

How Global Fintech Apps Drive Engagement - And How You Can Too

Proven in-app engagement patterns used by Revolut, Google Pay, Coinbase & more— powered by AppStorys.

 **Revolut**

 **Klarna**

 **Google Pay**

 **coinbase**

Fintech Is No Longer About Transactions - it's About Attention

- Users drop off after onboarding
- Features exist but go undiscovered
- Education & trust gaps block adoption



volut

K. Klarna

Google Pay

c coinbase

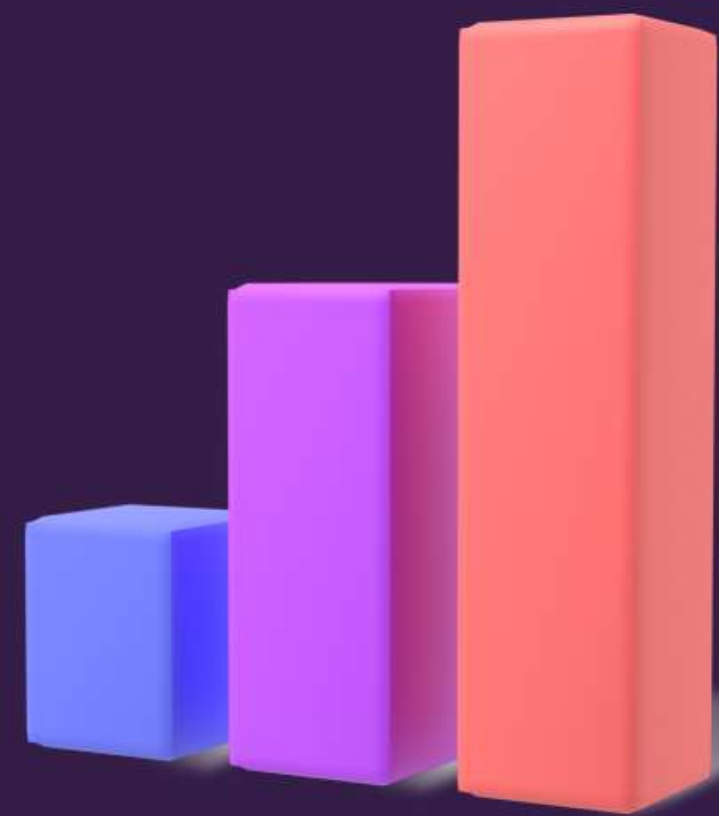
R Revolut

K. Klarna

Google Pay

c coin

What Top Fintech Apps Get Right ?



Content- led Engagement



Gamification & Rewards



Contextual Guidance

Stories: Turning Financial Data Into Engaging Content

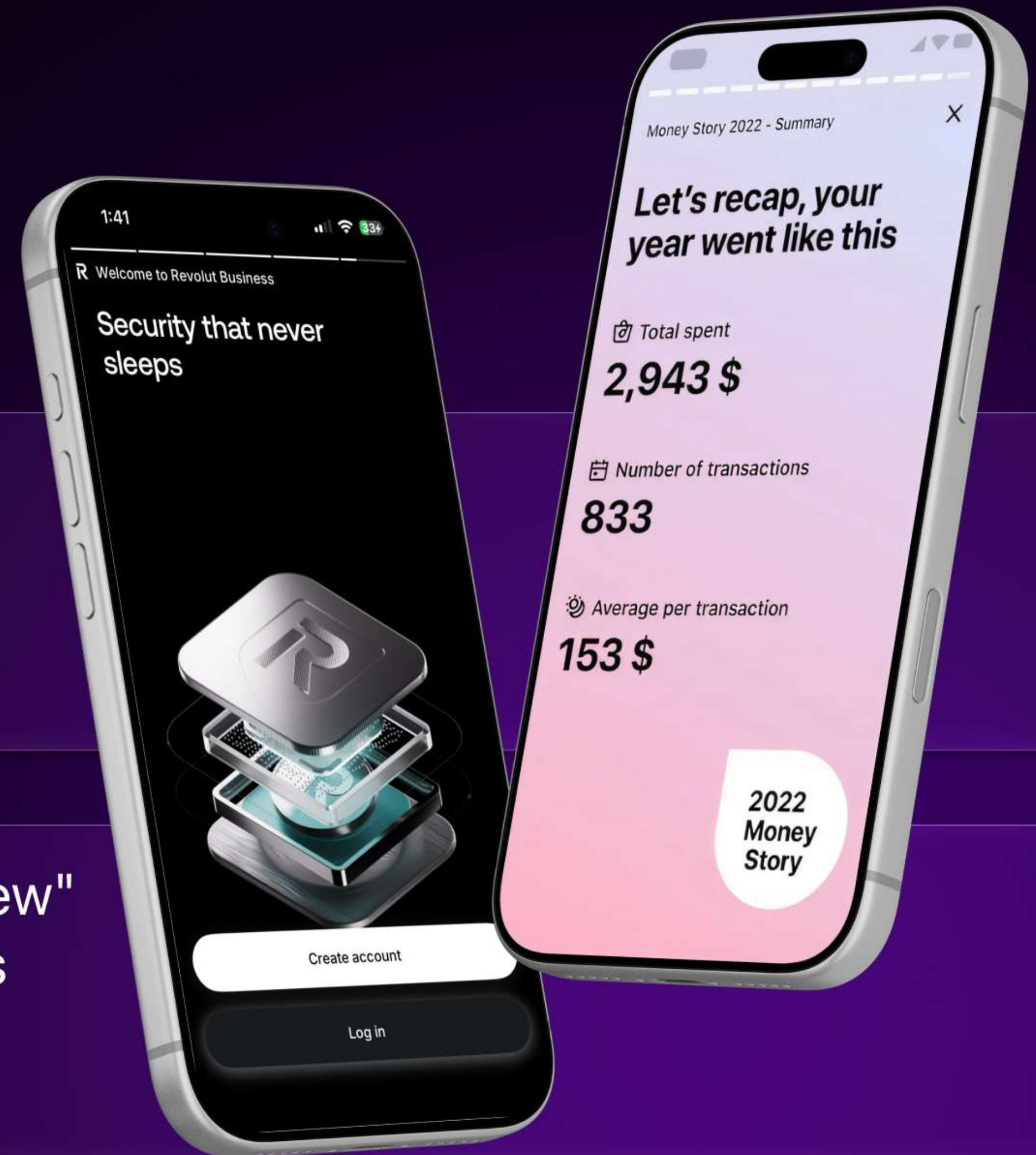
Global Proof: Used by **Revolut & Klarna** to drive discovery and retention.



