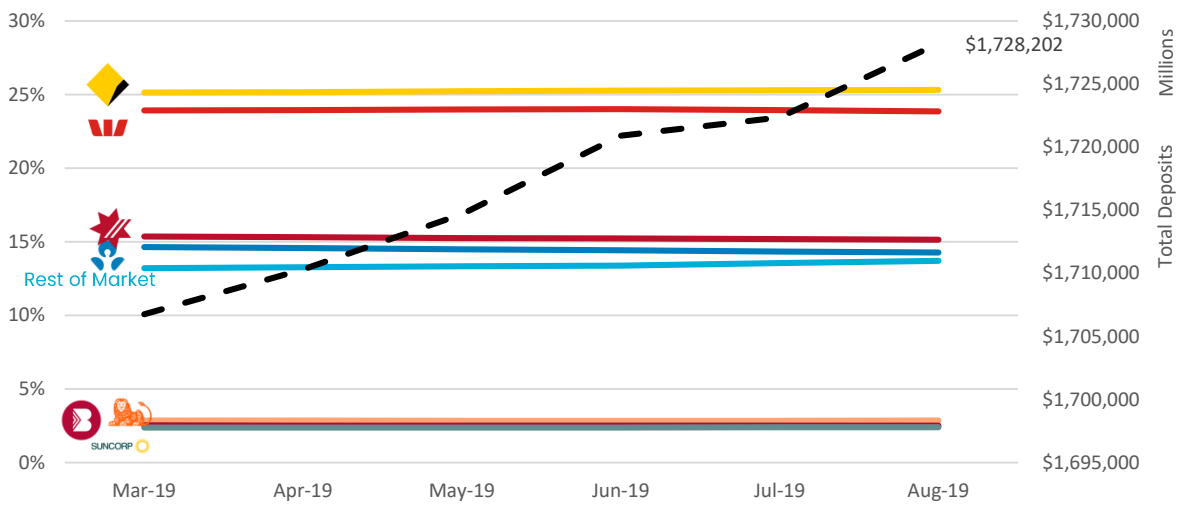


- Despite the lower interest rates on deposits, the Household Deposit FUM grew by 0.5%
- Despite being a SME focused neo-banks, Judo Bank has had hug growth in consumer deposits off the back of their Term Deposits
- No reported volume from either Volt or Xinja, with them obtaining their licences in January and September respectively
- Assumption that Up's balances are sitting in Bendigo's consumer household deposit reporting rather than Commercia FI
- Bendigo's deposit growth has outstripped market since the launch of Up, growing at 8% vs. 5.4%

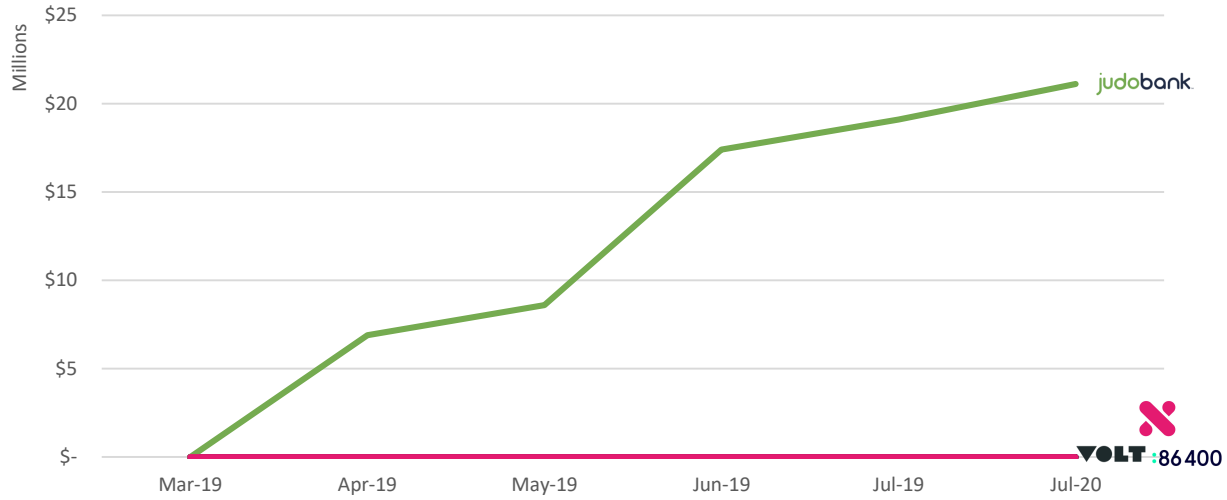
Source: APRA Monthly ADI Statistics

Consumer Home Loans & Credit Cards

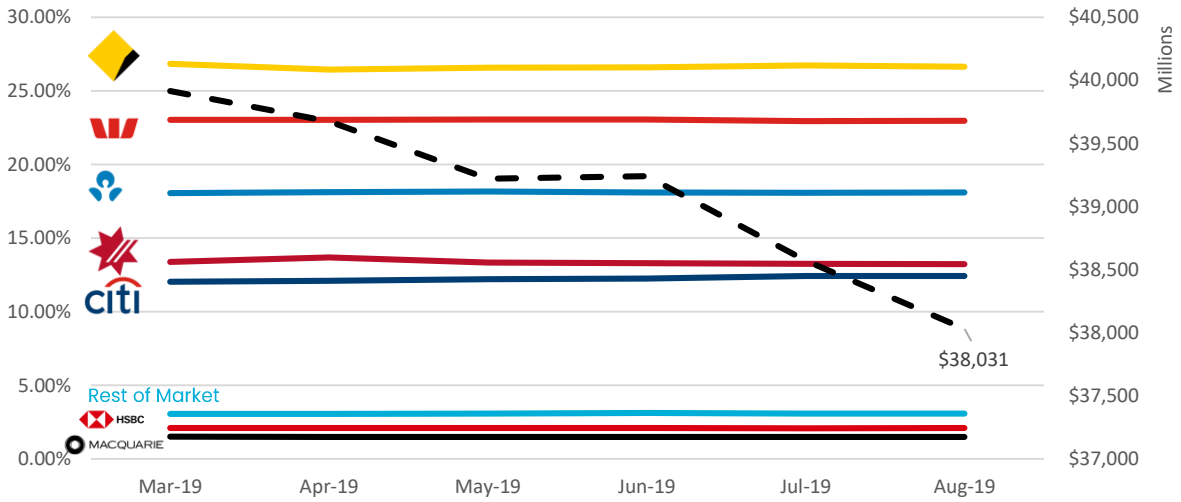
Market Share (Home Loans) – ADIs



Home Lending FUM – Neo Banks



Market Share (Credit Cards) - ADIs

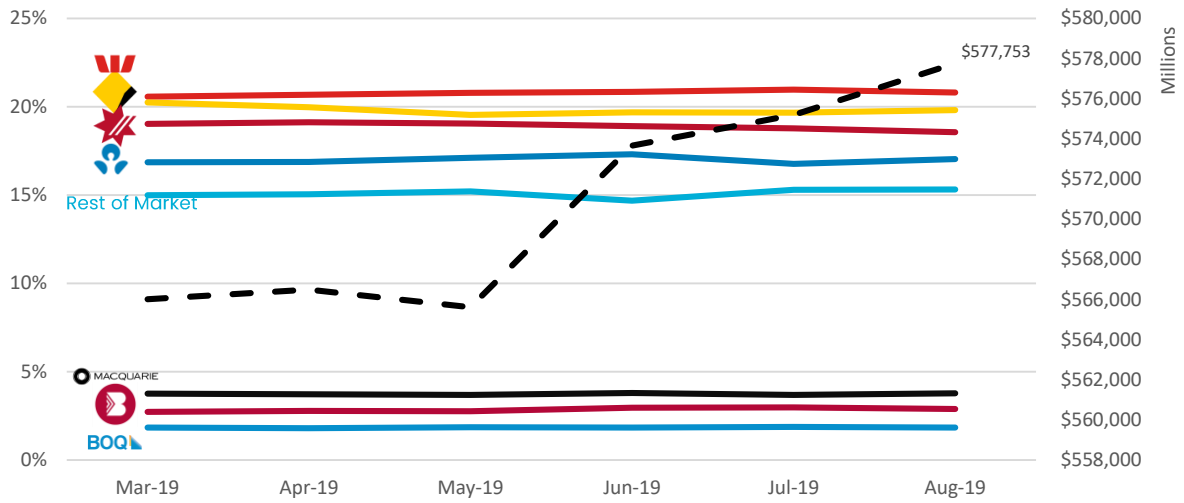


- Consumer Home lending (investment & occupier) Market grew 0.23% MOM
- Judo Bank the only neo-bank with reported lending, despite them being an SME focused brand
- Credit Card Market has declined due to lack of innovation in the sector
  - Low Rate
  - Low Fee
  - Rewards
  - Yawn

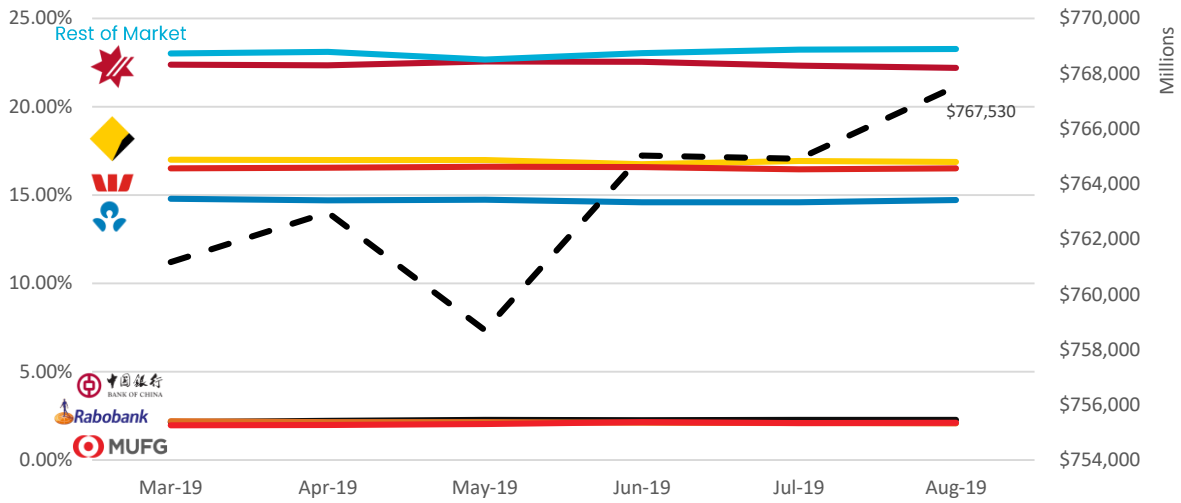
Source: APRA Monthly ADI Statistics

Commercial Deposits & Lending

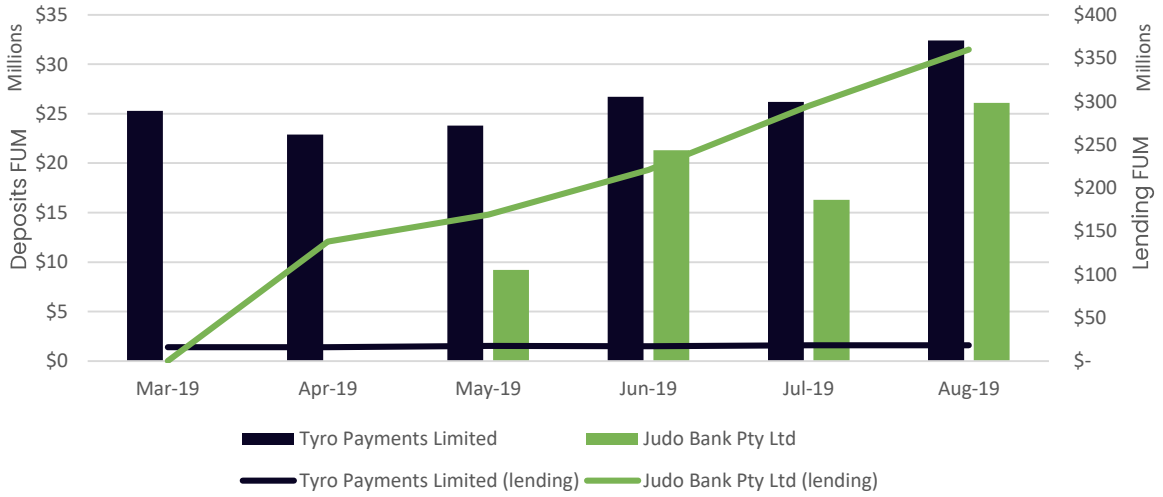
Market Share (Commercial Deposits) – ADIs



