

RIGHTMETRIC.CO



INSIDE **chime**®'s GROWTH ENGINE

Strategies for Financial Marketers in the New Banking Era



RightMetric | 2025

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EXECUTIVE SUMMARY

Chime didn't win by building a better bank. It won by building a more relatable one. Its meteoric rise in the US banking landscape wasn't just about a better digital experience but a strategic mix of audience-first products, creator-powered storytelling, and platform-native brand behaviour. Chime's growth is built on meeting the needs of a much broader reality, reaching millions of consumers who feel financially precarious or excluded by traditional systems.

We analysed our datasets to uncover trends which we translated into actionable recommendations for financial services marketers and leaders.

In a rush? Skip to the end for our 90-180 day action plan.

Key takeaways

- **Chime's real audience isn't who you think.** While positioned as a solution for tech-savvy urbanites, Chime over-indexes in overlooked cities and underserved communities. It built a banking experience not just for consumers but with them.
- **Social fluency is Chime's moat.** Chime thrives where culture happens: TikTok, Reddit, Snapchat, by not just showing up but by sounding native. It speaks the language of its consumers, not the language of lenders, building emotional relevance faster than traditional financial institutions' polished campaigns.
- **Chime operationalized empathy.** Every feature – early pay, no fees, real-time notifications – solves a real pain point. The magic isn't complexity. It's clarity, dignity, and frictionless design.
- **Canada is next.** Chime may have started in the US, but the conditions driving its rise – financial anxiety and a distrust in traditional finance – are playing out globally.

THE QUESTIONS WE ANSWERED

In 2025, the financial landscape is undergoing a rapid transformation, driven by disruptors like Chime. This report delves into Chime's growth engine and its challenge to traditional banking models, examining how it has shifted industry dynamics, reshaped audience expectations, and created a unique playbook.

To provide actionable insights for financial institutions navigating this change, we answer the following questions:

- How is Chime's rapid growth redefining the financial landscape and what can financial institutions learn from its playbook to stay competitive?
- What consumer segment is Chime serving most effectively and why does this audience matter?
- How has Chime tailored its products, positioning, and content to resonate with the underbanked?
- What content strategies and creative themes drive adoption and trust with Chime's audience?
- Which social and digital platforms are most effective for Chime and how do these choices differ from traditional financial brands?
- What brand partnerships, creators, and media strategies have powered Chime's growth?
- Where are traditional financial institutions falling short? What tactical shifts could help them reclaim share?
- What are the whitespace opportunities for Canadian financial institutions to adapt this playbook to their markets?

HOW THIS REPORT WAS CREATED

This report was created by [RightMetric](#)'s expert research team who looked deep into our datasets by leveraging over [25+ powerful data gathering tools](#). By weaving together various digital data points including audience demographics, behaviour, engagement metrics, and advertising campaigns, we are able to spot trends and opportunities.

We then employed proprietary methodologies to refine raw data and craft reports that tell the full story, delivering clear and actionable insights.

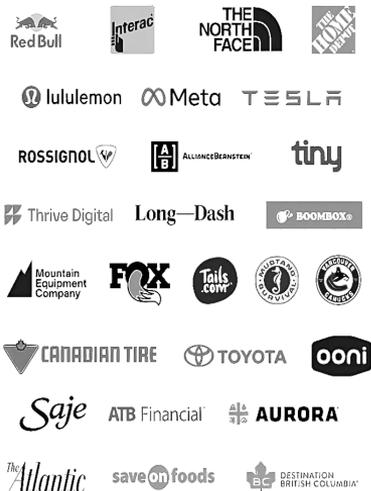
Trusted by:



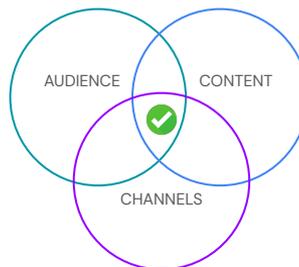
WHO IS RIGHTMETRIC?

A strategic insights partner combining audience, content, and channel research to provide mission-critical intelligence to marketing strategists.

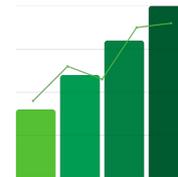
We've Helped Dozens of Top Global Brands



Nail Their Audience, Content, & Distribution Strategy



With Data-Backed Research



That Show Them:

- ✓ The Right Audiences To Target
- ✓ The Right Content To Create
- ✓ The Right Channels To Focus On



ABOUT CHIME

Discover how Chime redefined what a bank could be by solving real problems with empathy. This chapter breaks down the foundation of Chime's success: serving overlooked audiences with products that feel more like financial lifelines than features.



Founded in 2014, Chime is a US-based neobank that disrupted traditional financial services by offering a mobile-first, no-fee banking experience. Rather than targeting affluent urban professionals like most fintech upstarts, Chime leaned into underserved populations that included gig workers, newcomers, students, and service employees.

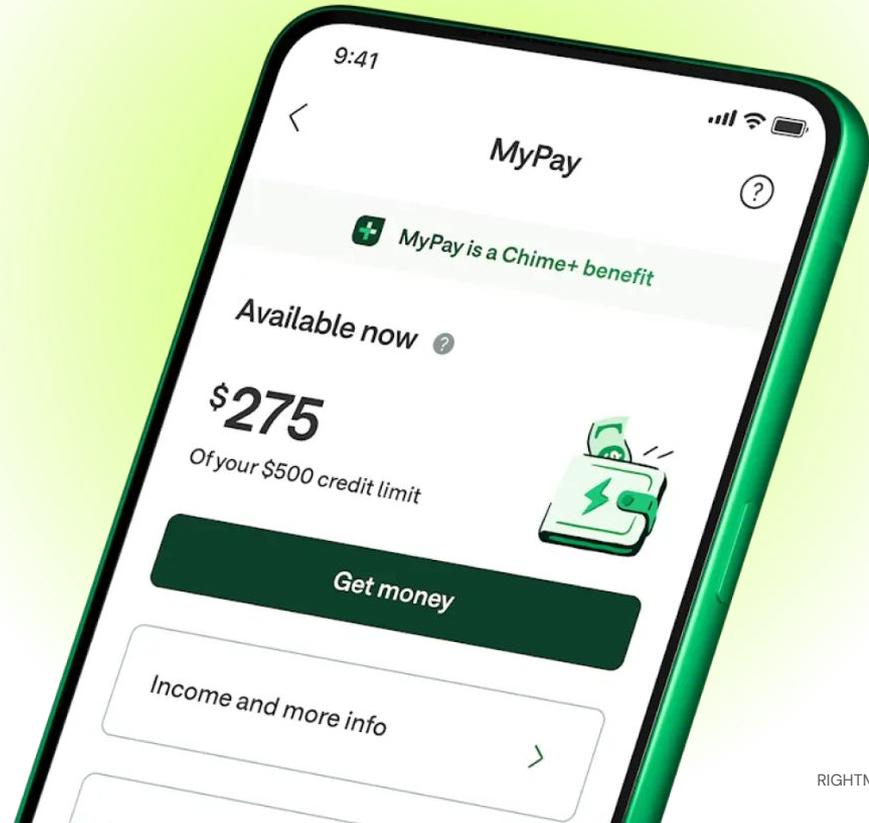
Chime has emerged as a leading disruptor, leveraging simple banking, strong mobile UX, and savvy digital marketing to outpace traditional competitors in key segments. It now serves over 22M¹ consumers with annual growth of roughly 30% by solving money problems with digital ease and dignity.

Its meteoric rise reveals how the financial industry is being redefined not just by innovation, but by inclusion.

¹ Report: Chime business breakdown & founding story: Contrary research. Report: Chime Business Breakdown & Founding Story | Contrary Research. (n.d.). <https://research.contrary.com/company/chime>

Chime's growth was not driven by complex features but by emotionally resonant tools. It became a financial co-pilot for consumers who often felt excluded or penalized by legacy systems, acquiring a strong user base by addressing unmet needs.

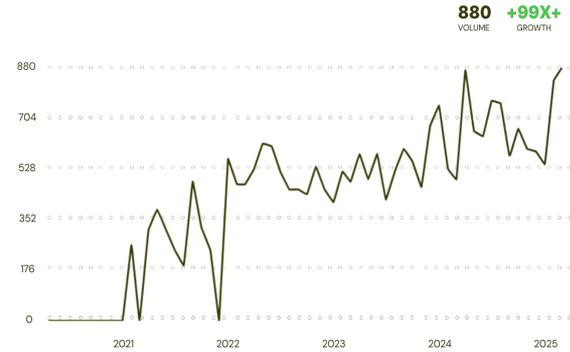
New products will continue to erode traditional banks' share - eating more of the banking pie as Chime leverages its established customer trust and expands its offerings.



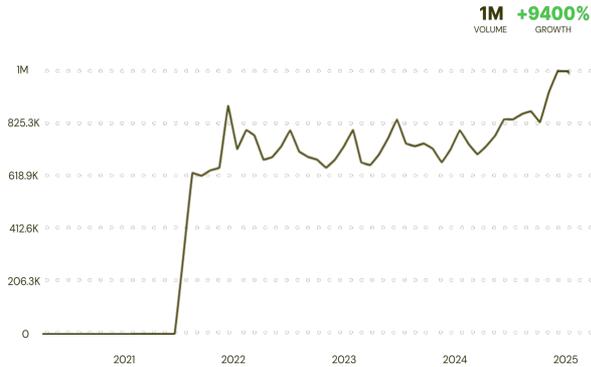
Chime has experienced explosive growth since 2021, a surge significantly influenced by the September 2019 launch of 'Spot Me'. This was a feature that ignited a broader cultural conversation around fee-free overdraft and Early Wage Access (EWA). Data indicates a sharp rise in search interest following its release, suggesting a mutual acceleration of awareness driven by Chime's rapid user growth.

Fast forward to July 2024, with the rollout of "My Pay", allowing consumers to access up to \$500 ahead of payday, and we see yet another noticeable spike. This reinforces Chime's position as more than just a follower of financial trends but a market mover designing products/services to meet the unmet needs of consumers.

Search interest in "early wage access" has grown +9400% over five years, with volume topping 1 million monthly searches which is a clear signal that demand for financial flexibility isn't a niche issue, it's now a mainstream expectation.



