# Maximizing New Feature Visibility: DenizBank Leverages In-App Messages & A/B Testing

DenizBank

DenizBank is one of the leading banks in Turkey. Since its establishment, it has been committed to innovation and technology.

MobilDeniz is a mobile banking application that enables DenizBank customers to perform their daily banking transactions quickly through their mobile phones.

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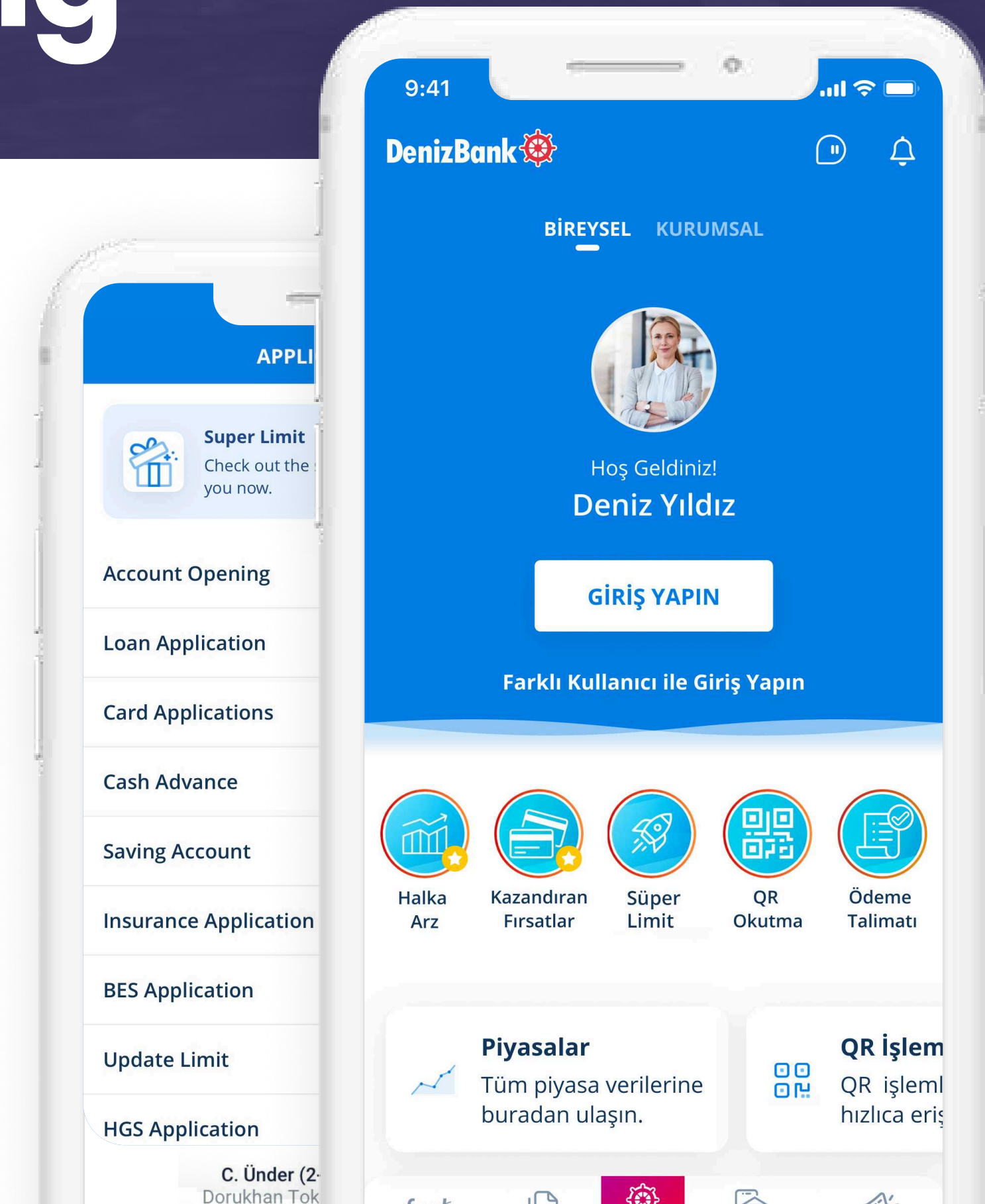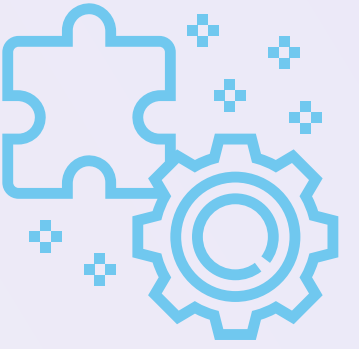
Challenge

DenizBank wanted to promote a newly introduced app feature and boost its adoption. They aimed to do this by adding a story push to the quick menu area on the pre-login screen, the only space they could position within the application. However, these communication methods failed to highlight the feature's benefits or capture user attention. Many users also struggled to locate the new feature within the app.


