ENGINE
by Gen

Engine Insights

June 2026

Hello,

What a way to kick off the summer! The Knicks are champions, and our NYC team is still celebrating. With the World Cup now playing on home soil, the excitement keeps going. There's a lot of momentum in the air — and we're bringing some of our own. Here's our latest quarterly update on the Engine platform, upcoming events, and ideas on consumer acquisition, engagement, and monetization.

Product Update

Engine expands Auto Insurance capabilities

Auto insurance is one of the most purchased and most searched financial products in America. Nearly every driver needs it, shops it regularly, and is open to switching.

With the recent acquisition of Trellis, we have made significant expansions to our existing Auto Insurance category offering, including:

- Better monetization per user, from deeper integrations across the insurance ecosystem and intelligent matching built from millions of insurance shopping journeys
- More integration options, including embedded digital-native flows, long form and real-time bidding for leads and clicks, giving partners greater flexibility in how they monetize
- Agentic voice and SMS capabilities that meet your users where and how they shop, including warm transfer phone calls into Savvy's call center for a personalized insurance experience

If your users need auto insurance — and statistically, most of them do — Engine can help you turn that need into revenue.

Reach out to your partner manager to learn more or get started →

In the News

Gen Brings Trusted Financial Intelligence to Microsoft's Copilot Discover Feeds

AI is rapidly changing where consumers begin their financial journey. According to a recent EY survey, 1 in 5 consumers globally are already using AI agents to discover and compare financial products. As LLMs become the new front door to financial services, being present and accurate within those experiences is becoming a competitive imperative.

This quarter, Gen announced that Engine is being integrated directly into Microsoft Copilot, MSN, and Bing, bringing trusted, compliant financial information and personalized offers into AI-powered experiences across Microsoft's surfaces. Beyond the deal itself, the Microsoft partnership establishes a model for how Engine can expand across the broader LLM ecosystem — ensuring that as consumers increasingly turn to AI for financial guidance, Engine-powered products are part of that conversation.

Read the full press release →

Events

Summer Executive Mixer

Monday, July 27

Going to be in NYC during Affiliate Summit East? Step away from the conference floor and unwind above the city. Join us and impact.com for an evening of great conversation, food, and drinks with the Manhattan skyline as your backdrop.

Register your interest

Recent Blogs

How Kikoff and Engine by Gen helped put $4.7M in personal loans into the hands of people who otherwise had no access

For a lot of people, getting through the lending market means paying significantly more for access.

[Read More →]

Structured Content Was Always the Answer. Now It's Unavoidable.

How financial brands need to prepare for a world where content serves both search engines and large language models.

[Read More →]

Upcoming Webcast

Beyond Rewards and Rates: The New Drivers of Credit Card Growth

Thursday, July 30, 1–2pm ET

Consumer expectations are shifting, competition is intensifying, and AI is changing how people discover and choose financial products. For credit card marketers and product leaders, winning on rewards and rates alone is no longer enough.

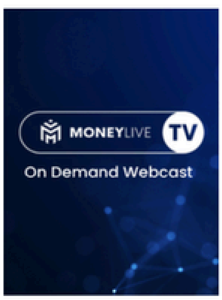
Panelists will explore:

- How issuers are rethinking acquisition, engagement, and retention in response to changing cardholder behavior
- What it takes to build a differentiated narrative when you can't outspend the competition
- How AI is reshaping card discovery and decision-making — and what that means for your marketing strategy
- How economic uncertainty is influencing cardholder switching behavior and portfolio strategy

Register Now

Catch Up On Demand

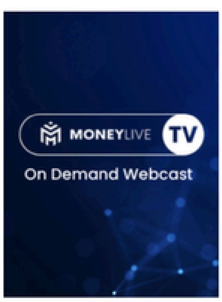
Missed one of our recent webcasts? All recordings are available below.



Rethinking consumer acquisition in the age of AI

Stop losing high-intent customers before they reach your funnel — learn how leading banks are using AI to cut CAC, boost conversion, and win customers earlier in the journey.

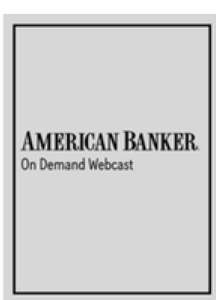
Watch Now → Read the blog →



The future of consumer engagement

The brands winning customer loyalty aren't just personalizing — they're adapting in real time, and here's how to do it.

Watch Now → Read the blog →



Beyond the chatbot: How AI is reshaping the customer experience in banking

AI is already reshaping every customer touchpoint in banking — here's what's actually working, what's failing, and where to place your bets.

Watch Now →

Turning Trust Into Growth

In the race to go digital, trust is now your most valuable product — and the banks that design for it will win.

Watch Now →