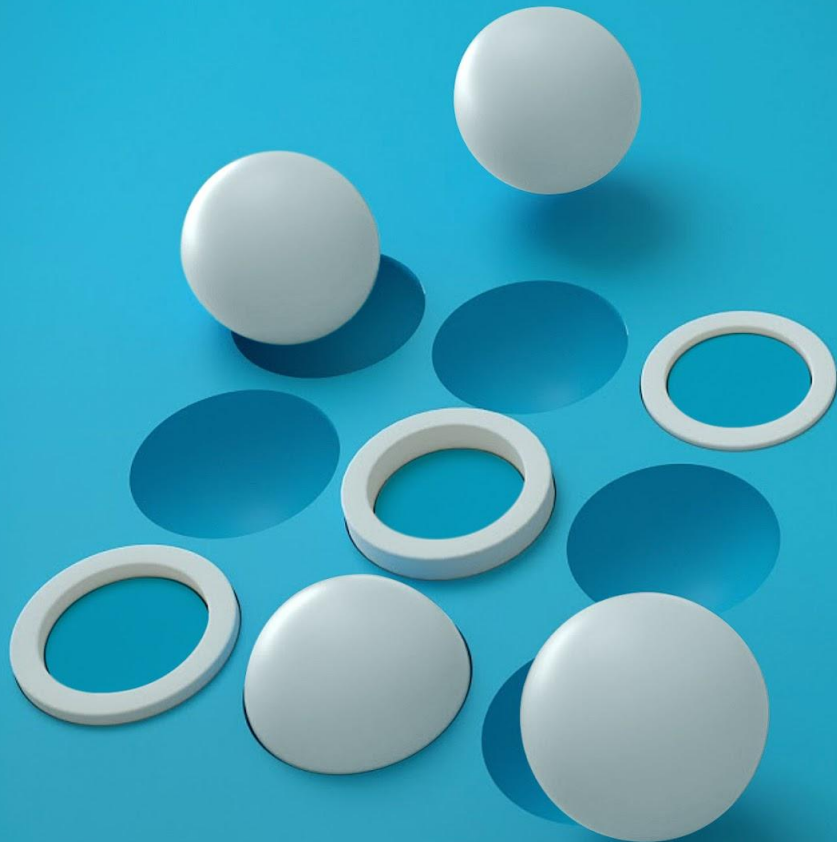




Active Invest: Not Funded and Not Traded

Final Report

Robert Schultz, UX Research
July 2021



User Flow

When looking at the invest activation flow, out of the members whose accounts are approved, only 47–49% fund their account. Out of the ones that fund their account, 70–75% place a trade within the first 7 days. NPS feedback suggests that members are not sure how to trade using the app and how to trade in general.

Conversion

- 49.8% conversion rate from account approval to account funding
- 73.3% from account funding to placing a trade
- 36.5% from account approval to placing a trade

OBJECTIVE & METHODOLOGY



Objective

Investigating why members don't fund their accounts, don't place their first trade and to help them do both.



Methodology

Conducted **two** self-administered online surveys on June 2nd- 9th, 2021 among ~350 SoFi members



Audience

Users who have opened an Active Invest account but have not funded their account (n = 276)

Users who have funded their Active Invest account but have not yet executed a trade (n = 70)

- **Why aren't people funding or trading?**
 - a. **Members have a misperception of how much is needed to start investing**
 - b. **Lack of funds**
- **Members are moderately satisfied with the ease and experience of their initial application process; however, further improvements are necessary**
 - a. **Only 78% are satisfied with the level of transparency**
 - b. **Only 78% are satisfied with the clarity of the forms needed to be filled out**
 - c. **Only 78% report ease of documents**
 - *Small % report having had SoFi experience issues such as issues uploading their drivers license*
- **Members report they are going to actively trade in the future**
 - a. **33% report they will within the month**
 - b. **23% report they will when they find the right stock or when the market drops**

TOP 3 REASONS FOR NOT FUNDING SOFI INVEST



39%

Lack of Funds

"Haven't had the extra money to invest due to making ends meet to pay my bills with all the covid going on"



27%

**Delays in transferring
their external funds**

"Waiting for the specific day for money to be taken out. I just opened a Roth IRA (automated) and my first deposit into the account will be occurring in a week or so."



18%

Are procrastinating

"Need more time to research and learn more about it."

TOP 3 REASONS FOR NOT EXECUTING INITIAL TRADE

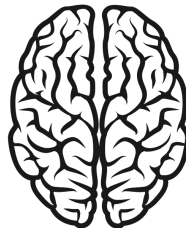


21%

Lack of Funds

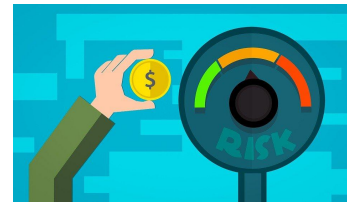
"I need to put more money into my investing account before I start investing"

"I don't have money transferred"



17%

**Still wanting more
time to research
investment
opportunities**



17%

**Have invested since
receiving the survey**

WHEN WILL THEY EXECUTE INITIAL TRADE...



