

Northmill Increased Conversions By 15%

15% ▲

CONVERSIONS



INDUSTRY

Diversified Financial Services

COMPANY SIZE

51–200 employees

LOCATION

Stockholm, Sweden

VWO Engage and Northmill

Northmill is a financial technology company, focusing on consumer banking services. Based in Sweden, with offices in Finland and Poland, the product line consists of consumer loans through two brands – Easycredit and Credigo, as well as an all-digital flexible credit line – Credway

As of 2018, Northmill has reached close to 300,000 customers. Within the coming months, Northmill will launch the fourth brand – Rebilla, that will offer everyday banking services such as a MasterCard, mobile transactions and international transfers.

Objective

Northmill's primary objective was to increase product awareness among customers and website visitors without overloading them with information, using concise push notifications.

Challenge

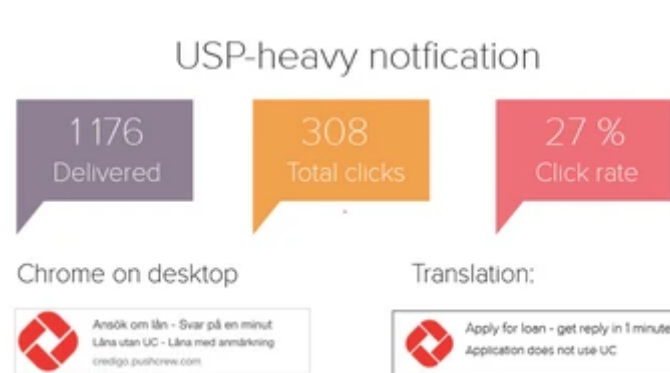
At Northmill, Christoffer Lundberg works as a Content Marketer, and leverages content to get maximum conversions. One of his main challenges was to find a way to win back visitors who didn't convert, whilst building a good subscriber-base

With web push notifications, they wanted to make:

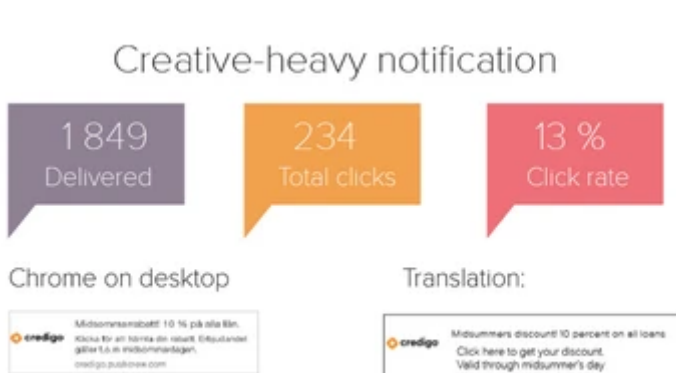
- Visitors aware about their campaigns,
- Increase their conversion rate, and
- Improve customer retention.

Solution

Christoffer experimented with multiple push notifications to figure out what works best for the website. Since push notifications have a character limit, it made sense to use them to just talk about Northmill's USP (Unique Selling Point) that is most urgent to many customers. The notification emphasized on how fast Northmill's application process is, and this made the promoted action very clear.



They tried notifications without a clear USP as well, and there was a noticeable drop in the click rate. With the following notification, Christoffer realized that it is important to grab subscriber attention in the first few words itself, otherwise the notification wouldn't perform well.



Northmill had been using other push mediums, like emails and text messages, which were already performing very well. But, they had never experimented with push notifications before. As soon as they started using VWO Engage, they were blown away by the platform's capabilities and the possibilities of engaging with their customers in an effective manner.

The initial opt-in numbers were amazing. Over **6000 people opted-in** without much effort, and there was an incredible **conversion rate of 15%**. Push notifications gave Northmill the potential to interact with people who showed interest in their product, in a more intuitive way.

Conclusion

At the moment Northmill's opt-in trigger has been set up on the home page, since it has a higher conversion rate as compared to other pages. It took them time to upgrade to a Premium account, in order to use the **Segment Creator** to create segments and personalize their communication for their audience.

One major concern with Push Notifications was [the factor of perceived privacy invasion](#), that had to be avoided. Since Push Notifications are pretty new to the customer in their browser settings, there is a lack of knowledge on their part. The customers are unaware of what data is being collected. Christoffer wanted to make sure that the information Northmill sends out in Push Notifications doesn't seem invasive.

Would you like to learn more about Conversion Optimization?

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