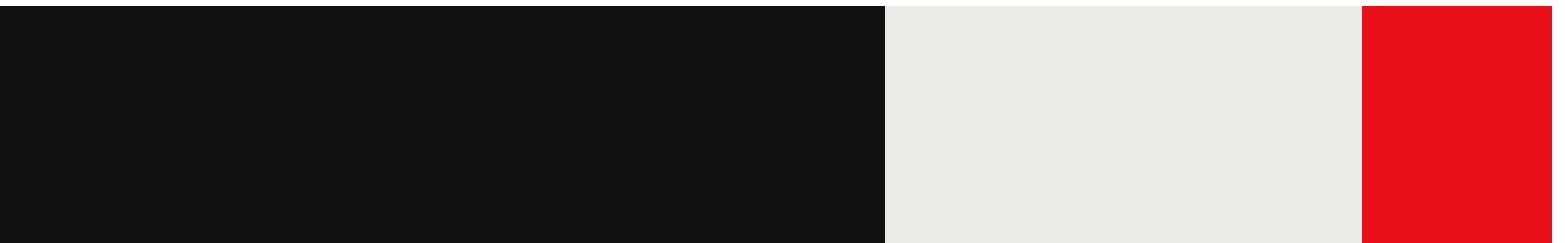


# The Banking & Payments Show: Leveraging Finfluencers

Audio



Today's podcast episode of The Banking & Payments Show examines if the financial services sector should leverage social media influencers. In 'Story by Numbers,' we discuss how the majority of users have seen someone reviewing or recommending financial products on social platforms and what this means. In 'For Argument's Sake,' we argue nicely about whether the

risks of using influencers outweigh the rewards. Listen to the conversation as host, Rob Rubin, welcomes analysts Jasmine Enberg and Lauren Ashcraft to the podcast.

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