

# NotifyVisitors

Real Time

Intelligent

Omni-channel &

Cross- device

**Growth Marketing Cloud**

Increase  
Sales


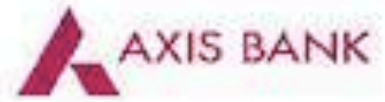

100%

Increase  
Engagement

500%



# Clients

BROCKING	  
MUTUAL FUND	  
INSURANCE	  
BANK	   
HOUSING FINANCE	  
TRAVEL	   
SOFTWARE	  
ECOM	  
FMCG	  



**10 000+**  
Customers



**25+**  
Languages



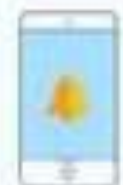
# COMPLETE MARKETING STACK

## Customer Engagement Software

Use NotifyVisitors Customer Engagement Software to engage your web and app users.



WEB PUSH



APP PUSH



PWA BUILDER



CHATBOT



WEB BANNER



WEB SURVEY



MOBILE BANNER



MOBILE SURVEY



EMAIL & SMS



NET PROMOTER  
SCORE



LEAD FORM



AMP DEVELOPMENT

## Conversion Rate Optimisation software

Track, Analyse user behaviour with NotifyVisitors CRO Software to enhance your website conversion rate.



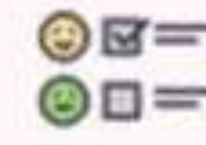
AB TESTING



HEATMAPS



PERSONALISATION



FORM ANALYSIS



SPLIT URL AB  
TESTING



USER SESSION  
REPLAY

## Analytics

Use Analytics Software to analyze and evaluate your progress, and optimise as you



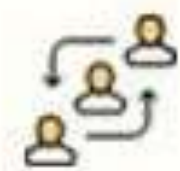
JOURNEY BUILDER



ATTRIBUTION  
TRACKING



SEGMENTATION



UNIFIED USER  
PROFILE



CO-HORT



FUNNEL

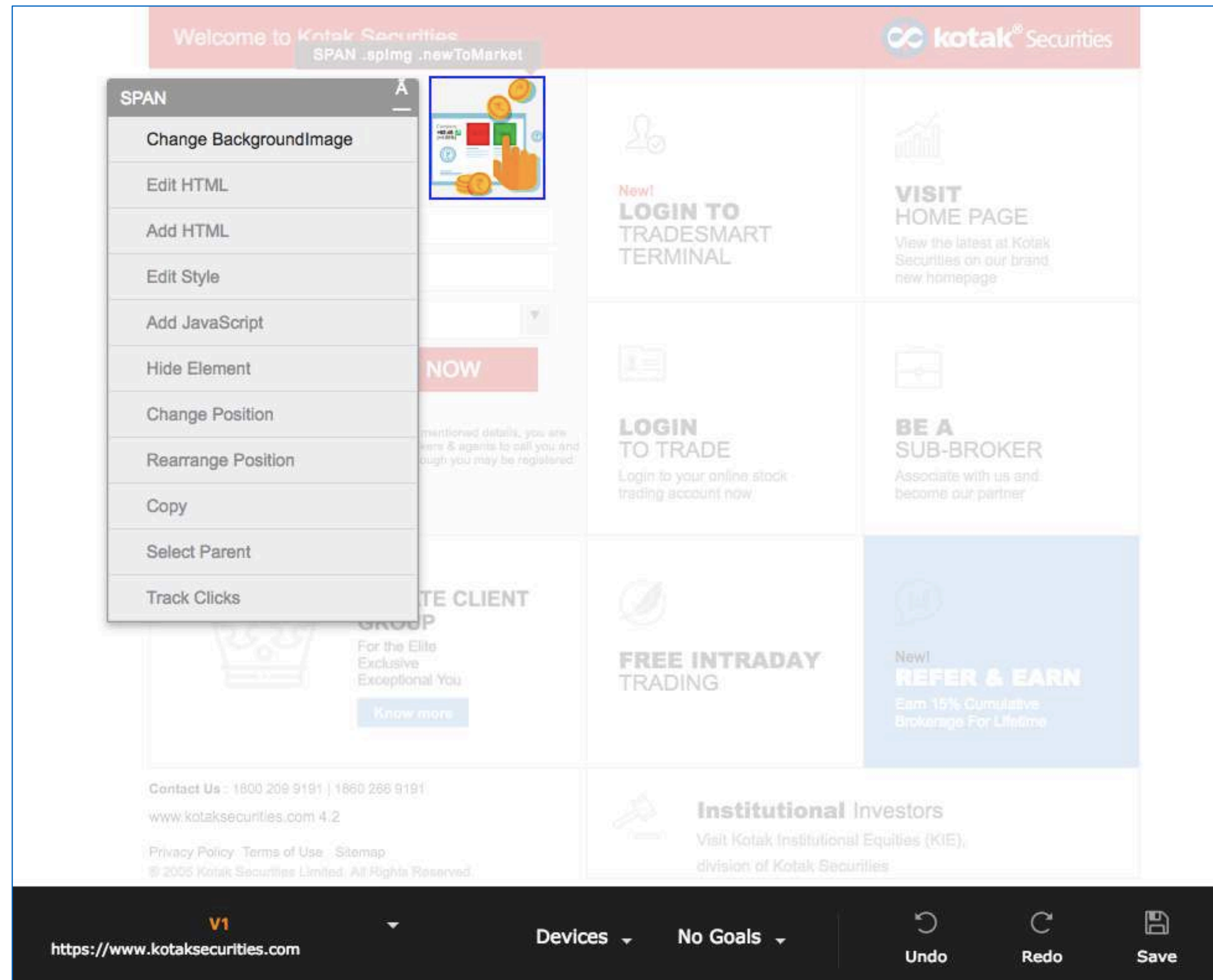
COMPETITOR  
ANALYSIS  
CUSTOMER  
EXPERIENCE  
CLOUD

		Adobe	Oracle	NotifyVisitors
Engagement Channels	App (Push, Banner, Survey, Install / Uninstall, Geo fencing, attribution)	X	X	√  One Comprehensive platform to meet all requirements
	Web & Mobile web (Push, Banners, Surveys, lead forms)	X	X	
	Email & SMS	Campaign suite	Responsys	
	Display Marketing ( DMP & CDP )	Media optimiser	Responsys	
	Journey Builder	X	X	
	Progressive Web App (PWA)	X	X	
	Chatbot (Voice bot)	X	X	
Personalisation  Conversion rate optimisation	Visual Editor to create personalised web pages without code change	Target	Maximyser	
	AB Testing	Target	Maximyser	
	Heatmaps (Click, Hover, Scroll)	X	X	
	Session Recording	X	X	
	Form Analysis	X	X	
Data integration, Analytics & Segmentation	Look-alike modelling	Audience manager	Bluekai suite	
	3rd party data enrichment			
	Cross-device targeting			
	Online-offline customer matching			
	Buyer propensity scoring	X	X	
Refer a friend software		X	X	
Support		On demand	On demand	In built

