



Net Metrics:

Consumer Usage of On-Line Aggregators,
Brokers and Other Intermediaries in UK Banking

Report Prospectus

March 2008

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Prospectus contents

	Page
What is the research?	3
What is the rationale?	4
What is new relative to the original research	5
What methodology has been used?	6
How does the consumer sample break down?	7
Which web-based aggregators and brokers of banking products are evaluated?	8
What is the report structure?	9
What are the key features of the research?	10
How can the research be used?	11
Who can use the research?	12
What are some of the key findings?	13-16
What is the cost and format?	17
How can the research be purchased?	18

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What is the research?

Finaccord's updated and expanded report titled *Net Metrics: Consumer Usage of On-Line Aggregators, Brokers and Other Intermediaries in UK Banking* focuses on two fundamental aspects of Internet distribution of lending and savings products in the UK: general patterns in consumer behaviour in this sphere and dynamics in the rapidly evolving market for on-line aggregators and brokers of banking products.

With regards to the former issue, the research investigates several core areas including consumer propensity to take out six different types of banking product via the Internet, consumer propensity to use different generic types of web site in this context and the relative importance of 12 key characteristics of web sites of aggregators and brokers of lending and savings products for encouraging consumer usage to research and / or acquire.

As for the latter, the study offers an updated and detailed benchmarking in terms of consumer awareness, consumer trust and consumer usage to take out banking products of 70 of the leading web-based aggregators and brokers in the UK including BeatThatQuote.com, Fool.co.uk, Kelkoo, MoneyExpert, Moneyfacts, MoneySavingExpert.com, moneysupermarket.com, Norton Finance, Ocean Finance and uSwitch.com.

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What is the rationale?

The fundamental rationale for the publishing of this updated report titled *Net Metrics: Consumer Usage of Online Aggregators, Brokers and Other Intermediaries in UK Banking* is the continuing growth in importance of the Internet as a distribution interface for banking products, in general, and the simultaneous rise in influence of on-line aggregators, brokers and other intermediaries, in particular. Furthermore, the environment for web-based aggregation and broking of banking products continues to evolve rapidly with new protagonists emerging and established competitors changing aspects of their business model on an on-going basis.

As such, the new edition of this report, previously titled *Net Metrics: Consumer Researching and Purchasing Trends in UK Internet Banking*, seeks to provide fresh insight into the behaviour of consumers when researching and taking out banking products via the Internet, building upon original research published in 2006 and 2007. Moreover, as before, it also aims to benchmark a peer group of 70 of the leading on-line aggregators and brokers of banking products by three key criteria determining their effectiveness, namely consumer recognition, consumer trust and consumer usage to purchase.

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What is new relative to the original research?

Specific enhancements and expansions to the 2008 *Net Metrics* report relative to the versions published in 2006 and 2007 include the following:

