

## Lemnisk boosts HDFC Bank's digital conversions by 4X with personalized website engagement

### About HDFC Bank

HDFC Bank is India's leading premiere private bank providing a wide range of financial products and services to its 32.6 million customers across hundreds of Indian cities using multiple distribution channels including a pan-India network of branches, ATMs, phone banking, internet banking and mobile banking.

HDFC Bank is the first private bank in India to acknowledge and embrace the role of technology in marketing to create a consistent and personalized experience for its users across all digital touch points.

## Objective

With the invasion of the Internet, smartphones especially, banks have seen unprecedented digital growth in terms of visits to their online assets and transactions performed. In the last one year alone, the number of users browsing for financial products online has gone up by 22% and lead submissions at banking sites by 30%.

HDFC Bank realized the impact of this transition early. The HDFC Bank marketing team understood that their users come into contact with the HDFC Bank brand at several online touch points. And that a consistent experience across touch points amplifies the brand and message recall resulting in better digital conversions.

Logically, the starting point for such an experience was the bank website. HDFC Bank identified three types of visitors to its website – existing customers, returning prospects and new users. Their objective was to treat each of these segments uniquely. And treat each user within a given segment uniquely as well by creating a relevant and personalized site experience centered around HDFC's product lines across credit cards, auto loans, two wheeler loans, personal loans and loans on credit cards

## The personalization framework for each of the three segments was as follows



### Existing Customers:

For each existing bank customer who visited their website, the marketing team used extensive analytics to identify next best product recommendations for each of their users who regularly visited the bank website. Whenever users had multiple product recommendations, an a priori order was decided to determine the priority. For example, a user may have a personal loan worth Rs. 10 lakhs at a 14% interest rate, an auto loan for 15 lakhs at 8% and a high end credit card all pre-determined in the same order.



### Returning Prospects:

Returning prospects to the website were to be shown products in line with their behavior and interest during previous visits.



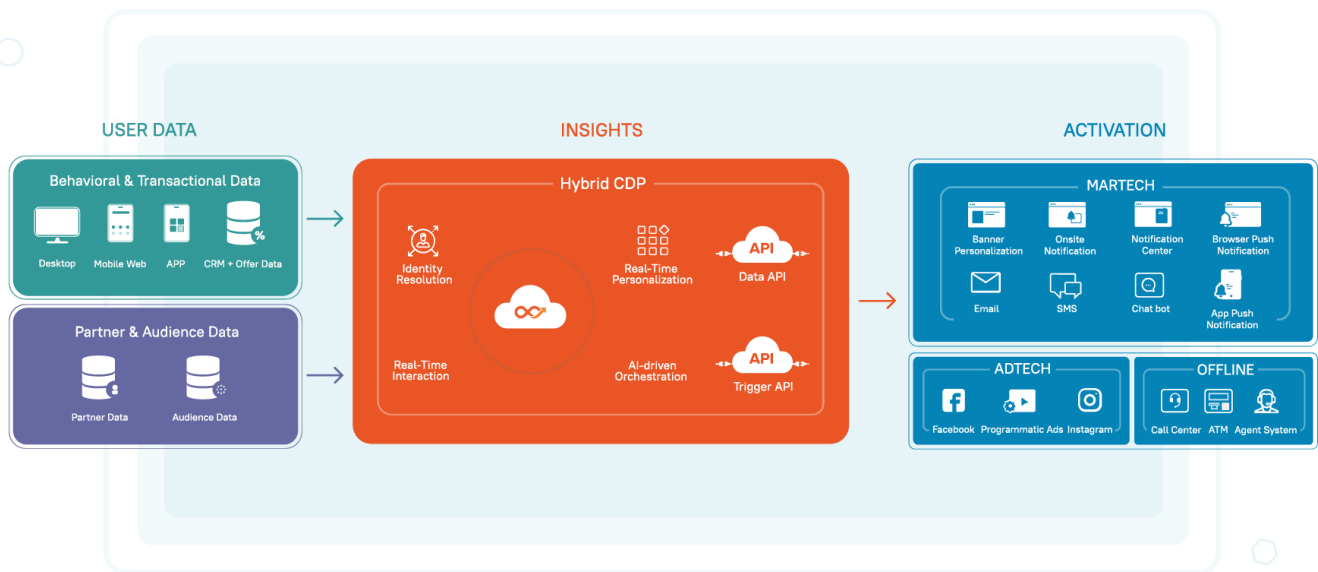
### New Users:

For absolutely new users who had not interacted with the website before, their third party behavior on external websites was used as the basis for personalized recommendations.