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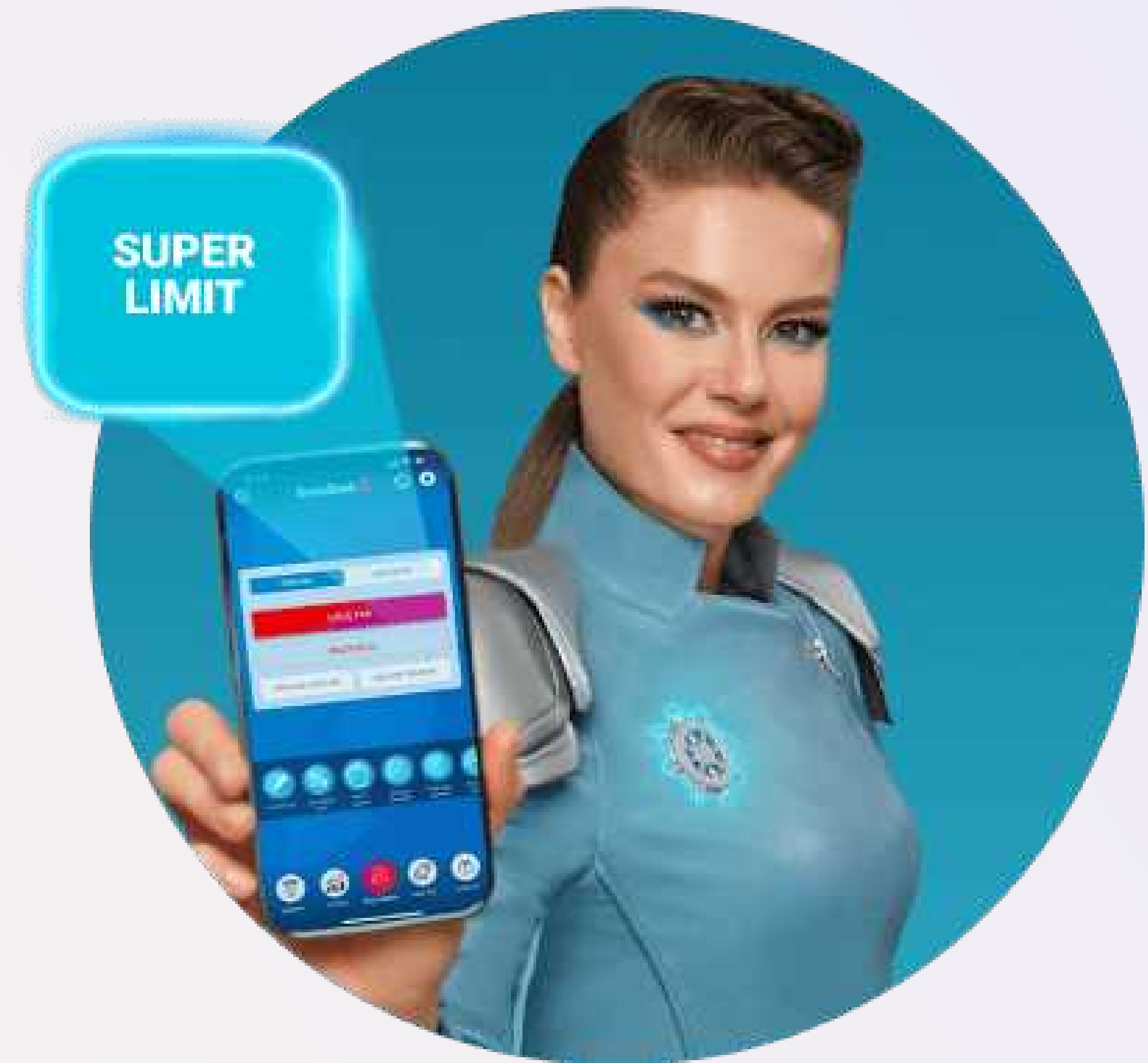
Solutions

DenizBank decided that the most effective communication method for introducing the Super Limit feature to users was a pop-up that would appear as soon as the user opened the application.

They utilized In-App Messaging and A/B Testing to:

- Quickly design and publish in-app messages without relying on IT.
- Run A/B tests to find the most optimal screen for in-app message placement.

By using Netmera's pop-up product that can be positioned anywhere, DenizBank completed the design and integration through the panel and quickly introduced the Super Limit feature. They progressed by running A/B tests to determine where it could get the highest conversion by displaying pop-ups in different areas to introduce the feature to its customers.