# CONVERSION RATE OPTIMIZATION – AB TESTING & **PERSONALIZATION**

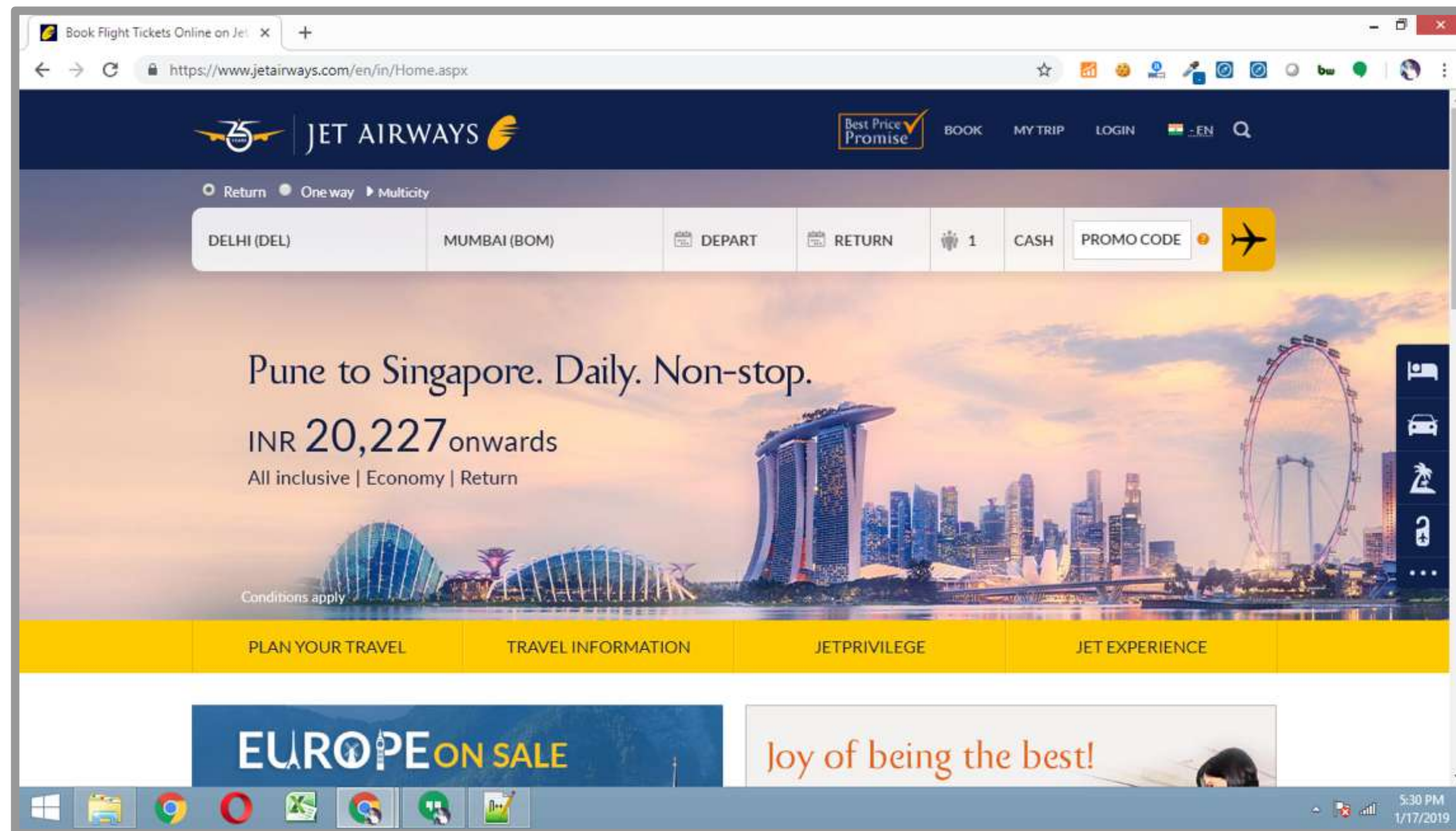


# VISUAL EDITOR – PERSONALISE WITHOUT CODING





# PERSONALISED OFFER – SEARCH HISTORY BASED

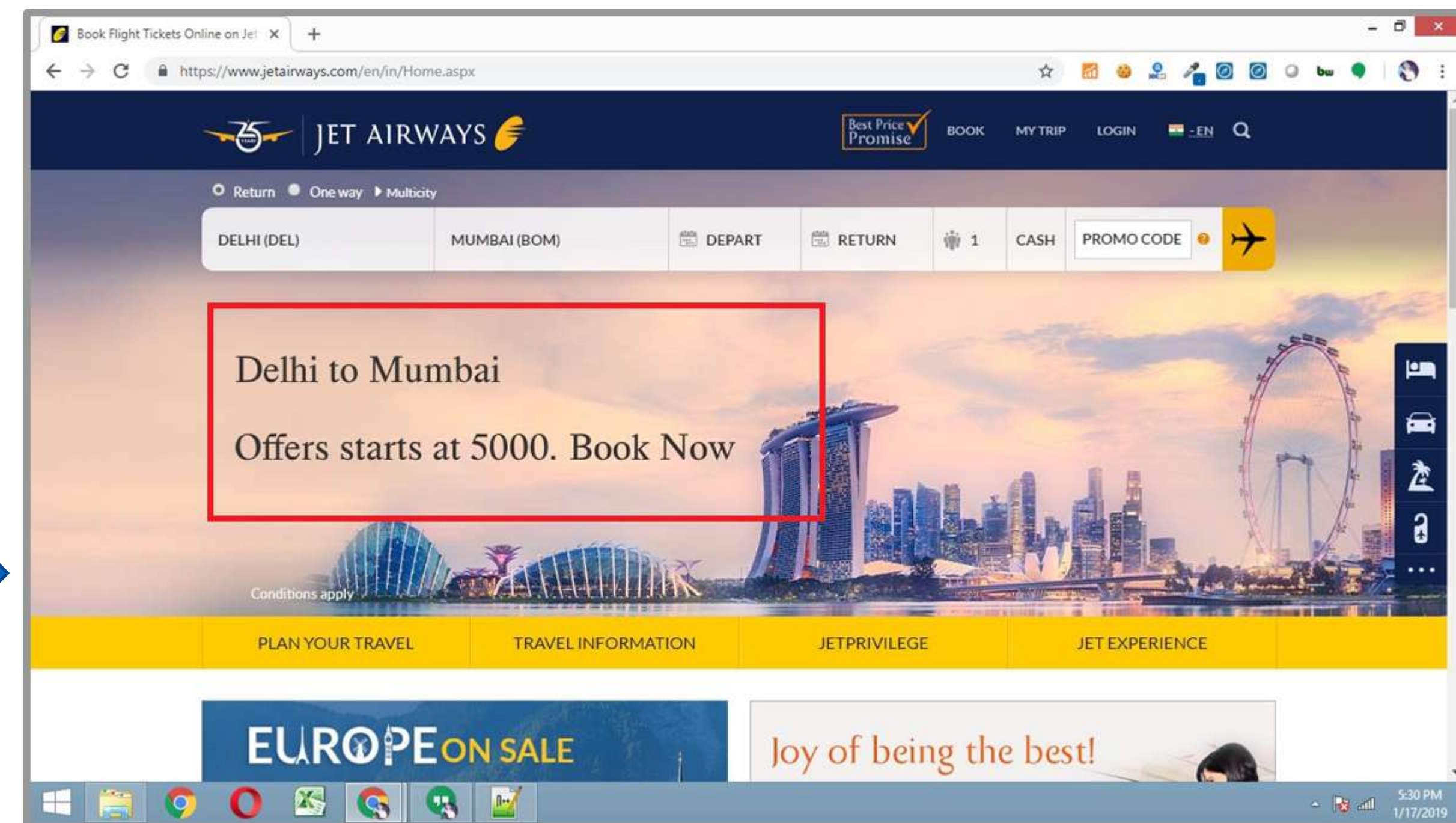


Original Page

User searches a flight from Delhi to Mumbai and drops off without the booking

