



FRANKLIN
MADISON

Engagement that Drives Growth in 2026

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Overview

1. The 2026 Landscape
2. Evolving Member Expectations
3. Data-Driven Segmentation
4. Deepening Engagement
5. Omnichannel in Action
6. Embedded Insurance Strategy
7. Key Takeaways and Q&A





Setting the Scene: The 2026 Landscape

Economic Pressure

- Unemployment at **4.4%** highest since October 2021
- Household debt, as of the second quarter of 2025, reached a peak of **\$18.4 trillion**.

Inflation

- Inflation eased a bit but still above desired **2%** target
- Annual Inflation Rate: Around **3.0%** year-over-year for September
- **Energy:** Prices rose **2.8%** YoY in September, reversing earlier declines.
- **Food:** Up **3.1%** YoY, continuing moderate upward pressure.
- **Shelter:** Still sticky at **3.6%** YoY, a major contributor to persistent inflation.
- **Goods vs. Services:** Progress on services inflation has stalled, while goods inflation is accelerating due to tariffs and supply chain pressures.

Wealth Divide

- Top 10% own **66%** of U.S. wealth; bottom 50% hold **2.5%**

Source: tradingeconomics.com
And [Statista](https://www.statista.com)



Setting the Scene: The 2026 Landscape

Industry Trends

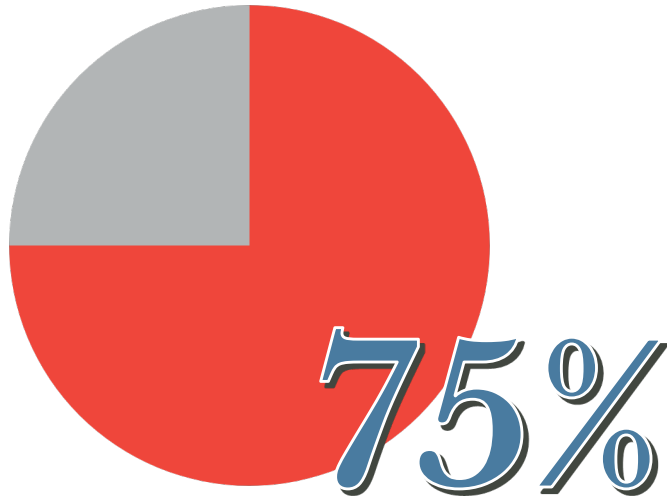
- Slower loan growth, compressed margins, softer rate environment ([CUInsight](#))
- Mortgage originations forecast +13% to \$2.26T in 2026 largely due to refinance activity ([Acuma](#))
- 2026: Non-interest income continues to be a key revenue driver ([Deloitte](#))

Regulatory Changes

- ACH Fraud Prevention updates from NACHA to strengthen security ([California Credit Unions](#))
- CFPB Section 1033: Data rights rule requiring secure APIs, banning fees ([U.S. Congress](#)) to support Open Banking.



Setting the Scene: The 2026 Landscape



of financial institution consumers are cheating on their primary institution by having a relationship with one or more competing institutions

Fintech Growth

- **SoFi:** **25% YoY growth in 2024** (ease of use, fast account opening, strong brand)
- **Chime:** Explosive member growth (mobile-first, fee transparency)
- Both expanding into insurance and wealth management

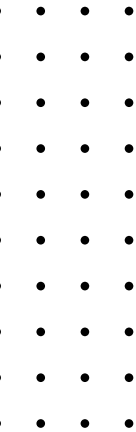
Sources: Accenture's 2025 [Banking Consumer Study](#), [Wall Street Pit](#)



Setting the Scene: The Rise of Artificial Intelligence



Moving beyond chatbots to underwriting, fraud detection, marketing automation, and personalized member engagement



Deloitte notes: many financial institutions remain stuck in pilot mode with AI and analytics. Winners in 2026 will move from *experimentation* to *embedded capability*, when artificial intelligence powers interactions.

Source: [Deloitte](#)



Recipe to Compete in this Landscape



Financial Institutions
with the highest
customer advocacy
have **2.6X** faster
revenue growth

How did they get this advocacy?

- **Trust:** Be Partners in Financial Wellbeing
Personalization: Show them you know them
- **Ease:** Seamless service interactions across channels.
- **Rewards:** Rewarding members for the relationship



What Consumers Want From Their Financial Institution



44%

of consumers are interested
in buying insurance through
their financial institution



45M Gen Z to adopt mobile
banking (Symphonize)



74% retirees want personalized
advice for extended lifespans
(Morgan Stanley)



Trust Matters: nearly

1 in 4

consumers say trust determines
their insurance provider



Member Expectations are Evolving



**Different lifestyles →
different expectations**



**Digital-first
behaviors**



**Gig-economy
financial gaps**



**Women controlling
more wealth with the
Great Wealth Transfer**



The Opportunity for Credit Unions in 2026

Members want financial protection, *not* just financial products.