Market Share (Commercial Lending) – ADIs



FUM (Commercial Deposits & Lending) – Neo Banks



- More jostling for position in Commercial Deposits across the Big 4, with the market growing at 0.45% MOM
- Commercial Lending is where we are seeing the most disruption against the Big 4, with Rest of Market (i.e. everyone other than the top 7) accounting for 23% of the market
- Unsurprisingly, Judo Bank are growing their lending book at an incredible rate, although slower in their deposit book

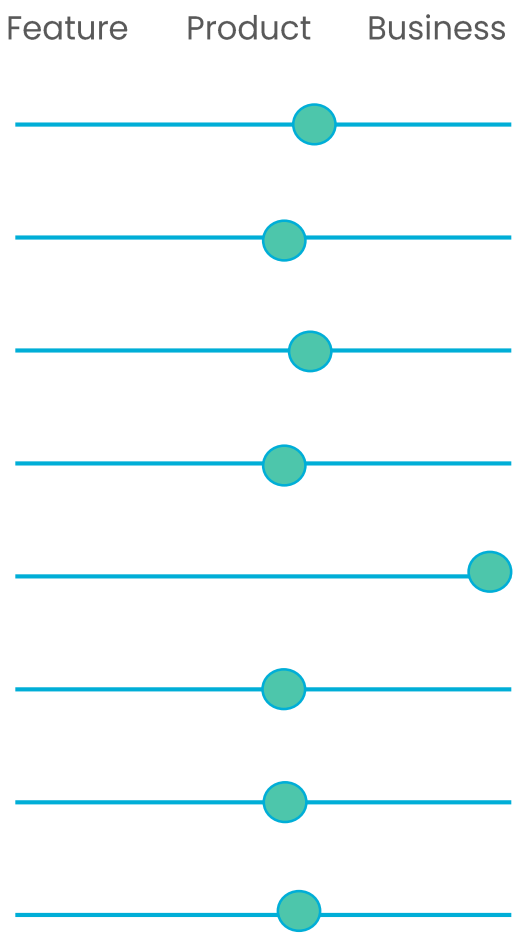
Source: APRA Monthly ADI Statistics

2. Category Teardown

Challenger Banks

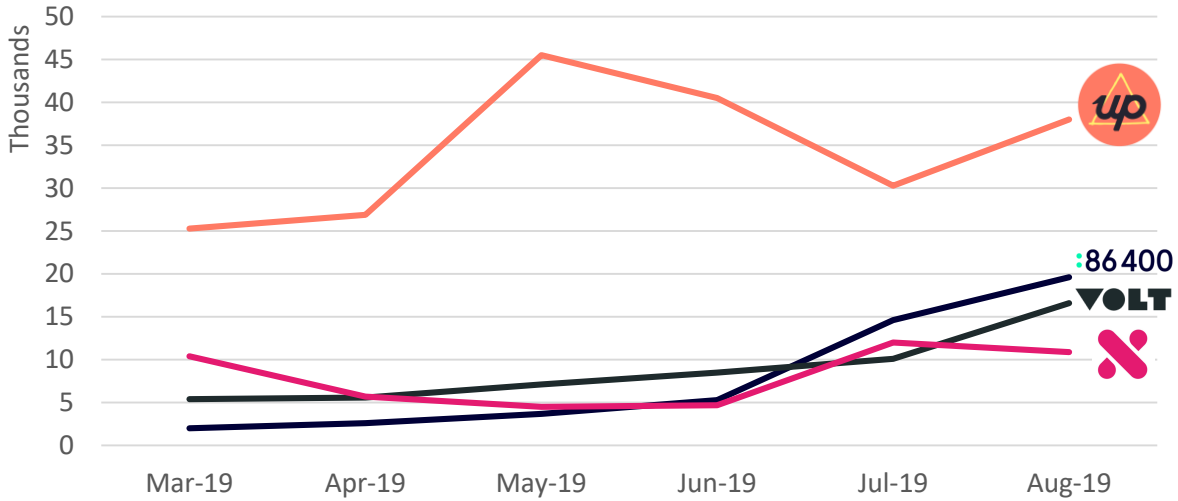
Segment Snapshot

	Live	App	Savings	PFM	P2P	Other
up	✓	✓	✓	✓	✓	• NPP
XINJA	✓	✓	✗	✗	✗	
86 400	✓	✓	✓	✓	✓	• Open Banking • NPP
VOLT	✗	✓	✓	✗	✗	• Proposition based on website • Likely to have P2P launch
judobank	✓	✗	✓	✗	✗	• Savings through Term Deposit
Douugh	✗	✓	✓	✓	✗	• Proposition based on website • Likely to have P2P at launch
archa	✗	✓	✓	✓	✓	• Proposition based on website • Closed loop P2P
wildcard	✓	✓	✓	✗	✓	• Batched BSB/Acc payments • Salary smoothing

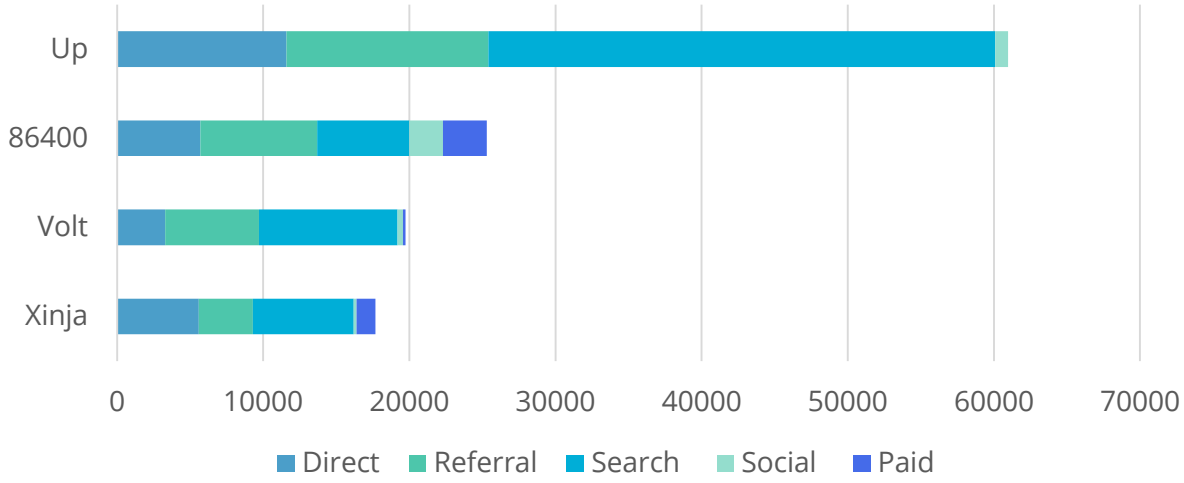


Website Performance

Estimated Unique Visitors[1]



Traffic Sources (Estimated Total Visits)[1]



