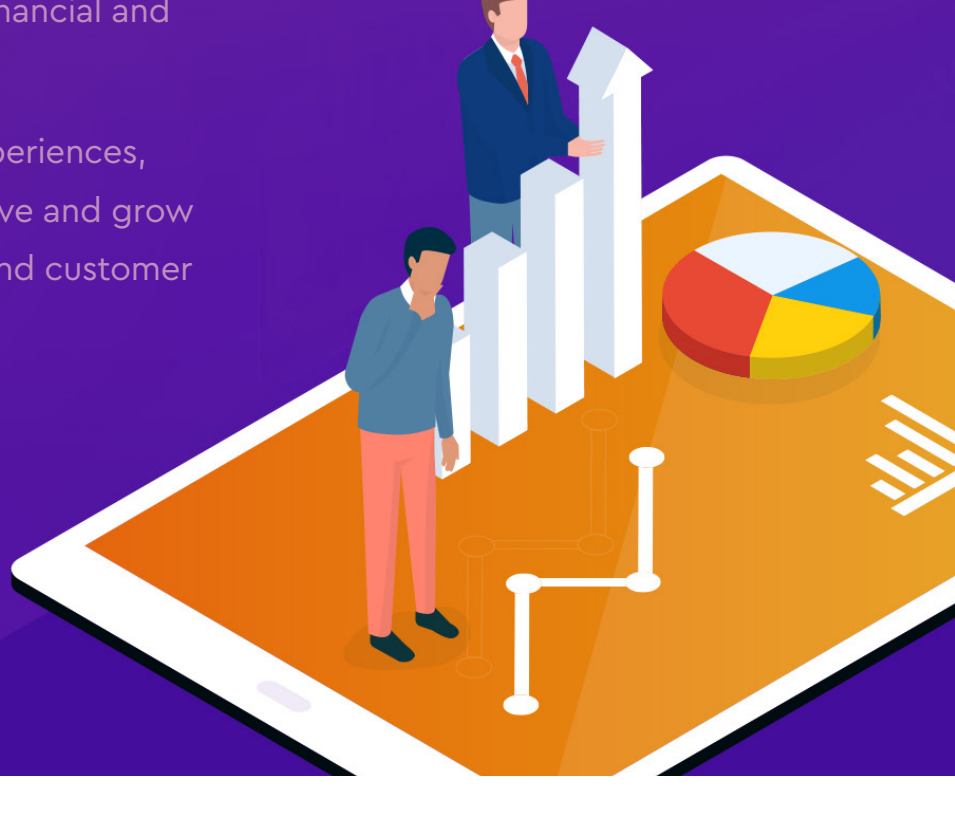
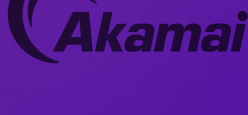


# 4 Keys to Retaining Consumer Trust in Financial Services

Strike the Right Balance Between Online Security and Digital Experience

Customers expect you to keep their sensitive financial and personal information safe.

But they also expect fast, convenient online experiences, especially on mobile devices. To stay competitive and grow turnover, you need to balance digital security and customer experience whilst managing your costs.



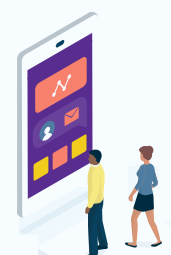
## Trust is Essential to Connecting with Customers

**No. 1** The Internet is the No. 1 influence on 18- to 34-year-olds for financial services and insurance.<sup>1</sup>

**81%** of UK consumers used online/mobile banking services in 2017.<sup>2</sup>



**77%** of 18- to 44-year-old consumers in the UK use bank services via apps at least once a week.<sup>3</sup>



## But Consumers Are Wary of Financial Services Firms

**46%** of UK consumers consider reliability/trust as their top criterion when choosing a bank.<sup>4</sup>



**74%** of consumers would switch their bank or insurer due to a data breach.<sup>5</sup>



**47%** of UK consumers tell their friends and family about possible banking data security breaches.<sup>6</sup>

## Balancing Digital Experience and Security Matters More Than Ever



Financial services is the top industry target of malware attacks.<sup>7</sup>

**53%** of visits to mobile sites are abandoned if pages take more than three seconds to load.<sup>8</sup>

## But It's Challenging to Deliver a Secure, World-Class Digital Experience



**298 DDoS attacks against 37 financial services organisations** occurred in the last three months of 2017.<sup>9</sup>



**40%** More than 40% of login attempts are malicious<sup>10</sup>

## Evolve Into a More Trusted Financial Services Firm by Securing, Monitoring, Optimising, and Validating Every Digital Experience

<p>Invest in security and customer experience innovation</p> <p><b>SECURE</b></p>	<p>Understand online interactions that drive user behavior</p> <p><b>MONITOR</b></p>	<p>Improve user experiences to drive turnover</p> <p><b>OPTIMIZE</b></p>	<p>Deliver reliable performance without interruption</p> <p><b>VALIDATE</b></p>
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The Akamai Intelligent Platform™ has proven its ability to be hugely resilient and scalable by executing over \$1 trillion in financial transactions annually. In addition, the cloud delivery platform has helped our financial services customers attain compliance with some of the strictest compliance standards enforced by regulators.

These financial services customers include:

**More than 500 customers in the financial services industry**  
 More than 200 banks worldwide • 19 of the top 20 European banks • All top 25 US Banks

**All top 10 global asset managers** • **7 of the top 10 world's largest insurers**

**8 of the top 10 FinTech companies**

Learn more about how your financial services firm can gain and keep consumer trust and loyalty by delivering world-class digital experiences bound to effective security that protects their personal data, along with managing and mitigating your risk.



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### SOURCE

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