How

AVANZA

eliminated friction for users and doubled their conversion rate

Avanza is the largest stockbroker in Sweden with a wildly popular digital platform

People love their product, but they had a troublesome point of friction:

Users were dropping off when trying to transfer their investments

Why?

People don't know their account numbers and investment details by heart, forcing them to look up the details manually
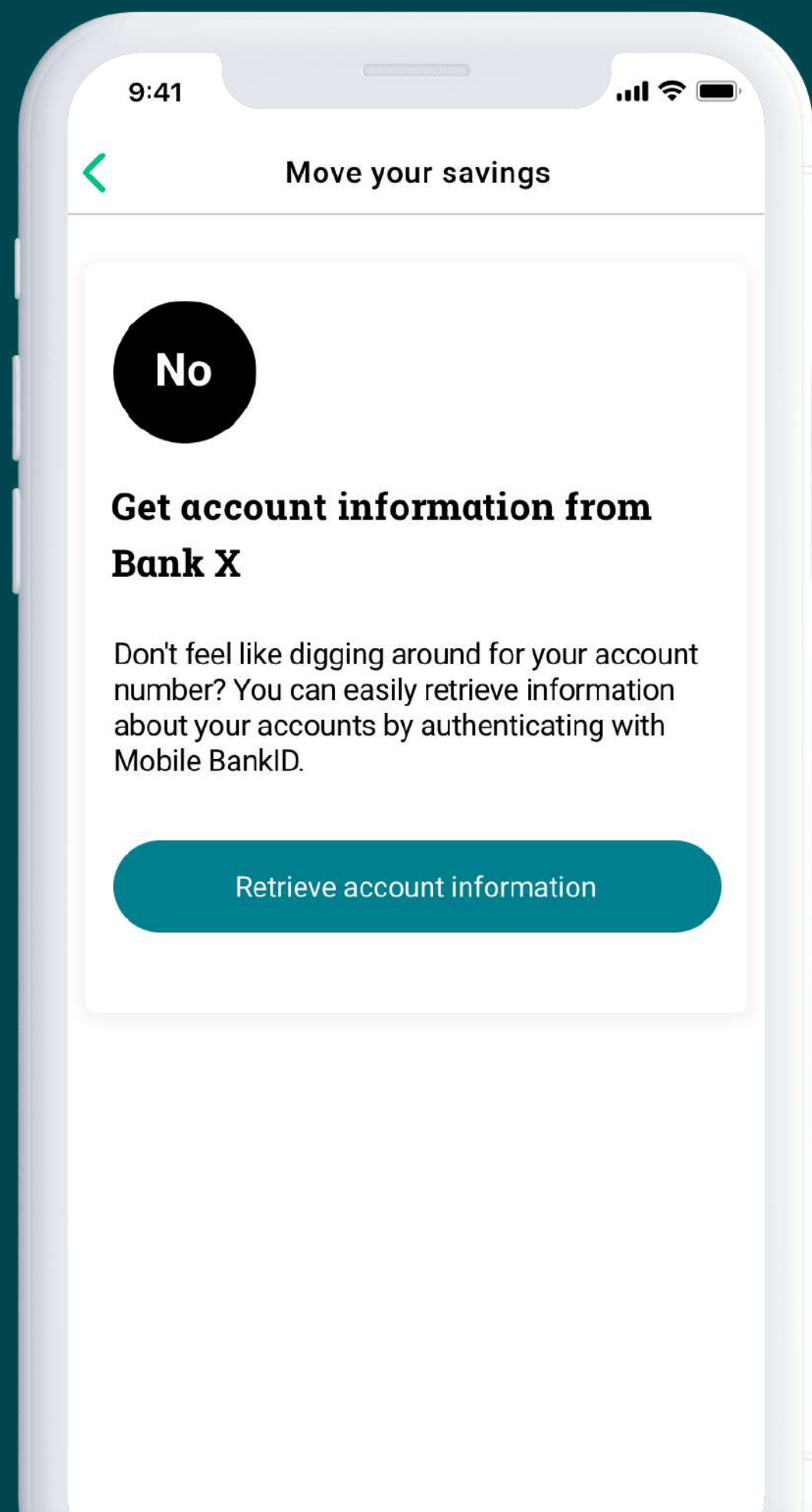