

moengage

BANKING IN THE ERA OF THE CONNECTED CUSTOMER



Banking for Millennials
and Gen Z



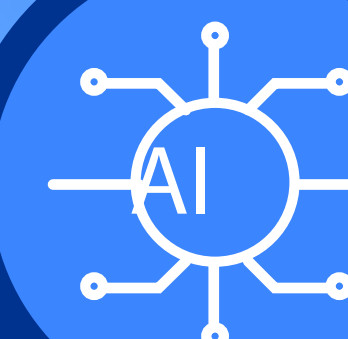
How to create
the 'Netflix of
Banking'



Long-term Impact
of Pandemic
on Banking



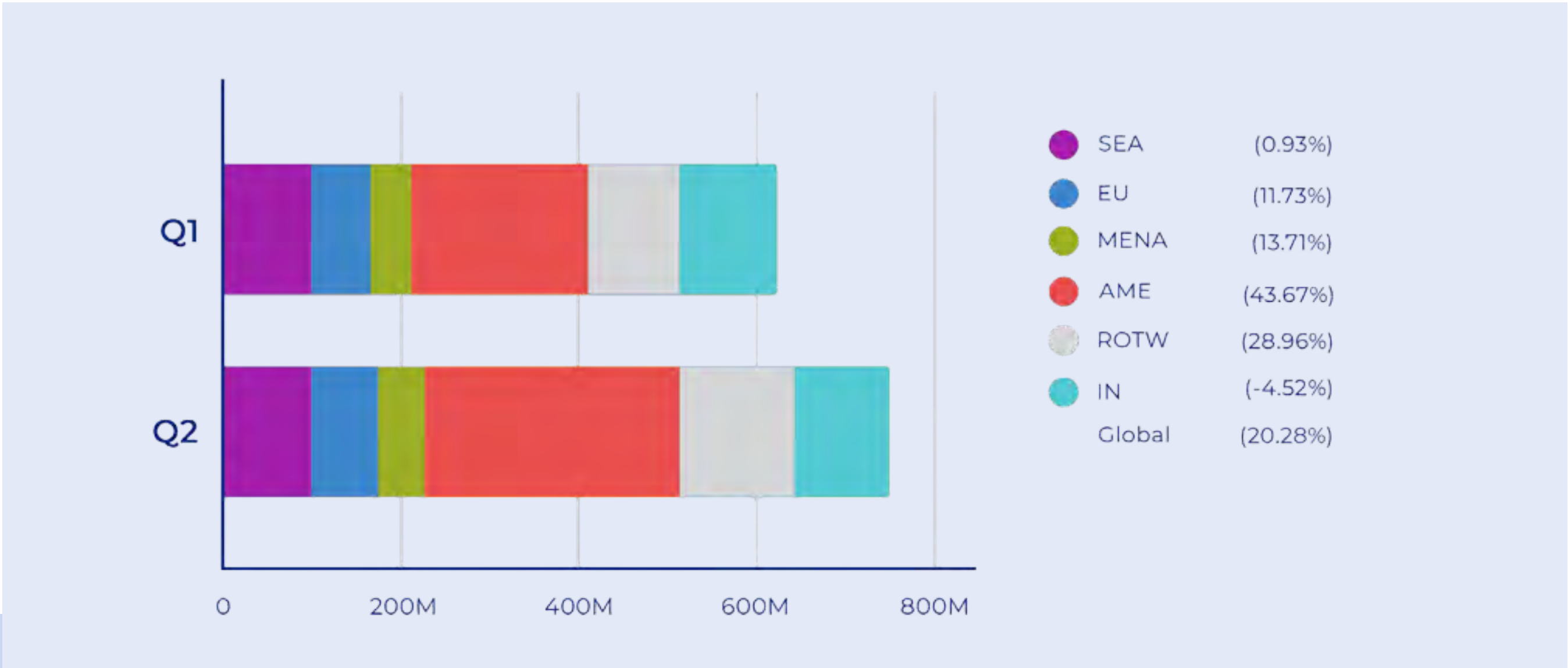
20+ Ready to Implement
Omni channel Customer
Engagement Templates



Personalisation
and AI in Banking

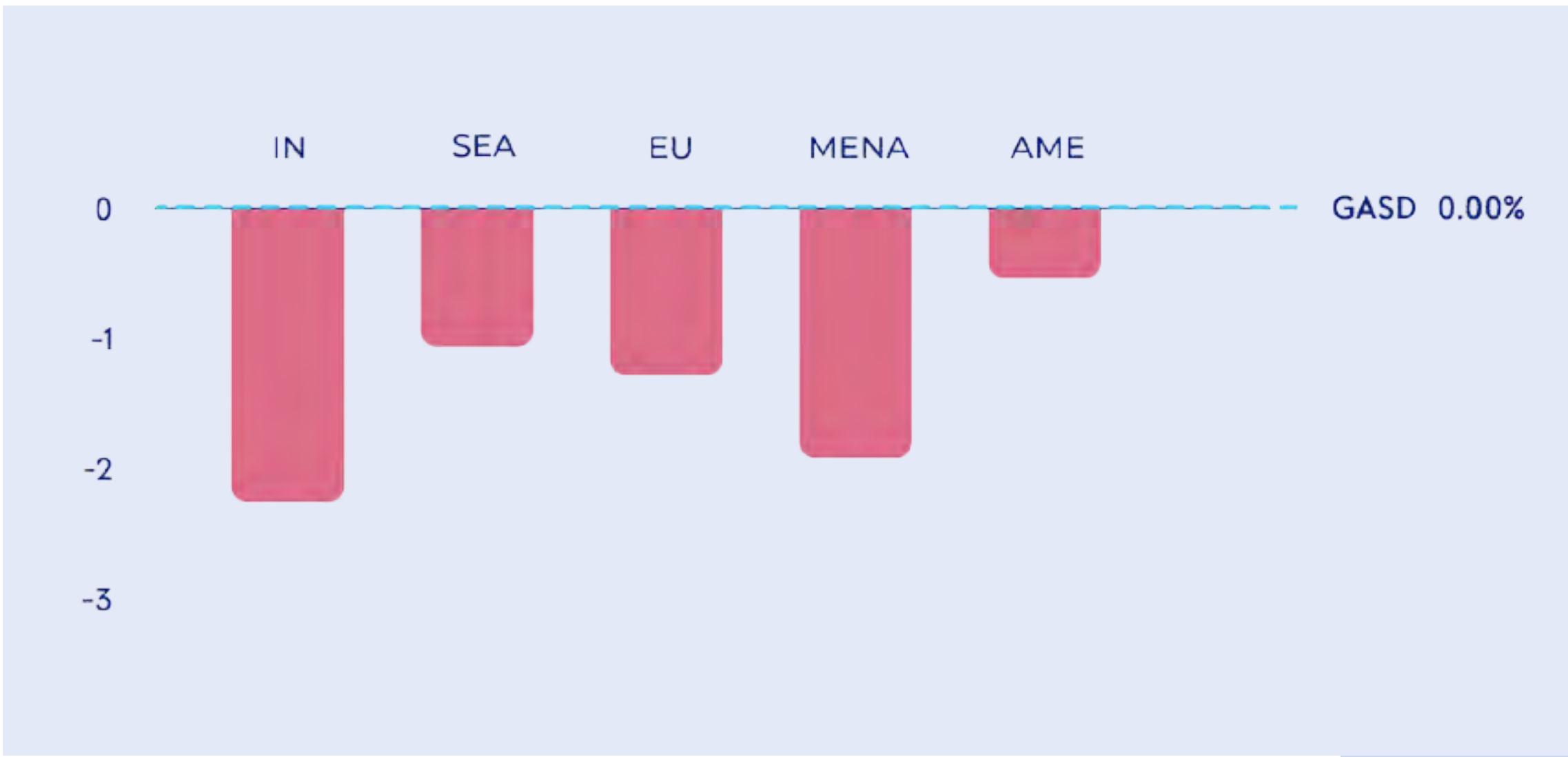
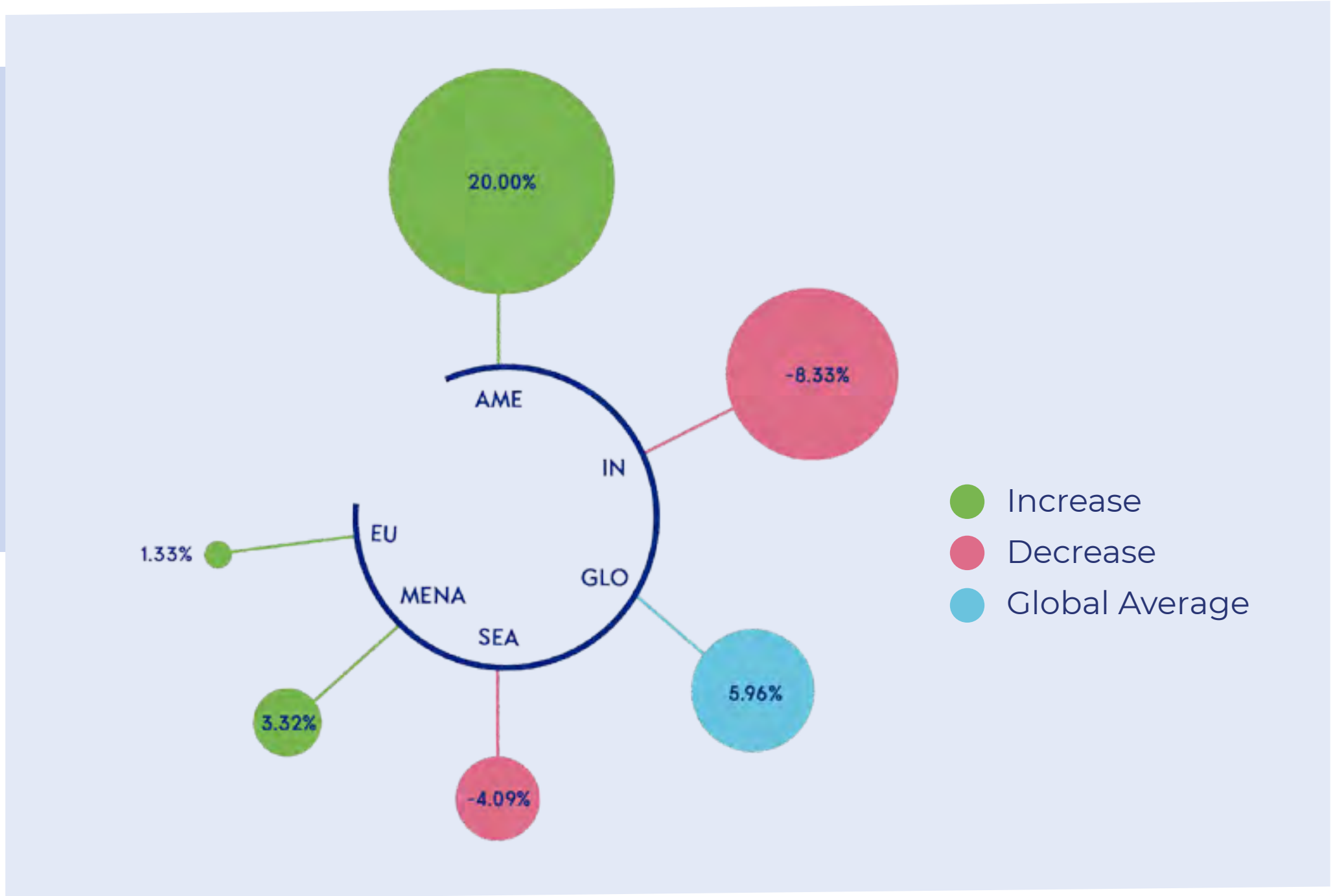
Introduction

Tha Banking, Financial Services, Insurance, and Fintech Landscape: Quick Overview

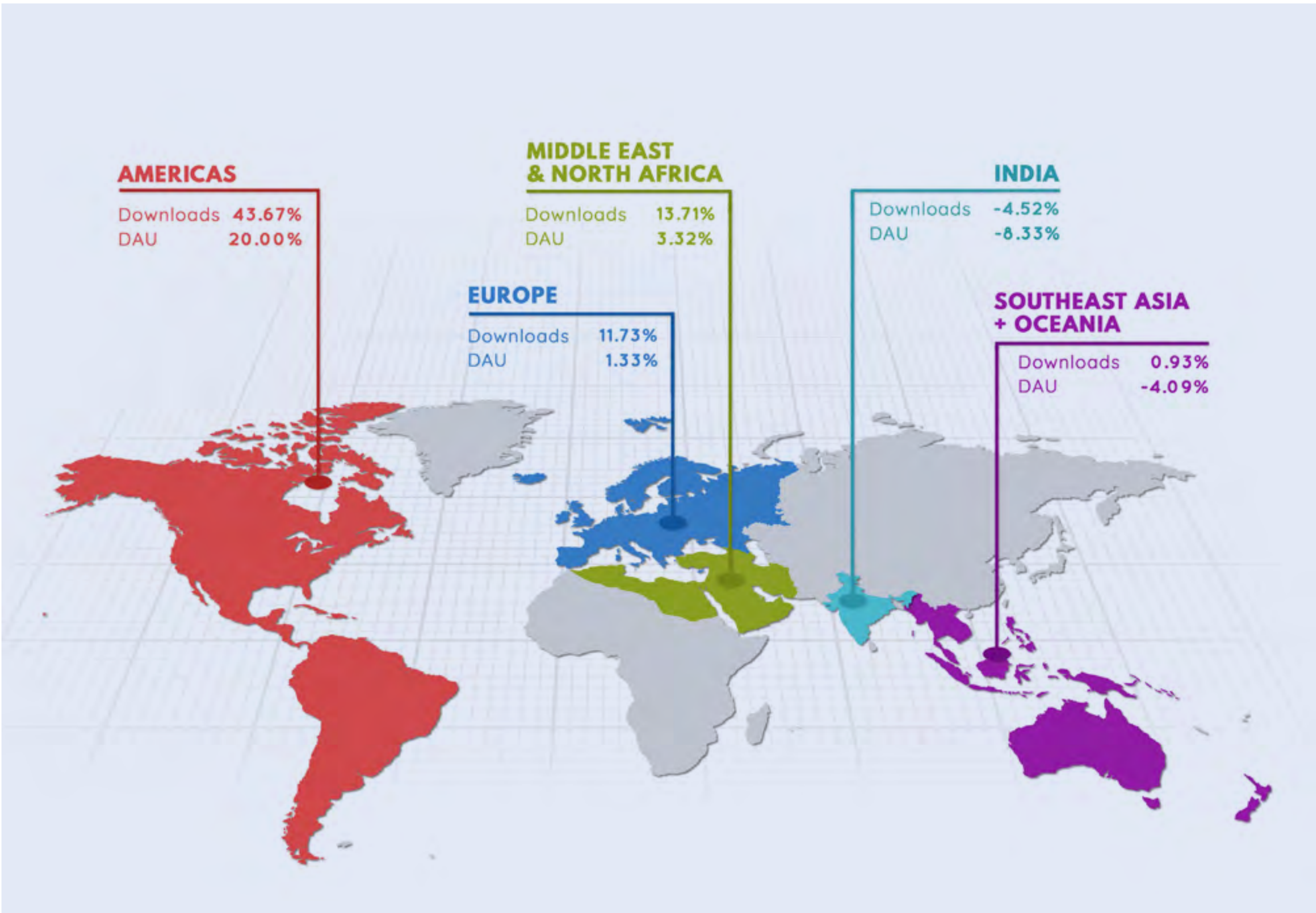


Worldwide downloads of Banking related apps saw 20.28% growth in downloads in Q2 (Apr, May, June) as compared to Q1 (Jan, Feb, Mar), 2020.

Global growth in DAU(Daily Active Users) in Banking related apps in Q2 was 5.96% over Q1.



The slight fall in average session duration indicates that the total number of sessions has outpaced the average duration per session. This indicates that more number of shorter sessions over different screens are taking place.



Americas outperformed all other geographies in terms of Downloads and DAU. Trends supposed to continue for the rest of 2020 and beyond.

MAJOR TAKEAWAYS

- Customers looking for the Netflix of banking experience
- Mobile apps outperforming websites across key geographies
- Gen Z and Millennials will reshape expectations from Banks and Fintech brands

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How Well Do You Know The 21st Century Banking Customer

A century ago, banks managed their business with customers on a one-to-one basis. A designated banker would attend to each customer's specific needs in a truly personalised manner. In stark contrast to the face-to-face relationships that defined banking, today's millennial customers are unlikely to have set foot inside a bank after their maiden visit to open an account.

In fact, several banks have already eliminated the need to visit a branch to open an account. Instead, they have enabled KYC (know your customer) documentation through mobile applications and other online formats. Armed with smartphones and easy data connectivity, technology-savvy customers now have a different set of expectations from their bankers.

Banking, as we know it, has entered the era of the connected customer. How well do you know these connected customers?

- ➔ Banking for Millennials & Gen-Z: Understand Shifts in Banking Use Cases
- ➔ Long-Term Impact of a Pandemic on Banking
- ➔ The Takeaway: Can you create the Netflix of Banking

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Banking for Millennials & Gen-Z: Understand Shifts in Banking Use Cases

Compared to their grandparents or parents, millennials and Gen Z individuals have a different approach to personal finance. In fact, they typically delay major financial decisions to accommodate their personal interests, career plans and other lifestyle requirements.

Be it a bank or any other service provider, communicating the appropriate message that is aligned to the customer's life stage is essential. It is exactly like targeting the right personas in a marketing campaign. The wrong campaign for the wrong persona will only burn marketing spend without yielding any return.

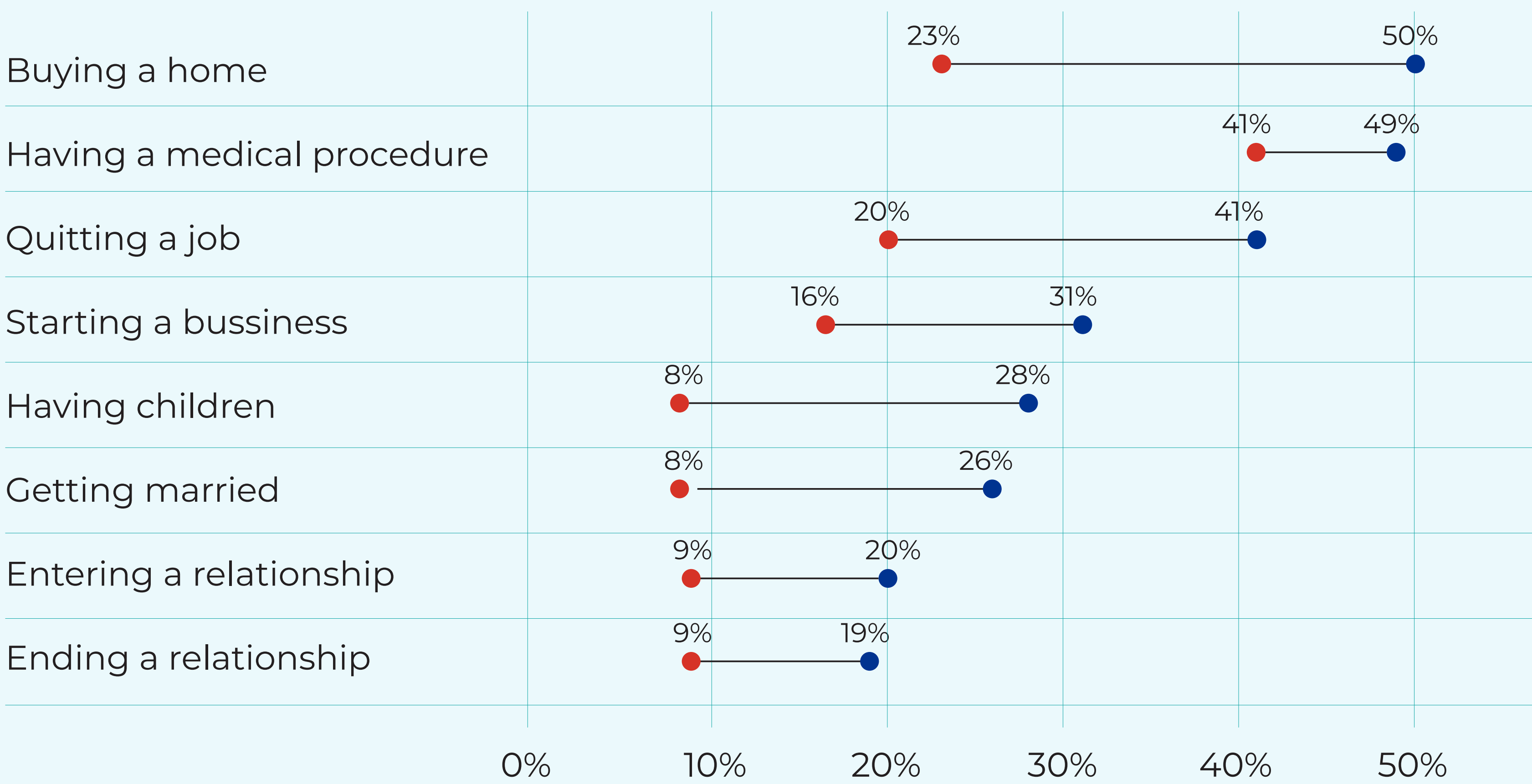
It is a fact that life cycle goals have changed drastically for millennials in comparison to baby boomers. The image above reflects this generational shift. According to Business Insider, millennials are delaying life events compared to their parents. This is primarily because of their differing outlook toward life and also due to affordability.

A report in Morning Consult suggests that millennials are delaying most major life events such as buying a home or investing in medical care or even getting married or having children.

Things each generation delayed because of money

● Baby boomers ● Millennials

Share of respondents who delayed event because of money concerns



Source: Insider/Morning Consult

Business Insider

Given this context, how are millennials and Gen Z individuals approaching banking and personal finance differently?

To begin with, they prefer modern financial offerings such as mutual funds, ILPs (investment linked insurance policies) and goal-based investments over traditional financial assets such as gold. A plethora of new fintech offerings has emerged taking into account this shift in preferences - P2P lending, digital wallets, bank-owned bill payment apps, free-trading apps etc. Banks are focusing on creating a single app through which customers can manage their entire personal finance ecosystem — including investment management, utility bills payment, wire transfer transactions, credit and loans, and so on.

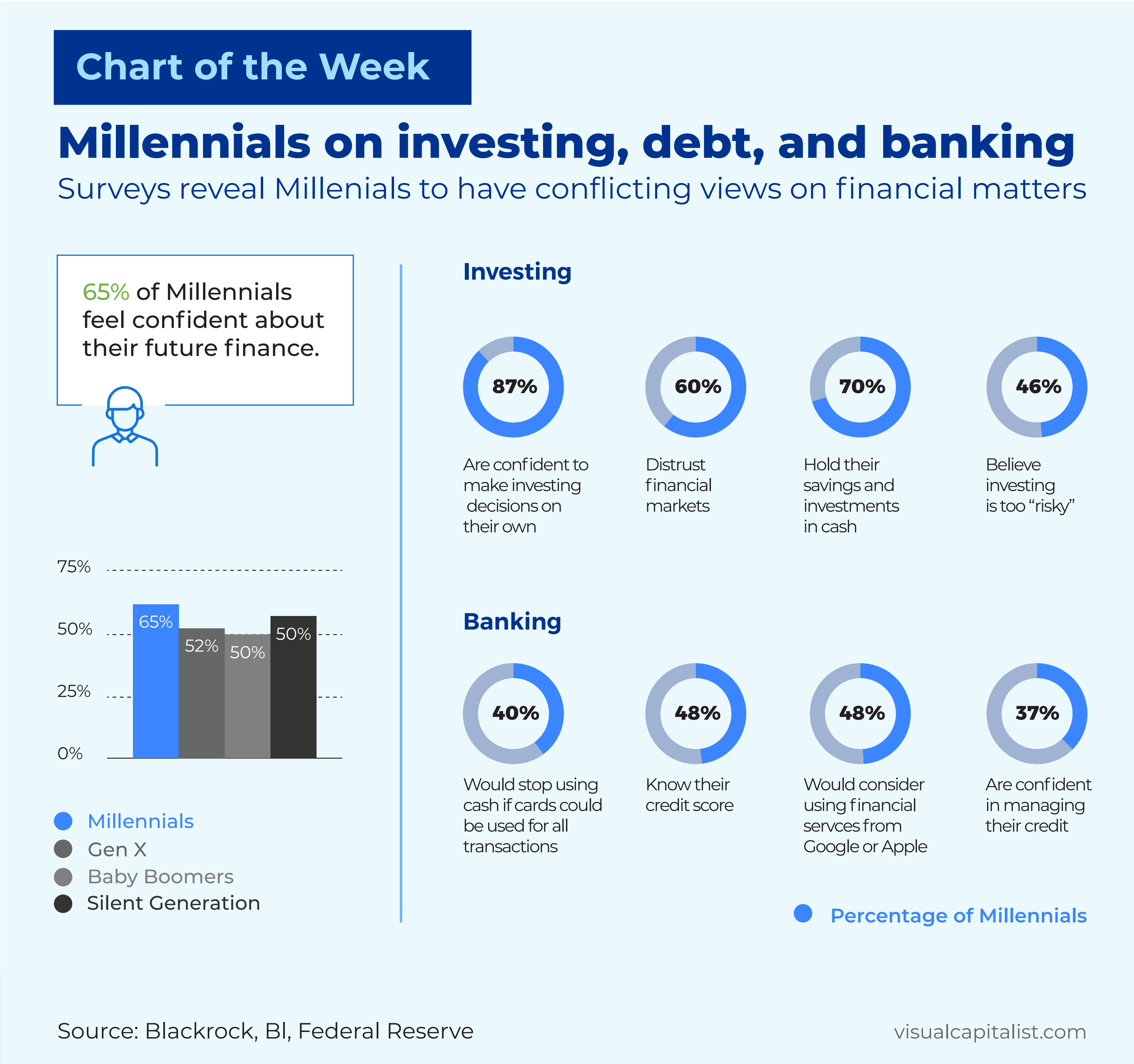
To effectively engage millennials and Gen-Z customers, banks are required to rethink the way they communicate with them. Each form of communication, whether it is a welcome message or a marketing email, should be tagged to the corresponding life event that the customer is likely to be planning for.

