

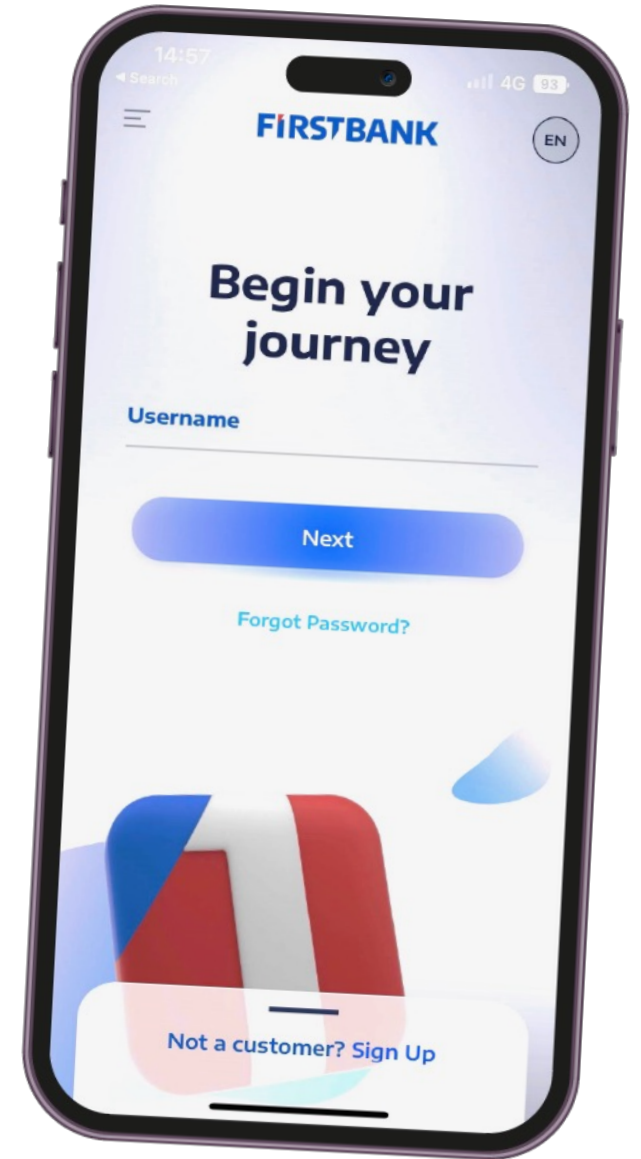
CASE STUDY

AI-Powered Conversion Rate Optimization for Mobile Banking App



Footprints

FIRSTBANK



Overview

First Bank (J&C Flowers & Co.) strives to provide its customers with a better customer experience and high-quality financial services by looking for new and innovative solutions. To ensure this, First Bank Romania has created a mobile banking application that provides users with increased flexibility, convenience, and control over their finances.

Despite the high number of app downloads, only a small percentage of users signed up for accounts and completed other desired actions. First Bank decided to use Footprints' cutting-edge AI models to improve the user experience and increase the likelihood of conversion among its users.

Duration
(Months)

3

48% Conversion
Rate Increase

Before Footprints

Drop-off or abandonment is a common issue in mobile banking app development. At First Bank, **87% of the mobile banking app users** abandoned the onboarding process, while **the conversion rate was approximately 13%**.

Thus, the main problem that First Bank faced was a low conversion rate. Footprints analyzed and identified several potential issues preventing users from converting, following a clear & straightforward process:



