

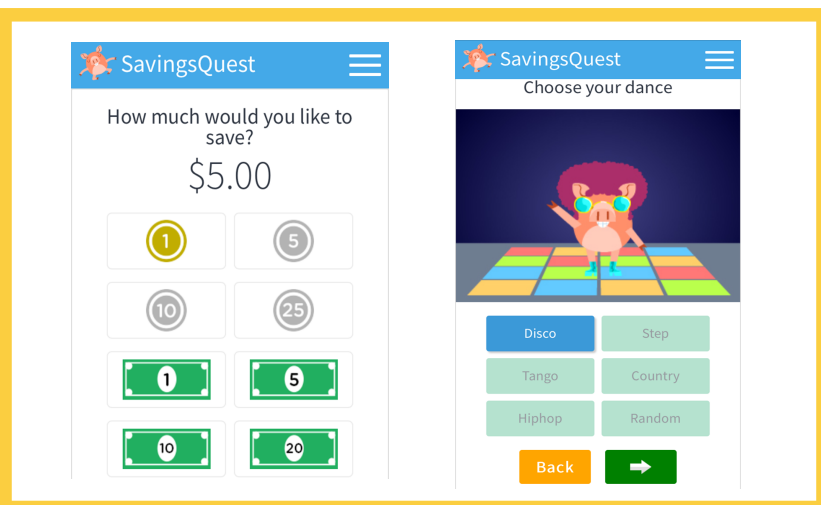


## BACKGROUND

The personal savings rate is at **2.4%\***

**+**  
**44%\*** of Americans don't have access to  
**\$400** in case of an emergency.

Even with access to savings products, consumers still struggle to actually save. Engagement with video games, however, continues to soar. The problem is that saving just isn't fun, and it isn't associated with immediate rewards. We developed a solution that combines savings with the fun and positive reinforcement of video games.



## WHAT IS GAMIFICATION?

The application of game mechanics (such as levels, challenges, or points) in a manner that intrinsically motivates people towards an action or behavior that is not inherently game based.



## OBJECTIVES

- Make saving **fun and rewarding** by incorporating badges, challenges and level-ups
- Increase **financial security** through building savings
- Engage consumers to start **saving small amounts** of money towards **emergency savings**

## PILOT STUDY



**Piloted with 300** prepaid card users who signed up to use SavingsQuest in conjunction with their card and its Rainy Day Reserve accounts.



Conducted **one on one** interviews with SavingsQuest users from across the country to gain qualitative feedback



**160 users** signed up within the first **48 hours** the app was live, with minimal email marketing

## SELECTED FINDINGS

### FIRST TIME SAVERS:

# 25%

of SavingsQuest users had never saved before

# \$300k

Total amount saved  
during 3 month pilot

"It was like having a  
trainer at the gym,  
motivating me to get  
more savings..."

**FOR MORE INFO:** [www.buildcommonwealth.org/work/savingsquest](http://www.buildcommonwealth.org/work/savingsquest)

**SCHEDULE A DEMO:** [info@buildcommonwealth.org](mailto:info@buildcommonwealth.org)

