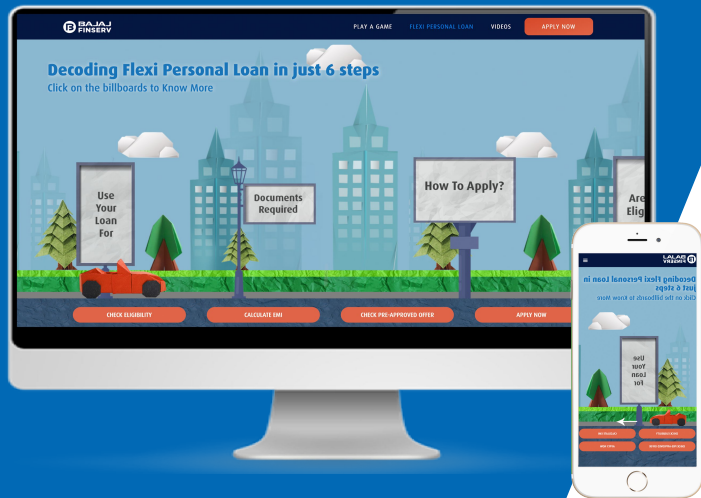


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Innovative Landing Page
with Martech Gamification

Who are they?

Among the most diversified NBFCs in the country, Bajaj Finserv has a long history of serving millions of customers in the financial services space by providing solutions for all their financial needs through financing, general insurance, life and health insurance and retirement and savings solutions.

The team at Bajaj Finserv works keeping one goal in mind - to get their customers what they need in less time, less effort, so that all their life pursuits are hassle-free.

What did they?

Sometimes, to drive empowerment, financial support is needed. Which makes the concept of personal loans a boon for many. But, **loans have long been thought of as a dry and boring topic of discussion.**

The team at Bajaj Finserv thus **wanted to flip this scenario and let people know this process can be fun.**

They wanted to **educate the consumers about the newly launched Flexi Personal Loans, through the digital medium.**

How did we help?

Our team at 1702 Digital realised that since the Flexi Personal Loans had not been released online, the **target audience did not comprehend the product well.**

Thus **educating the consumer was of prime importance.** But since this topic was not something considered exciting, they had to think of a way to **make this information sharing process, something that would delight them.**

So they **devised a fairly innovative content tech solution for maximum interactive engagement.**

How did we help?

