The Data and AI Experience Company

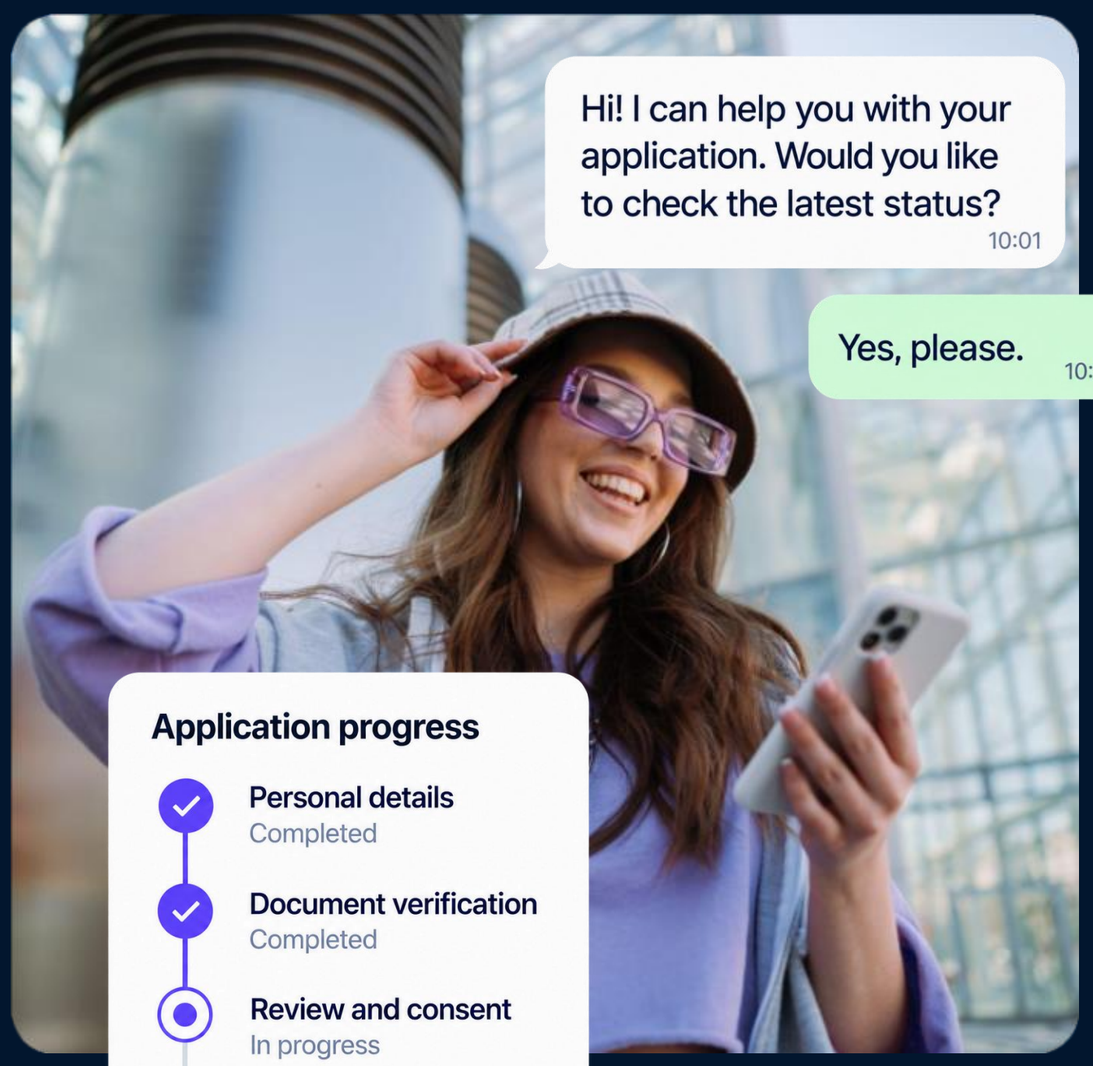
Financial Services

CONVERSATIONAL AI

Finance Activate

Guide new customers through application journeys and re-engage those who stall or go dormant.

Finance Activate uses secure authentication and timely nudges to turn applicants into active customers.



Meta Channels — Engage and convert across the world's leading messaging platforms

WhatsApp
Business messaging at scale

Instagram
Turn conversations into customers

Messenger
Seamless support and engagement

Complementary Channels — Platform-agnostic, configured for channels beyond Meta

Email
Extend reach beyond Meta

Owned Channels
On web or in app

RCS
Interactive brand experiences

Application Status

Ask a few simple questions to understand what the customer is looking for.

