



Smart
Piggy Bank

About **Evo**

From the very beginning, the main goal of EVO Banco has been the integration of traditional banking methods with innovative technologies to deliver new products and services, capable of adapting to user lifestyle in this new digital age.





Smart Piggy Bank



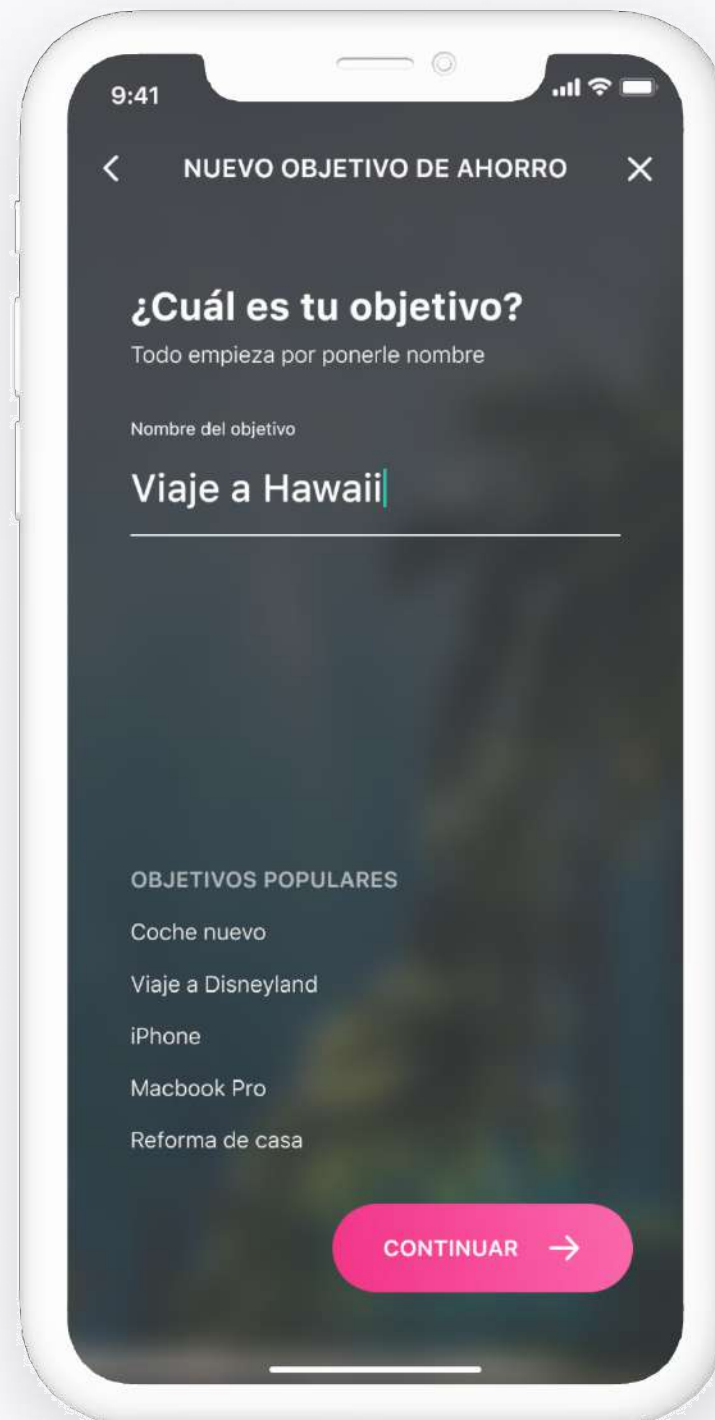
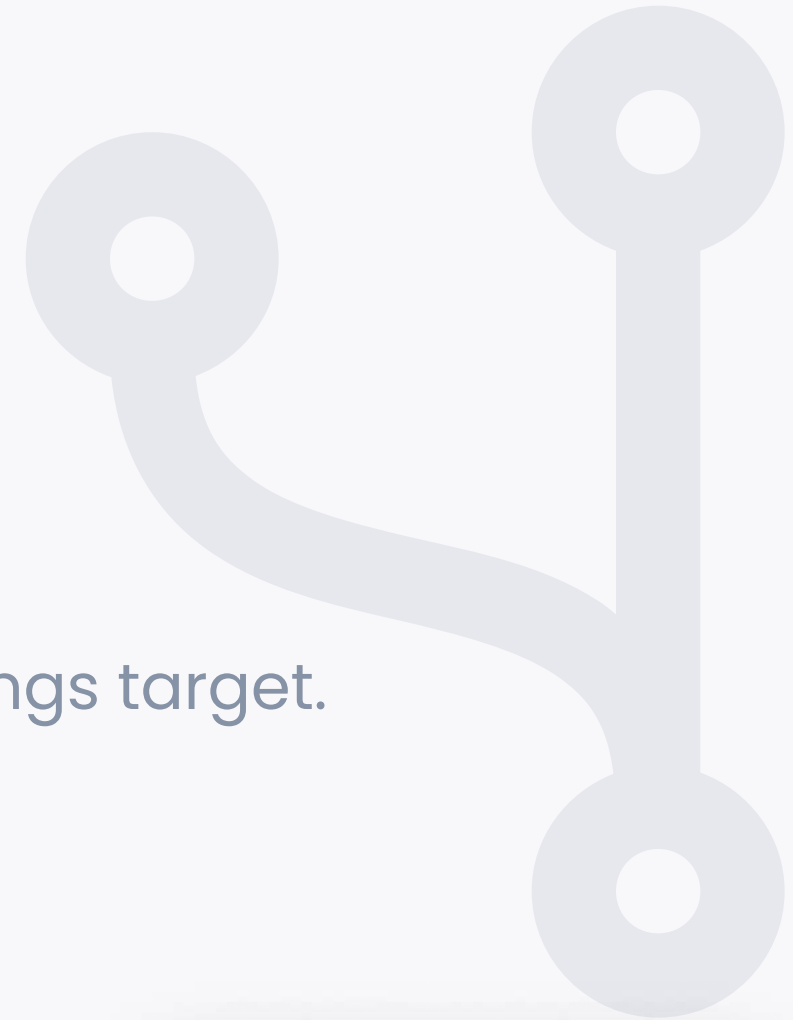
From EVO Banco's need to offer an attractive and digital product and Coinscrap Finance's know-how births this new product: the Smart Piggy Bank. A way of saving with barely no effort through automatic rules that can be completely customized by users (round-up, % of income...), allowing them to make regular contributions to achieve their financial goals.



