

# Quovo + Hiatus

## Leveraging Data Insights to Power Stronger Financial Futures



### Profile

In 2015, co-founders David Callis and Todd Gower launched Hiatus, an app that would help users find and cancel products and services they were subscribed to but no longer wanted. Over time, it has evolved into a full-service financial management app with a broad yet simple mission—to help people save money.

Today, Hiatus constantly analyzes bills, debt, and asset allocations and deliver actionable advice based on the analysis. The app identifies uncompetitive rates on insurance, telecom, utilities, credit cards, loans and deposit accounts and helps users get improved rates.

## Challenge

As Hiatus began to expand into a financial management app, they needed an account connectivity partner that was aligned on their business goals and could help them find new ways to monetize, as well as one that could provide:

- Frictionless and reliable **account syncs** for the best user experience;
- Connection to a wide **variety of financial account types**, not limited to retail bank accounts; and
- A **pricing model** that would keep costs low as the company scaled

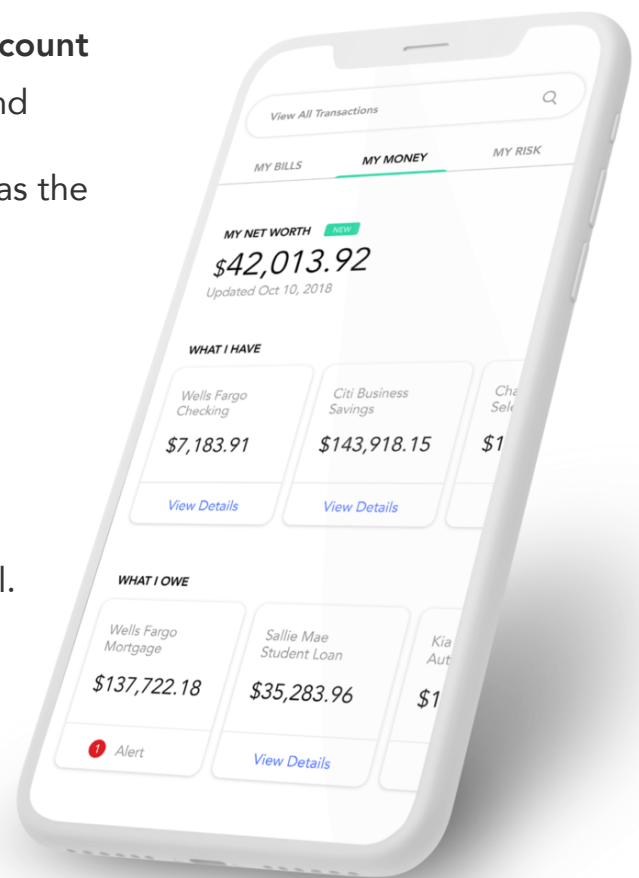
## Solution

By selecting Quovo, Hiatus found an account connectivity platform that met their requirements and provided support as a business partner as well.

- **Quick, reliable account syncs:** Quovo's technology helps users link their financial accounts to the app friction-free.

**Advantage for Hiatus:** Deliver a good first impression of the user to keep abandonment rates low and user engagement high.

- **Connection to a wide range of institutions:** Quovo supports connection to 14,000+ financial institutions.



**Advantage for Hiatus:** Acquire users that bank anywhere, from the major retail institutions to community banks and credit unions.

- **Data from nearly every account type:** Quovo retrieves data from sources well-beyond traditional bank accounts and credit cards, including 401(k)s, student loans, HSAs, or FSAs.

**Advantage for Hiatus:** Find bills and financial data from all of a user's accounts.

- **Drill down to the transaction level:** With Quovo's /extras endpoint, Hiatus can access additional information about connected accounts, such as credit card APR, loan interest rates, and payment due dates.

**Advantage for Hiatus:** Tailor recommendations for loan refinancing or credit cards with lower APR based on a user's specific situation.

- **User-based pricing:** Quovo's pricing model is typically based on the number of end users connected to the app, rather than on the number of individual accounts an end user connects.

**Advantage for Hiatus:** Keep customer acquisition costs low and encourage users to connect as many financial accounts as they want to create the most accurate and complete picture of their finances.

## Results

Since its launch, the Hiatus app has:

- Gained more than 500,000 downloads
- Maintained a 4.5 out of 5 star rating from more than 2,300 reviewers

The platform's success and high level of user satisfaction are attributed to its simplicity, accuracy, and tailored financial advice, all fueled by Quovo connectivity.