



Cleo
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App Page

Hey there, Aoibheann! I'm Cleo.

Not short for Cleopatra - I'm not that dramatic. I'm all for pride and glory, though. Especially when it comes to being able to manage your own money and finances like a boss. (emoji/GIF)

Ready to join the ranks of the 850,00 people I help everyday? (Don't worry - I won't ever put you on hold.)

Let's go!

Sweet! Before we get you signed up, I'm intrigued - how are you feeling about your finance management these days?

Fabulous

Mediocrely aware

Clueless

Totally normal. Did you know that only 24% of millennials say they have a grasp on finance? (emoji/GIF)

Yep, I get it. Sometimes it just seems like an un-fun world full of complicated terminology and financial jargon. Always Friday, never the weekend.

I'm here to change all that, though. Hooray!

Tell me more (emoji)

Nobody wants to spend a chunk of time learning about how to manage their spending. Logging in and checking your bank account balance is enough of a heart-pounding experience as it is, right?

Never mind scrolling through illegible transaction histories, waiting for statements to download into pdfs, or zooming in to frantically count how many coffees you've unconsciously purchased before 11am today.

As your AI personal assistant, it's my job to do all that for you. Without all the zooming, scrolling, and morse-coding.

What's AI?

Sign me straight up!

Artificial Intelligence is all about making your life easier. My goal is to get the right information to you, instantly. No phone call centres or transfer lines involved.

I'm powered by the latest financial technology, which is completely changing how people interact with banking services. It's sort of revolutionary. My AI brain has all the superpowers of your human one. I'm also pretty chatty, and more reliable than your bff, believe it or not.

Luckily, I don't need coffee to function. That means I'm an efficient knowledge churner at every moment of the day. Right at your fingertips. No queuing. Because you have better places to be. (emoji/GIF)

So what does Cleo do?

Let me introduce myself as your personal finance assistant - sort of like the cool big sister who helps you keep your money game in order. Round-the-clock, 24/7, and always contactable on Messenger.

I analyse your spending habits, make sure you stay on track with your budget and savings, and help you make informed purchasing choices. How smart and organised does that sound? You'll be saving for that next holiday in no time.

Signing up is super quick, simple, and of course - free.

Onwards and upwards!

Right, next steps!

First thing we gotta do, is get your bank account connected.

Wait, what's that - you need my banking details?

Find & Connect with my bank

Glad you asked!

Your login details let me establish a secure and safe connection with your bank or credit card company. After that, my access is strictly read-only.

I team up with the top financial security and data protection providers, like SaltEdge and Yodlee, to access your transaction history in the most safe and secure way known to AI and technological mankind. And that's all I need to do my job! Once connected, I can jump-start my automatic categorising and analysing.

Buuut, Facebook will have my data then, right?

More about [SaltEdge](#) & [Yodlee](#)

Nope - absolutely not. I just use Facebook as my messaging portal. Credentials are only accessible by your bank and Salt Edge/Yodlee during the sign-up process - Facebook servers have zero access.

(I know I said I'm chatty, but like any proper Assistant, I'm sort of obsessed with confidentiality and privacy assurance. So much that I'm willing to pledge £85,000 on it. [Read more here.](#))

I also use 256-bit encryption. What does that mean?

It means that I follow the same security protocol as your bank. We beat them on everything else, though! (emoji/GIF)

Sounds impressive! Can I still speak to a human before signing up?

Great! How soon can you start showing me the ropes?

Sure thing! My team are just as happy and (almost) as quick my AI brain to answer all your questions. You can reach out to our customer service directly on team@meetcleo.com

Want to learn more about security? Check out my [world-class security policies](#) and useful resources about [how important your data protection](#) is to me.

Sooner than you can grab that next coffee!

(Ok, enough about the coffee. I promise I'll do more than nag you about how much cash you'll save if you cut down... 😊)

But before you pass through the golden gates, I've just one important question to ask you myself...

Once you've saved your extra money, what are you gonna spend it on? A new camera? A deposit for your own place? All for the savings account? I'd love to know!

user enters saving goal here

(This detail could be really useful for future personalised marketing/newsletter/outreach/follow-up content, as well as potentially providing ideas for new product features, and giving us an idea of what motivates users to sign up for fintech options like Cleo. Also could be used as data/metrics for future Cleo campaigns, eg. "95% of our users last year achieved their holiday saving goals by managing their daily finances with Cleo!")

Connect Bank