Gets personalized offer based on past search on the next visit

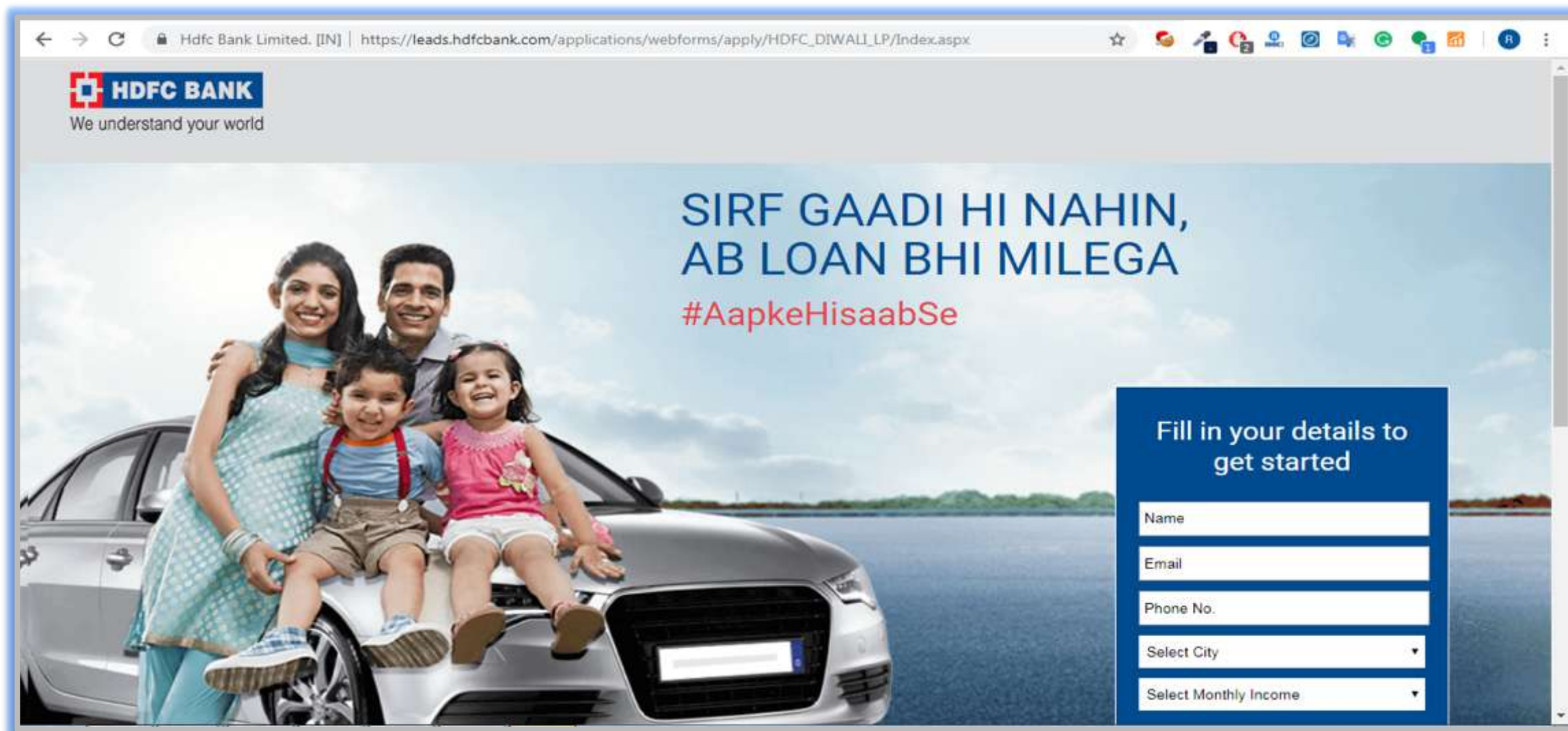
**5% increment in bookings for Jet Airways**



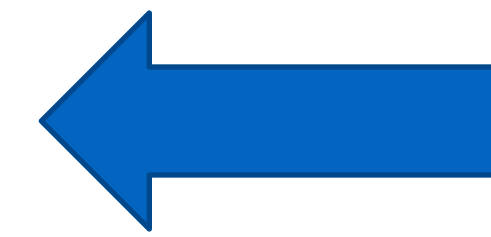
Personalized page



# PERSONALIZATION – BASED ON SOURCE PARAMETER



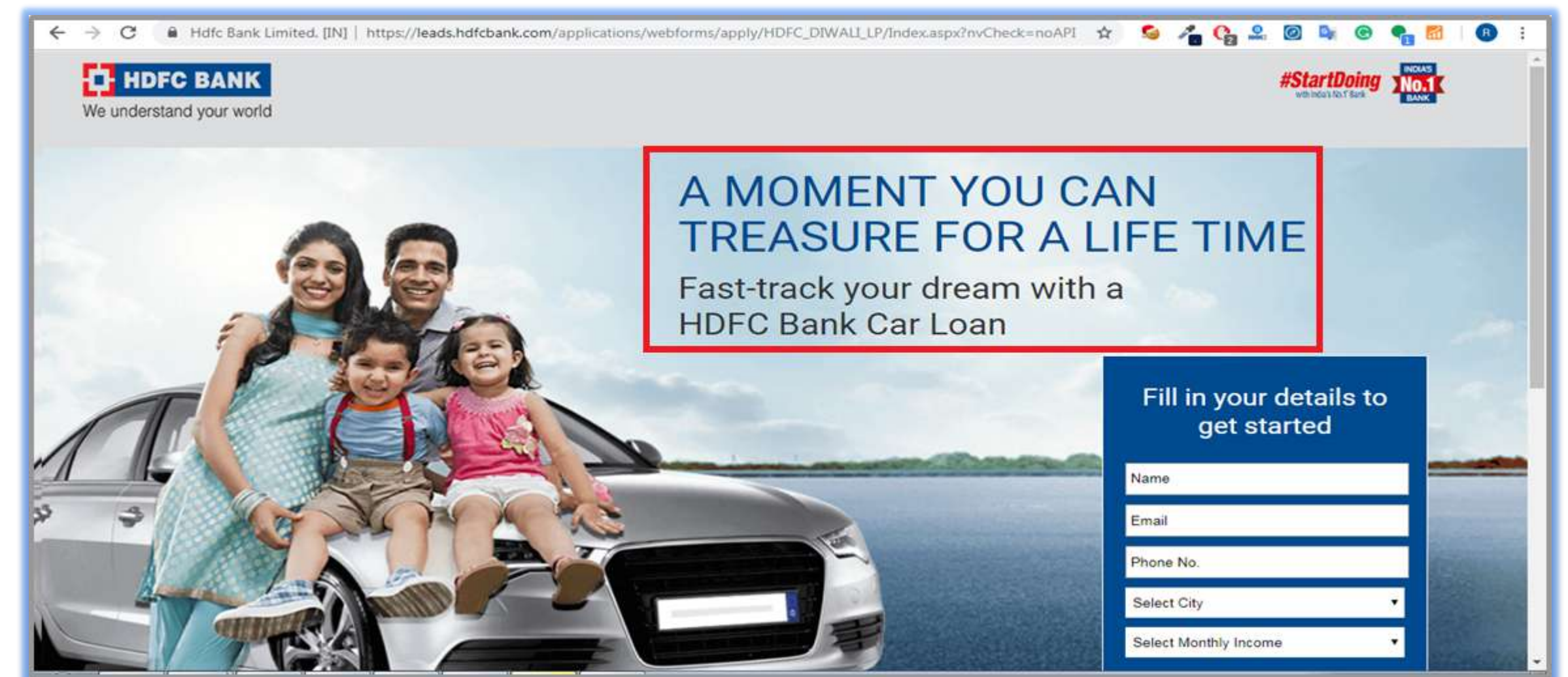
Original Page



User Coming Directly on the website.