At the same time, banks need to continue their traditional role of educating customers. Similar to the way that awareness precedes decision making in modern marketing, banks must empower clients with insights that enable them to make informed decisions.

Banks can build customer awareness through:

- ➔ Education programs.
- ➔ Emails, newsletters and podcasts that enhance the customer’s financial knowledge.
- ➔ Personalised banking and financial services, powered by mobile apps and web portals

A bank should be familiar with the life stages depicted in the table below in order to suggest appropriate products for different kinds of customers. Since these life stages are segmented based on age, corresponding groups of customers have greatly differing needs.



Life stage	The Adolescent (13-19)	The Adult (20-39)	The Middle Age Adult (40-59)	The Senior Adult/Retired (60+)
What should a bank focus on?	Opening a savings account	Savings/Credit/ Trading/ Demat accounts	Wealth management	Wealth management
	Digital wallets, Mobile banking onboarding	Financial planning & investment	Retirement planning	Doorstep banking
	Financial education	Automobile/ Bussiness/ Home loans	Automobile/ Bussiness/ Home loans	Term deposit
		Insurance	Insurance	Insurance

Long-Term Impact of a Pandemic on Banking

The global crisis caused by the Covid-19 pandemic influenced the financial behaviour of customers in a big way:

Cash and plastic cards were replaced by contactless payment modes such as digital wallets.

Bank owned and managed online apps became popular for lifestyle and utility related payments.

Payment aggregators who unified different kinds of transactions on a single portal became popular.

Do these trends signal which banking products are vital for customers?

To begin with, customers are concerned about going to a physical bank branch and want to carry out more errands remotely.

This calls for a bank's own designated app to include functionalities for fund transfers, online shopping, utility payments etc. These apps should also have features that customers are now accustomed to — push notifications, built-in reminders, gamification, loyalty schemes etc.

Why is this necessary? As mentioned earlier in this report, there is a visible shift in customer behaviour towards using mobile screens extensively for banking related activities.

82% of consumers are concerned about going to their bank

73% are doing more remote work/errands

63% are more inclined to try a digital app

56% are worried about being able to repay loans

The Takeaway: Can you create the Netflix of Banking?

On the face of it, comparing banking to Netflix might seem illogical. After all, Netflix is a synonym for entertainment. Banking is quite the opposite and something that a lot of people consider too complex to understand completely.

However, it is possible to draw parallels between the two if you look at Netflix and banks as service providers. In fact, banks should aim to deliver a Netflix-like experience if they wish to retain their customers' trust.

Netflix became popular for more than just its wide range of entertainment offerings. There are several other media publishers who produce equally good or even better content but there are three things that set Netflix apart:

Transparent: Netflix has a simple subscription plan that does not confuse anyone. There are no hidden in-app payments.

Ease of usage: Netflix is fairly easy to access, use or even cancel subscriptions.

A seamless experience: Users get a truly connected experience across different devices.

That brings us to the question — is it possible to create the 'Netflix of banking'?

Compared to their predecessors, modern-day customers have different expectations from banks. They are (in the same order):



Trust

Millennials perceive trust in a different way. They are willing to engage only with those institutions that have their best interests in mind. And they expect that interest to be displayed through customer empowerment and education.

Millennials engage more with banks that equip them with the right knowledge for making timely investment decisions. They expect banks to keep them updated through e-newsletters, mobile push notifications, mobile app alerts and similar modern communication channels.

Simplicity

Banking, as we know, has been carried out primarily through bank branches. Customers had

to fill up forms for depositing or withdrawing cash, or wait in long queues with tokens to get their queries resolved.

Today, banks must delight customers through greater simplicity, best made possible by digital transformation. Online and mobile banking make customers' lives easier by eliminating the need to visit a branch and getting things done from any place, at any time that suits them.

Digital self-service

In the past, it was usual for banks to make customers wait in queues to encash cheques or resolve queries. Millennial customers do not have the patience or the time to line up for a response. They will switch to a different bank if they find the processes of their current one to be cumbersome.

Convenience is perceived in different ways. For most customers, it is the option of quick service, which usually takes the form of self-service. If a customer can get something done on their own without having to go through a bank's bureaucracy, they would consider it a better option.

Hence, digital self-service alternatives such as online banking, mobile banking, digital wallets etc. become essential.

Automating Customer Engagement in Banking with Personalisation & Artificial Intelligence

According to Forrester, personalisation in Banking is about using a customer's behavioural attributes (location history, preferences, context and intent) to frame, guide, extend and enhance interactions between the bank and the customer.

When done right, personalisation can create a competitive advantage that can't be replicated. Personalisation drives loyalty. True personalisation of customer engagement has three main pillars:

- ➔ Right product recommendations, aligned to the customer's life stage, current needs and future plans.
- ➔ Appropriate tone and timing of communication (right content at the right time).
- ➔ Suitable communication channel (email, SMS, push notification or a combination of these).

How will personalisation add value to the customer ?

INFORM



I have information to help you

GUIDE



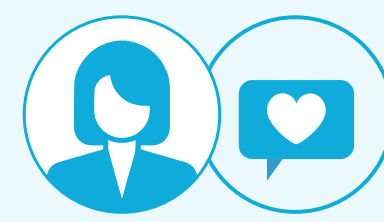
I can simplify things for you

ADVISE



I think you might need this

CARE

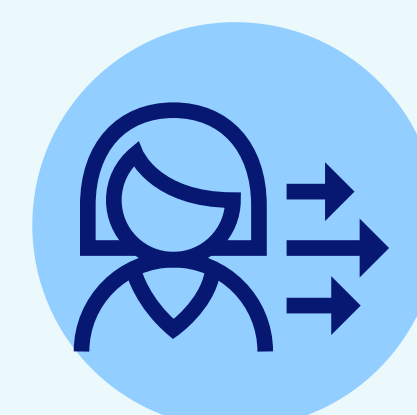


I care about you

Here is an example of a personalised offering in its truest sense. An insurance plan that offers life cover as well as tax benefits would be the right fit for a middle-aged adult. However, the same plan may not excite young adults at the threshold of their careers; a car loan or an educational loan for higher studies is a better fit for them.



Determine what your customers care about.



Understand what you know about customers to create dynamic profiles.



Learn customer's privacy and brand expectations.

A recent BCG survey of global executives reports that ninety percent of marketers are now using Artificial Intelligence to optimise the customer journey, transform how they engage consumers and deliver the most rewarding experience.

Improving customer experience can go a long way in supercharging channel performance and fueling revenue growth and profits.

Clearly, AI is driving improvements in several aspects of banking. Here are some ways in which you should make AI work for you:

ELIMINATE GUESSWORK

1

Know exactly what time to send a message to ensure the highest response rate AI eliminates the guesswork.

RAPID EXPERIMENTATION

2

Saves time as you don't need to actively test program variations or experiment with different time windows.

NEVER MISS AN OPPORTUNITY TO ENGAGE

3

Adjust send times for your alerts and notifications to ensure that no customer engagement opportunities are missed.

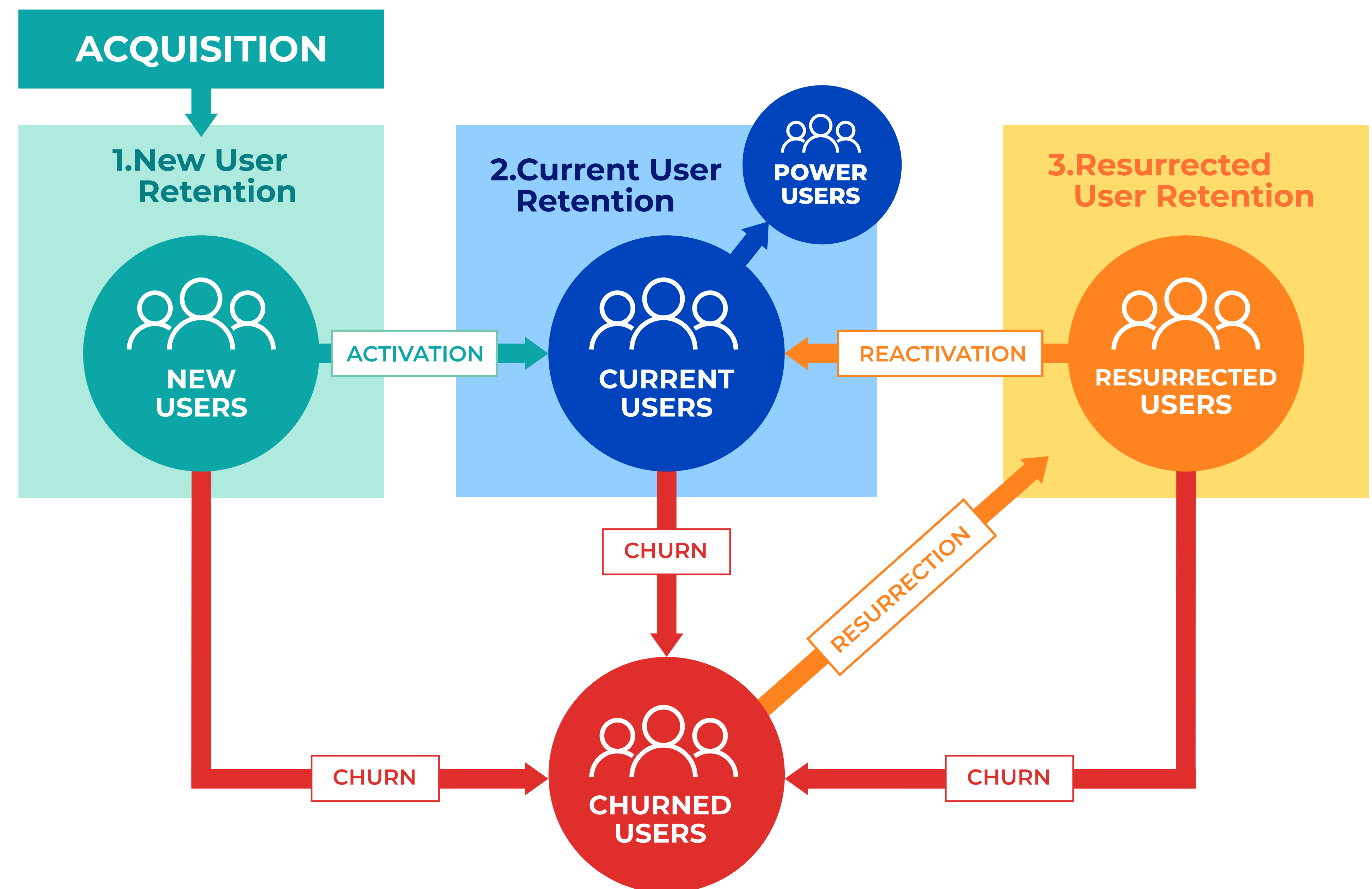
MAXIMISE USER ENGAGEMENT

4

Deliver the right message at right time to maximise performance rates of campaigns, driving more action from end-user, and generating higher ROI.

How To Create A Perfect Customer-centric Experience Across Life Cycle Stages

- Onboard Your App Users with Minimal Drop-offs
- The First 14 Days: Drive Product Discovery Across Categories
- Behaviour Based Engagement Lifecycle Campaigns
- Reactivate Your Lost and Dormant Customers



click on the bullet points above to jump to the related page

Onboard Your App Users with Minimal Drop-offs

Focus: Tracking Drop-offs, Engaging & Onboarding Users Successfully

User Segment Types

- o Users who installed app but did not initiate the signup process
- o Users who initiated the signup process but left it mid-way
- o Successful applicants that turned to customers



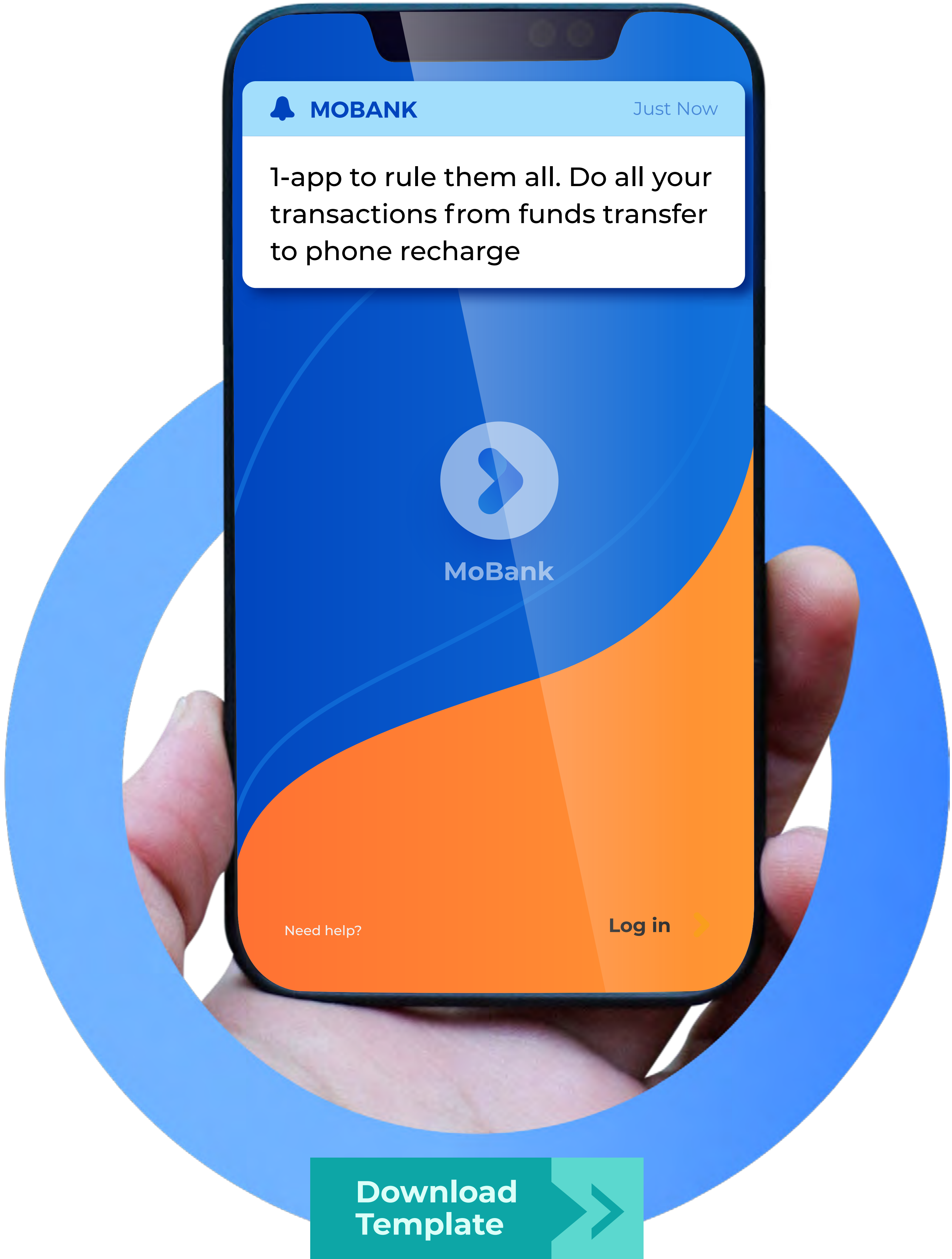
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[Check-out the Orchestrated User Path](#)

Users Who Installed App But Did Not initiate the signup process

Campaign Rationale	Encouraging users to sign-up
Communication Intent	Promote benefits of using banking app
Channels	Push
Trigger Periodicity	30 minutes, 6 hours, 1 day, 3 days, 5 days and 7 days
Primary Conversion Goal	Signup completed
Secondary Conversion Goal	App opened successfully

[Back to all user segments](#)

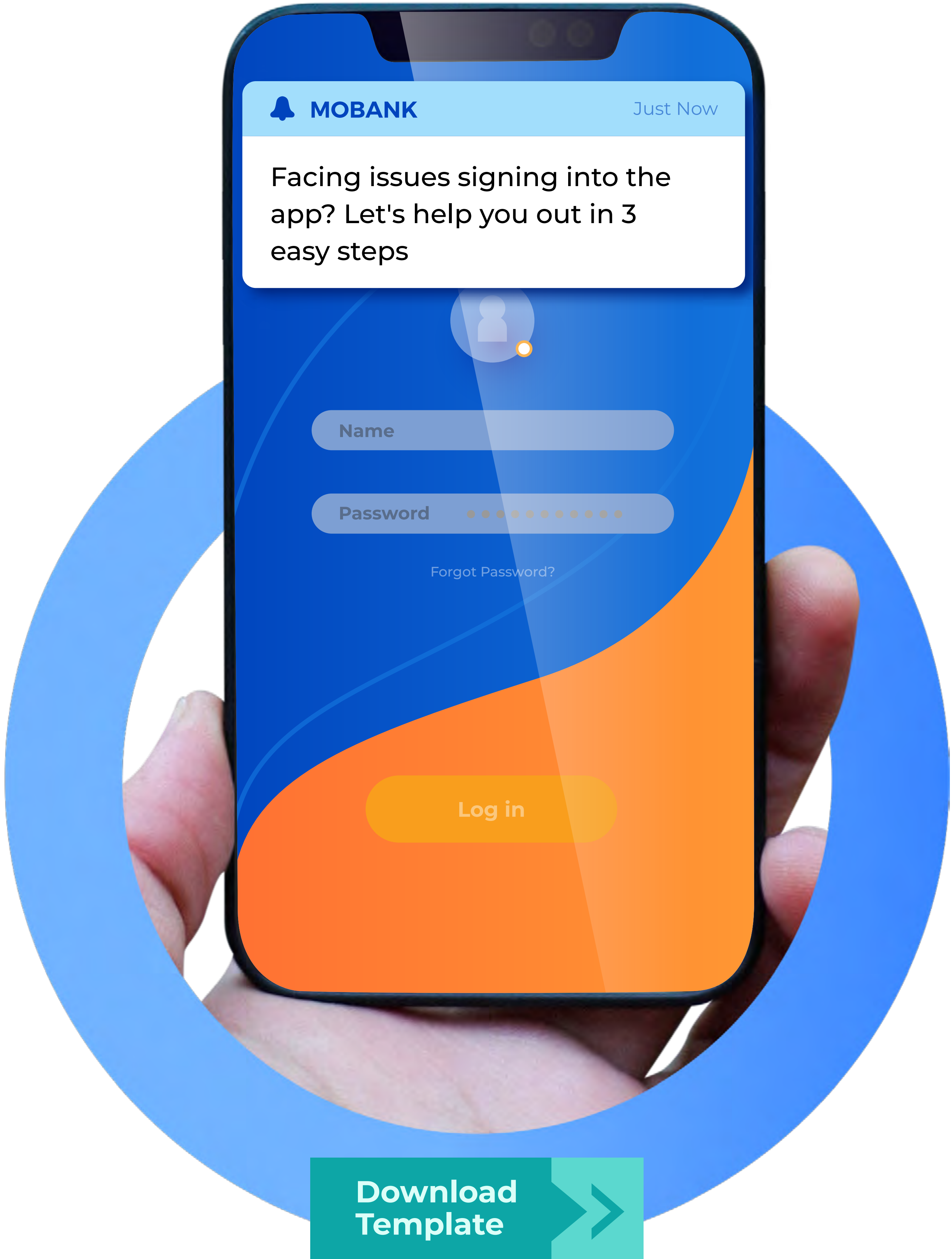


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Users who Initiated the Signup Process but Left it Mid-way

Campaign Rationale	Bringing users back to signup
Communication Intent	Remind users to signup and avail benefits
Channels	Push
Trigger Periodicity	30 minutes, 1 day, 3 days, 5 days and 7 days
Primary Conversion Goal	Signup completed
Secondary Conversion Goal	App opened successfully

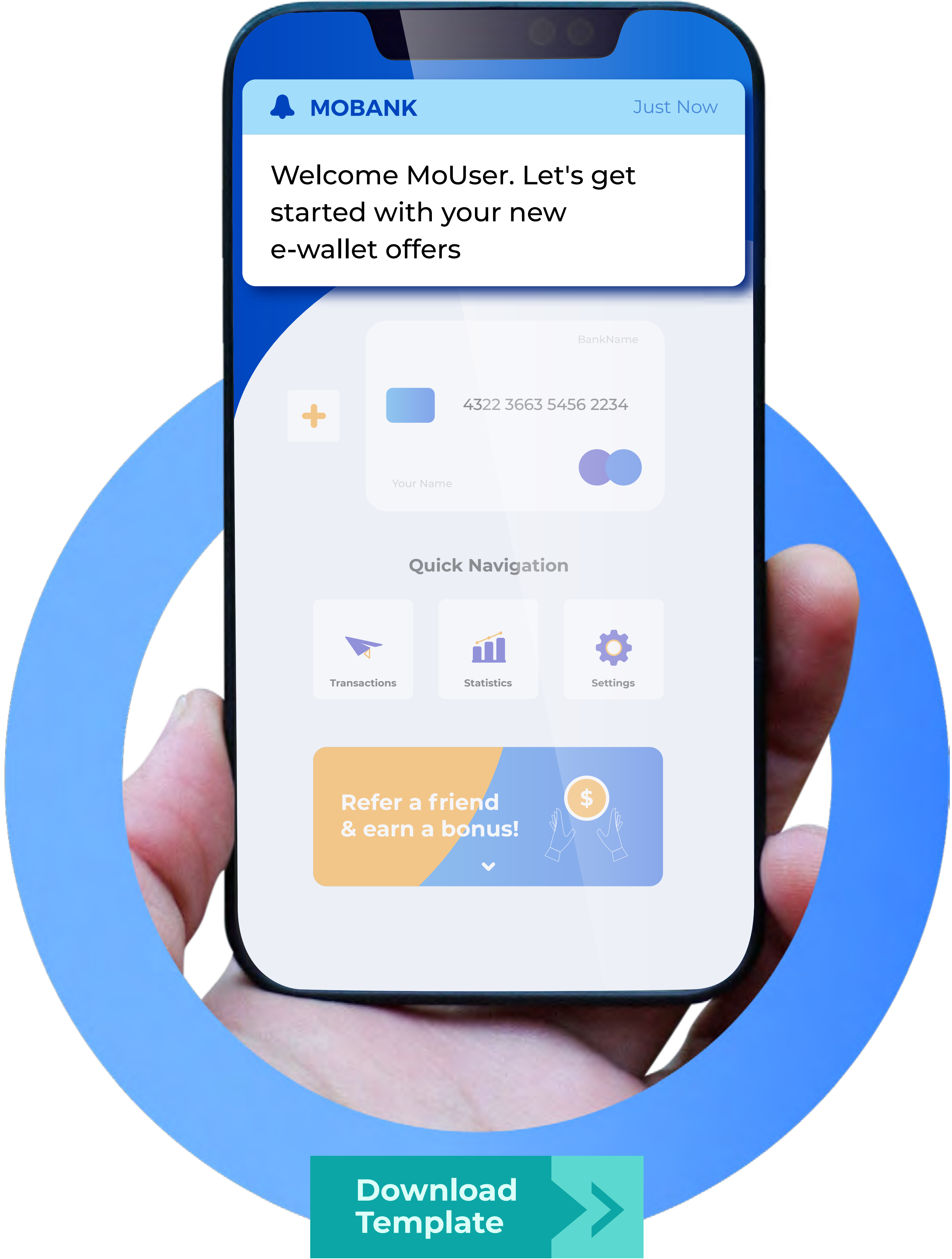
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Successful Applicants who Converted into Customers

Campaign Rationale #1	Welcome Message
Communication Intent	Promote benefits of using banking app
Channels	Push
Trigger Periodicity	30 minutes
Primary Conversion Goal	Signup completed
Secondary Conversion Goal	App opened successfully