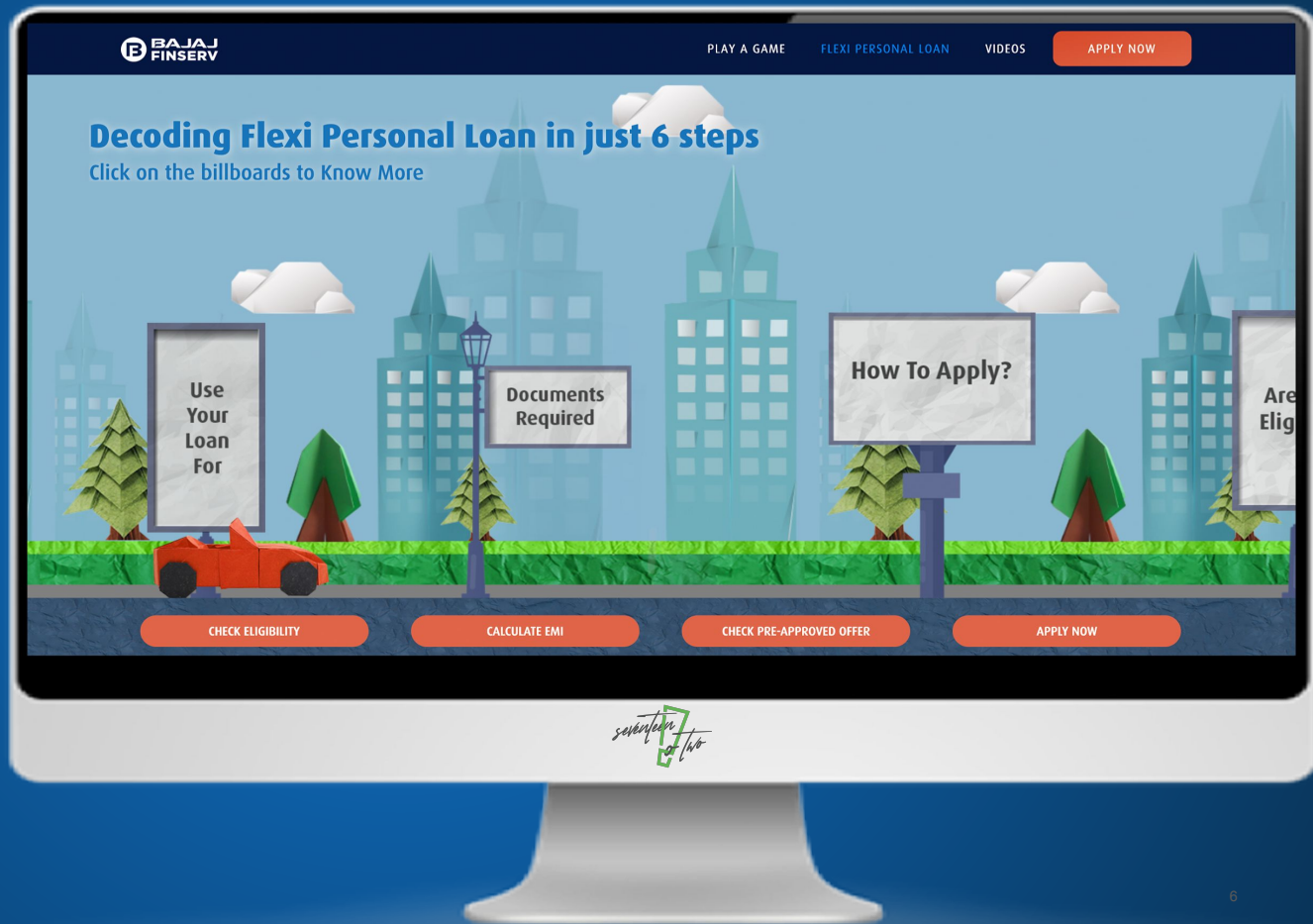
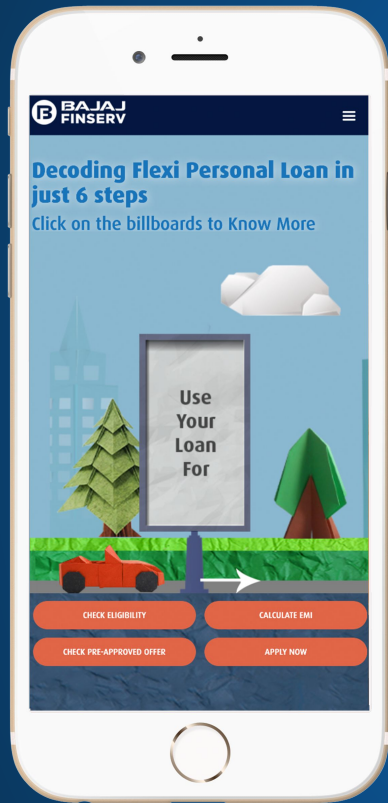
Our team **created a landing page** for Flexi Personal Loans, in order to boost the engagement of the reach and session.

This landing page **carried a game** curated by us to establish a connection with the audience and keep them on the page for longer.

The landing page flow was created with the campaign introduction **“Achieve Goals Kyunki #LoanFlexibleHai.”** along with the game.

Along with this, the landing page also **comprised user-generated content**, providing more reasons for them to engage.

Users would also have to fill in their personal details in order to play the game, giving the brand a higher chance of lead generation.



Results

- The first of its kind gamified landing page in the BFSI Personal Loan category not only boosted the **conversions up to 7x** but also **boosted page engagement by 55-60%**.
- This main objective of the campaign, which was to educate and create traffic, **engagement and longer session period was achieved**.
- Which made it even better to see the game leading to a record of **organic interactions in an average session time by 260%**.

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