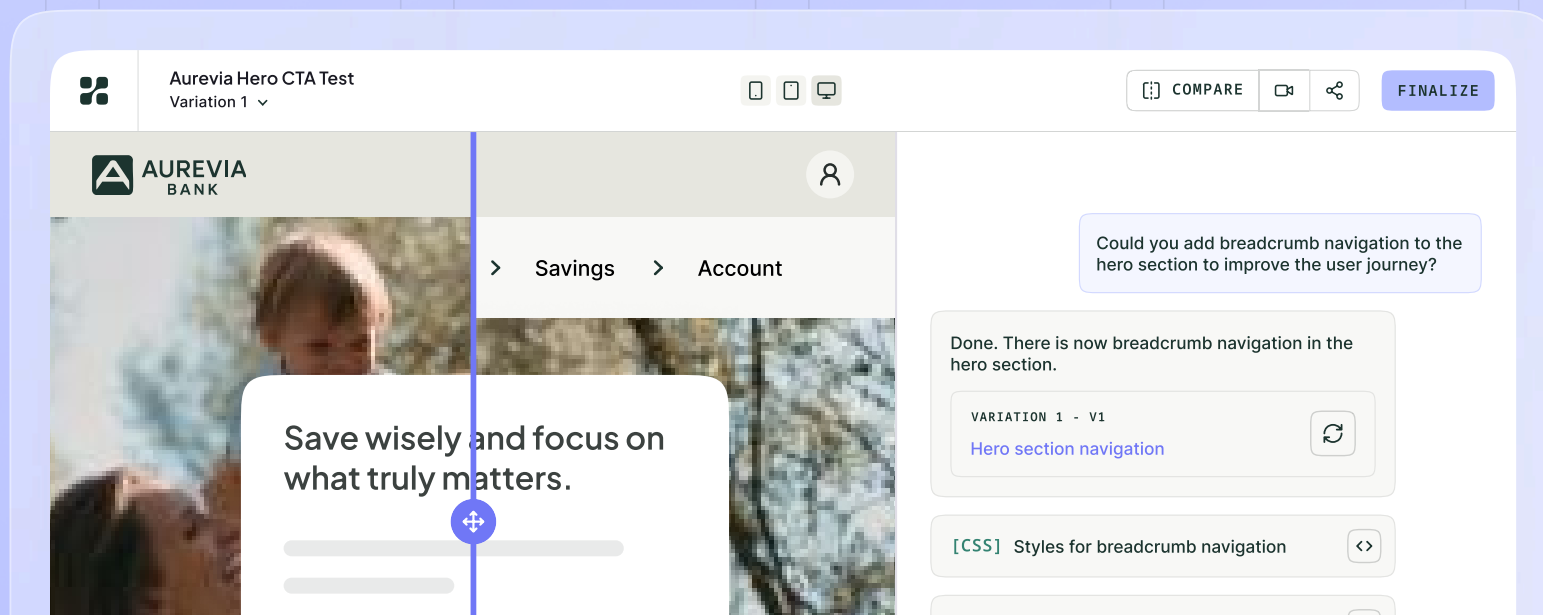




GUIDE

Prompt-Based Experimentation for Banking, Financial Services, and Insurance Teams



The reality facing BFSI experimentation teams

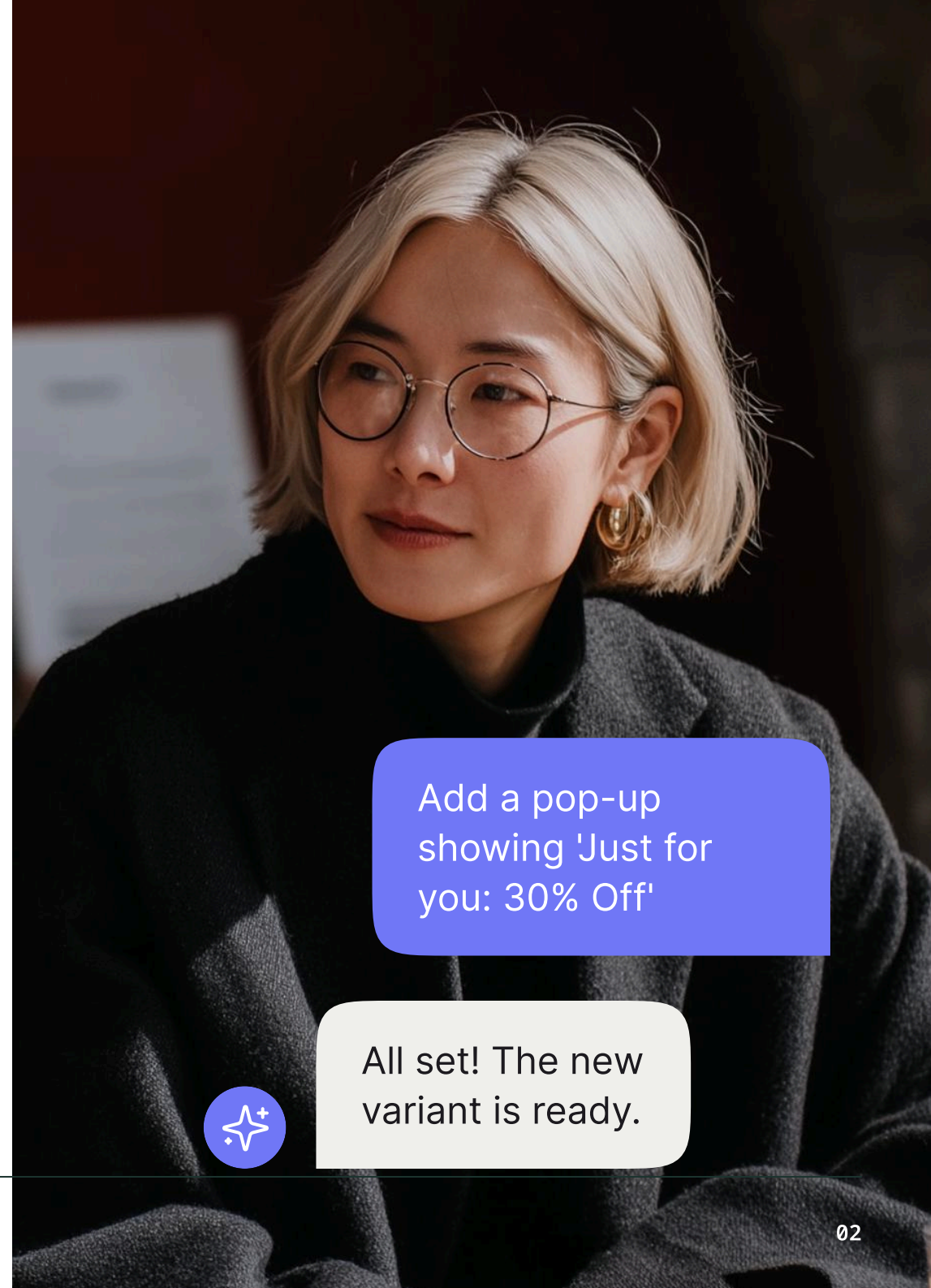
For most banking and finance teams, the problem isn't working out what to test, but securing resources to run the tests they'd like to. This is, in part, due to developers having to contend with complex, often legacy systems, while security and compliance requirements frequently add high-priority work.

If teams aren't able to create test variations in a WYSIWYG editor, they have no choice but to wait for the next available developer.

With technical resources so tight, teams are forced to make impossible tradeoffs: quick-to-build experiments aimed at metric improvements vs. complex tests that answer fundamental business questions. This bottleneck on test builds is threatening whole experimentation programs. The result is that test velocity falls, conversion rates stagnate, and new features can't be validated, bringing program value into question.

There is an alternative, however; a new way of building experiments that's changing this entire story.

It's called Prompt-based Experimentation.



What is Prompt-based Experimentation?