Exploding topics:
"Early Wage Access"



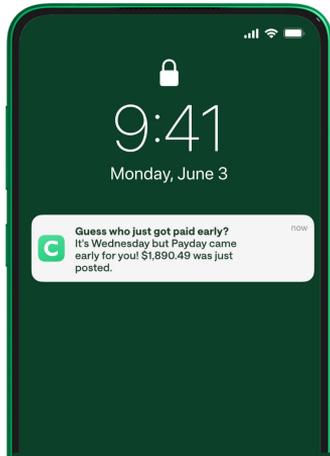
Exploding topics:
"Chime"

Data from Exploding Topics

Chime effectively addressed these pain points by offering:

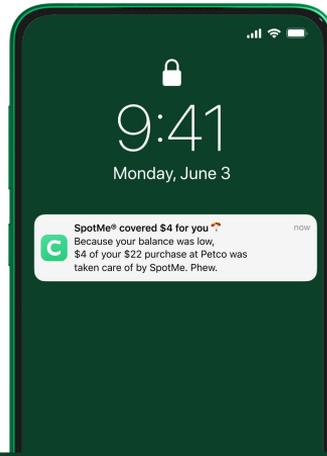
Early wage access

Stabilizing cash flow by providing income up to two days in advance.



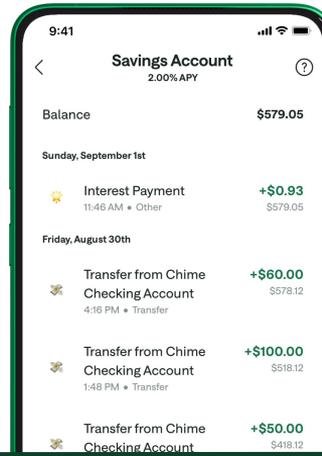
No overdraft penalties

Eliminating punitive charges through features like SpotMe.



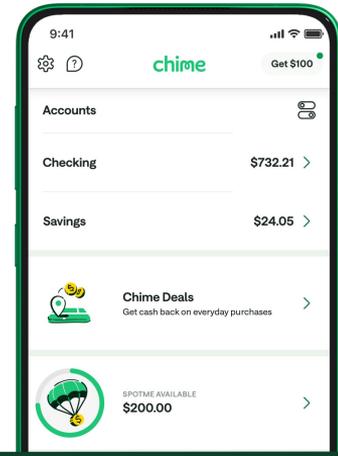
Instant transaction visibility

Enabling real-time spending management.



Fee-free mobile banking

Accessible banking without hidden costs.



SERVICES COMPARISON TABLE

Comparing Chime's services with traditional banks highlights the gaps in how traditional banking meets the needs of underserved customers.

Feature	Chime	Traditional financial institutions	Strategic Opportunity
Monthly Account Fees	Zero-fee banking services.	\$5-\$15 unless balance or deposit met.	Eliminate surprise fees to reduce financial anxiety for those living paycheck to paycheck.
Overdraft Options	SpotMe: Fee-free overdraft alternative (up to \$200, eligibility requirements apply).	\$30-\$35 per item.	Frame overdraft as financial safety nets, not punishment.
Direct Deposit Timing	Early access (up to 2 days).	Standard payroll posting timelines.	Offer early pay as a loyalty and trust lever.
Wire Transfers	Does not offer.	\$15-\$35 per domestic transfer.	Introduce no-cost digital alternatives.
Credit Building Tools	Credit Builder secured card with instant credit bureau reporting. No annual fees or interest.	Credit card scoring.	Provide inclusive credit options for consumers with unstable income or thin credit files.

Chime removed shame, made things simpler, and built a user experience that made people feel in control. Traditional financial institutions may offer similar features, but without the emotional fluency Chime brings to the table, they often fall flat.

CHIME'S TARGET DEMOGRAPHICS

Chime's success is rooted in understanding and then slightly subverting the typical neobank audience profile. While many digital banking challengers begin by chasing upwardly mobile urban professionals, Chime's actual traction has been skewed toward a different user archetype:



AGE
Primarily 18-34



INCOME
Lower to middle-income brackets, especially hourly wage earners



LIFESTYLE
Mobile-first, digital-native, distrustful of traditional finance



EDUCATION
More likely to have less formal education and less likely to have mid-tier or elite degrees



OCCUPATION
Gig workers, service workers, and frontline employees





THE GIG ECONOMY BOOM

The US gig economy, encompassing freelancers, ride-hailing drivers, delivery app contractors, and part-time creators, represents a significant portion of the workforce. **They face challenges like income volatility, delayed payments and limited access to credit.**



36%¹ of the US population is involved in some form of gig economy/freelance work. This number is projected to reach 50% by 2027.

¹Gig economy statistics for 2024. Velocity Global. (2024, October 23). <https://velocityglobal.com/resources/blog/gig-economy-statistics/>

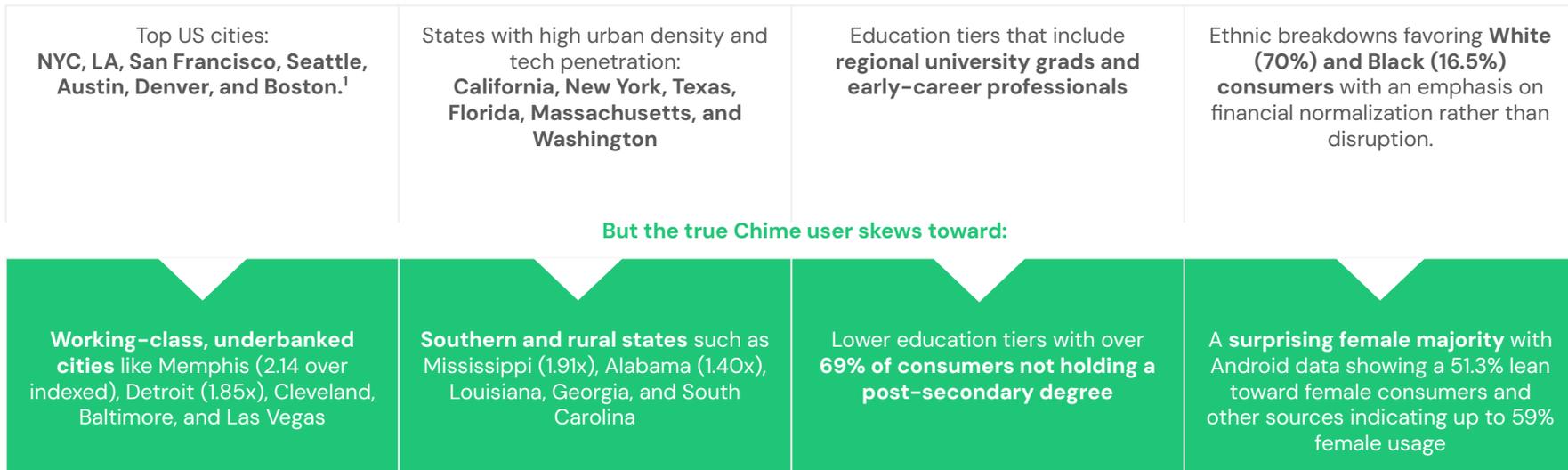
For many gig workers, Chime's solutions provide more than just convenience, they restore a sense of **financial dignity**. It acknowledges the unique challenges of gig economy work and delivers frictionless, inclusive solutions that legacy financial institutions often overlook.



While gig economy workers signal a shift in how people earn, the deeper trend is financial insufficiency and that reality cuts across jobs, ages, and income brackets. In the US, nearly half of Americans earning \$50K or less say they're falling behind¹.

¹Johnson, E. (2025, April 10). Op-ed: America's "vibecession" never ended, and now it is deepening across income levels. NBC 5 Dallas-Fort Worth. <https://www.nbcdfw.com/news/business/money-report/op-ed-the-vibecession-didnt-go-away-and-it-didnt-just-linger-it-is-deepening-and-reaching-higher-incomes/3813954/>

Chime's strategic intent has long been to appeal to an aspirational, tech-forward, financially curious base.



Our understanding of this audience comes from a multi-faceted approach, aiming to understand how they engage and build trust. By triangulating insights from Chime's app user base (both Android and iOS), analyzing web data through our tools, and observing social behaviours, clear patterns emerged. This holistic view helps us understand how Chime is effectively gamifying trust with its consumers.

¹ A deeper dive into states and cities where Chime over-indexes is available in the appendix.



Rather than dominating elite metros and highly-educated consumers, Chime has carved out strength in communities overlooked by legacy financial institutions. These are consumers who value low fees, mobile access, and cash flow needs. **Chime's approach doesn't just serve these consumers, it validates and humanizes them.** It treats them as savvy money managers in their own right, creating a brand that says: "You're not bad with money. The system was built against you."



Q: What consumer segment is Chime serving most effectively?

A: Chime's fastest-growing audience isn't upper-middle-class techies — it's low-to-moderate income consumers navigating financial stress. Gig workers, first-job earners, and newcomers who feel shut out of traditional finance make up a portion of their user base.



Chime's success in the US was driven by targeting cities with high concentrations of underbanked and working-class populations. **Chime, or a competitor that moves first, could apply this exact playbook to capture underserved Canadian audiences.**

WHAT THIS MEANS FOR CANADA: LANDSCAPE

The banking sector in Canada is stable but also stagnant. It's dominated by a few major players, which has created high barriers to entry and limited innovation for underserved segments. As of spring 2024, 45% of Canadians are struggling to meet daily expenses due to rising prices¹, a 12% increase from two years ago. This number is expected to rise as gig work expands and the cost of living outpaces wage growth.

The demand for low-friction, empathy-first banking is not exclusive to the US, it's growing quietly in Canada too. Traditional financial institutions that prioritize digital equity, flexible finance tools and straightforward UX have an opportunity to serve a growing audience that's been historically underserved. To understand how Chime gained traction, we have to look at who they served first.



In spring 2024, nearly half (45%¹) of Canadians reported that rising prices were greatly affecting their ability to meet day-to-day expenses.

¹Statcan. Statistics Canada. (n.d.). <https://www150.statcan.gc.ca/n1/en/daily-quotidien/230727/dq230727b-eng.pdf?st=6fpNMI5F>

WHAT THIS MEANS FOR CANADA: GIG ECONOMY 🍁

Data suggests that roughly 7.3M¹ Canadians engage in gig economy work, a trend that positions Chime to gain early traction by offering products tailored to their income patterns.

Canadian gig workers are also likely to face similar challenges as their US counterparts:



They need predictable cash flow to manage irregular pay schedules.

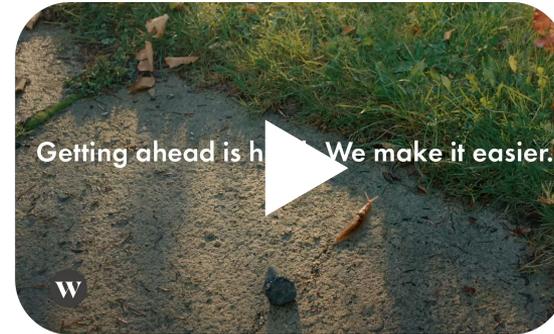


They value fast and reliable access to earnings, especially when facing urgent expenses.