Just like Instagram, top fintech apps have realized that vertical, tappable "Stories" are the best way to consume content on mobile.



Revolut: Uses stories to showcase "Year in Review" styles (like Spotify Wrapped) or travel summaries (Trips), turning boring transaction data into shareable memories



Guide Users, Don't Leave Them Guessing

Problem: New users don't know what to do next.

Solution

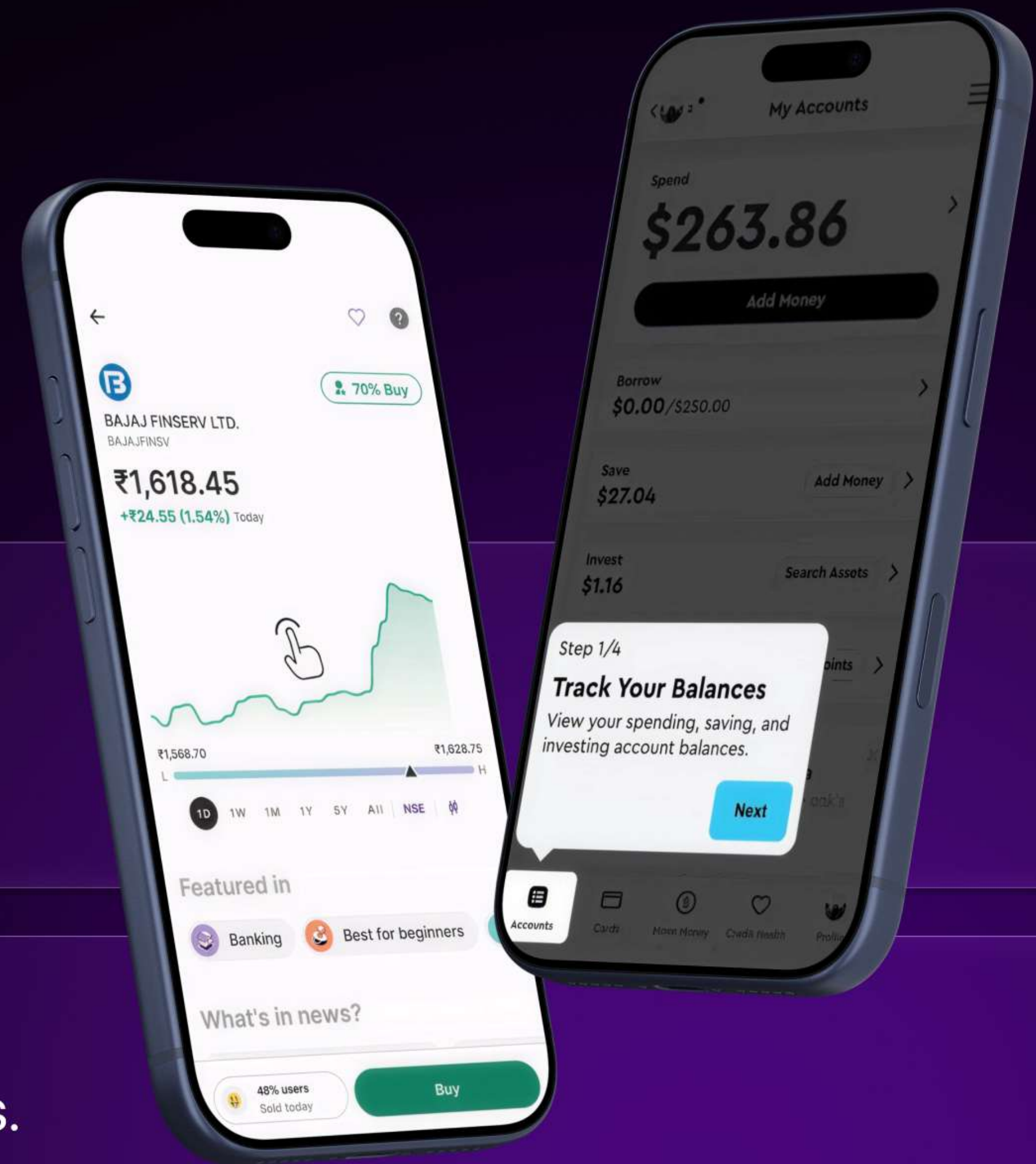


- Tooltips & walkthroughs for first actions
- Personalized by user state

Impact



Improves first activation & reduces early drop-offs.