33%

**Within a
month**

13%

**When stock
market
drops**

13%

Not sure

10%

**Finding a
stock I like**

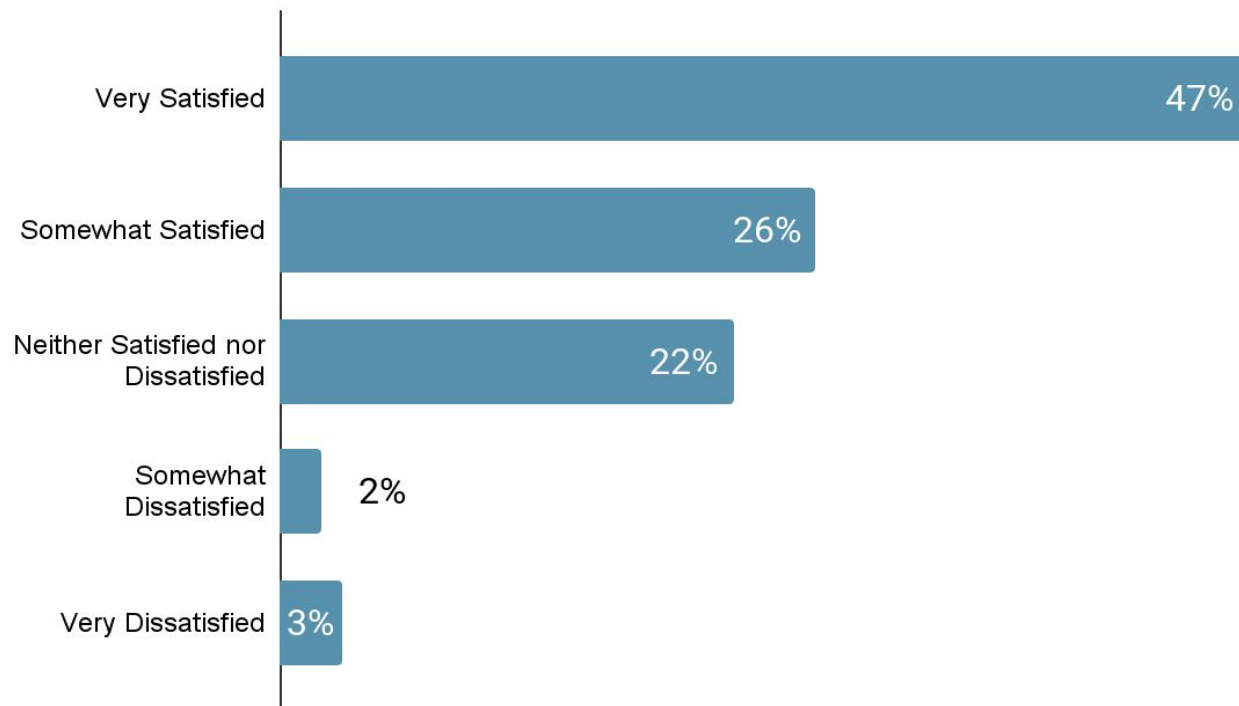
9%

Not planning

RECOMMENDATIONS

- 1. Revist the way messaging around “*Instant Funding*” is communicated and understood by new members**
- 2. Educate our members with learnings and share the educational content that SoFi has**
- 3. “*All it takes is a dollar and a dream*” – Consider surfacing our stock collection much more as well as:**
 - Fractional shares**
 - Automated investing**
 - Calculators to show the value of compound interest**

Investors who have not Funded their account

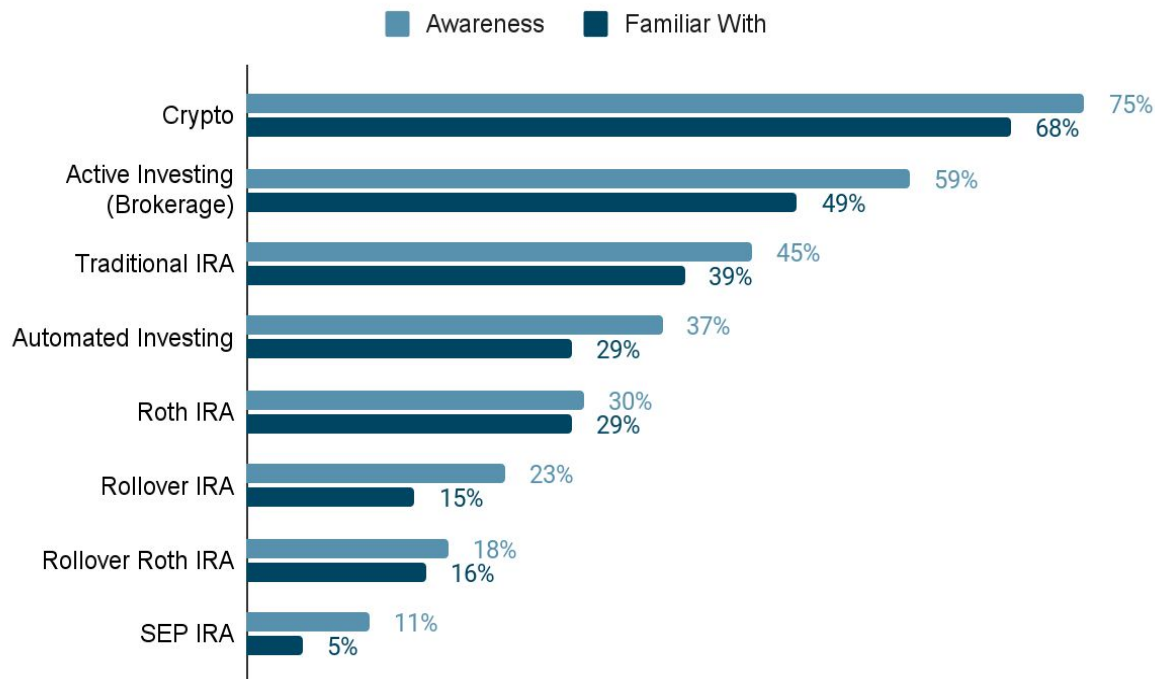


Overall, how satisfied were you with SoFi's Investing experience?