SEO Site Audits

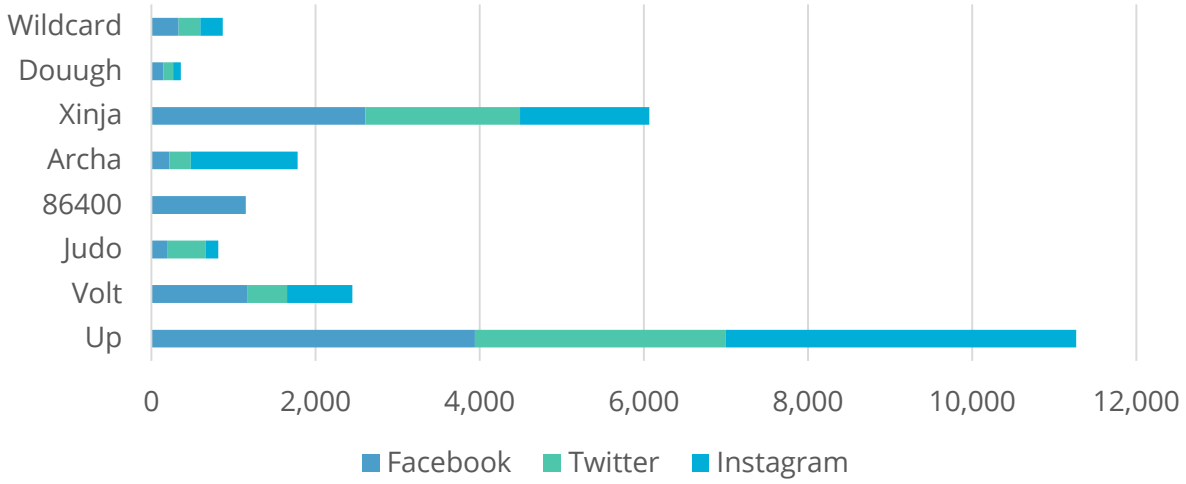
88% 84% 87% 76% 76% 83% 84% 77%

[1]Not enough data for Archa, Judo, Douugh and Wildcard

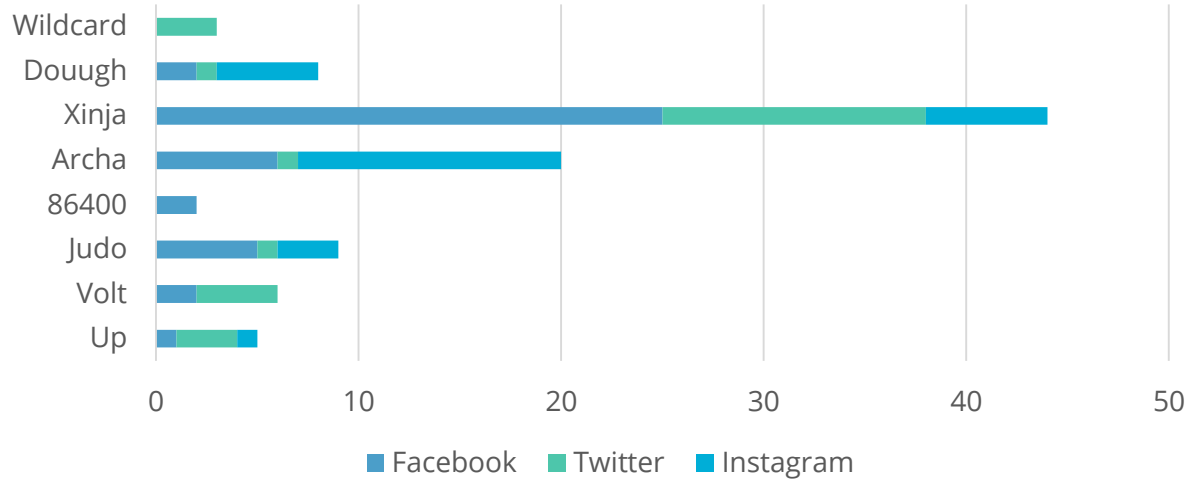
Source: Google; SEMRush

Social Performance

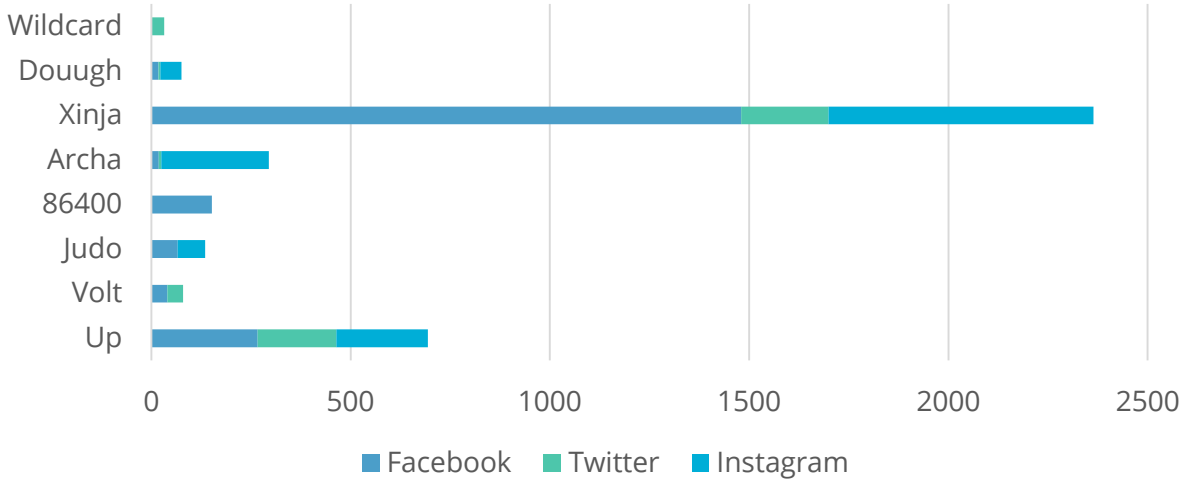
Audience



Activity



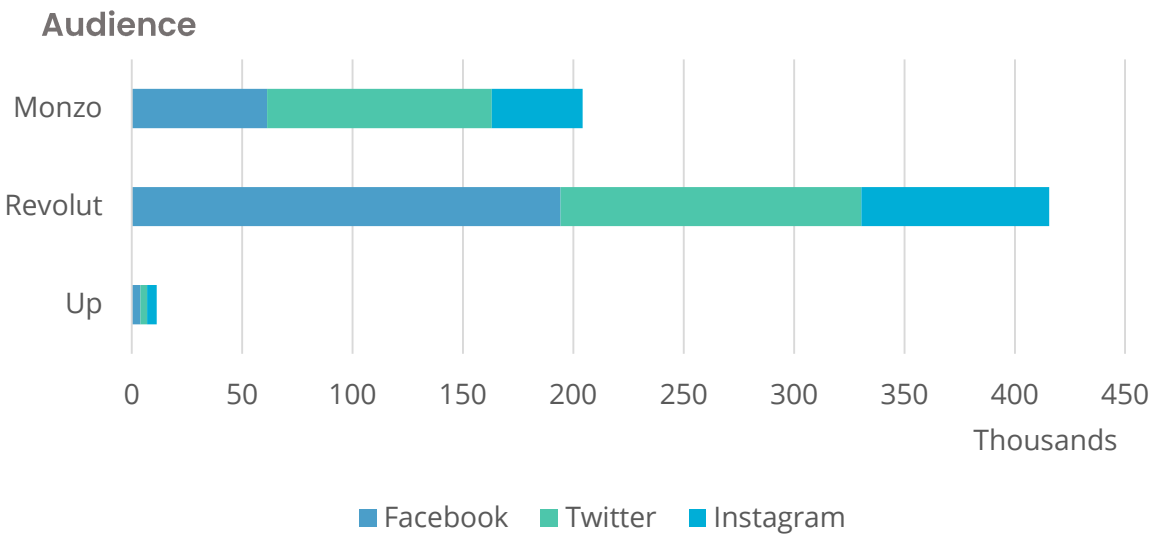
Engagement

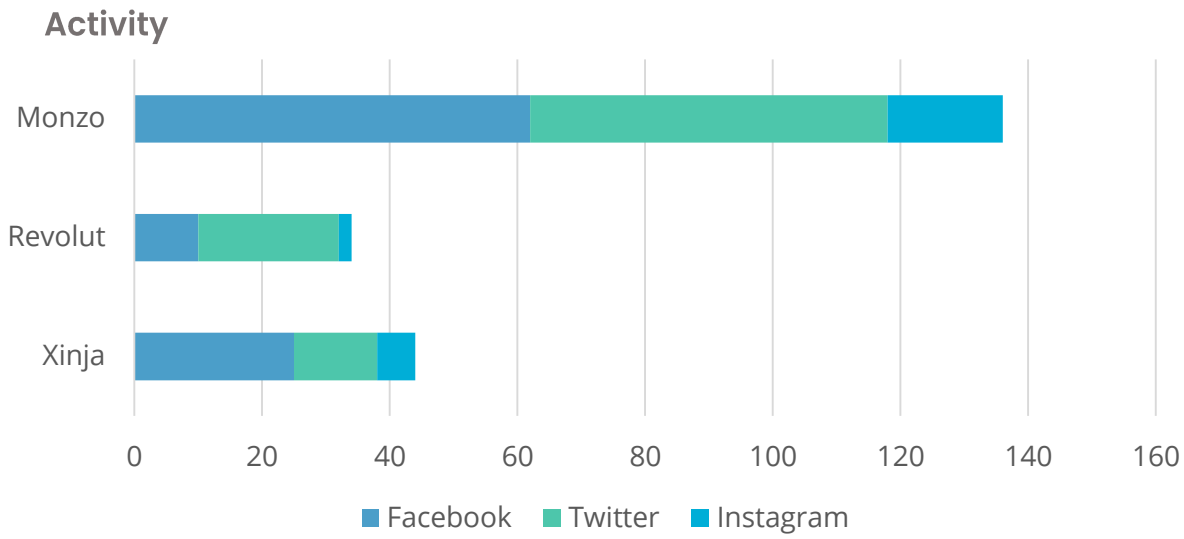


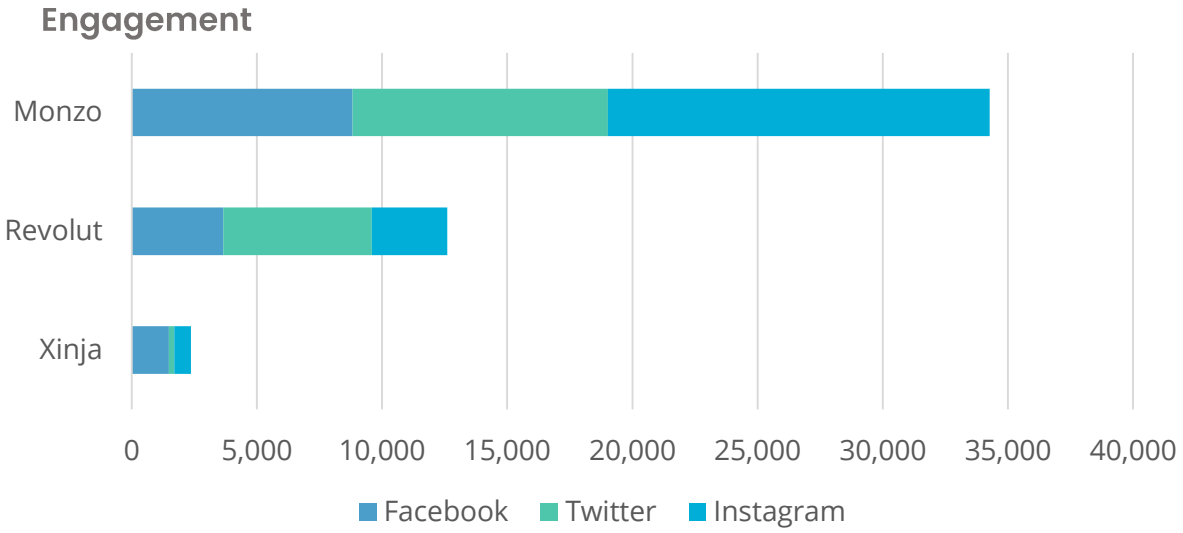
- Up have been doing a great job in getting their brand outside of the FinTech bubble, resulting in the largest Audience
- Up's audience is also quite diverse without being overly weighted to one platform
- Some brands are just not working hard enough in social, which could be costly, particularly if they are intending on capturing a younger audience

Source: Facebook, Twitter, Instagram, SEMRush

Social Performance – The Ashes



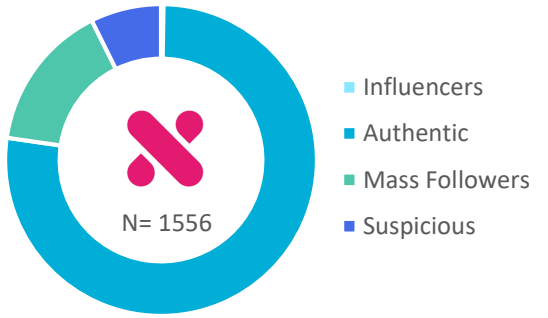


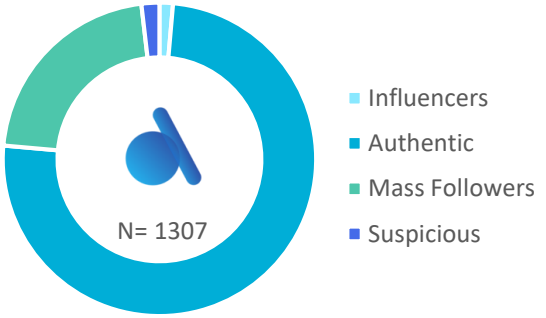


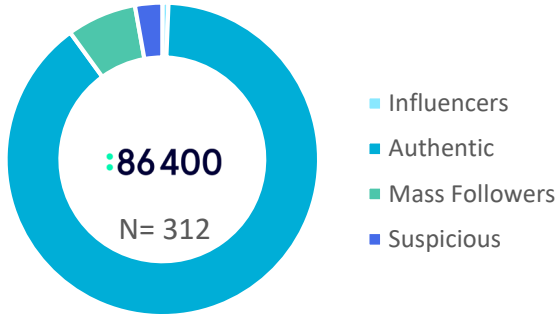
- The highest performing Australian neo-bank in each metric against Revolut and Monzo to give some perspective
- All under-weight in Instagram activity, with Monzo getting great engagement from their activity
- Activity = Engagement
- Despite Monzo having a smaller Audience, through being present more often their customers and potential customers engaged with them more

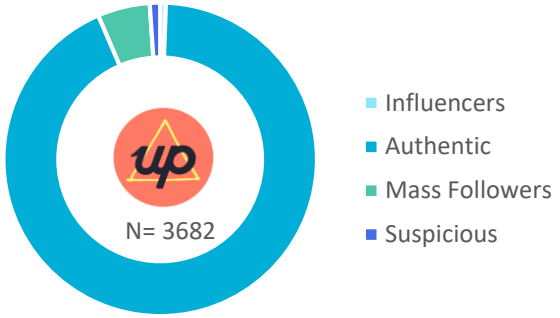
Source: Facebook, Twitter, Instagram, SEMRush

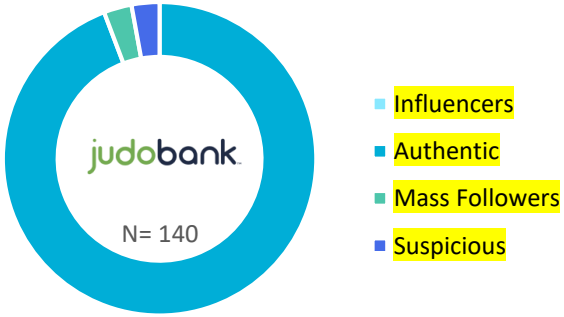
Instagram Audience Analysis – Real or Fake?

