

Power to Convert Building Societies

Power to Convert – a unique software that saves substantial marketing time and budgets by automating the key areas of online banking customer attraction, acquisition and retention.



89% of building societies are underperforming online

Leakage is one of the biggest issues facing building societies online – attracting customers but not managing to retain them. Research shows that 89% of building societies are underperforming online at a serious cost to their marketing budgets.

An automated solution plugging revenue leaks

Marketing software developer RealMarketFinder.com has created its unique analysis software **Power to Convert** to directly address the leakage of financial services marketing revenues. **Power to Convert's** automated predictive solutions pinpoint the greatest opportunities to turn visitors into customers and leads.

“ *Power to Convert cut average customer acquisition costs by over £700,000 per annum based on £3.6m marketing spend.* ”

Pinpoints opportunities for customer conversions

Power to Convert pinpoints where the greatest opportunities lie to plug revenue leaks and increase conversions.

Building societies can quickly and at a greatly reduced cost, understand where to improve or tweak their website to achieve the greatest impact on customer acquisition, retention and cross selling.

Answering critical questions

- **Where should we invest online to have the greatest impact?**
Automatically identifies actions to improve customer acquisition and retention rates
- **What activity and stats are critical and what should we monitor?**
Access to expertise in online retail banking to identify the right online KPIs to monitor to maximise online applications and lead generation
- **How do we compare to benchmarks?**
Accurate and automated tools to rate your societies online activity against the benchmark
- **How can we reduce time sourcing KPI updates from a wide range of online analytics and internal systems to monitor our conversions?**
Creates one online KPI dashboard to graphically report on your critical conversion data using just one login.



Marketfinder

Identifying the relevant KPIs and benchmarking for building societies

Power to Convert is a proprietary software that rates a building society under 100 distinct conversion indicators, all of which directly impact on a website's ability to generate business applications and customer leads. Combined with industry benchmarks, this automated detailed analysis allows **Power to Convert** to identify a building societies critical KPIs. They can then quickly understand where best to focus resources online to achieve the greatest impact to increase customers and maximise marketing spend.



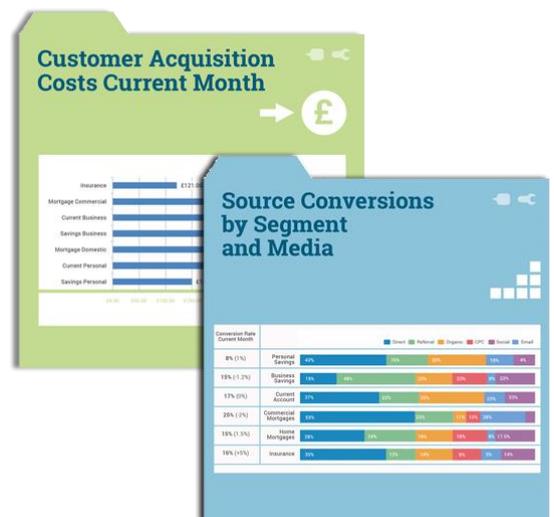
Simplicity – a live KPI dashboard

The **Power to Convert** identified KPIs are transferred onto a simple dashboard giving 24/7 live updates on website activities that monitor conversion rates as they happen. The **Power to Convert** dashboard has been described as an intelligent octopus, its tentacles drawing relevant data from each distinct analytic source that underpins a building society website. This is presented as live information in clear graphic form. These graphic KPIs display actual performance against target and provide visibility to compare with industry benchmarks.

“Power to Convert impact on conversion rates can deliver new customers with an ALV of £225m from a budget of £3.6m in 12 months”

60% time savings

Already users of **Power to Convert** report up to a 60% saving in time previously spent on sourcing management information on website performance when using this new software. The efficiencies achieved by **Power to Convert** show that smaller companies can save up to five times their annual subscription while larger organisations can get considerably greater economies of scale from the software.



The small print

Power to Convert is a cloud based solution that can pull all relevant conversion data from core banking technology systems. It then combines this with website analytics to provide comprehensive conversion insights.



The **Power to Convert** development team has accumulated over a century's worth of hands-on knowledge of digital marketing and converting business online. The algorithm they've developed, that underpins **Power to Convert** works by automatically hunting down the greatest opportunities within the customer conversion process – and identifying opportunities. Action can then be directed to these areas with an immediate positive impact on costs while increasing the speed and agility needed to retain business from potential website customers.

Benefits summary

- Take the guess work out of maximising online business
- Pinpoints greatest opportunities to increase online customers and leads
- Benchmarks performance and provides a rating
- Quickly identifies the most important KPIs to monitor
- One login, one password to access all relevant KPI data
- Visual representation of KPIs and customised reporting
- Zeroes in high or under-performing marketing activity
- Automatically suggests immediate action to improve conversions

...although smartphone penetration is at almost 75% in the UK, only 15% have optimised their websites for mobile.

Transform UK



Quick and easy

The **Power to Convert** dashboard constantly monitors the most important KPIs and suggest actions to be taken to maximise business opportunities and address any identified potential problems. Such actions might include A/B testing of different versions of an underperforming landing page or to zero-in on marketing initiatives or campaigns that are delivering higher than normal conversions. Allowing the business to quickly capture insight and repeat what works. **Power to Convert** wins business by helping building societies win business. Think of us as part of your marketing and sales team.

Talk to us.

For more information or to book a free demonstration please contact Andrew Mooney Business Development Marketfinder

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