

Outlier for Financial Services

Engage customers and manage risk with automated analytics

Successful digital customer engagement is critical for today's financial services companies to remain competitive as online and mobile have become the preferred way to bank and invest. [More than half](#) of US adults used mobile banking at least weekly in mid-2021, and nearly as many plan to avoid in-person visits. Financial institutions face the dual challenges of competition from fintech companies and the need to innovate new products quickly while warding off fraudulent activities.

The key to improving digital customer engagement and reducing risk is right there in your data, from marketing data like Google Analytics and sales, customer, and financial data such as Salesforce, to operational SQL databases. Even with massive consumer data, you may not get the insights you need to convert website visitors into customers and grow revenue from existing customers.

Yet more than 60% of all enterprise data doesn't get [analyzed](#) because existing BI tools and data visualization dashboards are too difficult to use and only answer questions the business user told it to ask.

This is where Outlier comes in. Its automated business analysis platform finds the trends and changes in your data you weren't even aware of. It's easy to use, even for non-technical business users.



"As a credit card issuer, we need to find and stomp out systemic fraud quickly. We leverage AI and Outlier's automated business analysis platform to help us shut down systemic fraud sooner, saving days or even weeks. In the past few months, Outlier found a few instances that have saved us over **\$900k.**"

- Project Manager, Fraud Analysis Team

[A Leading Credit Card Issuer](#)

Where can Outlier help?

Outlier's automated analysis uncovers important insights across your business so you can become proactive rather than reactive. Respond quickly to market changes; customers' needs, preferences, and behaviors; and find anomalous activity early so you can head off fraud and mitigate risk.

Digital customer engagement

Get a robust understanding and actionable insights throughout the customer journey with combined data across all your touchpoints. Track how key KPIs are trending such as demand, conversion rate, visits, and bounce rates and learn what translates into conversion, customer loyalty, and LTV. Get rapid insight into how unexpected changes are impacting conversion success and why. Identify threats to website integrity and protect your brand. Uncover errors and tagging issues, optimize search based on customer interest, and track broken data relationships.

Risk mitigation

Getting earlier insight into what's hidden in your data can help you manage risk. Outlier surfaces changes in your data and compares it to benchmarks that can allow decision-makers to take immediate mitigation measures before a problem introduces unacceptable levels of risk. It analyzes your data in place, so personally identifiable information remains protected and you maintain regulatory compliance.

Digital marketing campaign performance

Monitor your entire digital marketing campaign across websites, mobile apps, and social media, including keywords, banner ads, retargeting, sales, and promotions. Monitor spikes and drops in CAC/CPC, traffic attribution trends, and other marketing spend. Gain insight into how tactics including email marketing, social targeting, targeted advertising, paid search, organic search, and affiliate marketing are driving customer acquisition and retention. Detect product interest and take immediate action to convert customers. Track campaign spending and discover overspending.

Outlier at a Glance

1. Finds out what's happening

Outlier continuously scans multiple disparate data sources to identify important changes that you may not know about.

2. Explains why it matters

Outlier contextualizes and presents its findings as stories showing spikes, drops, trends, relationships, funnel analysis, and more.

3. Guides you to the cause

Outlier guides you towards the most relevant factors contributing to a change so you can get to the root cause faster.

4. Makes it easy to share

You can easily share stories with stakeholders so they can take immediate action to remedy problems or capitalize on opportunities.

How it works

Outlier uses AI and machine learning to continuously monitor and reveal unexpected changes across all your connected data sources. From spiking bounce rates on a given web page and data quality issues, to an unusual trend in activity for a particular merchant or product category, Outlier alerts you to these anomalies as soon as they happen.

A large library of pre-built connectors lets you quickly and easily connect a multitude of [structured data sources](#) including analytics platforms, transaction data, marketing automation tools, CRM and customer support systems, and SQL databases, so you get immediate value. Your data stays in place, so you don't have to undertake extra data hygiene or compliance efforts.

By considering the context of all your data, Outlier suggests possible causes in easy-to-understand "stories" that tell you what's happening, why it matters, potential causes, and who may be impacted. Each day, Outlier packages up the top 4-5 most insightful stories, curated by users' interests. Armed with this complete picture, you can immediately drill down into what happened and take action.

Why choose Outlier?

Improve the effectiveness of your existing BI tools with automated business analytics to become a truly insights-driven business. Outlier:

- Works out of the box, connects to all your data sources, and sends you the most important business insights every day
- Finds and locates new relationships across thousands of dimensions such as customer behavior, product trends, and supply chain operations to find opportunities and problems
- Grows in value since pricing is based on each data integration rather than headcount

Outlier's automated business analysis platform allowed [this financial institution](#) the flexibility to continue delivering a superior customer experience while keeping accounts secure from fraud. Outlier's platform helped the financial institution automatically understand where to relax decline rules without jeopardizing security.

Try it yourself. [Request a demo today.](#)

About Outlier

Outlier.ai is the leading automated business analysis platform used by global consumer, retail, and financial services brands. Outlier automatically analyzes company data and delivers easy-to-understand but powerful insights into unexpected shifts in data like marketing campaign performance, product sales, and supply chain performance.

Know the impossible.

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