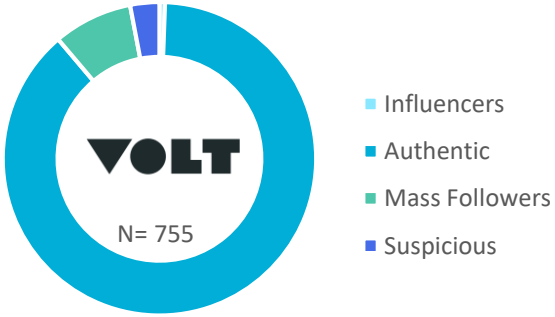


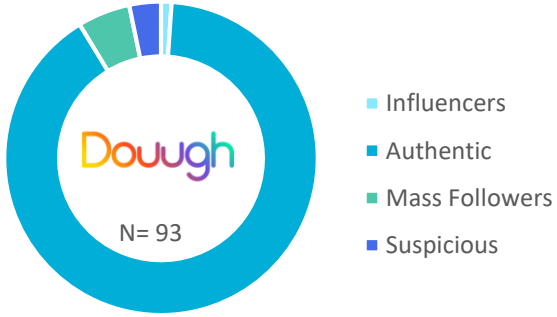


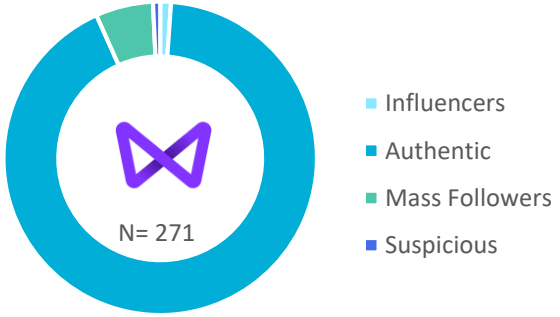












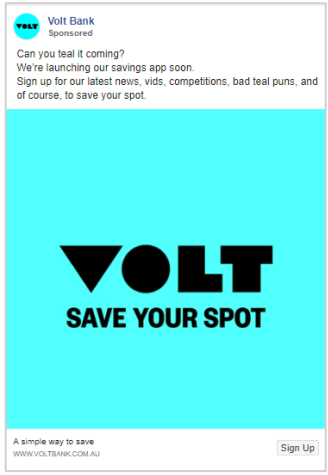
Source: Slix Social

Facebook Ads

Facebook – Active Ads

Overview
- 4 Ads; 2 Creatives
- No CTA
- Looks like a boosted post across a couple of audiences

Suggestions
- Focus Ad spend on conversion campaigns rather than Brand Awareness



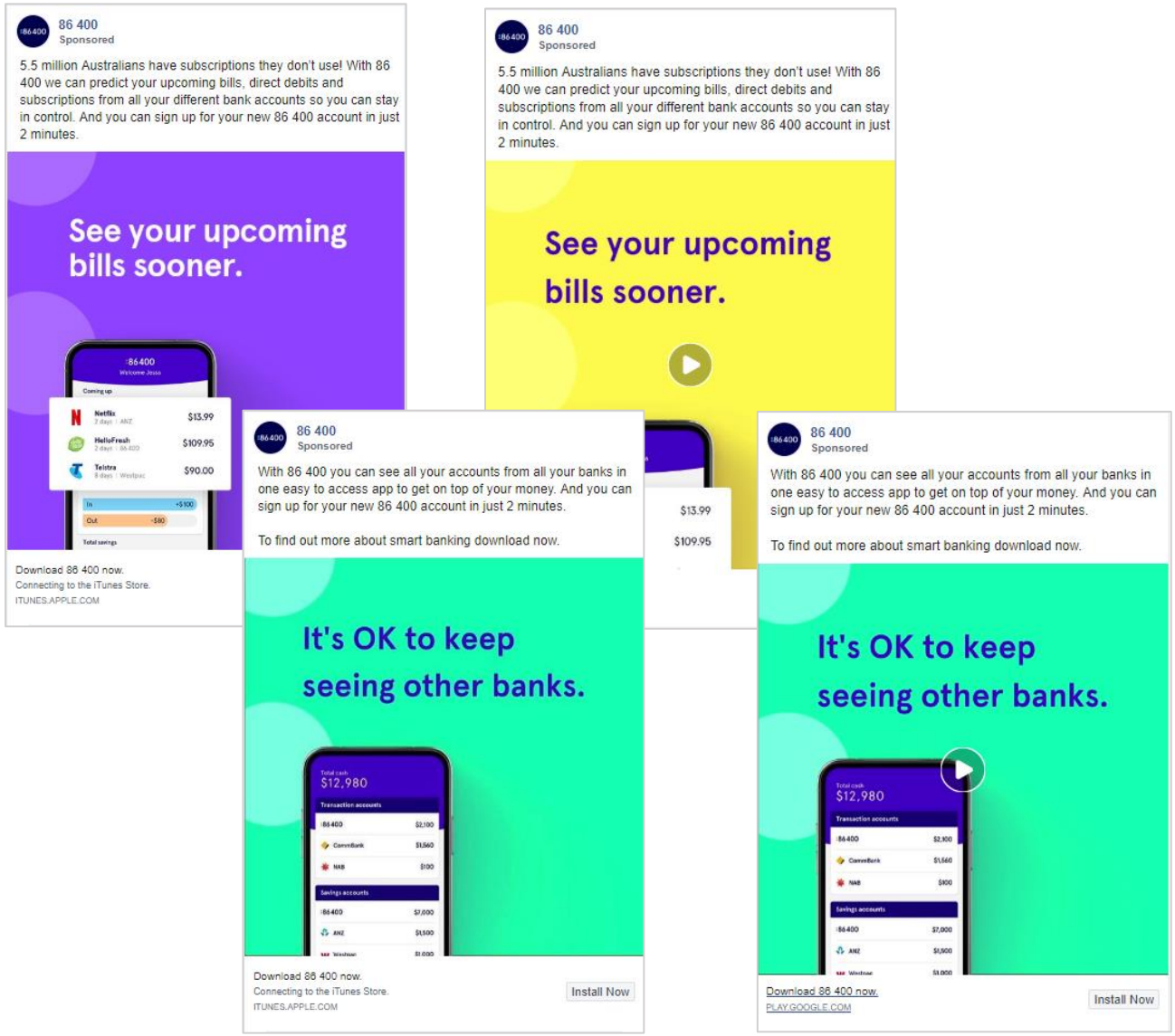
Overview
- 3 Ads; 2 Creatives (both videos)
- Sign-Up CTA to 'Save Your Spot landing' page

Suggestions:
- Test some static images
- No Facebook Pixel... means no retargeting or the ability to create lookalike audiences

Source: Facebook

Facebook – Active Ads cont.

:86400



Overview

- 8 Ads; 4 Creatives (2 static image; 2 videos)
- App download campaigns
- Can make it look like they are more successful: "We have 10k app downloads" but not many open an account…
- Going straight for the close

Suggestions

- Use conversion-based web traffic ads with cold traffic audience in mind
- Remarket to visitors/ ad engagers with App Download campaign

Source: Facebook

Facebook – Active Ads cont.

judobank

x5

x6

x6

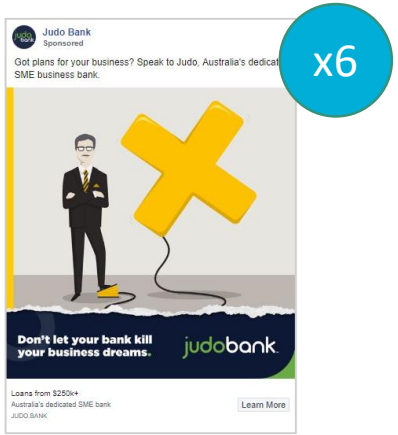
x6

x6

x6

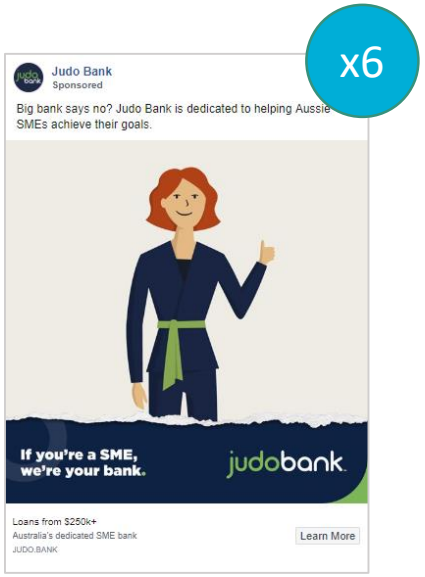
x6

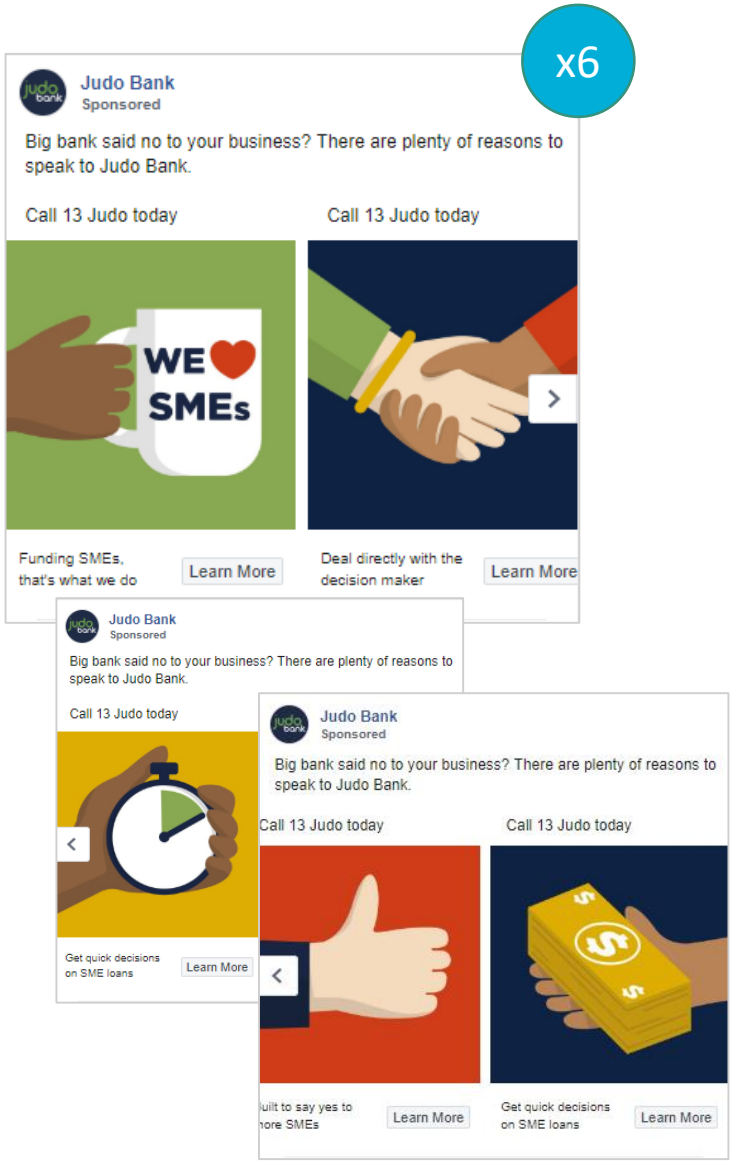
x6



Source: Facebook

Facebook – Active Ads cont.





