

6,85% conversion rate uplift with personalization solution for returning mobile site visitors

Tüm kredi türlerini dilediğiniz vade ve tutarda hesaplayabilirsiniz.

Hangikredi.com kullanıcılarına özel olarak sunulan düşük faiz oranlarından yararlanmak için zaman

Kredi Karşılaştır

İhtiyaç

Konut

Taşıt

Kobi

Vade Seçiniz (Ay)

TEKLİFLERİNİ GÖSTER



et Tarifeleri



Yatırım

Founded in 2006, Hangikredi.com is Turkey's first and leading online loan calculation platform. Serving over 30 million users per year, hangikredi.com allows users to select from different types of loans, receive offers from more than 20 banks and compare interest rates, with a single click.

"Improving customer experience with customer-centric strategies is what we heavily invest in. With Insider we are able to understand our visitors and optimize their journey constantly. Our partnership with Insider enables us to get actionable results and see valuable conversion gains."

Mustafa ORAL, Sales and Marketing Manager

Challenge

When it comes to customer experience, financial institutions are tracking down retailers, which struggle to ensure visitors are provided the same experience across all channels. In order to offer equivalent experiences with branches, financial institutions are forced to improve online customer journeys, making the experience as personalized and relevant as possible. Given the rise in mobile usage, delivering a humane experience through mobile devices is more essential than before.

Hangikredi.com wanted to increase loan application submissions on its mobile site, smoothing the path to conversion for its mobile customers.

Segment

Returning visitors who searched for a certain loan amount and period on hangikredi.com mobile website.

Solution

New and returning visitors differ in their needs during their encounter with a brand. An offer that only applies to new visitors may discourage returning visitors from further engagement. With its real-time analytics solution, Insider empowers brands to unveil various visitor segments and understand their onsite behavior, helping them provide personalized and relevant content at the right time and place in visitors' online journey.



Talking about mobile devices, time is of the essence and speed is the king. Mobile customers are the least patient and they don't deserve to be kept waiting. In order to catch up in a hurry and generate mobile transactions, shortening visitors' journey is as important as having a mobile optimized website.

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Implemented Personalization

Returning visitors who had searched for a certain loan amount and period on the mobile website of Hangikredi.com were invited to pick up where they left off their journey. When these visitors returned to the mobile site, their choice of loan amount and period were auto-filled, showing that hangikredi.com recognizes its customers like a branch representative.

Result

Insider's personalization solution for returning mobile site visitors proved to increase conversion rates by 6,85%.