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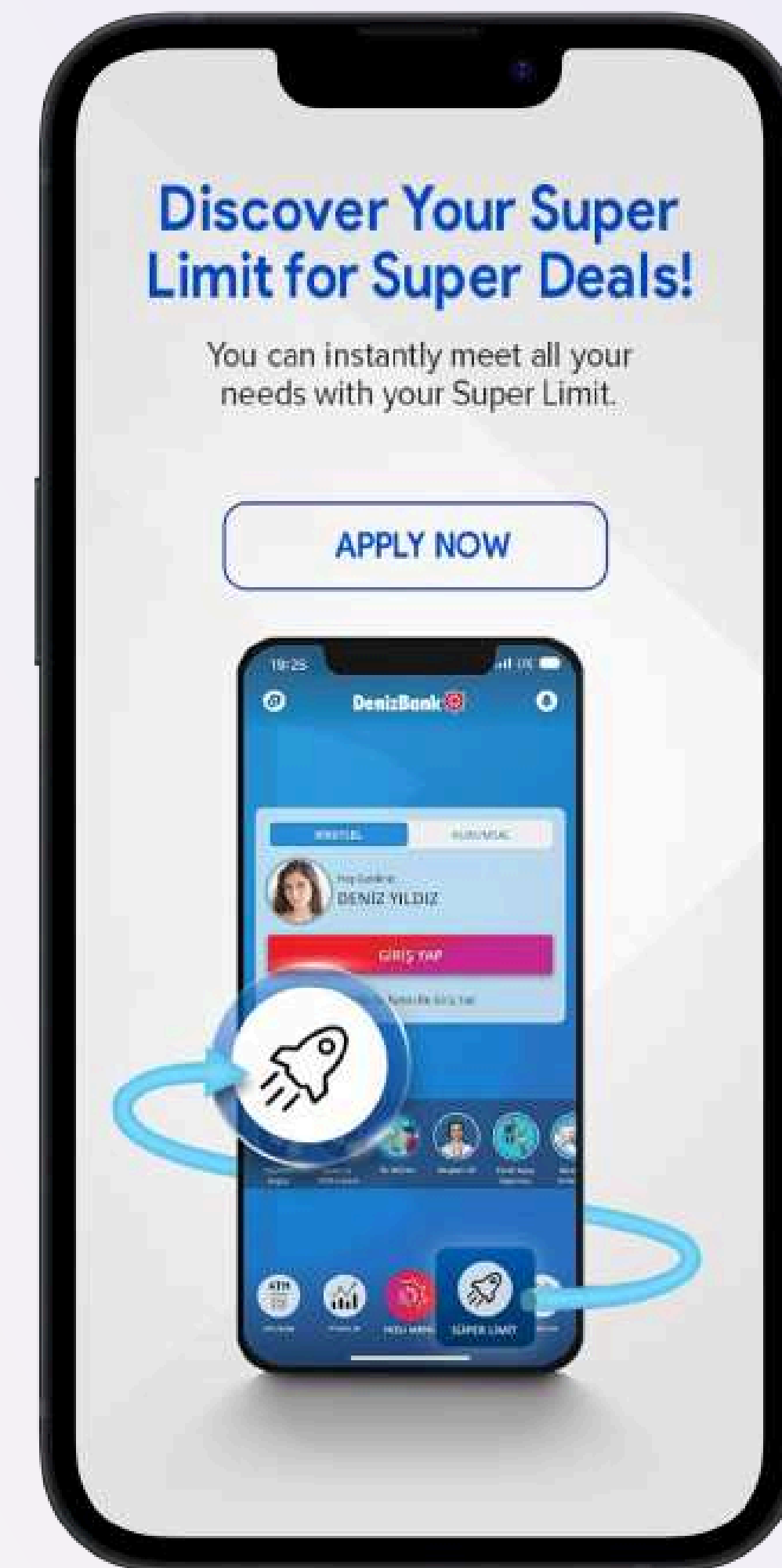
Results

DenizBank A/B tested different pop-up placements on different screens of the app. They found out that the winning screen was the login screen. So they selected the login screen to display messages immediately upon app launch before users log in.

34K
Increased Super Limit application 34K to 357K since the start of this initiative in May

200K
By November, the monthly average application numbers reached 200K

10X
CTRs increased by 10X leading to an increase in the visibility of the Super Limit feature

4X
Card sales increased by 4X

6X
KMH (Consumer Loan) sales increased by 6X

7X
Loan disbursement numbers increased by 7X

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Testimonial

"We used Netmera for the promotion of DenizBank's new Super Limit feature. Its user-friendly dashboard and precise in-app message placement capabilities made it the ideal tool to reach users at the right place and boost awareness of our new feature."

Yalçın Yalınkılıç

SVP – Digital Sales and Marketing

netmera

Connect better with your users

+90 850 757 83 21

info@netmera.com

www.netmera.com

www.linkedin.com/company/netmera

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