

How Revolut delivers high impact news with AYLIEN News API

Overview

In just 5 years Revolut have gone from an interesting fintech startup to the 'one app for all things money' used by millions, with a valuation of billions to match. Part of their success lies in their app's industry-leading user experience, enabling customers to manage their finances in just a few clicks without any friction. This includes their Wealth products, which let customers easily invest in stocks, crypto, and commodities from within the app.

To provide the best possible investment experience, Revolut identified a need to empower their customers to make informed investment decisions by providing easy access to a real-time stream of news stories and events that might impact a customer's investment portfolio.

Challenge

News is essential to trading, providing crucial signals that influence investment decisions. News moves quickly, however, and investors who find out important news first have a considerable advantage over those slower to the source. Being able to uncover the news that matters when it matters, therefore, gives traders the edge in financial markets. Unfortunately, the scale of global daily news makes it extremely difficult to identify high impact news amongst the overwhelming noise.

Revolut wanted to find a way to deliver relevant high-impact news to their customers about any specific trading company through the app in real time, based on their customers' portfolio preferences. Not only would it provide a great user experience for investors, but as a result it would keep them engaged within the app, increasing the chances of them trading through Revolut.

Revolut

"We really enjoyed developing the News feature with Aylien. The Aylien team were flexible in designing bespoke solutions and provided access to a vast universe of News content. I'm happy to say the integration has remained robust and stable."

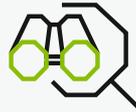
Harjas Ahuja,
Product owner

Revolut's news challenge



Access to content

Revolut needed ready-made access to the world's news content.



Too much noise

Revolut needed to find relevant news amongst the overwhelming noise.



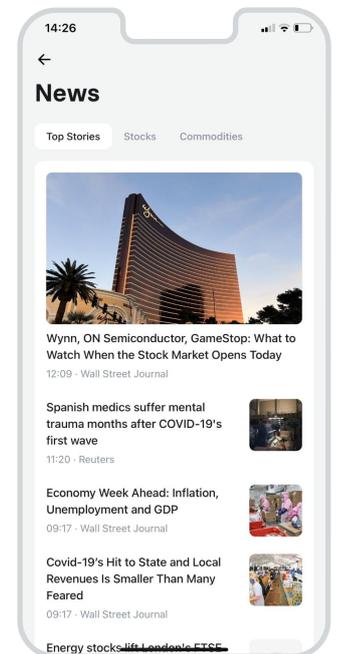
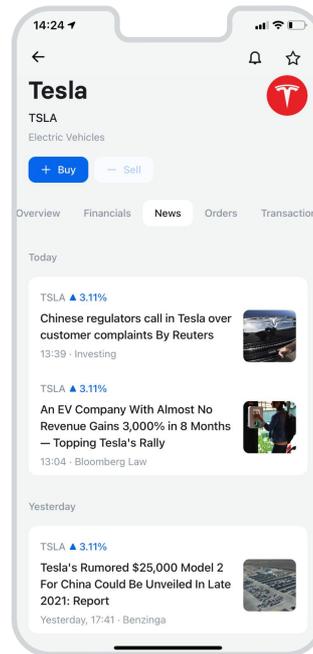
Scalability

Revolut needed to provide a real-time solution to millions of customers.

Solution

Following a thorough evaluation and testing period, AYLIEN's News API was chosen by the Revolut team to deliver access to high impact news to where customers need it in real time. AYLIEN News API achieves this by aggregating over a million news articles from more than 80,000 sources every day. Each article passes through Natural Language Processing (NLP) models, providing the structured data that organizations need to quickly access and easily find relevant news, which they can deliver to wherever it will have the most impact for their customers.

Revolut understand the importance of news to their customers, and so they developed a standalone News section for their app. News lives in their Wealth feature, where the News API delivers the latest high impact articles to the relevant sections, such as Top Stories, Stock, Crypto, or Commodities. News events and stories are also delivered to individual stock pages, e.g. Tesla. Each profile has its own News tab, providing specific news for that particular company and its related market. The accompanying screenshots show AYLIEN News API-sourced articles within the Revolut app.



Results

Since Revolut have implemented AYLIEN's News API into their Wealth product, Revolut Trading have seen an **increase of 75% month over month (MoM)** in users interacting with the global market news feature. They've also seen an **increase of 45% MoM** in users interacting with the single stock news feature. This level of increase in engagement is a huge benefit to the Revolut Trading team.

Key benefits



High impact news

Relevant real-time news delivered where it is needed



Accurate tagging

Entities and categories tags for highly accurate news search and filtering



Time-to-value

Live in production within 60 days of signing the contract



Stand out support

Direct consultation with AYLIEN NLP engineers and customer success team

Why AYLIEN?

Revolut chose AYLIEN for our unrivalled News API capabilities, which provide reliable access to high quality news that can be easily delivered to where they need it in real time. It was a new approach compared to other vendors that they looked at. They recognised AYLIEN as a technologically advanced news provider with a customisable offering that can accompany Revolut on their exciting growth journey. AYLIEN were able to work closely with Revolut to ensure that they got full value from our service. Working together we ensured that sources monitored are always high quality and relevant, and Revolut could take full advantage of AYLIEN's NLP expertise to deliver the news that matters.

About AYLIEN

AYLIEN News API is the easiest and best way to access the world's news data, aggregating over a million articles every day from more than 80,000 sources. Every article is enriched with 26 data points using our cutting-edge NLP technology which adds structure to unstructured news articles. AYLIEN News API's powerful search capabilities enable organizations to find the business insights that they need from the news in real time, and deliver it to where it is needed most.

How it works