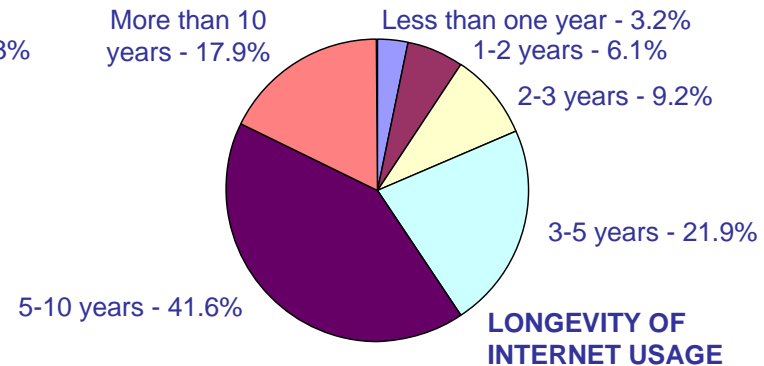
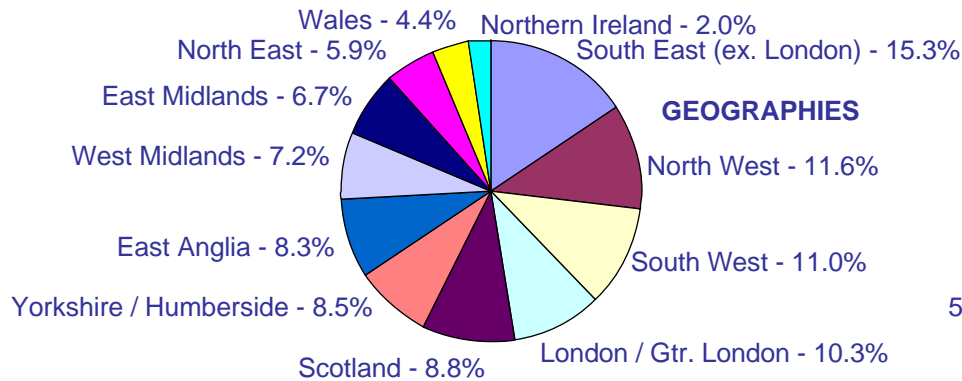
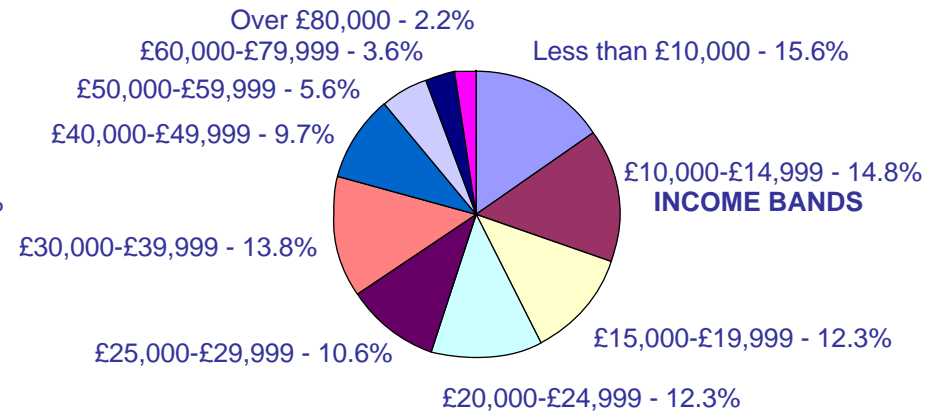
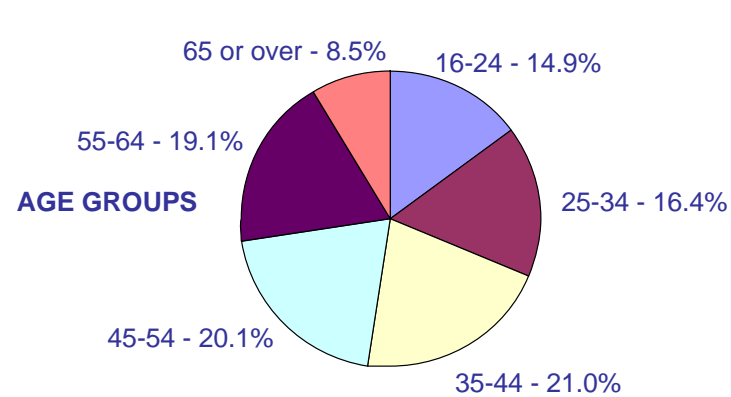
- consideration of the impact in on-line distribution of lending and savings products of 20 generic categories of web site including those of entities as diverse as daily or Sunday newspapers, loyalty schemes, supermarkets and virtual worlds, as well as financial aggregators and brokers;
- coverage of a variety of additional competitors in the aggregation and broking space including FinanceDaily.co.uk, Know Your Money, loangenie, MoneyMonkey.co.uk, Moneyway, Moneywise, thisismoney.co.uk and Your Money;
- investigation into the degree to which users of on-line banking aggregators and brokers perceive that the information that these provide about lending and savings products is accurate in contrast to that with which they are presented when it comes to actually applying for them;
- evaluation of the extent to which consumer usage of the Internet as a distribution interface is changing over time for six types of banking product, namely: car finance contracts, cash ISAs, credit cards, interest-bearing savings accounts, mortgages and personal loans.

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What methodology has been used?