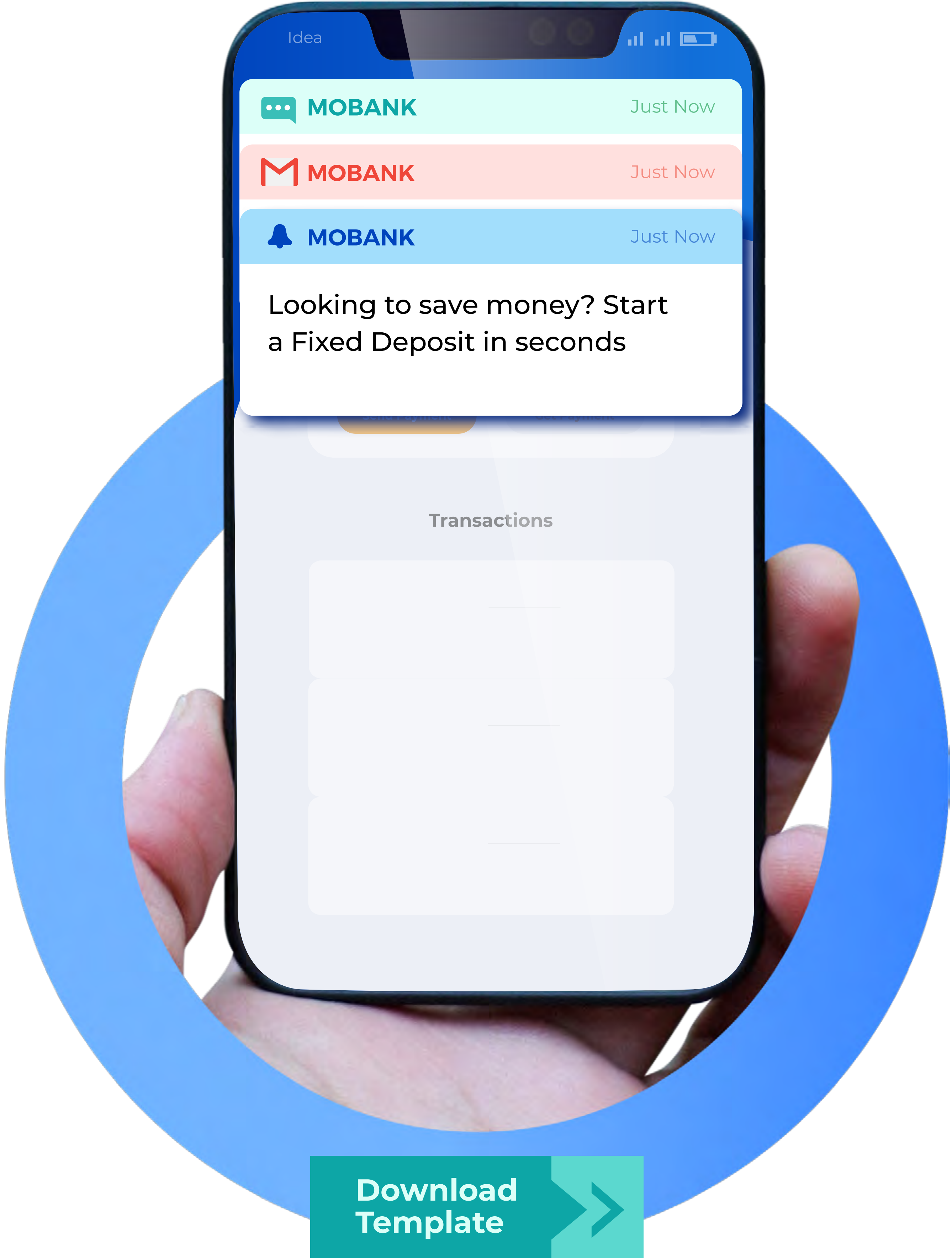


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Successful Applicants who Converted into Customers

Campaign Rationale #2	Encourage to explore products
Communication Intent	Promote benefits of using banking app
Channels	Push, SMS, Email
Trigger Periodicity	1 day, 3 days, 5 days and 7 days
Primary Conversion Goal	App opened successfully
Secondary Conversion Goal	Categories explored



Orchestrated User Path For Onboarding New Users



Installed

Initiated Signup

Completed Signup

Application accepted

Installed

Initiated Signup

Completed Signup

Application accepted

Installed

Initiated Signup

Completed Signup

Application accepted

1 SIGNUP

30 Mins - 6hours - 1 day - 3 days - 5 days - 7 days

MOBANK Just Now

1-app to rule them all. Do all your transactions from funds transfer to phone recharge

2 SIGNUP

30 Mins - 1 day - 3 days - 5 days - 7 days

MOBANK Just Now

Facing issues signing into the app? Let's help you out in 3 easy steps

MOBANK Just Now

Welcome MoUser. Let's get started with your new e-wallet offers

3A WELCOME

30 Mins

MOBANK Just Now

MOBANK Just Now

MOBANK Just Now

3B EXPLORE

Looking to save money? Start a Fixed Deposit in seconds

Signup Completed

App opened successfully

App opened successfully

Categories explored

Back to all user segments

Push Notification

E-mail

SMS

Conversion Goal

Secondary Conversion Goal

The First 14 Days: Drive Product Discovery Across Categories

Focus: Driving product adoption across categories for all new users in the first 14 days

User Segment Types

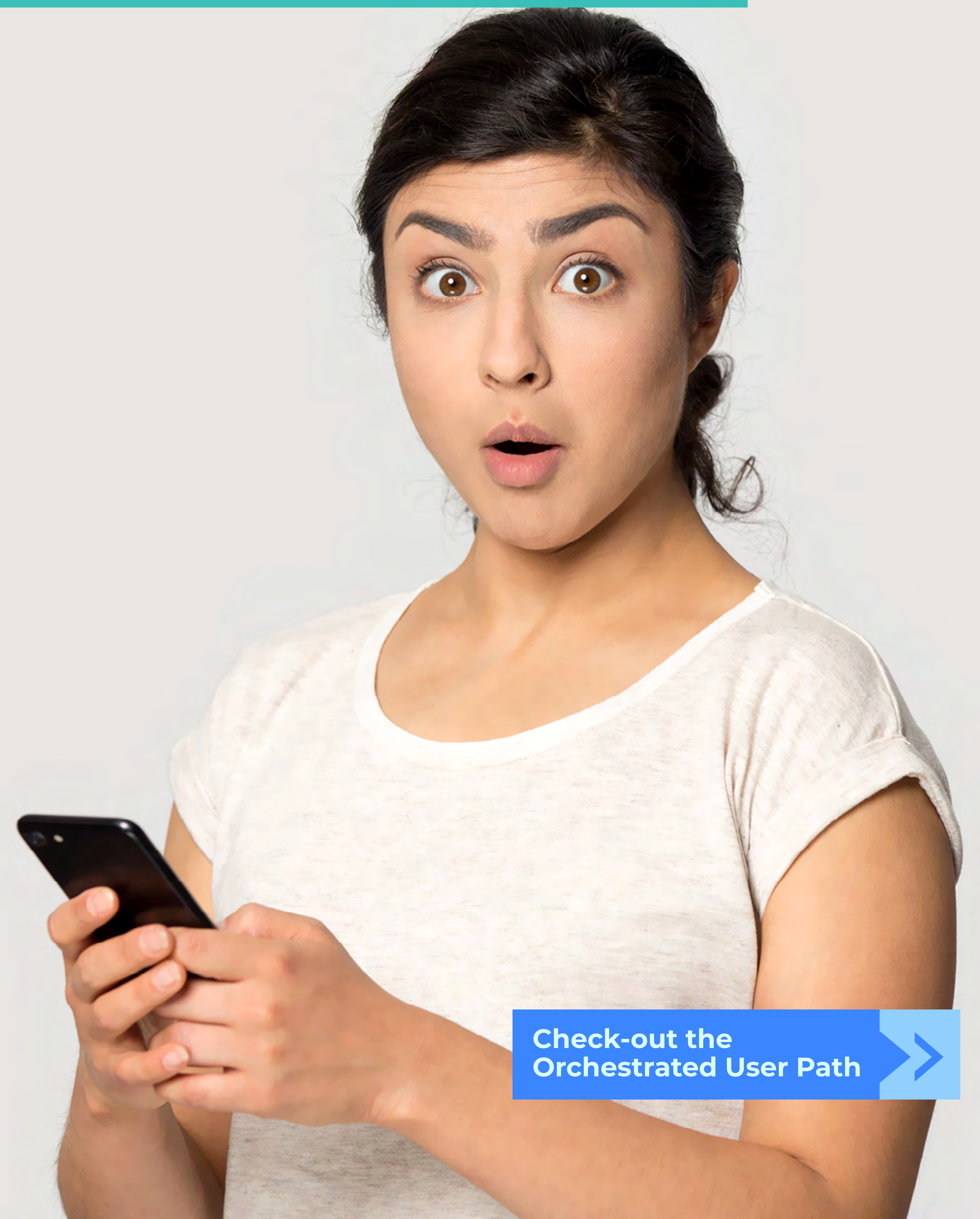
New users who have registered in the last 2 days
but did not explore any category

Categories:

- o Home Loans
- o E-wallets
- o Deposits
- o Electronic Fund Transfers

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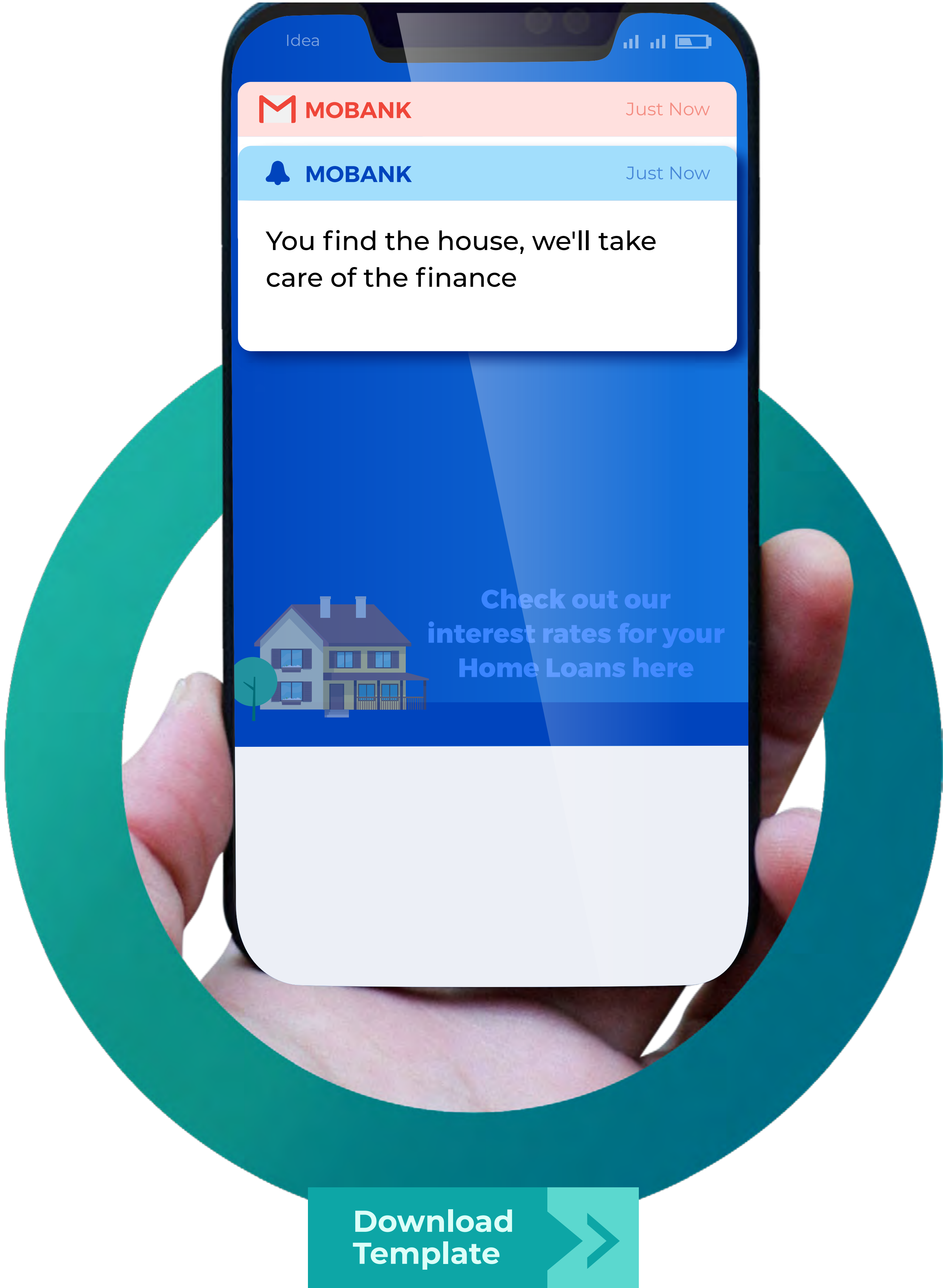
Check-out the
Orchestrated User Path 



Driving Campaigns for Exploring Loans

Entry Condition	Users who registered in last 1 day but did not explore any category
Channels	Push, Email, In-apps
Trigger Periodicity	14 days user journey
Campaign Type	Smart trigger + periodic general campaigns
Primary Conversion Goal	Lead submitted
Secondary Conversion Goal	Lead initiated

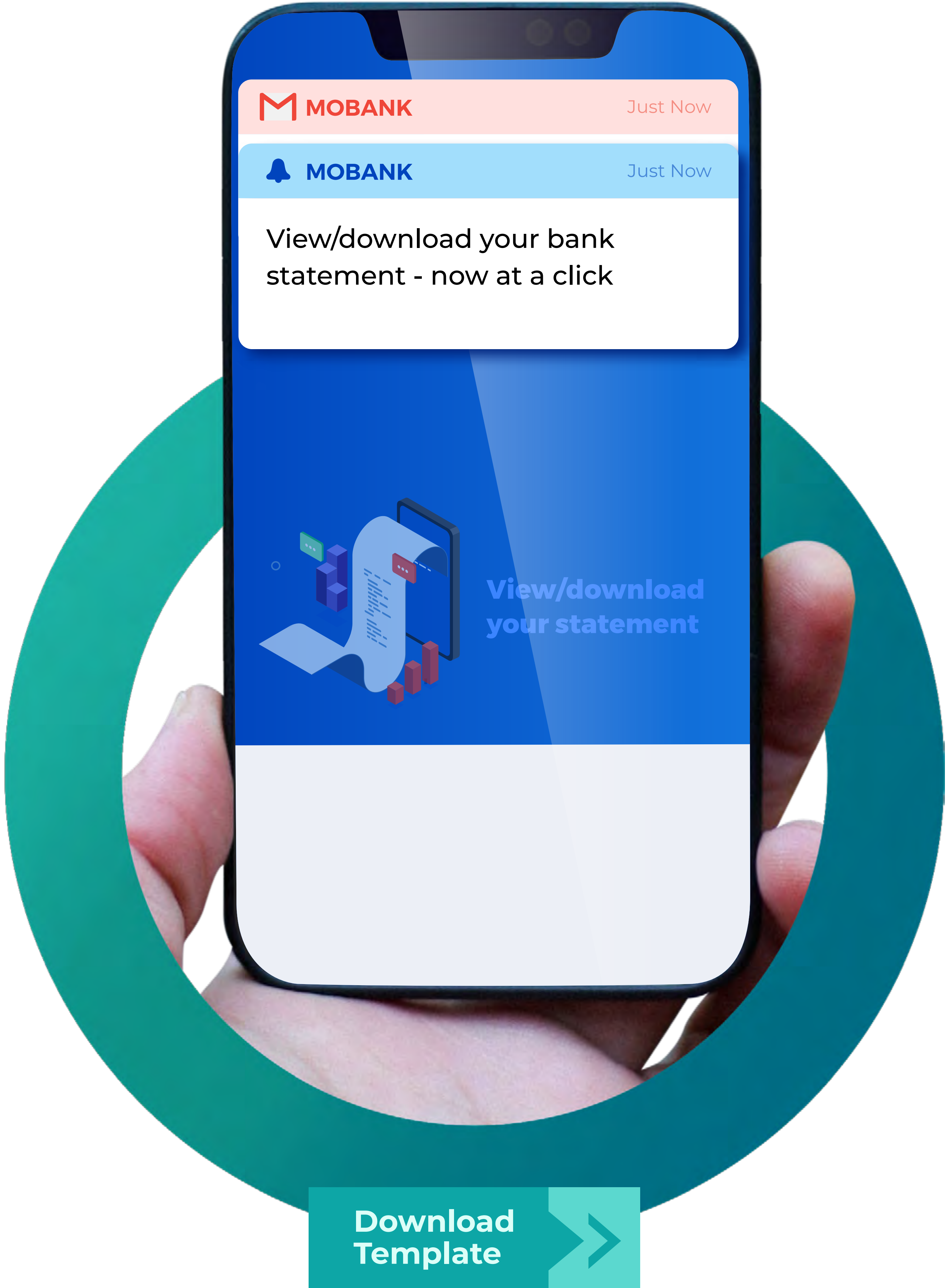
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Driving Adoption of Digital Accounts (e-wallets)

Entry Condition	Users who registered in last 1 day but did not explore any category
Channels	Push, Email, In-apps
Trigger Periodicity	14 days user journey
Campaign Type	Smart trigger + periodic general campaigns
Primary Conversion Goal	Statement viewed
Secondary Conversion Goal	Statement downloaded

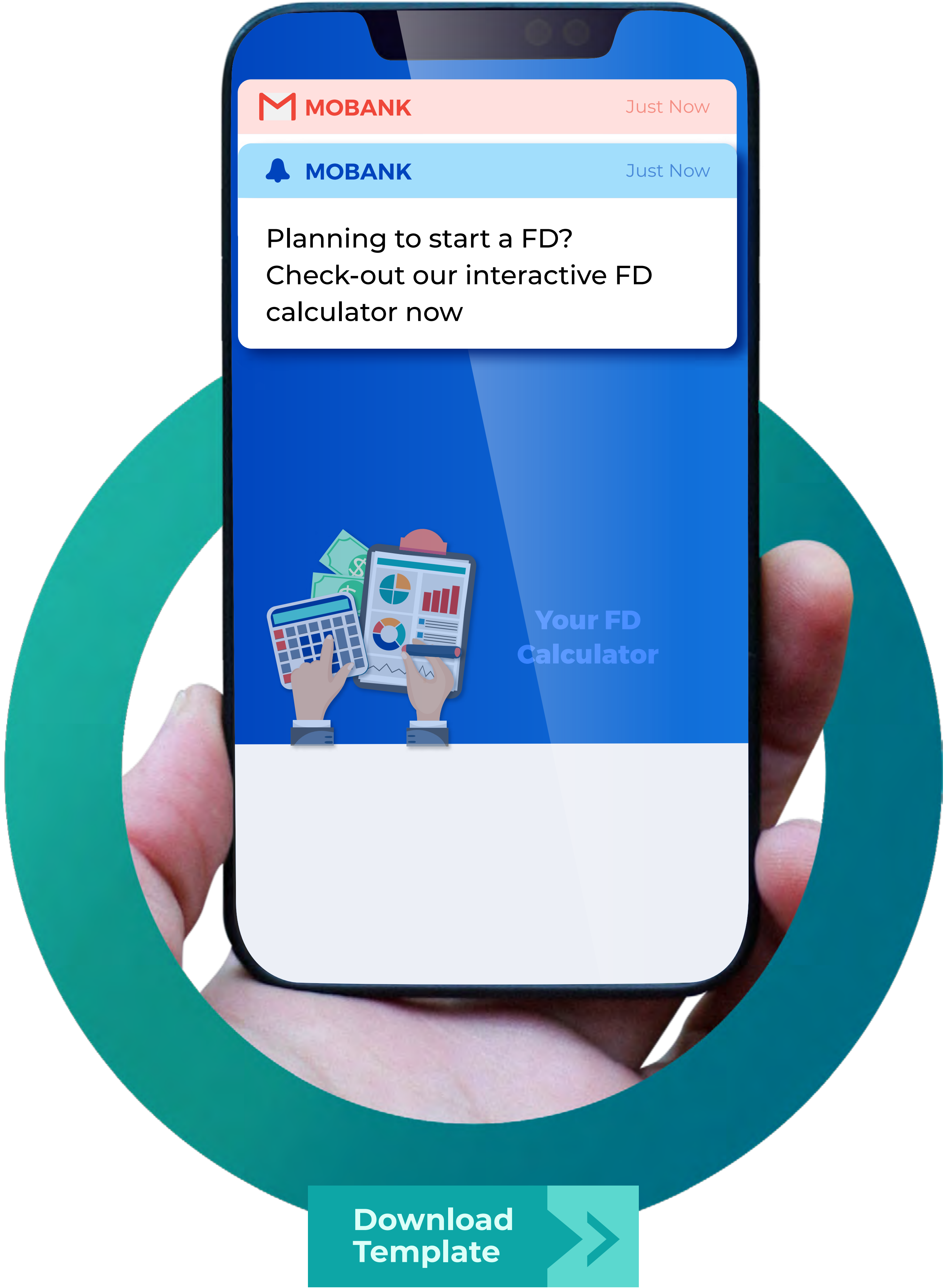
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Getting Users to Check Deposits Category

Entry Condition	Users who registered in last 1 day but did not explore any category
Channels	Push, Email, In-apps
Trigger Periodicity	14 days user journey
Campaign Type	Smart trigger + periodic general campaigns
Primary Conversion Goal	Lead submitted
Secondary Conversion Goal	Deposit calculator used