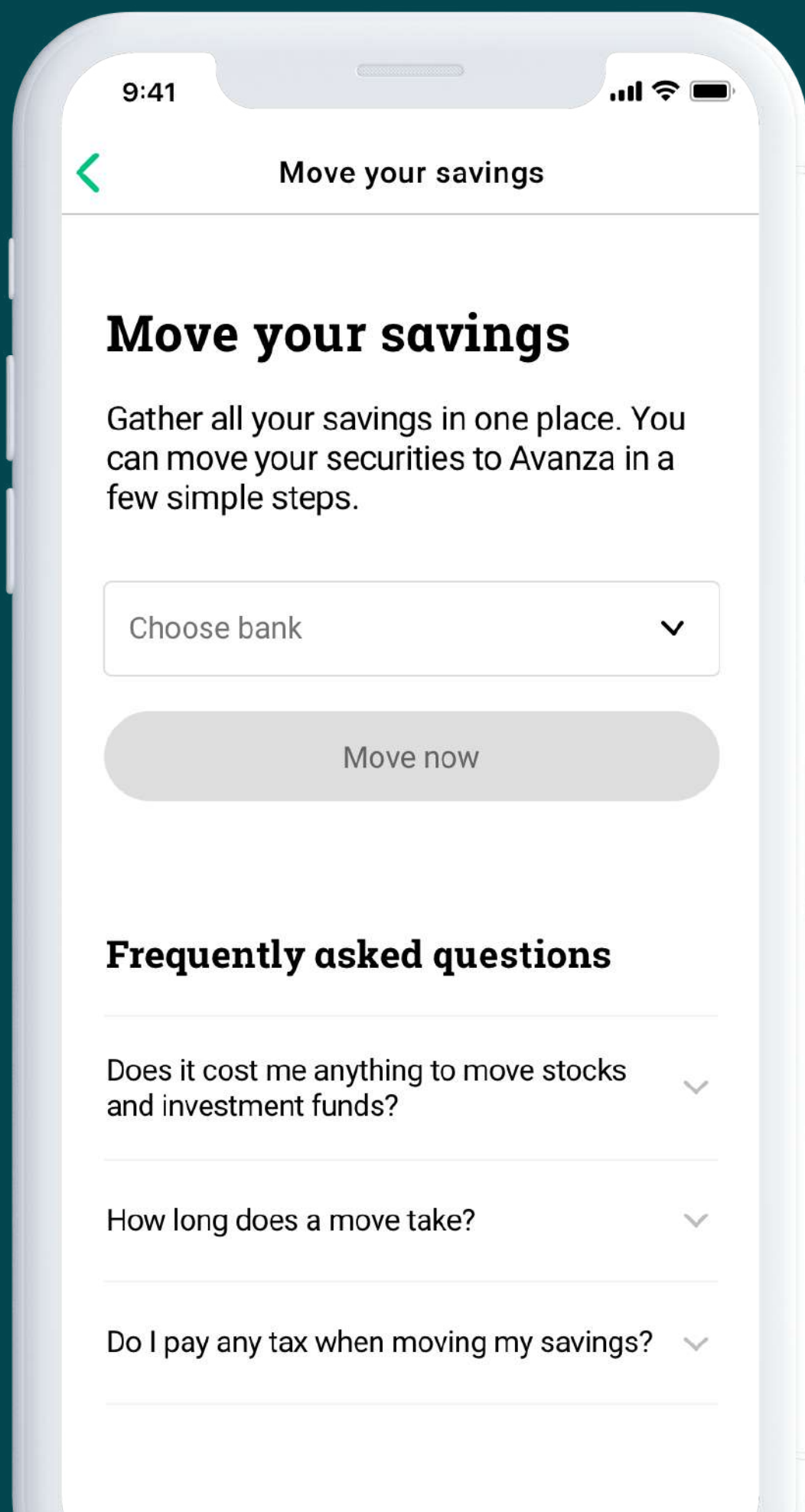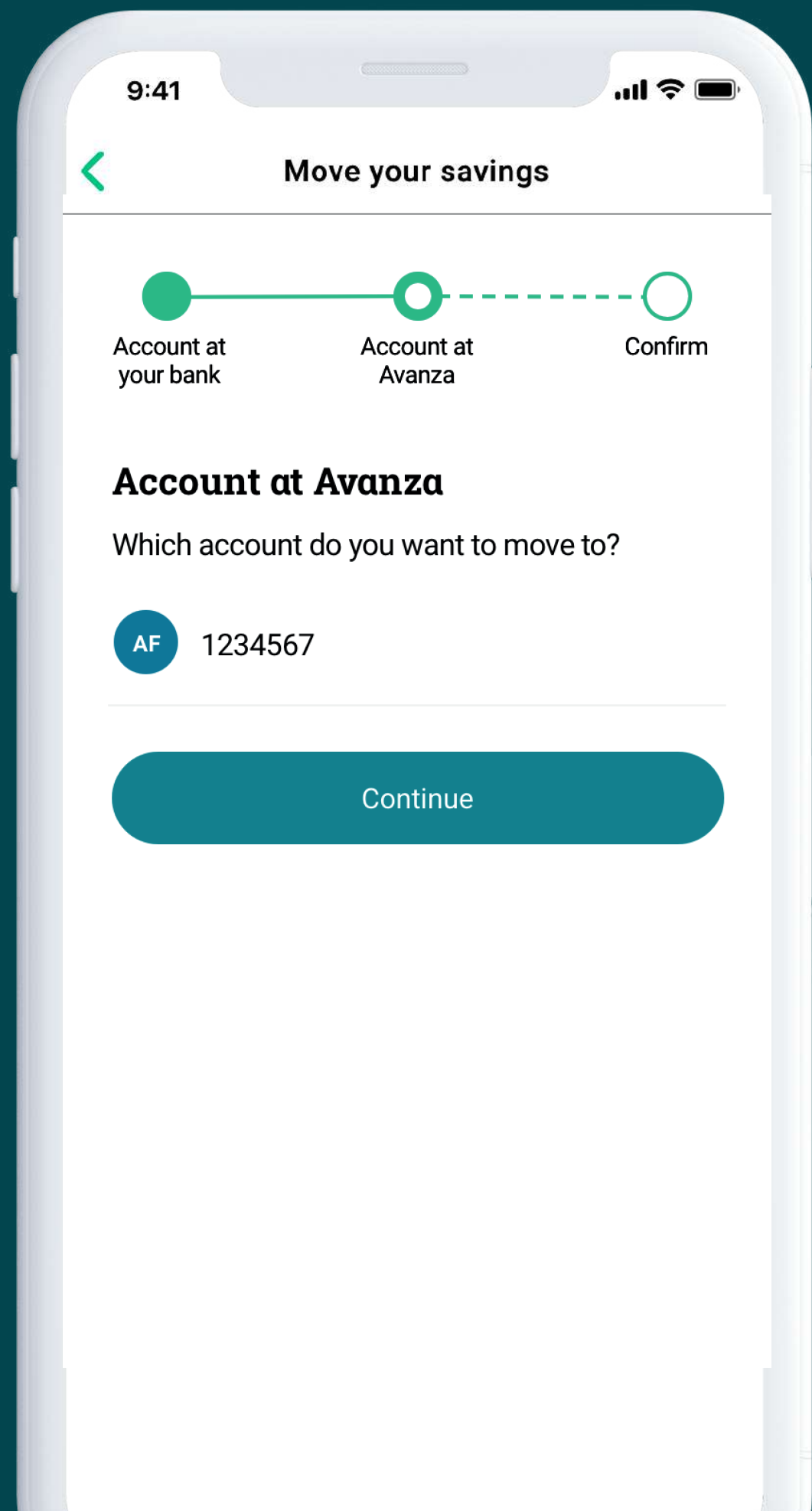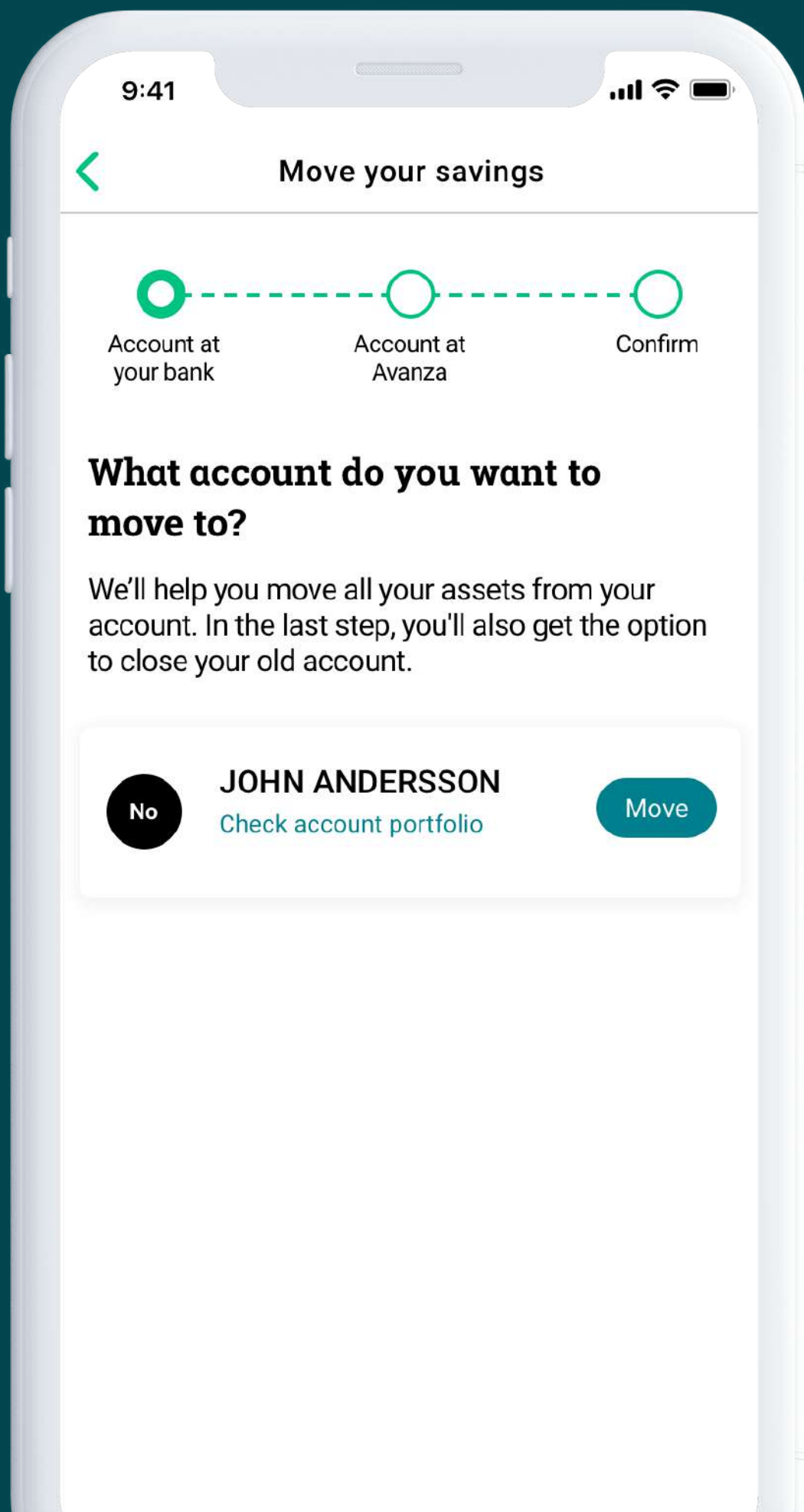
Avanza's solution:

Aggregate the user's financial data so their application is automatically prefilled. Easy peasy.

1. User authenticates with their bank

Move your savings

Gather all your savings in one place. You can move your securities to Avanza in a few simple steps.

Choose bank

Move now

Frequently asked questions

Does it cost me anything to move stocks and investment funds?

How long does a move take?

Do I pay any tax when moving my savings?

No

Get account information from Bank X

Don't feel like digging around for your account number? You can easily retrieve information about your accounts by authenticating with Mobile BankID.

Retrieve account information
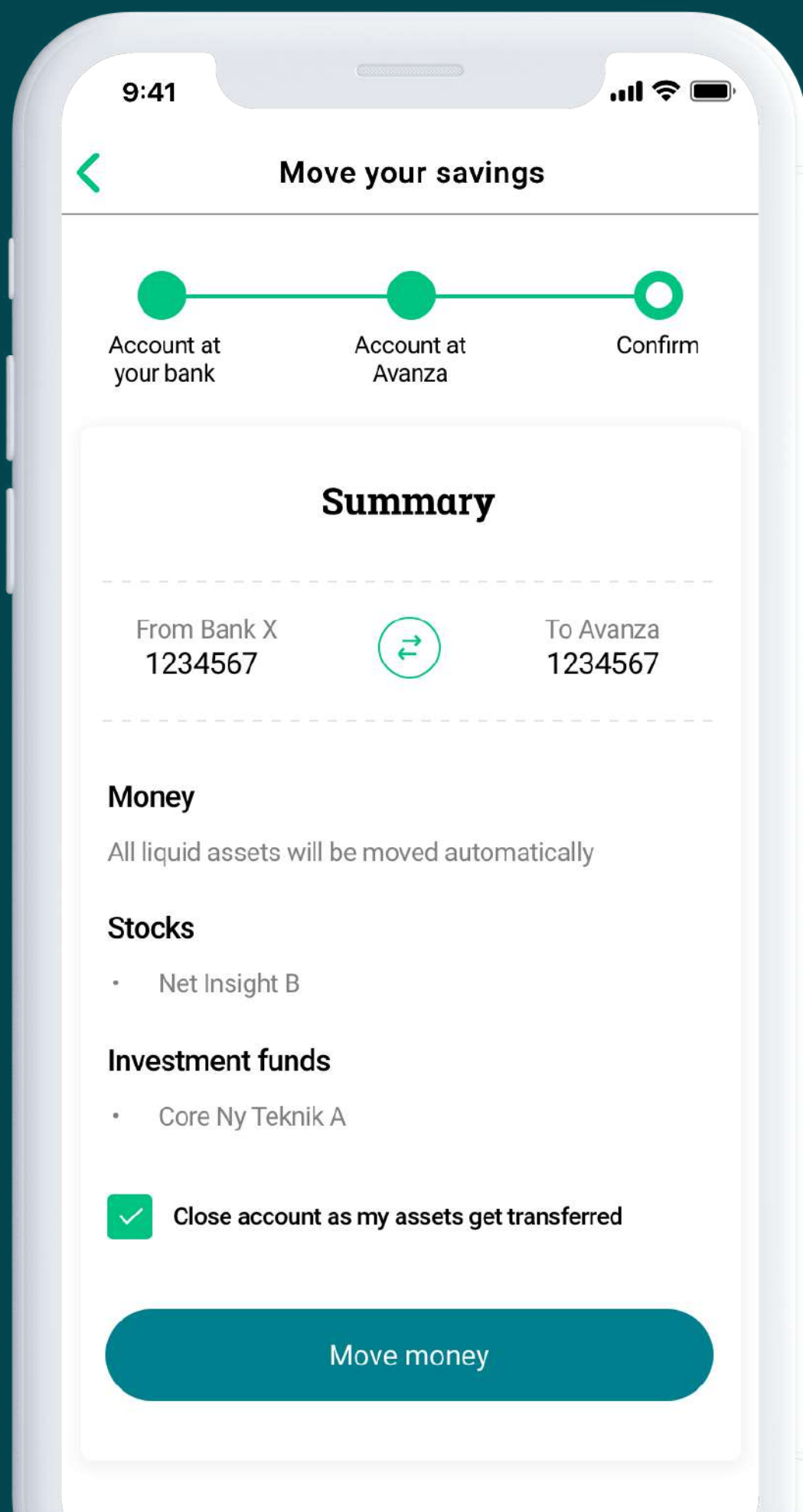
2. Tink aggregates account data. The user picks an Avanza account where the money will go.