User coming through Facebook ad is shown different content than default visitors

**10% increment in loan applications**



Personalized page



# Contextual Personalization (IndusInd Bank)

Person who loaded canadian dollars  
on first visit is shown a related offer  
on next visit

**15% increase** in conversions

The image displays a screenshot of the IndusInd Bank's IndusForex website, illustrating contextual personalization. A red arrow points from a text box on the left to a specific offer on the website.

**Website Interface:**

- Header:** IndusInd Bank logo, navigation links (HOW IT WORKS, WHY US, ABOUT US, CURRENT OFFERS, CUSTOMER REVIEWS, EXPLORE, CONTACT US), and user account options (MY ORDERS, MANAGE YOUR CARD).
- Main Content:** A large promotional banner for "TRAVELLING TO CANADA?" is highlighted with a red box. The banner text reads: "ENJOY UNBEATABLE EXCHANGE RATES ON CAD WITH THE INDUSFOREX CARD." and includes a "FREE AIRPORT TRANSFER" badge. Below the banner are three red buttons: "Buy Forex", "Reload Forex Card", and "Send Money Abroad".
- Footer:** A "REFER & EARN MOVIE VOUCHER" banner is visible on the left side.

**Order Form (BUY FOREX CARD ONLINE):**

- SELECT PRODUCT:** Forex Card
- SELECT CURRENCY:** Canadian Dollar (highlighted with a red box)
- YOU BUY:** CAD 1,000
- YOU PAY IN INR:** ₹ 51,687.60 (Rate: 51.6876)
- Buttons:** "+ ADD ANOTHER CURRENCY / PRODUCT" and "PROCEED"
- Guarantee:** "UNBEATABLE RATE" stamp and text: "Charges & Taxes extra. Final rate will be applied at the time of confirmation."
- Availability:** List of supported currencies: United States Dollar, Euro, Australian Dollar, Great Britain Pound, Singapore Dollar, Saudi Riyal, Canadian Dollar, UAE Dirham, Hong Kong Dollar, Swiss Franc, Japanese Yen, New Zealand Dollar, South African Rand & Thai Baht.
- Benefits:** "Easy and convenient card replacement" and "Get your Indus Forex Card from 400+ IndusInd Bank branches".

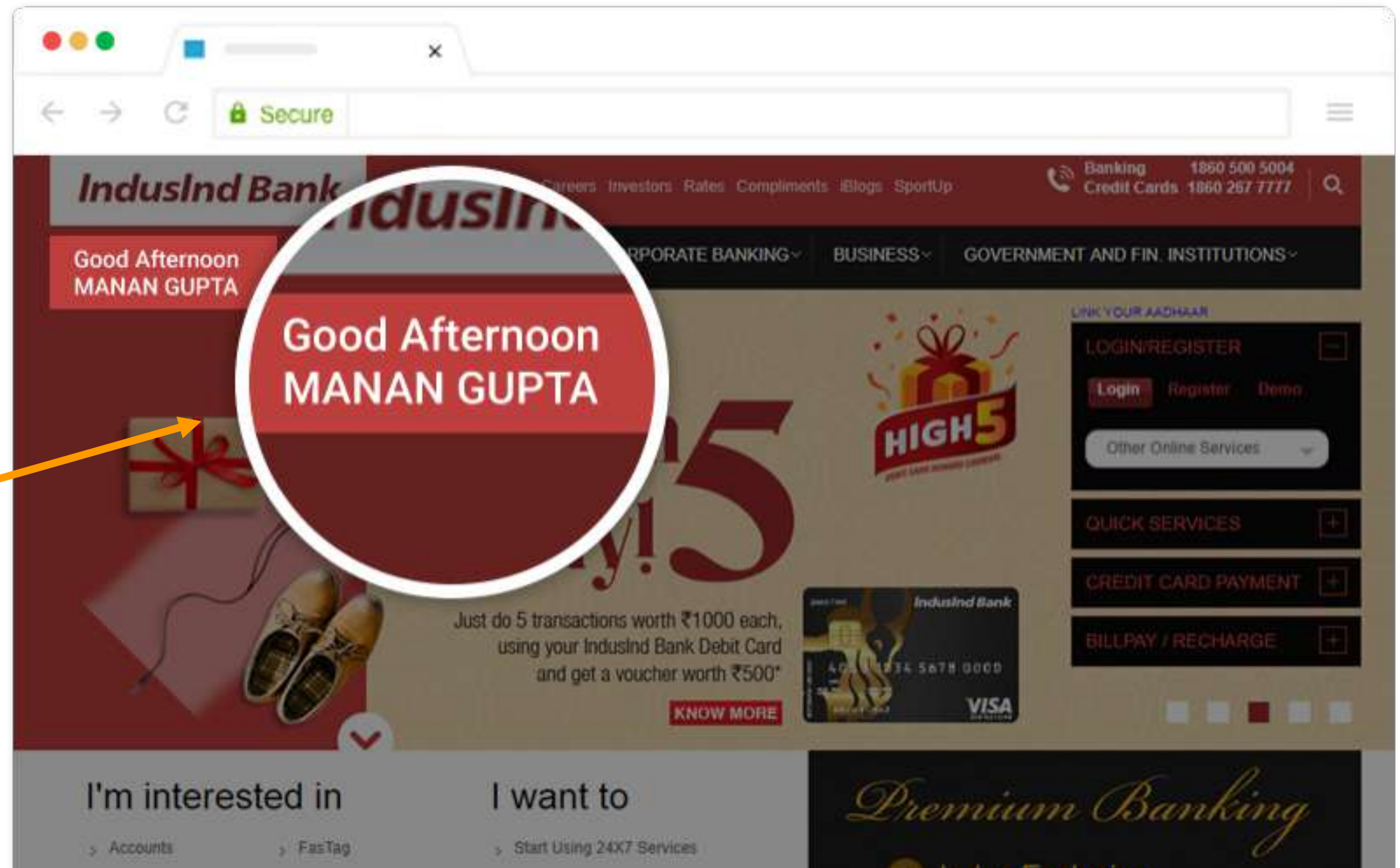
**Taskbar:** The Windows taskbar at the bottom shows the time as 5:51 PM on 12/26/2018.

**NotifyVisitors:** The NotifyVisitors logo is visible in the bottom right corner.



# PERSONALIZE EACH VISIT (NO CODE CHANGES)

**Personalised Greeting**  
to the customer on pre login  
section on his next visit based  
on his last login.





# AB Testing

AB Test with Open an account button here  
**20% increase** in leads

The screenshot shows the Kotak Securities website with a red header. The main navigation bar includes links for Trade Now, About Us, Offerings, Markets, Research, Knowledge Bank, Help, and Franchisee, along with a search bar. The NSE Index is displayed as 10,729.85 (66.35/0.62%).

The main content area features a banner for "Say Goodbye to 2018 and Welcome 2019! No Brokerage\* on 27th, 28th and 31st Dec'18" with a "Know More" button. Below the banner is a "PULSE CHART" for SENSEX, showing a line graph and the current value of 35,649.94 (179.79 / 0.51%).