How
does it work?

Set a goal

The tool allows users to establish and set up a savings target.



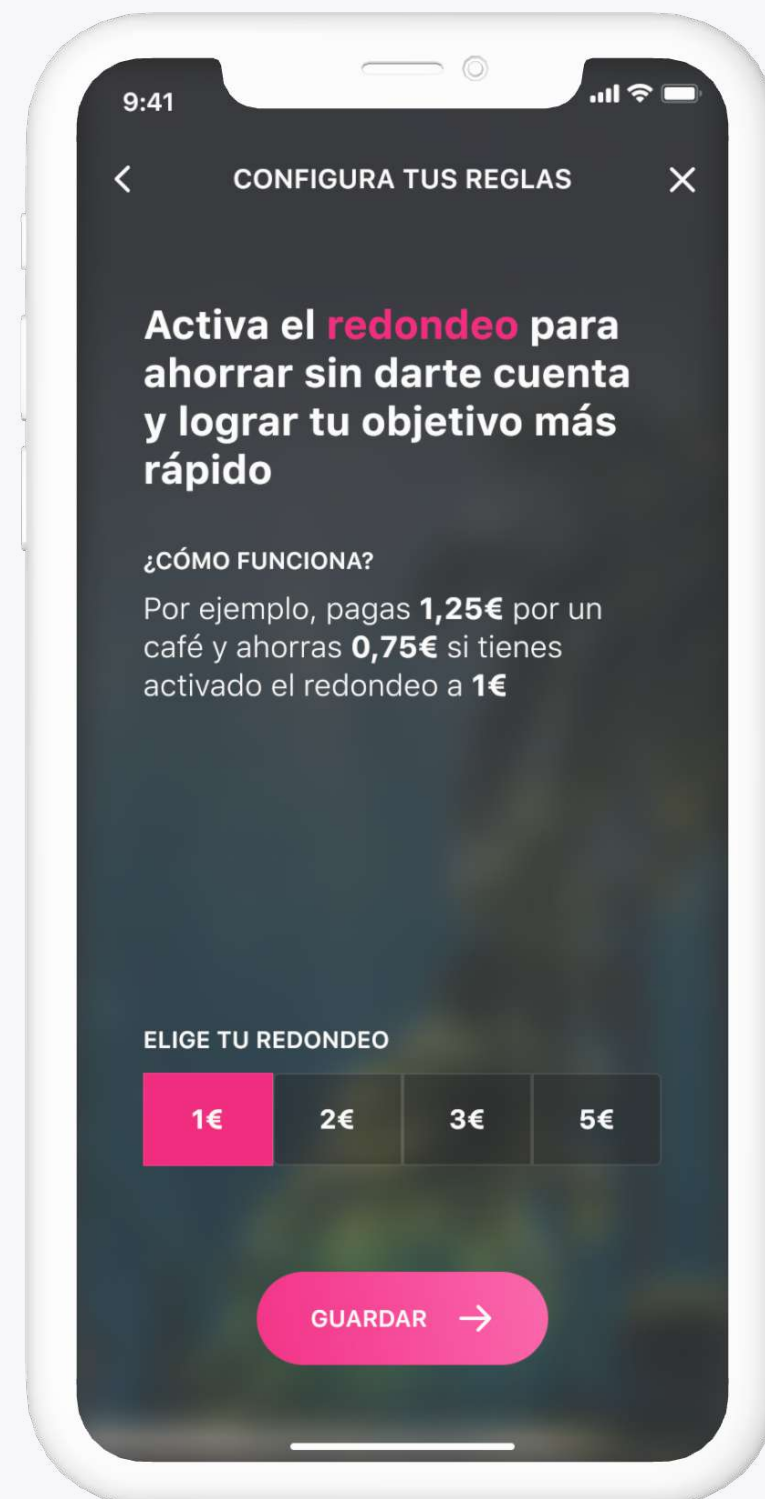
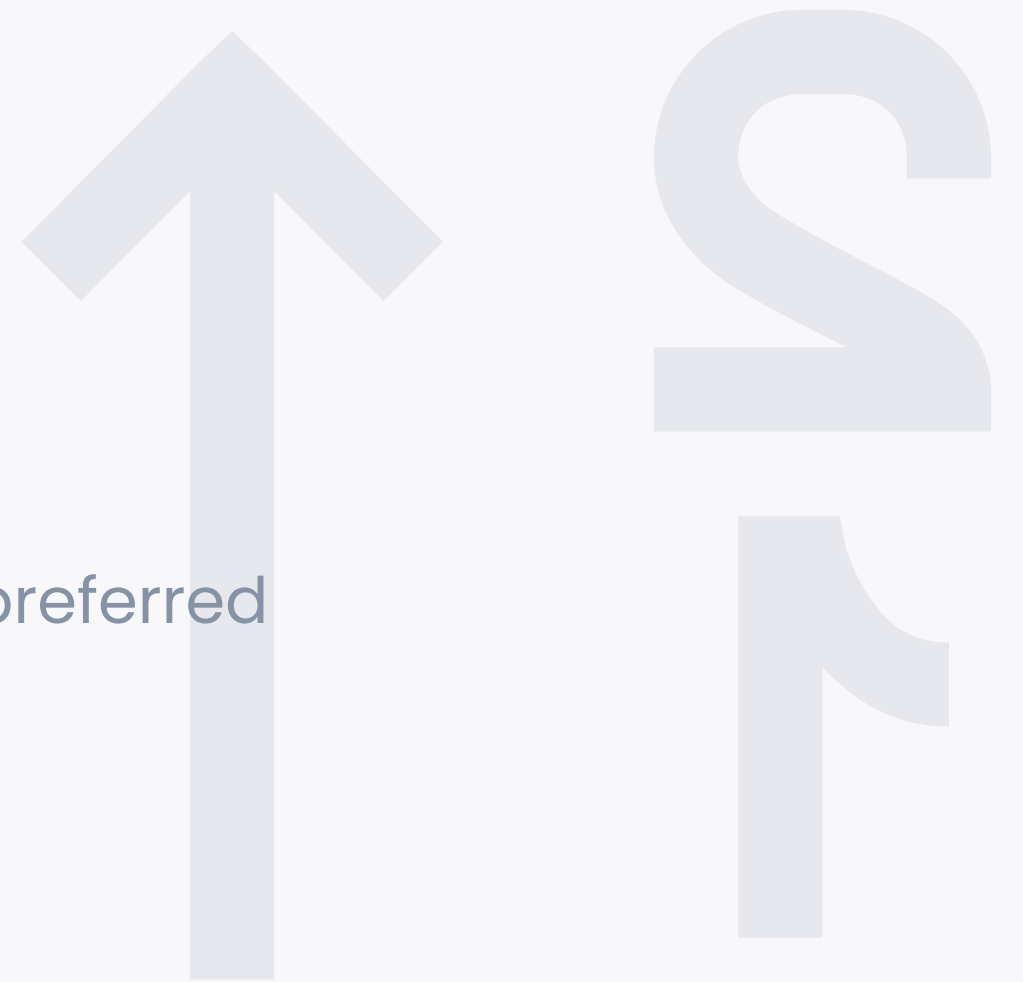
Customization of objectives

