



SUCCESS STORY

# Driving Customer Engagement and Conversions: How First Bank of Nigeria Transformed Its Digital Experience with Insider

- InStory
- Web Push
- Financial Services

**75%** decrease in bounce rate | **67%** increase in web push opt-in rate | **Top 3** largest traffic generator



Partnering with Insider has transformed our digital experience. By leveraging personalized website content and automated web push solutions, we've not only enhanced product visibility and user engagement but also driven significant improvements in conversions. These results—52% more form submissions, a 75% reduction in bounce rate, and a 150% increase in mobile CTR—demonstrate the power of data-driven personalization in elevating our customer experience.

**FirstBank** Since 1894 **Hezekiah Jackson**  
Content Marketing Manager

## Executive summary

First Bank of Nigeria used Insider's personalized website solutions and automated web push technology to improve product visibility and user engagement. By promoting offers via InStory and triggering web pushes based on user behavior, the bank achieved a 52% increase in form submissions, a 75% reduction in bounce rate, and a 150% rise in mobile CTR. These efforts significantly boosted user interaction, reduced exit rates, and made Insider the 3rd highest traffic source for the site.

## About First Bank of Nigeria

First Bank of Nigeria, founded in 1894 by Sir Alfred Jones and now part of FBN Holdings PLC, is a leading multinational bank headquartered in Lagos. With over 16,000 employees, 42 million customers, and 700+ locations across Africa, it specializes in retail, corporate, commercial, and public sector banking. As of 2024, its assets total N16.9 trillion, with H1 pre-tax profits of N411.9 billion.

## Why Insider?

Before Insider, First Bank of Nigeria relied on its tech team for website personalization and sent only generic web pushes. With Insider, they now personalize their website, automate triggered web pushes, and collect leads from new customers, enhancing their marketing capabilities significantly.

Trust by 1,200 global brands



[Book a demo](#)

## USE CASE #1

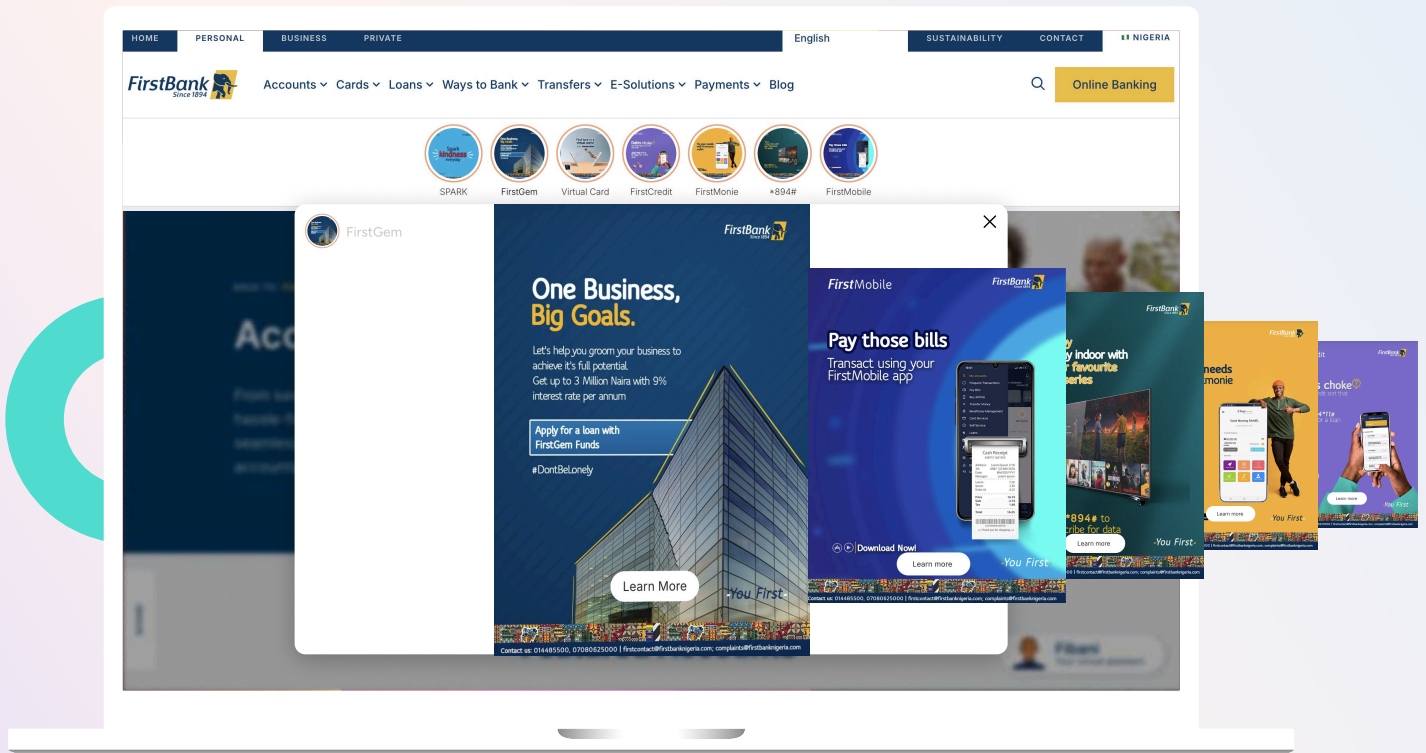
# Boosting Product Visibility and Discovery

## The challenge

First Bank faced challenges with low product visibility and discovery on their website.