Overview

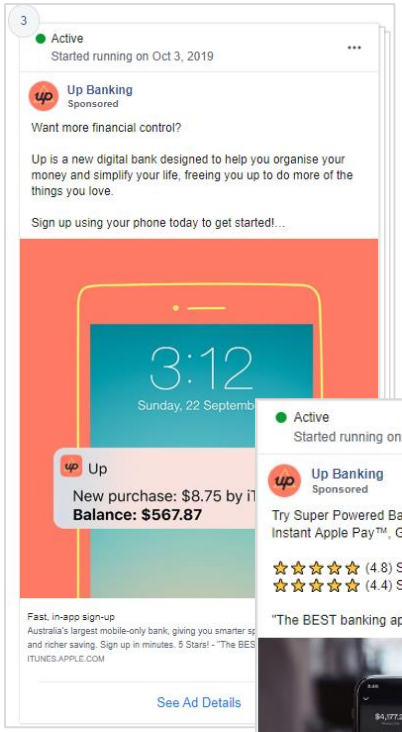
- 65 Ads; 11 Creatives (10 static image; 1 carousel)
- Really like the cheeky creative
- All ads lead to the same landing page with lead form capture

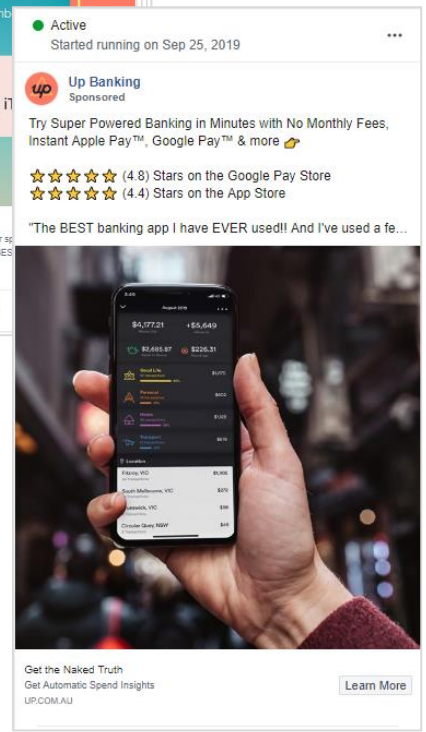
Suggestions

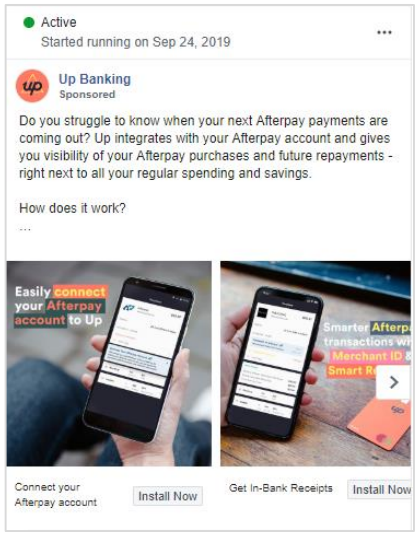
- Look at including some videos
- Good to test Facebook Lead Gen. campaign type to capture customer in Facebook

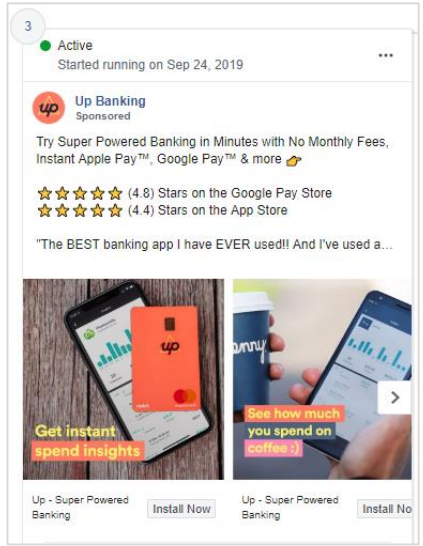
Source: Facebook

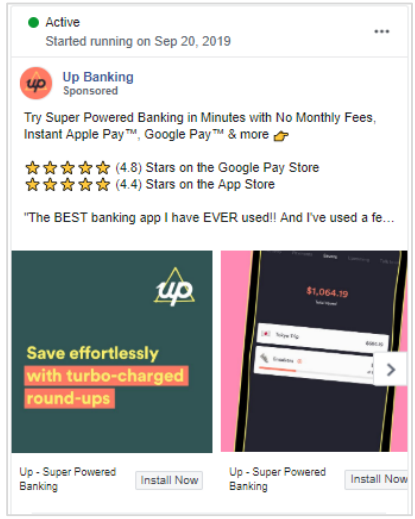
Facebook – Active Ads cont.

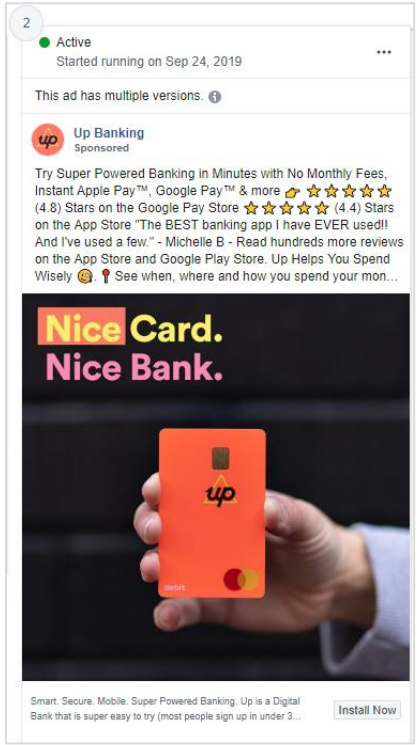


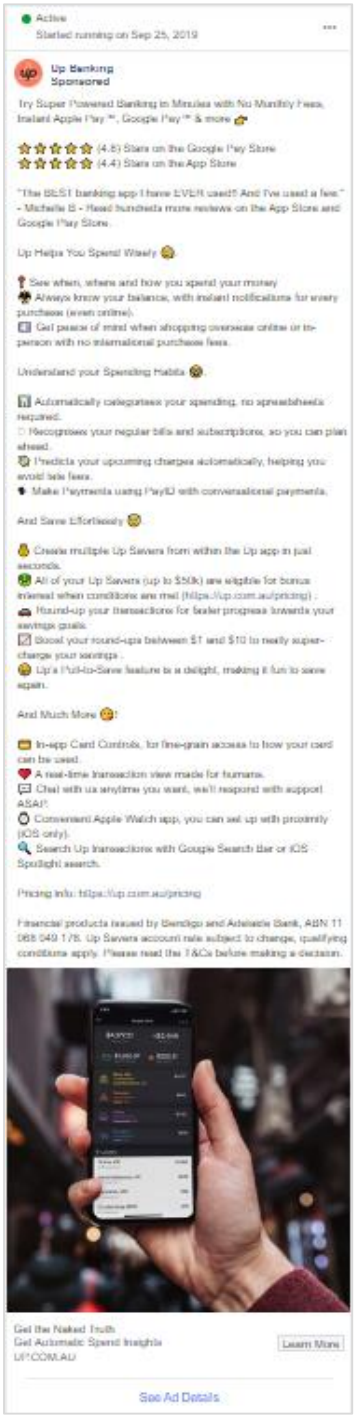




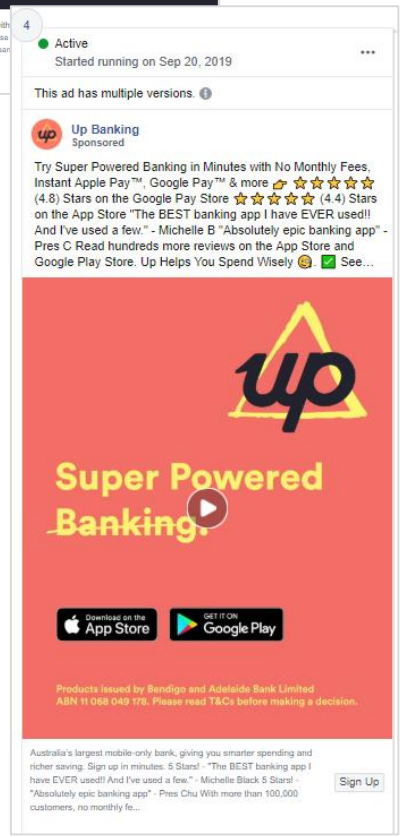


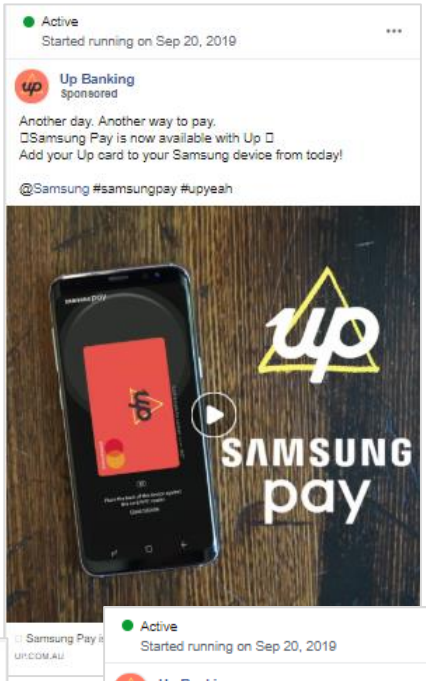


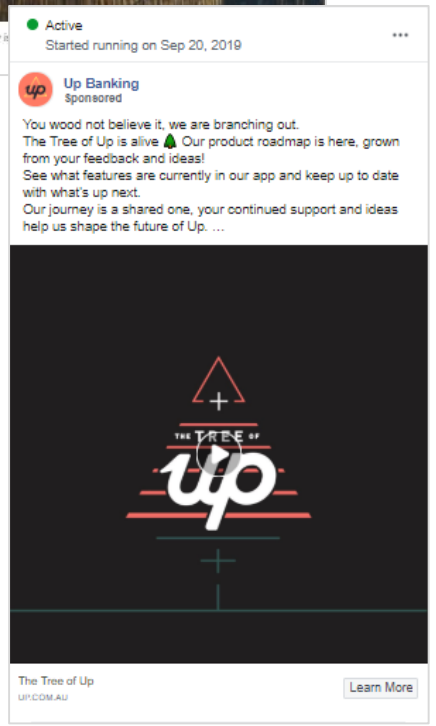


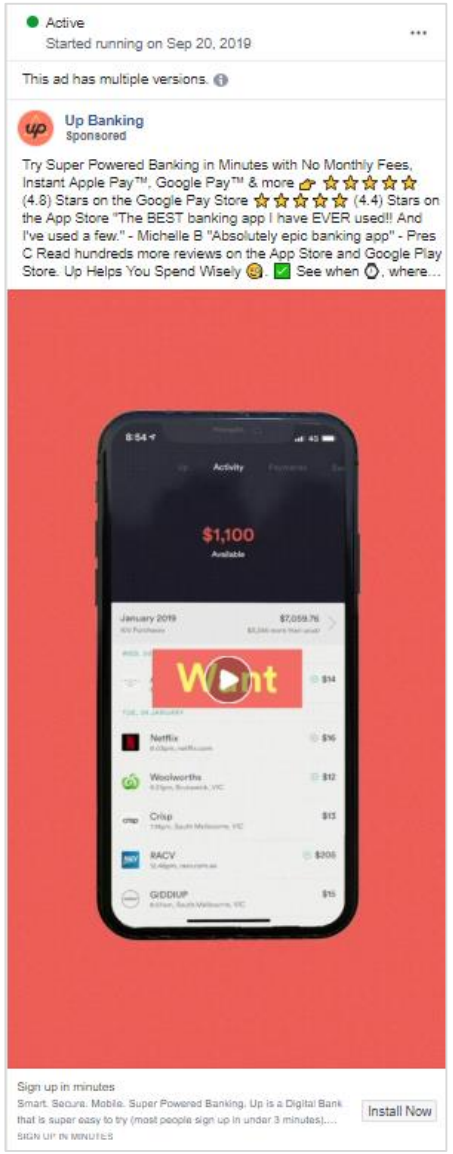


Facebook – Active Ads cont.