Prompt-Based Experimentation (PBX), colloquially known as “vibe experimentation,” is based on “vibe coding,” a term coined by OpenAI research scientist Andrej Karpathy in February 2025.

PBX enables anyone to build a test in minutes by chatting with AI. No coding experience required, as it’s generated by the AI.

Using standalone AI tools (traditional vibe coding) means you can’t run that test variant on your website without 3rd party integrations, design input, and developers to make the code work with your own codebase.

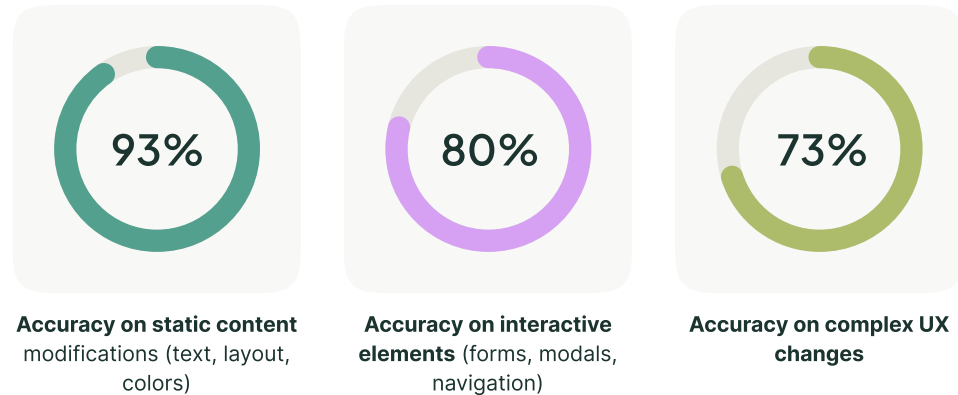
To overcome this, Kameleoon built the world’s first prompt-based experimentation feature, which references your codebase and design systems. **It means you can build and publish a test variant directly from your testing tool. Just describe in words or images the changes you want to test, and PBX will style and code the test variant to work with your website.**

Through simple chatting, PBX can ideate, build, launch, and analyze a range of tests, from simple text and layout changes to complex components like quizzes, navigation changes, animations, and more. PBX produces production-grade code and works across Single-Page Apps and dynamic frontends. Developers can choose to fine-tune or QA the generated code directly or view the underlying JS/CSS code.

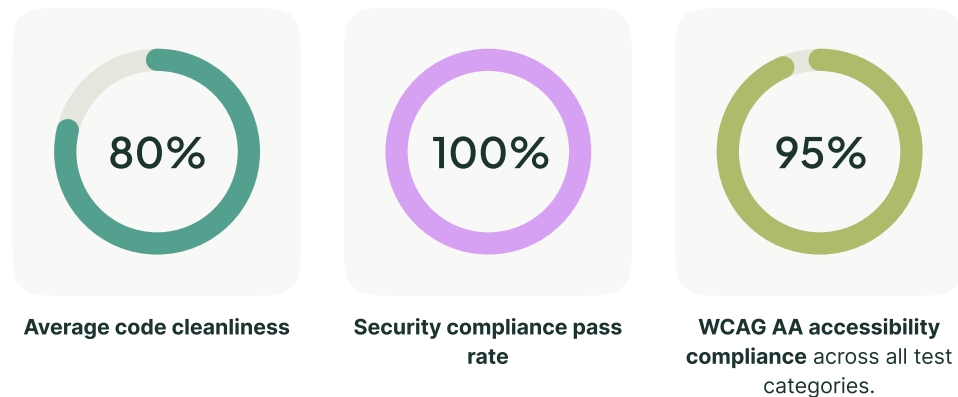
	BEFORE PBX	WITH PBX
Test setup time	Days/weeks of dev work	Hours with PBX templates
Experiments per quarter	2-3	10-30, with same resources
Stakeholder involvement	Mostly technical teams	Product, marketing, design engaged
Quality & consistency	Risk of errors	Standardized validated implementations
Team focus	Dev-heavy workload	More time for ideation & analysis
Experimentation culture	Limited to few teams	Organization-wide adoption

Prompt-based Experimentation is changing the game

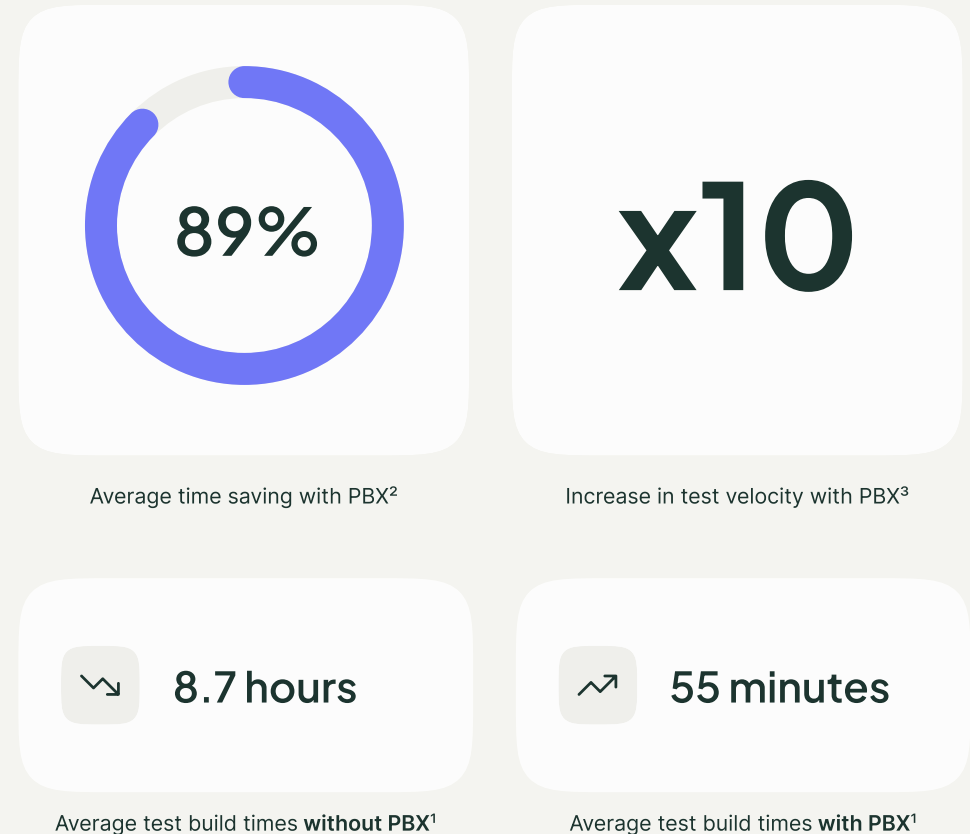
High accuracy of prompt to output:¹



High code quality



Exceptional time savings



1. [Evaluating the Technical Efficacy of Prompt-Based Experimentation: A Systematic Analysis of AI-Generated A/B Test Implementation](#), Henkan & Partners, August 2025.
2. [Why Prompt-Based Experimentation Belongs on the C-Level Agenda](#). Henkan & Partners Partners, Alexandre Suon, October 2025.
3. [What we learned from 1,000 prompt-based experiments](#), Fred De Todaro, October 2025.

ROI using PBX vs manually coding tests at enterprise level.⁴

Old model

Annual budget

\$2M

Number of tests

200–300

Winners

50–60

Cost per test

\$15–20K

Annual Revenue uplift for
a \$500M digital business

\$5–10M

PBX model

Annual budget

\$2M

Number of tests

1,000+

Winners

200–300

Cost per test

~\$3–5K

Cost per validated
winner reduced by up to

80%

Annual Revenue uplift for
a \$500M digital business

\$25–50M

Democratized testing

With PBX, experimentation is accessible to everyone. Companies can run more tests than ever before.

