

# Marketfinder

## Power to Convert Banking

**Power to Convert** – a unique banking software that turns website traffic into customers and leads.



**89% of retail banks are underperforming online.**

Missing revenue-generating opportunities online is one of the biggest issues facing retail banks – attracting customers but not managing to sell to them. Our research shows that 89% of retail banks are missing opportunities to convert business online.

### An automated solution plugging revenue leaks

Marketfinder has created its unique analysis software **Power to Convert** to directly deliver an uplift in customer conversions. **Power to Convert**'s automated predictive solutions pinpoint the greatest opportunities to plug revenue leaks and maximise business from existing website traffic.

“ *Power to Convert delivers an uplift in website customer acquisition of 24%* ”

### Pinpoints opportunities for customer conversions

Banks can quickly and at a greatly reduced cost, understand where to funnel efforts to achieve the greatest impact on customer acquisition, retention and cross selling.

### Identifying the relevant KPIs

**Power to Convert** is a proprietary software that rates a retail bank under 100 distinct conversion indicators, all of which are proven to directly impact on a website's ability to generate business applications and customer leads. This automated detailed analysis allows **Power to Convert** to identify a bank's critical online KPIs.



## Answering critical questions

- **Where should we invest online to have the greatest impact?**

Automatically identifies actions to improve customer acquisition and retention rates

- **Where and how do we dramatically reduce abandonment rates?**

Pinpoints actions to drop abandonments

- **Where and how can we optimise leads and customer contact?**

Zeroes in on opportunities to generate leads

- **What activity and stats are critical and what should we monitor?**

Access to online retail banking expertise identifying the right online KPIs to monitor for maximised online applications and lead generation

- **How do we keep on top of the most important revenue generating activity?**

Continues to highlight potential opportunities and suggest actions to deliver business

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## Simplicity – a live KPI dashboard

The 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 bank's website. Actions are suggested to focus on optimising high performance within the website or to respond where targets are falling behind.



## Talk to us

For more information or to book a demonstration, please contact

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