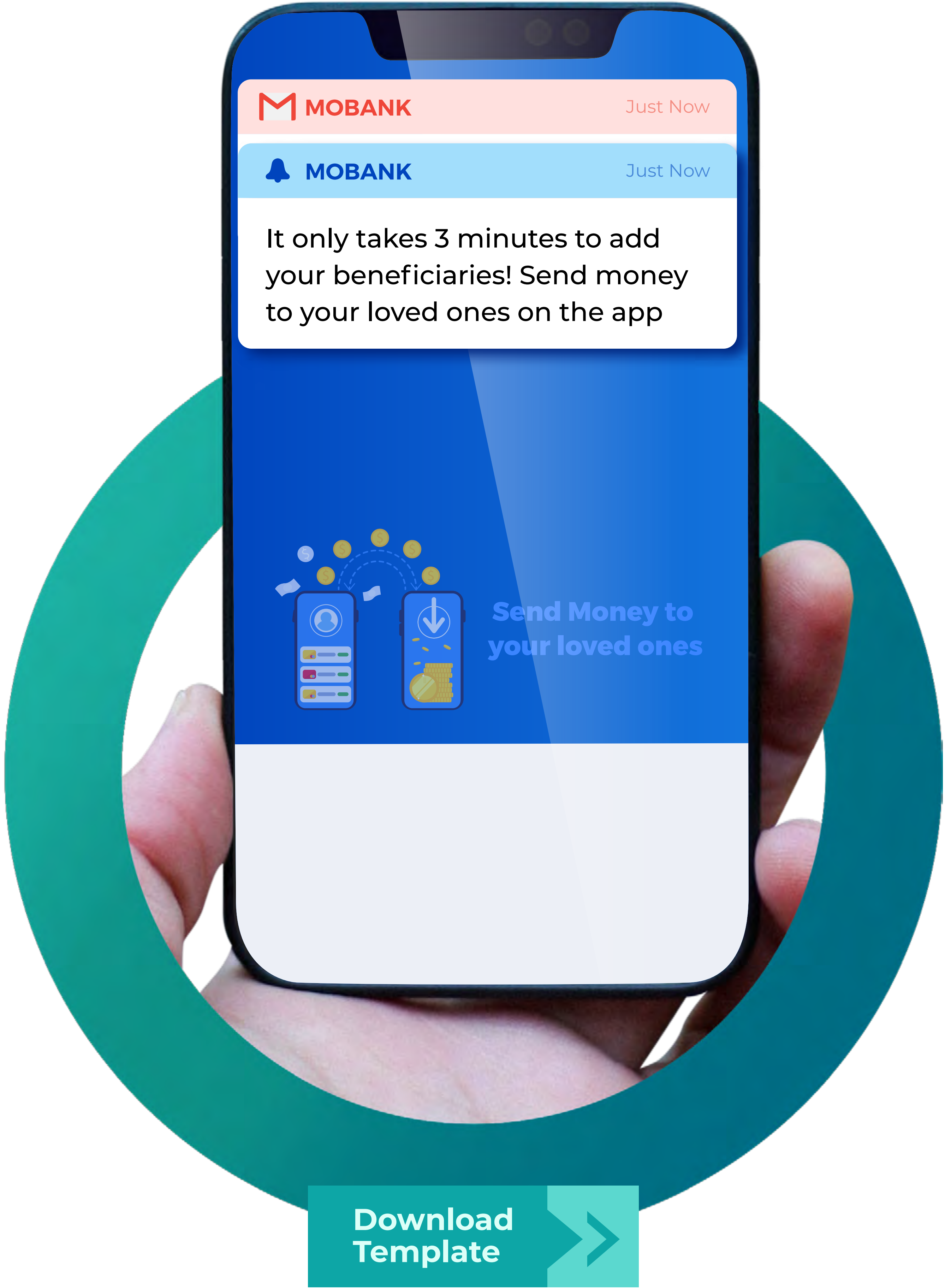
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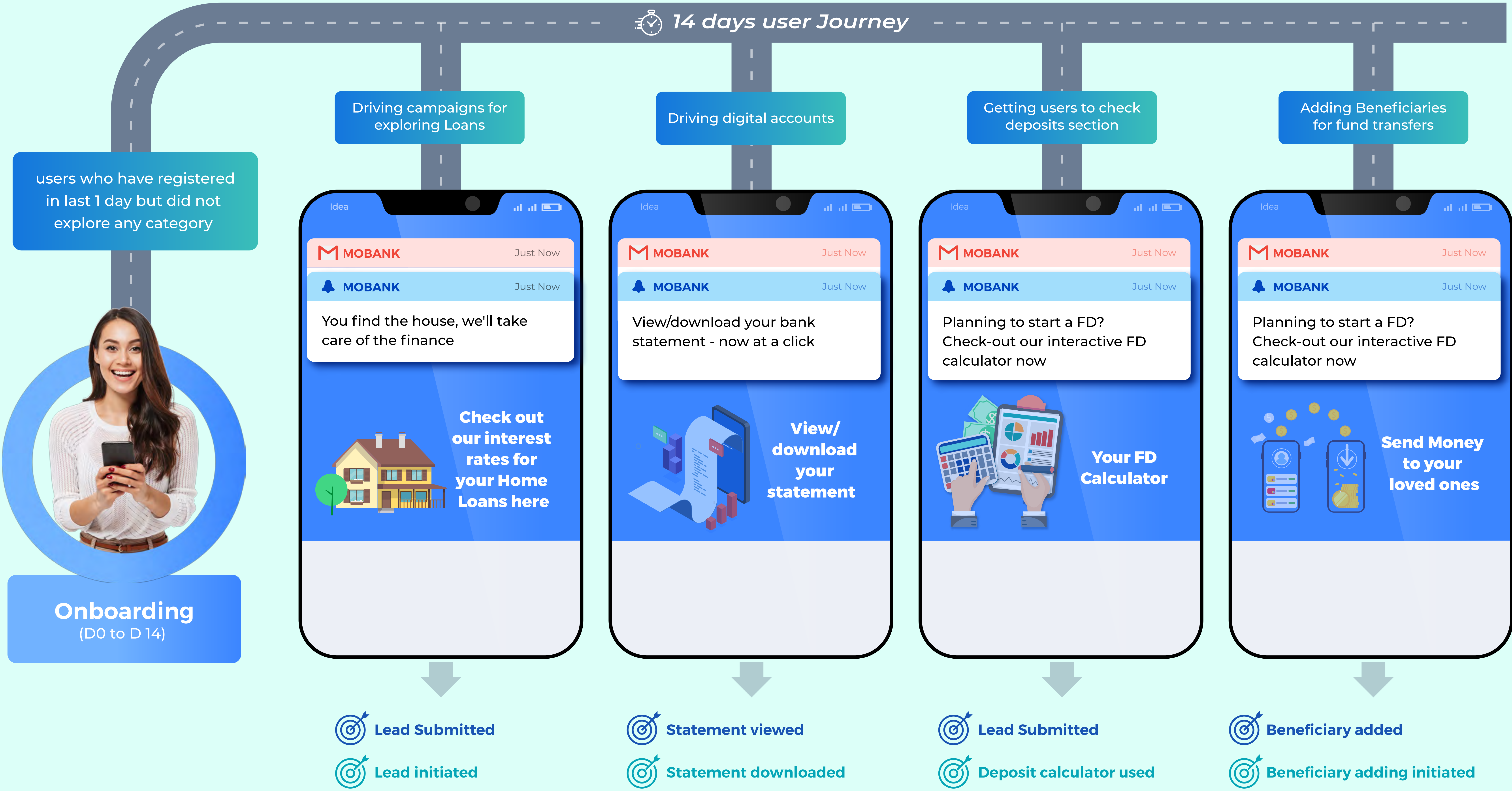
Adding Beneficiaries for Fund Transfers

Entry Condition	Users who registered in last 1 day but did not explore any category
Channels	Push, Email, In-apps
Trigger Periodicity	14 days user journey
Campaign Type	Smart trigger + periodic general campaigns
Primary Conversion Goal	Beneficiary added
Secondary Conversion Goal	Beneficiary adding initiated

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Orchestrated User Path For The First 14 Days



Run Behaviour Based Engagement Lifecycle Campaigns

Focus: Generating up-sell and cross-sell opportunities among existing customers

User Segment Types

- Users who have shown an interest in any of the categories: Money Transfer, Bill Payments, Loan Services etc.
- Users who have successfully interacted with and converted in one of the categories

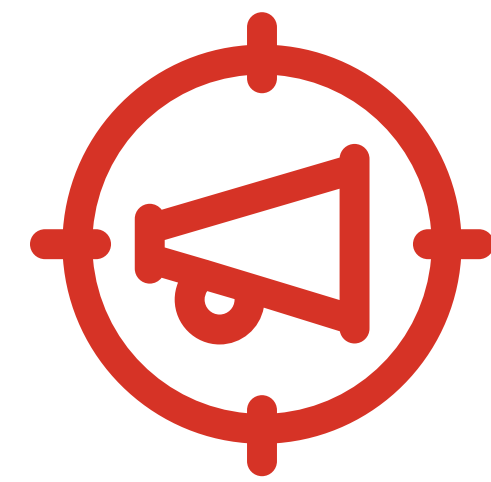


 Back to all experiences

Check-out the Orchestrated User Path 

Users who have Shown an Interest in Any of the Categories

Focus: Generating up-sell opportunities from existing customers



Campaign Types

- o Drive bill payments usage
- o Drive home/auto/business loan registrations
- o Get new debit/credit card services
- o Nudge users to make fund transfers
- o Geo-location based offers on card swipes/withdrawals

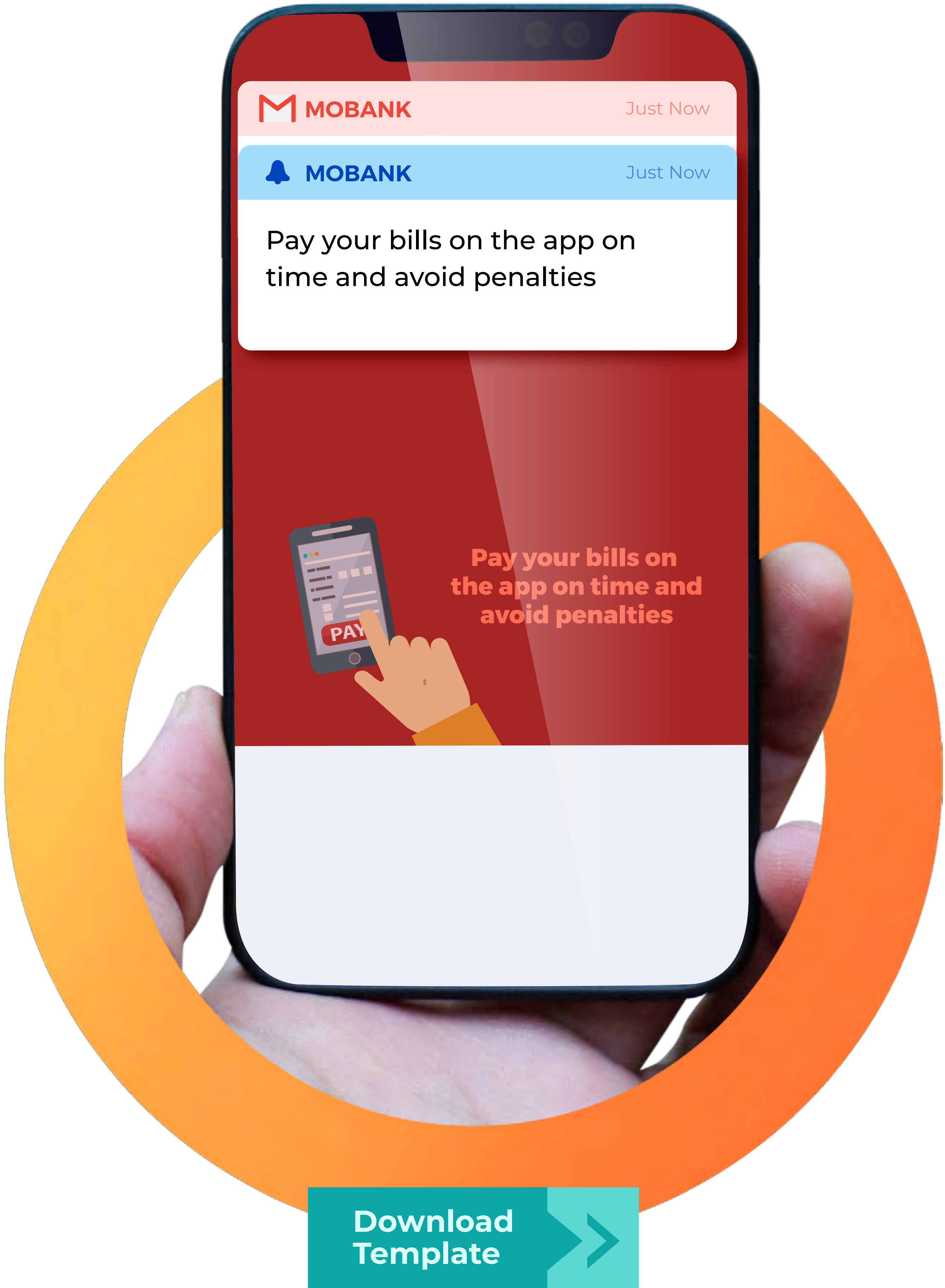


Back to all Behaviour based campaigns

Drive Bill Payments Usage

Entry Condition	Users who explored any of the other banking categories
Channels	Push, Email, In-apps
Trigger Periodicity	6 hours, 1 day, 3 days, 5 days
Campaign Type	Smart trigger
Primary Conversion Goal	Bill paid successfully
Secondary Conversion Goal	Bill payment initiated

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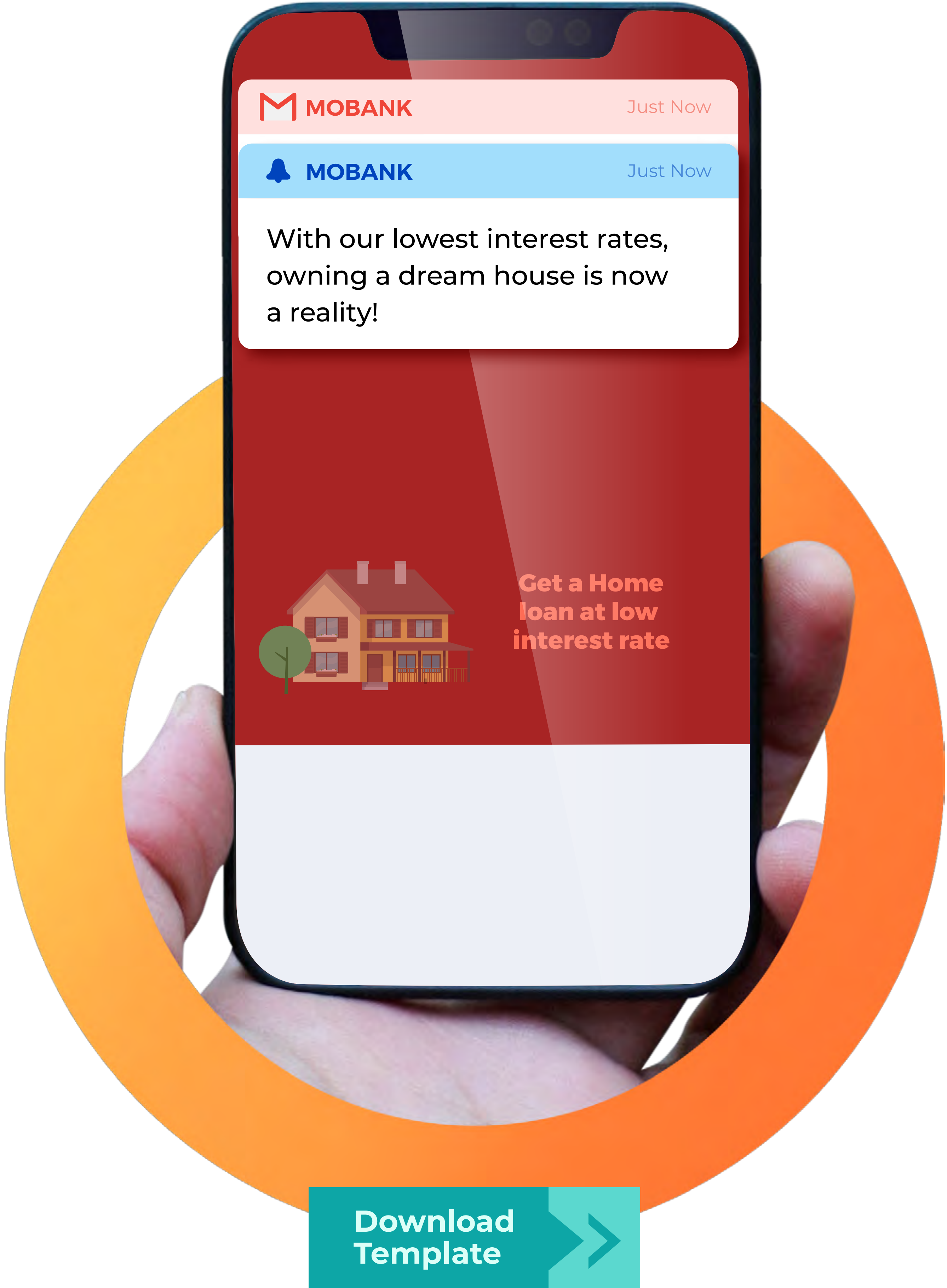


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Drive Home/Auto/Business Loan Registrations

Entry Condition	Users who explored any of the other banking categories
Channels	Push, Email, In-apps
Trigger Periodicity	Daily
Campaign Type	Periodic campaign
Primary Conversion Goal	Lead submitted
Secondary Conversion Goal	Lead form initiated

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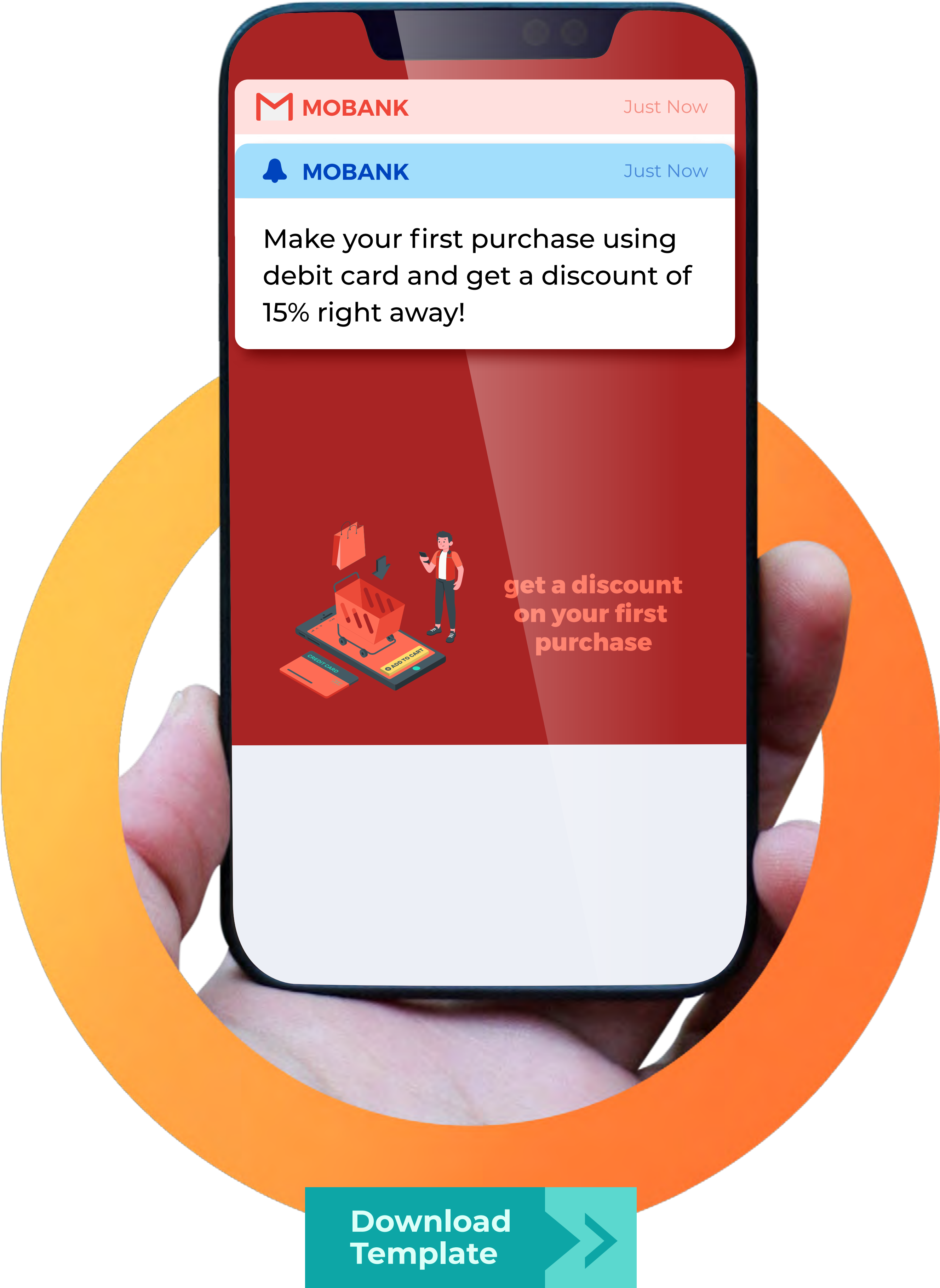


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Get New Debit/Credit Card Services

Entry Condition	Users who explored any of the other banking categories
Channels	Push, Email, In-apps
Trigger Periodicity	Daily
Campaign Type	Periodic campaign
Primary Conversion Goal	Card request completed
Secondary Conversion Goal	Card request initiated

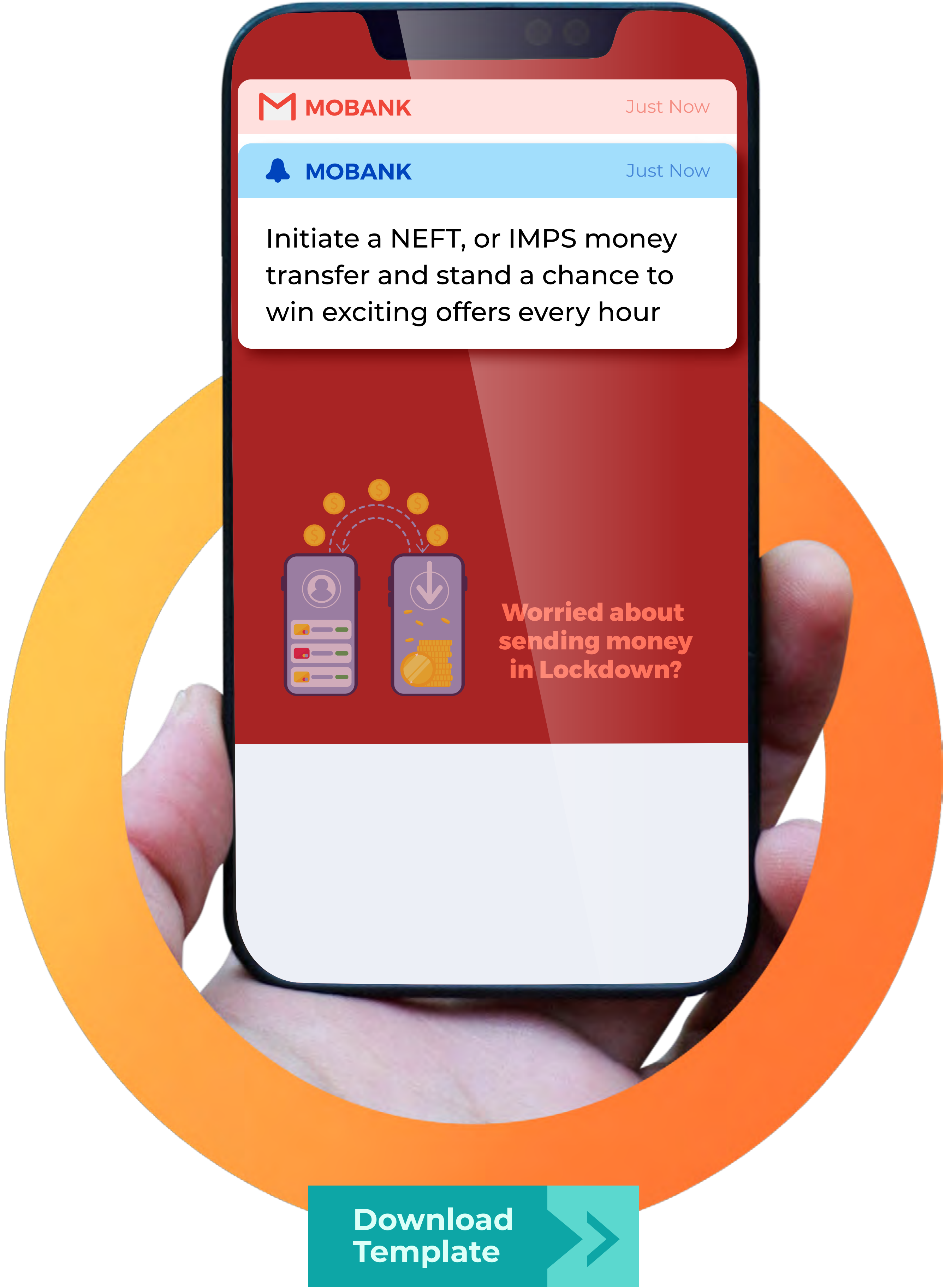
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Nudge Users to Make Fund Transfers

Entry Condition	Users who explored any of the other banking categories
Channels	Push, Email, In-apps
Trigger Periodicity	1 day, 3 days, 5 days
Campaign Type	Smart trigger
Primary Conversion Goal	Funds transferred
Secondary Conversion Goal	Funds transfer initiated



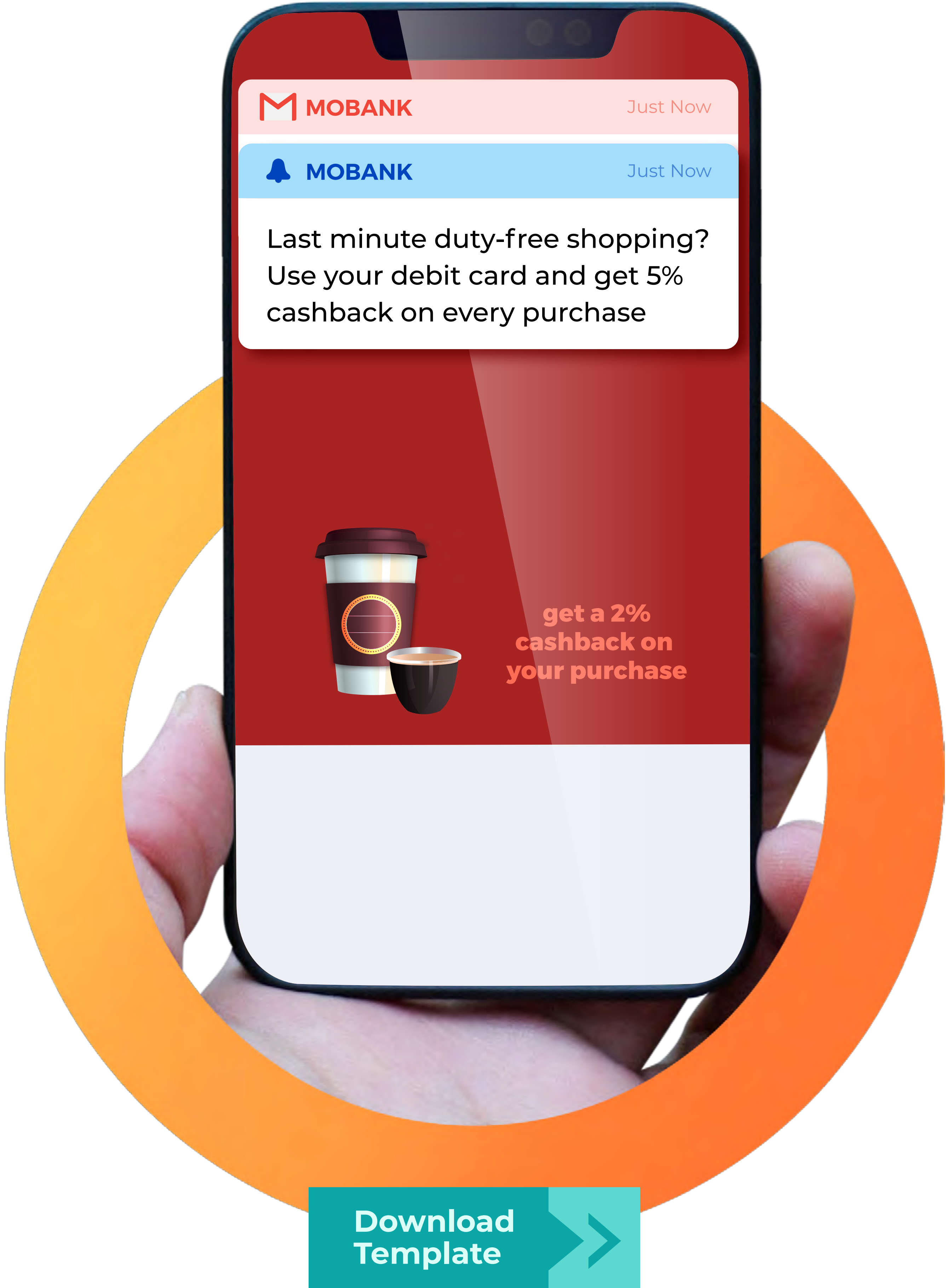
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Geo-location Based Offers

