

# 2025 US Financial Institution Customer Acquisition Report

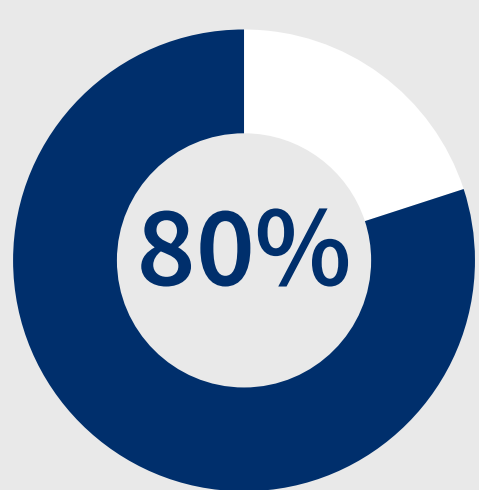
Fresh insights from 150+ US acquisition leaders reveal the risks and opportunities shaping how financial institutions (FIs) win customers today



## Introduction

### New customer acquisition takes center stage

While retention still matters, growth in 2025 is primarily focused on casting a wider net to capture new customers in a more competitive, data-driven marketplace.



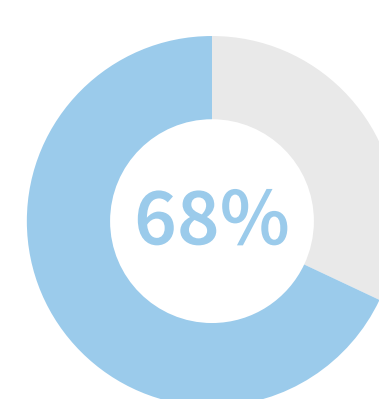
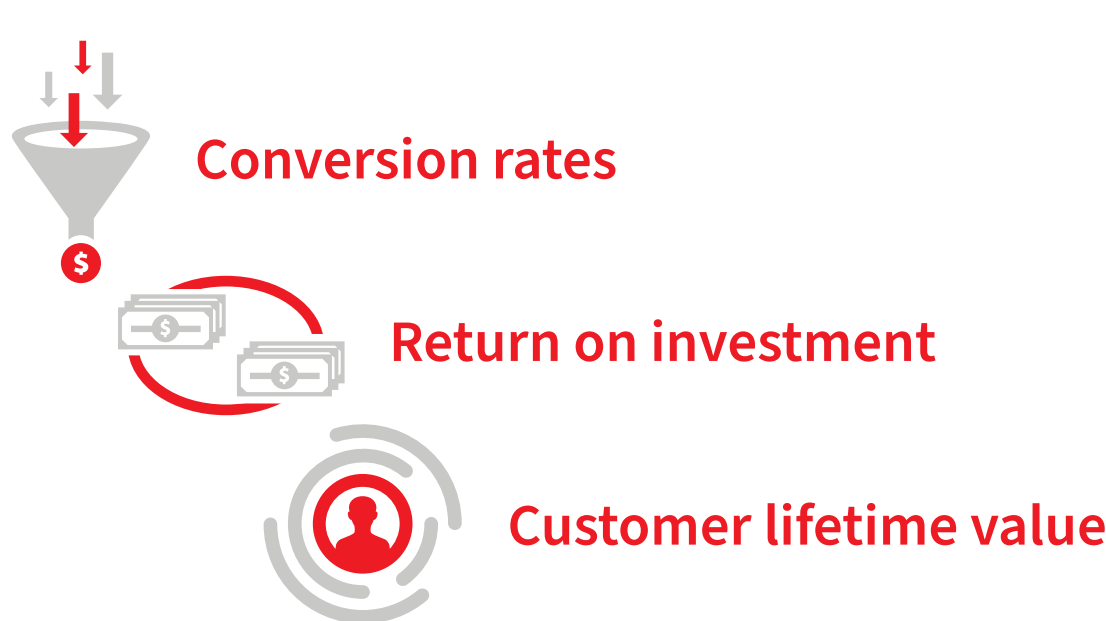
80% of financial institutions are focused on acquiring net-new customers<sup>1</sup>