The compounding effect leads to:

- Accelerated growth
- Enhanced customer experiences
- An innovation culture that's difficult to replicate

“One startup I work with went from 24 to 196 experiments in a quarter, smashing their OKRs, just by implementing a vibe experimentation program.”⁵



Aakash Gupta
Product Growth

4. Why Prompt-Based Experimentation Belongs on the C-Level Agenda, Alexandre Suon Perhirin, October 2025

5. Vibe Experimentation: An AI PM's Guide, Aakash Gupta, August 2025

What about compliance and security?

Ensuring third-party tools are secure and compliant with banking and finance standards can be a time-consuming task. So how do you choose the right AI-powered experimentation tool?

The answer is simple. You want to pick one that ensures:

- No end-user data is sent to the Large Language Model.
- The model only processes the page content visible to you (the experiment creator), not the data of any individual site visitors.
- Experiments are not generated dynamically for each user, but are created once from your controlled environment.
- The tool is fully compliant with GDPR, CCPA, and HIPAA and is ISO 27001 and SOC 2 certified.
- Employs enterprise-grade security standards.

To understand how Kameleoon meets all of the above, and how Kameleoon protects (and does not share) your data, you can read the full [AI Compliance policy](#) [here](#).



**GDPR
Compliant**



ISO 27001



**CCPA
Compliant**



SOC 2 Type 2

8 Prompt-based Experiments for BFSI Teams

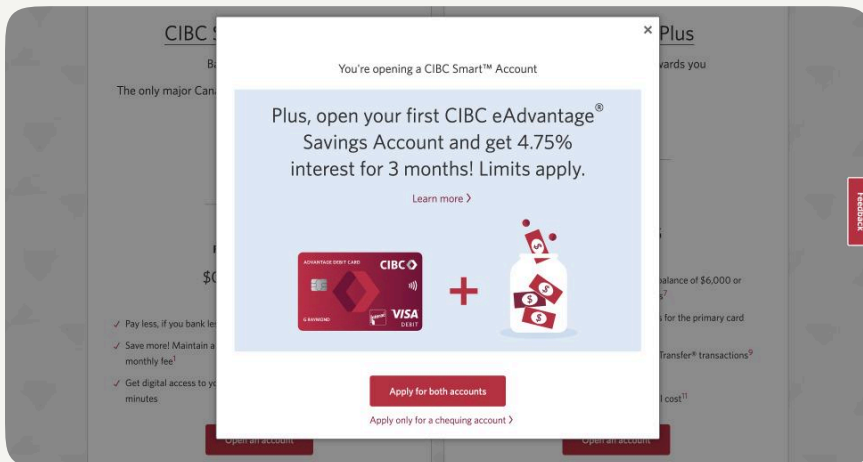
USE CASE #4

Test pop-ups and product suggestions

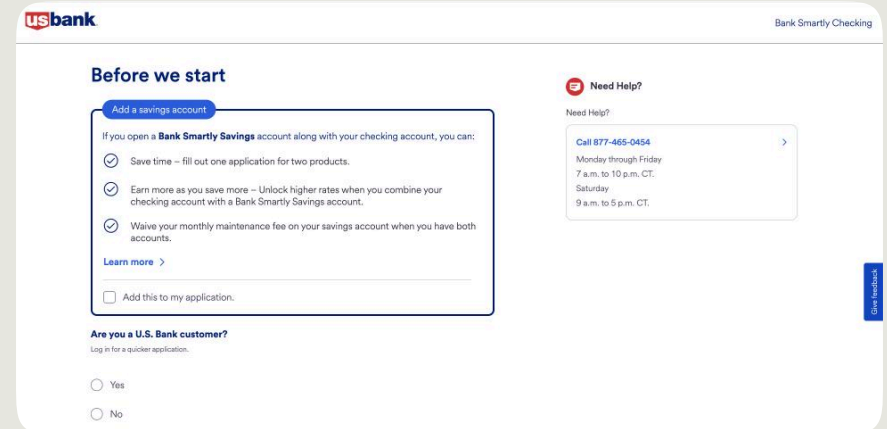
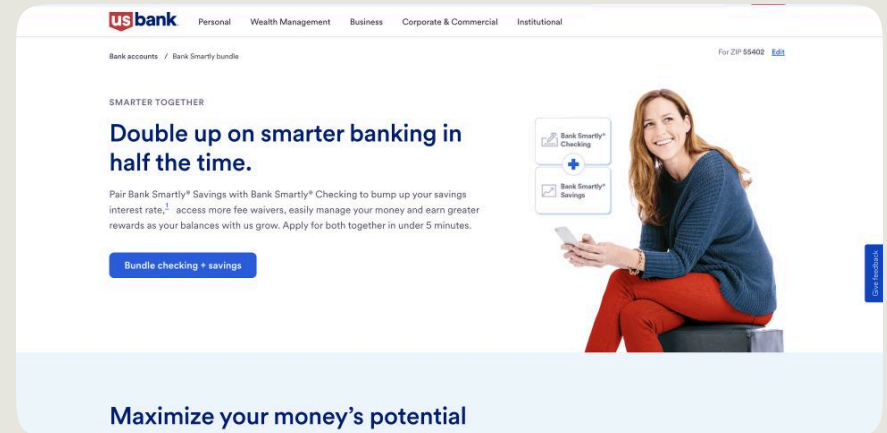
Do most new customers open a checking account and add on a savings account during the application process? **Increase the chances of a cross-sell using PBX.** Create a test promoting a bundled product option on the landing page or via a pop-up.

Test the copy to see what advantages best motivate your users. Consider testing the headline, text, and imagery used in your test variations, too.

CIBC uses a pop-up with a promotion to entice customers to bundle up banking products.



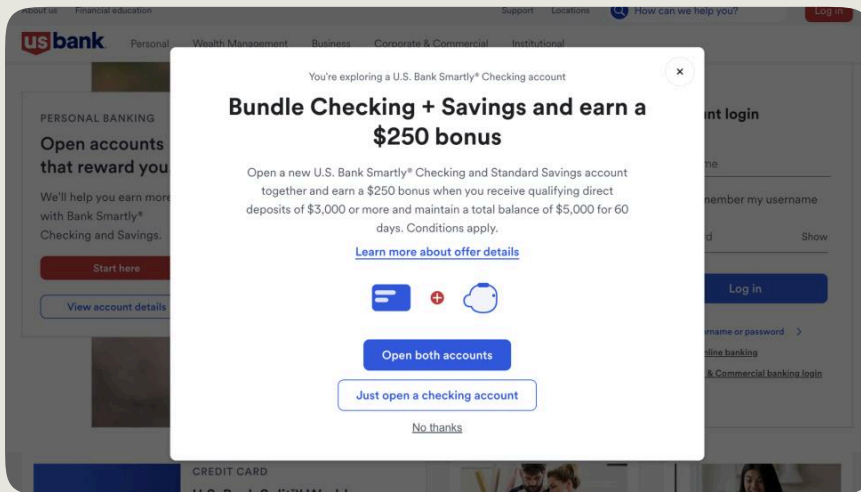
US Bank promotes a bundled checking and savings account on the hero section of the product page as well as on the first page of the application process.



PRO TIP

US Bank can test its own version of CIBC's product suggestion pop-up using PBX. Start with a "task/goal" section:

"Create a centered promotional pop-up modal that appears on the U.S. Bank homepage to encourage visitors who are interested in checking accounts to bundle a U.S. Bank Smartly® Checking account with a Standard Savings account in one flow. The goal is to increase adoption of both products and drive more funded relationships."

