

Driving commercially powerful brand experiences in financial services

If your B2B brand is looking to achieve:



39% SHORTER SALES CYCLES



2X CHANCE OF INCREASED SPEND



BOOSTED CHANCE OF WINNING NEW PROJECTS



HIGHER NPS (+86 VS +28)

You need to understand what financial services buyers want...

After evaluating over **1,864 financial services brand experiences**, Merkle B2B uncovered seven newly important purchase decision drivers.

1

RESPOND QUICKLY



2

IS APPROACHABLE AND TRANSPARENT



3

INCREASES REVENUE OR GROSS SALES



4

SUPPORTS THEM WITH EXPERTISE



5

TAKES CARE OF SUPPLIERS AND COMMUNITIES



6

ALIGNS WITH THEIR PERSONAL VALUES AND ETHICS



7

HAS A CULTURE OF DIVERSITY AND INCLUSION