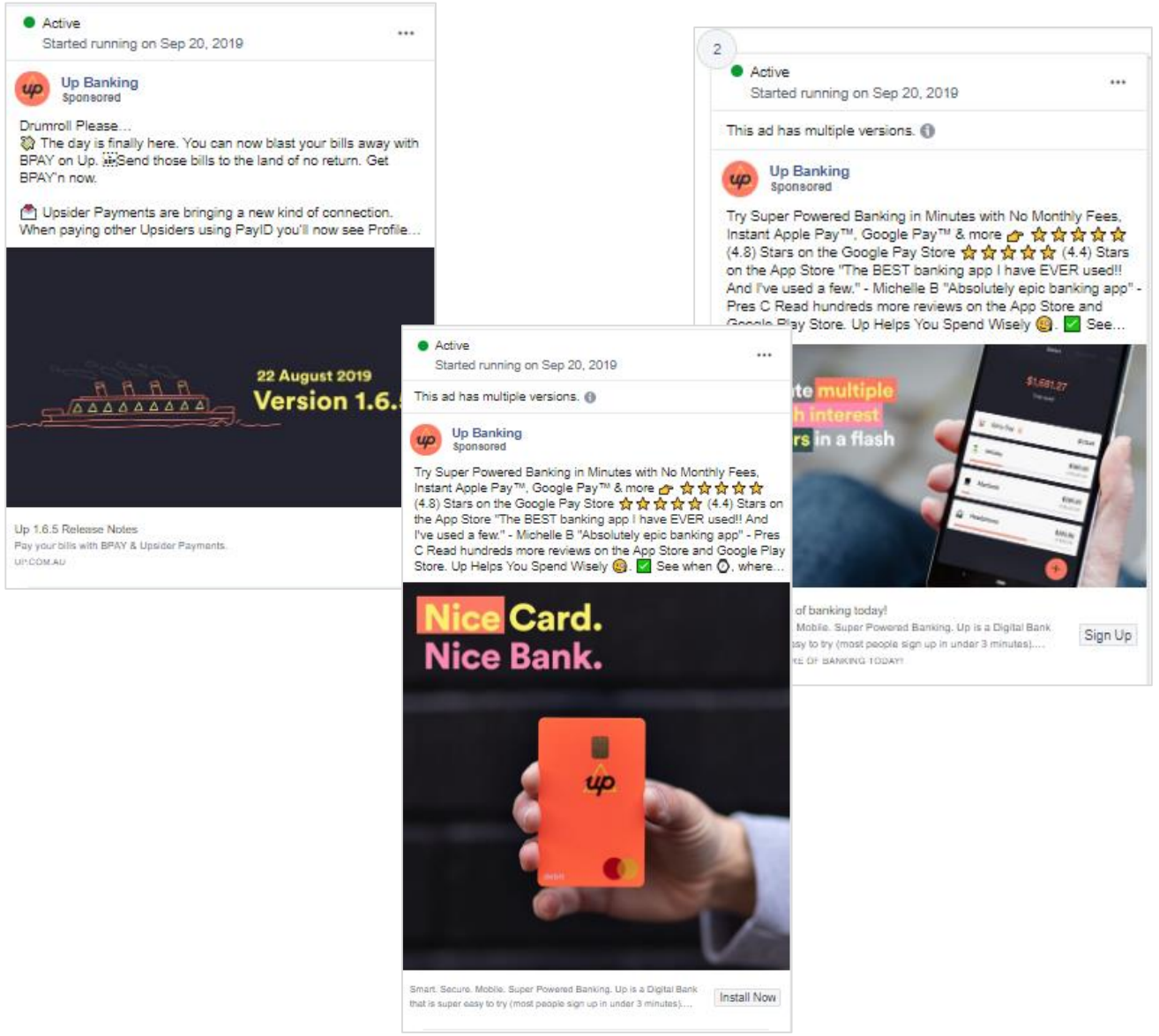








Facebook – Active Ads cont.



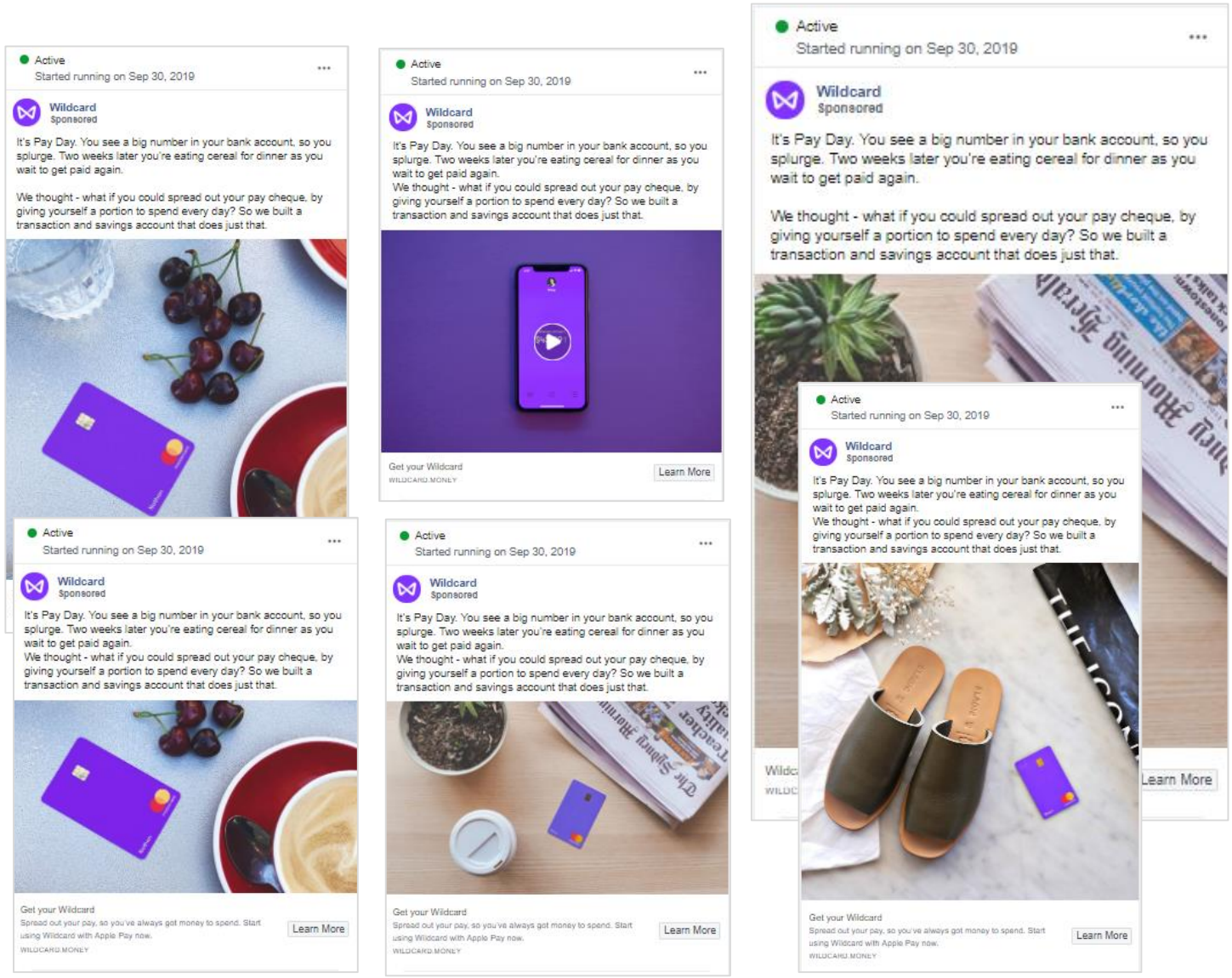
Overview

- 32 Ads
- Using dynamic creatives, particularly for Video
- Also using A LOT of different creatives. Multiple videos
- Majority of ads direct to App Store
- Some Brand/Informational ads pointing through to Features of Blogs
- Given the high number of website visitors, would suggest a number of the App install ads are remarketing
- Most sophisticated FB/IG campaign management across the neos.

Suggestions

- Keep doing what you do

Facebook – Active Ads cont.



Overview

- 13 Ads
- Using URL campaign monitoring for GA reporting which creatives are working
- I like the copy, focusing on a real problem with lumpy personal finances. Not too sure the creative is consistent.
- All ads direct to Main Page on Website

Suggestions

- More copy and creative congruency
- Test more video options
- Remarketing campaign direct to sign up

Douugh

One Ad live in the US

Pro-tip:

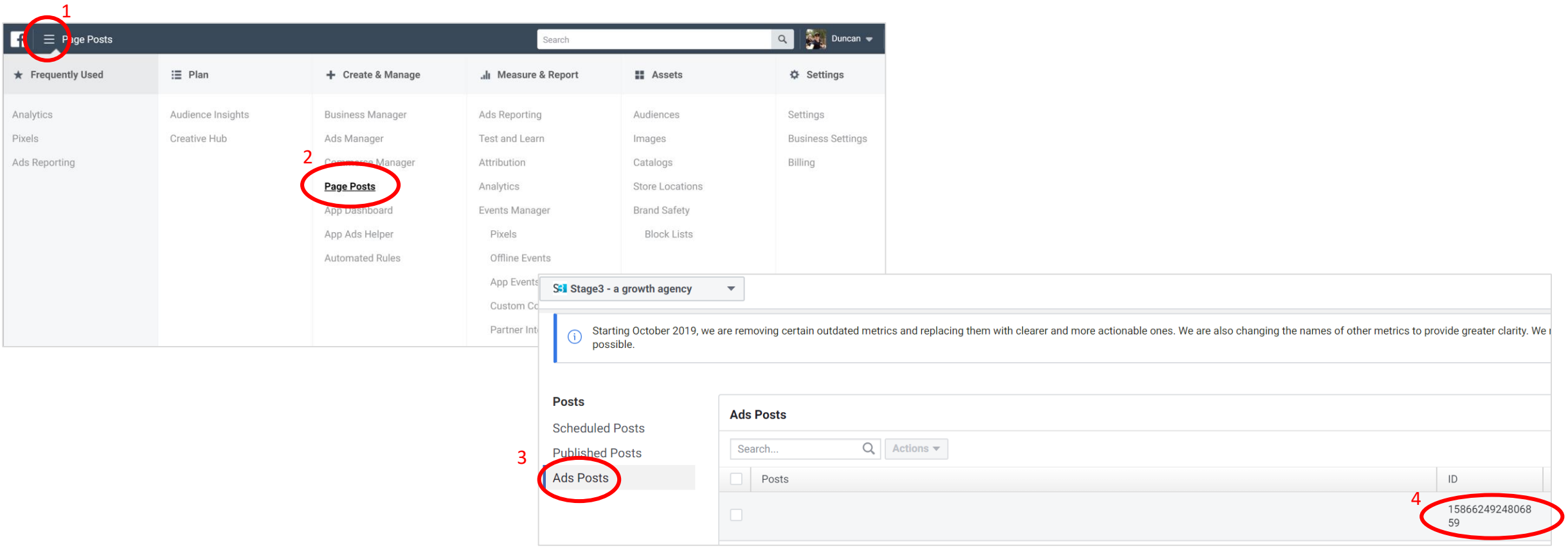
How to use the same Post ID to leverage social proof across multiple Ad Sets & Ads

When using the same creative to test audiences, this ensure likes & comments from one Ad Set is carried over to the other Ad Sets

Facebook – Using Post ID

Create the first ad set and ad and publish it.