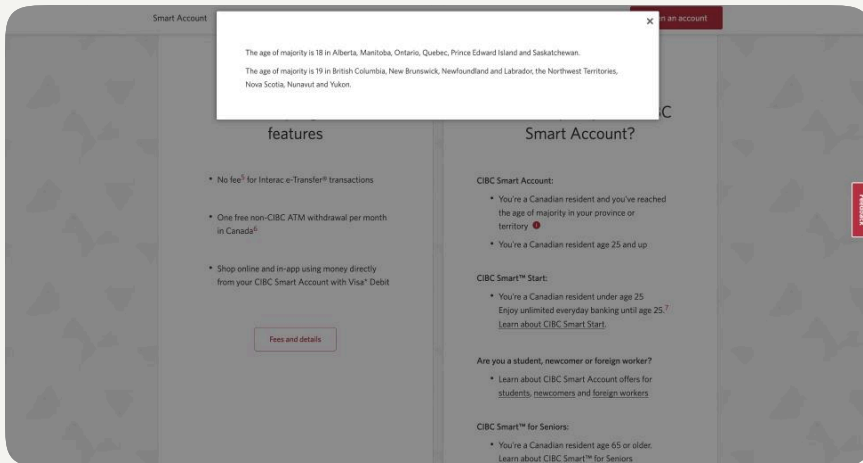


USE CASE #4

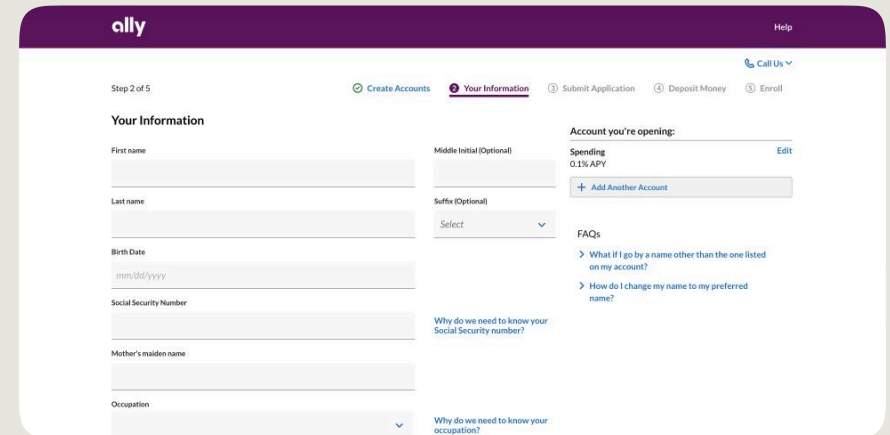
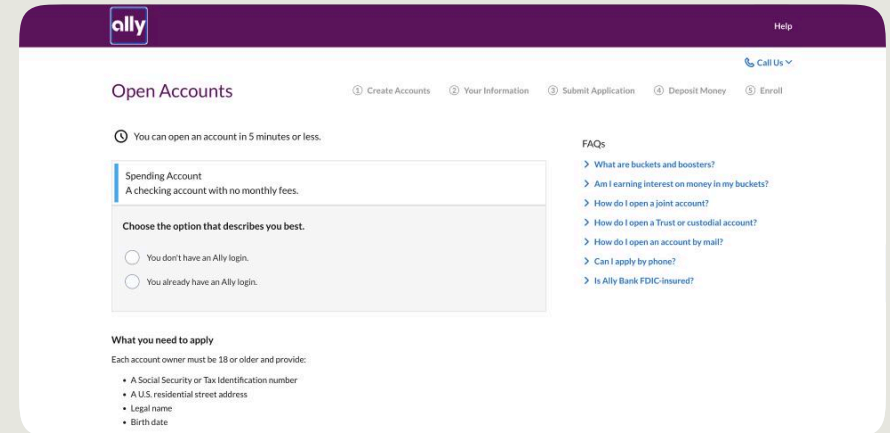
Build tooltips to improve flows

Review form analytics, heat maps, or user session recordings to find which form fields people are getting caught up on. Once you know this, you can use PBX to test whether adding tooltips for specific fields helps users to fill out the application in less time or with fewer errors. Consider how you display the help information, whether inline, via an icon and pop-up, or using FAQs.

CIBC uses a tool tip on their eligibility criteria information to explain terms uncommon to people outside of Canada, such as “The age of majority,” as their customers often include those new to, or outside of Canada.



Ally displays relevant FAQs near the form as well as inline tooltips displayed as questions rather than hidden behind an icon.



PRO TIP

The best PBX prompts are detailed and precise, but a simple prompt can be a great starting point! This is all we asked PBX to do to see if the CIBC website could benefit from a similar form FAQ setup as Ally:

Add an FAQ section to the right of the form so readers can browse common topics before connecting with an advisor. Refer to the layout, topics, and branding for the "Top Mortgages Questions" section of <https://www.cibc.com/en/personal-banking/mortgages.html>.

Tell us a bit about yourself
All fields should be completed unless they are noted as optional.

Full name

Postal code ⓘ

10-digit phone number

Best time to call

Email address ⓘ Optional

Help us understand your goals
These questions will help our mortgage advisors prepare for your call.

What would you like to do?

Request a call



Top Mortgages Questions

- How do I qualify for a mortgage as a temporary foreign worker? >
- Does CIBC offer farm mortgages? >
- What's a reverse mortgage? >
- I haven't heard back from my Mortgage Advisor. Who can I call? >
- How do I access my annual mortgage summary online? >

USE CASE #4




Highlight product benefits

Often, product information is displayed as a wall of text, making it hard for the user to scan and compare features. Using PBX, create test variants that present product benefits in different formats, such as comparison tables or using icons and images to make product benefits easier to understand.

BMO uses a comparison table to highlight key product features and differentiate between options. They use a header to highlight the USP of each product, e.g., No overdraft fees.










Let's find the right checking account for you

We offer a variety of checking accounts, so you're sure to find one that suits your needs.

Most Popular	No Overdraft Fees	Relationship Package Benefits
<p>BMO Smart Advantage Checking</p> <p> OPEN NOW</p> <p>Open online in 5 minutes!</p> <p>\$0 monthly maintenance fee</p> <ul style="list-style-type: none">✓ No monthly maintenance fee, no minimum balance¹✓ Unlimited transactions at 40,000+ ATMs nationwide✓ Banking at your fingertips with BMO Digital Banking – pay your bills², transfer money and more	<p>BMO Smart Money Checking</p> <p> OPEN NOW</p> <p>Open online in 5 minutes!</p> <p>\$5 monthly maintenance fee \$0 if you're under age 25</p> <ul style="list-style-type: none">✓ \$0 overdraft fees³✓ Unlimited transactions at 40,000+ ATMs nationwide✓ Banking at your fingertips with BMO Digital Banking – pay your bills², transfer money and more	<p>BMO Relationship Checking</p> <p> OPEN NOW</p> <p>Open online in 5 minutes!</p> <p>\$25 monthly maintenance fee or waive this fee - learn how</p> <ul style="list-style-type: none">✓ Relationship Packages that offer more benefits the more you bank with BMO⁴✓ Unlimited non-BMO ATM transactions⁵ and surcharge fee rebates✓ Access to Mastercard ID Theft Protection™ on your BMO Debit Mastercard⁶

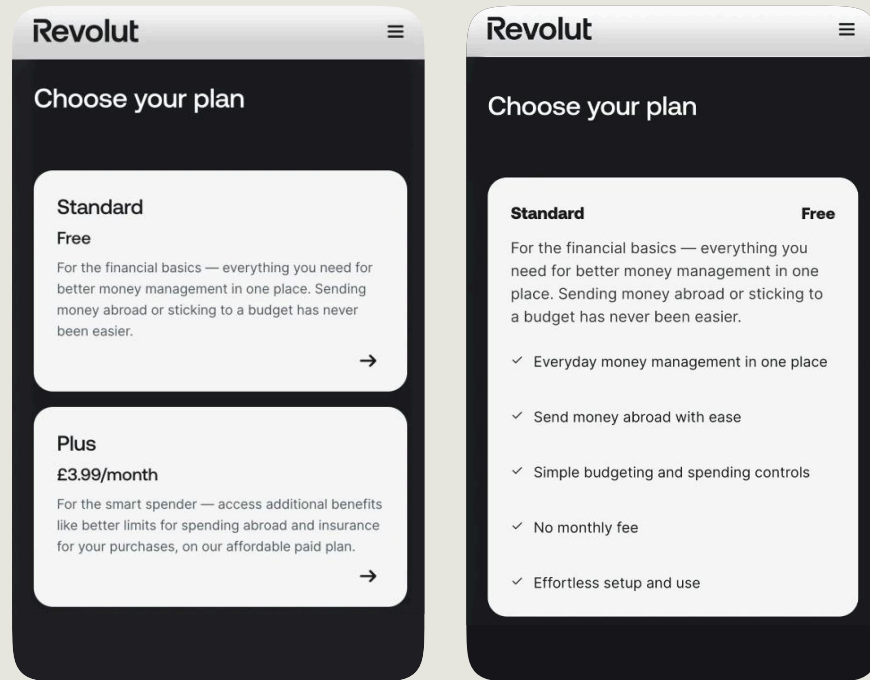
Revolut uses a grid highlighting product benefits with icons and minimal copy.

