

Behavioral Design for Financial Health

COMMON
CENTS
LAB

Common Cents is supported by  **MetLife** Foundation

Who are we?

We aim to measurably impact the financial well-being of low- to moderate-income households in the United States.

Improving cash flow management



Decreasing expenses



Decreasing Debt



Increasing short-term savings



Increasing long-term savings

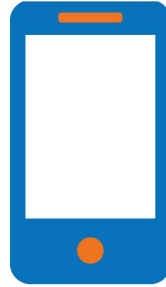


How do we do it?



Partnerships

Create interventions
with partners



Products

Create consumer-facing
products from the ground up



Research

Disseminate research
broadly to industry and
thought leaders

Who do we work with?

On the financial side, we work with **fintech** companies, **non-profits**, **credit unions**, and other direct financial service providers.



PROPEL

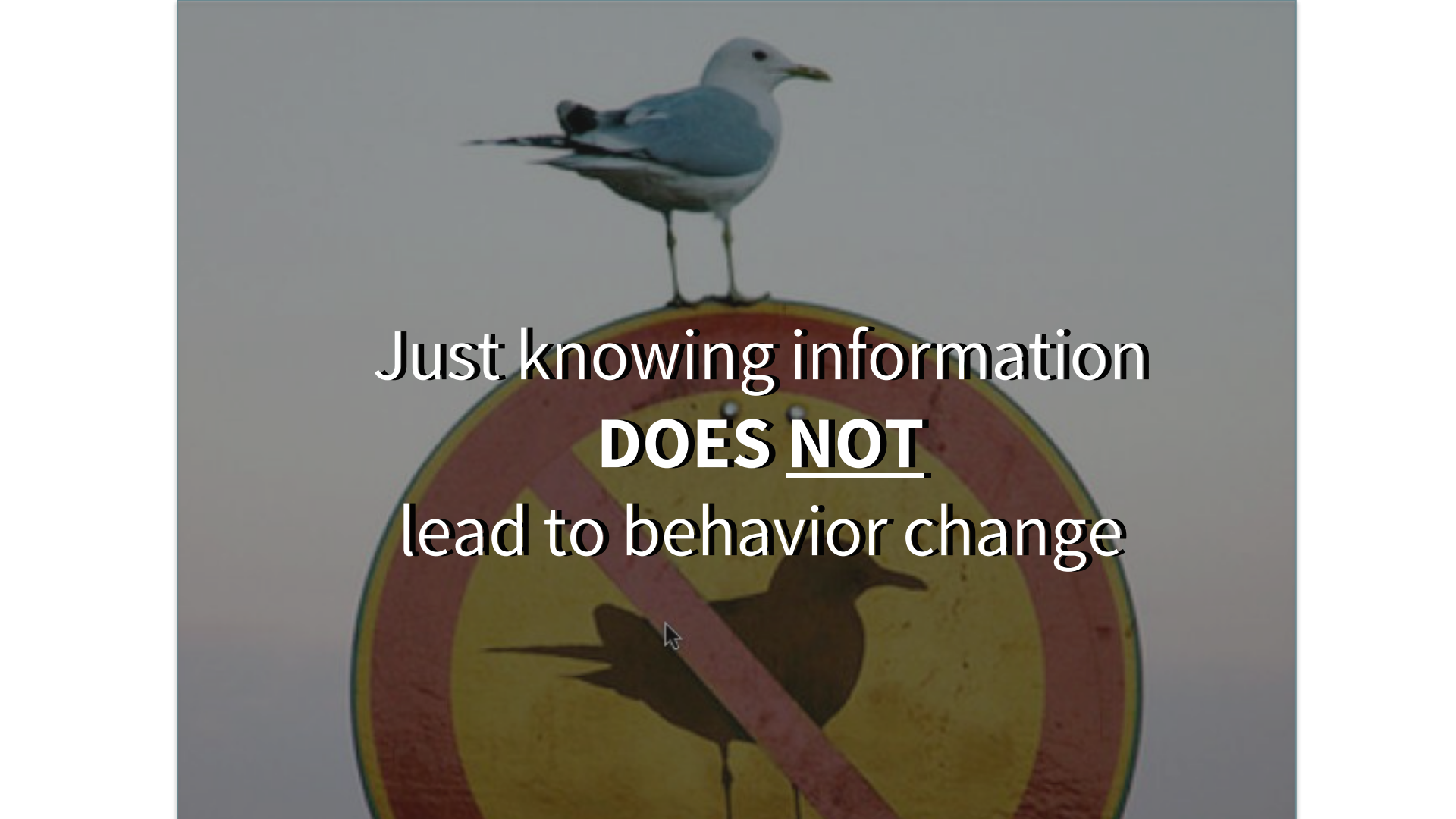