Offering and Product Awareness



Awareness of products is higher for all products comparatively to familiarity with each SoFi



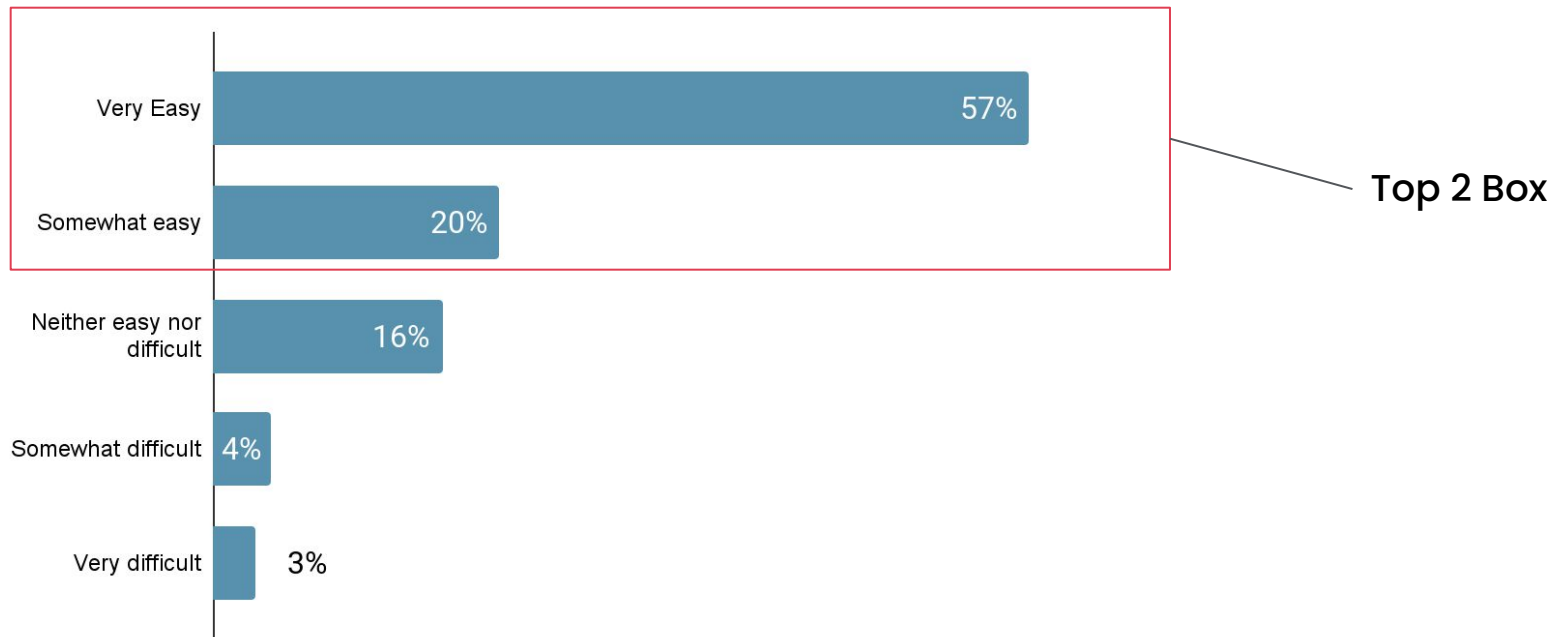
**Which of the following SoFi Invest offerings are you aware of? Please select all that apply.*
***Which of the following SoFi Invest offerings are you familiar with? Please select all that apply.*

How satisfied or dissatisfied are you with the following parts of the SoFi Invest onboarding process?

	Satisfied (Top 2)	Dissatisfied (Bot 2)
<i>Level of transparency</i>	78%	6%
<i>The clarity of the forms I needed to fill out</i>	78%	6%
<i>The ease of providing application documents</i>	78%	6%
<i>The speed from application to depositing money</i>	77%	6%

Deposit and Transferring Funds

Most members are generally satisfied with money movement



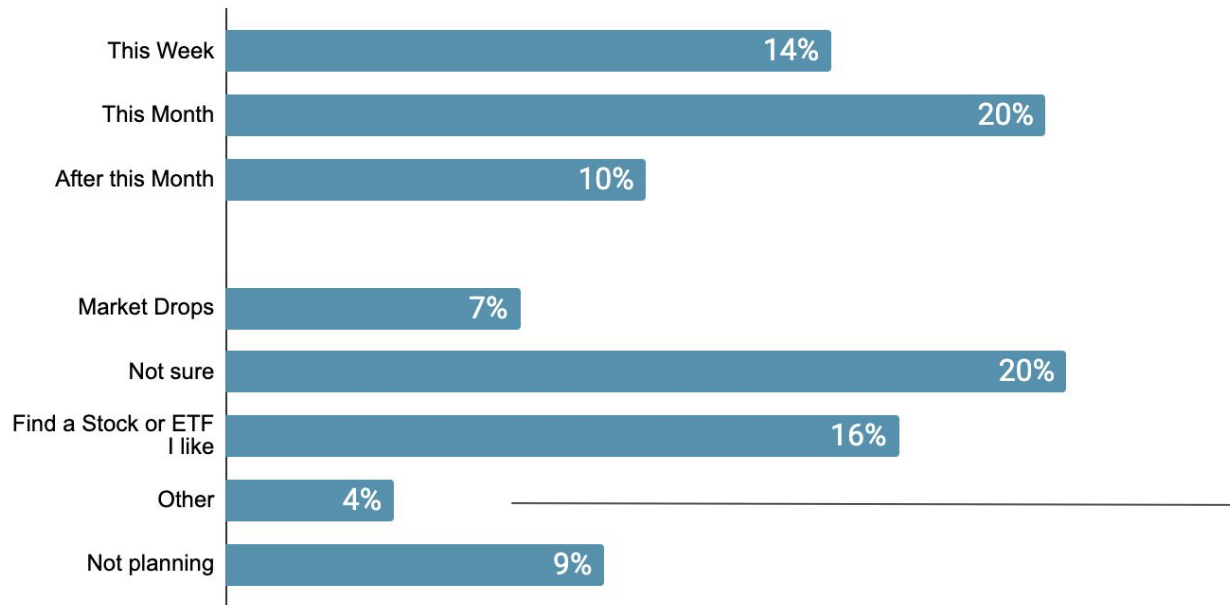
How easy or difficult is it to deposit or transfer money into your SoFi Invest account?