53% cite increasing competition as a key driver in acquisition efforts

1 in 3 institutions are planning to significantly expand acquisition efforts and data investments

To measure campaign success, FIs are by and large looking at hard metrics like:



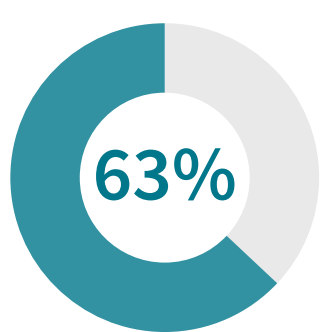
68% measure success by ROI—but larger firms lean toward conversion rates

## Challenges

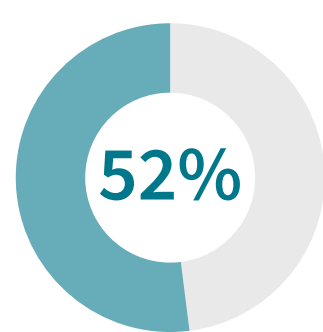
### Data presents big challenges—and bigger opportunities

Data is being leveraged to fuel smarter campaigns, empowering financial institutions to provide the right offer to the right people at the right time. However, FIs also identified it as their biggest stumbling block.

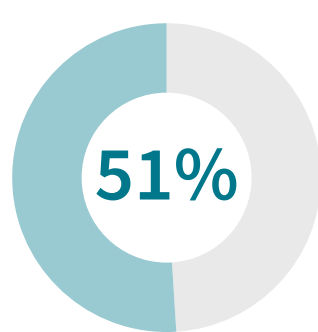
#### Top FI roadblocks to leveraging data for customer acquisition



63% report high costs associated with acquiring or processing data



52% report data accuracy and reliability issues



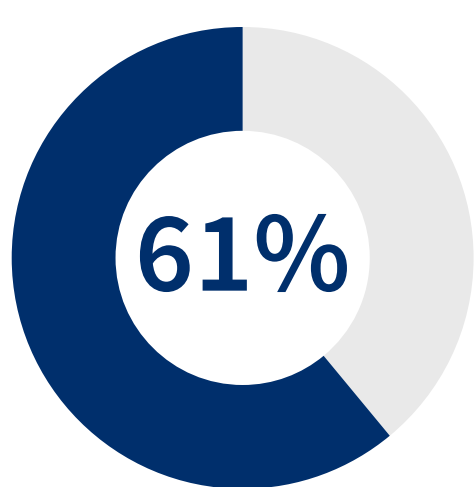
51% report limited internal expertise in data analysis

Despite challenges, those who harness data—especially alternative types—report the strongest satisfaction with acquisition results. If overcome, institutions using data stand to unlock significant competitive advantage.

## Alternative Data

### Alternative data helps widen and sharpen the view into prospects

Alternative data types, such as rental payment history and utility bill payment data, can open new market segments, strengthen risk models and help FIs identify customers beyond traditional credit files. **Reported benefits suggest that alternative data is not just an enhancement, but a key solution for those struggling with data challenges.**



61%\* report that alternative data has optimized credit terms or pricing to attract the right customers

\*Of Tier 1 respondents (\$250B+ AUM)

