

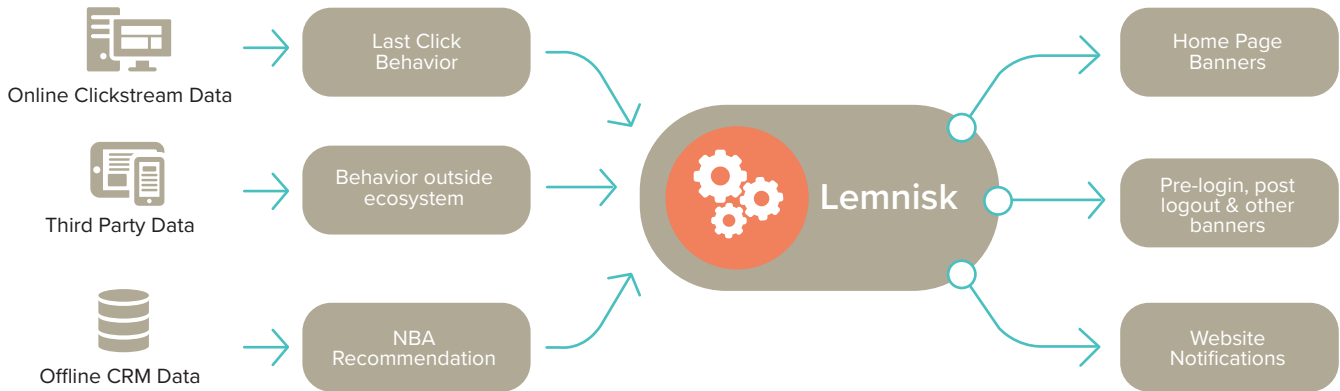


3 inventive ways to

# Maximize digital conversions with website personalization: BFSI



Winning new customers and then retaining them is the biggest challenge facing most marketers today. For BFSI companies especially, where more and more customers are moving on to online transactions, it is ever more important to use your offline customer know-how while you interact with them online. The primary avenue where you can put this data to action is your first party digital properties such as desktop site and mobile site.



Use the power of data to connect with your customers in a more meaningful way. Three different sources of data are onboarded onto the platform to better understand your users and their aspirations,



Based on the insights derived, user experience can be personalized in 3 unique ways,

## 1 Home page banner personalization

Personalize offers for home loan, car loan, personal loan and credit card for individual use. The 'Next Best Action' for each user determined based on offline CRM data and clickstream data.



## 2 Website notifications

Pop-ups customized for each user with relevant product recommendations and offers can be shown. These pop-ups facilitate upsell/cross-sell of relevant products and generate incremental revenue potential.



## 3 Pre-login and Post logout pages

Customized banners with relevant product recommendations such as travel plans, credit cards and shopping discounts based on customer profiles – sports enthusiast, traveler, online shopper, movie lover – created using clickstream and 3rd party behavioral data.



### BENEFITS

3X

Increase in  
CTR

2X

Increase in  
Conversions

Free  
before  
Paid

Channel synchronization  
resulting in media spend  
optimization

## Global Offices



○ Headquartered in Bangalore    ● Other Locations



Lemnisk is the world's first real-time cross-channel marketing automation built on an intelligent and secure Customer Data Platform for Enterprises. The key capabilities include:

- Uniquely resolve a user in real-time across different data sources and channels
- Create 1-to-1 personalized experiences for each user across multiple marketing channels
- AI-engine that orchestrates individual customer journeys on the right channels at the right time

Lemnisk delivers superior customer experiences that result in increased conversion, retention and growth for enterprises. Founded in 2008, Lemnisk has offices in Boston, Bangalore, Dubai, and Singapore. The company is ISO 27001 certified and ISO 27018 compliance certified, accredited by BSI.