

BFSI Benchmark Report

# Key Retention Metrics and Strategies

Shaping Customer  
Engagement in 2026



We've upgraded your plan with better coverage — at no extra cost. **Because you deserve more.**



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# Introduction

With rising acquisition costs and intensifying competition, retention has become the true driver of long-term growth in banking and financial services.

Traditional measures of churn no longer tell the full story. Today, retention is shaped by behavioral signals, contextual relevance, and seamless journeys that meet customers where they are. Metrics like stickiness quotient, repeat transaction rates, uninstall rate, and CLV are key indicators of customer health and sustainable growth.

Leading BFSI companies know that loyalty isn't built on one transaction or download, but on continuous, meaningful value that keeps customers coming back. This report equips marketing leaders, growth strategists, and entrepreneurs with a clear view of retention strategies that build resilience, profitability, and competitive edge.



**The BFSI Benchmark Report: Key Retention Metrics & Strategies Shaping Customer Engagement in 2026** captures these benchmarks, mapping the customer journey and uncovering opportunities to refine strategies.

# Retention and Value Metrics

**Retention metrics** look at how many users return or repeat purchase, how “sticky” your user base is, and how many leave (uninstall or churn). On the financial side, we also consider customer lifetime value.

Benchmarks here help diagnose if your app or service is merely a “one-time use” novelty or if it achieves the long-term relationship that BFSI businesses thrive on.

# Repeat Transaction Rate (for New Users)

# 15%

This metric tracks how many new users complete more than one transaction within a set period (first week or month). It's a strong indicator of initial satisfaction and retention: if users return quickly to transact again, the first experience likely delivered value.

CleverTap's fintech benchmarks show that **~15% of new users complete more than one transaction in the first week.**

It indicates a decent chunk of new customers are immediately finding enough value to use the service again right away.



Furthermore, say, if 95% make one transaction in month-one then perhaps a significantly larger portion (maybe 40-50%) make more than one in the first month. The first-week repeat stat (15%) is a useful benchmark for fast re-engagement.



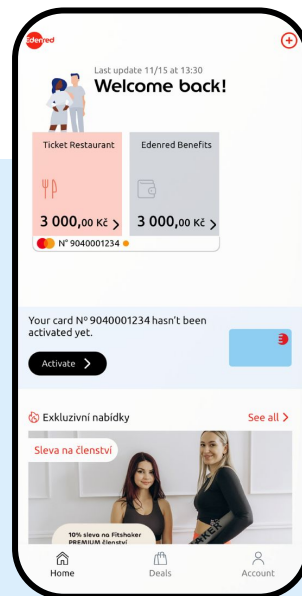
## TAKEAWAY

~15% repeat usage in week one is the baseline. Driving more new users to transact multiple times early means you're beating the benchmark and likely improving 30-day retention. For instance, a payments app might target 20–25% completing 2+ transactions in the first week by actively promoting use cases.



## ACTION

- Prompt that second transaction by sending an immediate follow-up like “Here’s \$5 cashback on your next transaction, valid this week.”
- Compare your metrics. If only 5% of new customers use the app twice in the first week, you’re not sustaining interest. Try onboarding campaigns that showcase additional features/services to drive a second use.



[Edenred Case Study, CleverTap](#)

## CUSTOMER SUCCESS STORY

Edenred, UAE’s largest salary-processing provider, leverages CleverTap Journeys for its the MySalary App to nudge users who’ve dropped off between the sign-up process to complete their onboarding. It also has a cart abandonment journey that nudges users who drop off before completing their mobile recharge in the app. This journey helped the app get **90% of these users to return and recharge.**

# Stickiness Quotient (DAU/MAU)

# 22%

“Stickiness” is defined as the ratio of daily active users to monthly active users (DAU/MAU), often expressed as a percentage. It shows what portion of your monthly user base is using the service daily on average.

**For fintech/BFSI apps, the average stickiness quotient is ~22%**, according to CleverTap.

That means roughly about one in five monthly active users is active in a given day or an average user uses the app ~6-7 days in a month.



