

THE FINTECH GROWTH ENGINE: 2026 MARKETING PERFORMANCE BENCHMARKS

01. DIGITAL FOUNDATION



68%
MOBILE
DOMINANCE

Desktop traffic has rebounded to 25%, making mobile first unbearing the primary hardground for Get Z acquisition.

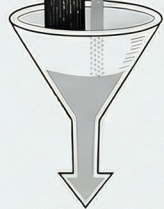


54-SECOND
MOBILE SESSION

Users are utility-focused; successful designs allow for rated goal completion on mobile compared to 15s on desktop.



29%
DESKTOP
TRAFFIC



48.5%
AVERAGE BOUNCE RATE

High bounce rates are common in FinTech due to "login and loave" behavior where users quickly check balances.

02. ACQUISITION ENGINE

\$6.45

AVERAGE GOOGLE ADS CPC

FinTech search costs are 17% higher than 200+ levels, trailing only the legal and insurance industries in expense.

44.1%
DIRECT
TRAFFIC

Signals brand maturity.

28.5%
ORGANIC
SEARCH

Primary driver of new discovery.

105.00

\$ SEARCH CPA
While expensive, this acquisition cost is costarable for forms with high customer lifetime values (LTV).

DIRECT vs. ORGANIC TRAFFIC

Direct traffic signals brand maturity, while Organic Search drives new discovery.

03. CONVERSION FUNNEL

01

4.6%

LANDING PAGE
CONVERSION

The initial baseline for turning visitors into interested leads or app installers.

02

24%

APP INSTALL TO
REGISTRATION

Roughly one-quarter of users who download a FinTech app will complete the initial registration process.

03

18%

REGISTRATION TO
FUNDED ACCOUNT

This final hurdle is the most critical, only 16% of registered users typically move in the "funded account" stage.

04. RETENTION & GROWTH VITAL SIGNS

25%

DAY 1 to DAY 30
DROP-OFF

14%

DAY 20 RETENTION

Retention is the new acquisition; Day 1 retention starts at 25% but halves within the first month.

14%

42%

30-DAY APP
UNINSTALL RATE

A critical leak in the engine where nearly half of successful users are lost within the first 30 days.

3.5:1

LTV to CAC RATIO

The "Golden Benchmark" for sustainable growth, falling below 2:1 indicates an unsustainable cash burn.

05. ENGAGEMENT CHANNELS



EMAIL

48%

TRANSACTIONAL
EMAIL OPEN RATE

Security alerts and payment confirmation drive massive engagement compared to the 23.5% general open rate.



LINKEDIN

1.45%

B2B ENGAGEMENT



INSTAGRAM

0.85%

B2C ENGAGEMENT

LinkedIn leads B2B engagement, while Instagram leads B2C financial literacy content.

0.21%

LOW UNSUBSCRIBE RATE

Users maintain subscriptions because they view FinTech communications as essential utility rather than mere promotion.