

Global MI and benchmarking data

Our powerful data analytics dashboard called 'nudgenomics', provides a wealth of insight into how your global workforce are engaging with nudge - all presented in an easily digestible format.

The analytics dashboard contains:

- ✔ **Engagement with nudge**
 Explore usage and engagement analytics over time, split by demographic, location, language and more.
- ✔ **User needs and interests**
 Understand the popular interests across 30 different finance topics and identify common goals of your people around the world.
- ✔ **Wider business impact**
 Testimonials and NPS feedback highlights how nudge has helped improve wellbeing and identifies wider business impacts you can track to maximize ROI.
- ✔ **The financial health of your people**
 Based on aggregated scores of the financial health checkup to assess the financial health of your people against the financial pillars: borrowing, saving, planning, knowledge and spending. You can review regional and global trends over time and the improvements in knowledge as a result of using nudge.
- ✔ **Benefit campaign engagement**
 Review data on benefit education campaigns you run with nudge, how you've improved understanding of your benefit offering and uncover actions your people have taken as a result.