They prefer low-fee or no-fee banking solutions that don't penalize income volatility.

But the deeper insight is this: it's not just gig workers feeling the pressure. Financial instability cuts across employment types, impacting full-time employees, service workers, and newcomers alike. Anyone struggling to keep up with life is part of Chime's real addressable market.



This kind of broad, inclusive messaging is something **Wealthsimple is actively leaning into, as seen in their candid, emotionally resonant campaign [here](#)**. It stands in stark contrast to traditional financial institutions like RBC, whose "Ideas Happen Here" platform still leans on aspirational tropes like happy young families buying their first home, rather than meeting people where they actually are.

¹ Behind the gig: Securian Canada Insights. (n.d.). <https://www.securiancanada.ca/content/dam/doc/sc/securian-canada-gig-report-100824.pdf>

WHAT THIS MEANS FOR CANADA: UNDERSERVED

Beyond the gig economy, Chime is also likely to target other underserved segments in Canada:



First-Time Banking Customers

Newcomers to Canada and young adults often find themselves excluded from traditional banking due to identification requirements, complex applications, or minimum balance stipulations. High monthly fees and inaccessible interfaces add to the barriers.

These consumers need accounts that are simple to open, mobile-friendly, and transparent in their fee structure. A mobile app with clear onboarding, educational nudges, and smart saving tips can turn financial friction into trust and loyalty.



Students

Students typically manage fluctuating finances like grants, part-time wages, tuition expenses and lack the time or financial literacy to optimize complex financial products. Most are not ready for investment platforms or long-term saving strategies. They just want to avoid overdrafts and budget for groceries.

Chime's approach to no-fee banking, combined with its easy-to-use app and budgeting tools, aligns perfectly with this lifestyle. In Canada, students remain a largely under-optimized audience segment.

OTHER UNDERSERVED NICHEs 🍁

- **New immigrants** with no local credit history are often rejected or given inferior banking products.
- **Remote Indigenous communities** face geographic barriers and limited access to physical branches or reliable WiFi and cell service.
- **Service industry workers** particularly in tourism, agriculture, hospitality, and retail operate on unstable income and need flexible tools to manage unpredictable pay cycles.



WHAT THIS MEANS FOR CANADA: STRATEGY 🍁

Chime would likely pursue these underserved communities early on in its Canadian expansion, bringing mobile-first, no-fee products that align with their needs.

1. **Don't assume Chime will only go for big cities first.** While Chime may launch with campaigns focused on Toronto, Vancouver, or Montreal, their traction could arise from: Edmonton, Winnipeg, Hamilton, Surrey, Halifax, Atlantic Canada or remote Northern Ontario.
2. **Expect Chime to overperform where bank infrastructure is weak.** Regions with high underbanked populations may quickly adopt Chime's low-friction model.
3. **Preempt the underserved opportunity** by launching digital-first outreach and products in smaller urban hubs, gig-heavy communities, and multicultural districts with high newcomer density.
4. **Embrace digital equity.** Your next wave of customers want no-fee structures, early pay or pay smoothing tools, and built-in trust through accessible onboarding, plain language, and mobile-first support.



Key insight: Chime's real power isn't just technology but **empathy at scale**. Canadian financial institutions must build both function and feeling into their digital product DNA.

These user segments aren't niche anymore but the new mainstream. Yet many still encounter surprise fees, rigid requirements, or broken access to funds. Neobanks like Chime have gained traction not just by noticing these tensions but by removing them.

WHAT THIS MEANS FOR CANADA: PRIORITY CITIES

We can expect Chime to prioritize urban centres with growing working-class and gig economy consumers. While Tier 1 cities will be on the radar, Chime's US experience suggests its purpose-built products may gain faster in Tier 2 markets.

These insights are based on audience analysis by mapping the geographic, educational, and lifestyle characteristics of individuals engaging with Chime's social profiles in the US.





CHIME'S GROWTH ENGINE

The strategies behind Chime's meteoric rise. This chapter reveals how simplicity, mobile-first UX, and culturally fluent marketing turned a challenger brand into a household name, especially for those traditionally left behind by big banks.

CHIME'S VALUE PROPOSITION

Chime's brand strategy is rooted in designing financial tools for the historically underserved. Their success hinges on offering a banking experience that feels intuitive, frictionless, and fair, particularly to consumers frustrated by the fees and complexity of traditional financial institutions.

¹ Based on a custom-built dataset of hundreds of scraped online mentions of Chime (articles, blogs, web content). These mentions were analysed for sentiment and the specific product/feature being discussed.

The three most frequently highlighted features across Chime's digital advertising reflect this core:

1

Low/No Fees – Transparent, fee-free banking with no overdraft, minimum balance, or account maintenance charges.

2

Early pay with SpotMe – Access up to \$200 in advance via early direct deposit and overdraft coverage.

3

Intuitive Mobile App – Real-time notifications, easy-to-use budgeting tools, and interface simplicity.



27% of Chime consumers¹ cite the app experience as their primary reason they joined the platform. This aligns perfectly with Chime's heavy emphasis on UX and app convenience in its marketing.

at the top FinTok trends

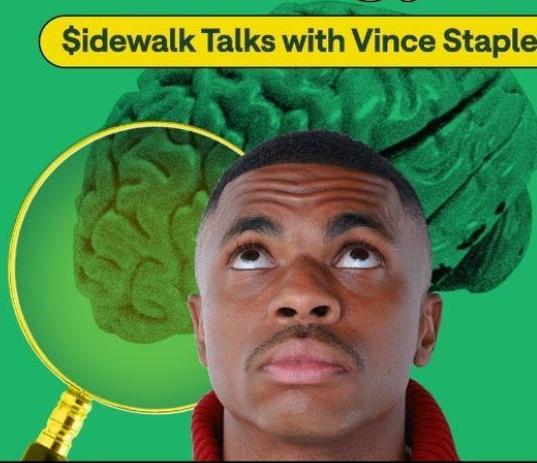


Girl Math
that makes sense



Is your brain
scamming you?

Sidewalk Talks with Vince Staples



Girl Math
that makes sense



\$5,000
\$5,000
#WhyIChime
\$5,000

Girl Math
that makes sense



CHIME'S VOICE & VIBE

Chime isn't designing for an idealized version of the user – someone who pays bills on time, financially literate, perfectly organized. Instead, **it's designing for how people actually live:**

- Unpredictable pay
- Low balances
- Emotional spending
- Financial anxiety
- Learning on the go
- Managing money while tired, busy, or overwhelmed



SPEAKS PLAINLY

"No overdraft fees" > "Overdraft protection terms"

LOOKS FAMILIAR

Soft greens, memeable typefaces, hand-drawn icons, and real faces in everyday settings. Whether it's "Girl Math that makes sense" or sidewalk interviews, it feels real.

FEELS HUMAN

Chime's visuals and tone are emotionally grounded. They say: "We see you. We got you."

*IS DESIGNED WITH
EMPATHY*

Posts about scams, refunds, or budgeting aren't lectures but TikToks, memes, or side quests. Financial education becomes cultural content, not homework.

CHIME'S BRAND SENTIMENT

Our web sentiment¹ analysis of Chime shows that 79% of online brand conversation is positive – an unusually high rate for a financial brand.

Sentiment/Feature	Count	% of Total Mentions
Positive Sentiment	223	78.8%
Negative Sentiment	60	21.2%
Mentions of Low/Now Fees	50	17.7%
Mentions of Early Deposit/Direct Deposit	47	16.6%
Mentions of Mobile App Convenience	76	26.9%

¹To arrive at Chime's 79% positive web sentiment score, we conducted a thorough content analysis of over 280 articles from financial news, blogs, and review sites over the past year. Each mention was manually tagged as positive or negative, and we simultaneously tracked mentions of key features like low fees, early payday, and app convenience. This analysis was further supported by evaluating thousands of social media posts and user reviews on platforms like TikTok and Reddit to understand emotional resonance. This multi-layered approach links positive sentiment directly to Chime's core value propositions of ease, affordability, and mobile-first banking.

 **International_Boss81** · 8mo ago
I enjoy my chime. I also have a regular bank, but chime makes everyday spending and budgeting easier.

33

 **More-Stuff69** · 10mo ago

I like Chime because after being with them for 5 months I finally have a almost 700 FICO score which is going to really help when I find a new place in a few months. I have switched my direct deposits to SoFi though because they send you check books and that comes in handy when paying rent. But I'm gonna still hold money in Chime for the credit builder.

 **Sicarius67** · 10mo ago

THIS EXACTLY!^^^^EVERYTHING mentioned above is FACTS.....i am up to \$200 Spot Me since joining Chime 5 years ago....FEE FREE!....it's the BEST!...try gettin spot me with SoFi,CapOne,ANY Credit Union let alone those crooks BofA,Wells,Chase.....AINT HAPPENING....enjoy paying those fees haters.

 **willeveryjr** · 1y ago

This is easy for me to believe. I have been with Chime since the beginning and while I have other accounts, it is my primary personal account. It is easy to use and fee free.

 **_Dier_** · 1y ago

Its hands down the best bank I have had my entire life. Born in 83'. ITS NOT EVEN CLOSE..!! Banks steal billions every year with overdraft Fees!! Chime has banks beat in every way possible. In another few years you will be at the top.!!

2 Reply Award Share ...

CHIME'S BRAND SENTIMENT

The top recurring brand differentiators driving this positive sentiment include mentions of:

- Low/no fees
- Early deposit/Direct deposit
- Mobile app convenience

These aren't abstract benefits, these are survival-based use cases that resonate deeply with financially vulnerable consumers.



79%

Positive Web
Sentiment



bzaroworld · 1y ago

I've been with Chime since 2020. My friend referred 'cause I was complaining about ATM fees with my (former) card. Definitely the best card I've had. There's basically no fees on anything if you know how to use it properly. Features like Spot Me and Boost have saved my ass on several occasions. They keep adding features like a Credit Builder card, Chime Deals and they're even doing cash back, although that's very limited right now. I would recommend it, specially since they offer \$100 for referrals to both the new user and the person that recommended them.

↑ 1 ↓ Reply



Chelle Brounson

When I was out of work and had used all of my spotme my account never closed despite not being in good standing then I'd get another job and still have my account ready for me!



skyy809 · 1y ago

Chime makes everything easier. Once you use it it's hard to go back to traditional banks. Now the other banks are catching up and offering the same features too little too late.

It's like when iPhones came out the most dominant smartphone was BlackBerry and look what happened.

Same thing with Blockbuster after Netflix came out.

Companies get too greedy and lazy once they're on top. I hope Chime doesn't do the same.

↑ 3 ↓ Reply Award Share ...