Stickiness combines aspects of acquisition and retention. Low DAU/MAU ( 5-10%) signals infrequent use, while a high stat (30%+) suggests you likely have a highly engaging service (or a subset of power users skewing it).



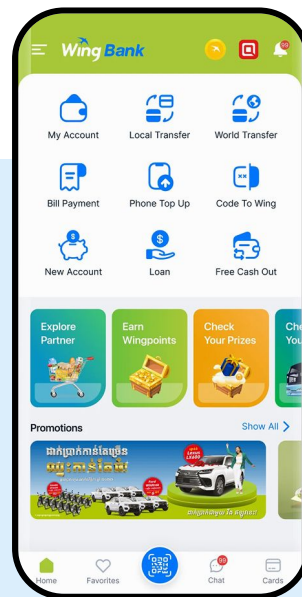
## TAKEAWAY

A 22% stickiness suggests a healthy chunk of users check their financial apps weekly or more. If yours is closer to 10%, increase daily relevance with features or notifications that prompt regular use. Apps at 25%+ are outperforming, often by offering diverse functions like payments or trading.



## ACTION

- Increase stickiness by giving users reasons to return on non-transaction days, such as finance tools, daily tips, or gamified rewards.
- Improve stickiness by increasing DAUs or by retaining MAUs while boosting visit frequency. Though nuanced, it's a key metric for tracking if your product is becoming a habit. Aim for a 20–25% DAU/MAU ratio to align with top fintech apps.



**Wing Bank**

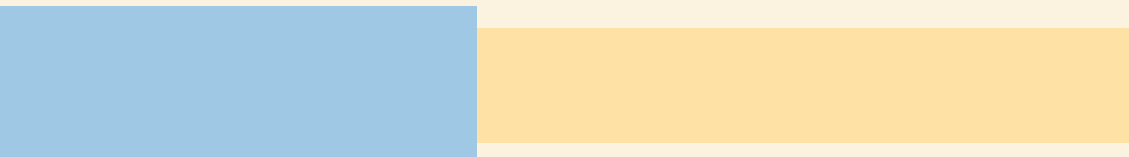
[Wing Bank Case Study, CleverTap](#)

## CUSTOMER SUCCESS STORY

WingBank, a leading financial institution in Cambodia, achieved **6% daily stickiness** with CleverTap. The team leveraged automated and targeted journeys to simplify communication with various customer types. Furthermore, it used personalization tactics and the platform's razorsharp analytics to deliver contextual messages at the right time for maximum engagement.

# Uninstall Rate

# 45-50%



This measures the percentage of users who uninstall an app over time. It is a key metric for BFSI as it indicates churn and lost opportunity for re-engagement.

Mobile apps in general suffer high uninstall rates – [more than 1 in 2 apps](#) within 30 days on Android globally (or a ~50% 30-day uninstall rate industry-wide). **Finance apps see around [45-50% of installs uninstalled](#) in the first month.**

Over a year, cumulative uninstall rates can climb further as many who don't uninstall in month one might still churn later.



Annual retention of apps under 20% is not uncommon and implies that 80%+ eventually leave or go inactive. Uninstall is a strong signal of attrition since a removed app means permanent disengagement (unless installed later).



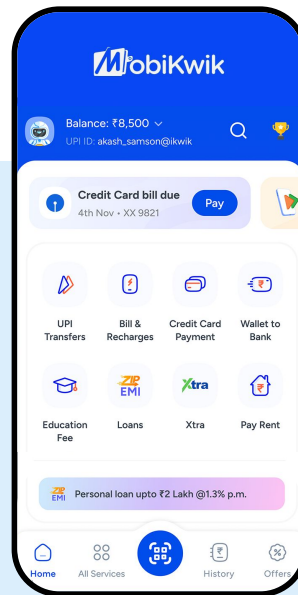
## TAKEAWAY

Aim to keep 30-day uninstalls as low as possible. Some top finance apps might only see 30% uninstall in a month, which is excellent. If say, 70% of new users uninstall within 30 days, that's a red flag **indicating poor early experience or mismatch in expectations.**



## ACTION

- Analyze when users uninstall. Many users delete app within the first three days of install, often due to disappointment or technical issues.
- Ensure smooth onboarding so that the value is immediately evident to prevent this knee-jerk deletion.
- Continuous engagement is key. If users find ongoing value, they keep the app. Also, consider prompting dormant users before they uninstall.



