



The Gaping Digital Divide in Push Notifications

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Although financial alerts are a crucial conduit for long-term, proactive relationships, the majority of U.S. banks and credit unions have handicapped themselves in two ways. They are both deaf and dumb – deaf to consumer demand for personalized content and insight, and dumb in the sense that they lack the ability to communicate through push notifications. Fewer than half of U.S. adults perceive that they receive any form of alert – email, text, or notification – in a given month. Growing adoption of push notifications is the lone bright spot. But this is good news mostly for just the nation’s largest banks, which are widening the digital divide between the industry’s haves and have-nots.

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