To execute on this digital strategy for their website, the marketing team turned to Lemnisk.

## Lemnisk: Customer Data Platform & Real-Time Marketing Automation

Lemnisk is the world’s first real-time marketing automation built on an intelligent & secure Customer Data Platform orchestrating 1-to-1 personalization and cross-channel customer journeys at scale that increases conversion, retention & growth for enterprises.



Lemnisk tags helped HDFC Bank classify each user on the website as an existing customer, returning visitor and new user and collected behavior on the site. For existing customers, HDFC bank did 1:1 personalization.

For new users, specific personas like travel enthusiasts, high value shoppers, parents etc. were identified. And for each persona, appropriate product recommendations and their sequence were decided.

This campaign set-up was executed not only on an ongoing continuous basis but also during specific marketing “carnival” periods held from time to time. As and when a user visited the home page of HDFC Bank, the pre-identified products were shown to the users on high visibility banners (often referred to as “hero” banners).

This focused personalization strategy resulted in much higher engagement from users and improved down the funnel lead conversions.

Lemnisk has deep integration with all top mobile analytics platforms such as Tune, Appsflyer, Adjust and Apsalar. With the help of the extensive network of publishers including Facebook, PubMatic, Appnexus, Mopub, etc. ads were shown to users on high performance and brand-safe inventory.