Abandonment Detection

Match each customer to the product that fits their needs.

Secure Authentication

Explain products in plain language and compare options in chat.

Re-Engagement

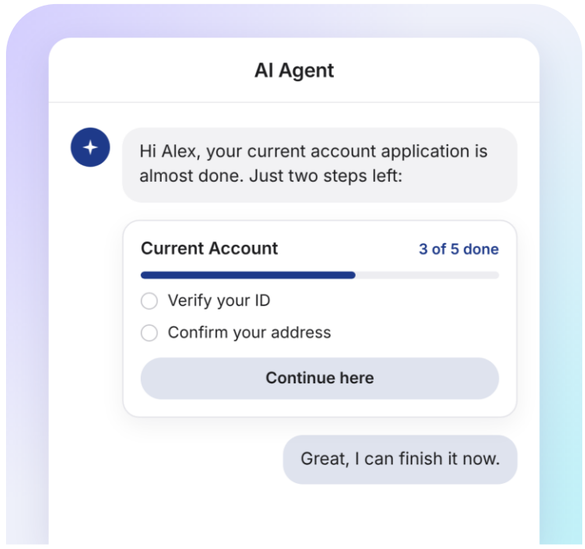
Keep every product message within your approved, regulator-ready wording.

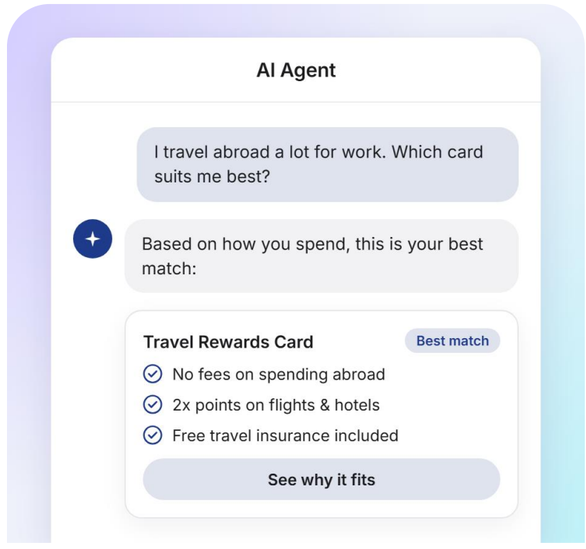
Trusted by global finance leaders

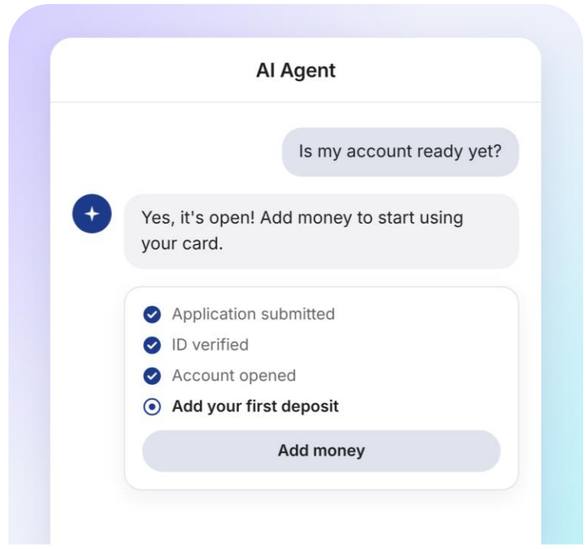
OCBC · DBS · Grab · goto · Maybank · superbank

Every unfinished application is acquisition spend lost

Opening an account shouldn’t mean paperwork. Customers drop out halfway through long forms and ID checks, and those who make it through are left wondering what happens next.







Why account activation works better on ADA's Conversational AI platform

Finance Activate connects to your application systems to keep customers updated, spot drop-offs early and bring them back, with live agents ready when they need help.



DBS

How DBS drove loan uptake and AUM growth through WhatsApp

ADA enabled DBS to deliver loan offers to eligible existing customers through WhatsApp, with repayment reminders continuing in the same conversation.

Banking - APAC

Loan Cross-sell

Payment Reminders

1.8 x
Higher conversion than legacy channel

Millions
Of customers reached on a familiar channel

End-to-end
Solutions from offer to repayment journey

Increase completed applications with Finance Activate

ADA is the Data & AI Experience Company, combining platforms, AI accelerators, and always-on operations to deliver measurable growth at scale.

26B+
Personalized journeys created

278M+
AI-powered conversations to drive engagement

16B+
Authentications verified to protect trust

ada