

OCTOBER 01, 2017 (/BLOG-1/2017/9/30/INTRODUCING-ALBERT-GENIUS)

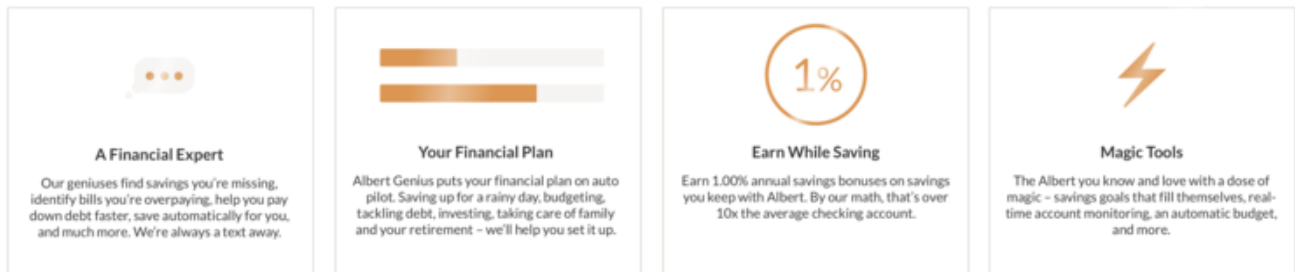
Introducing Albert Genius (/blog-1/2017/9/30/introducing-albert-genius)



Albert Genius is the first financial service of its kind – a team of human financial experts at your fingertips.

Albert Genius gives you access to expert **human** guidance whenever you need it - right on your phone, with a few taps. Our geniuses are live, human financial experts who draw upon Albert's unique algorithms and their years of expertise to offer you guidance. Text Albert a financial question – like how to improve your credit score, pay down debt faster, take care of your kids financially, set up a will, or build wealth - and we'll not only offer guidance you but help you make it happen.

We believe that giving people access to expert guidance can save our generation enormous amounts of money and set us all on the right financial path. We hope you enjoy using Albert Genius as much as we enjoyed crafting it.



Albert Genius unlocks:

- **A Financial Expert:** our geniuses find savings you're missing, identify bills you're overpaying, help you pay down debt faster, save automatically for you, and much more. We're always a text away.
- **Your Financial Plan:** Albert Genius puts your financial plan on auto pilot. Saving up for a rainy day, budgeting, tackling debt, investing, taking care of family and your retirement – we'll help you set it up.
- **Earn While Saving:** earn 1.00% annual savings bonuses on savings you keep with Albert. By our math, that's over 10x the average checking account.
- **Magic Tools:** the Albert you know and love with a dose of magic – savings goals that fill themselves, real-time account monitoring, an automatic budget, and more.

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How Do You Really Feel? (/blog-1/2017/6/1/how-do-you-really-feel)



Joyful



Grateful



Responsible



Bored



Anxious



What savings

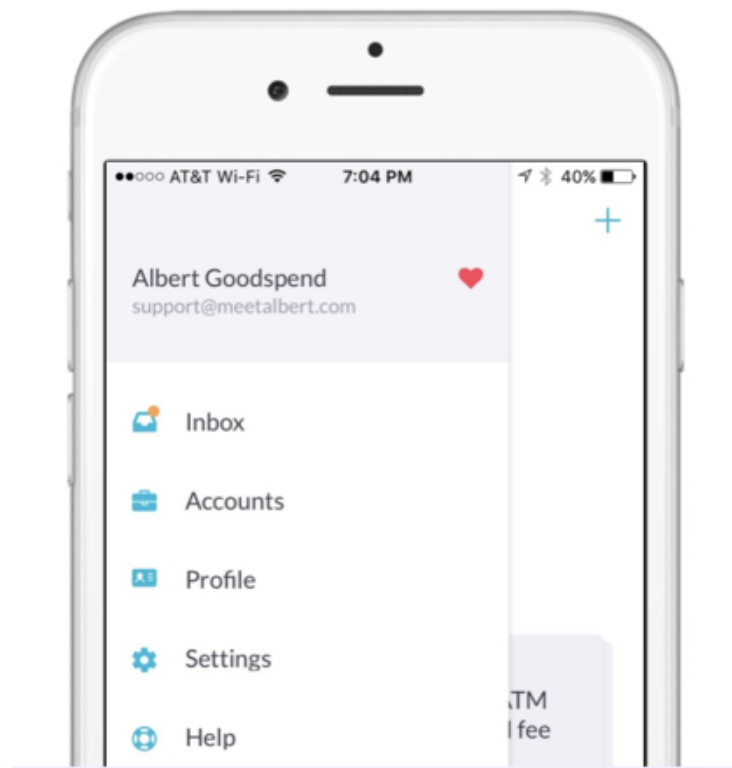
One of our core missions at Albert is getting to know you better. The most important piece of giving guidance is building a relationship. When you text Albert, you'll always talk to a human, never a bot.