Conversion
Funnel Analysis

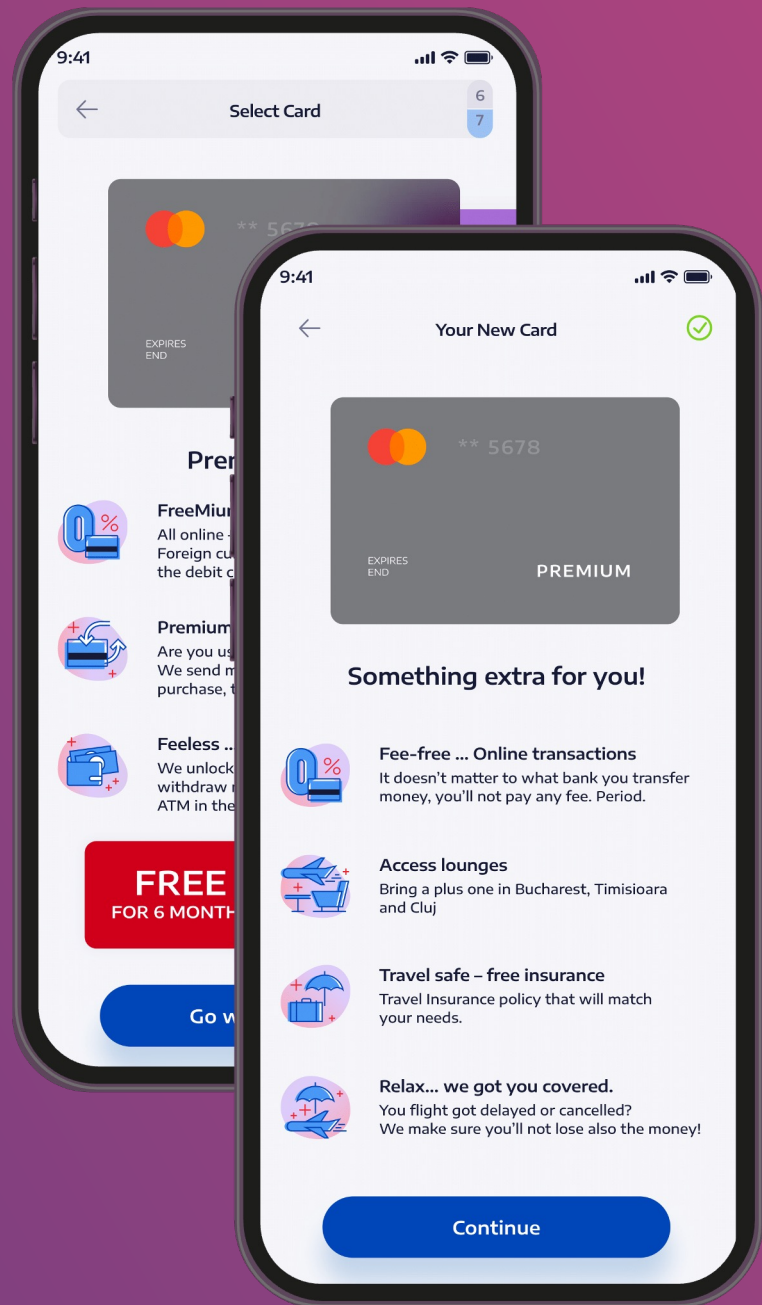


Automated
Retargeting Flows
Setup



Testing &
Optimizations





After Footprints

48% ↑

Conversion Rate Increase

-37%

Cost per Conversion

❓ The conversion rate for a mobile banking app is a metric that measures the percentage of app users who take a desired action, such as signing up for an account.

It is calculated by dividing the number of conversions (e.g. account sign-ups) by the total number of app users and expressing the result as a percentage.



Mihai Ivanescu
CEO, Land Rover & Jaguar Romania



With Footprints, we know what our customers want and react much faster and more correctly.

We have clarity on how each brand (Jaguar and Land Rover) is perceived online.



I think Footprints for ASIROM and our customers is like having Uber's automation platform. Everything is automated and personalized by Artificial Intelligence.



Cristian Ionescu
CEO, ASIROM - Vienna Insurance Group



I am really very proud to know you, and I am very confident in making this recommendation.



Ionut Stanimir
CMO, BCR - Erste Bank Group



With Footprints, First Bank manages to achieve significant growth and enhance the bank's ongoing customer focus.

That means improving our customers' experiences and offering banking products with greater financial benefits.

Anca Petcu

Chief Operating Officer, Vice President

FIRSTBANK



Ricardo Rosa
Chief Innovation Officer
Sonae Sierra



Our Conversion Rate Optimization (CRO) Strategy & Tactics

Footprints used a mix of technology and processes to significantly impact the mobile banking onboarding funnel performance while improving customer engagement. We successfully implemented the following:

- ✓ **AUTOMATED RETARGETING FLOWS ON MOBILE BANKING FUNNEL**
- ✓ **RETARGETING CAMPAIGNS USING FOOTPRINTS' CHANNEL RELEVANCE SCORE AI CAPABILITY**
- ✓ **CROSS-SELL & UPSELL RETARGETING FLOWS ON MOBILE BANKING FUNNEL**

Footprints' cutting-edge AI models **understand and predict** users' behavior, making the retargeting flows on the mobile banking funnel convert customers more profitably.

Channel Relevance Score (CRS) is one of Footprints' AI capabilities that allowed First Bank to target & convert the right users on the right channel and at the right moment – while increasing customer satisfaction levels with personalized and curated content.