The research for this study was carried out during January and February 2008 using the Internet consumer panel of Tpoll Direct. In total, completed surveys were filled in and submitted on-line by 1,295 consumers. In addition, for questions that overlap with the sister *Net Metrics* research and publication covering Internet insurance, responses were received from a further 1,275 consumers making 2,570 in total breaking down by age group, annual household income, geographical location and longevity of Internet usage as illustrated in the graphics overleaf.

How does the consumer sample break down?



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For which on-line aggregators and brokers of banking products are rankings for consumer awareness, trust and usage provided?

On-line aggregators / brokers

24 Hour loan
accepted.co.uk
AdviceOnline
AWD Moneyextra
BeatThatQuote.com
Bullhorn.co.uk
buy.co.uk
Charcol
Click 4 A Loan
Compare & Save
Compare Loan UK
Creditcards.co.uk
Easy Quote
Elephant Loans
e-loan
E-loanshop.com
Endsleigh Financial
Fair Investment Company

On-line aggs. / brokers (cont.)

FinanceDaily.co.uk
Find.co.uk
First Line Loans
Fool.co.uk
Freedom Finance
Goodinvestor.com
Guardian Credit
Help My Money
Home Loans Direct
Interactive Investor
Kelkoo
Know Your Money
Loan Arrangers UK
loan.co.uk
Loangenie
Loans UK
Loans.co.uk
Loantime.co.uk

On-line aggs. / brokers (cont.)

MoneyExpert
Moneyfacts
moneygem.com
Moneymatchmaker.com
MoneyMonkey.co.uk
Moneynet
Moneyquest
MoneySavingExpert.com
moneysupermarket.com
Moneyway
Moneywise
Mortgages.co.uk
NationalPrice.com
NationsFinance.co.uk
Norton Finance
Ocean Finance
OnlineLoans.co.uk

On-line aggs. / brokers (cont.)

Only Finance
Pacific Home Loans
Payday UK
pinkfish loans
Precision Loans
PriceRunner
Shakespeare Finance
Simplyswitch
Smarter Money
The Thrifty Scot
theidol.com
thisismoney.co.uk
Unravelit
uSwitch.com
Wider Choice
Your Money
Zopa

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What is the report structure?

0. *Executive Summary*: providing a concise evaluation of the principal findings of the report.

1. *Introduction*: offering rationale and a detailed description of methodology.

2. *Market Analysis*: including analyses of... consumer propensity to visit different generic types of web site; consumer propensity to research and take out banking products via the Internet; the number of details solicited by consumers prior to taking out banking products via the Internet; consumer likelihood to research or take out banking products by generic type of web site; awareness and influence of the on-line banking aggregation concept; consumer usage of web sites of aggregators or brokers of banking products; banking aggregator or broker web sites used most frequently by consumers; consumer loyalty towards banking aggregators and brokers used most frequently; consumer perceptions of the accuracy of banking aggregators and brokers used most frequently; and consumer satisfaction with banking aggregators and brokers used most frequently.

3. *Competitor Analysis*: updated and expanded rankings by awareness, trust and usage on the part of consumers for 70 of the UK's top web-based aggregators and brokers of banking products.

4. *Competitor Profiles*: for the same 70 on-line aggregators and brokers of banking products, the study concludes with at-a-glance snapshots of the same rankings for awareness, trust and usage.

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What are the key features of the research?

Key features of this report include:

- analyses of the frequency with which consumers visit 20 generic categories of web site ranging from the sites of the main banking institutions, Internet access providers and supermarkets that they use to the sites of traditional affinity groups such as charities, football clubs, professional associations and trade unions and the sites of new media entities including social networking providers, video sharing providers and so-called virtual worlds;
- evaluations of the degree to which respondents are likely to research or acquire banking products from each of the same 20 generic categories of web site;
- investigation into the degree to which consumers using on-line aggregators or brokers of banking products feel loyal towards the on-line aggregator or broker that they use most frequently;
- clear rankings of 70 of the top on-line aggregators and brokers of lending and savings products in the UK in terms of consumer awareness, consumer trust and consumer usage;
- for the same 70 organisations, analysis of consumer usage to take out banking products during the last 12 months in comparison to any time prior to the last 12 months.