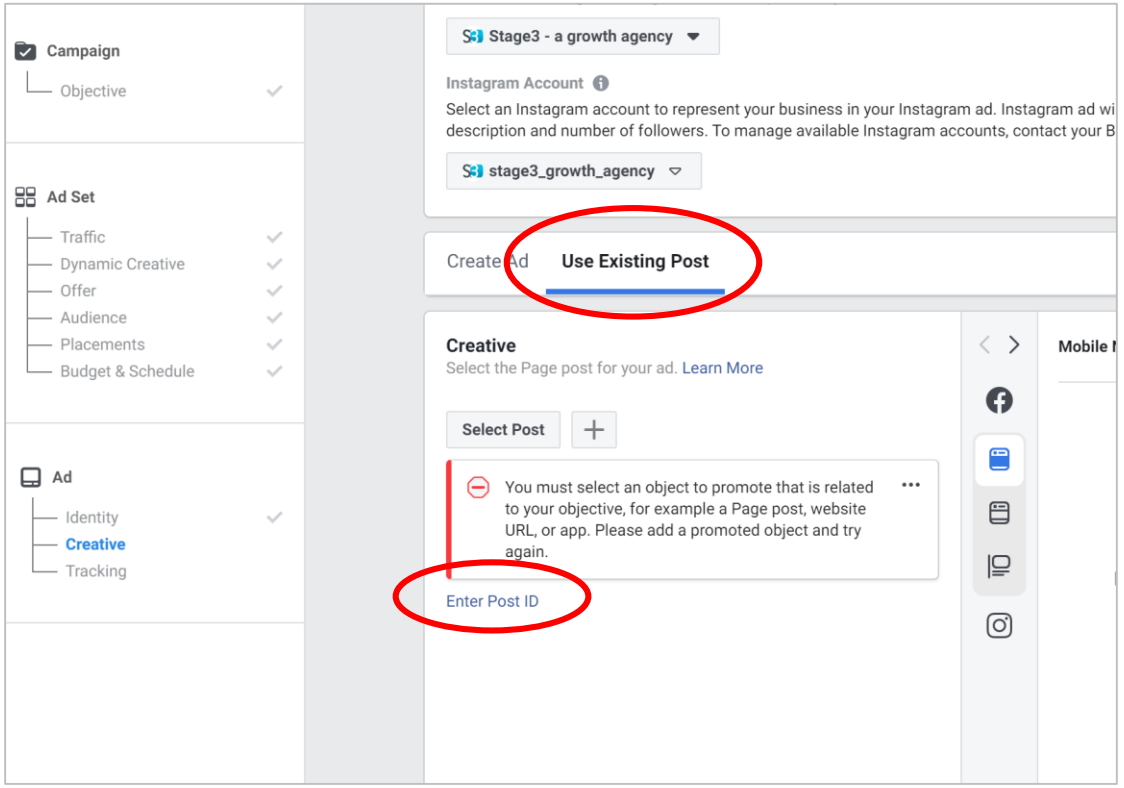
1) Bring up the ‘All Tools’ menu by hitting the burger menu
2) Select Page Posts
3) Select Ad Posts
4) Copy the Post ID



Facebook – Using Post ID

Create the Campaign and Ad Set as per usual, then:

1) Use ‘Use Existing Post’
2) Hit the ‘Enter Post ID’ link (the ‘Select Post’ option can be hit and miss)
3) Paste the Post ID in
4) Publish!



Google Ads

Keyword Analysis – Organic & Paid[2]

Top 10 Organic and Paid Keywords

Xinja

Organic Keywords	Paid Keywords Est. Cost $5.8k p/m[1]
Xinja	Volt Bank
Xinja bank	Up Bank
Xinja share price	Xinja
Xinja money	Volt
Rules	Open Bank
Xinja apple pay	86400
Xinja app	Open Banking Australia
Neobank	Money Savings App
Monzo bank Australia	Revolut Australia
	Neo Bank

86400

Organic Keywords	Paid Keywords Est. Cost $12.9k p/m[1]
86400	ANZ bank login
86 400	Online banking
86	Banks
86400 bank	Banking royal commission
86 400 bank	ANZ bank open hour
86400 pty ltd	AMP royal commission
86400 logo	BOQ mobile banking
86400 seconds	Banking royal commission website
Christina Seppelt	NAB savings interest rates
Smartbank online	Westpac personal banking

Up

Organic Keywords	Paid Keywords No Data
Up	n/a
Up Bank	
Up Money	
Up App	
Up Card	
Up Bank Australia	
Up Debit Card	
Up Bank Review	
Bendigo Bank Login	
Up Digital	

Volt

Organic Keywords	Paid Keywords Est. Cost $2.1k p/m[1]
Volt Bank	Volt Bank
Volt	Fintech Australia
Volt Bank Australia	Brighte
Volt Bank ASX	86400
The Volt	Raiz Investment
What is Volt Bank	Xinja
New Bank	Revolut Australia
New Banks in Australia	Raiz Fees
New Bank Australia	DiviPay
Digital Bank Australia	Airwallex

June-18

Paid Keywords Est. Cost $20.2k p/m
Cryptocurrency
Litecoin
Bitcoin Australia
Crypto news
Bitcoin ATM
Bitcoin news
Earn Bitcoin
Bitcoin stock
Xinja Bank
Opening a bank account in Australia 100 points

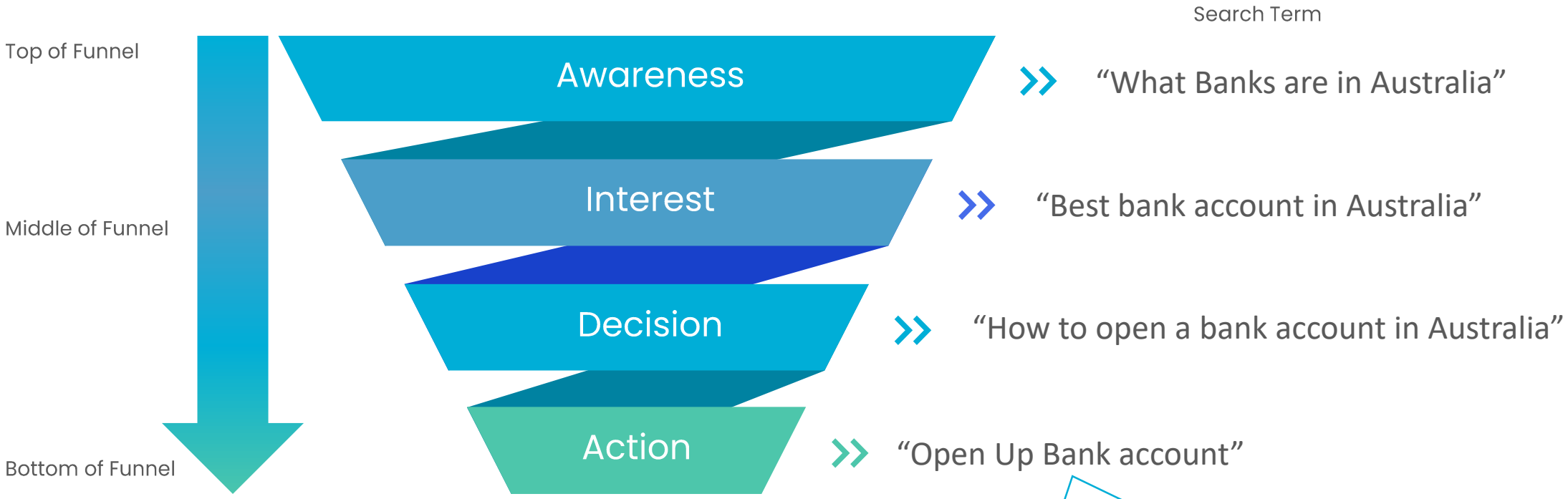
[1]The estimated monthly cost to rank for the keywords in Google Ads. Not an indication of ad spend.
[2]Not enough data for Archa, Judo, Douugh and Wildcard

Source: Google, SEMRush

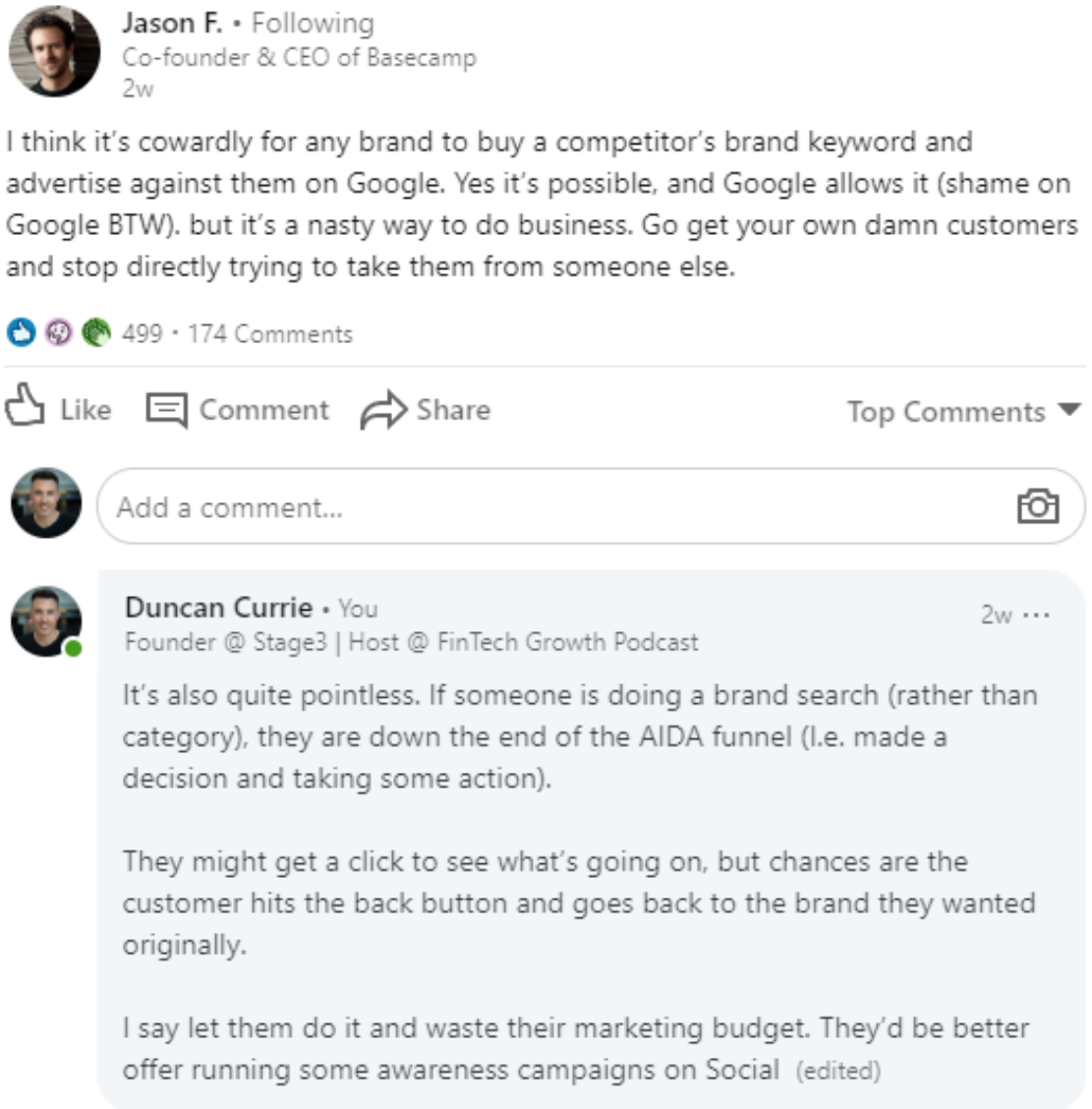
A Word On Google Search Ads

The search term used by the customer will determine where they are in the sales funnel.

By purchasing competitor keywords, you are likely taking a customer from Bottom of Funnel and *hoping* to intercept them and take them through the funnel…. Again.



This guy seems smart



Jason F. • Following
Co-founder & CEO of Basecamp
2w

I think it's cowardly for any brand to buy a competitor's brand keyword and advertise against them on Google. Yes it's possible, and Google allows it (shame on Google BTW). but it's a nasty way to do business. Go get your own damn customers and stop directly trying to take them from someone else.

499 • 174 Comments

Like Comment Share Top Comments

Add a comment...

Duncan Currie • You
Founder @ Stage3 | Host @ FinTech Growth Podcast
2w ···

It's also quite pointless. If someone is doing a brand search (rather than category), they are down the end of the AIDA funnel (I.e. made a decision and taking some action).

They might get a click to see what's going on, but chances are the customer hits the back button and goes back to the brand they wanted originally.