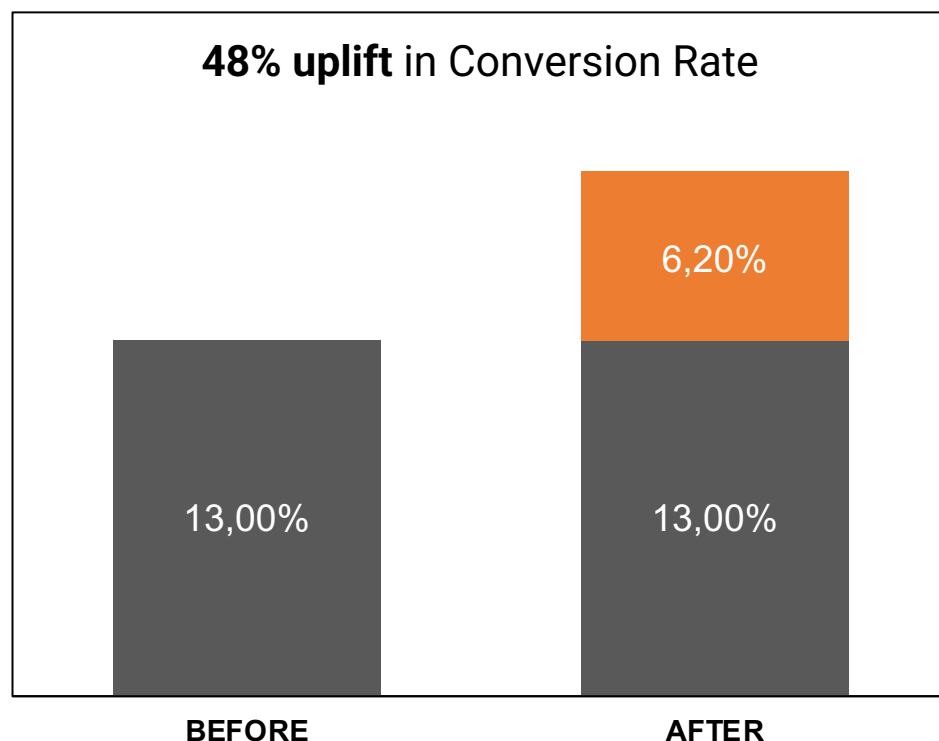
Based on Footprints' predictive capabilities and a great understanding of user behavior, First Bank's cross-sell and upsell retargeting flows address real customer needs for the right audiences at the right time on their journey.

Microsoft Azure - Our core pillar for continuous innovation.

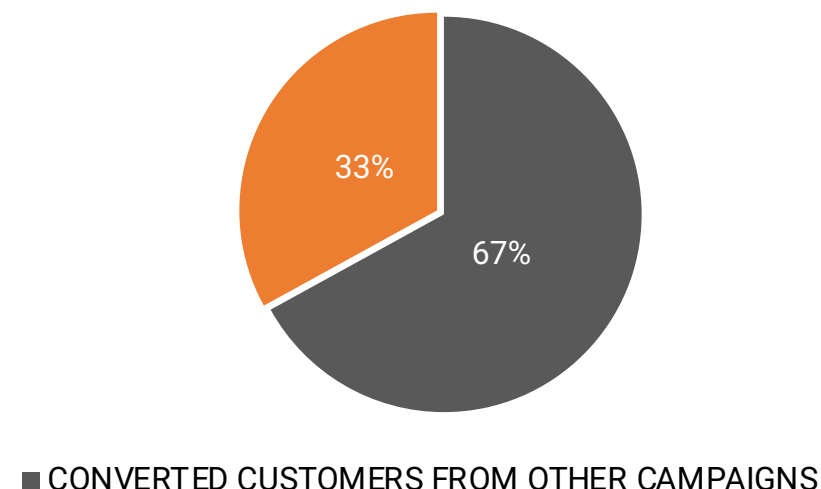
Behind Footprints' success in near-real-time profiling, retargeting flow automation, and continuous innovation is Microsoft's Azure - a reliable, powerful and robust place for us to easily deploy, manage and scale our applications and services.

Results after 3 months

Over the course of 3 months, Footprints' AI-powered retargeting flows significantly improve the conversion rate and user satisfaction, as seen below:



Converted customers from Footprints' campaigns



About Footprints

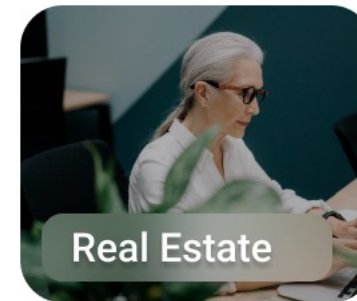
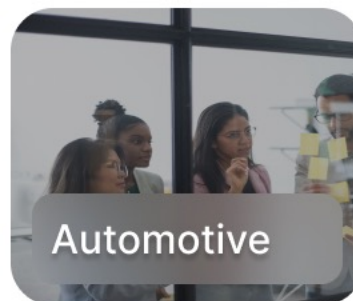
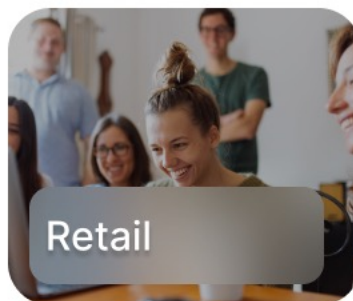
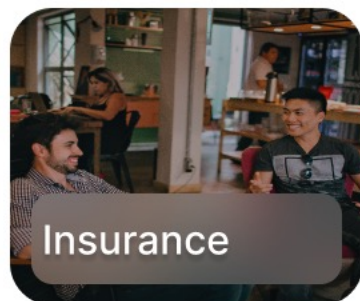


Footprints is one of the most advanced AI-Native Retail Media platforms worldwide that understands, predicts, and influences the complete path to purchase of customers.

Since 2017, Footprints has pioneered AI technologies that enable retail companies to:

- Convert customers more profitably using location data & AI
- Become the brand of choice in local communities
- Expand more profitably into new local communities

While successfully addressing all retail verticals:





Capitalize on the
rise of the AI now!