Everything you need, in one spot

 Earn up to 4.5% AER (variable), paid daily <small>Watch your money grow with competitive rates.</small>	 Send money abroad at great rates <small>Transfer money around the world 24/7 in just a few taps.</small>	 Link all of your accounts <small>Get a full and secure view of all your money, all in one place.</small>
 Open a Joint account, together <small>Share finances with a Joint account and try an <18 account for the kids.</small>	 Simplify freelance finances <small>Open a Pro account to manage freelance income and earn up to 1% cashback on expenses. Cashback depends on your plan.</small>	 Pay back friends, instantly <small>Chat, send, and receive money among your Revolut friends.</small>
 Budget with Pockets	 Hold multiple currencies	 Start investing

PRO TIP

Don't forget mobile formatting! PBX can modify mobile and desktop sites. We used it on the Revolut mobile site to test our BMO's comparison tables and see if they can lead to improved user engagement and conversion rate.



USE CASE #4

Test how you display application progress

Showing how long the application might take can help manage user expectations. Use PBX to change where and how your progress bar is displayed to see if this increases application completion rates.

Metro Bank shows an estimated time to complete the application and sets out what the user needs to do in order to complete the process before the application starts.

About 10 minutes

What do I need to do?

1. Create your login (so you can save and return)
2. Tell us about yourself
3. Tell us about your finances
4. Approve the legal bits
5. Order a debit card and set up online banking

Citibank shows a sticky progress block on the left-hand side of the application form that shows the steps involved in opening an account.

Steps

1. PERSONAL INFORMATION
2. ID VERIFICATION
3. EMPLOYMENT & INCOME
4. AGREEMENTS & DISCLOSURES
5. SET UP ONLINE ACCESS
6. TRANSFER FUNDS

Regular Checking

We're glad you're here!

Things to know before you apply

- You'll need to agree to paperless statements and notices for your new account. You can change your preferences to postal mail delivery at any time after your account is opened. To access your paperless statements and notices, you must set up a User ID and password for online access to your account after submitting your application.

YOUR PERSONAL INFORMATION

First Name

Last Name

N26 shows the entire process from application to receiving your card using icons and text.

N26

Personal Information

Additional Information

Create Password

Confirmation

Create Account

Start loving your bank

Open your N26 account in minutes.

Confirm your email address

Download the app

Verify your identity

Get your N26 debit card

Country of Residence: United Kingdom

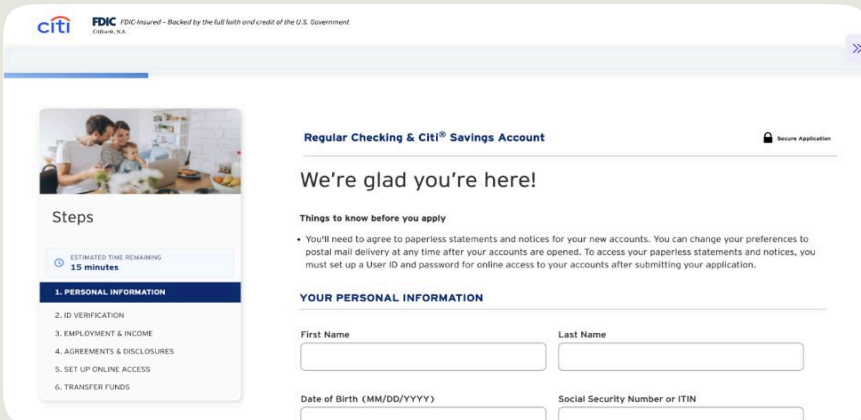
English

Get started

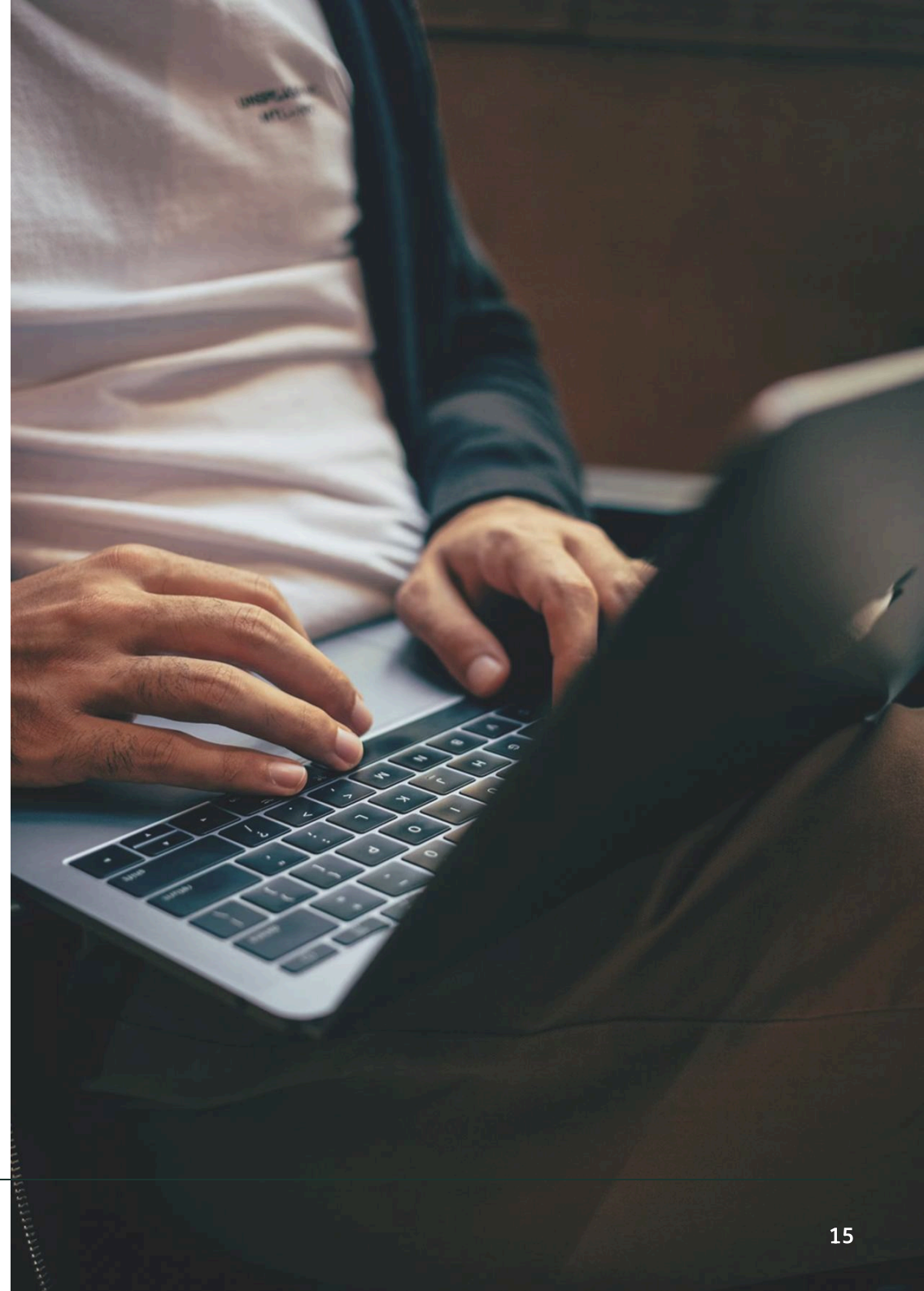
PRO TIP

Citibank is already showing user progress during their application form, but they could take inspiration from Metro Bank and combine the two ideas. Using PBX, they would only need to involve design or development teams (who may understandably not prioritize such a small change) for QA checks before launching this test.