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How can the research be used?

You may be able to use this report in one or more of the following ways:

- compare 20 different types of web site according to the frequency and volume of on-line traffic that they generate among consumers;
- use these results to inform the strategy of your organisation for promoting lending and savings products in the on-line environment, including its approach to affiliate and affinity marketing;
- gain insight into the extent to which users of on-line aggregators and brokers of banking products feel loyal to the aggregator or broker that they use most frequently and how this degree of loyalty varies among the leading protagonists in this field;
- understand the progress being made by fully-fledged on-line aggregators (eg. moneysupermarket.com), general providers of on-line price comparisons (eg. Kelkoo), on-line media entities that also offer searching facilities (eg. Your Money), and traditional brokers of lending products (eg. Norton Finance);
- appreciate whether the market for on-line aggregation and broking of lending and savings products is subject to consolidation and what this means for the full universe of participants in this sector.

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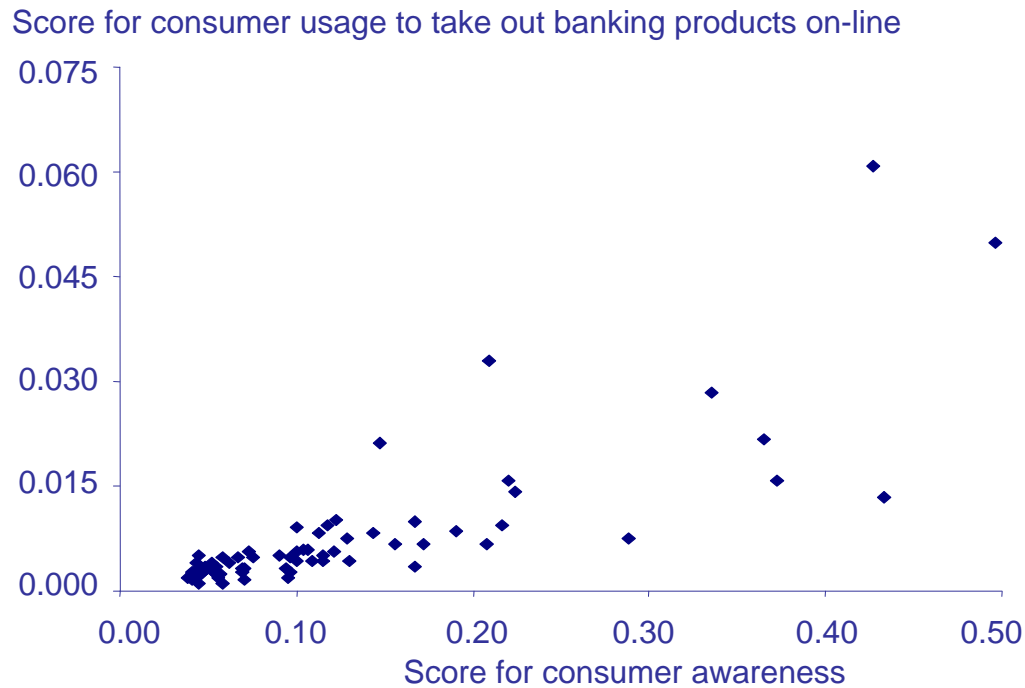
Who can use the research?

1. *Banks, building societies and lending companies*: firms active in car finance, cash ISAs, credit cards, mortgages, personal loans and savings deposits can use this research to measure the potential that the Internet offers and to target the most effective on-line aggregators and brokers;
2. *On-line aggregators, brokers and other intermediaries*: this report provides the most comprehensive and up-to-date published intelligence about your market;
3. *Affinity groups and commercial partners*: organisations as diverse as charities, football clubs, loyalty schemes, media entities, supermarkets, trade unions, travel firms and utilities companies all possess the potential to distribute lending and savings products through their web sites;
4. *Professional services firms*: are you advising a client in any of the three preceding categories with regards to its strategy in the rapidly changing environment for on-line aggregation and broking of banking products? If so, this research will save you time and effort in investigating the subject yourself.

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What are some of the key findings?