ACCION



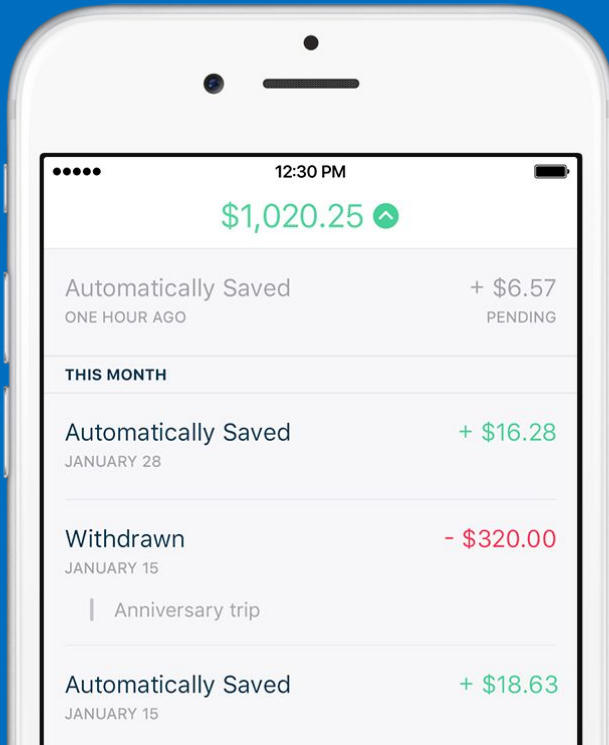
chime



A photograph of a seagull perched on top of a circular sign. The sign features a silhouette of a bird with a red diagonal slash over it, indicating a prohibition. The background is a plain, light-colored wall.

Just knowing information
DOES NOT
lead to behavior change

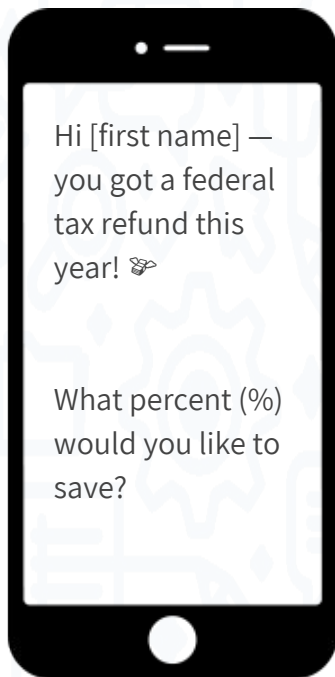
Common Cents & digit⁺



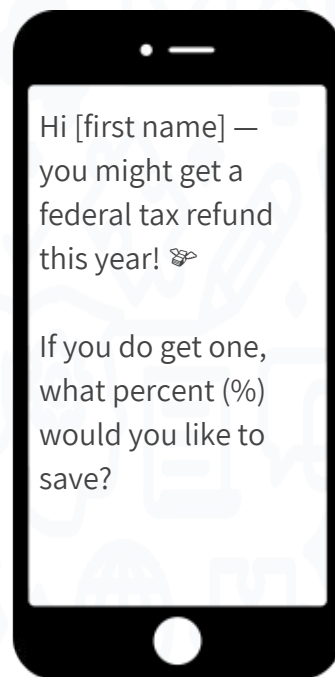
- ▶ Automated savings tool
- ▶ Digit figures out a user's spending patterns and withdraws a few dollars when the user can afford it
- ▶ SMS based interaction

Tax time savings example

Sent **AFTER**
tax refund was
received



Sent **BEFORE**
tax refund was
received



*[\$\$ automatically withdrawn
when refund hit]*

58% higher saving rates with pre-commitment

Impact = \$1M in savings

