

SUCCESS STORY

Garanti BBVA increases conversion rates by up to 502% with Insider's advanced personalization solution

Personalization



We've been able to create and engage our user control groups with high accuracy, improved engagement metrics, and conversion rates across our financial offerings. We've also run A/B tests to deliver better customer experiences and ensure strong business results to give us more flexibility and precision."

Executive summary

Garanti BBVA wanted to deliver a highly personalized digital experience. The brand wanted to better engage each customer by introducing them to new channels, improving segmentation, and delivering relevant, timely messaging that resonated with different audiences..

About Garanti

Established in 1946, Garanti BBVA is a leading financial services group. With 9.2 million digital and 18.5 million total customers, Garanti BBVA blends advanced technology with personalized services for an exceptional banking experience. Its strategy emphasizes integrating technology and people, earning it recognition as the "Best Consumer Digital Bank in Turkey" and the "Best Mobile Banking App in Turkey" by World Finance Magazine.

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USE CASE #1

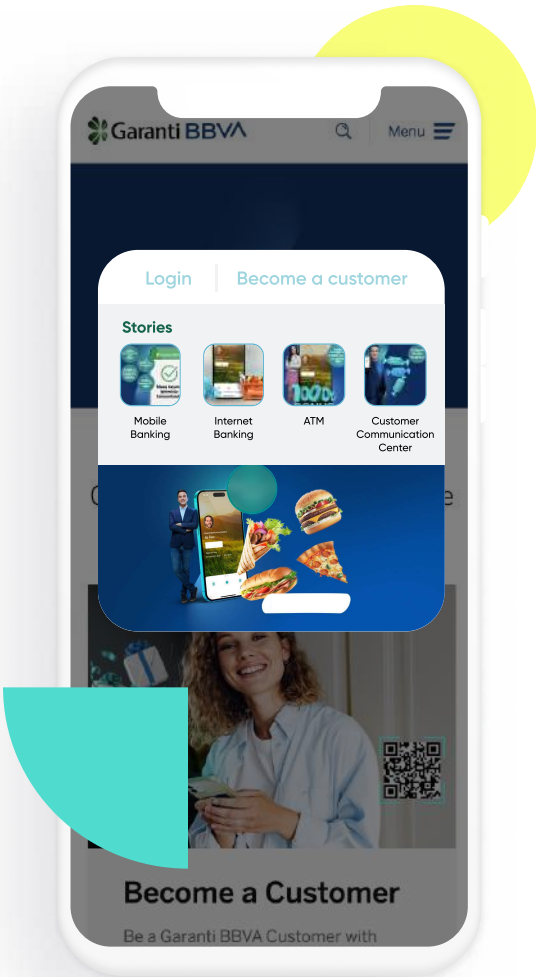
Onsite experimentation increases website engagement by up to 51%

The challenge

Garanti BBVA was looking to effectively engage customers aged 55 and over. It recognized the struggles faced by many customers over a certain age when interacting with websites that rely on UX and intuition. It realized the best way to better understand its on-page interactions would be to identify the most common online transactions within this age group and create a simple, user-friendly homepage design to improve engagement metrics.

The solution

Insider suggested using its Onsite Experimentation tool to create a distinctive landing page tailored specifically to customers 55 and over. By creating a unique landing page for the segment, Garanti could better understand how its users engaged with the page—from search bar usage to higher logins.



Working with Insider has been a seamless experience. The Insider account managers provide a lot of value to our feedback and are willing to develop features that are deeply relevant to what we're looking for."