I say let them do it and waste their marketing budget. They'd be better offer running some awareness campaigns on Social (edited)

Pro-tip:

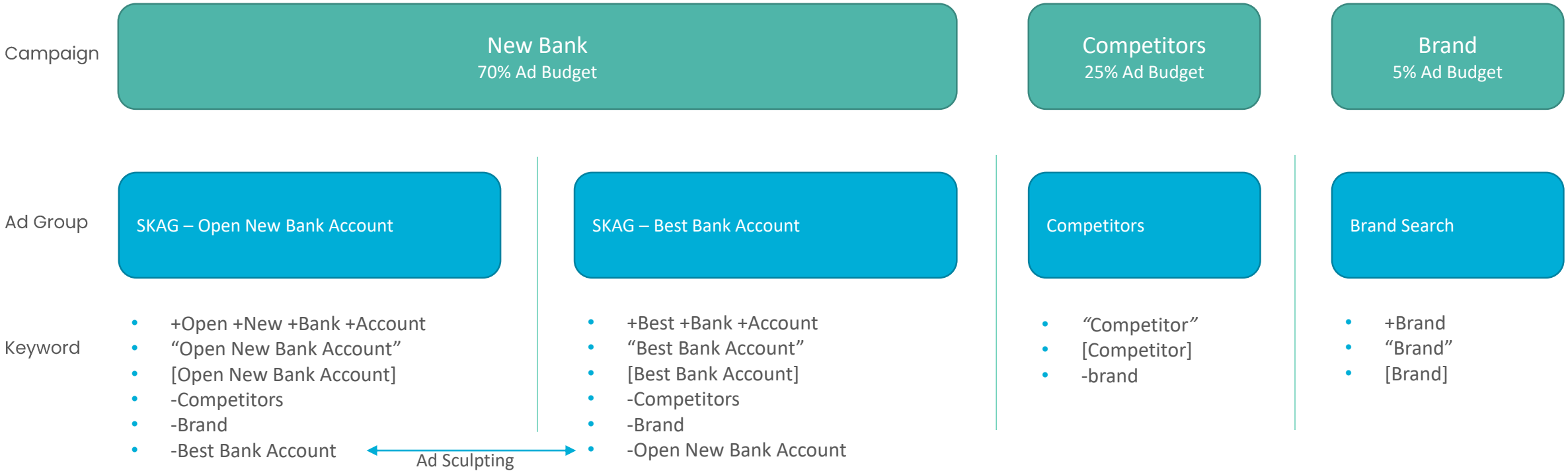
Google Ad account campaign structure

The structure we would use if we were doing some competitor name search tests

Structuring Google Ads Campaign

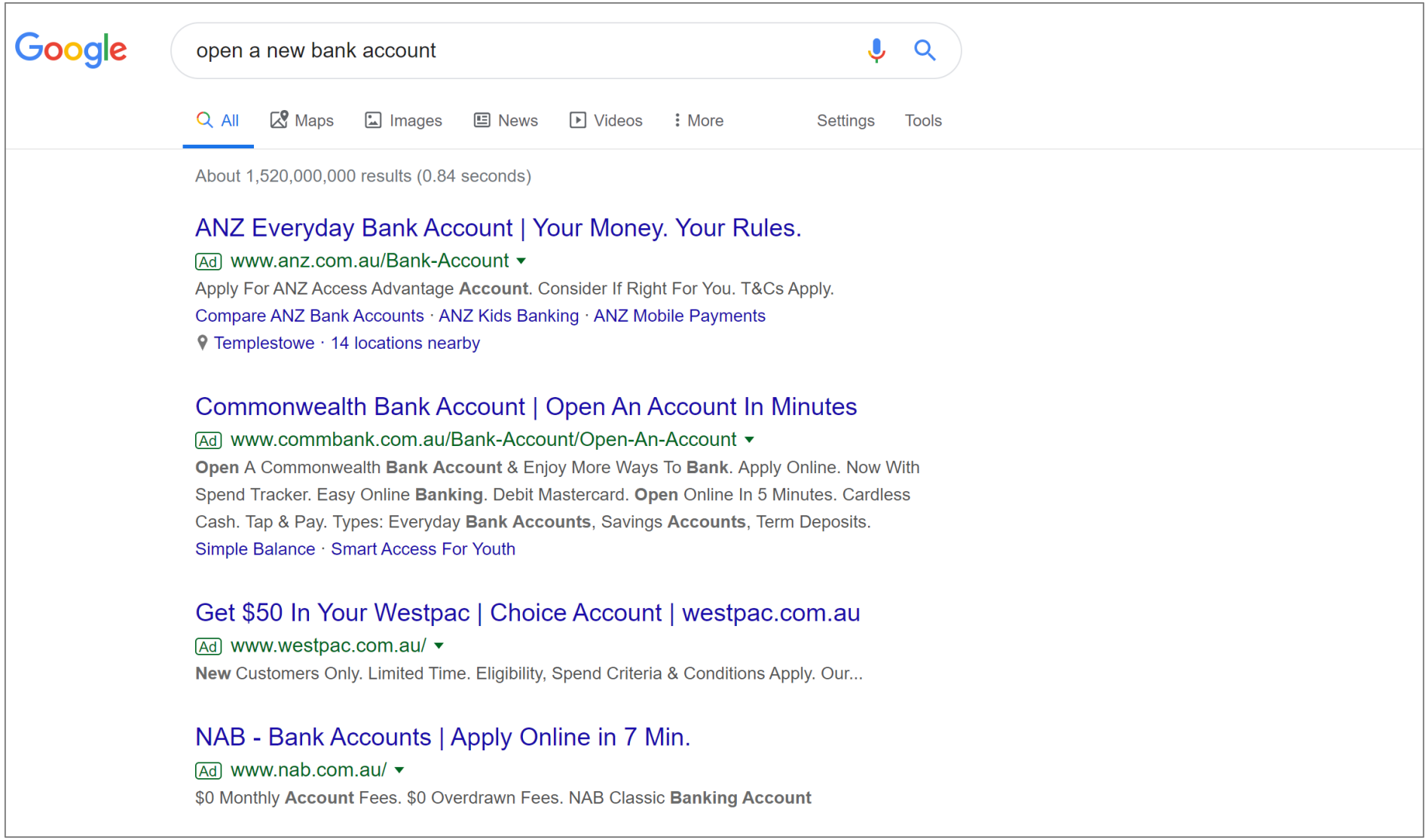
By using Single Keyword Ad Groups (SKAGs) you can make the ads super relevant to the search term.

But don't forget to put a lot of time and efforts into negative keywords. These help sculpt what ads are presented to the user.



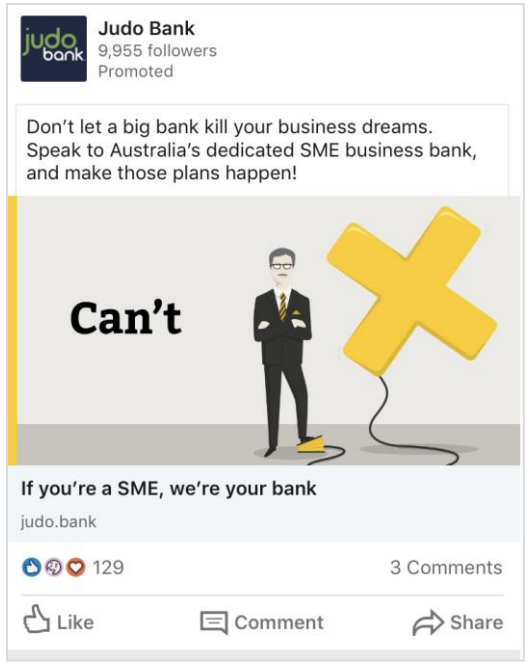
Ad sculpting allows you to present the most relevant ad for the search term, and ensure that your ads aren't competing with each other

Indecently…

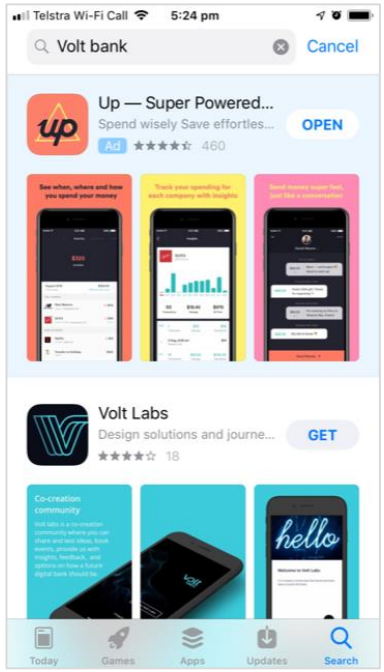

Google
open a new bank account
All
Maps
Images
News
Videos
More
Settings
Tools
About 1,520,000,000 results (0.84 seconds)
ANZ Everyday Bank Account | Your Money. Your Rules.
Ad www.anz.com.au/Bank-Account
Apply For ANZ Access Advantage Account. Consider If Right For You. T&Cs Apply.
Compare ANZ Bank Accounts · ANZ Kids Banking · ANZ Mobile Payments
Templestowe · 14 locations nearby
Commonwealth Bank Account | Open An Account In Minutes
Ad www.commbank.com.au/Bank-Account/Open-An-Account
Open A Commonwealth Bank Account & Enjoy More Ways To Bank. Apply Online. Now With Spend Tracker. Easy Online Banking. Debit Mastercard. Open Online In 5 Minutes. Cardless Cash. Tap & Pay. Types: Everyday Bank Accounts, Savings Accounts, Term Deposits.
Simple Balance · Smart Access For Youth
Get $50 In Your Westpac | Choice Account | westpac.com.au
Ad www.westpac.com.au/
New Customers Only. Limited Time. Eligibility, Spend Criteria & Conditions Apply. Our...
NAB - Bank Accounts | Apply Online in 7 Min.
Ad www.nab.com.au/
$0 Monthly Account Fees. $0 Overdrawn Fees. NAB Classic Banking Account

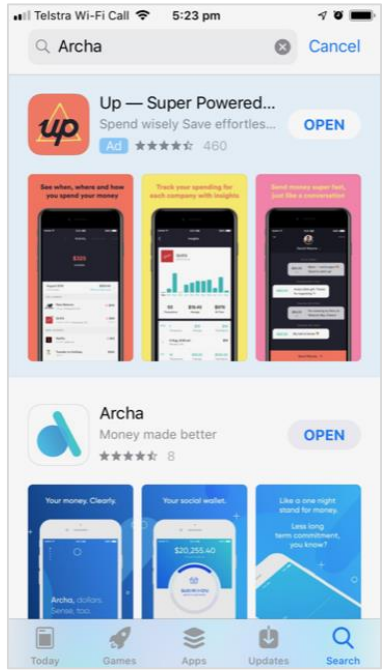
This is not the whole picture, only the tip of the iceberg

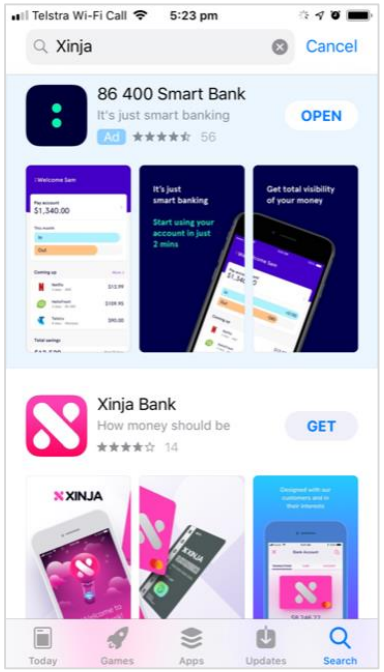
LinkedIn Ads

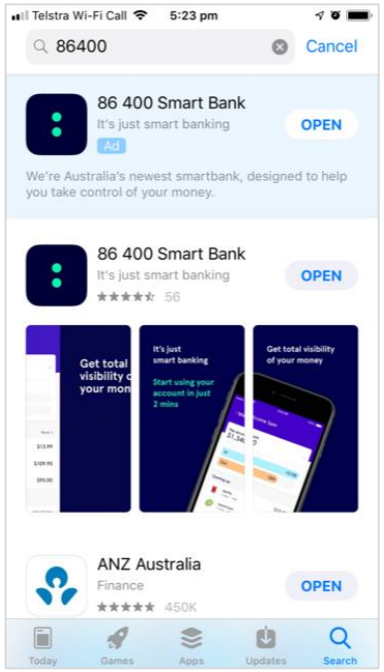


Apple Search Ads









3. Next Months Teardown

Personal Financial Management (PFMs)

Find out who has been buying followers!!

Thank You

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