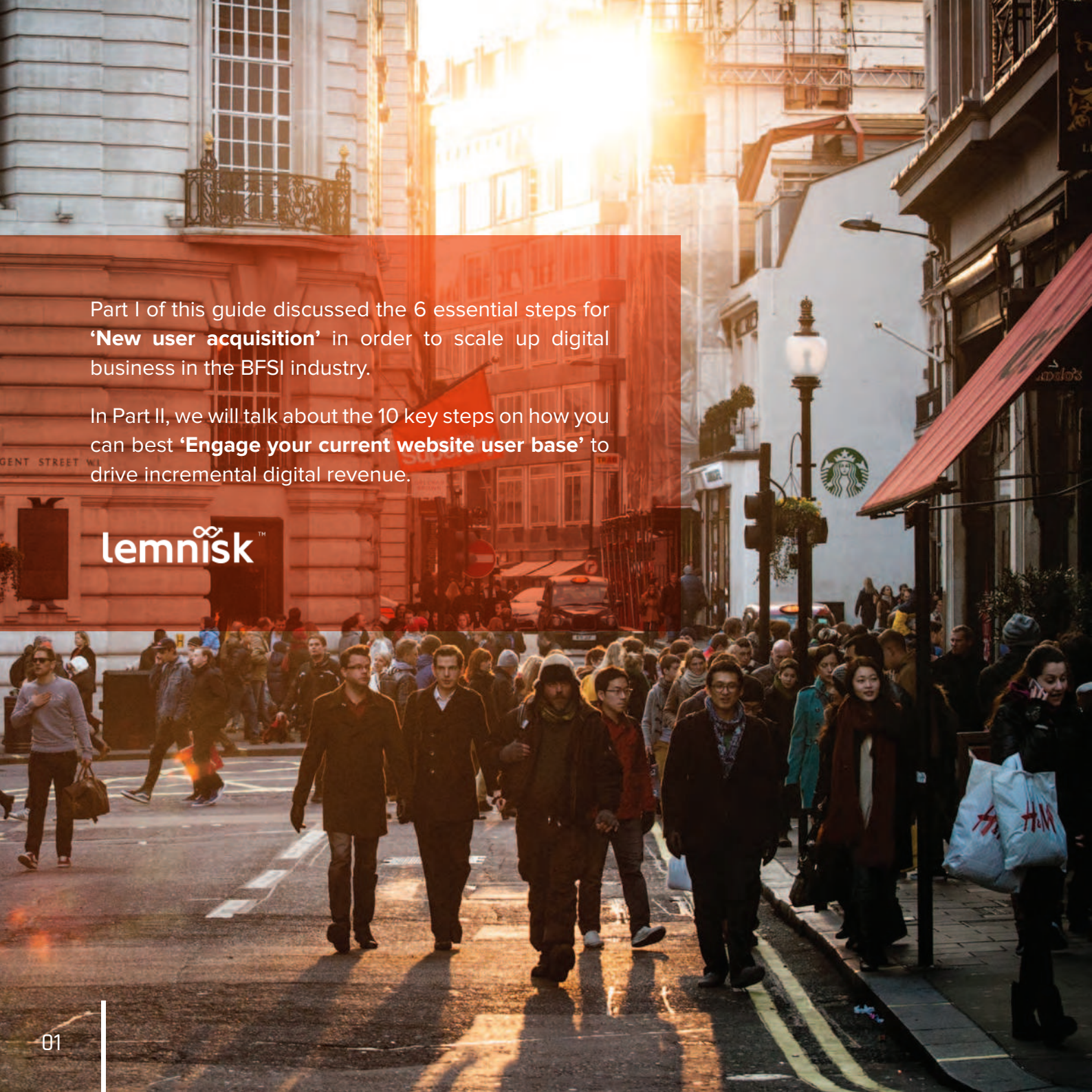




The 16 step guide to scale up your digital BFSI business.

Part II





Part I of this guide discussed the 6 essential steps for **'New user acquisition'** in order to scale up digital business in the BFSI industry.

In Part II, we will talk about the 10 key steps on how you can best **'Engage your current website user base'** to drive incremental digital revenue.

lemnisk™

Part II

Engaging your current
website user base.



1. Audience Segmentation

This is the most important aspect to engaging your website audience base. More granular the user segmentation, more customized the messaging can be, and therefore, better the user responsiveness. Are you able to create segments taking into account users' first party, third party and offline CRM data into consideration? Are you able to execute granular SQL queries to create custom audience segments and then launch them across multiple channels in real time?



2. Lead Generation from Visitors

Target only non-customers/non-leads for this exercise and target them on display and onsite notifications. Are you able to distinguish between your existing customers and leads even before login?



3. Lead Nurturing

There might be a good chunk of users who would've submitted a lead but wouldn't have proceeded to the next step in the purchase cycle. Through email/sms/display and onsite notifications, you can reach out to them and increase conversion rate on your website.

4. User Propensity Scoring to prioritize leads

Leverage your first party and third party databases to discover the intent level of your leads. Help your inundated call center to focus on high propensity users and speed up online conversion.



5. Engage non-contactable leads

You're generating a lot of leads, great! But is your call center actually able to reach those leads to prompt them to a purchase? Our study tells us marketers are unable to reach upwards of 40% of leads on phone and this number holds true across the industry. In other words, half of your marketing spend is going for waste because you can't reach your leads! Are you running an online display campaign to nurture these leads?



6. Drive new purchases from current users

Are you targeting users who have dropped off during the middle of a purchase across display, email, sms, and onsite banners?

7. Cross-sell/Up-sell to existing policy holders

Discover your most eligible customers based on CRM recommendations and individual transaction history. Create a segment and target them online with personalized messaging.



8. Premium renewal reminders for existing policy holders

Run scheduled premium renewal campaigns for existing policy holders about 30 days before their premium due date across multiple channels such as Email, Display, Social, Website etc.



9. Reach DND customers on Display

This is very specific to the Indian market. Our study indicates many of the high net worth and affluent customers have their numbers on the DND (Do Not Disturb) registry. Are you utilizing your marketing spends to reach out to these users with personalized cross-sell and up-sell recommendations on display and social?



10. Cross channel synchronization

This is the final piece of the puzzle. We have been talking about multiple channels such as search, display, email, social, website etc. Are you able to leverage user behavior on one channel to modify your marketing messages on the other channel? Are you reaching out to your users on their preferred channel of response?

Are you following these 16 steps already? Great, you're on the right track to scale your digital business.

Are you missing out on a few?

You may be interested in knowing what Lemnisk can do for you.

Write to us at marketing@lemnisk.co and let's get started.

The logo for Lemnisk features the word "lemnisk" in a lowercase, sans-serif font. Above the letter "i" is a stylized infinity symbol with an arrow pointing to the right. A small "TM" trademark symbol is positioned to the upper right of the word.



○ 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.

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