Entry Condition	Users who explored any of the other banking categories
Channels	Push, Email, In-apps
Trigger Periodicity	1 day, 3 days, 5 days
Campaign Type	Smart trigger
Primary Conversion Goal	Debit card transaction complete
Secondary Conversion Goal	Purchase initiated

[Back to all Behaviour based campaigns](#)



Users who have Successfully Interacted and Converted in one of the Categories

Focus: Generating cross-sell opportunities from existing customers



Campaign Types

- o Alerts based on geolocation
- o Auto pay feature to pay your bills
- o GST related alerts

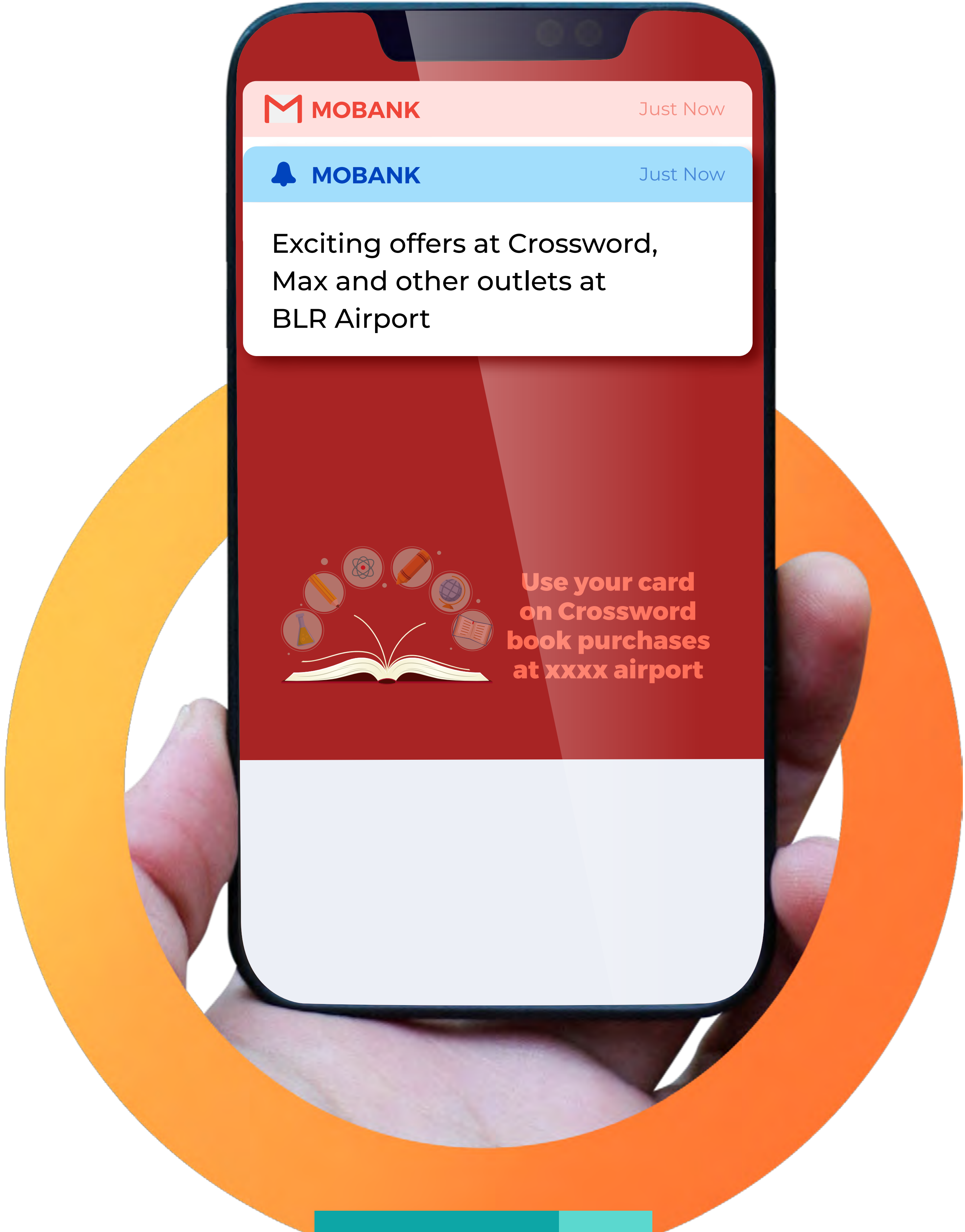
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Alerts based on geolocation

Entry Condition	Users who explored any of the other banking categories
Campaign Rationale #1	Timely usage of debit card at airport
Channels	Push, Email, In-apps
Trigger Periodicity	30 minutes
Campaign Type	Geo-fence
Primary Conversion Goal	Debit card transaction complete
Secondary Conversion Goal	Purchase Initiated

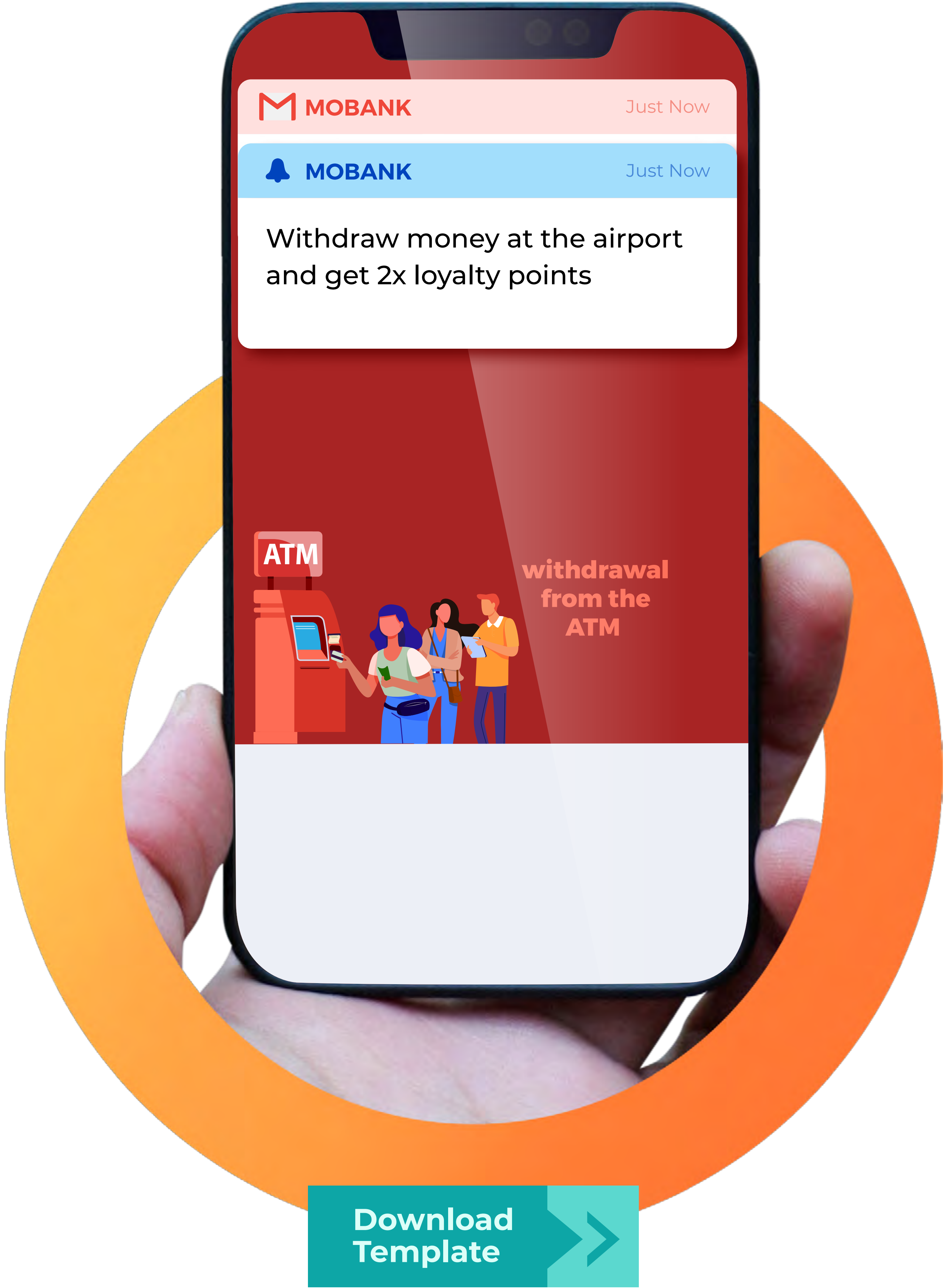
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Alerts based on geolocation

Entry Condition	Users who explored any of the other banking categories
Campaign Rationale #2	Timely cash withdrawal at airport ATM
Channels	Push, Email, In-apps
Trigger Periodicity	30 minutes
Campaign Type	Geo-fence
Conversion Goal	Cash withdrawn from ATM

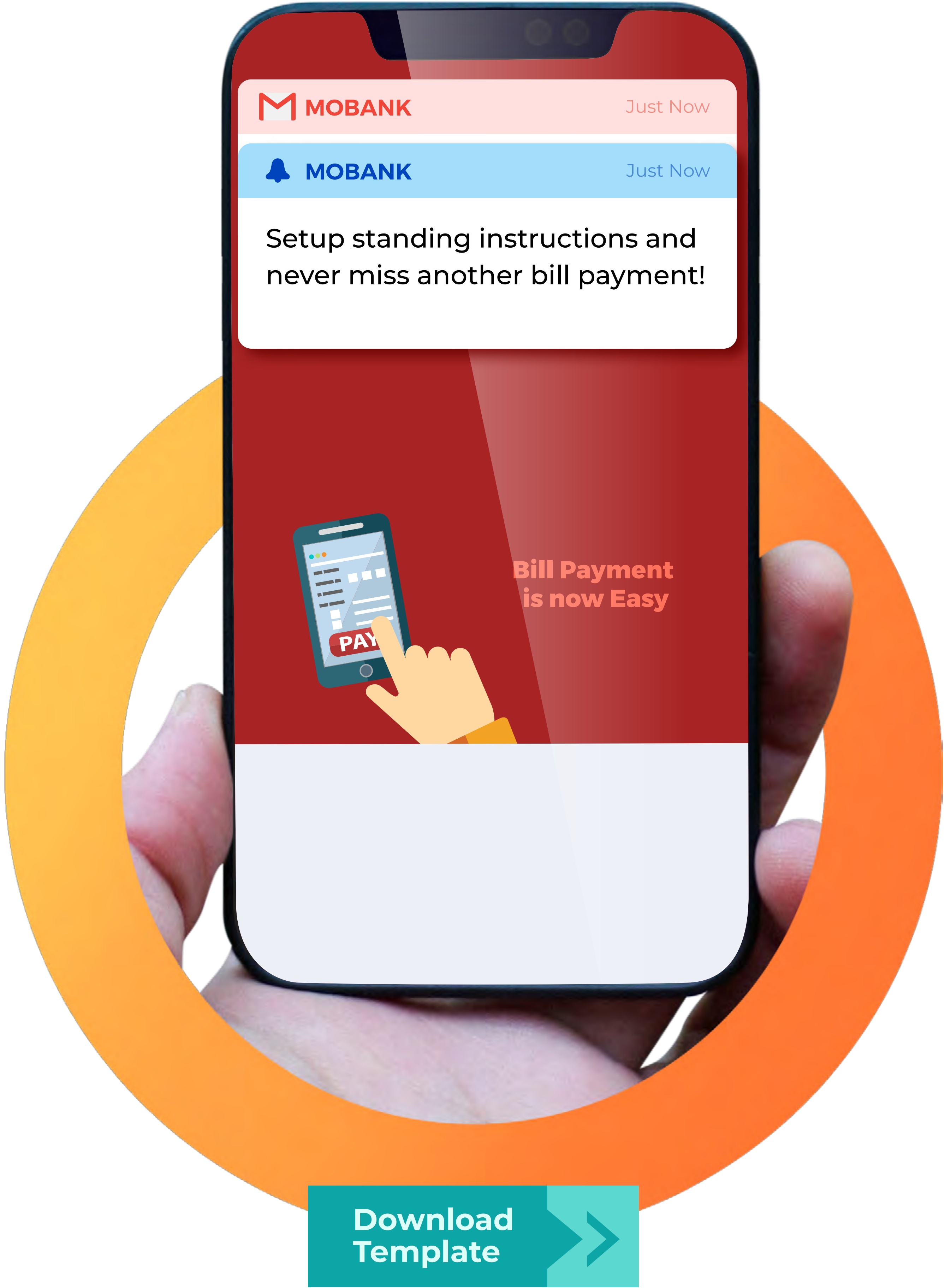


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Auto-pay Feature to Pay your Bills

Entry Condition	Users who explored any of the other banking categories
Channels	Push, Email, In-apps
Trigger Periodicity	30 minutes, 1 day, 3 days, 5 days and 7 days
Campaign Type	Smart trigger
Primary Conversion Goal	Bill paid successfully
Secondary Conversion Goal	Auto pay feature switched on for at least one service (mobile recharge/electricity bill payment)

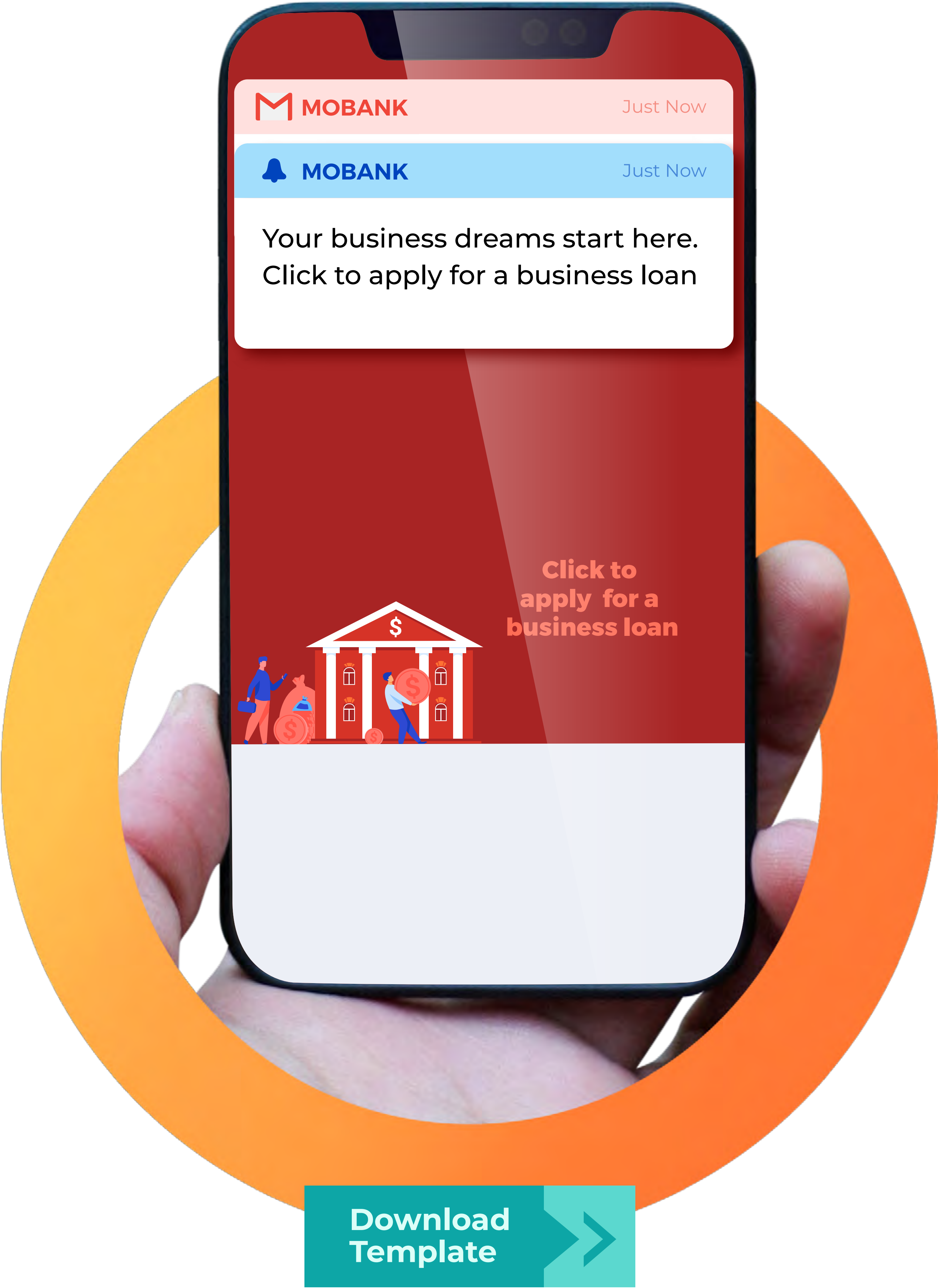


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GST Related Alerts

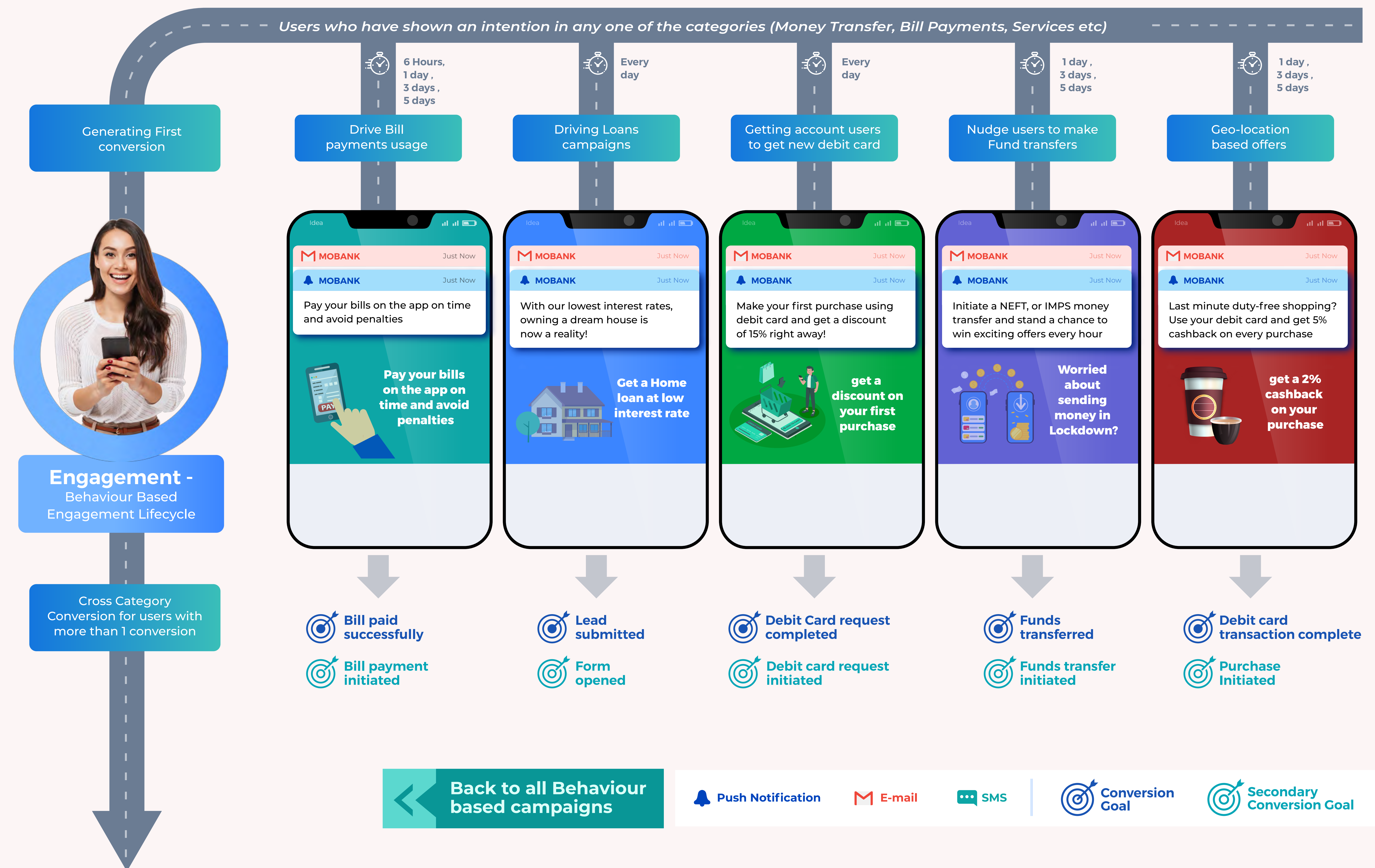
Entry Condition	Users who explored any of the other banking categories
Channels	Push, Email, In-apps
Trigger Periodicity	30 minutes, 1 day, 3 days, 5 days and 7 days
Campaign Type	Smart trigger
Primary Conversion Goal	Lead submitted for business Loan
Secondary Conversion Goal	Lead initiated for business loan



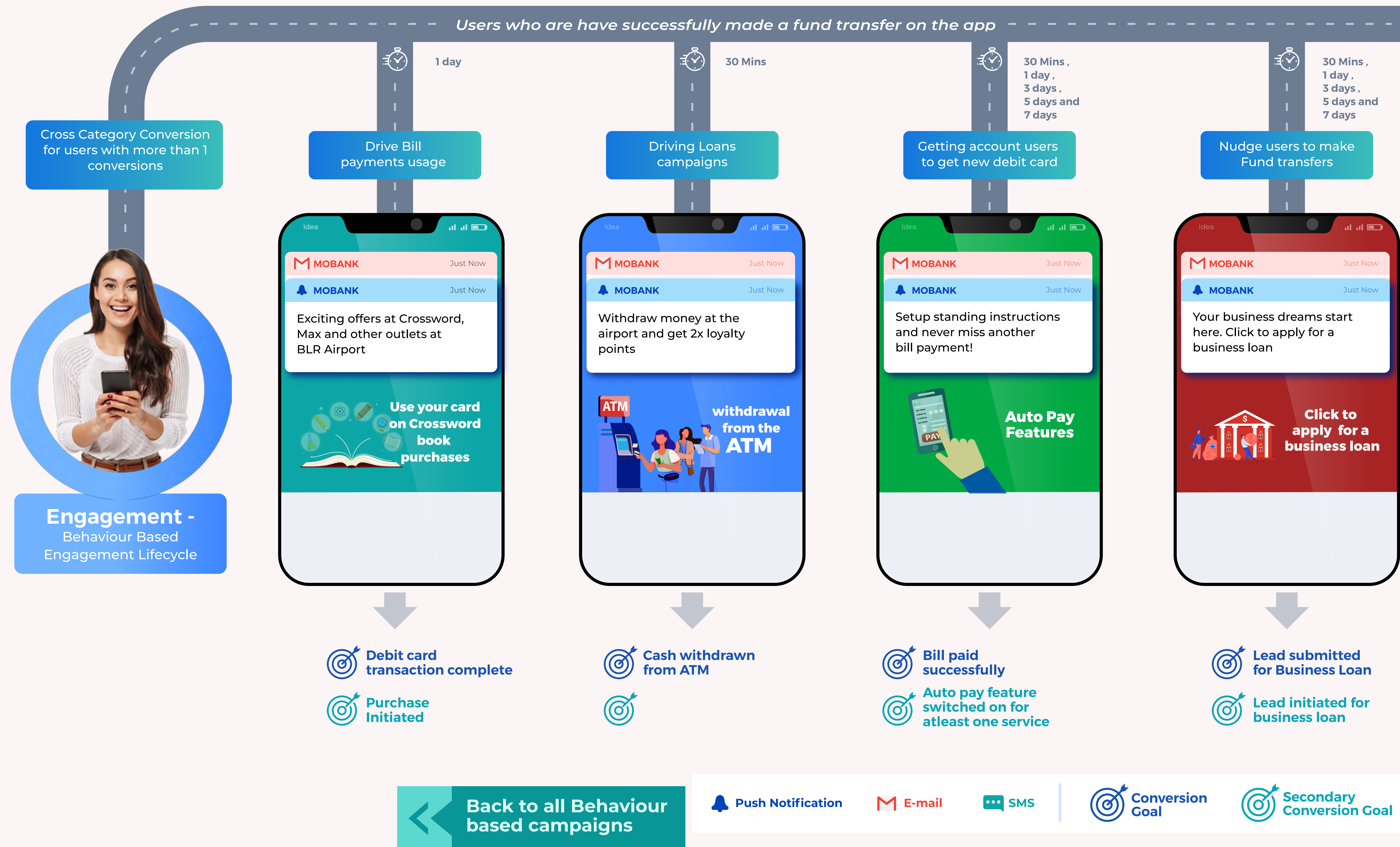
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Orchestrated User Path For Behaviour Based Engagement Campaigns