Users can add a name and an image that motivates them to reach the goal. In addition, savings goals can be shared with relatives and friends to show how they are performing. All this increases the user commitment with his own savings journey.



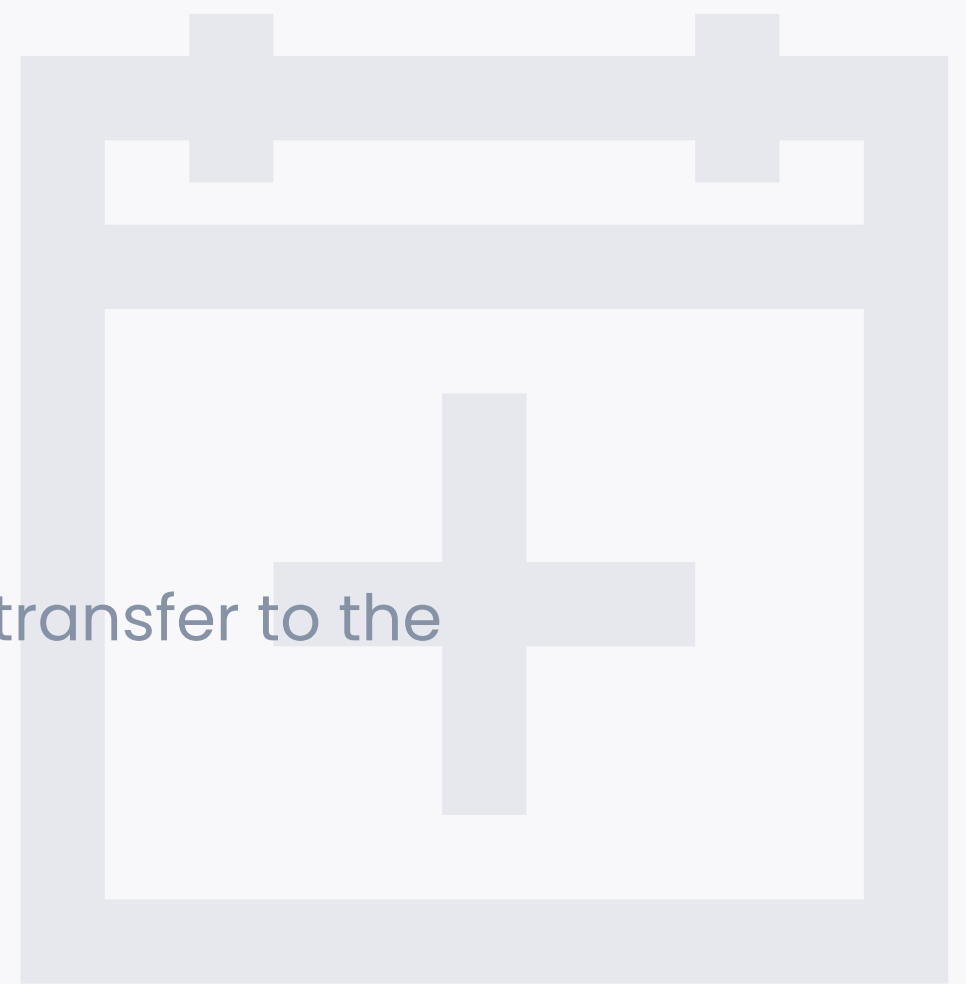
Rounding-up rule

All credit card payments are rounded up to the preferred amount.