“With **AppStorys** you can power **personalised tooltips** for new user activation”.

Educate Users Before They Invest

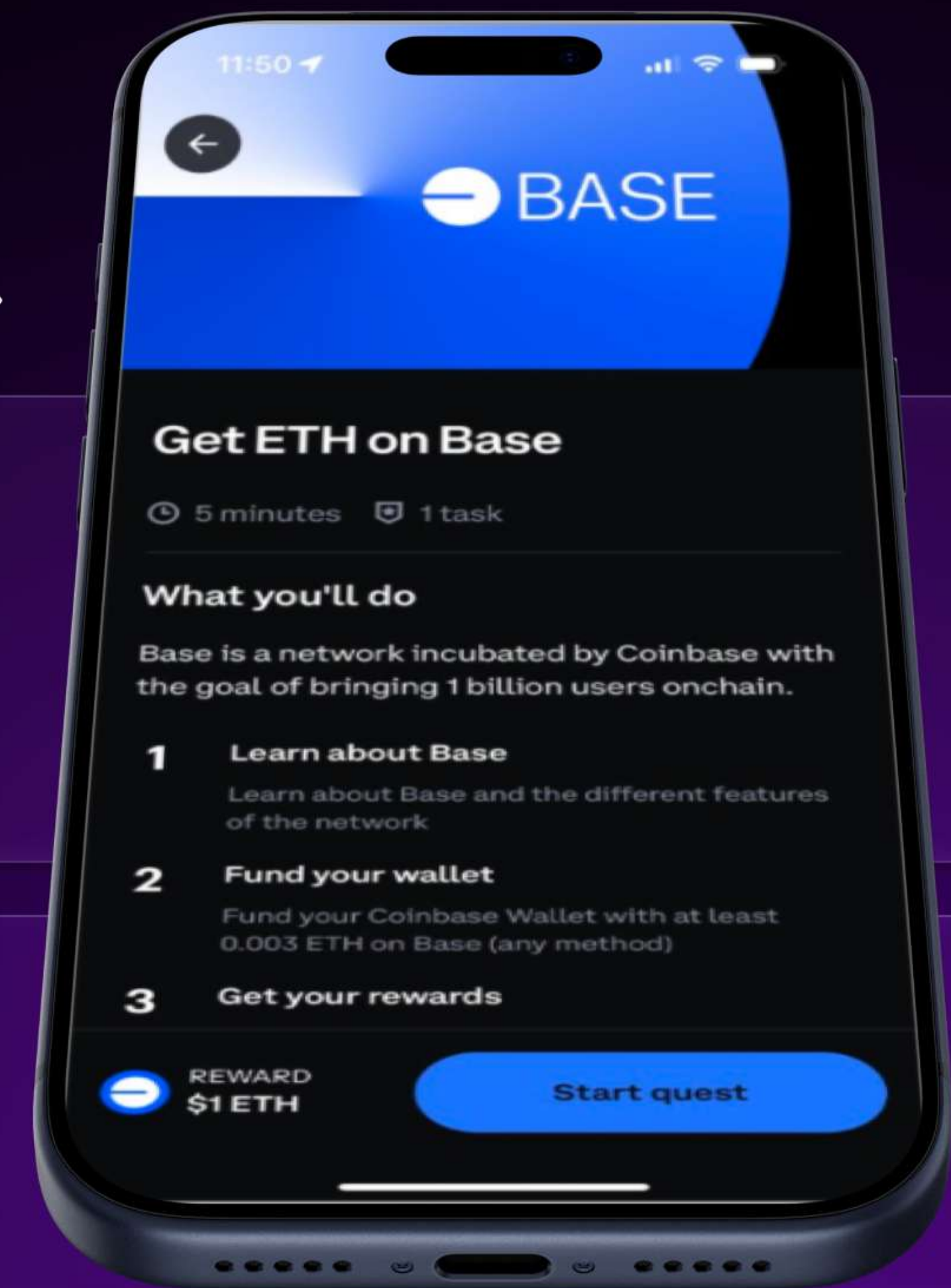
Global Proof: **Coinbase & Revolut**, Financial literacy is the biggest barrier to entry. If users don't understand a product, they won't buy it.



Coinbase: Their "Learn and Earn" program pays users small amounts of crypto for watching short videos and taking a Quiz. It's an acquisition channel that doubles as education



Revolut: Uses "Crypto Learn" quizzes to safely introduce users to volatile assets, reducing support tickets and increasing adoption



"Deploy **Quizzes** instantly with **AppStorys** to simplify complex products and reward the user with a small badge or discount upon completion."