# User Level Personalization

## Home Page Optimization



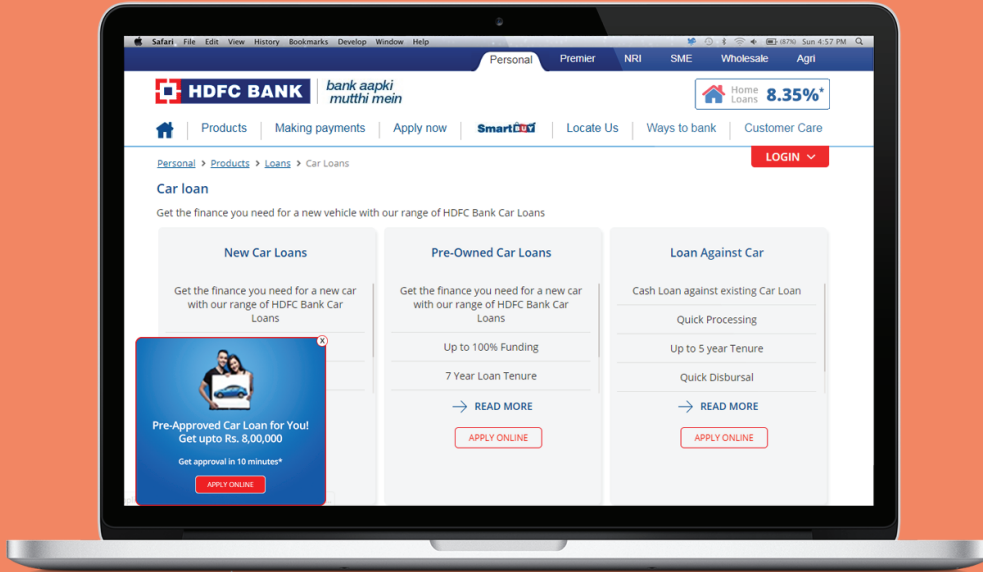
Banner Personalization

8 Products Personalized

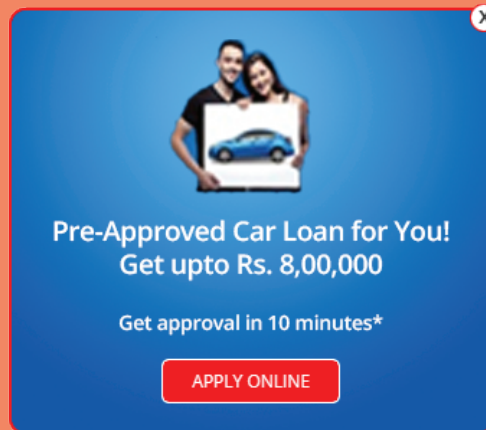


## Site Notification

### Personalized site notification for Personal Loan and Auto Loan

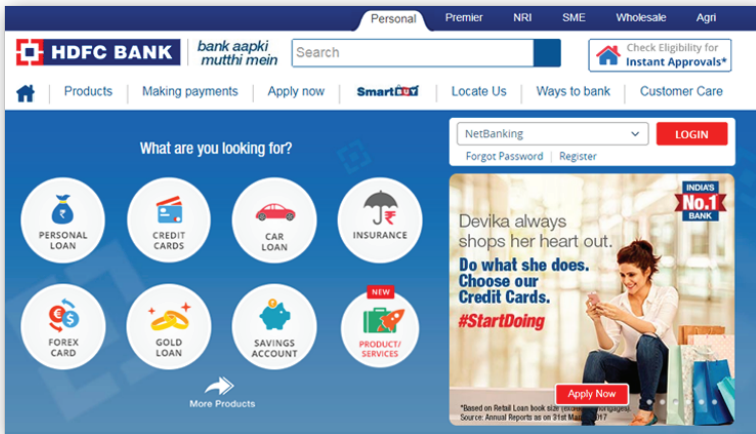


Personalized Site Notification

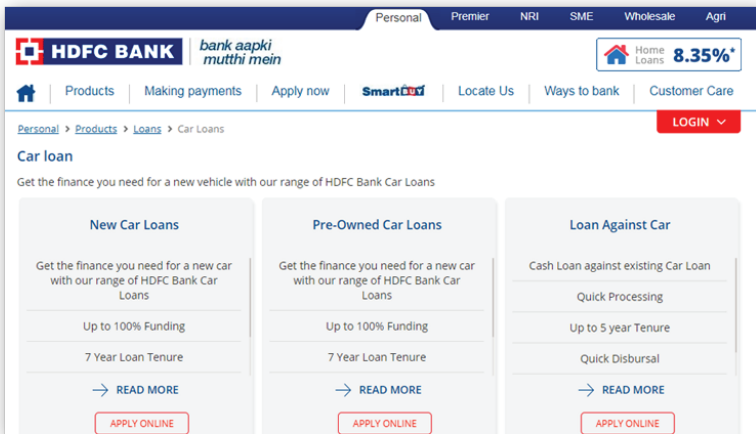


## Real Time Segmentation

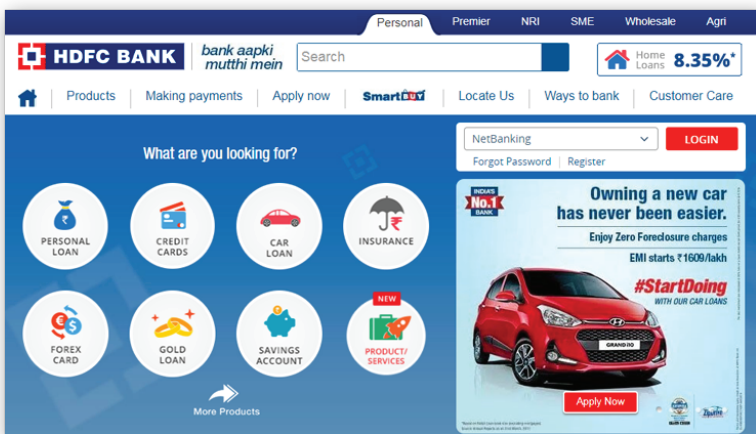
### Personalization on the go



1. User sees generic banner on Home page



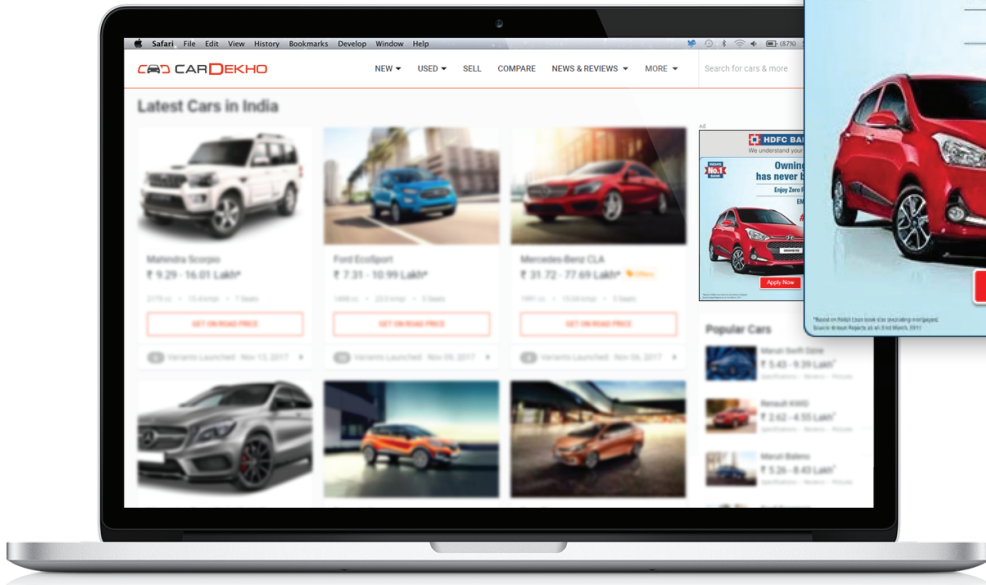
2. User browses Car Loan



3. On revisit, user sees first banner as Car Loan

## Second party based Personalization

### Car Dekho partnership



**INDIA'S No.1 BANK**

**Owning a new car has never been easier.**

Enjoy Zero Foreclosure charges

EMI starts ₹1609/lakh

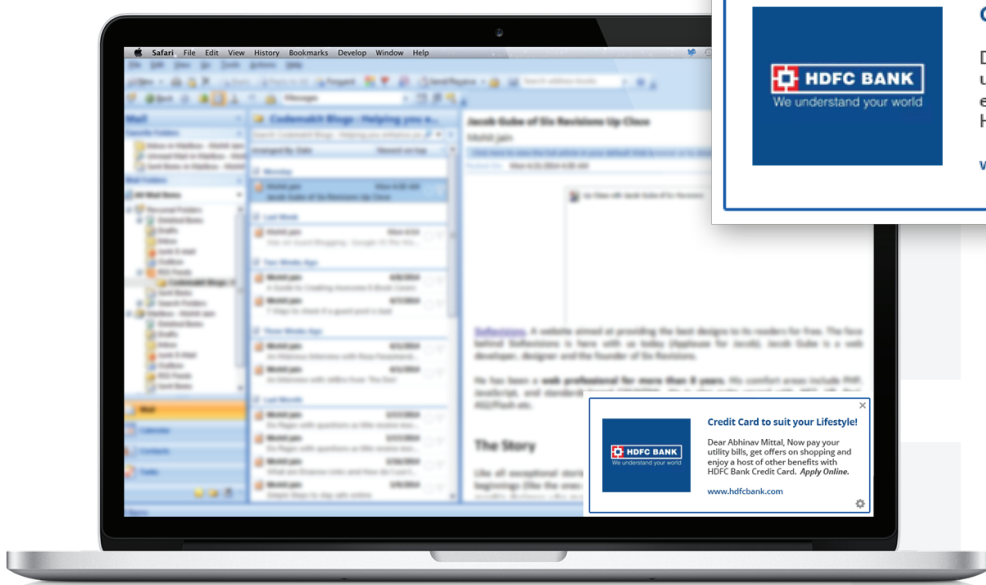
**#StartDoing**  
WITH OUR CAR LOANS

**Apply Now**

\*Based on RBI's Car loan EMI tracking program. Source: World Report, as of 31st March, 2017.

## 1:1 Browser Push Notification

### Name Based Personalization Browser Push Notification



**Credit Card to suit your Lifestyle!**

**HDFC BANK**  
We understand your world

Dear Abhinav Mittal, Now pay your utility bills, get offers on shopping and enjoy a host of other benefits with HDFC Bank Credit Card. **Apply Online.**

[www.hdfcbank.com](http://www.hdfcbank.com)

**Credit Card to suit your Lifestyle!**

**HDFC BANK**  
We understand your world

Dear Abhinav Mittal, Now pay your utility bills, get offers on shopping and enjoy a host of other benefits with HDFC Bank Credit Card. **Apply Online.**

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## Results

Over a 3 month time-frame,  
**Increase in digital conversions – 4X**



~8.2 mn

Users were served  
personalized offers



50%

Increase in  
CTR



150%

Increase in  
click-to-lead ratio

“

“Lemnisk has the unique ability to combine online and offline data at a user level and use them in highly flexible personalization frameworks. This was key in executing our digital strategy and helped us increase digital conversions on our website as well”

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**Jahid Ahmed,**  
Head - Digital Marketing at HDFC Bank