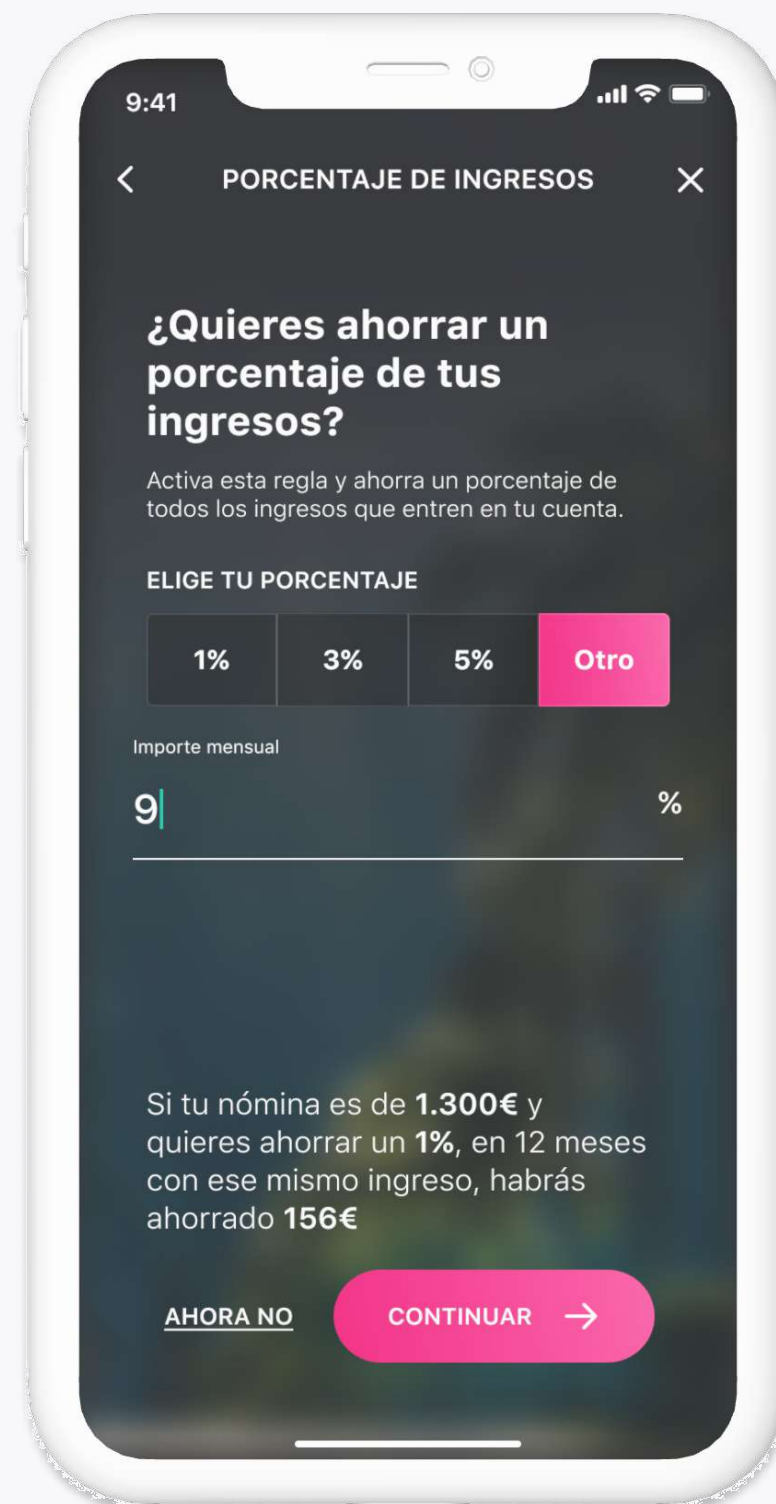
Periodic contribution

Establish a fix amount and automatically make a transfer to the Smart Piggy Bank every month.