♡ 5



Dan B

I love Chime because it doesn't charge me fees to use my own money!



Slick Media ⚡ @SlickmediaX · Dec 12, 2024

↻ ..

i love chime for the ingenuity and how user friendly the app is. I can save or gas big plus.

\$Slickprofit

CHIME'S APP ENGAGEMENT & UX



It's not just the product but how it feels to use it. Dive into Chime's app experience and see why their frictionless design and emotional clarity drive unusually high engagement and loyalty in a space where drop-off is the norm.

CHIME'S APP ENGAGEMENT

Engagement trends within the Chime app reveal a compelling narrative of user retention. Initial adoption is robust, with approximately 75% of new consumers remaining active by the end of the month. This strong initial retention rate suggests a highly effective onboarding process and positive initial user experience.

Subsequent months exhibit a gradual decline with an estimated 45% of consumers maintaining engagement by the third month, although this figure remains a healthy range for financial apps. This indicates Chime's value proposition of low fees and service convenience continues to resonate.

Notably, long-term retention stabilizes at approximately 25% to 35% signalling that a substantial portion of consumers maintain active engagement beyond 6 months.



This level of sustained engagement is considered impressive. It implies a **frictionless user experience and provision of great value** to the user.

CHIME'S APP ENGAGEMENT

Engagement by Platform¹

Android Engagement	iOS engagement
Monthly Active consumers: 1.449M	Monthly Active consumers: 5.53M
Weekly Active consumers: 1.015M	Weekly Active consumers: 3.78M
Daily Active consumers: 490K Daily Stickiness: 34%	Daily Active consumers: 1.58M Daily Stickiness: 29%

What makes consumers stay with Chime isn't just zero fees but **how the brand makes them feel**. This is how they create emotional utility. The following slide explores opportunities for traditional financial institutions, inspired by Chime's approach.

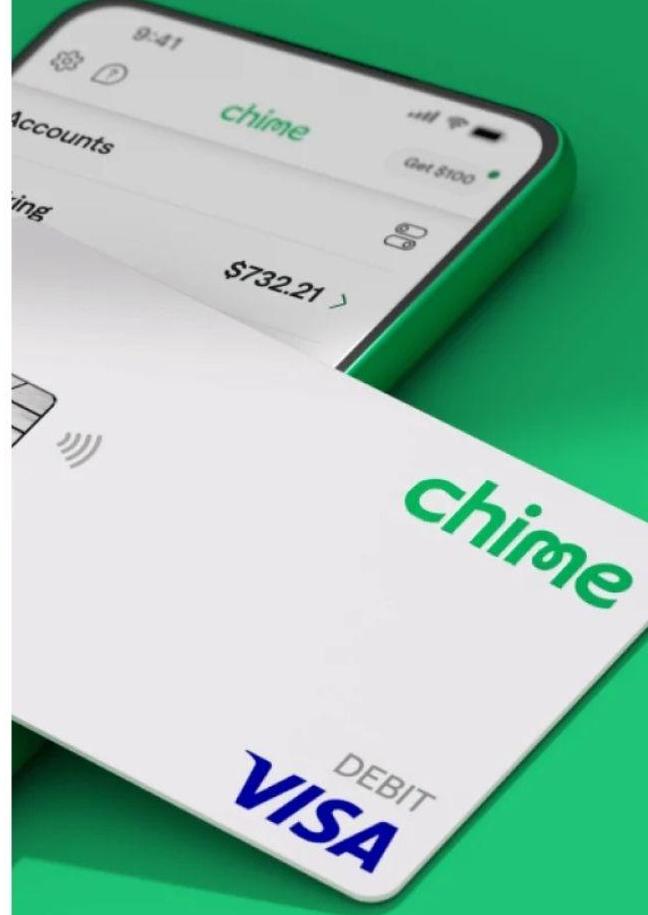
Retention Rates

Time Period	Retention Rate	Notes
Month 1	75%	Strong initial retention, indicating effective onboarding and positive first-month experience.
Month 3	45%	Gradual decline, but still healthy for financial apps, indicating continued value proposition.
Month 6+	25-35%	Stable long-term retention, indicating consistent value delivery and a frictionless user experience.

¹Engagement and retention rates across Android and iOS were captured using Similarweb's App Analysis feature.

CHIME'S UX, BRAND TRUST, & EMOTIONAL UTILITY

Mobile Feature	Neobanks	Traditional Finance Institutions	Strategic Opportunity
Mobile UX	Mobile-native, 4.7-4.9★ app ratings	Often legacy UI, 4.3-4.6★ average	Make interfaces intuitive for consumers who may be overwhelmed, not just tech-savvy.
Customer Service	Chat-first, human tone	Long wait times, scripted support	Prioritize empathy and speed in moments of financial stress.
Brand Voice	Relatable, culturally fluent	Corporate, formal, jargon-heavy	Shift to human-first tone while maintaining authority.
Ratings & Reviews	4★+ on Trustpilot	Average 1.2-1.3★ across most major financial institutions	Turn service quality into reputational advantage.
Onboarding Experience	Fast, seamless, no deposit barriers	Requires minimum deposits or ID verification	Create clarity and control from the first tap, especially for those who feel anxious about being rejected or confused by traditional system.





CHIME'S CONTENT PLAYBOOK

Step inside Chime's creative strategy and see how they make finance feel human. From meme-driven TikToks to creator collabs, this chapter shows how storytelling, not just selling, builds trust with financially anxious audiences.



HOW CHIME APPEALS TO REAL PEOPLE WITH REAL FINANCIAL NEEDS

Chime doesn't act like a bank. **It acts like a mission-driven lifestyle brand.** It focuses on relatable, emotional stories, especially in high-need areas. It's brand resonates with consumers tired of being punished for being poor.

CHIME'S TOP PERFORMING CONTENT BUCKETS

One of Chime's most successful tactics is its use of influencer activations. This was its strongest-performing organic content bucket¹ in the US. Influencers created stories around getting paid early, avoiding fees, and rebuilding credit, with each tied to real financial pain points.

Content Bucket	Average Views & Engagement	Rating
Influencer Activations	1,241,897	Top
Contests & Campaigns	516,073	Excellent
Product Education	373,235	Good
Lifestyle Finance	125,829	Okay
Social Impact & Purpose	76,966	Okay

Lower performing buckets included: Sports & Athlete Partnerships, Behind-the-Scenes & Team Culture, Entertainment & Humor, Customer Love & Community, and Timely & Topical Content.

¹ Our methodology for evaluating Chime's influencer partnerships combined quantitative engagement analysis with qualitative content assessment. We first analysed views and engagement metrics on TikTok, Instagram, and YouTube to identify high-performing "viral outliers." These were then subjected to qualitative analysis, involving manual review of thousands of audience comments for sentiment and an evaluation of content context (influencer style, tone, and thematic relevance). This two-pronged approach allowed us to move beyond simple metrics and understand *why* specific influencer content resonated authentically with audiences, linking engagement success to genuine creator alignment and messaging.



STANDOUT ACTIVATION: Kai Cenat and Fanum

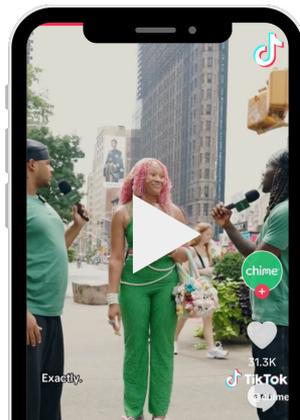
Chime's creator partnership with Kai Cenat and Fanum was both high-reach and high-resonance. The collaboration was for a content series to unveil MyPay, Chime's new product that helps its customers "break free from the rigid pay schedule." The campaign began with cryptic, branded teases during live streams, sparking speculation across TikTok, Twitch, and Instagram. It culminated in a real-world activation: a surprise money truck stunt in NYC, where the creators handed out Chime-branded rewards to fans.

*Views and engagement estimate (Mar 2024 - Feb 2025). Subject to data tool variations.

Streaming to a live audience of hundreds of thousands, the content was messy, hilarious, and unapologetically human. And that's the lesson: financial institutions often prioritize control and compliance over cultural connection. But today's consumers want brands that show up in their world, not just peddle polished campaigns.



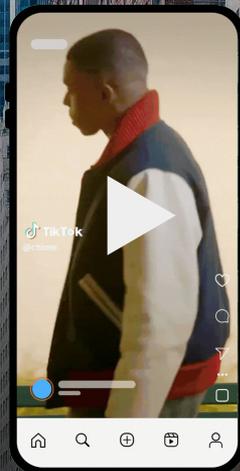
The success stemmed not just from star power, but from **Chime's hands-off approach**: creators were allowed to remain fully in character.



7.3M Views and Engagement*

PRODUCT EDUCATION THROUGH CULTURE: Vince Staples Campaign

Chime also launched a financial literacy series with rapper Vince Staples, including a segment called “Sidewalk Talk” that explores how pay cycles evolved and how MyPay offered a smarter, faster alternative.



23.9M Views & Engagement*

Another standout included a two-part collaboration with Reesa Teesa, where she broke down common money red flags in relationships. These weren't dry explainers – they were jokes, stories, and culture-rich education pieces that consumers actually shared.



6.9M Views & Engagement*



Key Insight: Despite heavy ad investment in sports (especially through 247Sports), **athlete-driven content underperforms unless it leans into humor and entertainment** – e.g., Marshawn Lynch’s campaign or Auntie Nae’s basketball commentary clips.

BALL ON A BUDGET

INSIDE CHIME'S GROWTH ENGINE | RIGHTMETRIC



Chime's highest-performing creatives lean into **real money stressors like missing rent, saving \$75 unexpectedly, avoiding fees that "punish you for being broke."** These are micro-moments that make Chime feel like an ally, not a service provider.

Chime blurred the line between advertising and advice, especially on platforms like:

- **TikTok & Instagram Reels** - Skits, side-by-side comparisons, and creator-led "edutainment" stories.
- **YouTube** - Longer testimonials and deep dives into Chime's features.
- **Facebook** - Retargeting ads, user reviews, and casual financial education.



CHIME'S PLATFORM STRATEGY

Chime doesn't just show up on platforms, they speak the native language. Learn how their organic and paid strategies differ, and why their cultural fluency across TikTok and other platforms has made them the brand to beat.

CHIME'S PLATFORM STRATEGY

ORGANIC VS PAID

Chime's organic and paid strategies are distinct by design, each playing a unique role in the customer journey. While they don't overlap in execution (e.g. influencer content is not repurposed in paid), both are critical levers in building brand momentum and performance.