#### Benefits of using alternative data in acquisition efforts

63% improved segmentation and targeting



61% improved risk assessment



61% improved response-to-approval ratio



52% regulatory compliance improvements

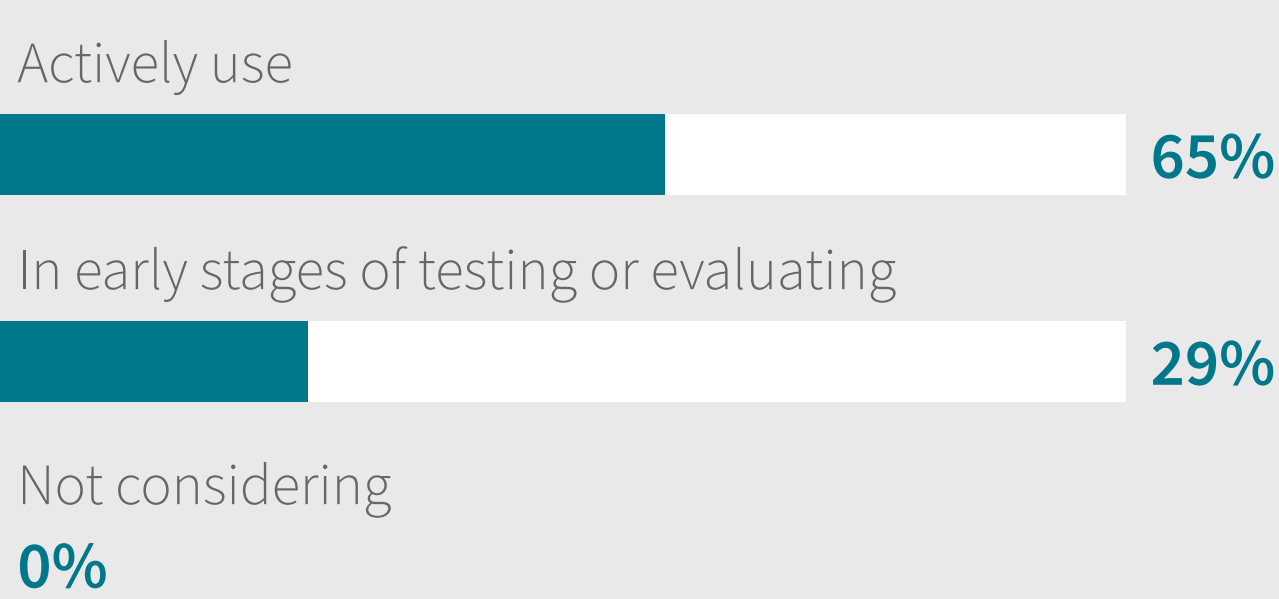


## Looking Ahead

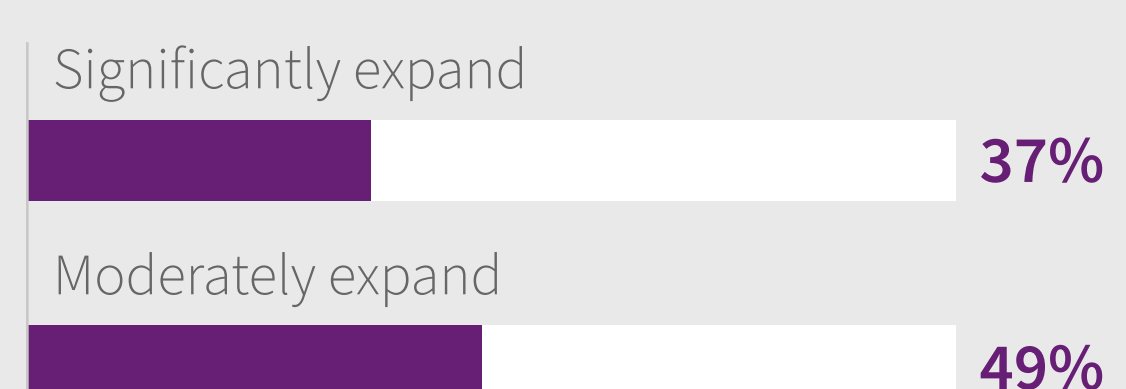
### The path forward is paved in data

Looking ahead, nearly all financial institutions are increasing their acquisition spend, most with a focus on marketing data, and integrating alternative data to improve targeting.

#### Current use of alternative data in acquisition campaigns



#### Planned changes in use of alternative data (next 24 months)



In such a highly competitive market, data that digs deeper is the key to success. Discover how LexisNexis® Risk Solutions helps financial institutions harness alternative data to gain deeper insights and a sharper edge today.

[risk.lexisnexis.com/acquisition-report](https://risk.lexisnexis.com/acquisition-report)

<sup>1</sup>LexisNexis Risk Solutions, US Financial Institution Customer Acquisition Report, 2025