1. A number of on-line aggregators and brokers achieve very high rates of actual utilisation relative to the degree to which they are recognised by consumers



Note - competitor identities for each plot are revealed in the actual report

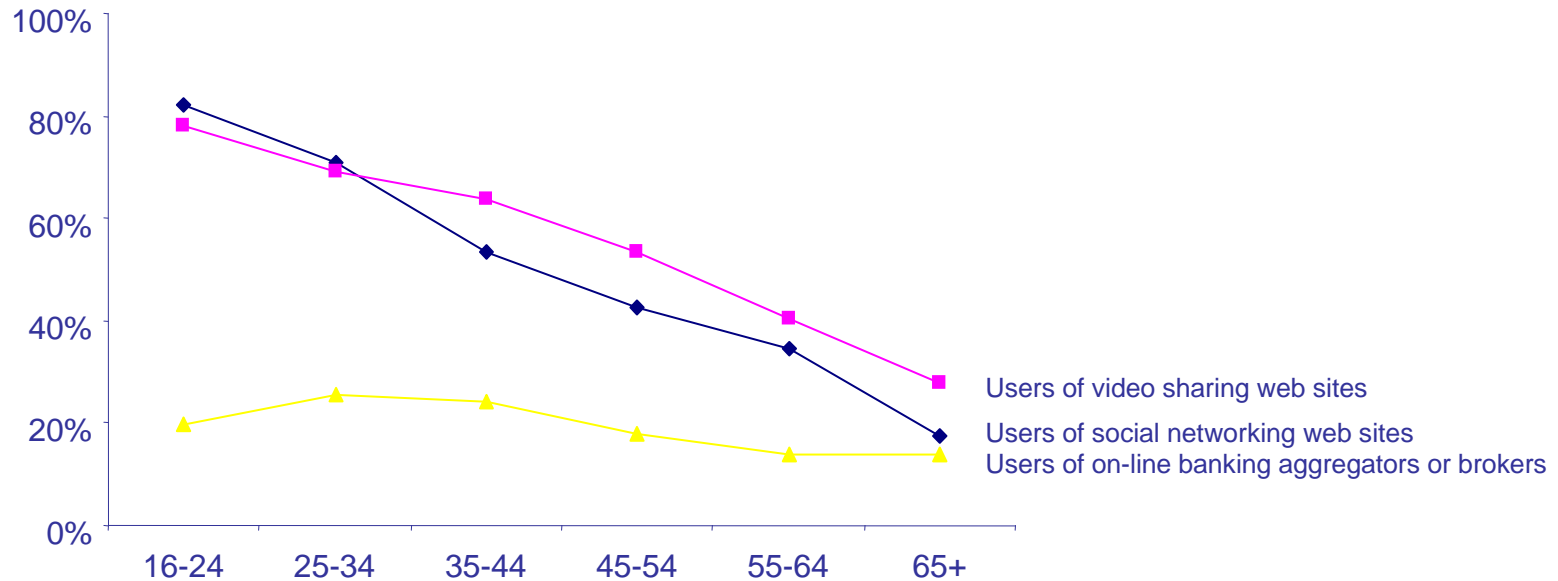
Source: Finaccord Net Metrics survey

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What are some of the key findings? (cont.)

2. A very high proportion of younger consumers claim to make at least some use of the web sites of social networking and video sharing providers