Please add an "estimated time remaining" and clock icon to the sticky "steps" bar on the left-hand side of the screen. Do not alter the form, header, disclosure, or footer in any way. Each step should take roughly three minutes, so let it say 15 minutes on this page and subtract 3 on each subsequent step.



The screenshot shows the Citibank application form for a "Regular Checking & Citi® Savings Account". On the left, there is a sticky "Steps" bar with a list of steps: 1. PERSONAL INFORMATION, 2. ID VERIFICATION, 3. EMPLOYMENT & INCOME, 4. AGREEMENTS & DISCLOSURES, 5. SET UP ONLINE ACCESS, and 6. TRANSFER FUNDS. The first step is highlighted. Above the steps, there is a section for "ESTIMATED TIME REMAINING" showing "15 minutes" with a clock icon. The main form area has a heading "We're glad you're here!" and a section "Things to know before you apply" with a bullet point stating that users will need to agree to paperless statements and notices. Below this is the "YOUR PERSONAL INFORMATION" section with input fields for First Name, Last Name, Date of Birth (MM/DD/YYYY), and Social Security Number or ITIN. A "Secure Application" link is visible in the top right corner of the form area.

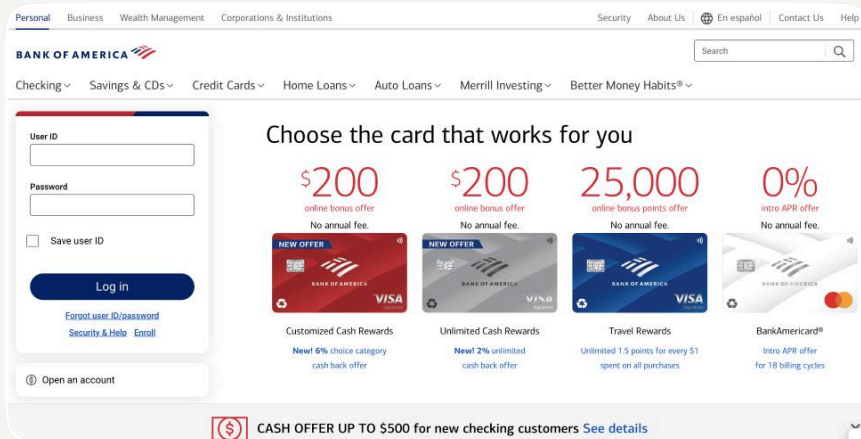


USE CASE #4

Test how & where you display promotions

If you are running a promotion or offer, you can use PBX to test the best way to promote it. Pop-ups, hero section takeovers, or sticky CTAs are all options to test. How about adding a countdown timer? Don't forget you can also test the imagery and copy that goes alongside the promotion.

[Bank of America](#) promotes a cash offer promotion using a sticky promotional bar as well as point offers in the hero section.



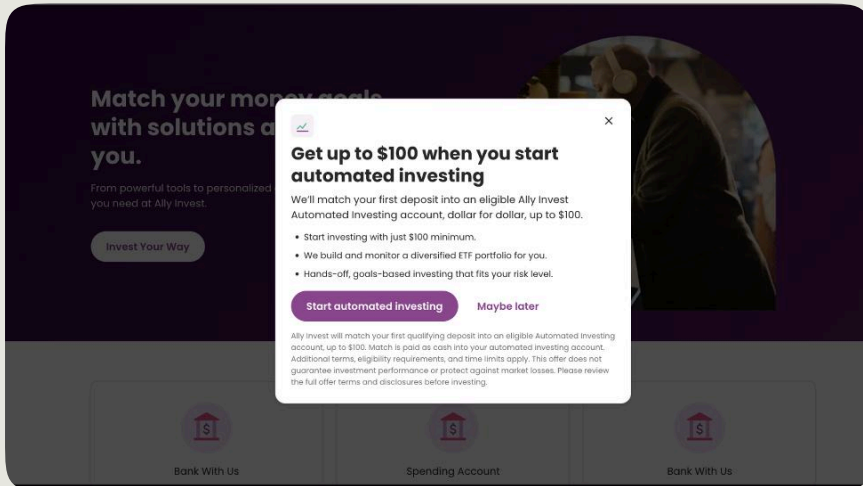
[RBC](#) uses the hero section to promote a free iPad offer as well as a sticky promotional bar with a countdown timer.



PRO TIP

PBX can create promotional pop-ups to show to new users. This example allows Ally to run similar promotions to Bank of America and RBC for users.

To make sure the prompt is as thorough as possible, we can use the [Kameleoon Prompt Generator GPT](#) to build a detailed prompt and save even more time!



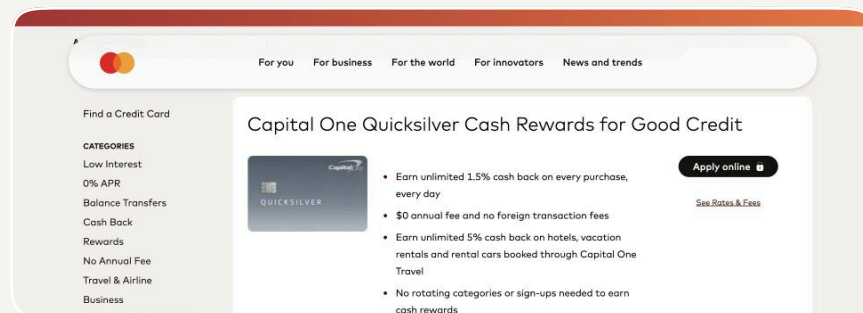
USE CASE #4

Test security icons & information displays

Customers are increasingly wary of handing over sensitive information online. To help alleviate such fears, consider using PBX to test security icons and information in places where customers input information. This is an important element to test; security icons can also decrease conversion rates by triggering fears when the user wasn't worried. Consider testing both where you show security information and how you present it.

[Mastercard](#) displays security icons on CTA buttons and lists “fraud liability for unauthorized charges” as a product benefit.