Digital Sales
Supervisor



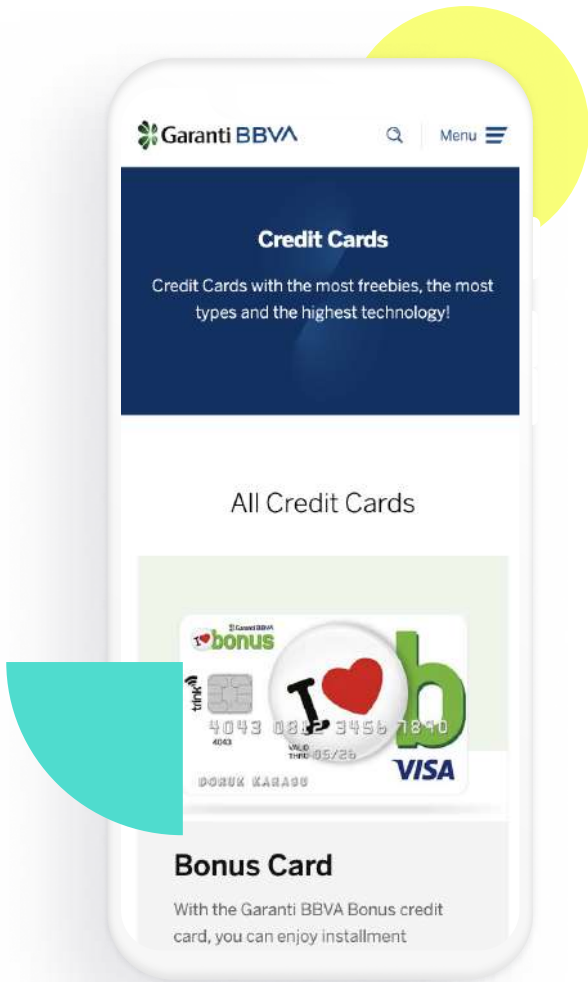
The results

51%

increase in
search bar usage

20%

increase in
logins



USE CASE #2

Personalization increases credit-related applications by 347%

The challenge

Understanding how its audience of over 55s interacted with its site was just the first step. The brand then wanted to also monitor the engagement metrics and behavioral patterns of its target customers to help inform its optimization process. The goal was to build thoughtful, engaging customer journeys that understood how and why over 55s interacted with specific products, and cater to this to increase conversions.

The solution

Garranti used Insider's A/B testing tool to further segment its customers based on product and design. It used the data to push more relevant services to its user segment and increase conversion rates across its two main credit applications.

The results

501%

increase in loan applications

192%

increase in credit card applications

Trust by 1,200 global brands

SAMSUNG

GAP

L'ORÉAL

Santander

Virgin

TOYOTA

MAC

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Summary

By leveraging Insider's innovative CX solutions, Garanti BBVA successfully addressed the challenge of engaging customers over 55 and monitoring engagement metrics. The implementation of personalized landing pages and comprehensive behavioral tracking resulted in improved customer engagement, conversion metrics, and actionable insights for ongoing optimization and refinement of its digital banking experiences.

Looking ahead

Garanti BBVA's next step is to explore personalized marketing opportunities for different age groups, further incorporating A/B testing to improve key metrics.



Favorite feature

Segmentation

The combination of **deep segmentation** and **behavioral tracking** provided by Insider proved instrumental in Garanti BBVA's success in enhancing customer engagement and personalization. These features empowered the bank to deliver tailored experiences, optimize its digital offering, and improve engagement.

About Insider

Insider—a single platform for building individualized, cross-channel experiences—enables enterprise marketers to connect customer data across channels and systems, predict their future behavior with an AI intent engine, and individualize customer experiences. Marketers use Insider's platform to deliver consistent and engaging experiences across channels like Web, App, Web Push, Email, SMS, and Messaging Apps (WhatsApp, RCS).

Insider recently unlocked unicorn status and was congratulated by NASDAQ for becoming one of the few woman-founded, women-led B2B SaaS unicorns in the world. Insider was named a Leader in the Gartner Magic Quadrant for Personalization Engines 2022, The Forrester Wave for Cross-Channel Campaign Management 2021, and IDC MarketScape: Worldwide Customer Data Platforms Focused on Front-Office Users 2021-22 Vendor Assessment.

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