Organic Social = Culture, Trust & Community	Paid Strategy = Clarity, Simplicity & Performance
<ul style="list-style-type: none">● Entertainment-first content that meets audiences where they are.● Influencer storytelling from voices like Kai Cenat, Fanum, Keith Lee, and Reesa Teesa.● Cultural fluency through trends, humor, and real-life financial conversations.● Light-touch product mentions, often woven naturally into skits, creator vlogs, or POV moments.	<ul style="list-style-type: none">● Direct benefit messaging, like "Sign up in 2 minutes" or "Get paid early with MyPay".● Short-form video and display units that prioritize speed and clarity.● Tightly tested variants, with clean visuals and performance-based creative optimization.● No influencer presence—paid content is built for scale, not storytelling.

RightMetric analysed over 200 videos across Chime's social platforms (Instagram, TikTok, Facebook, LinkedIn), categorizing them by content type and assessing performance based on engagement metrics and editing styles. We then compared these findings to Chime's paid media content to uncover strategic differences.

CHIME'S SOCIAL PLATFORMS

AUDIENCE DISTRIBUTION

Chime's real edge is targeting their core consumers where they scroll. Chime thrives on community-first platforms that deliver viral, digestible financial content whereas many neobanks focus on curated visuals or long-form storytelling.

Platform	Chime's Approach	Target Audience Index	Chime Actual Index	Gap	Behind the Numbers
TikTok 	Chime's strongest platform. They use this high attention platform for financial empowerment through memes, money hacks, and #finfluencers. Especially powerful for Gen Z and younger millennials who get financial literacy via creators.	1.23x	1.38x	+0.15	Chime's most over-indexed platform. Critical for awareness and viral financial storytelling.
Facebook 	Chime has found surprising strength among older millennial and Gen X segments. Facebook functions as a retargeting powerhouse for Chime, using testimonials, sponsored posts, and finance memes to reinforce trust and trigger action.	1.07x	1.15x	+0.08	Trust-building + remarketing especially with older Millennials. High engagement with younger Gen Z. Snackable education wins.

RightMetric's internal tools analyze digital signals and self-reported data from social media platforms to determine how likely different audience segments are to use each platform. This analysis informs the audience distribution data presented on this slide. Target Audience Index benchmarks Chime's desired audience presence on each platform. Chime Actual Index reveals their actual reach within that audience. A positive gap signifies successful targeting and engagement of core consumers.

CHIME'S SOCIAL PLATFORMS

AUDIENCE DISTRIBUTION

Platform	Chime's Approach	Target Audience Index	Chime Actual Index	Gap	Behind the Numbers
Snapchat 	<p>This visual-first platform is used for lifestyle aspiration. Chime's creative focus is on relatable slice-of-life vignettes: getting paid early, avoiding late fees, or affording small luxuries without financial stress.</p>	1.10x	1.28x	+0.18	Chime's target audience over-indexes on Snapchat, but its presence is under-leveraged. The platform's, peer-to-peer feel is ideal for casual creator storytelling but Chime hasn't fully capitalized on that potential.
Pinterest 	<p>While less obvious, Pinterest serves as a long-tail discovery platform. Chime appears in personal finance boards, planning pins, and infographics on financial freedom especially among vision boards on financial independence created by female consumers.</p>	1.03x	1.08	+0.5	Strong life-stage planning and relevance (e.g., budgeting, saving).
Reddit 	<p>While Chime doesn't always participate directly, it's mentioned in forums like <i>r/personalfinance</i>, <i>r/povertyfinance</i>, and <i>r/freelance</i>. These grassroots conversations are critical because Reddit consumers often vet services more rigorously and upvotes carry social proof.</p>	1.03x	1.25x	+0.22	Where financial advice thrives. Chime benefits from peer trust here.

CHIME'S SOCIAL PLATFORMS

AUDIENCE DISTRIBUTION

Platform	Chime's Approach	Target Audience Index	Chime Actual Index	Gap	Behind the Numbers
Instagram 	Chime uses this channel to maintain brand consistency. Their presence is lifestyle-driven and polished which is better for credibility than cultural traction.	0.81x	0.85x	+0.04	Underperforms. Not Chime's core audience. Too curated.
YouTube 	YouTube plays a long-form role in Chime's ecosystem. This platform helps Chime build educational authority and capture high-intent consumers who are actively searching for alternatives to traditional banking. Think "Chime review," "How do I get paid early with Chime direct deposits?" or their "Talk Money to Me" series featuring family members and acquaintances talking finance.	0.98x	1.04x	+0.06	Undervalued long-form platform, ideal for extended education.



Key Insight: While Chime leverages various platforms, TikTok is its top-of-the-funnel engine. It drives interest, engagement and cultural relevance in one swipe.

Across all platforms, Chime's ads adopt the language of peer networks: text-message tone, low-polish visuals, and emotional storytelling. On social, it doesn't speak like a brand. **Chime speaks like a friend who figured out a way to game the system and is here to share the hack.**



Q: Where does Chime show up and why does it actually work?

A: Chime invests where attention lives: TikTok, Reddit, YouTube. It does not do banner ads. Their success is about being fluent in each platform's tone and rhythm.

CHIME'S AD SPEND BY CHANNEL

To better understand how Chime allocates its paid media resources, we broke down the total ad spend by channel and analysed the distribution across the annual budget. This analysis highlights where Chime is investing most heavily — 54% on video ads — revealing key strategic moments (like the spike in video spend tied to a major campaign), and showing shifts in platform focus over the year.

Channel	Total Spend*	% of Annual Budget	Notes
Video: 247Sports.com	\$3.1M	39%	Core storytelling channel with with a single massive spike in March 2024 (\$4.2M), tied to the "Pay Progress Forward" campaign.
Social: Facebook	\$2.37M	30%	Always-on performance engine.
Social: Instagram	\$1.13M	14%	Dropped to \$0 by year-end.
Social: TikTok	\$124K	1.5%	Used only in Q1, no spend May-Jan.
Display Ads	\$1,117	<0.01%	Effectively abandoned.

*Programmatic ad spend estimate (Mar 2024 - Feb 2025). Subject to data tool variations.

Chime's ad spend saw a dramatic spike in March 2024, with \$5.48M invested—nearly 69% of its total annual budget. This surge was driven by the launch of the [Pay Progress Forward](#) campaign, a major brand initiative focused on generosity and financial empowerment.

The campaign centered on a powerful social experiment featuring [Wayne Brady](#) and [Tiffany "The Budgetnista" Aliche](#). Participants were given money to pursue a financial goal and asked if they'd share half with someone in need. Every participant chose to give, unlocking a \$1M pool to be shared.

Inspired by survey data showing a gap between personal generosity and national perception, the campaign aimed to reframe the narrative and spotlight everyday altruism. It also deepened Chime's connection with the Black community—one of its strongest and most engaged audience segments.



Chime's spend of \$1,117 on display ads across the entire year, suggests a **deliberate pivot away from banner/display to native, video, and social channels.**

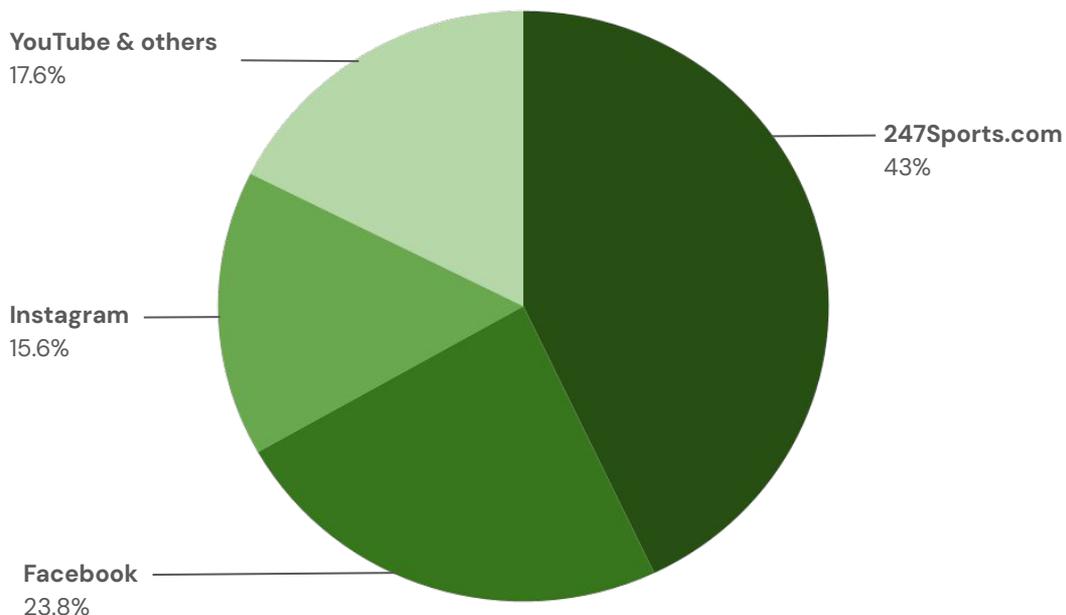


INSTAGRAM AD SPEND MAR 2024 TO JAN 2025 (US+CA)



CHIME'S AD SPEND BY PUBLISHER

Chime's ad spend is laser-focused on **dominating niche platforms like 247Sports.com to capture highly engaged, younger demographics**. This contrasts sharply with traditional financial institutions' broader channel distribution, signaling Chime's priority for deep engagement and brand resonance within its core audience, rather than casting a wide net.



Mar 2024 to Feb 2025

CHIME'S TOP PERFORMING ADS ON FACEBOOK + INSTAGRAM

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*SpotMe® eligibility requirements and overdraft limits apply. Banking services and debit card provided by The Bancorp Bank, N.A. or Stride Bank, N.A. Members FDIC.

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Apply now

f Impressions: **33M**
Spend: **\$183.8K***

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	Chime Credit Builder	Traditional Secured Credit Card
Security deposit	No minimum required	\$200-\$500**
Average APR	No interest	19%*
Credit check to apply	No	Yes

chime Chime Credit Builder Secured Visa® Credit Card

Start building your credit

The Card is issued by The Bancorp Bank, N.A. or Stride Bank, N.A. Member FDIC. Chime Checking Account and qualifying direct deposit required to apply. Not all members are authorized and over the counter activation may vary. *Eligibility requirements and overdraft limits apply. **Eligibility requirements and overdraft limits apply. This is money you can use today off your charges at the end of every month.

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f Impressions: **8.6M**
Spend: **\$183.8K***

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\$200*

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Apply now

chime Get started today.

ig Impressions: **4.2M**
Spend: **\$37.7K***

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Open your first Checking Account and Chime® will spot you up to **\$200***

*Eligibility requirements and overdraft limits apply. Banking services and debit card provided by The Bancorp Bank, N.A. or Stride Bank, N.A. Member FDIC.