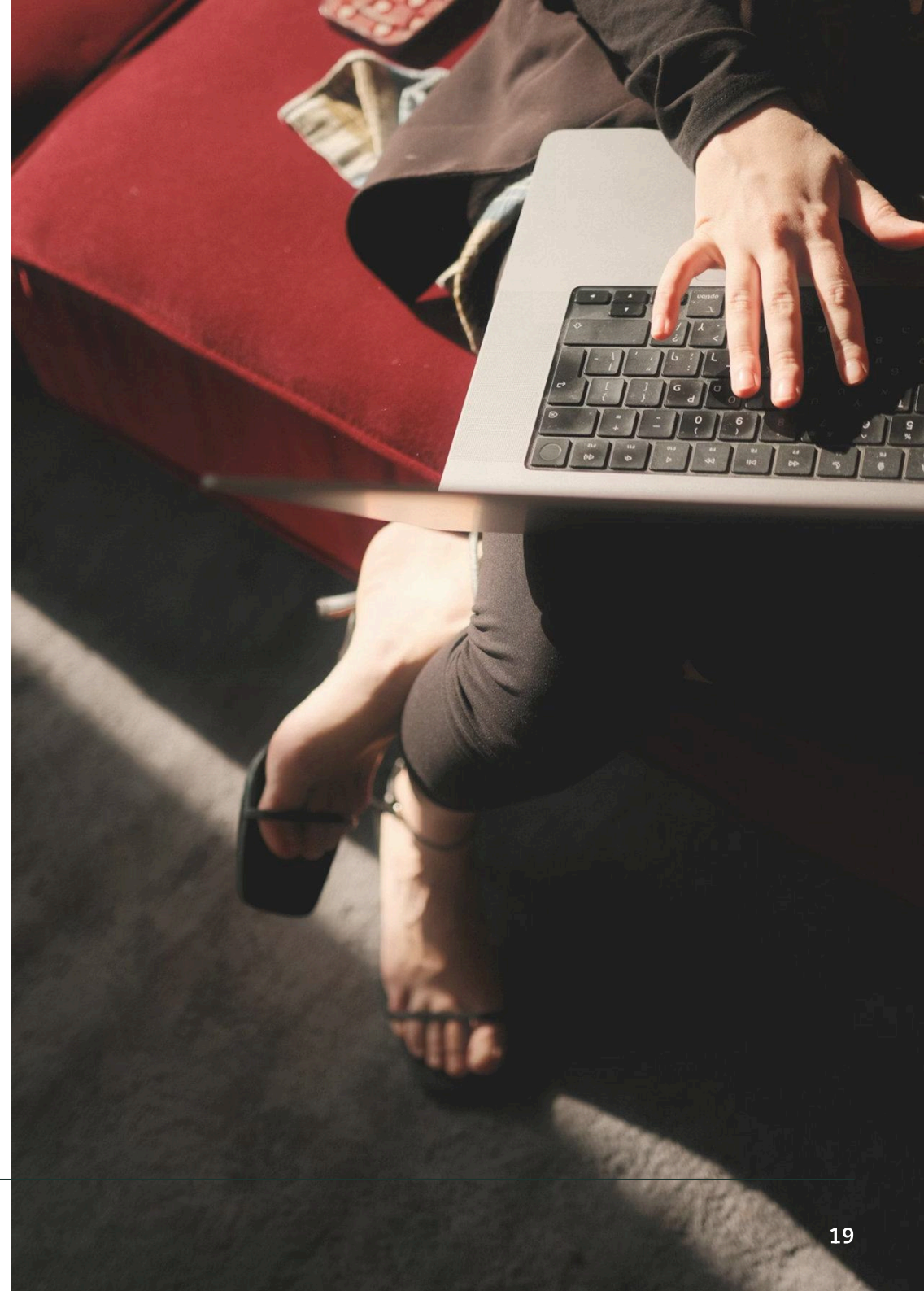
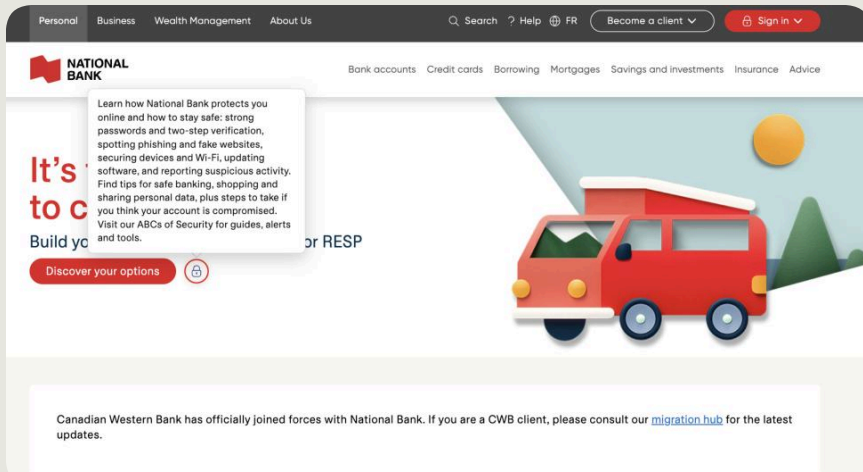
When applying for a credit card on the Mastercard site, users are redirected to the [Capital One](#) website to complete their application. The loading page explains where they will be redirected, highlights that it's a secure website, and shares security measures via tooltips.



PRO TIP

Not sure exactly what you want to say? Ask PBX to draw on your existing content to generate copy. In this case, we can test a version of Mastercard's information window without needing to write specific information into the prompt.

Please add a red icon of a lock, mimicking the one on the "Sign in" button to the header image. The icon should be beside the "Discover your options" button, and be its own distinct entity. When the user hovers their cursor above the lock, a popup should appear, summarizing in no more than 100 words the information found in <https://www.nbc.ca/abcs-of-security.html>. When clicked on, the lock should send users to that same page.



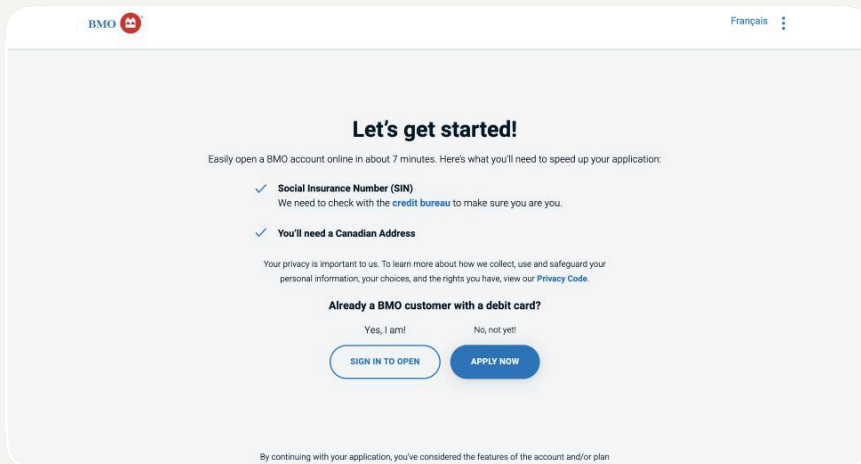
USE CASE #4

Build & test new surveys, forms, & flows

Financial products often require multiple documents during the application process. Documents that users don't often have to hand.

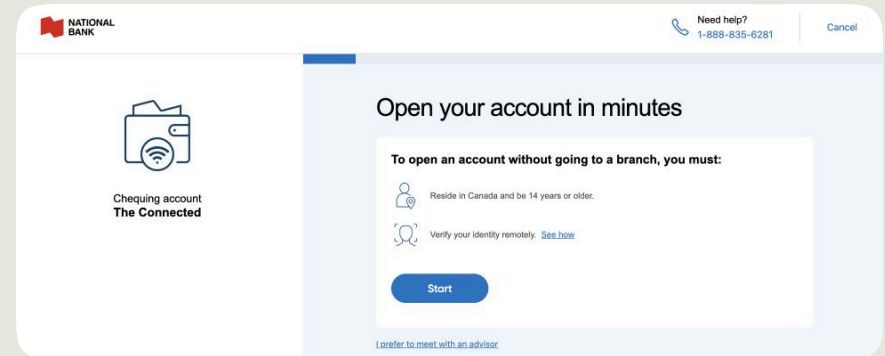
Use PBX to add a checklist of items the user will need to fill in their application before they start the form, to help increase form completion rates.

[BMO](#) provides a requirements checklist as well as an explanation about why the information is needed.