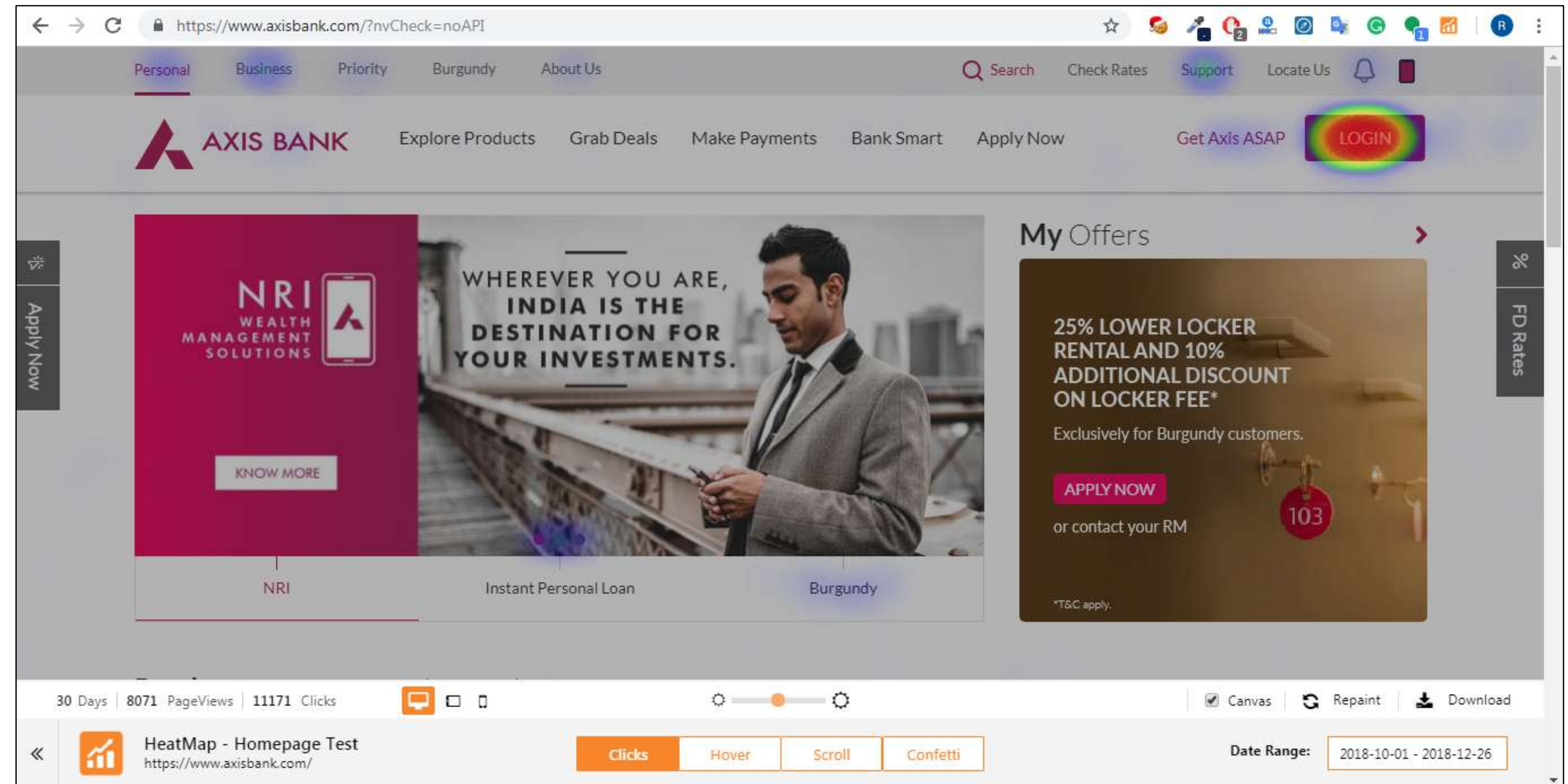
On the right side, there is a form titled "Open Free Intraday Trading Account" with fields for Full Name, 10 Digit Mobile No., and a dropdown for Mumbai. A red "SUBMIT" button is below the form. A "Chat to Open an Account" button is also present.

The "Open An Account" button is highlighted with a red box and a red arrow pointing to it from the right. The button is yellow and labeled "Open An Account".



# Visual Analytics HEATMAPS – CLICK, HOVER, SCROLL

Visual analytics to  
understand  
customer behaviour  
on the site

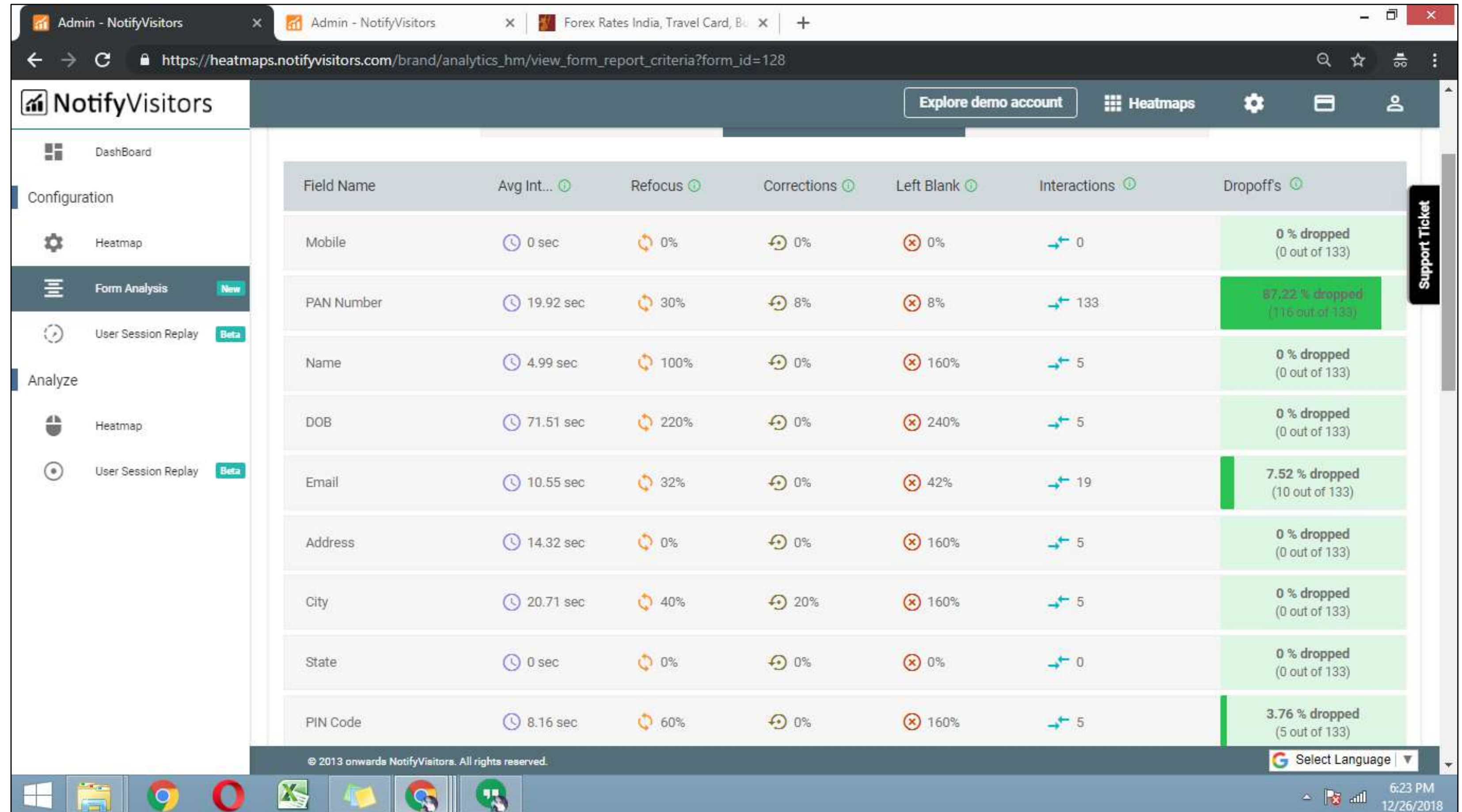




# Form Analysis - Field Interaction Data

Analyse forms at field level to understand drop offs and optimise the lead forms.