**Mobikwik**

[Mobikwik Case Study, CleverTap](#)

## CUSTOMER SUCCESS STORY

Mobikwik, India's leading mobile payment network, realized almost 30% of their users uninstalled within the first week. Using the CleverTap platform, they started to proactively spot their app's friction points and create targeted campaigns to boost retention. This helped them **reduce app uninstalls by 20%.**

# Customer Lifetime Value (CLV)

## \$2-4K

This measures the total revenue or profit a customer brings over their lifetime with your company. In BFSI, CLV can be significant due to long-term products like loans, investments, and accounts.

Benchmarks for CLV vary widely by product and institution. For retail banking, **one analysis put an average CLV is in the range of \$2,000 to \$4,000 while another at roughly \$4,500.**

These figures reflect the net present value of future earnings from an average customer (spread on deposits, interest on loans, fees, etc.), minus servicing costs.



CLV is highly segmented: top 10% of customers often contribute over 60% of total value, while the bottom 40% add little.



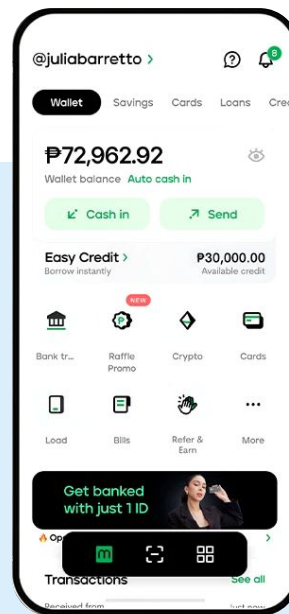
## TAKEAWAY

In developed markets, retail banking CLV averages **\$2,000–\$5,000**. The goal isn't to “hit a CLV number” but to increase it through retention and cross-sell. Benchmarks also guide acquisition costs. For instance, with \$3,000 CLV, spending \$300 to acquire a customer for a 10:1 LTV:CAC ratio is reasonable.



## ACTION

- A low CLV may signal low product adoption or short customer lifespans. Boost it through product bundling, loyalty programs, and strong service.
- Track CLV by cohort to see if newer customers are trending to be more valuable or less.
- In BFSI, satisfied customers are powerful: loyal ones are 5x more likely to repurchase and 4x more likely to refer others.



**maya**

[Maya Case Study, CleverTap](#)

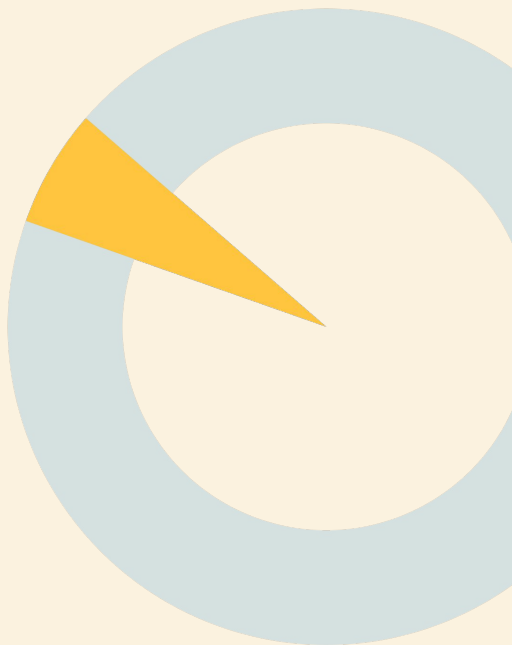
## CUSTOMER SUCCESS STORY

Maya, a Philippines-based digital payments company, maximized the customer lifetime value (CLV) of champion users by upselling and cross-selling using CleverTap, resulting in **a 5–10% lift in average transaction value**. It uses RFM for churn analysis, which helps them identify at-risk users and deploy targeted strategies to actively engage them.