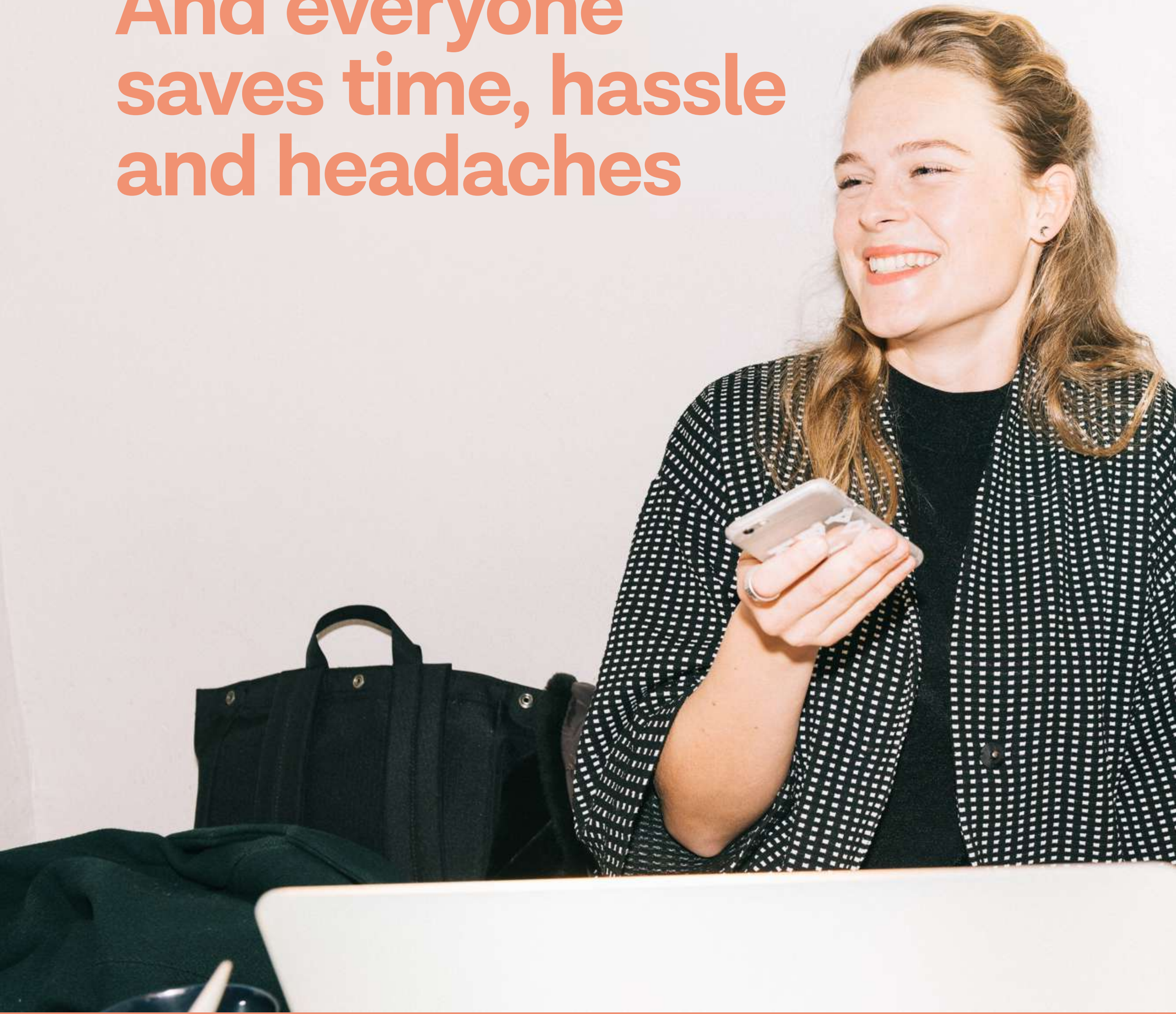# 3. User confirms and Avanza gives them the option to close their old account

9:41

< **Move your savings**

Account at your bank — Account at Avanza — Confirm

Summary

From Bank X
1234567

To Avanza
1234567

Money

All liquid assets will be moved automatically

Stocks

· Net Insight B

Investment funds

· Core Ny Teknik A

☑ **Close account as my assets get transferred**

Move money

User transfers
investments
in less than
a minute

Avanza increases conversions by

150%

And everyone saves time, hassle and headaches

Want to learn more?

tink.com/use-cases