Explain Complexity Exactly When It Matters

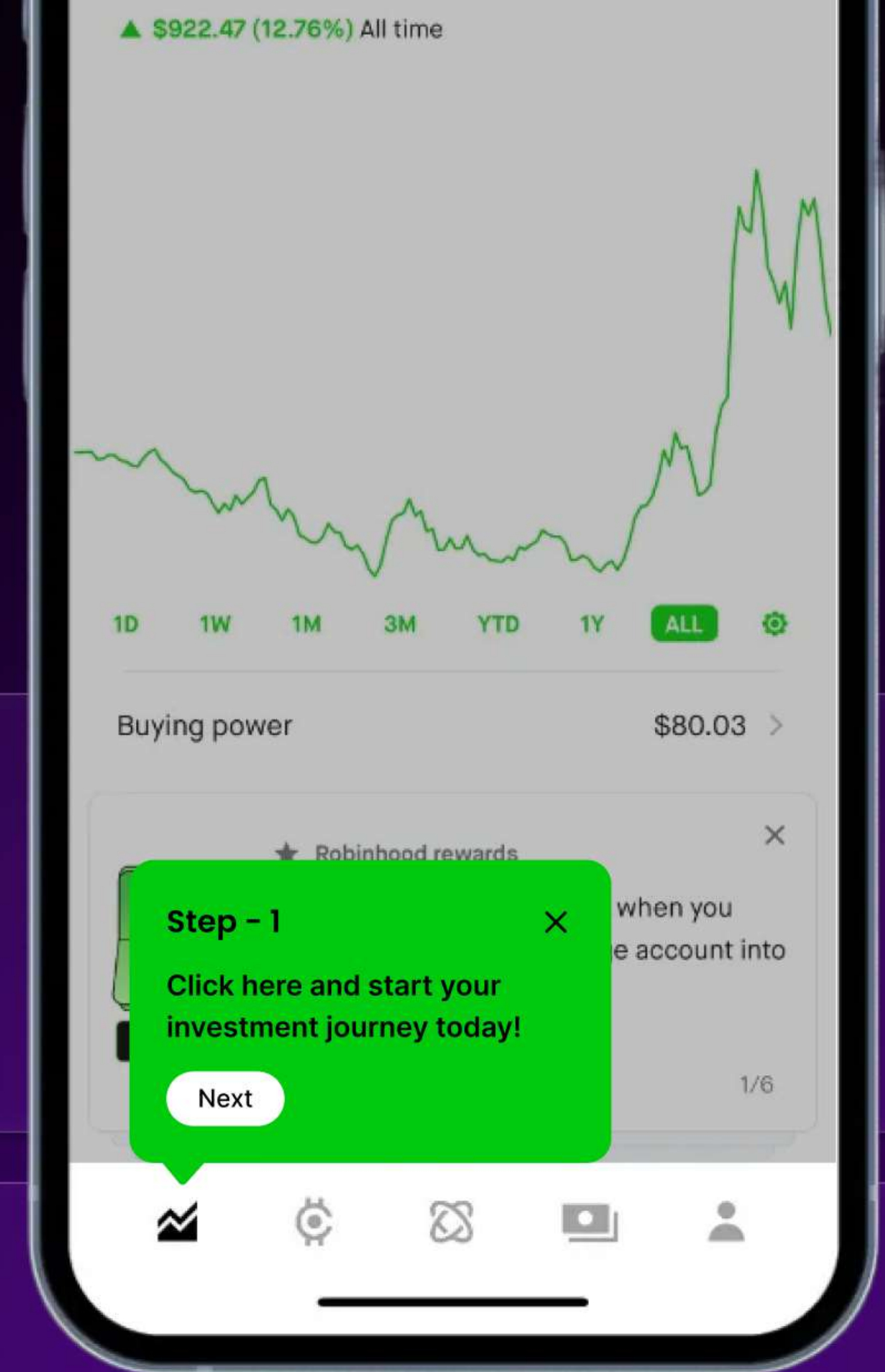
Global Proof: Robinhood Fintech apps are full of jargon. The best apps guide users without cluttering the screen.



Robinhood: Known for mastering the "first trade" experience. They use subtle Tooltips and floating guides to explain what "Limit Order" or "Stop Loss" means exactly when the user is hovering over that button