Throughout the app, you'll start to see simple and joyful interactions like the one above that tell us how you feel. With your input, we'll be able to give you better recommendations and a more personalized Albert.

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The Side Menu (/blog-1/2017/3/25/side-menu)



We've reorganized the profile section of the app with a brand new side menu. Tap on the profile icon in the top left corner or swipe from the left edge of the home screen to enable the menu. You'll also see your brand new inbox, which lets you track your financial products in progress, continue them, and update their status.

We've focused hard on keeping the app clean, simple, and organized, and we hope this keeps pushing us in the right direction.

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We Went Viral! (/blog-1/2017/3/25/we-went-viral)



Albert
about 2 years ago

Fake it 'til you make it



38K

7K

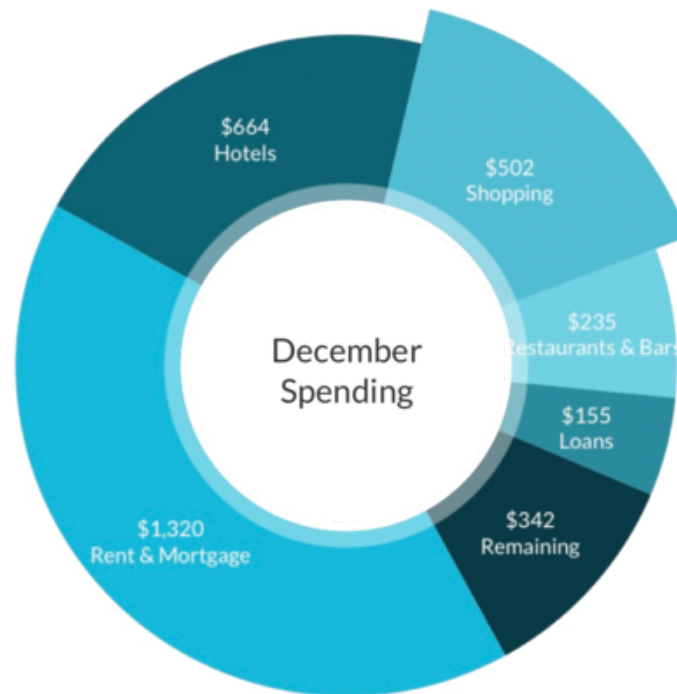
59K

Let's face it: most people don't look forward to budgeting and planning their financial lives. So we're on a mission to make it simple, easy, and (gasp!) fun. And we post stuff to lighten the mood :) Have student debt? So do we. Spend too much on eating out? So do we. If we change the way we feel about money, it sure isn't as much of a pain to manage.

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Charts (/blog-1/2016/12/20/charts)



Today we rolled out version 2.1 of the app, with interactive charts to analyze your spending. Click on the budget section and tap the chart icon in the top right corner of the app. You can group your transactions by category or merchant, tap into each slice of the chart for details, and change the time frame of the chart.

We've gone to great lengths to clean the data and simplify spending categories, and we hope this gives you new insights into your spending habits.

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NOVEMBER 26, 2016 (/BLOG-1/2016/11/26/ALBERT-20)

Albert 2.0: Savings for all, insurance, cards, and more (/blog-1/2016/11/26/albert-20)