Apply now

chime Get started today.

ig Impressions: **4.2M**
Spend: **\$23.4K***

*Programmatic ad spend estimate (Mar 2024 – Feb 2025). Subject to data tool variations.

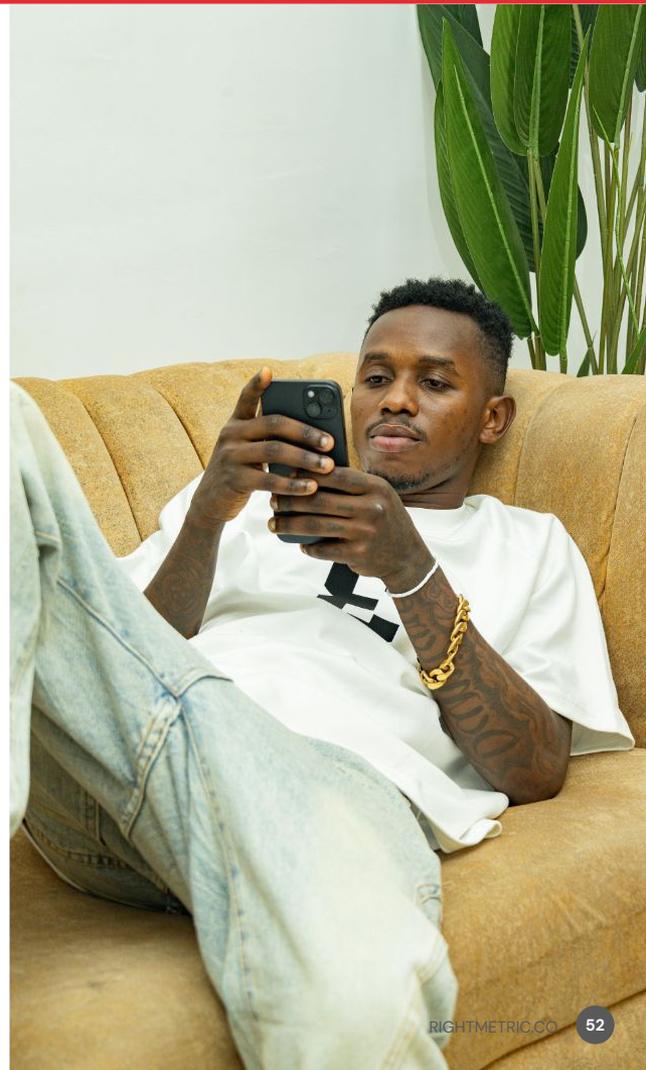
STRATEGIC IMPLICATIONS FOR CANADIAN FIs

Neobanks like Chime are redefining the rules. This chapter offers sharp, actionable insights for Canadian financial institutions, from UX upgrades to platform pivots, to compete without copying.

CHIME PUNCHES ABOVE ITS WEIGHT

Neobanks like Chime are proving you don't need a massive budget to make a massive impact. Despite being massively outspent by traditional players like Capital One and US Bank, Chime consistently delivers outsize returns through tight targeting and platform-niche creative. For example, US Bank spent \$49M to generate 7.7B impressions.

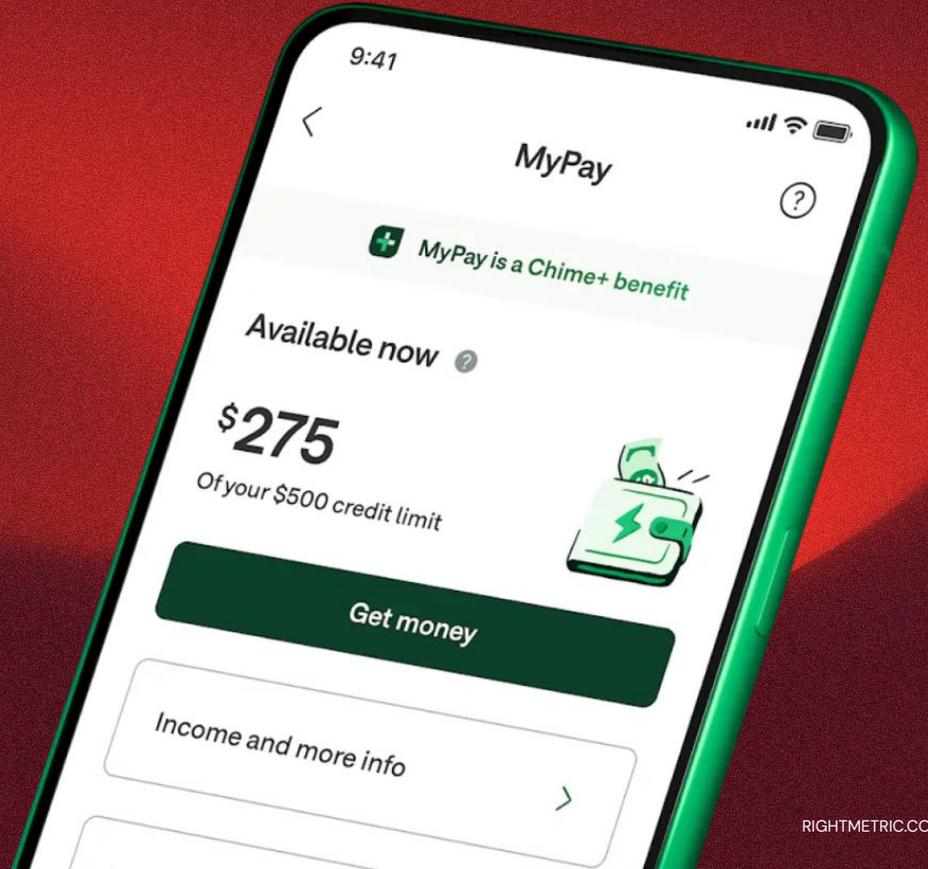
That's not a fluke. Through smart placement on video platforms, niche sports publishers and creator-led content, **Chime turns modest media budgets into cultural relevance and trust.**



Chime's creatives will likely emphasize real-life relief around:

- Rent timing and payday gaps.
- Budgeting on part-time wages.
- Accessing money instantly in an emergency.

It is also possible that **Chime will test Canada-specific features such as CRA-compatible direct deposit tools or early access to government payments.** These would mirror its SpotMe and early wage access messaging in the US, adapted for local regulation. If Canadian financial institutions rely solely on polished broadcast-style campaigns, they risk feeling impersonal and out of touch. Chime's tone of empathy, simplicity, and humor could prove instantly magnetic.



YOUR CROSS-PLATFORM GAME PLAN

Here's what Canadian financial institutions should takeaway from Chime's social platform strategy.

Platform	Legacy Investment	Strategic Priority	Recommendations
TikTok	Low	High 	Feature real people, not actors, sharing relatable, unscripted money moments (e.g. "How I budgeted for my first car" or "What I wish I knew before my first paycheck"). Embrace authenticity over polish.
Facebook	High	Medium 	Build emotional trust via testimonials, user wins, and community support posts. Lean into "financial dignity" messaging with a gentle tone and accessible content.
YouTube	Medium	High 	Collaborate with creators who live the financial realities of your audience. Encourage vlogs or challenges that embed money moments into everyday life ("We tried living on a gig income for a week").
Reddit	Low	High 	Create content that answers questions, not sells products. Consider launching branded AMAs, explainer infographics, or debt payoff stories that align with subreddit culture.
Snapchat	Low	Medium 	Partner with creators to deliver "snackable finance" content. Think "What I spent this weekend" or "Things school didn't teach me about money. Use overlays and humor for relatability. Apply geofilters and location-based ads to reach Gen Z within desired areas.

YOUR CROSS-PLATFORM GAME PLAN

Here's what Canadian financial institutions should take away from Chime's social platform strategy.

Platform	Legacy Investment	Strategic Priority	Recommendations
Pinterest	Low	Medium ●	Launch organic + promoted life-stage finance content. Build pin boards for "Dream on a Budget," "First Apartment Checklists," or "Visual Savings Goals." Use branded templates consumers can save, remix, or share.
X	Medium	Medium ●	Use for tone setting. Monitor industry conversations and engage in relevant discussions to build brand authority.
Instagram	High	Low ●	Rethink Instagram. The polished, picture-perfect bank aesthetic doesn't land especially when raw, native voices are winning attention on TikTok, Reddit, and YouTube.

WHAT CHIME MIGHT DO IN CANADA 🍁

Chime is likely to replicate its US playbook in the Canadian market, with smart localization. Expect:



Localized campaigns in high-opportunity metros (Toronto (Scarborough, Brampton, North York), Montreal (immigrant-heavy areas), Vancouver, Edmonton, and Calgary).



Creator-led Storytelling on Tiktok, Instagram, and YouTube delivering tips, testimonials, and money hacks from Canadian gig workers and first-gen consumers.



Peer-to-peer content style that focuses on empowerment: “How I built credit after moving to Canada,” or “How I stopped overdrafting every month.”



Culturally-resonant visuals and language, including bilingual content and diverse representation.



WHAT CANADIAN FINANCIAL INSTITUTIONS CAN DO NEXT

This chapter delivers a 90–180 day action plan, showing how traditional financial institutions can adapt Chime’s tactics, authentic content, frictionless UX, and empathy-first products, to win back relevance and market share.

BEAT A NEOBANK WITHOUT BECOMING ONE

Chime's playbook is a wake up call, not a death knell. For Canadian financial institutions, established or emerging, the opportunity isn't to become Chime, but to learn from it and leverage your own context, precision, and scale to build something even more resonant.

Advantage	Neobank Approach	Traditional Bank Play
UX	Minimalist, sleek	Gamified, inclusive, smart for all devices
Education	Creator-led storytelling	Creator + expert hybrid learning journeys
Trust	Friendly tone	Trust + track record + real people
Products	Few, deeply resonant	Broad but hyper-personalized by persona



YOUR TACTICAL FRAMEWORK

To thrive in this new banking landscape, Canadian financial institutions must adapt in these four areas.

1 AUDIENCE RELEVANCE

Too many financial institutions still build for ideal customers rather than real ones. Neobanks like Chime grow by addressing underserved realities, not aspirations. Canadian institutions need **sharper segmentation, localized rollout strategies, and offers tailored to life stages** rather than income tiers.

To ensure relevance, traditional financial institutions must **lean into security, reliability, and human support.**

Key tactics:

- Highlight fraud resolution wins and customer testimonials around safety.
- Offer 24/7 real-time chat with escalation to real agents.
- Launch campaigns around “Your bank for the long run” positioning.



