

# Here is how Business In Banking and Financial Sector Can Use Web Push For User Engagement

Businesses in Banking and Financial sector have rapidly evolved over the past few years - adopting sophisticated marketing solutions to drive user acquisition and engagement. The BFSI sector also continues to be one of the most competitive sectors. Some of the key categories such as Insurance, Loan exhibit extremely high cost of user acquisition.

- Also, unlike Fashion or retail, financial products are primarily consumed on the web
- Categories such as Travel, Business and Finance thrive and Grow overall, time on desktop despite growing mobile ubiquity that has taken desktop minutes away from categories such as news

Total Minutes on Desktop (mm)  
June 2015 > June 2016



4 out of 5 most expensive Keywords on Adwords belong to Banking and Finance

- Loan, Credit, Insurance and Mortgage

Web Push Notifications presents a refreshing method of communicating with both desktop and mobile users. User Engagement for businesses in the Banking and Financial Sector kicks in typically after lead acquisition. It is only once a user has filled a form, submitted a request does the process of lead user engagement start. The degree of personalisation of this engagement depends upon the tools used and extent of sophistication being used.

**iZooto Push Notification**  
Start sending push notification is less than 5 minutes

Site Settings

<http://izooto.com/>

## Web Push Notifications



Web Push Notifications work seamlessly across Desktop (All OS) and Mobile (Android only). Supported by all the leading browsers including Chrome, Firefox and Safari, the adoption of web push technology has been rapid.

## Some Brilliant Use Cases

Here are some of the popular use cases that are being explored by businesses in the banking and financial sector:

### 1 Content Marketing

Banks, Aggregators, insurance Providers are increasingly moving towards content marketing as a lead generation strategy. Content marketing involves educating the user about the problem statement and then gradually pulling them through the education funnel. Content marketing involves frequent user communication and driving traffic to blog. Marketers are increasingly inclining towards web push as a communication channel over email. With response rates upto 25%, user communication is for more impactful

**You HDFC Regalia Card is Almost Ready**  
You are 1 Step Away from Submitting your Credit Card Application

Site Settings

<https://apply.hdfcbank.com>

### 2 ReTargeting for Lead Generation

**Confused by Fancy Investment Jargons**  
Here is breakdown of all fancy confusing jargons on the investment world

Site Settings

<https://angelbroking.com>

It's a known fact that over 95% users leave the website without completing any transaction or registering for a service. Marketers have heavily relied on channels like Display Network Retargeting, Email (only if user has provided email id) to bring these users back. Both of these channels have their own limitation - high cost of conversion. Web push notifications

Performance of Web Push Notifications stands out when used for retargeting users and bringing them back to the website. Not only the CTR's are better but the conversion rates also stand out.

### 3 Announcement: Offers and Alerts

Web push notifications are also being increasingly used for direct end user communication such as sale announcements, new product launches, product updates and upgrades. The efficacy of the communication and the response rates obviously improve with targeting and segmentation.

**Exclusive Discounts for this Festive Season**  
Only for Platinum Visa Card Holders. Get 5% Cashback. Unconditional

Site Settings

[www.americanexpressindia.co.in](http://www.americanexpressindia.co.in)

### 4 Cross Selling and UpSelling

**Year End Financial Planning ? We are Here For You**  
Invest in Top Rated Mutual Funds to Save Taxes

Site Settings

<https://taxadda.com>

Businesses in the Banking and Financial Sector thrive on validating customer intent and basis the customer persona, further cross sell them other products. For instance, users using credit cards often get communication for insurance and tax saving investments. Cross Selling is primarily executed via Email and Call Center - both the channels are plagued by low response rates. Web Push Notifications can be used effectively to target these customers and highlight specific products.

### 5 Transactional Communication

Web Push can also be used for user feedback, sending reminders and alerts and pushing out transactional communication. Payment reminders, upgrade alerts can also be pushed to users using web push notifications.

**Credit Card Statement for Nov is Ready**  
Your credit card statement is ready. Click here to view

Site Settings

<https://yesbank.com>



iZooto is a user engagement and retention platform that uses web push notification as a communication channel.

To learn more, visit <https://www.izooto.com>