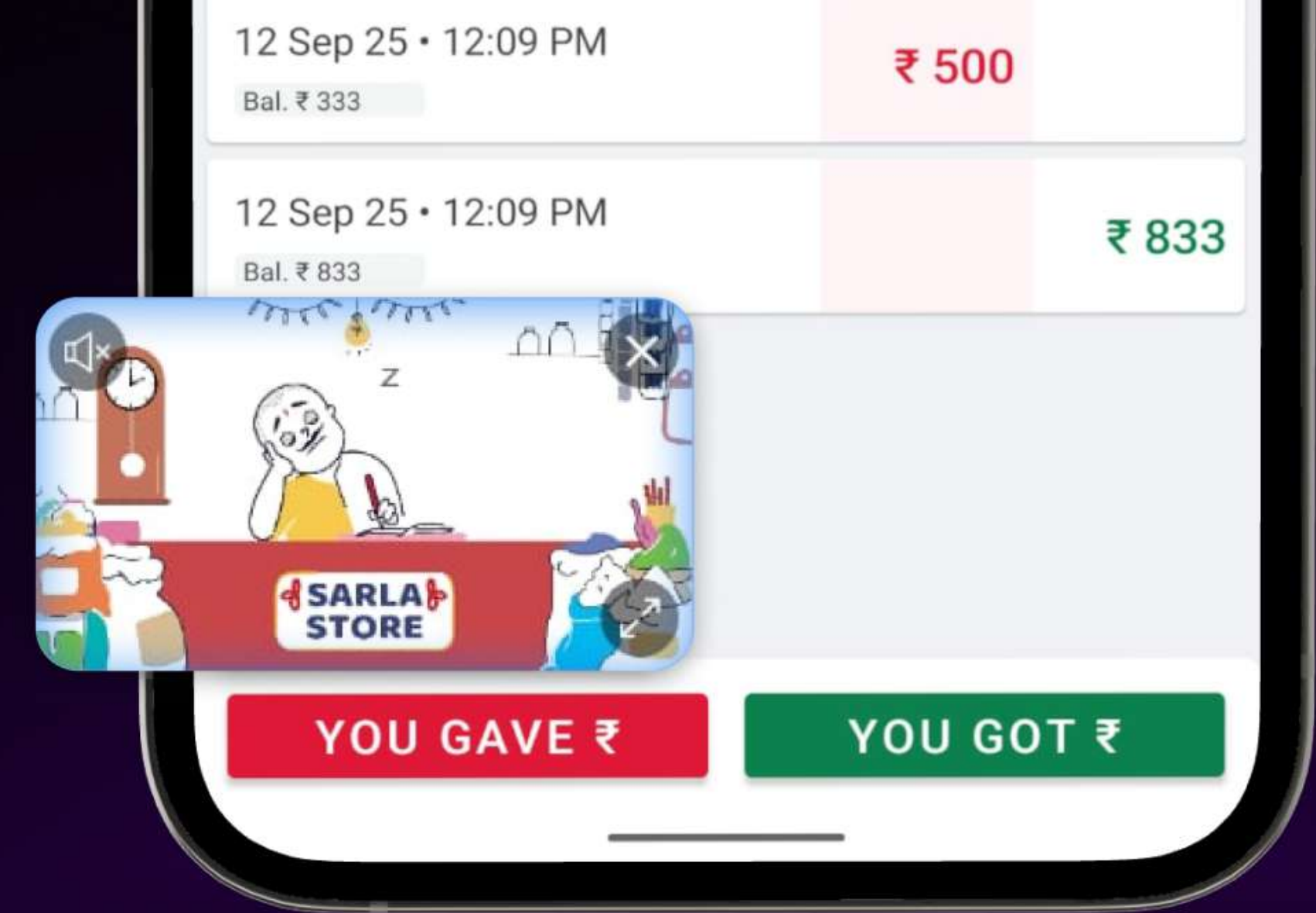


Your Use Case: Stop users from dropping off during KYC or account setup. Use our Tooltips to explain why you need their PAN card or what a specific fee means, right at the moment of friction.



Build What Global Giants Do — Without Heavy Engineering

Global Proof: Robinhood Fintech apps are full of jargon. The best apps guide users without cluttering the screen.