Chime attributes 27% of user appreciation to its simple app interface proving that **UX alone can be a loyalty driver.**

2 PLATFORM STRATEGY THAT REFLECTS ATTENTION, NOT TRADITION

Chime's edge comes from platform fluency, not just presence. Canadian financial institutions must stop investing in 'default' channels and start optimizing for where trust is actually built. This means understanding that today's consumers aren't comparing your app to another bank. They're comparing it to Uber, Amazon, and Spotify. Digital fluency is table stakes and friction is fatal.

Key UX enhancements:

- Streamline sign-up flows (e.g., eliminate ID upload friction, preload forms with autofill).
- Introduce gamified savings, "round up" auto-saves.
- Design for low-data consumers and lower-end devices to increase inclusivity.



3 EMOTIONAL UTILITY > PRODUCT FEATURES

Chime's success isn't feature-deep but emotionally sharp. It removes shame, delays, and friction. Traditional financial institutions can build superior products but must **frame them through everyday tension and micro relief.**

Need/ Emotion	Chime's Product Framing	Typical Bank Framing	Opportunity
"I need money now"	Early Pay, SpotMe	Overdraft Protection Terms	Simpler language and flexible access
"Don't punish me"	No fees, real-time alerts	Fee rebate programs	Emotion-first UX
"I just want to know"	Instant notifications, clarity	Complex statements, PDFs	App-native nudges

Neobanks' product designs start with real problems. Traditional financial institutions must do the same.

Opportunities for custom offers:

- No-fee "first accounts" for young adults and newcomers.
- Gig economy accounts with early pay, tax tracking, income smoothing.
- Smart student accounts with perks (e.g., Spotify, transit credits, grocery cashback).

SpotMe (free overdraft), Credit Builder and Pay Anyone weren't just useful, they were differentiated on arrival.



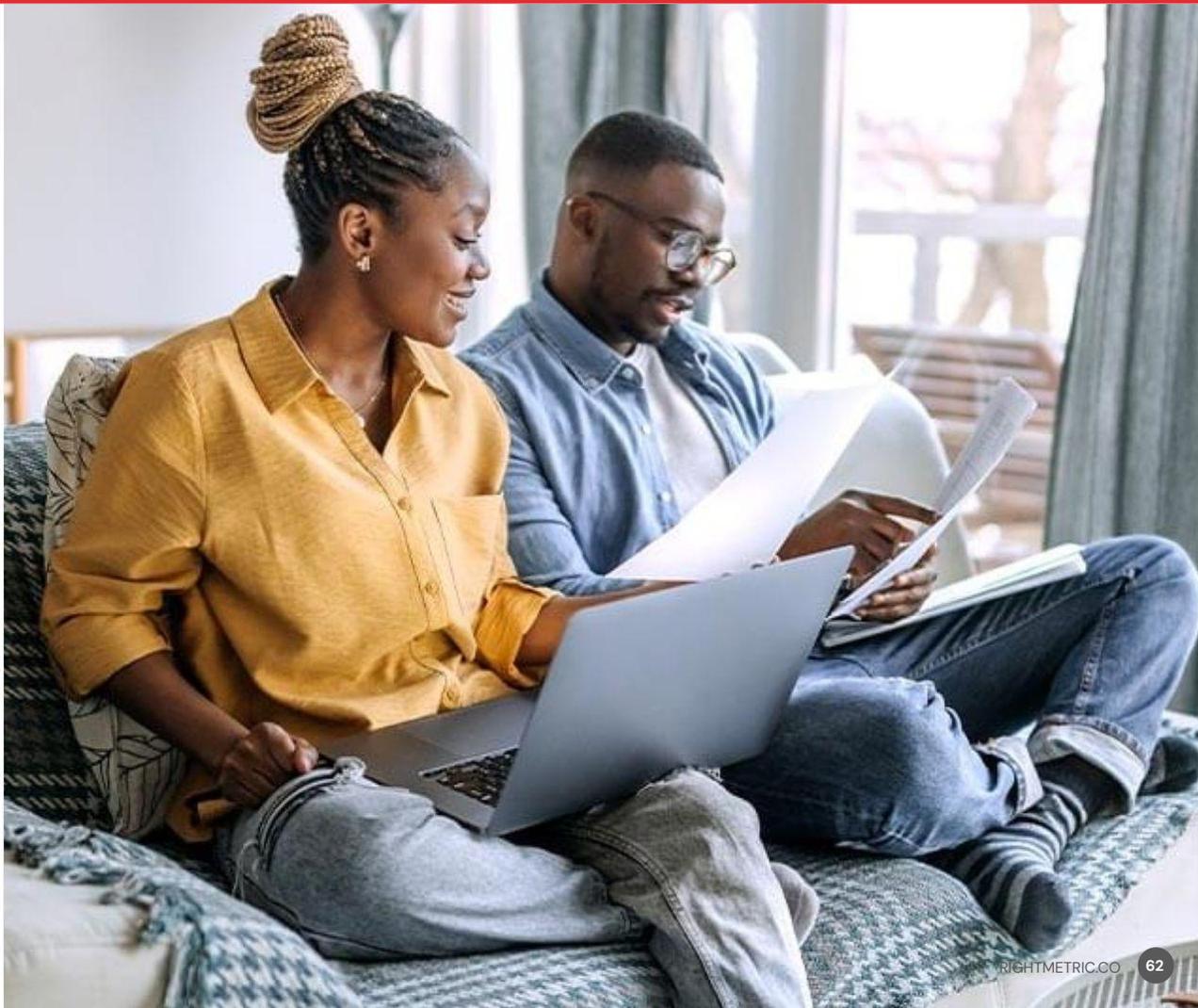
**Don't replicate Chime –
out-contextualize them.**

4

OPERATIONALIZE
THROUGH UX

For Chime, 27% of consumers cite the app as their reason for joining. Not marketing. Not product features. The experience itself. Canadian financial institutions don't need to invent trust. They already have it. But they must express it digitally with empathy, equity, and design built for all devices, all incomes, and all levels of financial fluency.

This is about recalibrating. Chime is a signal, a sign that institutions who **translate scale into smart, sensitive, user-first action** will define the next era of Canadian finance.



WHAT CANADIAN FIs SHOULD DO IN THE NEXT 90-180 DAYS

What Chime Did	What It Solves	Your Move	Why It Matter
Designed for underbanked consumers, not idealized ones	Early Pay, SpotMe	Audit your core products through a “first-time user” lens (students, newcomers, gig workers)	Growth lives in underserved segments
Prioritize TikTok, Reddit, and Snapchat	Cultural fluency and reach	Shift budget toward native content on TikTok and Reddit; test creator pilots	Trust is being built outside traditional channels
Used real creators, not polished spokespeople	Authenticity	Launch 1-2 creator partnerships tied to real financial pain points (e.g., rent, credit, late fees)	Relatability outperforms branding
Focused on early pay, no fees, real-time alerts	Relief and control	Bundle core offers under tension-based themes (e.g., “Payday Relief”, “Rent Protection”)	Emotion-first framing converts
Built an emotionally clear, low-friction app	Loyalty through UX	Simplify mobile flows with real-time feedback, low-data mode, and no-jargon UX	UX = user retention moat
Ignored broad-reach ads; leaned into video & social	Depth over width	Reduce spend on static display, increase on short-form video and retargeting	Follow the attention, not tradition
Activated Tier 2 cities, not just metros	Early traction	Pilot products in Edmonton, Halifax, Winnipeg, Surrey	Chime’s surprise growth came from overlooked markets

CHIME ISN'T NEW, BUT WHAT IT REPRESENTS IS.

It reflects a growing divide between what traditional financial institutions offer and what today's consumers actually need. Chime is leading the next wave of financial services are not defined by how digital they are, but how human they feel.

In Canada, neobanks have been around for years. But most haven't built the kind of deep emotional traction of cultural fluency Chime has achieved in the US. Chime's real innovation lies in how it aligns product design, content, and community with real-world financial challenges, then solves for them with clarity and care.

Think of this as an opportunity to reframe the conversation. It's about borrowing what works, skip what doesn't, and design for a consumer who expects more.





WHERE NEOBRANDS ARE HEADED

Peek into the future of banking. From AI-powered empathy to embedded education, this chapter explores how neobanks like Chime will continue shaping the next evolution of consumer finance — human, helpful, and hyper-personalized.

Neobanks¹ aren't just changing how we bank, they're reshaping why we trust. And no one embodied that shift more than Chime. In just 10 years, Chime has built a model of digital-emotionally resonant banking that redefined what financial institutions can be. As we look ahead, Chime, and others following in its footsteps, will continue to evolve, leveraging AI and emerging technologies to deepen personalization, streamline experiences, and expand access.

HUMAN-DIGITAL HYBRIDS WILL WIN THE UX ARMS RACE

The days of cold automation are numbered. The next-gen neobank isn't just fast – it's humanized. We're entering the era of AI-driven, emotionally intelligent platforms that feel more like financial co-pilots than dashboards.

Expect:

- Personalized financial nudges and “money mood” alerts.
- App journeys guided by creators, not checklists.
- Smart assistants that anticipate and don't just respond.

UX EVOLUTION TIMELINE

MANUAL ► AUTOMATED ► PERSONALIZED ► EMOTIONAL

This is a race to feel most intuitive, not just to most features.



¹ A closer look at the impact of neobanks on the banking landscape is available in the appendix.

FINANCIAL EDUCATION IS NOT OPTIONAL BUT EMBEDDED

Financial literacy is no longer a side quest but a core service feature. Leading neobanks will bake education directly into daily banking flows.

Expect:

- Budget coaching embedded in spending summaries.
- Creator-led micro-learning inside the app (.e.g, "Swipe to Learn: What is APR?").
- "Explain this charge" prompts that teach in real time.

CULTURAL RELEVANCE

Neobanks win when they speak with consumers, not just at them. The next competitive edge won't be a feature but a fluency in culture, identity, and lifestyle.

Expect:

- Creator collaborations to roll out new products (not just ads).
- Banking US that adapts to life stages, not income brackets.
- Tone, visuals, and storytelling that reflect the user, not the institution.

PRODUCT BUNDLING WILL MIRROR LIFE PATHS

Rather than selling accounts or credit products separately, top financial institutions will design modular financial ecosystems based on real user needs.

