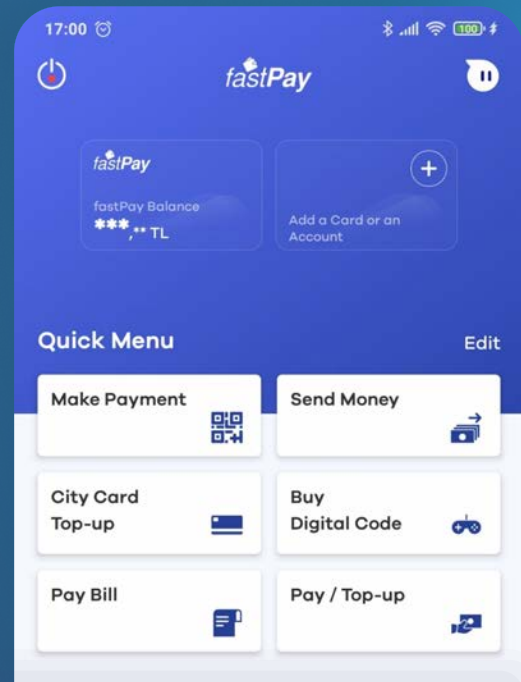


How fastPay increases its CTR by 55% and boosts its financial transactions



What is fastPay?

fastPay is an application that allows you to make your banking transactions whenever and wherever you want, without any transaction fee.



Challenge

Users were not completing some transactions and they exited the screen without completing the process in the mobile application because of some struggles.

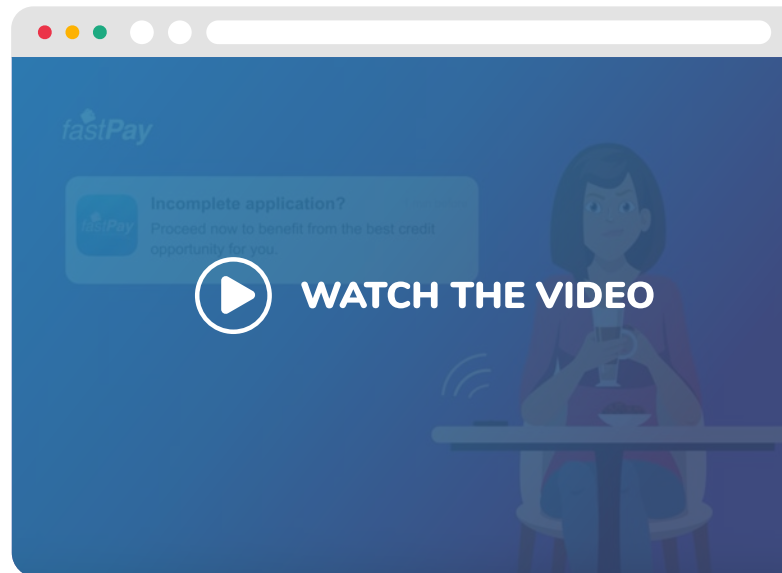


Solutions

Instructions were sent with Fastpay's push notification automation when users faced problems. Users' struggle points and conversion tendencies while experiencing Fastpay were analyzed with the data storytelling method.

We won

The Best Marketing Automation Technology award in MarTech 2023 and were shortlisted for the MMA Smarties Competition in EMEA Region for Data Insights and Impact categories with NEOHUB / fastPay. Here is the recap of the great work we accomplished together!



Results

%80

The efficiency of the communications increased by almost %80 and

%55

the in-app click-through rate increased by %55



Fastpay's complaint rate has also decreased.

2X

Fastpay's conversions doubled.

Testimonial



“We were facing some issues regarding our users not completing some transactions. To solve this problem, we partnered with Netmera to send out push notifications with help instructions when users faced problems using the application. This allowed users to quickly complete all their financial transactions. **The efficiency of the communications and revenue increased highly after this.** Netmera was compatible with us and enabled quick and effective solutions to our problems.”

Rıza Doruk Ercan

Head of GrowthHub



“We made manual work dynamic with various automation scenarios we made. As a result, we both gained from manual working time and directed this time to more valuable and different areas.”

Burak Urus

MarTech Manager

Let's create something amazing.

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