Orchestrated User Path For Behaviour Based Engagement Campaigns (Cross-Category Conversions)



Reactivate your Lost and Dormant Customers

Focus: Identify and win-back your dormant and lost customers

User Segment Types

Dormant but App still Installed

Uninstalled the App



 Back to all experiences

Check-out the
Orchestrated User Path 

Dormant but App still Installed

Focus: Identify dormant customers and initiate product usage



Campaign Types

Bill payment alerts (based on previous auto pays)

Offer based alerts

Alerts based on geolocation



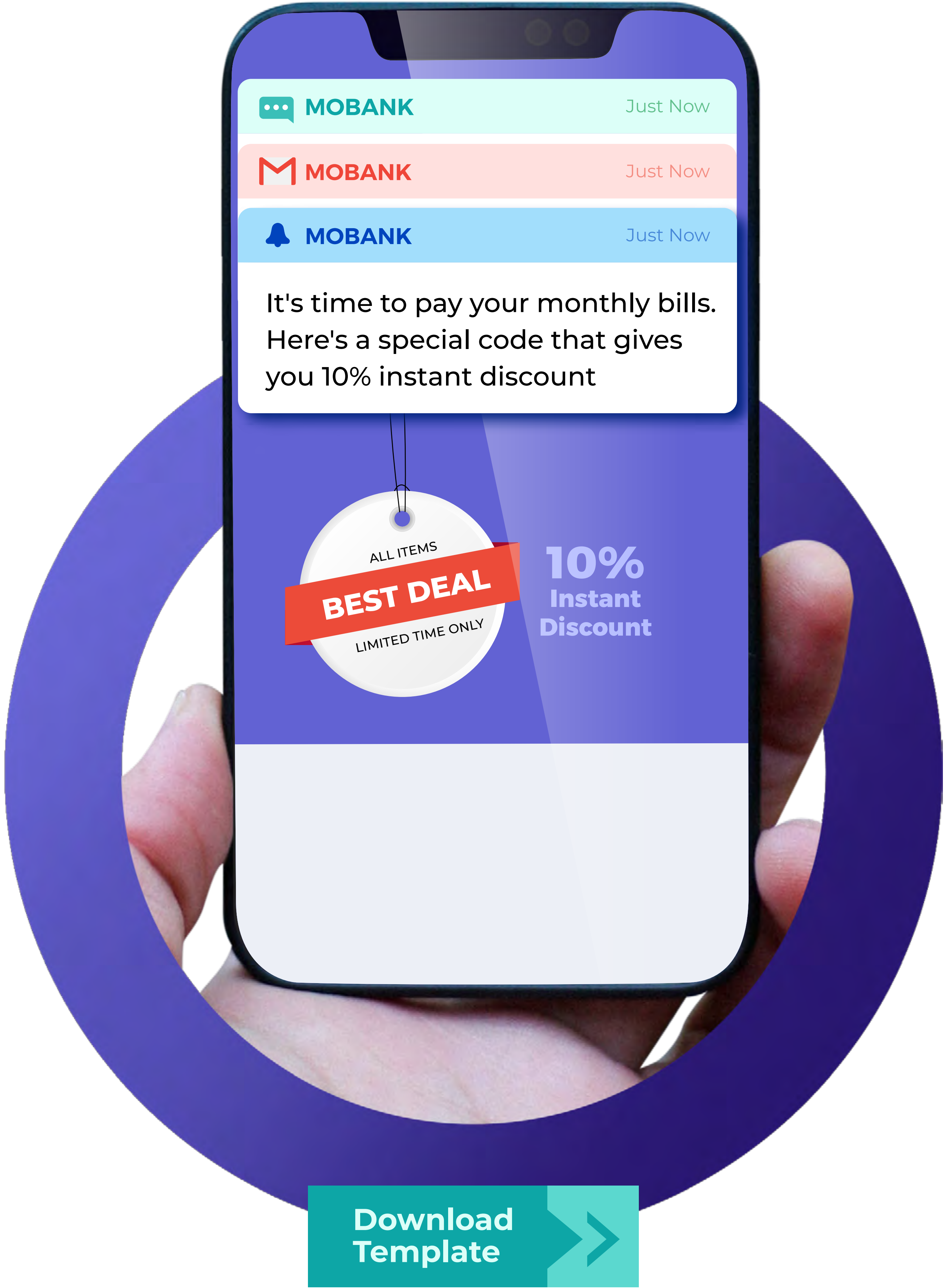
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Check-out the Orchestrated User Path



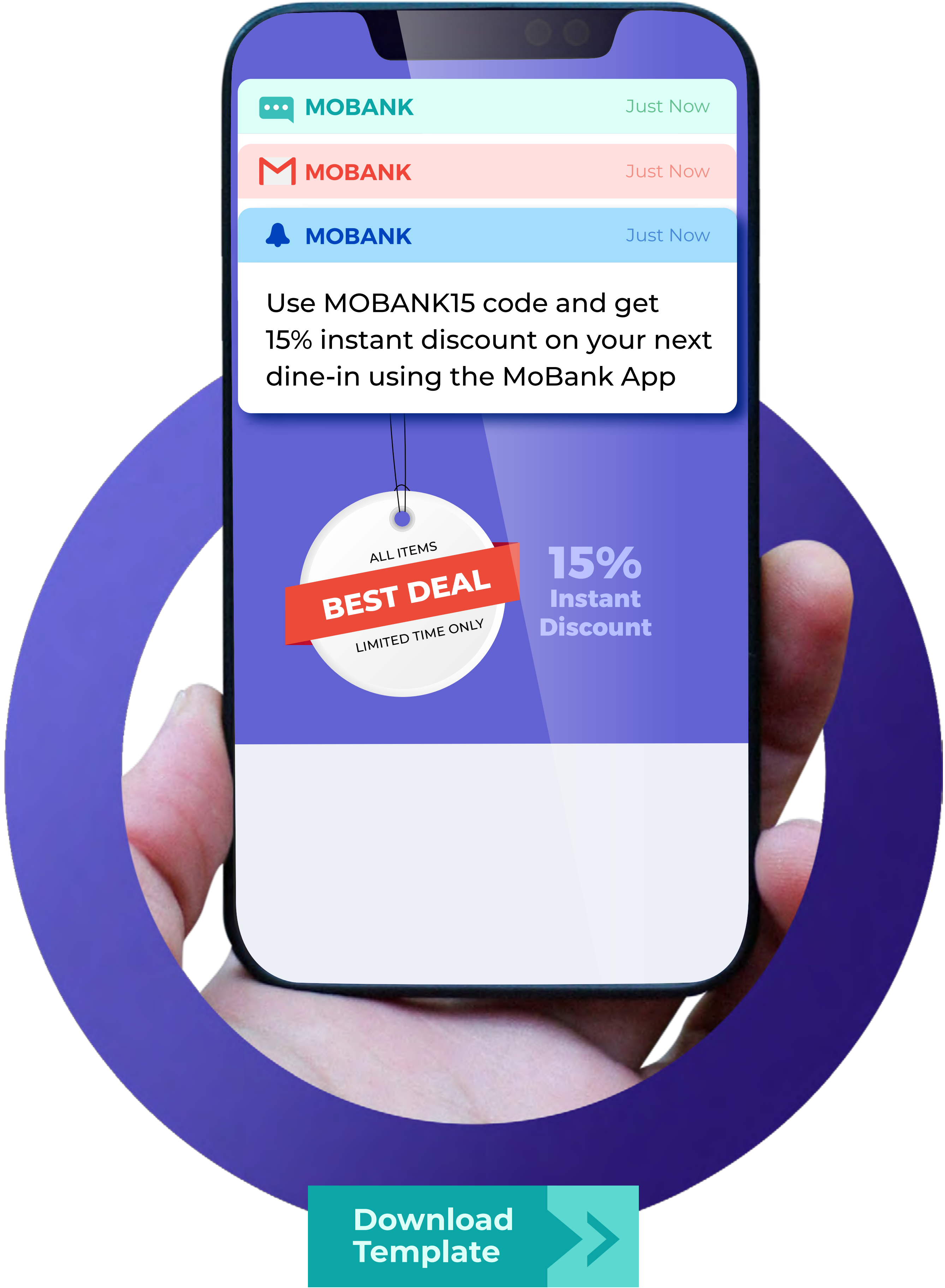
Bill Payment Alerts

Entry Condition	Users who have not opened the app in last 30 days
Channels	Push, Email, In-apps
Trigger Periodicity	30 minutes
Campaign Type	Flow
Primary Conversion Goal	Bill paid
Secondary Conversion Goal	Auto pay initiated



Offer Based Alerts

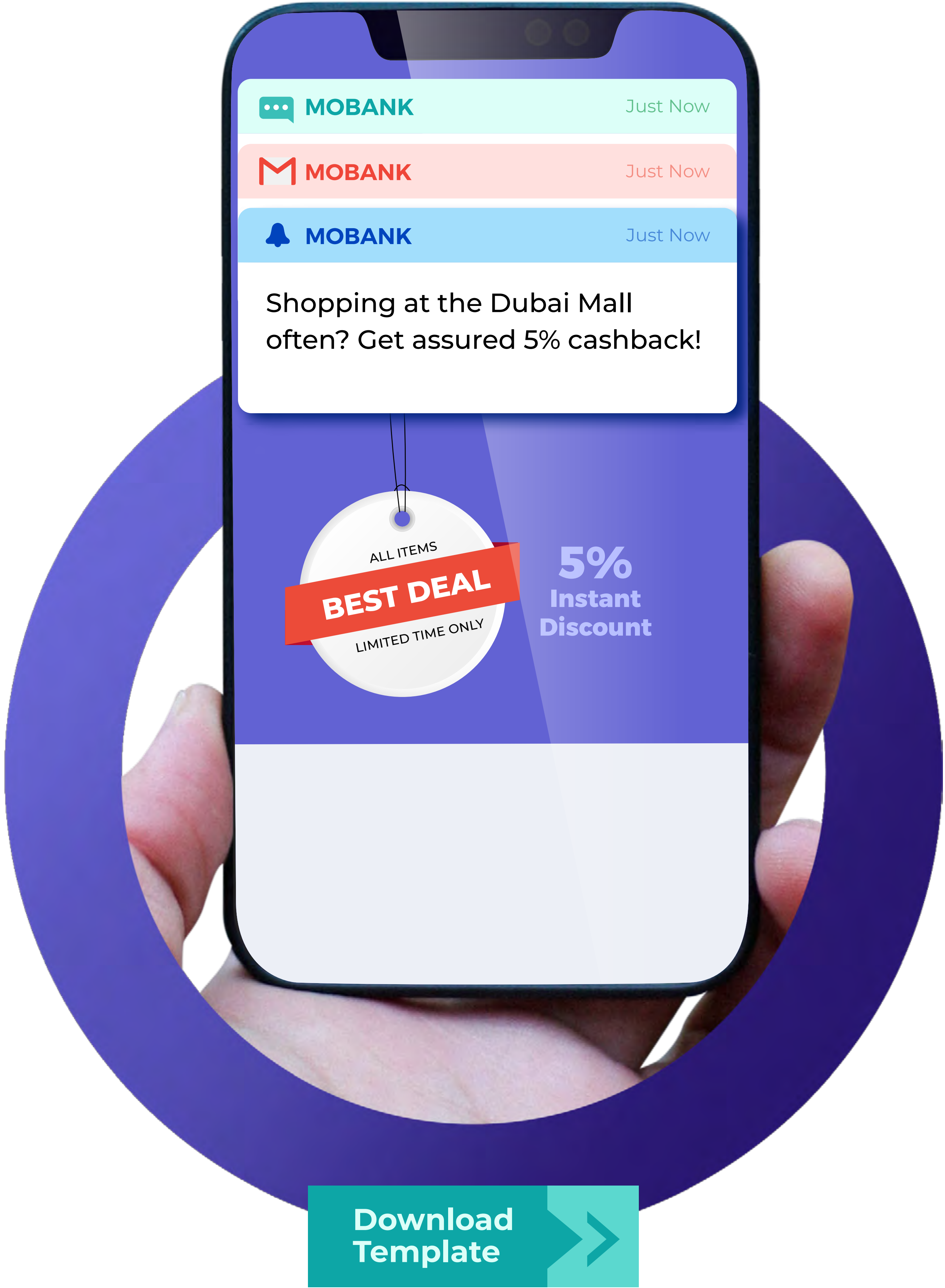
Entry Condition	Users who successfully converted in one of the banking categories
Channels	Push, Email, In-apps
Trigger Periodicity	30 minutes
Campaign Type	Flow
Primary Conversion Goal	Lead submitted
Secondary Conversion Goal	Lead initiated



[Back to all reactivation campaigns](#)

Alerts Based on Geolocation

Entry Condition	Users who successfully converted in one of the banking categories
Channels	Push, Email, In-apps
Trigger Periodicity	30 minutes
Campaign Type	Flow
Primary Conversion Goal	Lead submitted
Secondary Conversion Goal	Lead initiated



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Users who Uninstalled the App

Focus: Win back your lost customers



Campaign Types

Ask for feedback

Service based alerts

Comeback offer alerts



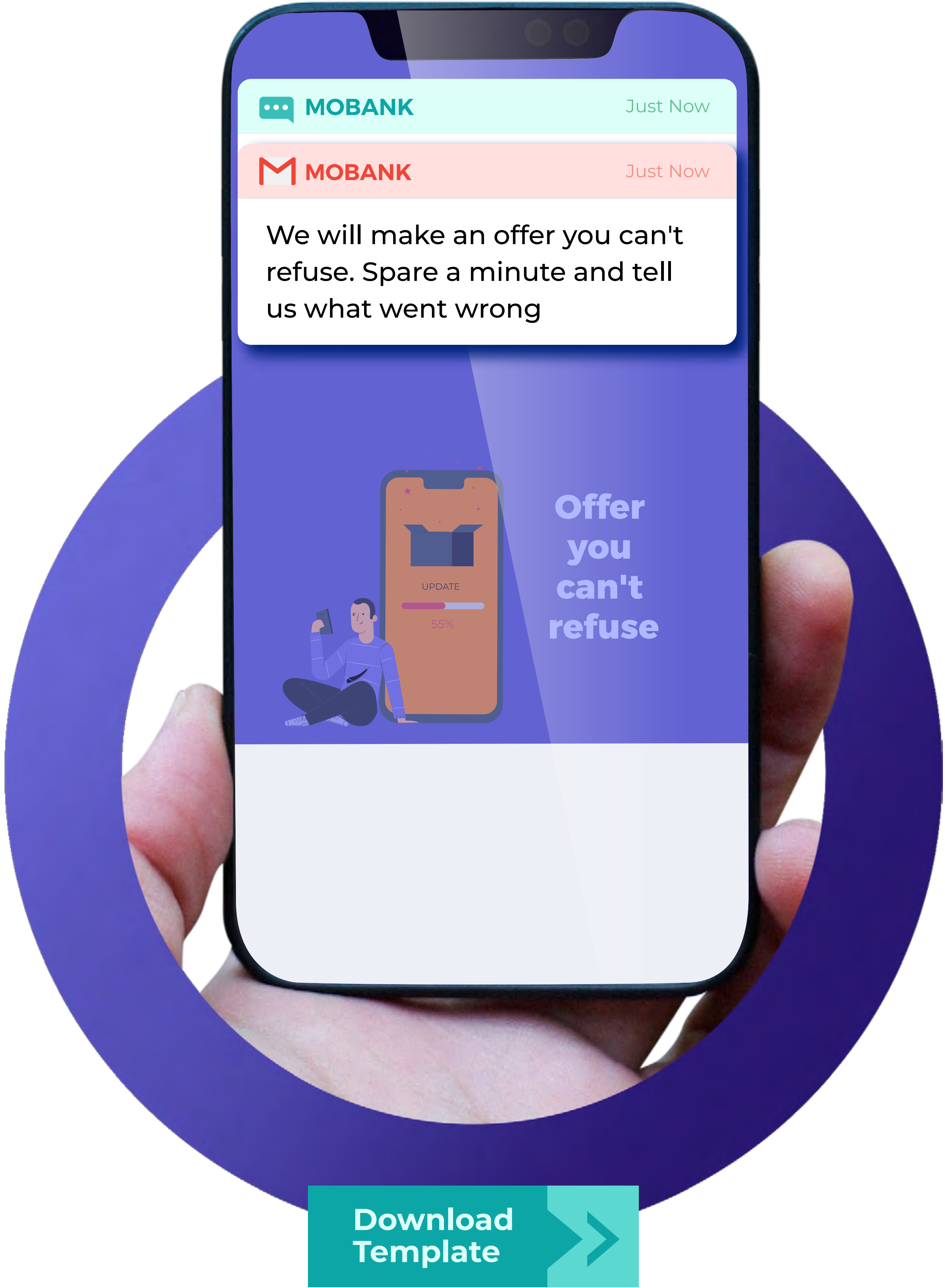
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Ask for Feedback

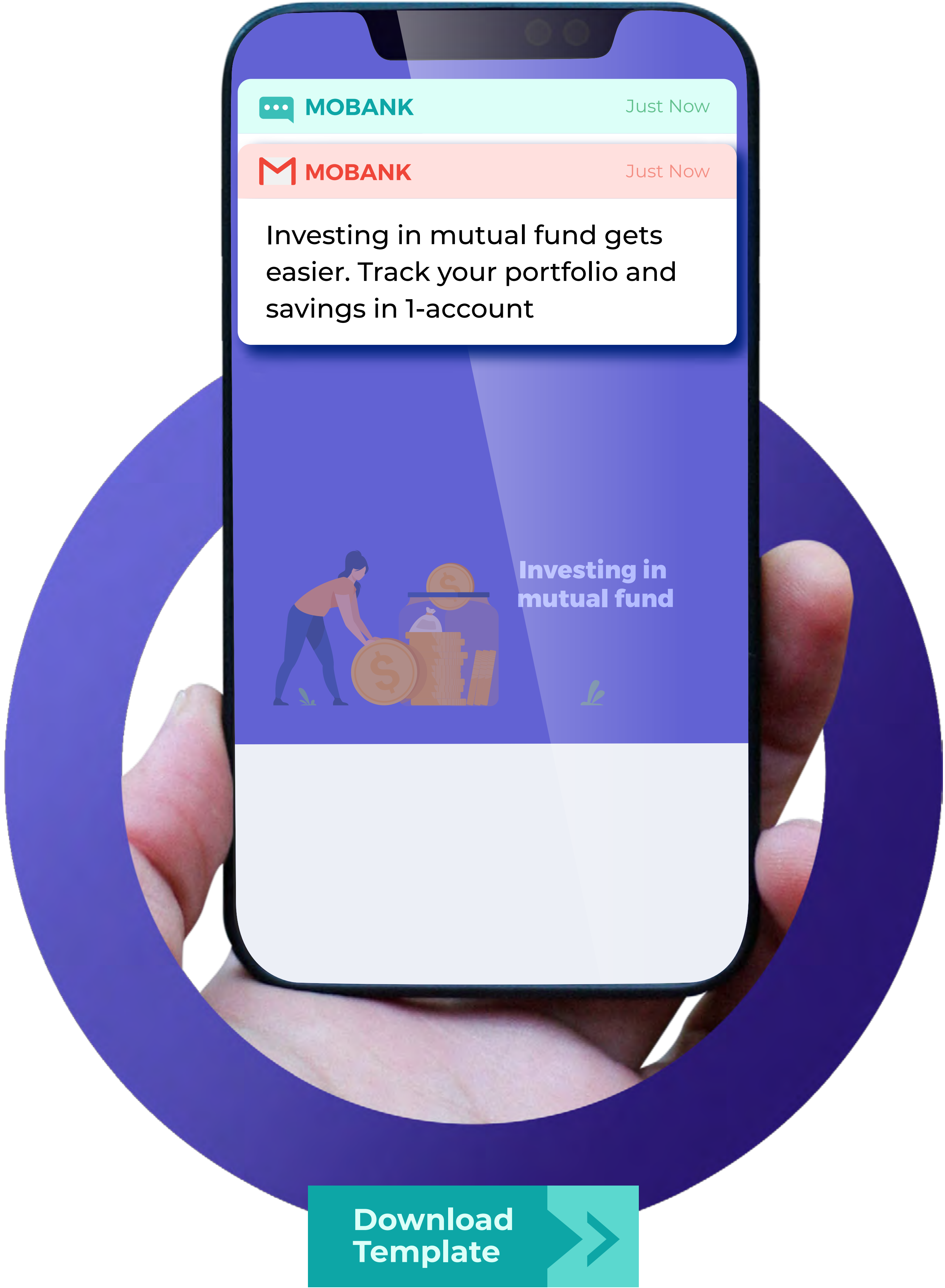
Entry Condition	Users who uninstalled the app
Channels	SMS, Email
Trigger Periodicity	D+1 (After uninstall)
Campaign Type	Flow
Primary Conversion Goal	Lead submitted
Secondary Conversion Goal	Lead initiated



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Service Based Alerts

Entry Condition	Users who uninstalled the app
Channels	SMS, Email
Trigger Periodicity	D+3 (After uninstall)
Campaign Type	Flow
Primary Conversion Goal	Lead submitted
Secondary Conversion Goal	Lead initiated