# Annual Retention Rate (or Churn Rate)

**6%**  
by day 30

This measures the percentage of users still active after one year. Beyond the first month, it's useful to know how many users you retain long-term.



Annual retention rate in mobile apps is typically low – for **finance apps it might be in the ballpark of 15–25%** (meaning 75–85% churn within a year).

Finance app retention drops steeply over time. Statista reports [~6% by day 30](#) and ~3% by day 90, while other sources cite similar figures ([~5.8% and 4–5%](#)). If trends continue, 1-year retention may be just 2–3%.



While these numbers seem low, they include all installers, many of whom were never committed users. In contrast, banks with established customer bases typically see higher retention, as customers rely on the app for essential, ongoing needs.



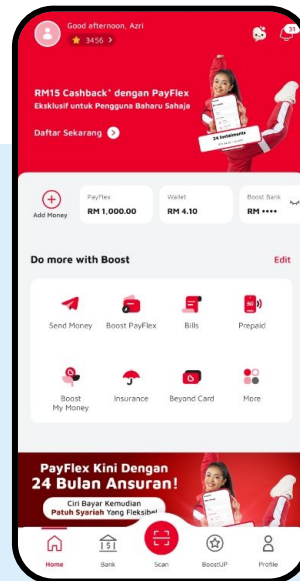
## TAKEAWAY

While there isn't a single agreed figure for 12-month retention in BFSI, if you retain 20% of users at 12 months, you're likely above industry average. Some reports suggest a 1-year retention around 15% for finance apps, versus single digits in categories like gaming.



## ACTION

- Focus on guiding users past the early drop-off and into steady app use. Learn from the loyal base that stays after a year and replicate the experience.
- In BFSI, churn can also be driven by better offers elsewhere, so delivering consistent value and personalized engagement are key.
- Use cohort analysis to track retention and compare against benchmarks. Investigate the root cause when drop-off is steeper than expected.



[Boost Case Study, CleverTap](#)

## CUSTOMER SUCCESS STORY

Boost, one of Malaysia's fastest-growing e-wallet players, saw a **5X increase in 90-day retention rate** with CleverTap. Using the platform, they are able to better analyze user data and create micro-segments, optimize communications to specific user groups, gain insights to continually improve personalization and targeting, and more.

# Leveraging These Benchmarks for Growth

In today's competitive environment, retaining customers is as critical as acquiring them — and often, far more cost-effective.

Retention benchmarks provide more than just a performance snapshot. They reveal what's working, where friction erodes loyalty, and how to act. But, to surpass these benchmarks, you need more than visibility; you need the tools to act.

*From reducing churn to maximizing CLV, CleverTap helps you turn retention insights into lasting business impact.*

**CleverTap's all-in-one engagement and retention platform empowers BFSI brands** to not only monitor churn, stickiness, and lifetime value, but also deploy personalized, contextual, and omnichannel campaigns that keep customers connected.



CleverTap is the leading all-in-one customer engagement platform that helps brands unlock limitless customer lifetime value. CleverTap is trusted by over 2000 brands like Domino's, Levis, Jio, Papa John's, Zomato, Kotak Bank, Jio, Air Asia, Carousell, TD Bank, and Tesco to help build personalized experiences for all their customers. The platform is powered by TesseractDB™ – the world's first purpose-built database for customer engagement, offering speed and cost efficiency at scale.

Backed by top-tier investors such as Accel, Peak XV Partners, Tiger Global, CDPQ and 360 One, the company is headquartered in San Francisco, with presence across Seattle, London, São Paulo, Bogota, Mexico, Amsterdam, Sofia, Dubai, Mumbai, Bangalore, Singapore, Vietnam, and Jakarta.

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