Kotak Securities **increased leads by 20%** by removing one field in the form



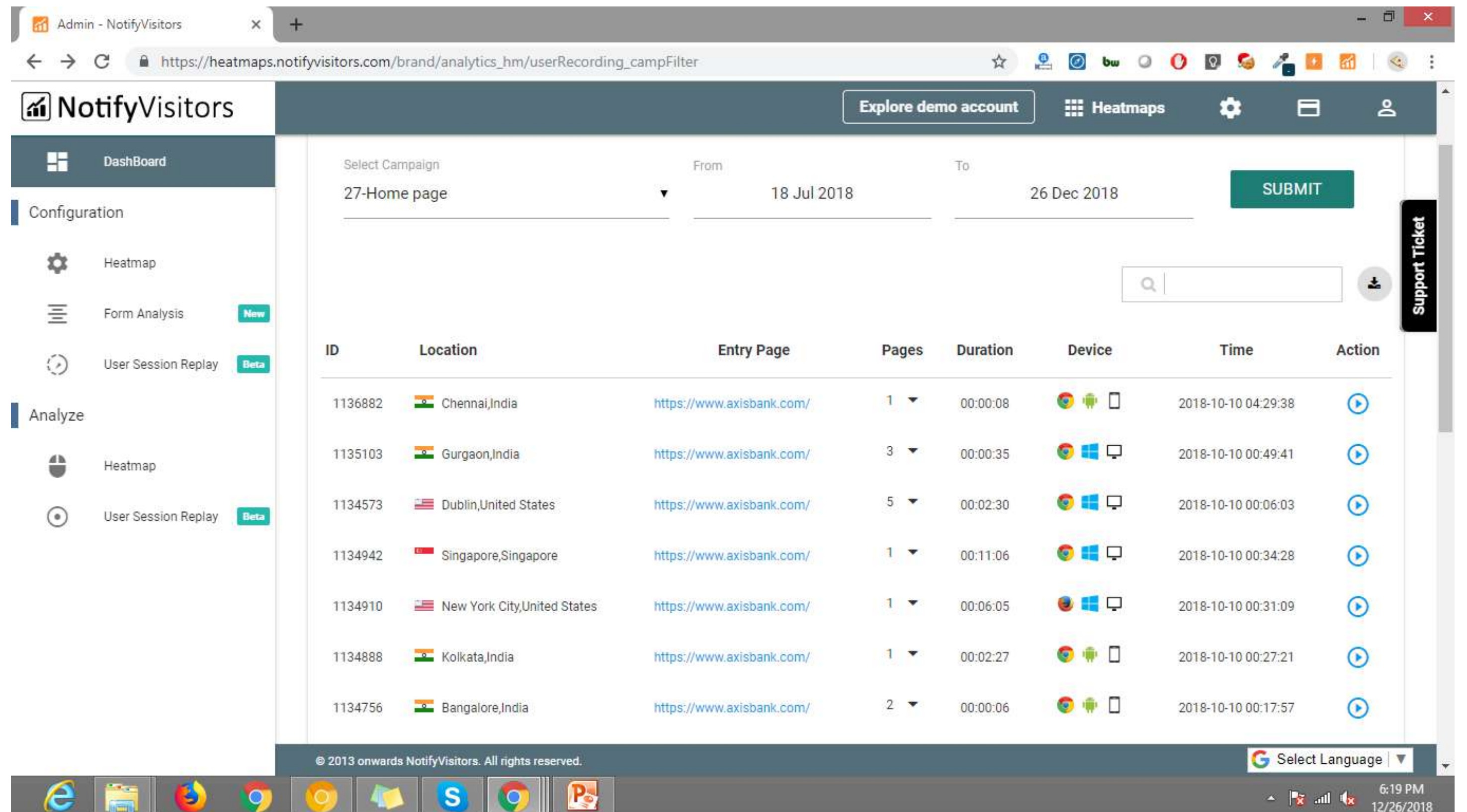
Field Name	Avg Int...	Refocus	Corrections	Left Blank	Interactions	Dropoffs
Mobile	0 sec	0%	0%	0%	0	0 % dropped (0 out of 133)
PAN Number	19.92 sec	30%	8%	8%	133	87.22 % dropped (116 out of 133)
Name	4.99 sec	100%	0%	160%	5	0 % dropped (0 out of 133)
DOB	71.51 sec	220%	0%	240%	5	0 % dropped (0 out of 133)
Email	10.55 sec	32%	0%	42%	19	7.52 % dropped (10 out of 133)
Address	14.32 sec	0%	0%	160%	5	0 % dropped (0 out of 133)
City	20.71 sec	40%	20%	160%	5	0 % dropped (0 out of 133)
State	0 sec	0%	0%	0%	0	0 % dropped (0 out of 133)
PIN Code	8.16 sec	60%	0%	160%	5	3.76 % dropped (5 out of 133)



# User Session Replay

**Link:** <https://s3.amazonaws.com/clients-tagnpin/Axis+Bank/Axis.mp4>

Analyse user session recordings to understand customer behaviour



The screenshot displays the NotifyVisitors Admin dashboard. The left sidebar contains navigation options: Dashboard, Configuration (Heatmap, Form Analysis, User Session Replay), and Analyze (Heatmap, User Session Replay). The main content area shows a table of user session recordings for the campaign '27-Home page' from July 18, 2018, to December 26, 2018. The table includes columns for ID, Location, Entry Page, Pages, Duration, Device, Time, and Action. A 'Support Ticket' button is visible on the right side of the interface.

ID	Location	Entry Page	Pages	Duration	Device	Time	Action
1136882	Chennai, India	<a href="https://www.axisbank.com/">https://www.axisbank.com/</a>	1	00:00:08	Android	2018-10-10 04:29:38	▶
1135103	Gurgaon, India	<a href="https://www.axisbank.com/">https://www.axisbank.com/</a>	3	00:00:35	Windows	2018-10-10 00:49:41	▶
1134573	Dublin, United States	<a href="https://www.axisbank.com/">https://www.axisbank.com/</a>	5	00:02:30	Windows	2018-10-10 00:06:03	▶
1134942	Singapore, Singapore	<a href="https://www.axisbank.com/">https://www.axisbank.com/</a>	1	00:11:06	Windows	2018-10-10 00:34:28	▶
1134910	New York City, United States	<a href="https://www.axisbank.com/">https://www.axisbank.com/</a>	1	00:06:05	Windows	2018-10-10 00:31:09	▶
1134888	Kolkata, India	<a href="https://www.axisbank.com/">https://www.axisbank.com/</a>	1	00:02:27	Android	2018-10-10 00:27:21	▶
1134756	Bangalore, India	<a href="https://www.axisbank.com/">https://www.axisbank.com/</a>	2	00:00:06	Android	2018-10-10 00:17:57	▶