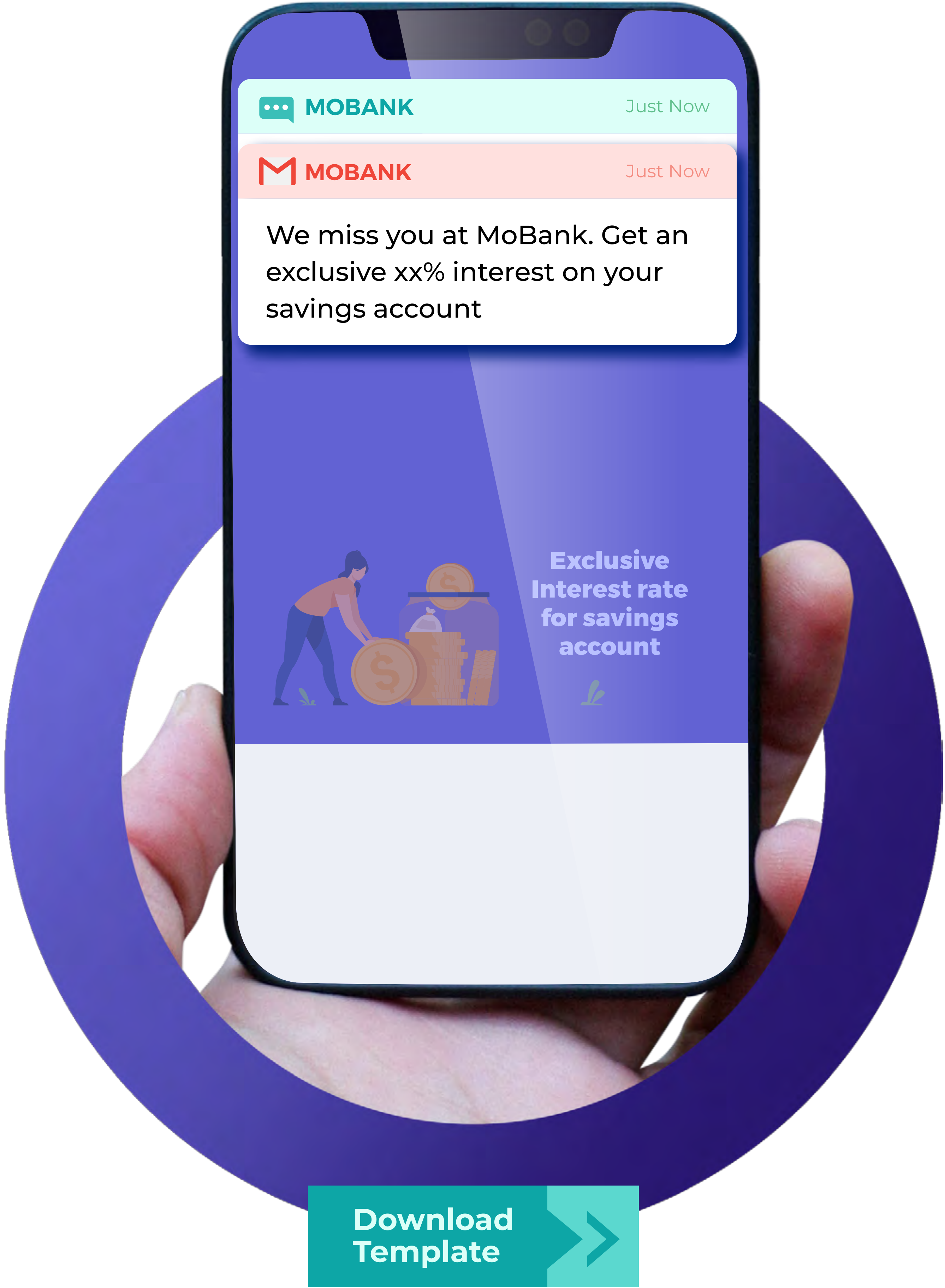


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Comeback offer Alerts

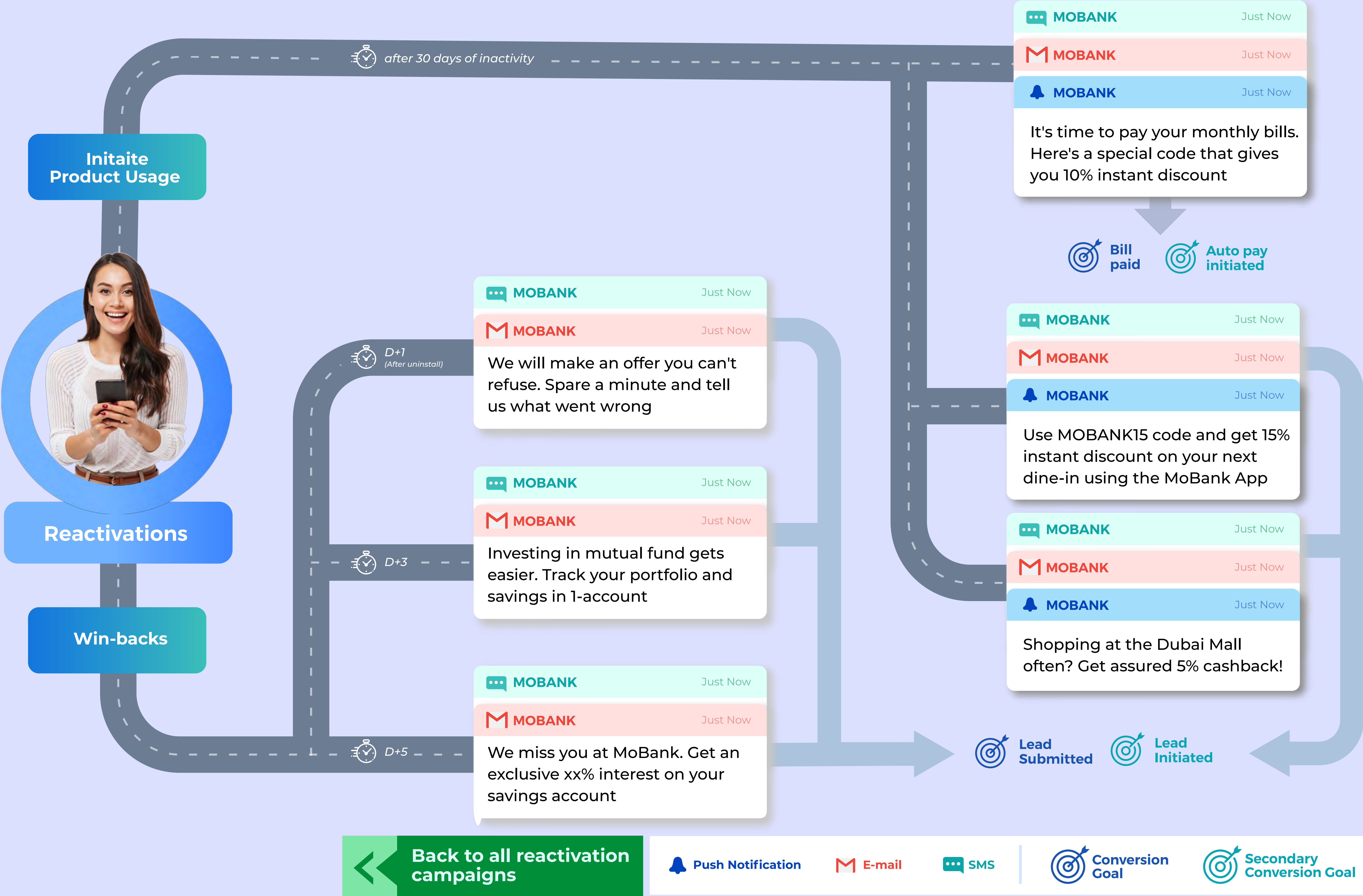
Entry Condition	Users who uninstalled the app
Channels	SMS, Email
Trigger Periodicity	D+5 (After uninstall)
Campaign Type	Flow
Primary Conversion Goal	Lead submitted
Secondary Conversion Goal	Lead initiated



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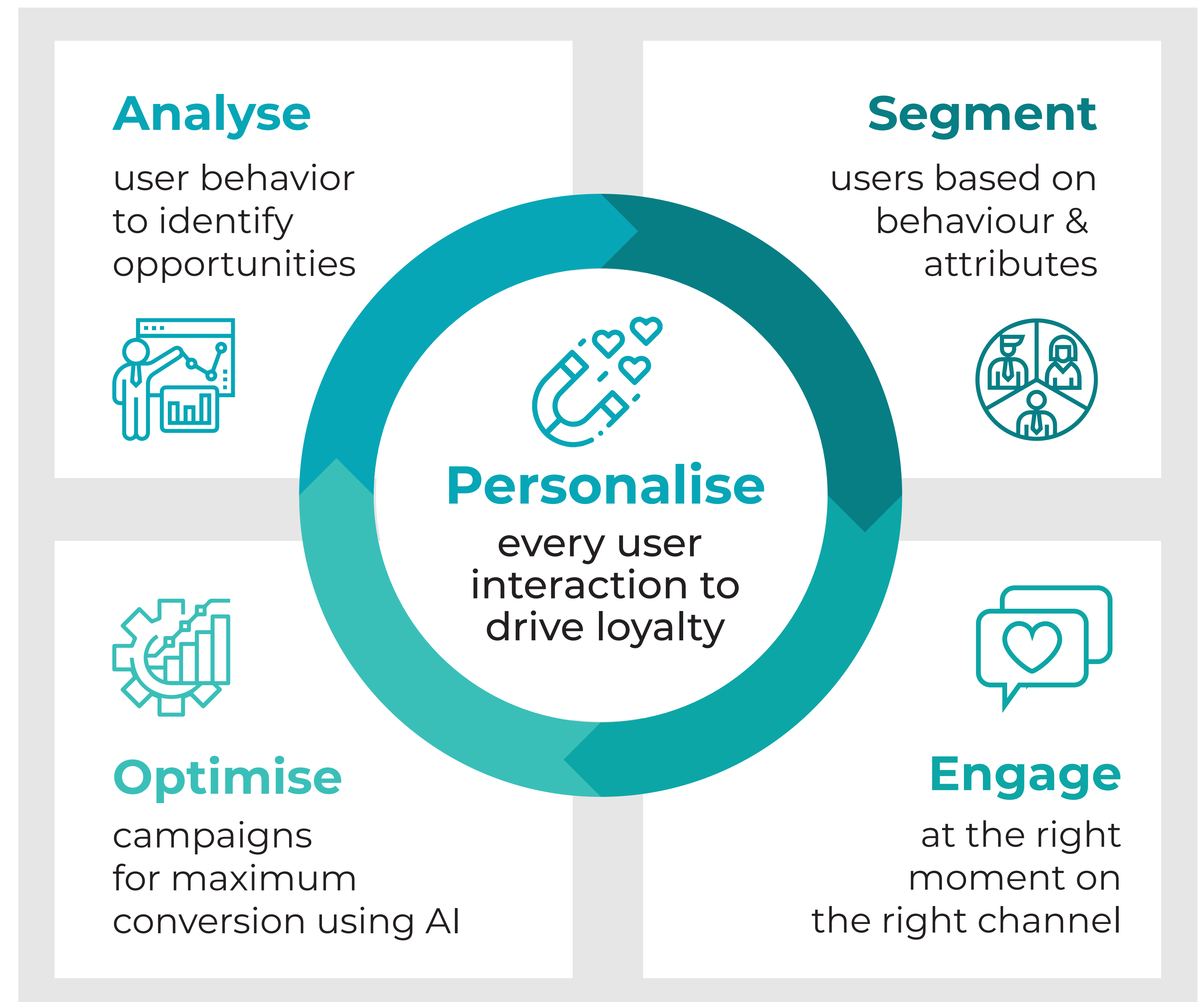
Orchestrated User Path for Reactivation Campaigns



How Does MoEngage Help Banks and Fintech Brands

- o Intelligent Customer Engagement Platform for the mobile-first world
- o Connect with users across multiple channels seamlessly
- o 1 Integrated platform for both automation and analysis
- o AI-enabled optimisations for every campaign

Get in touch with our growth expert now.



Trusted By



Create a 360° View of the Customer: Easy Integration of all Online & Offline Channels

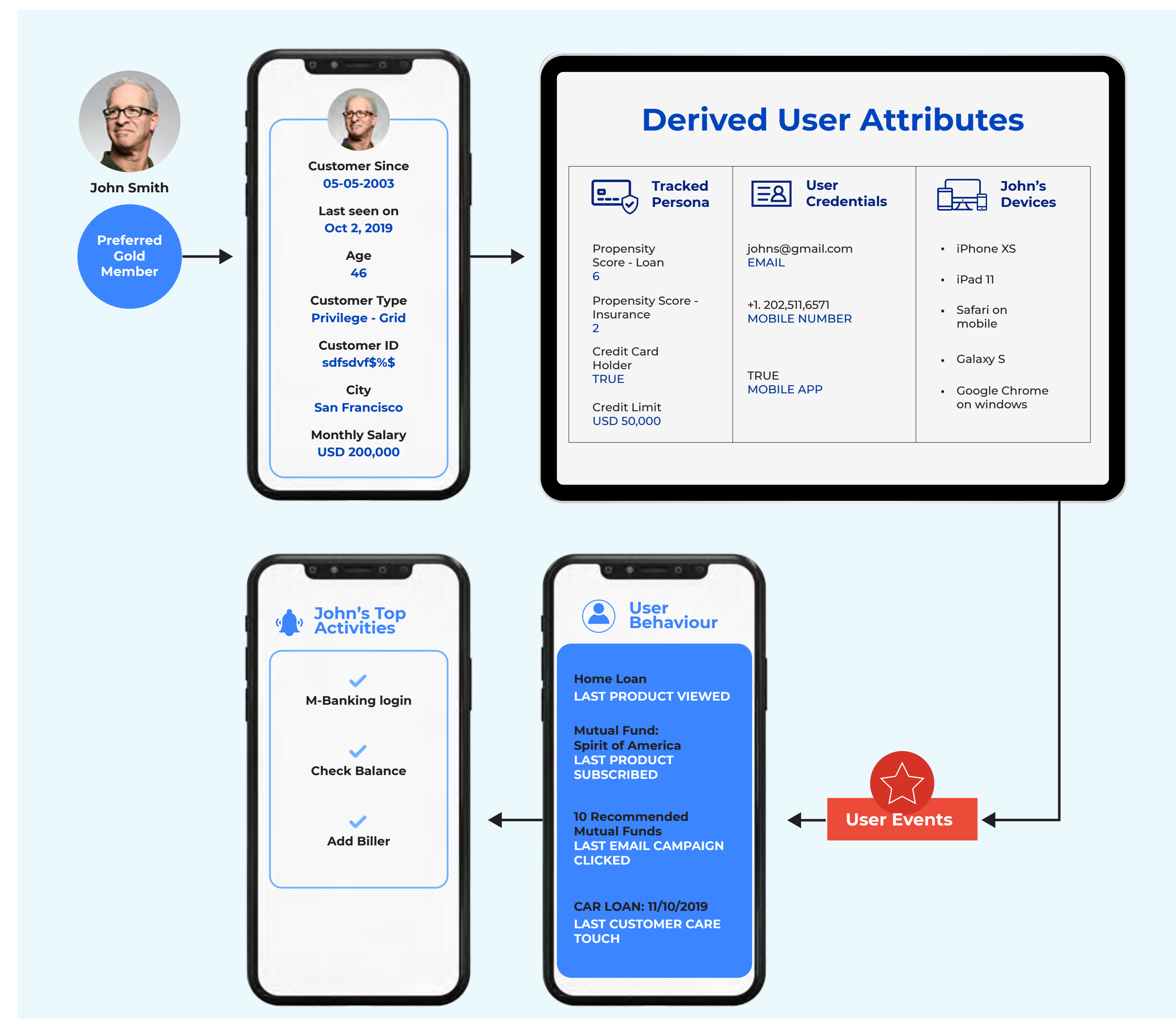
In an era of short attention spans and increased demand for seamless, personalised experiences, banks need to meet customers where they are.

Our platform for BFSI is built for the mobile-first world, helping companies orchestrate campaigns through push notifications, emails, in-app messaging, web push and SMS. Our platform helps companies create, visualise and deploy omni channel campaigns that reach users at the right time through the right channels, and with the right message.

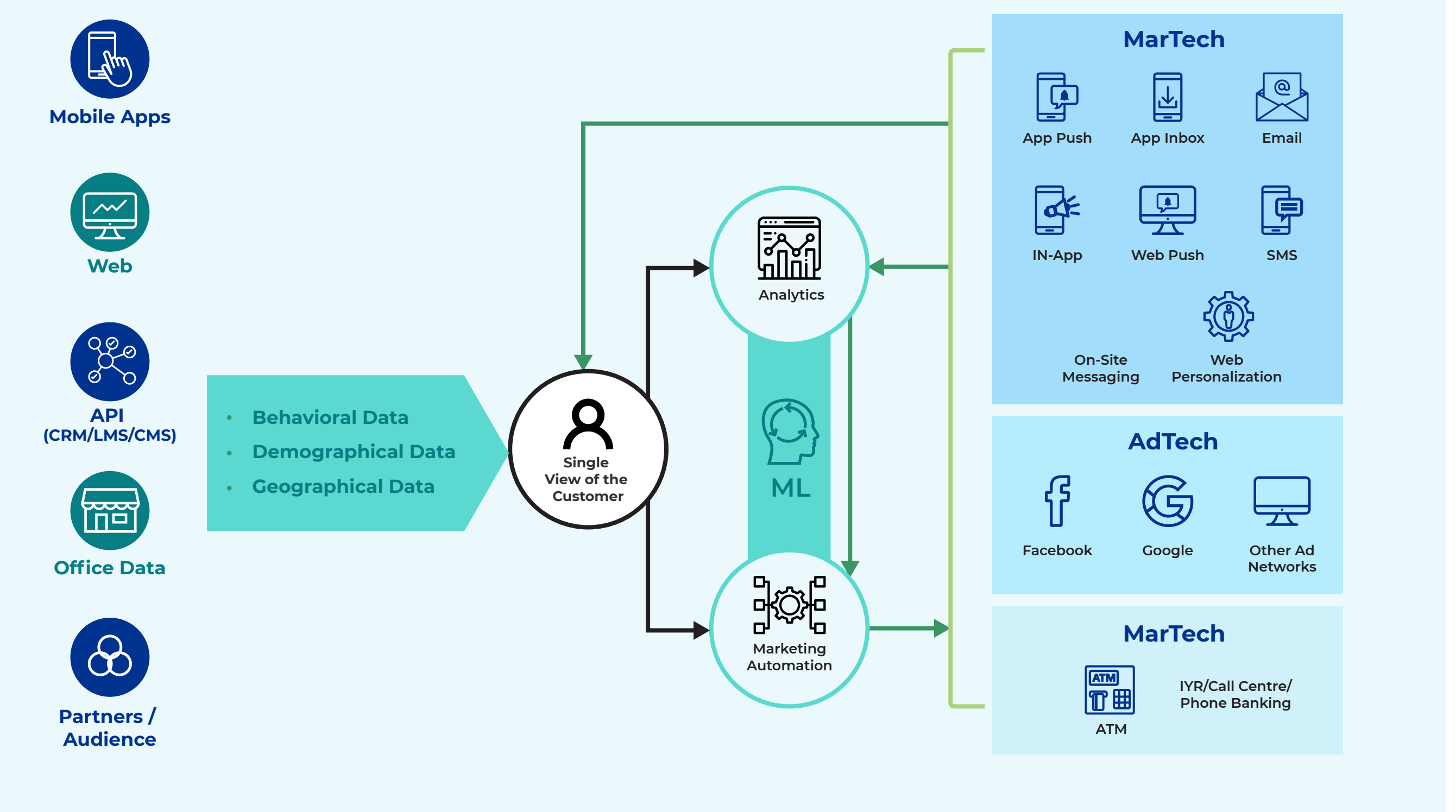
But even the best of campaigns are only as good as the underlying data. It is impossible to have an effective campaign without creating a holistic view of your customers. A 360° view of the customer involves two main categories of data:

➔ **User Events:** This primarily comprises a user's online behaviour and ways of interacting with the mobile app/website.

➔ **Derived User Attributes:** User details such as geographical location, device used, phone OS etc. are clubbed together in this category.



Intelligent Customer Engagement Platform with Actionable Analytics



A good marketing automation software such as MoEngage helps banks and fintech brands map out both these categories in order to create high performance campaigns.

MoEngage goes a step further and helps you get a single view of the customer (geographical, demographical, behavioural data). By bringing together the best of automation and analytics on one platform, we help marketers design and monitor customer engagement campaigns. Our state of the art machine learning algorithms enable you to make the leap from just a performing campaign to a high performing one. AI-enabled algorithms reduce the time taken to make decisions by automating the right content at the right time on the right channel for every banking customer.

Not just Push Notification, but also Push Amplification

Push notifications are a good way to get your users' attention. MoEngage leverages powerful visual elements that keep users engaged the moment they open your app and continue to engage them throughout the marketing automation flow. You can also attract mobile users by placing relevant investment and money-saving opportunities up-front and on the center on your app's screen.

Every blessing comes with a curse. In this case, between 40% - 70% of Android customers do not receive push notifications due to device and network restrictions. What's worse is that most mobile marketing automation software do not measure the exact delivery rate of notifications to the customer's mobile device. They measure the sent rate to Google's FCM and Apple's APNS servers, giving you a skewed representation.

With Push Amplification, you can reach customers who would otherwise be left out and see an immediate uplift in retention rates. The MoEngage SDK carries an 'augmented notification delivery' channel. When a notification delivery fails, the MoEngage Push Amplification acts as a fallback to FCM/APNS and delivers notifications directly to users' devices, circumventing the challenges of typical push notification.

Push Amplification: Increased delivery rates for Push Notification

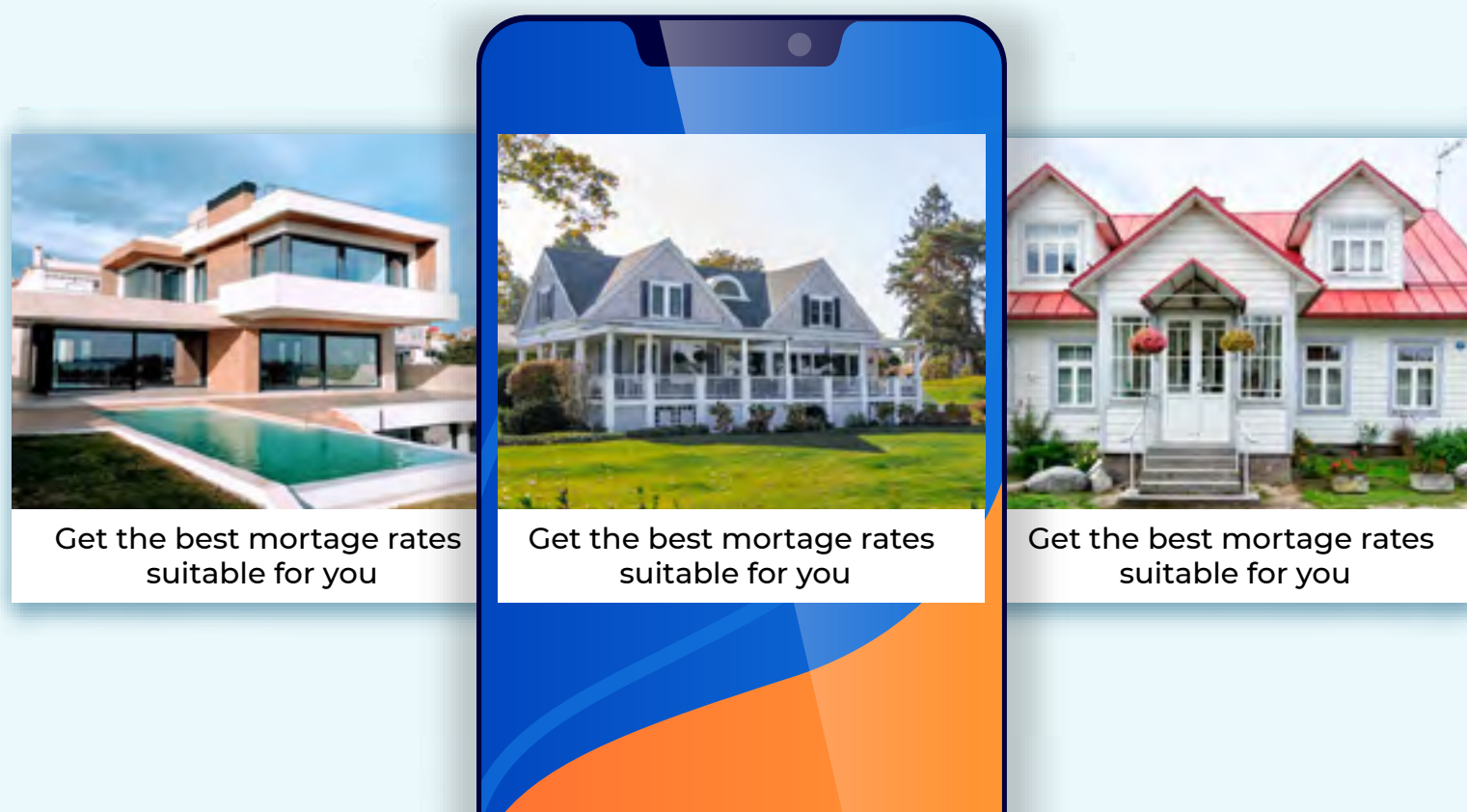


Impact of Push Amplification

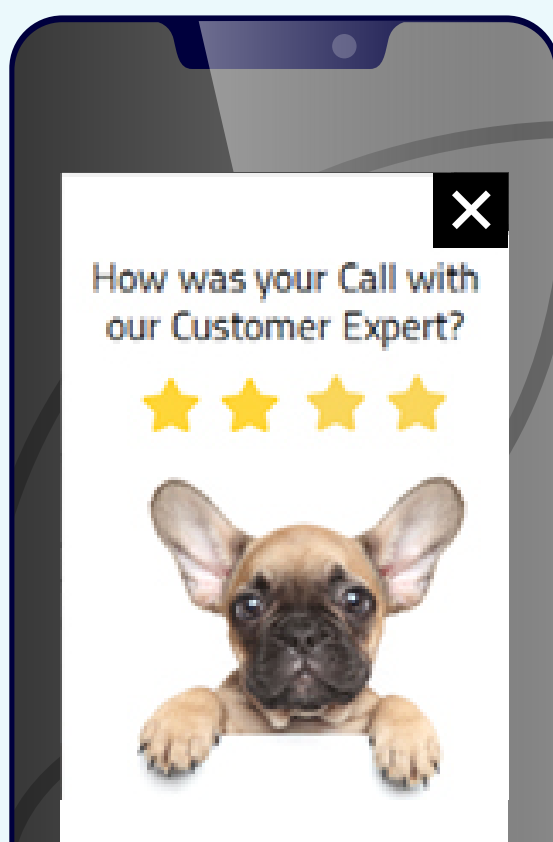
▲16% Increase in device reach for crucial onboarding campaigns	▲15% Aggregate increase Push Notification delivery	▲3.5x Increase in push delivery for certain Chinese OEMs	▲12% Increase in conversions attributed to increased reach
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Personalized Communication Can Help Get Customer Attention