When thinking about my experience(s) with SoFi, I feel that SoFi...

	Agree (Top 2)	Disagree (Bot 2)
<i>Displays correct information on my financial accounts</i>	83%	4%
<i>Has a clean and simple user interface</i>	83%	4%
<i>Has security protocols to protect my customer information</i>	82%	1%
<i>For people like me</i>	80%	4%
<i>Is nationally recognized</i>	69%	8%
<i>Has not experienced a data breach recently</i>	68%	4%
<i>Helps me reach my financial goals</i>	67%	3%

Executing a Trade

Members are generally reporting they will be executing a trade in the future

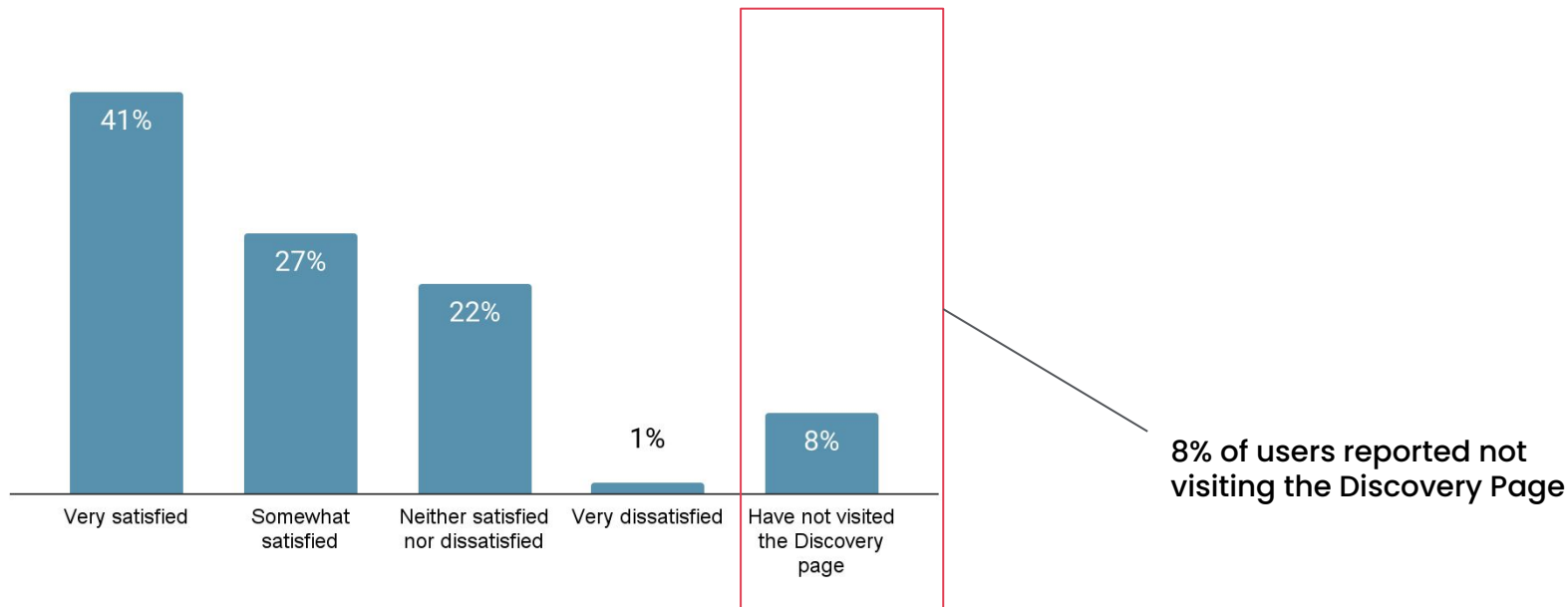


- Rewards
- Use SoFi for specific features only like Pre-ipo

When would you execute a trade?