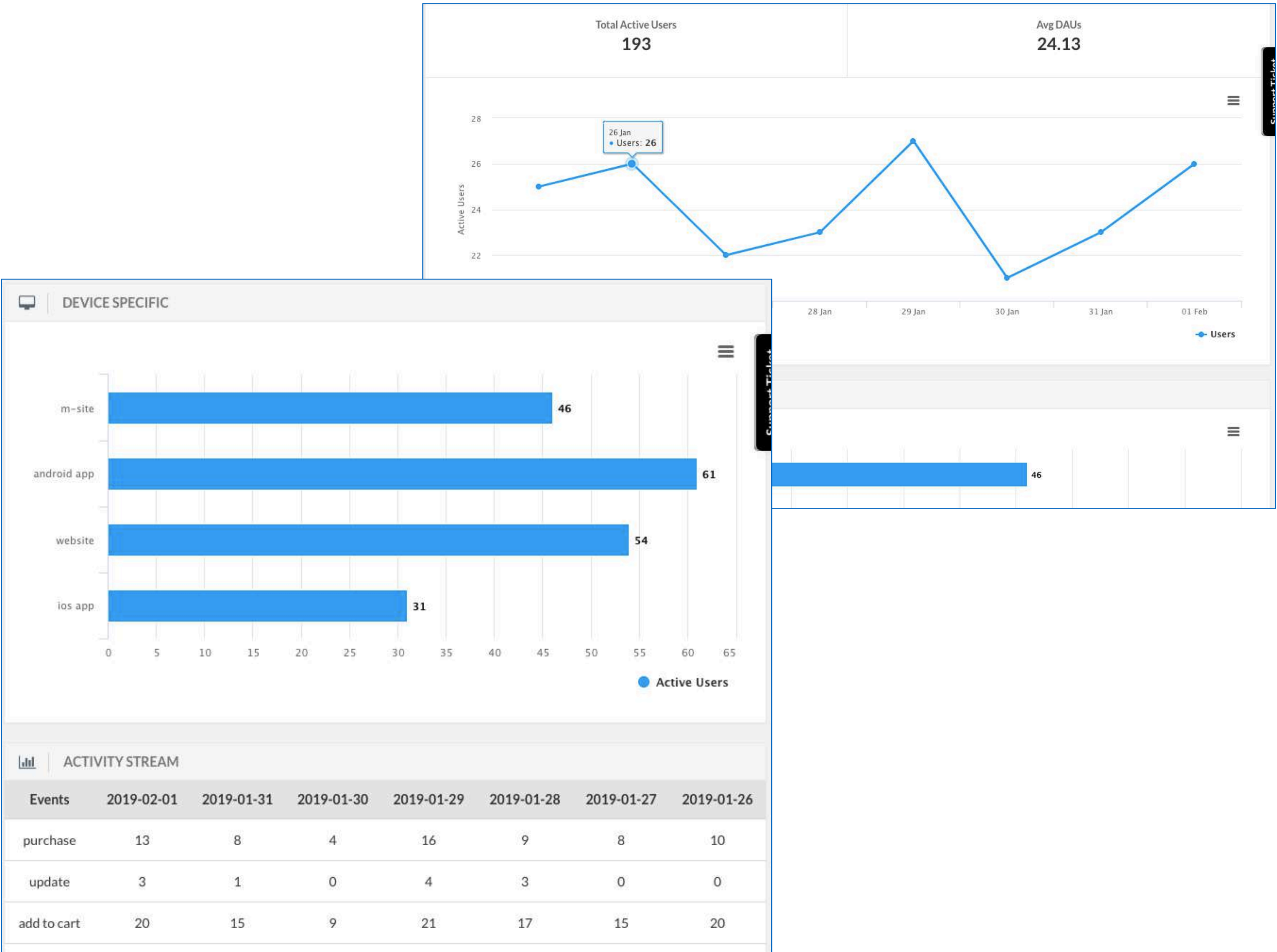


# ONE CUSTOMER VIEW – OMNI CHANNEL MARKETING SEGMENTATION & **PERSONALIZATION**



# ANALYTICS

- Funnel reports
- Cohort analysis
- Install / Uninstall tracking
- Event analytics
- Attribution





# ONE CUSTOMER VIEW

Get unified view  
of customer  
interactions with  
all digital assets

Salman Khan

salman@gmail.com

9865723421

Delhi ,India

ID 1000

PLATFORM : website,m-site,ios app

Activity

User Reachability

Devices

Attributes

Device ID

Platform

OS

Browser

Date & Time

25/01/2019 - 1/02/2019

Filter by events

Count

☐ purchase

4 times

☐ register

10 times

☐ add to cart

12 times

☐ search

15 times

☐ install

5 times

User Activity

01-Feb-2019

06:35:01

•

purchase ▾

06:20:01

•

register ▾

06:05:01

•

add\_to\_cart ▾

Anonymous Event



# SEGMENTATION

Create customer segments based on historical behaviour and run personalised push campaigns

Searched for mobile

Users Profile

(select users on the basis of system properties like country, city, language, browser)

Attribute

country

Condition

Include

Value

Select attribute Va...

+

Update

Users Behaviours

(select users on the basis of their activity)

Events performed in

In last

Number of days

7

Group Conditions

☒ Any Rule can satisfy

☐ All rule must satisfy

Rule : 1

Delete

People who

did performed

Select event

search

Attributes - keywo...

Include

mobile

Segment Definition

Reach Users Via

Web Push


App Push

EMAIL

SMS

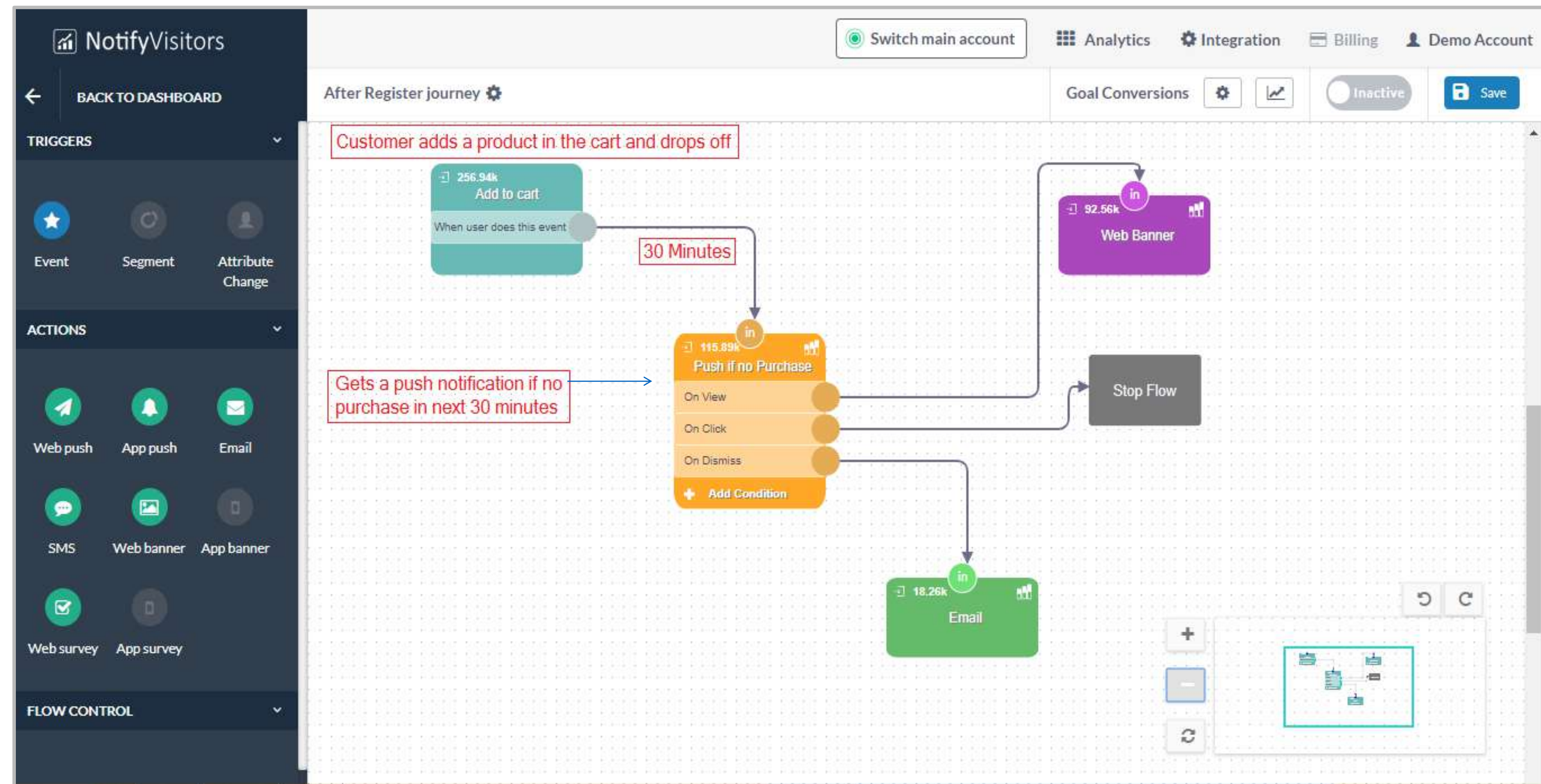
Campaigns

No campaigns.