## The solution

First Bank tackled low product visibility by using Insider's Instory to promote the latest offers and new product launches. This redirected users to specific landing pages, ensuring a more engaged and active audience on their website.



## The results

**52%**  
Uplift in Form  
Submissions

**150%**  
Increase in CTR for  
Mobile Instory Campaigns

## USE CASE #2

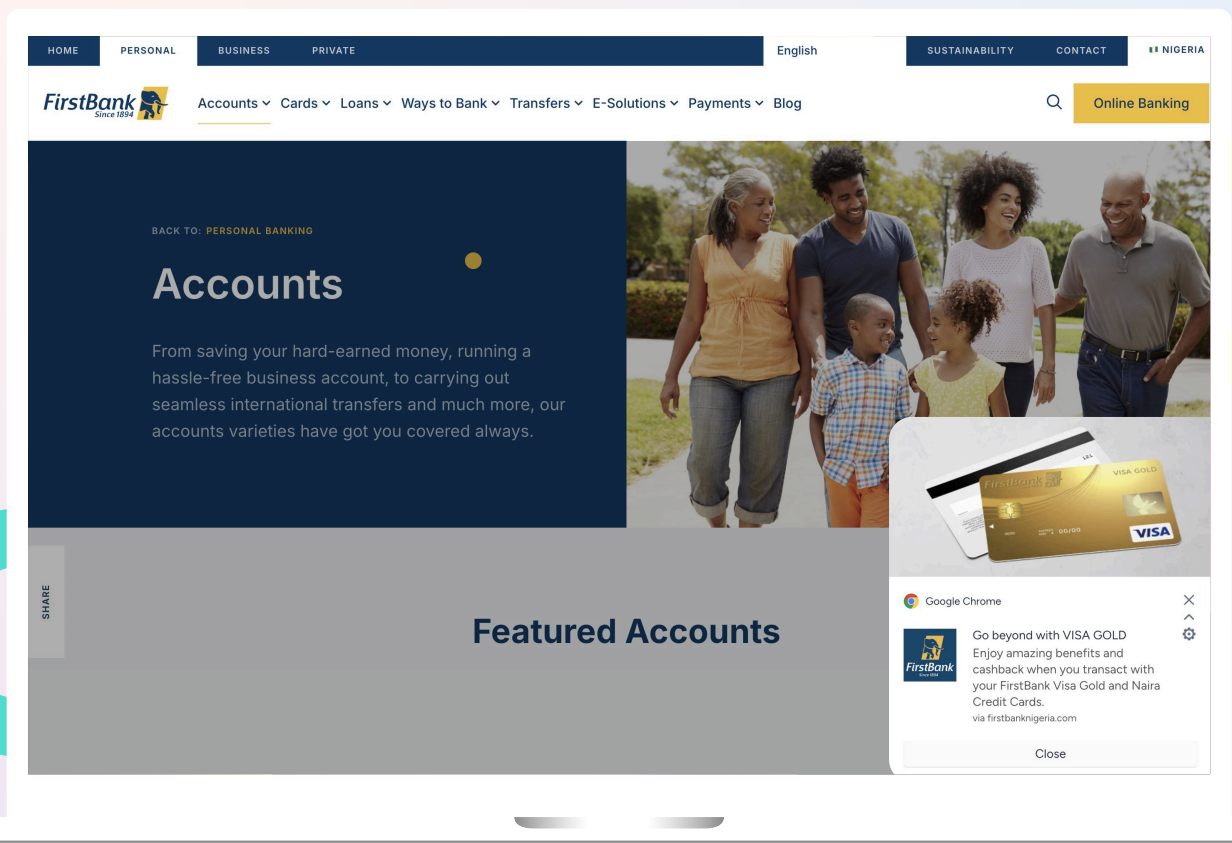
# Increasing User Engagement and Reducing Exit Rates

## The challenge

First Bank faced low user engagement on their website, resulting in a high exit rate.

## The solution

First Bank used Insider's web push solution to trigger automated pushes based on form abandonments, page views, browsing behavior, and drop-offs to address low engagement and high exit rates. This strategy re-engaged users effectively, reducing exit rates and boosting website interactions.



## The results

**75%**  
Decrease in  
bounce rate

**150%**  
increase  
in CTR

**Top 3**  
largest traffic  
generator

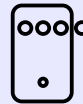


## Summary

First Bank of Nigeria enhanced its website's product visibility and user engagement using Insider's personalized solutions and automated web push notifications. This resulted in a 52% increase in form submissions, a 75% reduction in bounce rate, and a 150% rise in mobile CTR. Ultimately, Insider became the 3rd highest traffic source, driving significant improvements in user retention and conversions.

## Looking ahead

Currently, First Bank is evaluating messaging channels like Email, Whatsapp, etc. First Bank wants to consolidate all its marketing automation tools into one centralized platform for Omnichannel customer engagement.



### Favorite feature **InStory**

First Bank's favorite Insider feature is InStory, which plays a key role in promoting offers and new product launches, improving product visibility, and driving engagement on their website.

## 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.

SAMSUNG

GAP

Virgin

TOYOTA

MAC

L'ORÉAL

CNN

Santander

[Book a demo](#)

[useinsider.com](https://useinsider.com) | [info@useinsider.com](mailto:info@useinsider.com)