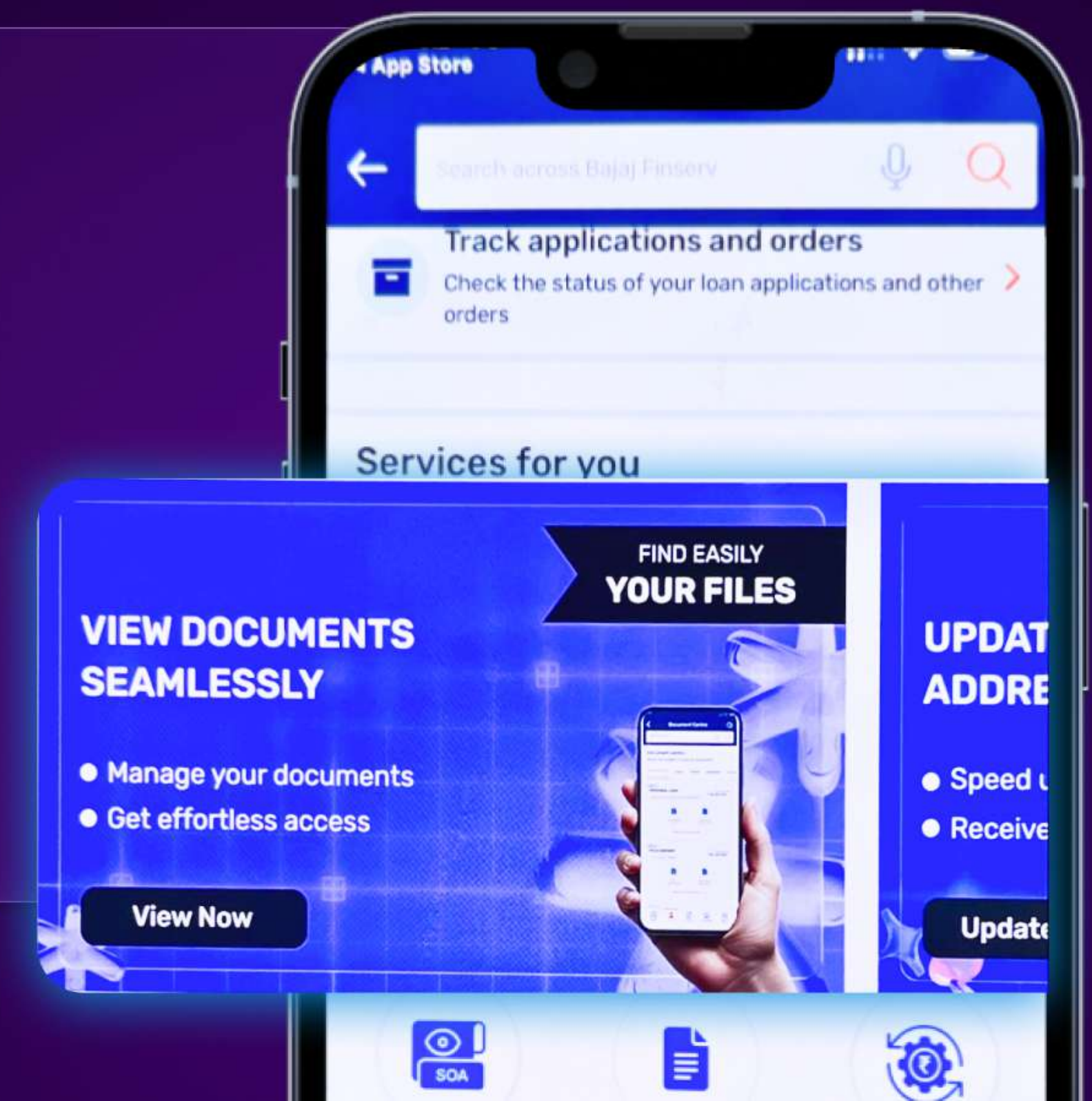


The giants like Google and Revolut have hundreds of engineers building these engagement layers. You don't need them.



AppStorys also focus on areas like Security, Support, and Seasonal Marketing.

