

How

**SBAB!**

got **50,000**

**consumers** to

challenge their

mortgage rates



# SBAB offers mortgages in Sweden



They have

**270,000**

mortgage  
customers



**Their  
challenge**





**Introduce more  
people to their  
services**



Help consumers get  
a **better deal** in a  
matter of minutes

Here's how SBAB used  
**account aggregation**  
to get

**50,000**

**consumers** to try the  
tool in the first year

# Introducing:

**The interest  
rate showdown**



# CHALLENGE YOUR MORTGAGE

Many people pay unnecessarily in interest on their mortgages. With the Interest Rate Match, you can compare your mortgage rate and see if you could earn a move to SBAB.

Challenge the rate now





## Start here

Estimated property value

4 150 000 kr

kr

Choose your bank

Handelsbanken



Social Security Number

19800101-0101



Collect mortgage information

11:32



Cancel

Identification



Samuel Parsons

I identify myself at

**SBAB**

Identify with Face ID



## Your result

Handelsbanken 39 245 kr / year

[View loan info](#) ▾

SBAB 31 345 kr / year

[View loan info](#) ▾

You can lower your interest  
expense with 7 900kr / year

GO TO THE LOAN APPLICATION

The  
result



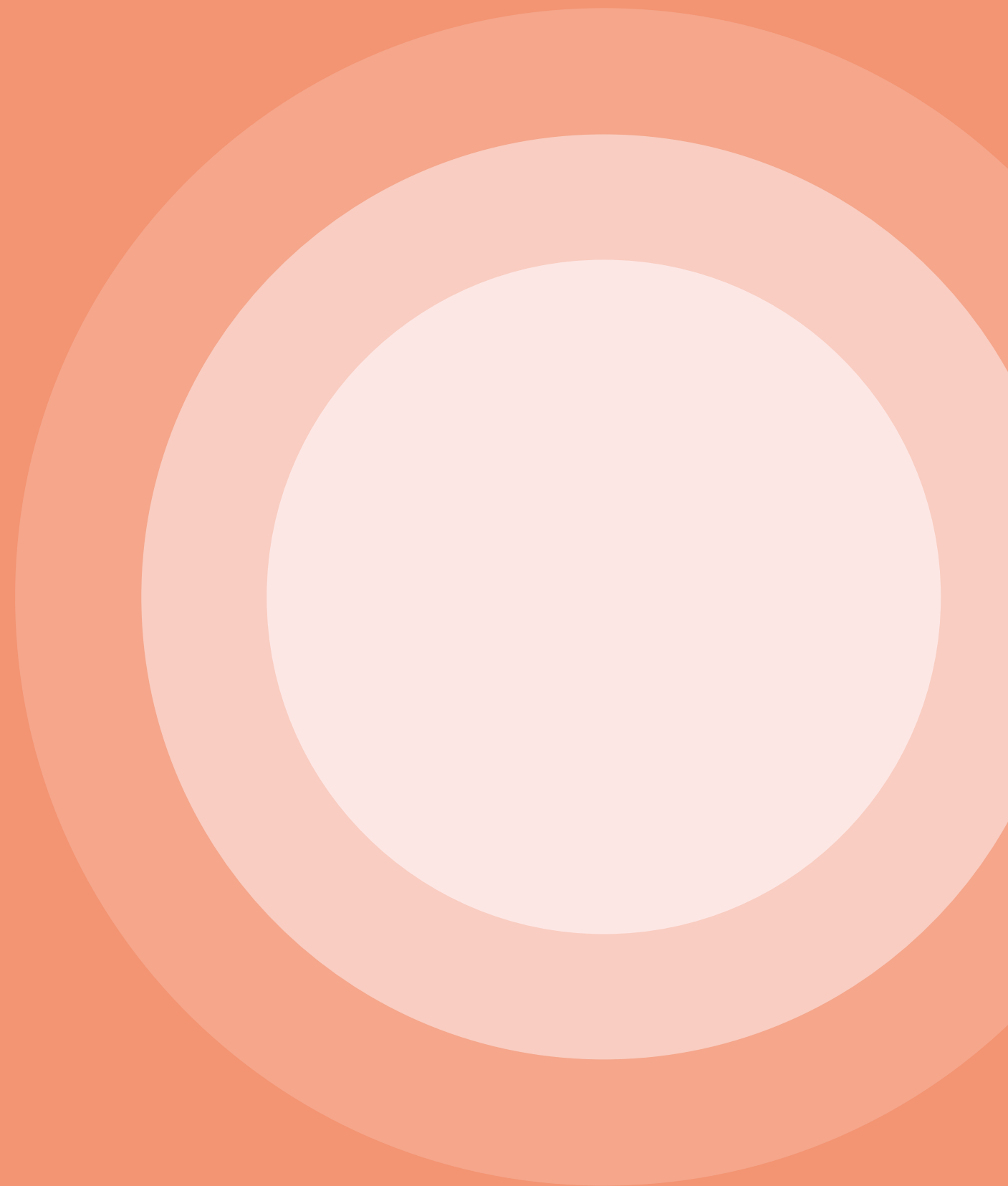
**8**

**out of**

**10**

**consumers got a  
better interest rate**

Customers move  
their mortgages  
with **a few clicks**



SBAB

gets more  
**business**





and the  
customer  
**saves money**



creating  
financial  
happiness  
for all



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learn more?**

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