

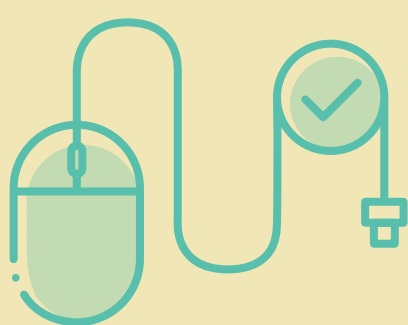
MAKE OR BREAK

Consumer thresholds for opening accounts online

2020

MAKE MAKE MAKE

71% prefer having identity verified online vs. in person



89% says identity verification is necessary to protect against fraud and identity theft

85% feel safer when online sites verify their identity



62% prefer a slower account creation process with rigorous identity verification to protect them against risks



BREAK BREAK BREAK

30%

39%

42%

will abandon account creation process...

if progress throughout the onboarding process is not displayed



if purpose for collecting personal information is not provided



after multiple attempts to verify their identity fails



@#%&!

73%

are increasingly intolerant of poor account opening experiences