

Monzo acts to convince customers to make Monzo their primary bank account and go #FullMonzo

UK

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[Monzo](#) along with [Starling Bank](#) have undoubtedly seen strong growth in account sign ups over the last 12 months, especially since introducing mass advertising, with Monzo claiming significant uplift immediately following their recent [TV campaign](#).

There have been questions though as to whether customers are adding these accounts as an extra account or making them a primary account. In an announcement from Starling Bank, CEO [Anne Boden states](#) “For our personal account customers, 32% of active users deposit at least £1,000 into their account per month” (suggesting a primary account). In light of this, Monzo’s new social advertising caught our eye. The testimonial driven headline on this ad: “Why you should make Monzo your main bank, according to people who have”, leads to the [following](#) testimonial page and suggests you’ll then want to go #FullMonzo by making Monzo your main account.