We are doing it for **Khatabook & Bajaj Finserv**



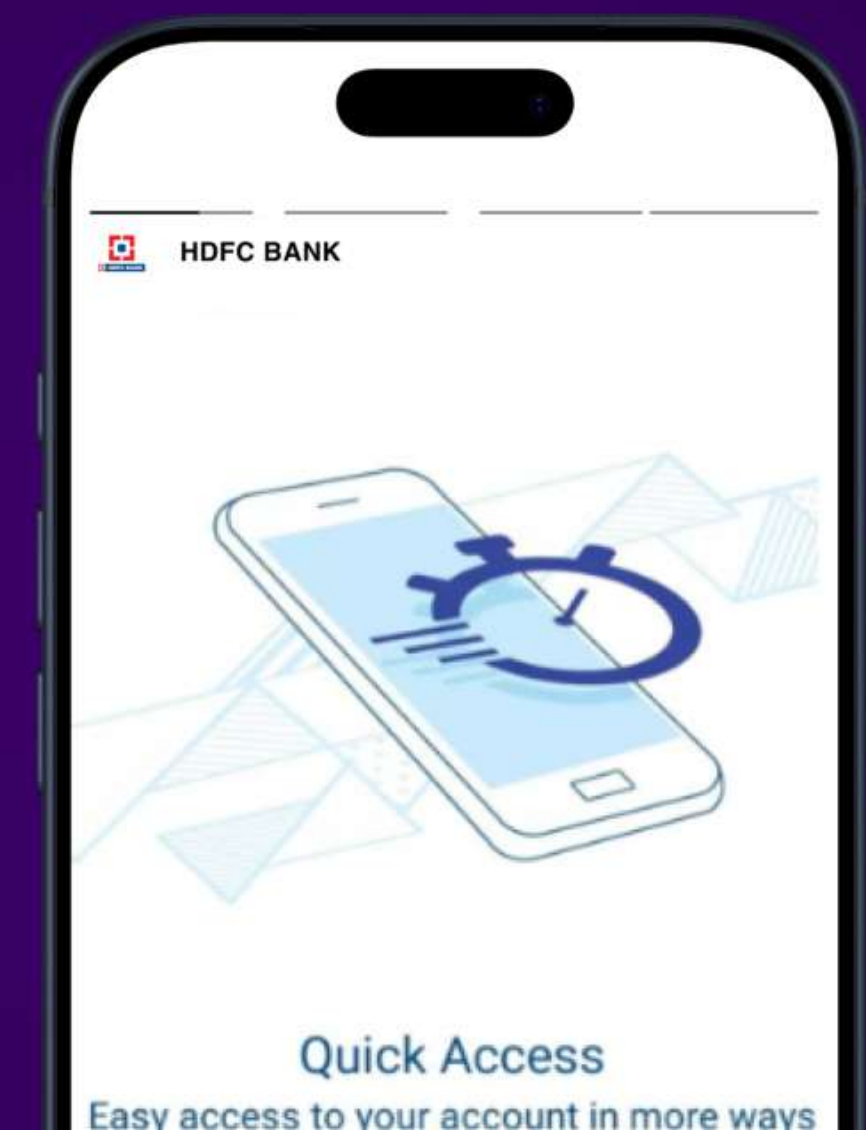
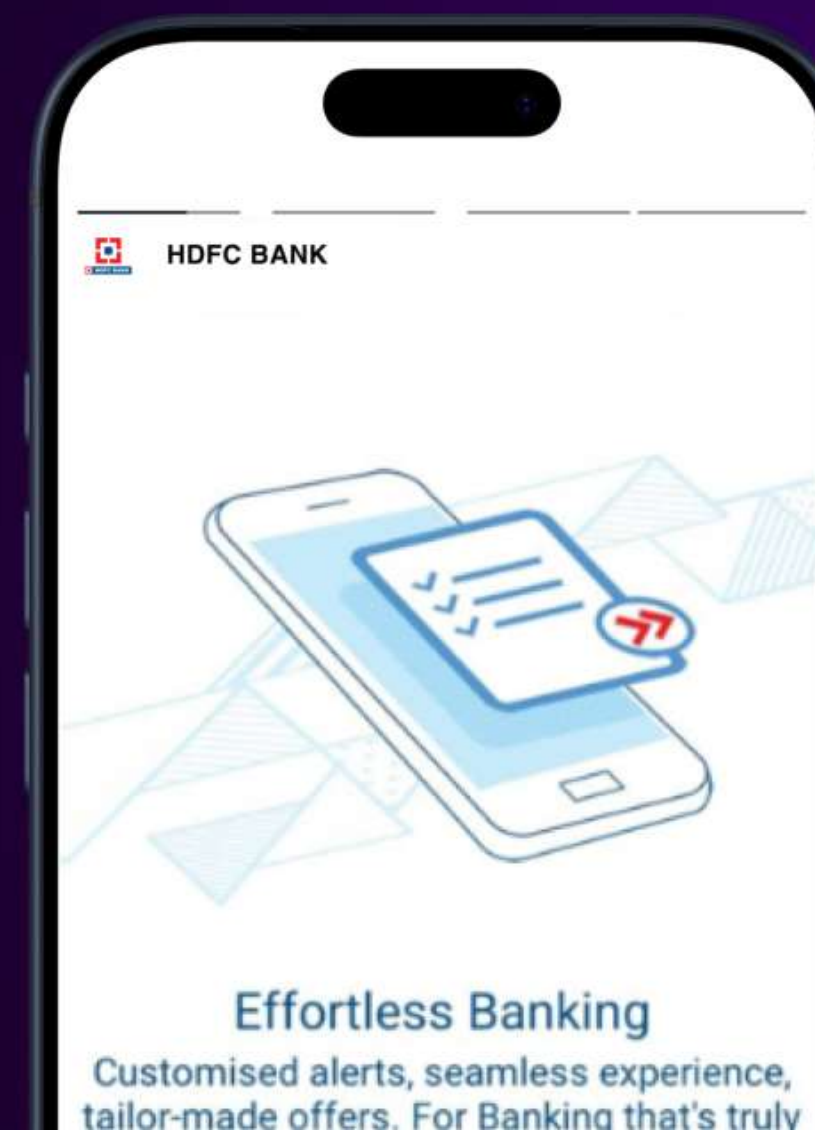
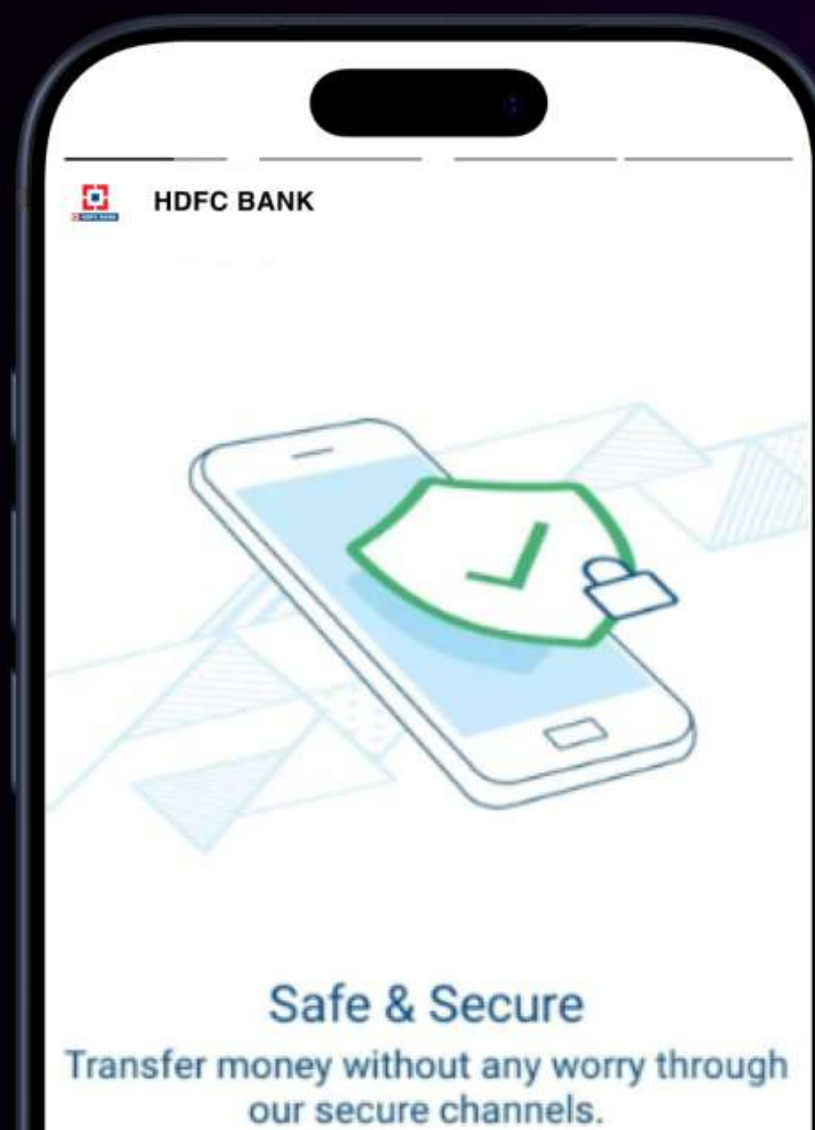
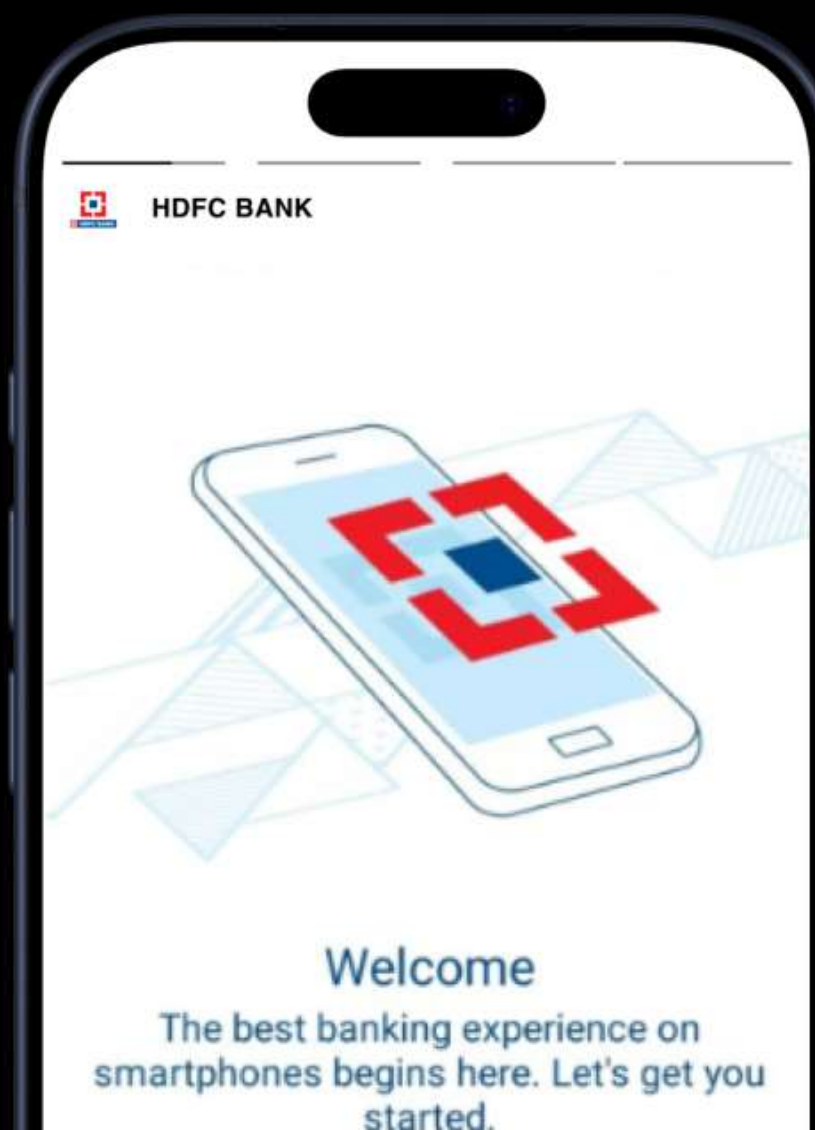
Proactive Security Education Builds Trust

The Global Example: ICICI Bank & HDFC Leading banks use in-app pop-ups to warn users about specific new scams (e.g., "We will never ask for your CVV").

The Problem: Phishing and OTP scams are rising. Sending a boring email warning about "Fraud Awareness" gets ignored, and users still get scammed.



Your Use Case: Deliver security awareness through Stories, quizzes, and alerts inside the app. Educate users before mistakes happen.



Capture What Users Really Feel Not Just Extremes

The Global Example: YouTube & Instagram They occasionally ask, "How is your experience with this feed?" right in the stream.



The Problem: App Store ratings are polarized; you only get 1-star rants or 5-star raves. You lack the middle-ground data on how users really feel.



Your Use Case: Capture instant feedback post-payment with a lightweight in-app poll. Direct happy users to rate publicly, and unhappy users to share feedback privately. Result: stronger ratings and smarter product improvements.