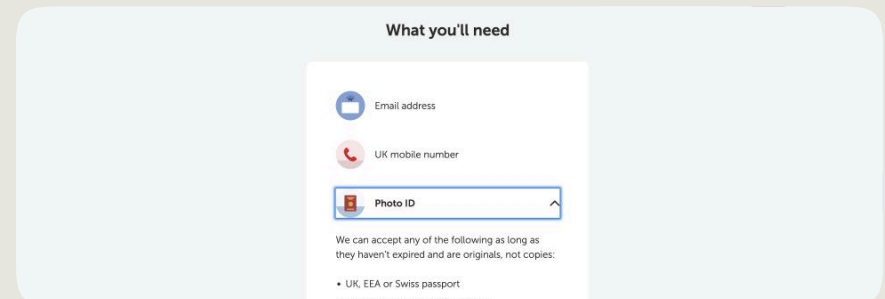
The screenshot shows the BMO website's account opening flow. At the top, it says "Let's get started!". Below this, it states "Easily open a BMO account online in about 7 minutes. Here's what you'll need to speed up your application:". There are two checklist items: "Social Insurance Number (SIN)" and "You'll need a Canadian Address". Each item has a brief explanation of why it's needed. Below the checklist, there's a section for "Already a BMO customer with a debit card?" with two buttons: "SIGN IN TO OPEN" and "APPLY NOW". At the bottom, a small note says "By continuing with your application, you've considered the features of the account and/or plan".

[National Bank of Canada](#) not only shows a list of what's needed to apply, but also provides an alternative option to "Meet with an advisor" if the user prefers.



The screenshot shows the National Bank of Canada's account opening flow. It features a header with the bank's logo, a "Need help?" link with a phone number, and a "Cancel" button. The main heading is "Open your account in minutes". Below this, it says "To open an account without going to a branch, you must:". There are two requirements listed with icons: "Reside in Canada and be 14 years or older." and "Verify your identity remotely." with a "See how" link. A "Start" button is prominently displayed. At the bottom, there's a link that says "I prefer to meet with an advisor".

[Metro Bank](#) makes it very clear what you need to open an account before you start, with a list of specific document requirements alongside icons.



The screenshot shows the Metro Bank's account opening flow. It has a heading "What you'll need". Below this, there are three requirements listed with icons: "Email address", "UK mobile number", and "Photo ID". The "Photo ID" requirement has a dropdown menu. Below the list, it states "We can accept any of the following as long as they haven't expired and are originals, not copies:". There are two bullet points: "UK, EEA or Swiss passport" and "UK full photocard driving licence".

PRO TIP

PBX can mimic existing styles very easily. We can test adding a checklist to the BMO website via an existing FAQ section without needing to specify any significant design changes.

Please add an item to the FAQs section: "What information do I need to apply for a BMO Credit Card?" Include the answer in the dropdown in the same style as the other five questions. Place it below "How do I activate my new card?" and above "How to I access my BMO credit card account via online banking?"

FAQs

▼ How do I activate my new credit card?

▲ What information do I need to apply for a BMO credit card?

When you apply for a BMO credit card, have the following ready:

- Personal details: full legal name, date of birth, phone number and email address
- Home address and housing details: current address, time at address, and monthly rent or mortgage payment
- Employment and income: employer name, job title, employment status, and gross annual income (include other income if applicable)
- Identification: a valid government-issued ID; your Social Insurance Number (SIN) is optional but helps verify your identity and speed up the credit check
- Consent to a credit check and agreement to the application terms and conditions

Having this information handy helps you complete the application quickly.

USE CASE #4

Test out a quiz to personalize

Financial products often require multiple documents during the application process. Documents that users don't often have to hand.

Use PBX to add a checklist of items the user will need to fill in their application before they start the form, to help increase form completion rates.

[BMO](#) provides a requirements checklist as well as an explanation about why the information is needed.

Let's get started!

Easily open a BMO account online in about 7 minutes. Here's what you'll need to speed up your application:

- ✓ **Social Insurance Number (SIN)**
We need to check with the [credit bureau](#) to make sure you are you.
- ✓ **You'll need a Canadian Address**
Your privacy is important to us. To learn more about how we collect, use and safeguard your personal information, your choices, and the rights you have, view our [Privacy Code](#).

Already a BMO customer with a debit card?

Yes, I am! No, not yet

[SIGN IN TO OPEN](#) [APPLY NOW](#)

By continuing with your application, you've considered the features of the account and/or plan

[National Bank of Canada](#) not only shows a list of what's needed to apply, but also provides an alternative option to "Meet with an advisor" if the user prefers.

NATIONAL BANK

Need help? 1-888-835-6281 Cancel

Open your account in minutes

To open an account without going to a branch, you must:

- Reside in Canada and be 14 years or older.
- Verify your identity remotely. [See how](#)

[Start](#)

[I prefer to meet with an advisor](#)

[Metro Bank](#) makes it very clear what you need to open an account before you start, with a list of specific document requirements alongside icons.

What you'll need

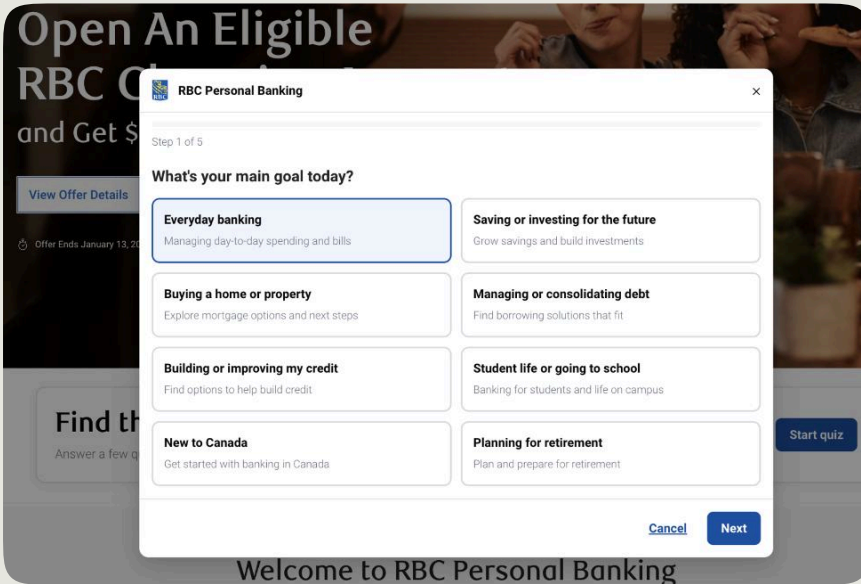
- Email address
- UK mobile number
- Photo ID

We can accept any of the following as long as they haven't expired and are originals, not copies:

- UK, EEA or Swiss passport
- UK full photocard driving licence

PRO TIP

Drawing inspiration from TD Bank's quiz, we use PBX to generate a popup version for RBC, to test whether a similar flow will increase site engagement by bringing users to the right section for their needs. This is a complex flow, and needs a detailed prompt so PBX does not need to make any assumptions. Use the **task/goal, content/UX requirements, behavior/interaction, and constraints/edge cases** setup to keep control of the flow.



Open An Eligible
RBC C
and Get \$

View Offer Details

Offer Ends January 13, 2025

Find th
Answer a few q

Welcome to RBC Personal Banking

RBC Personal Banking

Step 1 of 5

What's your main goal today?

Everyday banking
Managing day-to-day spending and bills

Saving or investing for the future
Grow savings and build investments

Buying a home or property
Explore mortgage options and next steps

Managing or consolidating debt
Find borrowing solutions that fit

Building or improving my credit
Find options to help build credit

Student life or going to school
Banking for students and life on campus

New to Canada
Get started with banking in Canada

Planning for retirement
Plan and prepare for retirement

Cancel Next

Start quiz



Ready to build experiments in just minutes by chatting with AI?

From idea to live test in one click. Just describe what you want and let AI generate and launch your test instantly.

TRY OUT KAMELEOON'S PBX FEATURE TODAY FOR FREE

JOIN OVER +1,000 BRANDS EXPERIMENTING WITH KAMELEOON

 8.7/10 ★★★★★

 4.9/5 ★★★★★

 4.7/5 ★★★★★

 B FOR BANK

 PrincipalSM

 embraceTM
PET INSURANCE

 BAC
CREDOMATIC

 AXA

 SOCIETE
GENERALE

 Equitable
Bank

 snap[®]
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