Trading Selection

Users are overwhelmingly satisfied with the selection shown on the Discovery page

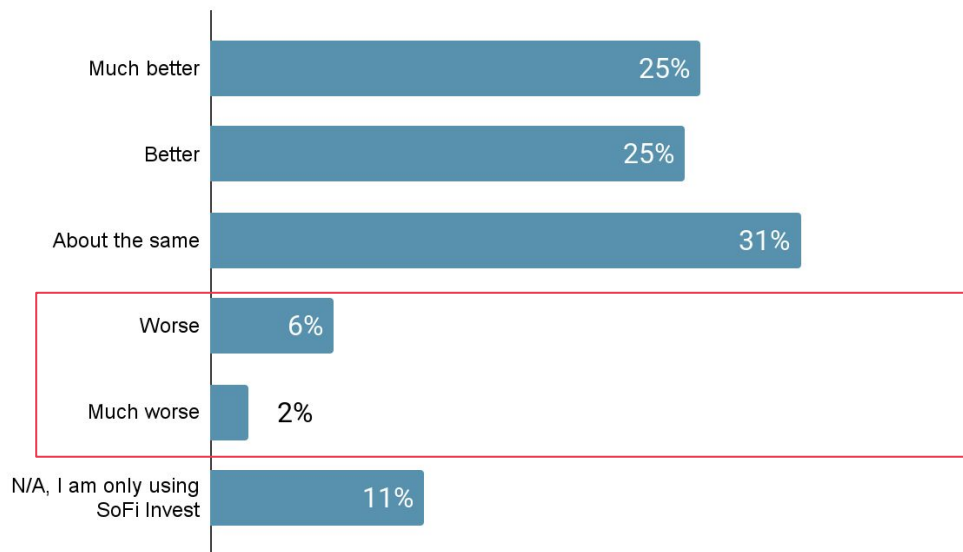


How satisfied are you with the selection of stocks and exchange-traded funds (ETFs) shown on the Discovery page?

Competitive Analysis



SoFi is comparable but not overwhelmingly ahead of other invest platforms

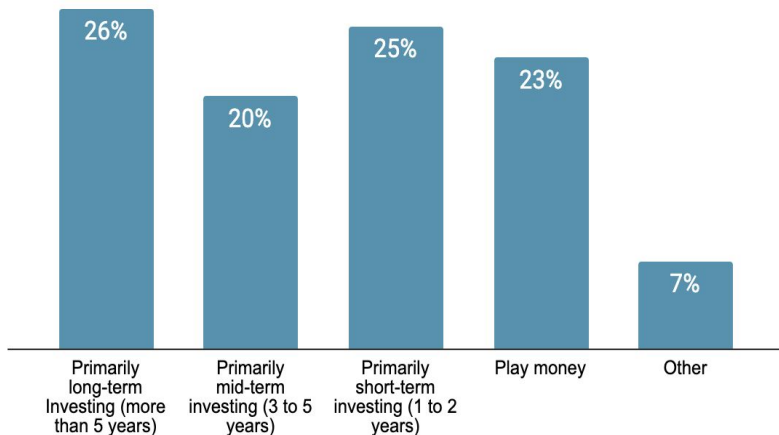


~8% of users rate the SoFi invest platform as worse than other platforms they are using

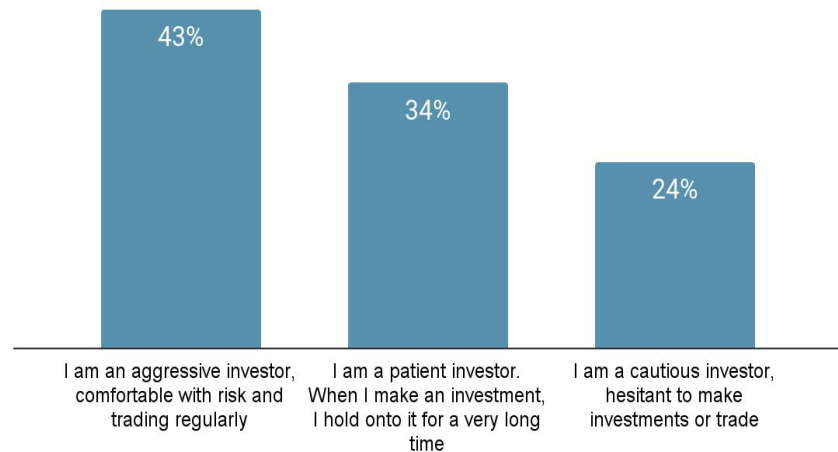
How well does the SoFi Invest platform compare with other platforms you are currently using to invest?