Expect:

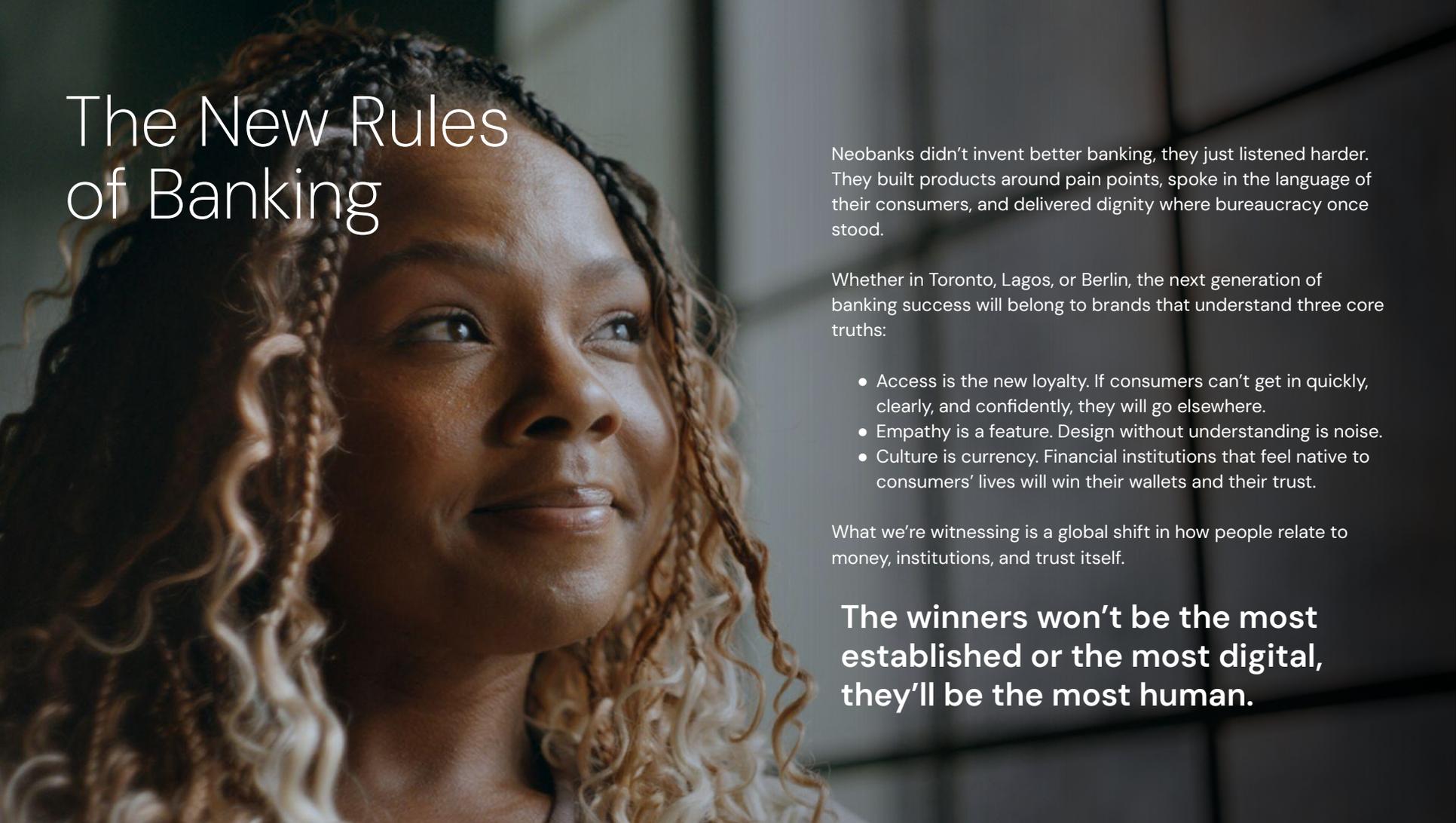
- Student bundles with savings, subscriptions, and budgeting tools.
- Freelancer bundles with tax automation and cash flow smoothing.
- Immigrant bundles with remittances, credit-builder tools, and translated onboarding.



Key Insight: The best financial brands will feel more like **media companies with a finance engine.**



Imagine a user's financial tools **evolving as their life does.**



The New Rules of Banking

Neobanks didn't invent better banking, they just listened harder. They built products around pain points, spoke in the language of their consumers, and delivered dignity where bureaucracy once stood.

Whether in Toronto, Lagos, or Berlin, the next generation of banking success will belong to brands that understand three core truths:

- Access is the new loyalty. If consumers can't get in quickly, clearly, and confidently, they will go elsewhere.
- Empathy is a feature. Design without understanding is noise.
- Culture is currency. Financial institutions that feel native to consumers' lives will win their wallets and their trust.

What we're witnessing is a global shift in how people relate to money, institutions, and trust itself.

The winners won't be the most established or the most digital, they'll be the most human.

WANT TO DIVE DEEPER?

The insights in this report are just the beginning. We can help you:

- **Refine your target audience strategy:** Go beyond basic demographics. Uncover the nuanced preferences and behaviours of key segments like financially stressed individuals and gig workers – the real drivers of Chime's growth.
- **Outmaneuver the competition:** Analyse playbooks (direct and indirect competitors). Discover your competitors' weaknesses and identify untapped opportunities for differentiation and market share gains.
- **Maximize content resonance:** Elevate your content from ads to authentic storytelling. Tangible production-level insights to ensure your investments build trust and drive engagement across platforms.
- **Optimize your platform strategy for impact:** Move beyond "default" channels. Identify and leverage the high-attention platforms where Chime thrives (like TikTok and Reddit) to maximize impact and minimize wasted spend.

Or, tell us your specific questions about competing and winning the next generation of banking customers – we're here to provide insight-driven answers.



**RightMetric is your
strategic insights
partner.**

[Book a chat](#)
with our team.

APPENDIX

Our Data Sources.

We've partnered with 25+ of the world's best marketing data sources, some of which are shown to the right.

Why this matters:

To accurately identify and understand trends, we need holistic data sources that cover all relevant channels on the internet.

Observation isn't enough to come to robust conclusions. Empirical data must be part of the process.

For a deeper dive into our source data—which underpins the findings of this report— check out [RightMetric's "Our Data" page](#).



Dozens more...

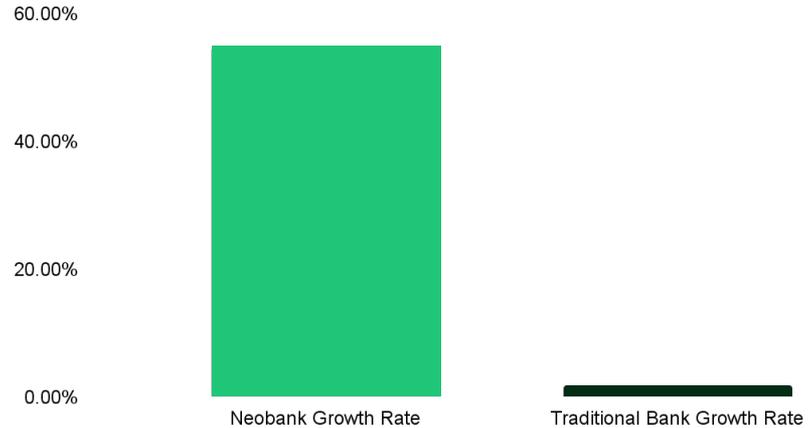
THE ECONOMIC SHIFTS BEHIND NEOBANK GROWTH

Neobanks are capturing significant online traction, as evidenced by their strong web traffic growth. Traditional banks, on average, are seeing flat performance, indicating a need to revitalize their digital strategies.

Our benchmarking revealed a stark contrast within the traditional banking sector. While most traditional banks either experienced a contraction in web traffic or showed minimal growth (around 2%).

This highlights a clear pathway for traditional institutions: digital innovation can drive substantial growth and engagement, allowing them to effectively compete with neobanks and capture a larger share of the online market.

AVERAGE % YoY TRAFFIC GROWTH (MAR 2023 – FEB 2025)



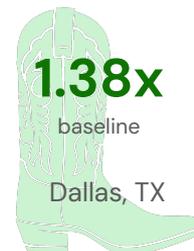
This graph illustrates the average year-over-year (YoY) traffic growth for neobanks and traditional banks, derived from our keyword search data over a 24-month period (March 2023 – February 2025).

APPENDIX

Chime's product offerings resonate strongly in gig economy hubs like Las Vegas, Atlanta, Dallas, and Memphis, where Chime's adoption rates significantly exceed the US average.

Chime's popularity in major US cities significantly over-indexes in gig economy hubs like Memphis, TN (2.14x the baseline US population), suggesting they're doing everything right in serving this demographic. Other cities where Chime over-indexed notably include Atlanta, GA (1.41x), Las Vegas, NV (1.41x), and Dallas, TX (1.38x).

CHIME'S CITY POPULARITY VS. TOTAL US POPULATION



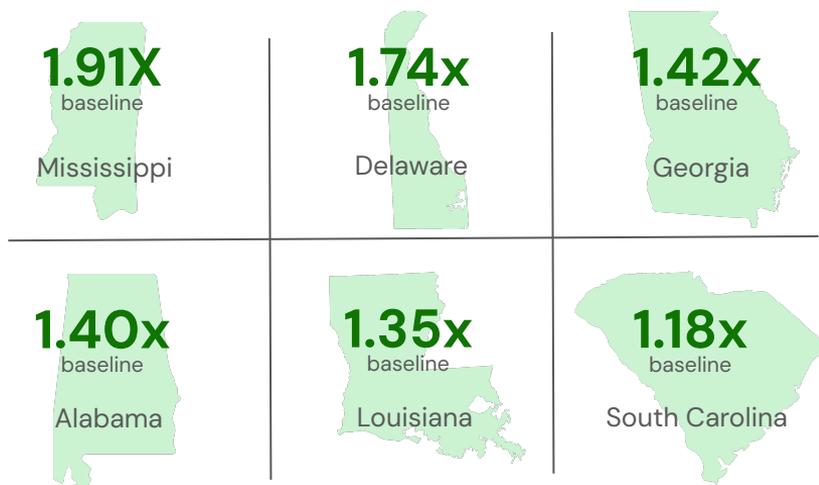
We built a precise US audience profile of Chime's likely customers using social data. This model targets digitally native, financially motivated individuals interested in budgeting, gig work, and challenger banks, revealing their online behaviour and content preferences for targeted strategies.

APPENDIX

Chime's success extends to working-class and underserved states, where lower-income populations demonstrate a strong preference for low-fee, mobile-first banking solutions.

The significant over-indexing seen in states like Mississippi (1.91x the baseline US population), Delaware (1.74x), and Georgia (1.42x) clearly shows they're doing everything right to meet the needs of these segments. We also observe considerable over-indexing in Alabama (1.40x), Louisiana (1.35x), and South Carolina (1.18x), further highlighting the effectiveness of their strategy in these regions.

CHIME'S STATE POPULARITY VS. TOTAL US POPULATION



We built a precise US audience profile of Chime's likely customers using social data. This model targets digitally native, financially motivated individuals interested in budgeting, gig work, and challenger banks, revealing their online behaviour and content preferences for targeted strategies.