% of consumers falling within category segmented by age group

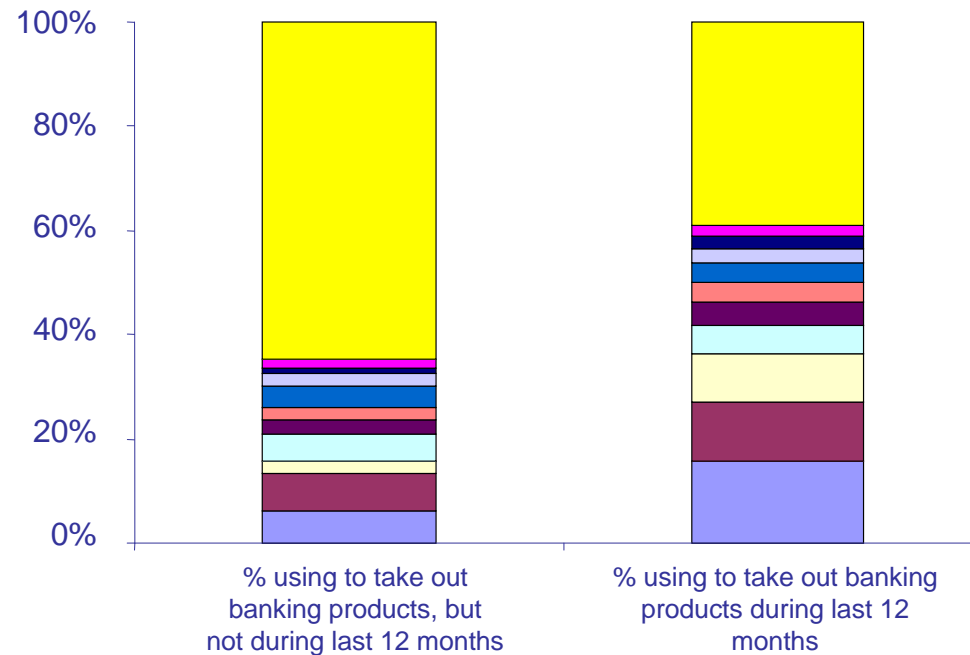


Source: Finaccord Net Metrics survey

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What are some of the key findings? (cont.)

- The stronger competitors in on-line aggregation and broking of banking products appear to be squeezing out their smaller rivals



Note - competitor identities for each strip are revealed in the actual report
Source: Finaccord Net Metrics survey

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What are some of the key findings? (cont.)

Key findings from the executive summary include:

- there is growing evidence to suggest that consumers are making use of a more limited number of web sites to research and acquire banking products thereby meaning that it is increasingly important for on-line providers of banking products to rank among the most frequently used sites;
- overall, a combined 69.4% of respondents venture that they are either very aware or quite aware of the difference between on-line aggregation and on-line broking of banking products although 35.2% also venture that this awareness does not influence their choice of which web site to use;
- a key challenge in future for on-line aggregators and brokers will be to find ways of maximising the loyalty of their customers in a market in which it is extremely easy for consumers to switch from one provider to another;
- given that more than one in ten consumers who have used on-line aggregators or brokers to research and / or take out banking products during the last 12 months appear to express concerns about the accuracy of the price and other information provided by the web site utilised most frequently, it may be the case that recent criticism of on-line aggregators has some basis in actual experience.

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What is the cost and format?

Net Metrics: Consumer Usage of On-Line Aggregators, Brokers and Other Intermediaries in UK Banking is available as a standard Adobe Acrobat PDF document and / or hard copy. Costs for this research and sister consumer titles are as follows:

REPORT	COST *	FORMAT
Net Metrics: Consumer Usage of On-Line Aggregators, Brokers and Other Intermediaries in UK Banking	£1,495	c. 160 pages
Affinity Metrics: Consumer Usage of Affinity Distribution Channels in UK Financial and Other Services	£1,495	c. 120 pages
Brand Metrics: Consumer Awareness of and Attitudes Towards Brands in UK Financial Services	£1,495	c. 170 pages
Channel Metrics: Trends in Consumer Distribution Channel Usage in UK Fin. Svs. (report / 25 briefings)	£2,995 / £395	c. 300 pages / 25 pages
Partner Metrics: Consumer Attitudes Towards and Willing. to Use Alternative Providers in UK Fin. Svs.	£1,795	c. 230 pages

VAT at 17.5% will be added to the basic price except for where the request is for hard copy only.

Costs quoted are for a single site user license only.

For a corporate user license, an additional 10% of the basic cost is payable.

Printing and postage costs of £30 per title will be payable if hard copy is required.

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How can the research be purchased?

Simple. Just go to the relevant area of the Finaccord web site - http://www.finaccord.com/uk/order_uk_cfsr.htm - and fill in the on-line order form, clearly indicating the report that you require, whether you also require a corporate user license, the billing name, address and e-mail address, and the purchase order number, if applicable.

Please allow one working day for the delivery of electronic copy and one working week for the arrival of hard copy.

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