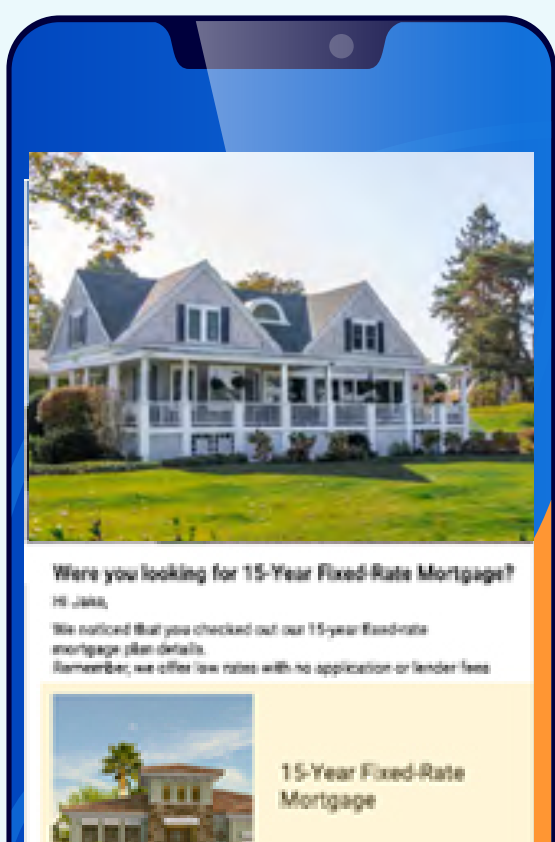
Rich Push Notification



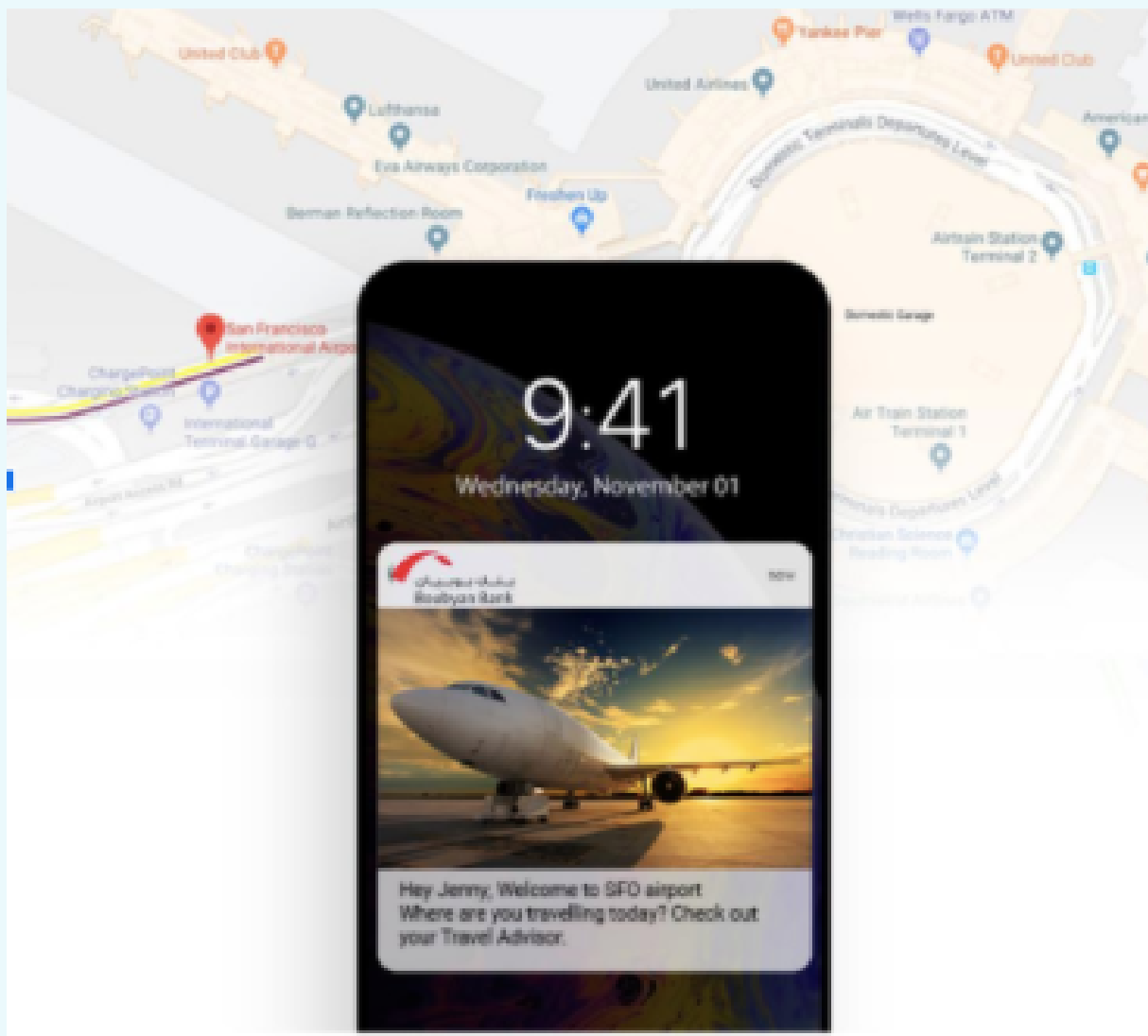
Engage users with powerful visual elements in your in-app messages.



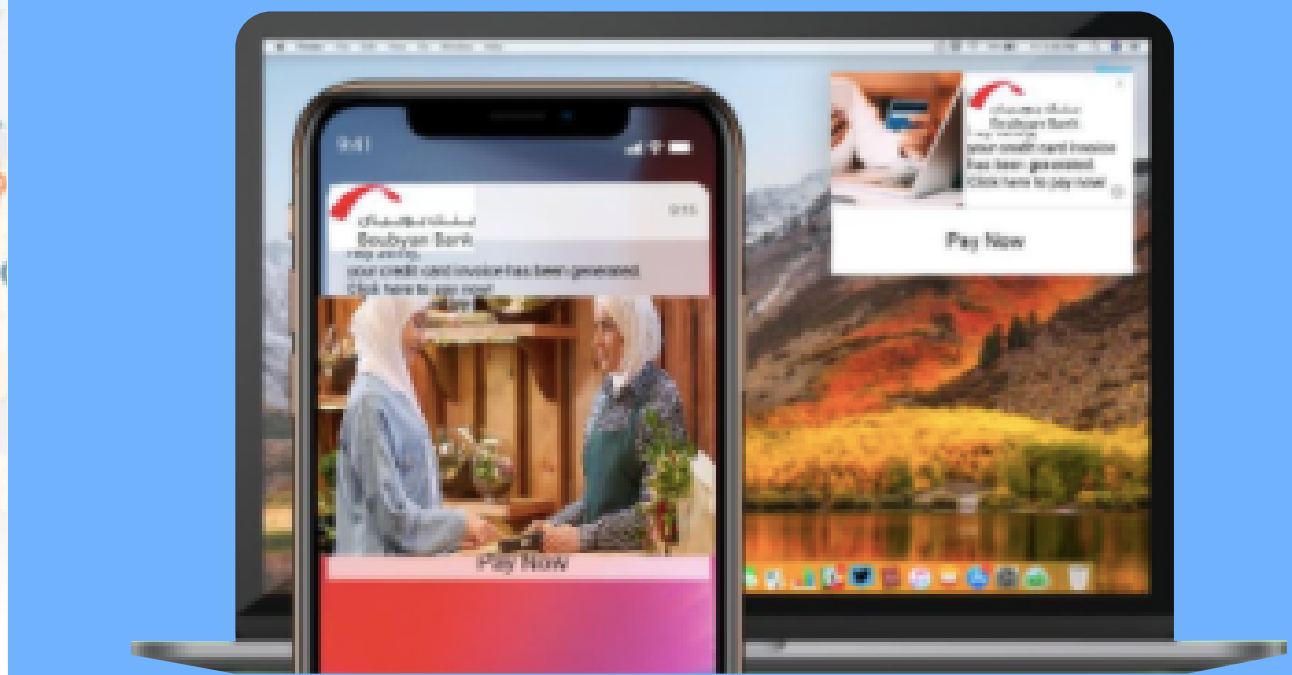
Email



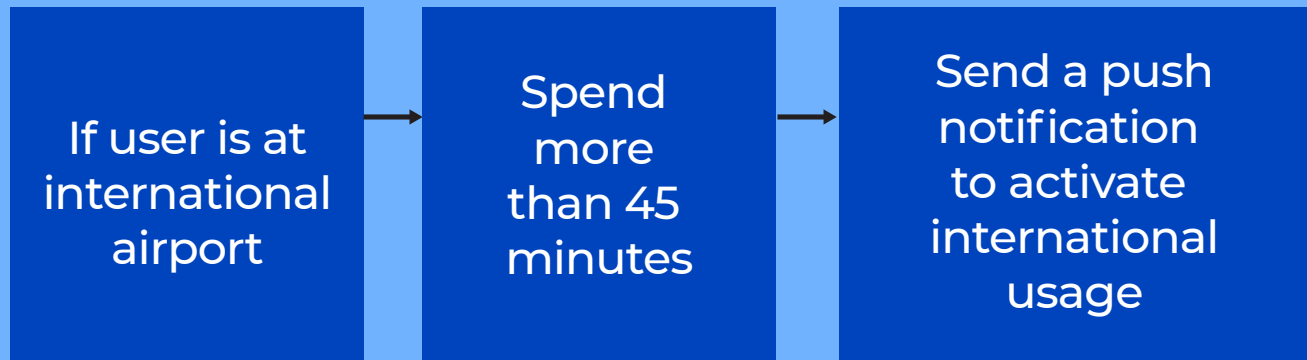
Geo-Fence Push



Mobile/ web Push



Smart triggers

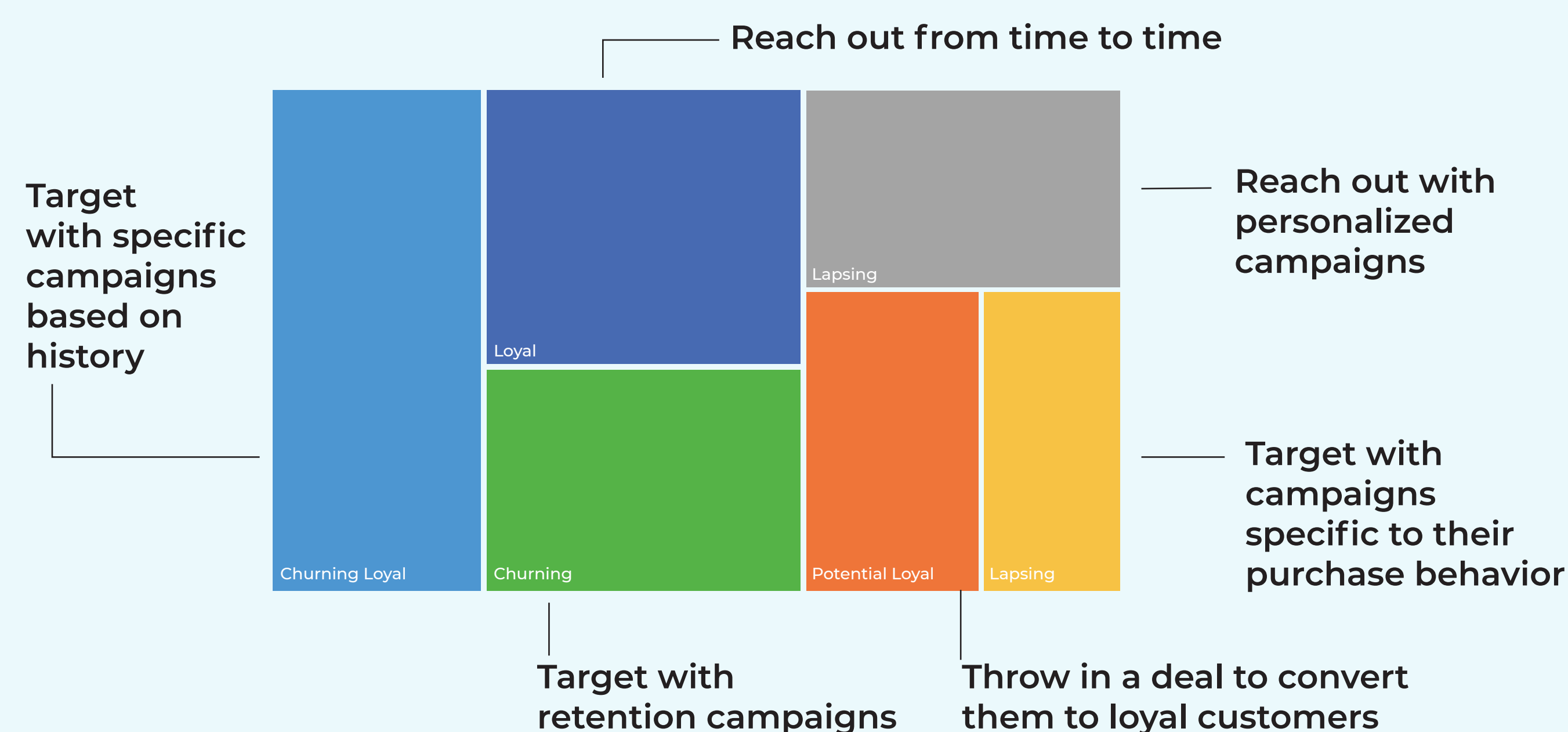


Segment and Create User Personas - Design High-Performance Campaigns

Segmentation is looking at your user data and grouping users who exhibit similar behaviour or share similar attributes. Some examples of segmentation are 'users who browsed for Mutual Fund Investments on the site/ app', 'users who completed more than five transactions in seven days', 'Users who browsed Mutual Fund Investments and ended up buying them'. Segmentation could also include user attributes such as model of cell phone used, place of residence etc.

With MoEngage you can create easy segments of users in two main ways:

RFM - Recency, Frequency, Monetary Analysis



Advanced Segmentation

The screenshot displays the 'Advanced Segmentation' interface with two panels for creating segments based on user behavior.

Panel 1:

- Tab: **User Behaviour**
- Rule: Has executed **App/Site Opened** at least **10** times
- Time: In the last **30** days
- Attributes: With attributes (button: +ADD ATTRIBUTE)
- Note: "Tracked when a user session begins on the app or website."

Panel 2:

- Tab: **User Behaviour**
- Rule: Has executed **Viewed News** at least **1** times
- Time: In the last **3** days
- Attributes: With attributes (category dropdown) in the following (Bussiness, Sports, Politics) (button: +ADD ATTRIBUTE)
- Case sensitive: ☐

- ➔ **RFM Analysis (Recency, Frequency, Monetary):** Create a chart of your users based on their likelihood to make a purchase, overall frequency and the monetary value of purchases. The RFM chart gives you a quick overview of all users right from Dormant to Champion and helps you create appropriate marketing campaigns.
- ➔ **Advanced Customized Segmentation:** Segment your users based on user events (for example, completed a fund transfer in the last 7 days) and derived user attributes (for example, located in Singapore). Such custom segments help you design high-performing marketing campaigns with ease.

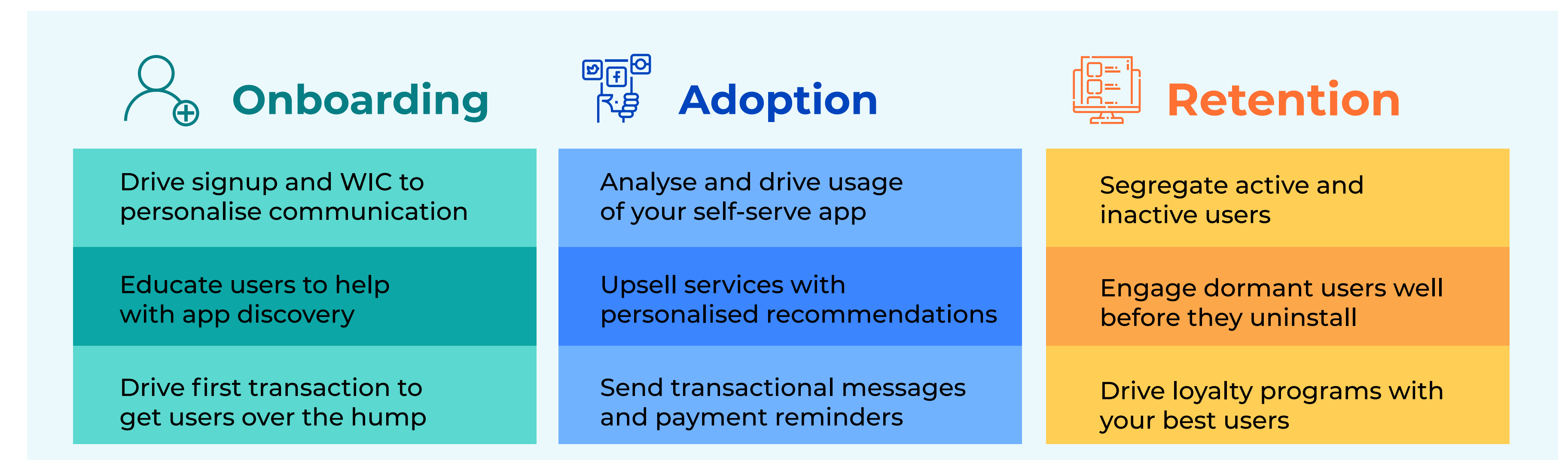
Orchestrate Personalised Omni Channel Journeys Across The Customer's Life Cycle

There's nothing more frustrating for a loyal customer than receiving repetitive marketing emails or notifications for services they're already using or don't have a use for. We hear often from retail banking customers how frequently they receive offers to go paperless or activate their mobile wallet, when they may have already declined these services from the bank (often multiple times), or are already using them. There are times when they also receive the same offer from different departments of the same bank. All of these missteps hurt your credibility and negatively impact your brand by demonstrating that engagement isn't really a part of your company's digital DNA.

With 77 percent of consumers wishing to receive personalised content online, financial institutions must learn to read and interpret each individual's needs and provide a seamless experience across all user touchpoints.

Banks and fintech brands acquire users through multiple channels and mediums. There is an obvious challenge to onboard these users and get them to explore different product offerings. With MoEngage, it becomes easy to onboard new customers, engage, retain and also seek referrals from existing customers.

With MoEngage Flows, banks and fintech brands are able to design marketing automation flows that are easy to create, visualise and deploy across channels. From onboarding new prospects to earning referrals from existing customers, Flows takes care of all customer touchpoints.



User Journeys

Customer experience is the touchstone to successful marketing, and the key to ensuring a positive experience is consistency. To achieve a truly seamless experience, all the channels must be integrated. A customer should be able to move from the app to desktop seamlessly while having mail, push messages, and more to support the experience in a synchronised dance.

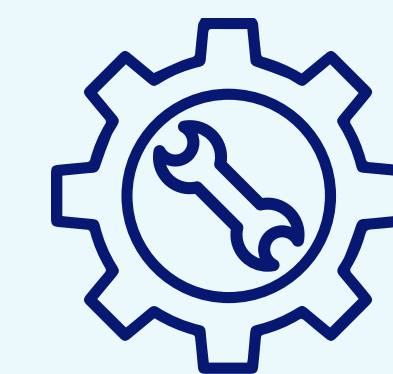


Send emails that land in 'Primary' Inbox and not 'Spam'

Emails are still an effective communication channel, if done right. However, they might not be as effective as a standalone marketing channel as being used in conjunction with channels such as SMS, Push Notifications and web personalisation.

Sending emails to your banking customers doesn't assure you of ready conversions or high-performing marketing campaigns. Here's how email marketing can be revamped with an intelligent customer engagement tool such as MoEngage:

- ➔ **Personalised content:** With MoEngage you can customise the placement of products/features in the email based on the customer's likes and dislikes. Placing relevant content leads to higher conversion rates.
- ➔ **Deliver right to the 'primary' inbox rather than 'spam':** As marketers, we've all seen our well-crafted emails land up in spam, never to be viewed by customers. With MoEngage we assure you over 95% inbox placement rates.
- ➔ **End-to-end assistance with delivery optimisation:** Our special drag-and-drop Email Builder tool lets you insert gifs and other interactive elements. We don't just help you with the creating an email marketing campaign but also help you analyse it.



End-to-end
Assistance
with Delivery
Optimisation



Automated
Domain
Reputation
Wamup



Over
95% Inbox
Placement



Competitor
Analysis



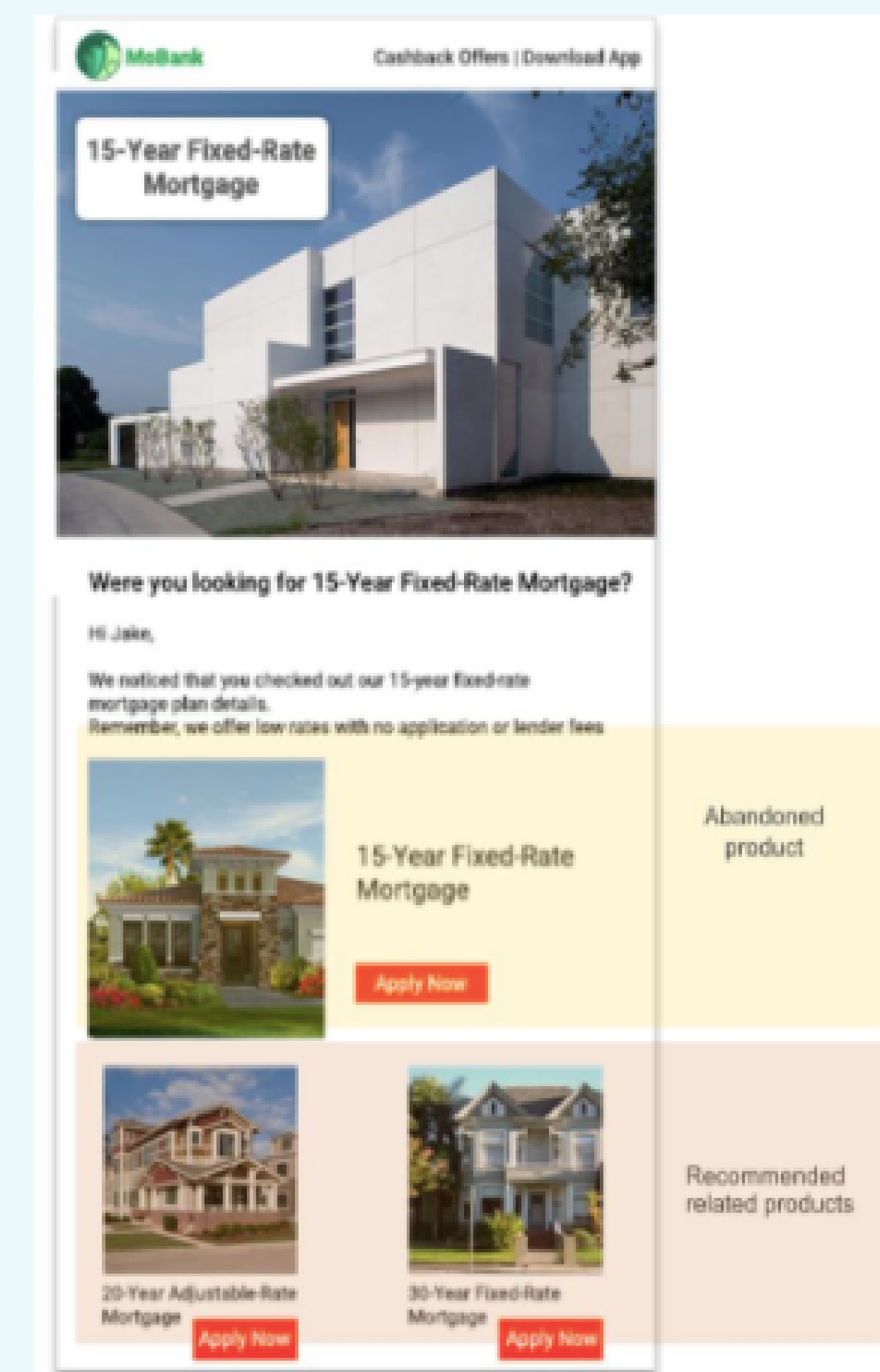
Behavioural and
Sentimental
Analysis

Smart triggers

If customer views a product or service

and does not purchase in 1 hour

then, send product recommendation email



Further Reading

**Discover new growth paths
and engagement strategies
during crises for 2020**

Additional Resources

- ➔ 20 Customer Engagement Strategies During Crisis From Global Marketers
- ➔ Coronavirus Business Impact: Data driven strategies for brands (Q1,2020)
- ➔ The complete Growth Strategy Handbook: A guide to building up people, processes, and technology for your business
- ➔ Marketing in a recession: How can mobile brands navigate during a crisis (2020)