

CASE STUDY PERSONAL LOAN USAGE - 2

TEB BNP Paribas trusts Mall IQ Location Intelligence Platform to deliver its campaigns to the customers at the right time and location, increasing its credit card usage.



2.3% notification-to-purchase on the personal loan campaign.



THE CHALLENGE

TEB BNP Paribas is a strategic partnership of TEB, one of Turkey's deeply-rooted financial institutions and BNP Paribas, which has a presence in 74 countries and which today is the world's seventh-biggest asset manager and the Euro area's number one bank.

TEB BNP Paribas wanted to execute a location based real-time campaign to increase their personal loan sales. The campaign targeted customers who visited construction markets and the offering was a personal loan via CepteTEB, their mobile app, with an expedited approval process of maximum 2 hours.

The message wording was specifically designed for home construction financing needs.



MALL IQ SOLUTION



TEB BNP Paribas easily integrated Mall IQ SDK into their mobile app and immediately started using the location based campaign management tools provided by Mall IQ.

TEB BNP Paribas team designed their location based real-time campaign using Mall IQ Campaign Management Dashboard.

The push notifications of the campaign are delivered to the customers when they visited a construction market.



THE RESULTS

With Mall IQ solution, out of the 8532 customers targeted, 2.34% of the targeted customers took the personal loan offer.

TEB BNP Paribas reached out only to the customers at the right time and location and managed to sell personal loans to the customers that would most probably not have been interested in a personal loan for home construction financing needs under usual circumstances.



TEB BNP Paribas achieved **2.3% notification-to-purchase** on the personal loan campaign.

Mall IQ, Inc. is a San Francisco based location intelligence company focused on the development of scalable indoor and outdoor location based analytics and engagement platforms.

Mall IQ empowers payment & banking, retail, loyalty and e-commerce apps to understand their customers' behavior in shopping malls and high-streets and engage them with relevant messages at the right time and location to monetize offline purchase intent.

Founded in 2015 in Silicon Valley, CA, Mall IQ, Inc. develops cutting edge, scalable, location-based engagement, analytics & AI platforms.

Mall IQ has customers in 6 countries including USA, Turkey, Middle East and Asia.