- **Pivotal Years:** Post-COVID instability means members are rebuilding financial security.
- **Financial Wellness 2.0:** Move beyond website education → real-time, data-driven offers and guidance.
- **Value Demonstration:** Credit unions can prove relevance through proactive, personalized protection.





Using Data to Identify Key Segments

Insurance isn't one-size-fits-all — your products and engagement shouldn't be either.

John and Teresa

Retired 60+, mass affluent



Grace

40+ single parent



Jack

*30-year-old bachelor
with a dog*



Tim and Tracy

Retired 65+ with adult children



The Carter Family

45-year-old parents of two



Amber

Single 40+ loves to travel



Use demographic and behavioral data to find the right solution for each member.

Financial Wellness Happens When Diverse Customer Needs Are Met



Cyber Protection	✓	✓	✓	✓	✓	✓
HAP	✓		✓			
AD&D	✓		✓	✓	✓	✓
Critical Illness				✓	✓	
Accident Expense			✓	✓	✓	
Term Life			✓	✓	✓	
Travel Insurance		✓	✓		✓	
Pet Insurance	✓	✓	✓		✓	
Recup	✓	✓	✓			
Whole Life/Final Expense	✓	✓	✓	✓		

Product Diversification = More Value to Consumers

- Consumers have a **variety of needs** to be met
- A **range of products** means options for everyone
- Tailoring protection supports **financial wellness**

Deepening Engagement Across Audiences



38-year-old #1



- Digital-first
- Flexibility focused and child-free
- Wants speed on mobile-friendly site
- Interested in Cyber Insurance, Flexible lines of credit, Travel perks

38-year-old #2



- Family protection focused
- Stability mindset for daughter
- Prefers desktop banking
- Interested in Life Insurance or AD&D, Mortgage pre-approval, CDs, 529 plans

Same age. Same income. Completely different needs.



Omnichannel Member Experience

For Member Acquisition:

Direct response
campaigns to attract
new members



For Member Engagement:

Cross-sell to new and
existing members



Seamless Integration:

Data from acquisition
campaigns informs
future campaigns



Gretchen receives
targeted mail
or email



Digital retargeting
for additional
products



Joins credit union
for account offer



Long-term
member
relationship

Digital + Direct Mail = Higher Engagement

22%



Campaign 1

Adding email increased premium by 22%

62%



Campaign 2

Combining emails and direct mail increased premium by 62%

43%



Campaign 3

Combining emails and direct mail increased premium by 43%

 26.25%

Conclusion

Email marketing created an average increase in premium of 26.25% over 20 campaigns

Embedded Insurance

Complimentary coverage within your platform



ABC CLIENT Home Insurance Banking Retirement Investing Advice Perks

Account Application

4 Set Up Your Account
Complimentary Accidental Death and Dismemberment Insurance

Activate your Bank-paid complimentary Accidental Death and Dismemberment coverage!

Your bank has paid in full for you to receive \$1,000 of insurance through Minnesota Life Insurance Company. This means that if you have a fatal covered accident, your beneficiary will receive a \$1,000 cash benefit to spend how they choose.

Once you complete your enrollment, we will email additional details about your coverage and how to manage it.

☒ **Yes, I'd like to activate the \$1,000 of no-cost insurance coverage**

By checking this box, I have electronically signed and acknowledge that I have read and agree to Minnesota Life Insurance Company's [Summary of Insurance Provisions](#).

☐ No, I don't want my no-cost coverage

NEXT

What are the benefits?

For Members

- It's *convenient*.
- It's *simpler*.
- It provides *peace of mind*.
- It *rewards*.

For Financial Institutions

- Drives *member loyalty*.
- Enhances *member experience*.
- Competitive *differentiator*.
- Additional *revenue*.



From Transaction Provider... to Trusted Life Partner

BY THE NUMBERS:



increase in profitable
accounts opened



improvement in
Member retention



new revenue
stream contribution

Thousands

of families protected

BEYOND THE NUMBERS:



Your brand is now synonymous
with protection and care



Members stay longer and
deepen relationships



You've created a sustainable
competitive advantage



Questions?



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Download the
Insurance Playbook
for Financial
Institutions





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Thank you!