Attitude and Investment Strategy

Investment Strategy



Attitude towards investing

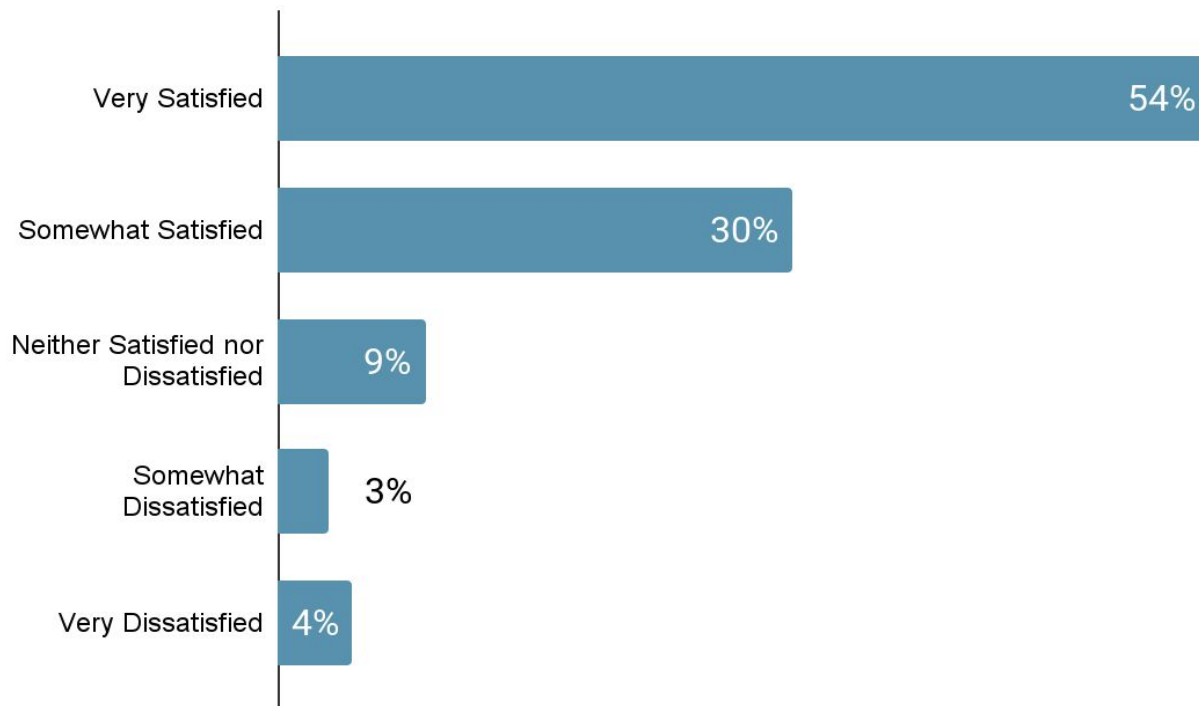


**How would you describe your investment strategy for SoFi Investing account? Select all that apply.*

***Which best describes your attitude towards investing?*

Funded Not Trade

Satisfaction

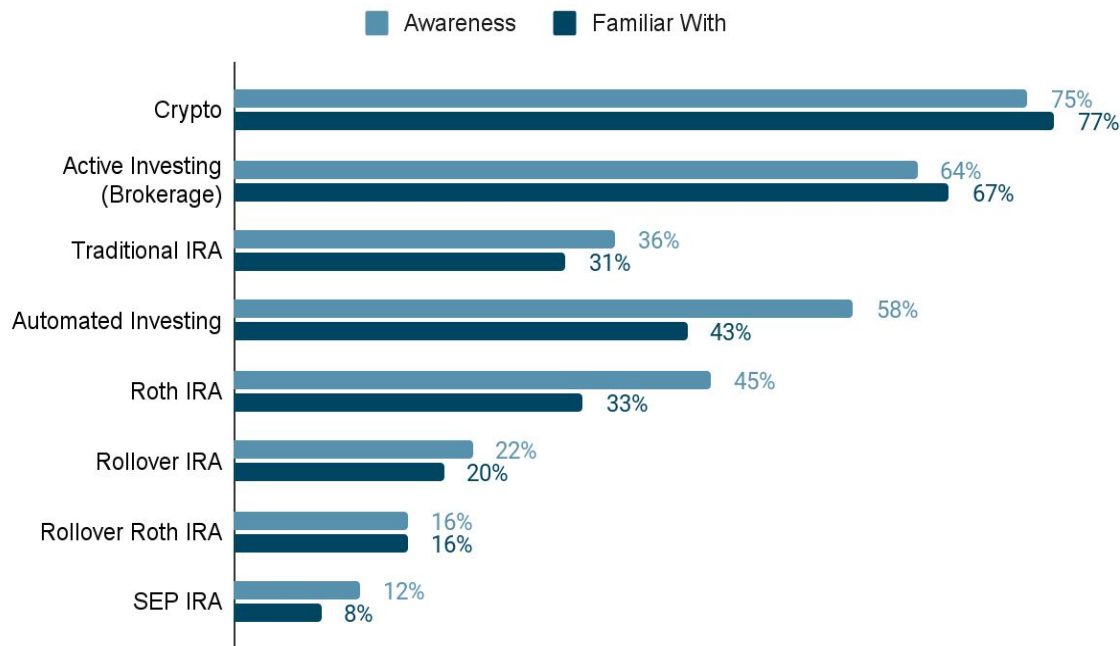


Overall, how satisfied were you with SoFi's Investing experience?

Offering and Product Awareness



Awareness and familiarity of products is about the same across products



**Which of the following SoFi Invest offerings are you aware of? Please select all that apply.*

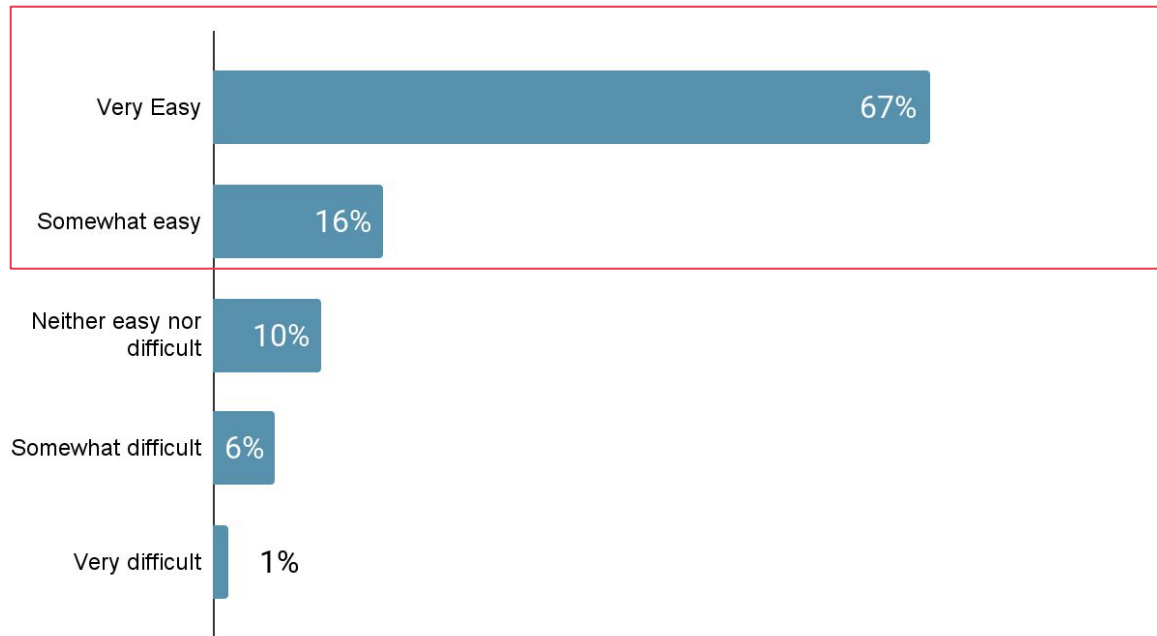
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How satisfied or dissatisfied are you with the following parts of the SoFi Invest onboarding process?

