



Summary: Forrester Consulting study finds significant demand for instant funding to attract new customers, revenue and loyalty

Consumer and SMB lenders report significant lifts in re-use with instant loan funding

Ingo Money recently commissioned Forrester Consulting to complete a Total Economic Impact (TEI) study* to quantify the impact businesses could realize when they deploy Ingo Money's Instant Money Services. Ingo Money provides services that enable businesses to pay people in the same easy way they are accustomed to paying: with instant payments that are fast, convenient, and secure.

For this independent study, Forrester interviewed four Ingo Money clients to evaluate how they used its services and found that, depending on the type of financial institution, they increased revenue, attracted new customers and grew loyalty. The clients included a top 10 bank that added instant check funding, a prepaid card provider that added real-time consumer disbursements, and two loan providers that added instant loan funding to their website and store product offerings.

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We see a significant demand for instant money services.”

VP, Consumer Lender

THE RESULTS:

\$24.7M

Increased Transaction Revenue

\$15.7M

New Revenue from Customers Using Instant Funding

\$10.1M

50% More Reuse

156%

Total ROI

The bottom line: Users enjoyed a \$31 million net present value and a 156% return on investment, and those organizations that use instant money services not only gained new customers and revenue, but also increased loyalty.

WHAT THE TEI STUDY SHOWED:



Instant funding attracts new customers

Instant funding services are a clear differentiator. According to the study, organizations that provide instant funding options experience a 20% growth in new customers including small business owners, millennials and other demographics.



Instant funding drives repeat transactions

Instant funding convenience means customers don't wait (and wait) to get their money. Consider this: prior to the use of Ingo Push, new accounts had three transactions per account annually. With Ingo Push, there are 4.5 transactions per new account each year — a 50% increase in transactions due to instant funding.



New income streams

In the model, customers were given the choice of traditional check deposit or instant check funding, and 600,000 to 800,000 checks were processed for instant funding annually. The average fee of 3.6% provided significant revenue.

Read the full study [here](#). To run the instant payments TEI model for your business contact us: sales@ingomoney.com

ABOUT THIS STUDY

Ingo Money commissioned Forrester Consulting to conduct a Total Economic Impact (TEI) study examining the return on investment for financial services firms implementing Ingo Money's Instant Money services. Forrester Consulting interviewed 4 large businesses to determine the Total Economic Impact.

ABOUT INGO MONEY

Ingo Money is the instant money company. Founded in 2001 with a mission to digitize the paper check, our push payment technologies enable businesses, banks, and government agencies to instantly disburse safe-to-spend funds to more than 4.5 billion consumer debit, prepaid, credit, private label credit and mobile wallet accounts. This transformation of traditional payments helps businesses reduce cost and delays while dramatically improving the consumer experience. Headquartered in Atlanta, you can learn more at ingomoney.com/enterprise, or follow us on [LinkedIn](#) and [Twitter](#).

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Once they see that we have the ability instantly fund them, they're not going in anywhere else because we provide what they are looking for.”

VP, Consumer Lender

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The answer [behind the Ingo Money investment] is long-term customer value.”

Director, Consumer Financial Services