

Digital Banking Hub

Uncover your competitive advantage. Benchmark your customer experience. Inspire your roadmap development.

61% of financial institutions say their decision-making is only somewhat data-driven, meaning the potential for missed opportunity is high. The Digital Banking Hub (DBH) can help. We track all digital leaders, regional and mid-sized banks, offering easy peer-to-peer comparison tools and empowering our clients to innovate their customer journeys.

DIGITAL BANKING HUB IN ACTION

The Digital Banking Hub is the only competitive intelligence solution that provides “behind the firewall” access into the customer experience and capabilities of large corporate bank platforms, enabling users to create a winning digital roadmap strategy.

See best-in-class and innovations

Know exactly what your competitors are implementing with regularly updated visual user experience journeys, and make collaboration easier by sharing searches, curated image collections and downloadable screenshots.

Benchmark against peers and digital leaders

Compare against local, regional, national and global competitors using our structured feature and functionality model, and track how the market is changing to decide what you need to do next.

Know how your platform measures up

Get the comparative visual evidence you need for your next iteration and for business case building, and arm yourself for informed dialogues with stakeholders to enhance your tech stack.

DBH DELIVERS TO

Checking/Current Account
Savings
Credit Card
Unsecured Lending
Business Bank Account
Commercial Banking
Mortgage
Investments
Opening Banking

DBH EXPLORERS

Feature Explorer

Compare online and mobile banking functionality with peers to identify your strengths, gaps and opportunities.

Journey Explorer

From onboarding to servicing, experience what you're up against through the eyes of a consumer with end-to-end visuals.

Insight Explorer

Digital Banking Hub analysts keep you on the cutting edge of development with exclusive stories, commentary, interviews and more.

Data Explorer

Inform your next business case with a high-level, easily shareable assessment of what DBH-tracked institutions in a specific asset tier are rolling out to users.

Meet the needs of today.

Launching features and services at speed, understanding industry standard, optimizing functionality and discovering missed opportunity are urgent needs, which need to be responded to quickly, with strong evidence. Through detailed benchmarks, we help clients iterate on very specific aspects of digital platforms, enabling them to make effective, evidence-based decisions about their digital roadmaps and product development.

Ensure relevance tomorrow.

Building differentiation and enhanced user experience into the roadmap, combined with the ability to predict potential brand challenges, are where our clients look for inspiration. The Digital Banking Hub delivers this, enabling our clients to create business cases built on robust competitor intelligence, and customized analysis and reporting.

18
COUNTRIES

300+
PROVIDERS

3,000+
JOURNEYS

4,500+
METRICS

150,000+
SCREENSHOTS