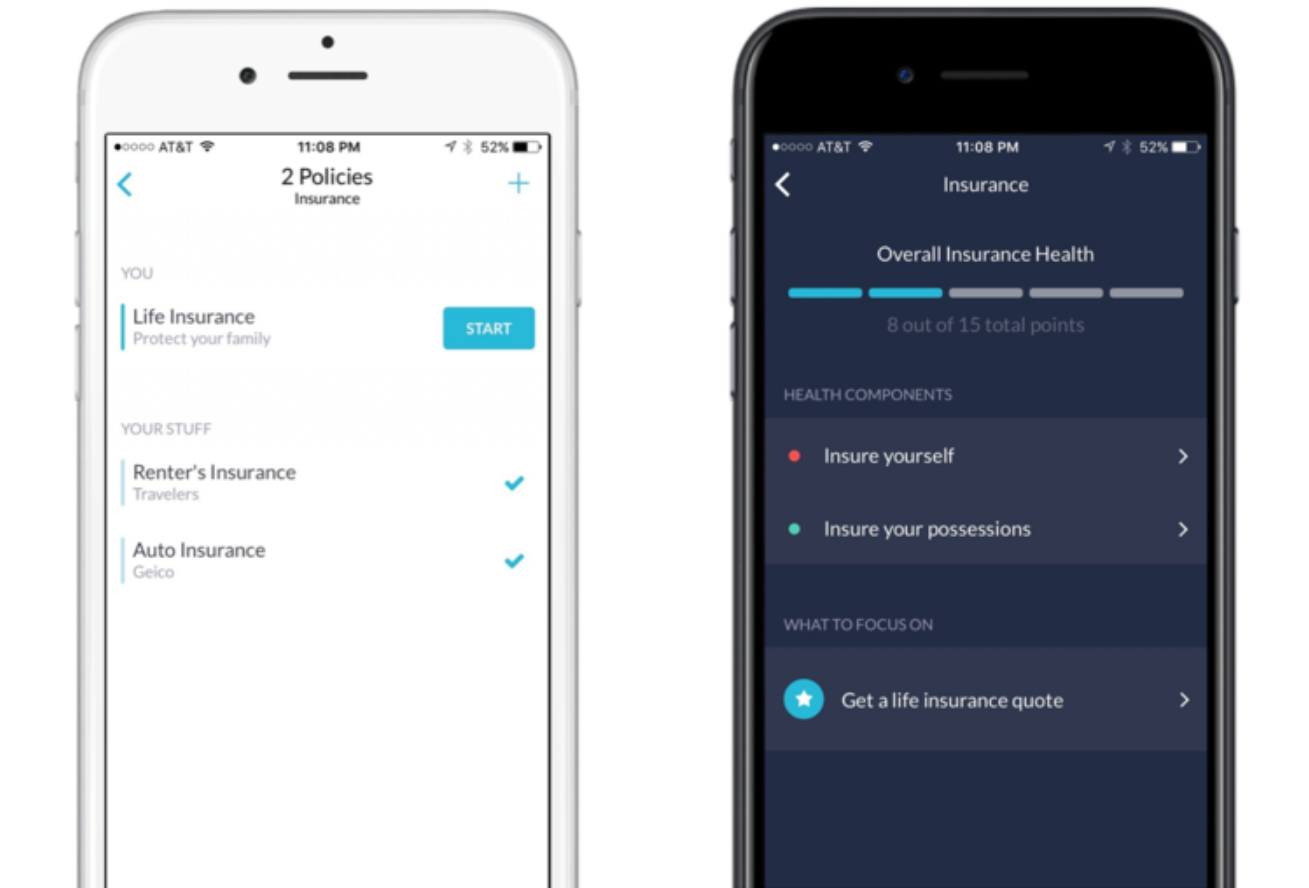


Our most substantial update since launching in June, version 2.0 of Albert lets you interact with Albert in multiple new ways. Here are some of the highlights:

- Albert Savings now supports virtually all U.S. banks.
- You can add your existing insurance policies under one roof and find quotes for auto insurance, life insurance and more.
- There's a brand new knowledge center with interactive articles explaining each type of financial product.
- We've added new cards in the app for alerts about your spending and fees, tips on using the app, and useful articles from the knowledge center.

Introducing Insurance

Being properly insured is as important to financial health as saving money or paying off debt. The new insurance section – now one of the four components of financial health, and new to the home screen right below investing – lets you add your existing policies under one roof and search for new quotes.



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NOVEMBER 15, 2016 (/BLOG-1/2016/11/26/WE-FILMED-A-COMMERCIAL)

We Filmed a Commercial (/blog-1/2016/11/26/we-filmed-a-commercial)

We all feel a certain way about money, and we wanted to capture that feeling in a short, inspiring 45 seconds. So we hired the amazingly talented team at SDGO (<http://sdgo.co/>) to put together this short commercial. We hope you enjoy it!

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