



NORTHERN

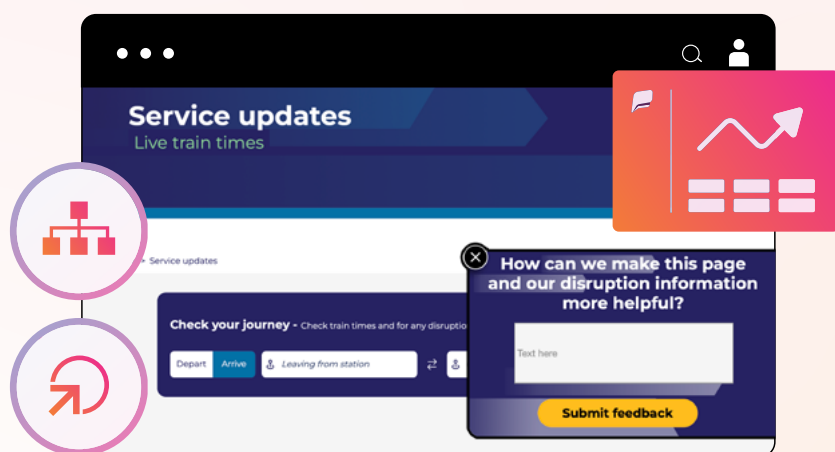
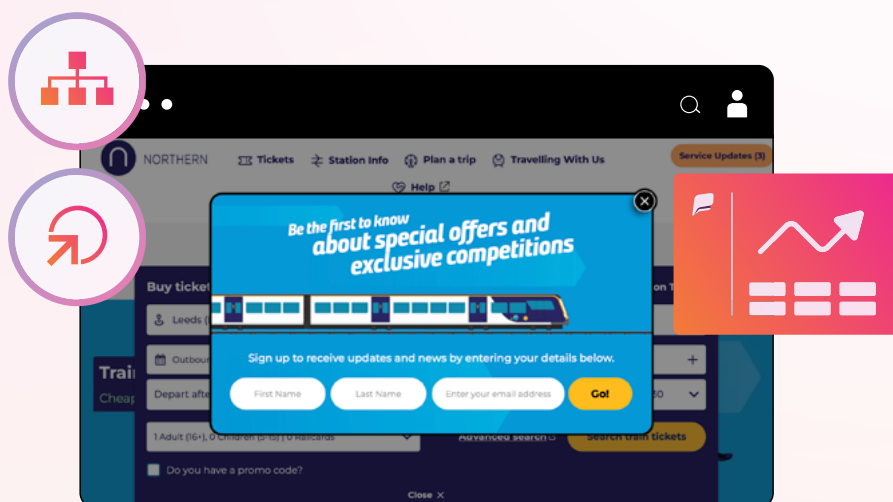
Northern Trains is the second largest train operator in the UK, they provide around 2,500 local and regional services every day to more than 500 stations across the North of England.

The Challenge

Northern had two main goals: increase email sign ups and gather information from their users on the Services Updates page, to improve the way disruption information was presented with the end goal of redesigning the look and functionality of the page.

The Solutions

Fanplayr proposed two complementary strategies to drive lead generation. The first deployed an overlay widget targeting users at the point of abandonment, while the second introduced an embedded widget on key pages to encourage sign-ups.



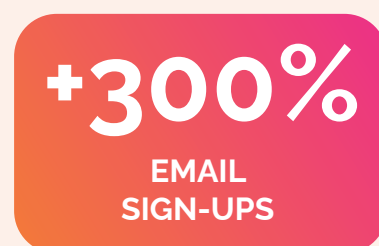
To gather user feedback on the service page, Fanplayr's Creative Team designed a subtle slide-out toaster widget.

This featured an expanded first view to capture attention, the option to minimize for less intrusion, and a text box for open-ended feedback. Once a user submitted feedback or closed the widget, it was suppressed to prevent repeat display.

The Results

Within the first month of launch, email sign-ups surged by 300%.

The survey widget proved invaluable for capturing real-time user feedback and even attracted the attention of Transport Focus, who praised the innovative approach.





We've been working with Fanplayr for over a year now and have been impressed with their high levels of service and proactivity. From the first month we saw an improvement in performance, especially in our lead generation where Fanplayr increased email signups via our website by 300%.

More recently, their survey widget gathered meaningful feedback from our website users which enabled us to implement necessary changes on our site. We were pleased to receive appreciation from Transport Focus for this strategy.



Alisha Kelly

Senior Digital Marketing Executive
Northern

Fanplayr uses behavioural data and AI to help businesses boost sales and engagement on e-commerce and web platforms. By analysing user behaviour in real time, Fanplayr enables personalised marketing, improves conversion rates, and retargets visitors effectively to drive revenue growth.

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