	Satisfied (Top 2)	Dissatisfied (Bot 2)
<i>The clarity of the forms I needed to fill out</i>	80%	9%
<i>The speed from application to depositing money</i>	79%	6%
<i>The ease of providing application documents</i>	78%	7%
<i>Level of transparency</i>	75%	7%

Deposit and Transferring Funds

Most members are generally satisfied with money movement



Top 2 Box 83%

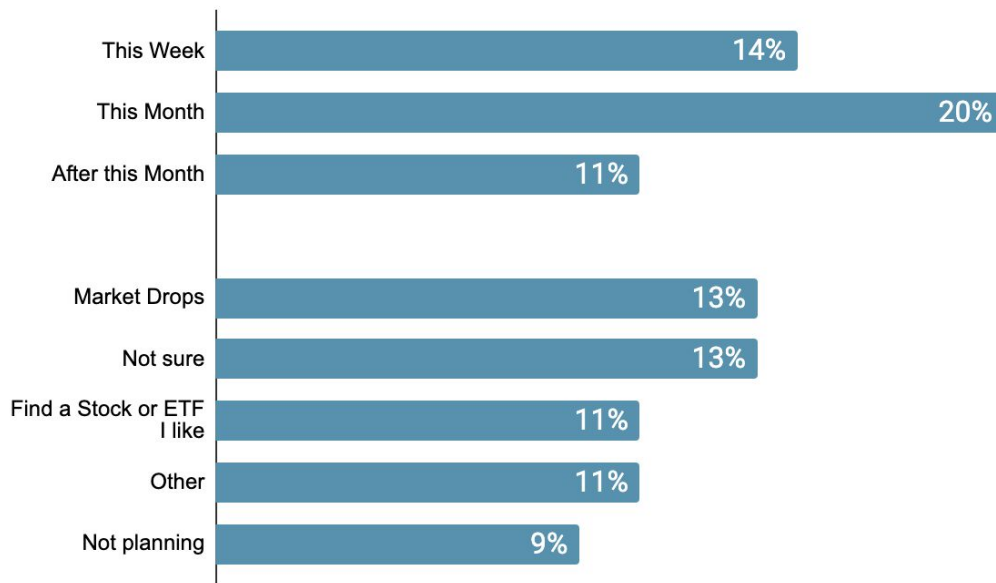
How easy or difficult is it to deposit or transfer money into your SoFi Invest account?

When thinking about my experience(s) with SoFi, I feel that SoFi...

	Agree (Top 2)	Disagree (Bot 2)
<i>Displays correct information on my financial accounts</i>	85%	5%
<i>For people like me</i>	83%	9%
<i>Has security protocols to protect my customer information</i>	77%	4%
<i>Has a clean and simple user interface</i>	73%	15%
<i>Helps me reach my financial goals</i>	63%	8%
<i>Is nationally recognized</i>	63%	7%
<i>Has not experienced a data breach recently</i>	55%	0%

Executing a Trade

Members are generally reporting they will be executing a trade in the future



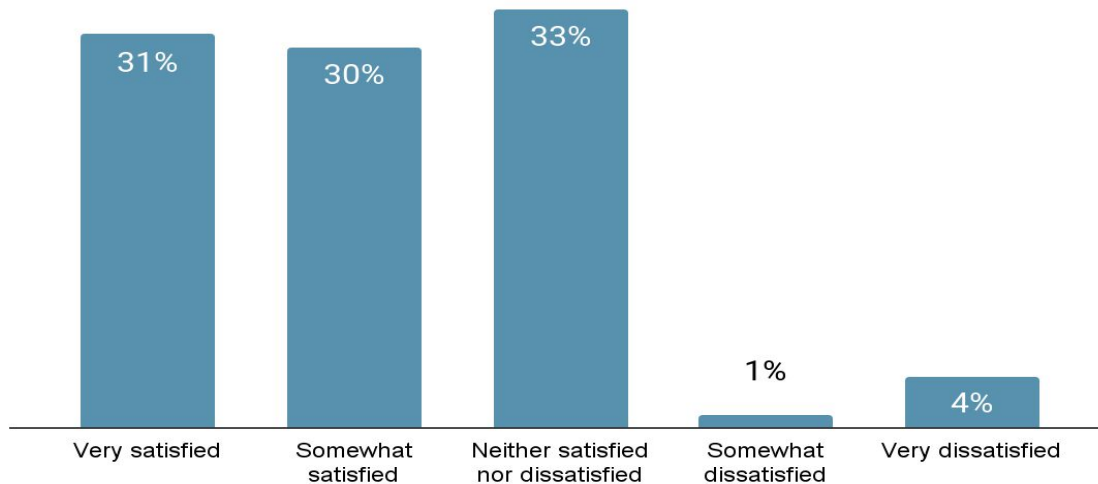
~17% cited they have invested since the time of the survey was received

When would you execute a trade?