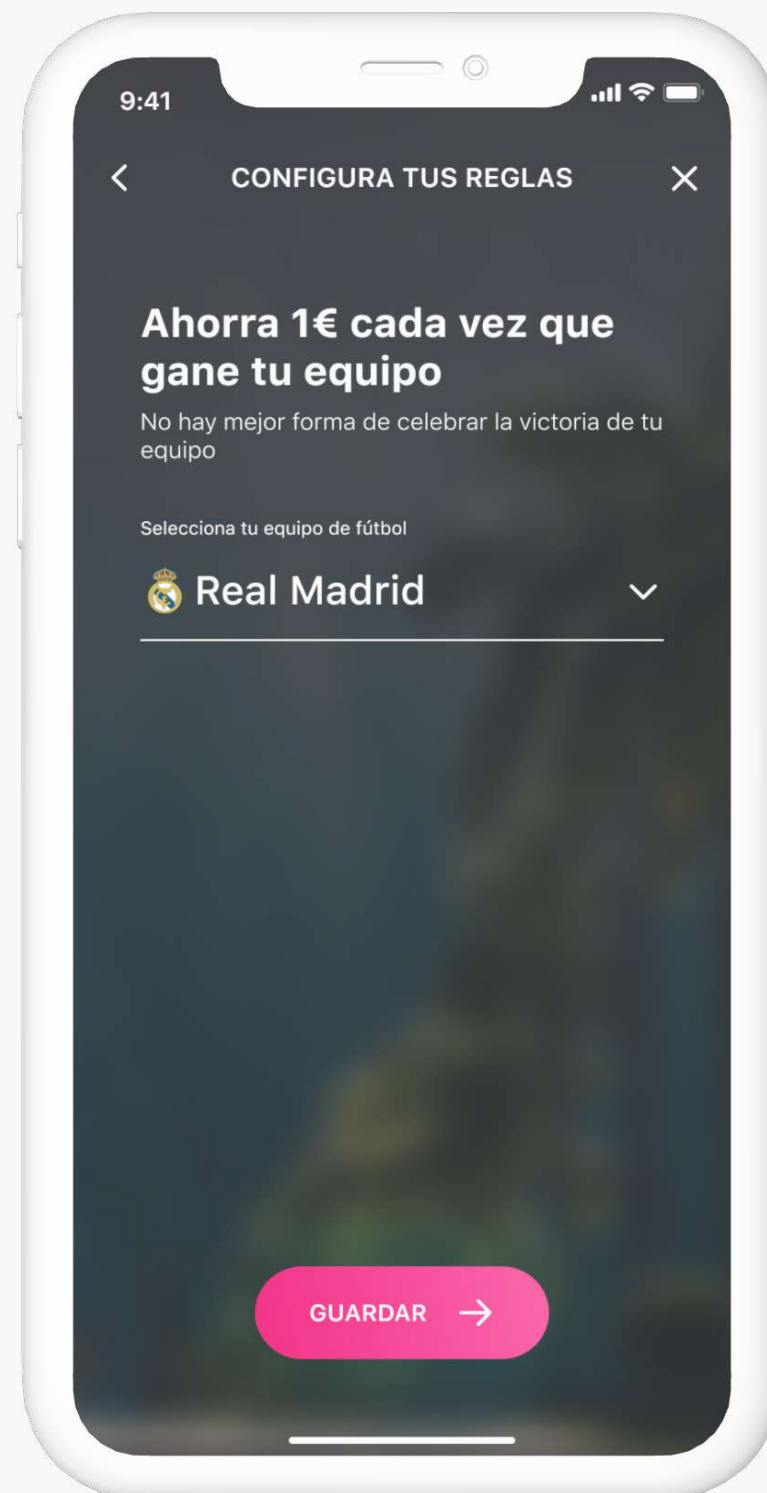
Saving a percentage of salary

When salary is received, the user can set up a percentage of it and will be automatically transfer to its Smart Piggy Bank account.



Gamification rules

When this rule is activated, every time the supported football team scores a goal, Smart Piggy Bank saves €1.





Learnings you
may want
to know

EASY



Set it up and chill out!

Rules work for you. Create a goal, set up the rules and relax! The rule preferred by users is rounding. However, the one that achieves more savings is "Hot Saving".

€2,440.80

**This is what our users are saving
on average every year.**

Set up your rules and you could save over
€2,400 a year without even realising it.

4.6 Rules



Activated per savings target

The more rules you activate, the easier to grow your savings.

...incorporating attractive and up-to-date rules, we manage to bring our clients' dreams to life.



"At EVO we are always attentive to the needs of our customers and we want to make it easy for them; that's why we have the Smart Piggy Bank. A product that allows you to save while you spend, with a very easy and fun UX. Incorporating attractive and current rules we manage to give life to the dreams of our customers".

Paz Comesaña

Marketing Director, Advertising
and Strategic Alliances at EVO

Harness the power of
transactional data



coinscrapfinance.com