Trading Selection



Users are overwhelmingly satisfied with the selection shown on the Discovery page

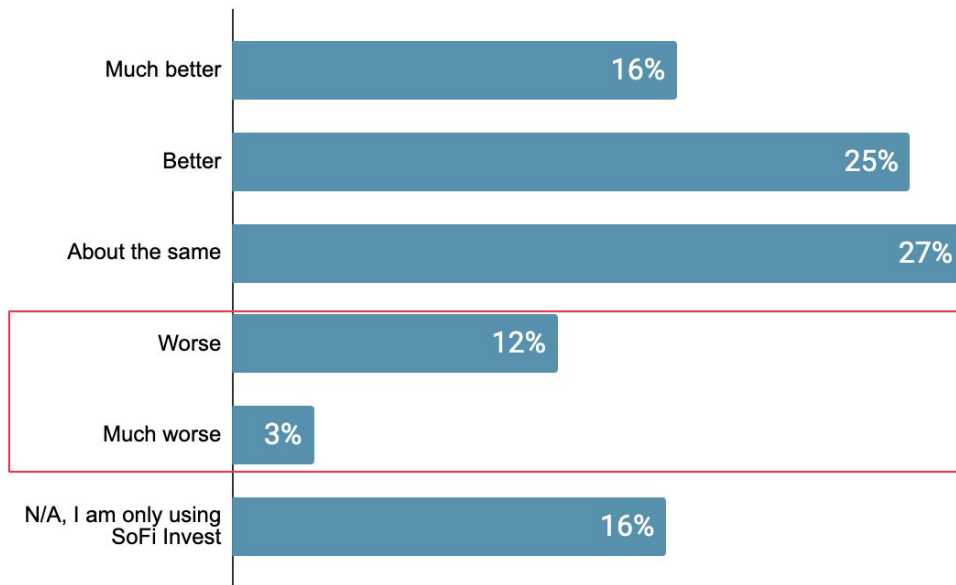


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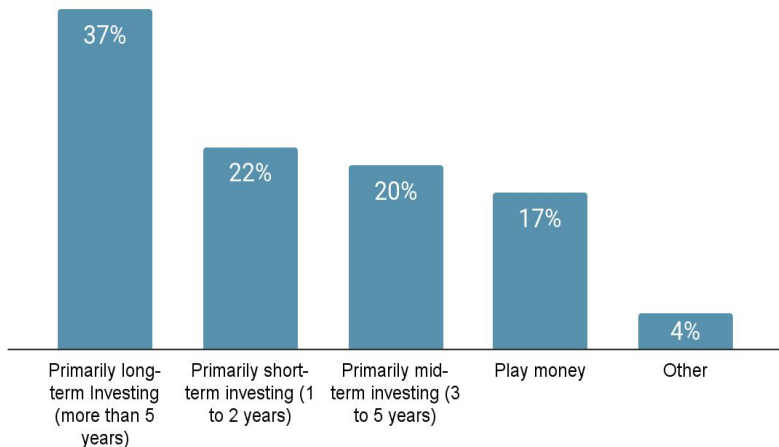


~15% of users rate the SoFi invest platform as worse than other platforms they are using

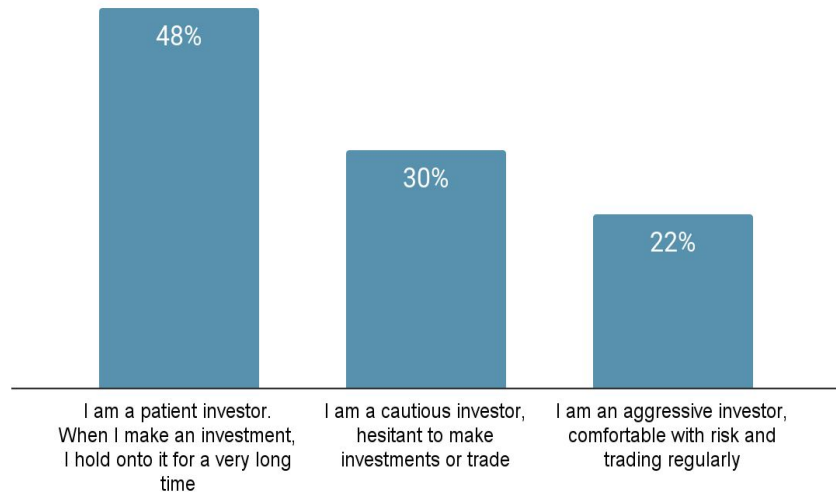
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Attitude and Investment Strategy

Investment Strategy



Attitude towards investing



**How would you describe your investment strategy for SoFi Investing account? Select all that apply.*

***Which best describes your attitude towards investing?*

User Demographics

Demographics Stats



Age	1	2
18 to 24 yrs old	14%	19%
25 to 34 yrs old	37%	23%
35 to 44	28%	26%
45 to 54	11%	11%
55 years +	6%	18%
Prefer to not answer	4%	4%

Gender	1	2
Male	49%	54%
Female	47%	40%
Non-binary	2%	5%
Self-description	0%	0%
Prefer not to answer	2%	1%

Household Income	1	2
Under \$15k	17%	14%
\$15 - 25K	13%	11%
\$25 - 50K	22%	12%
\$50 - 70K	17%	12%
\$70 - 100k	9%	17%
\$100 - 150k	6%	11%
\$150k +	8%	14%
Prefer not to answer	8%	9%

*1 - Not funded

*2 - Not traded



Thank you