 NotifyVisitors



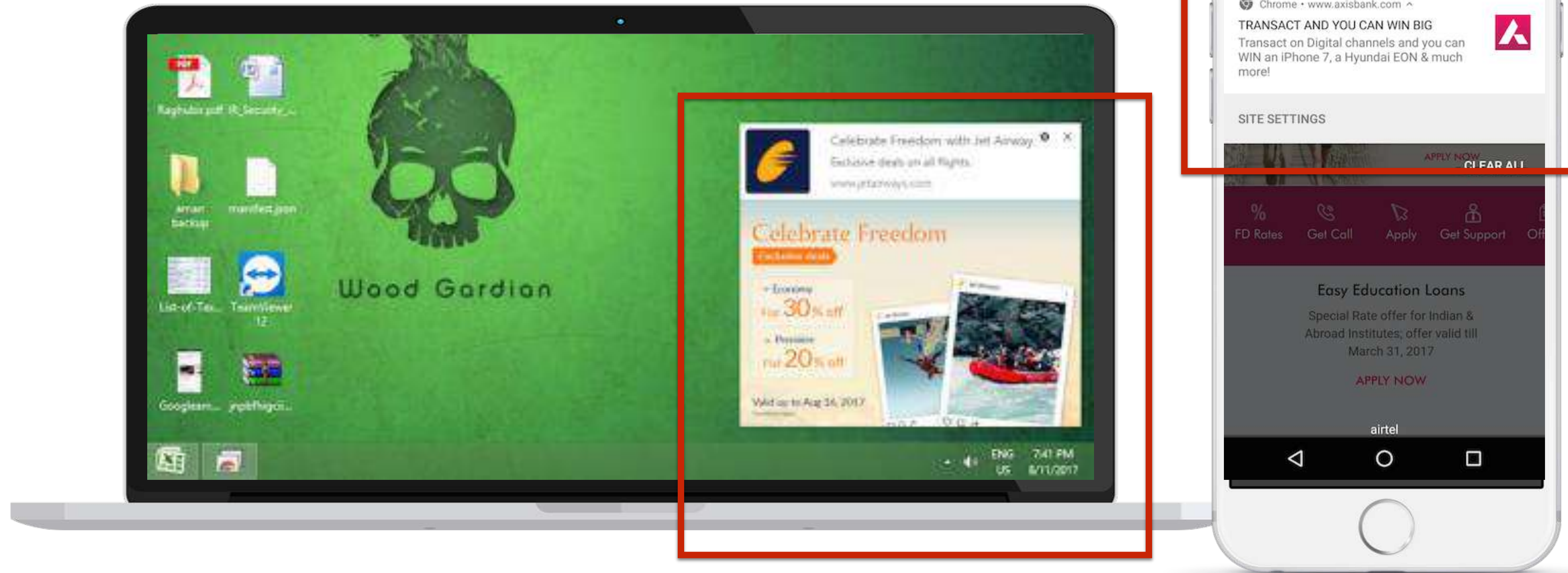
# VISUAL CAMPAIGN & JOURNEY BUILDER





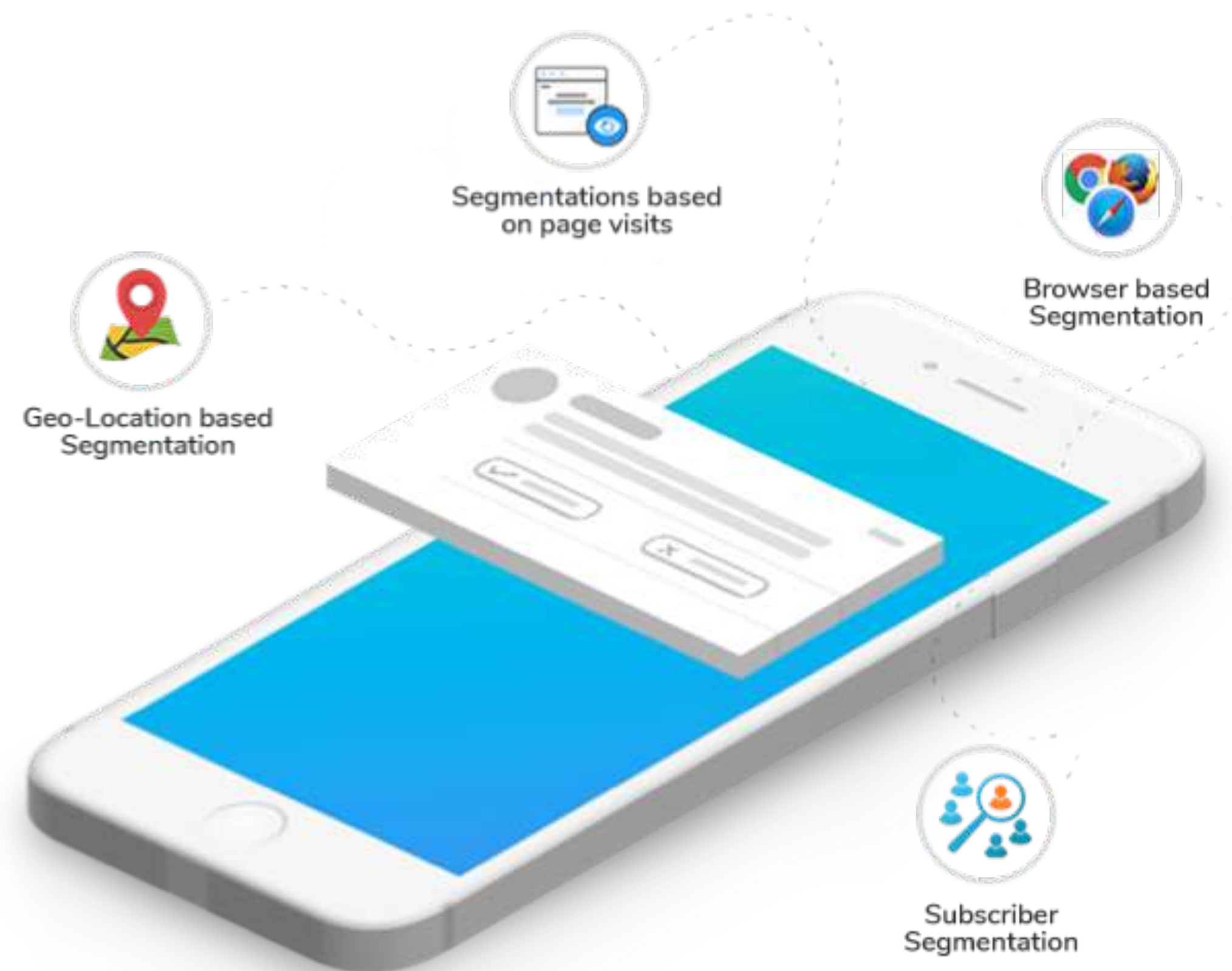
# Web Push Notifications

Axis Bank Case Study  
**15% Click rate** on push





# PERSONALIZE EVERY MESSAGE

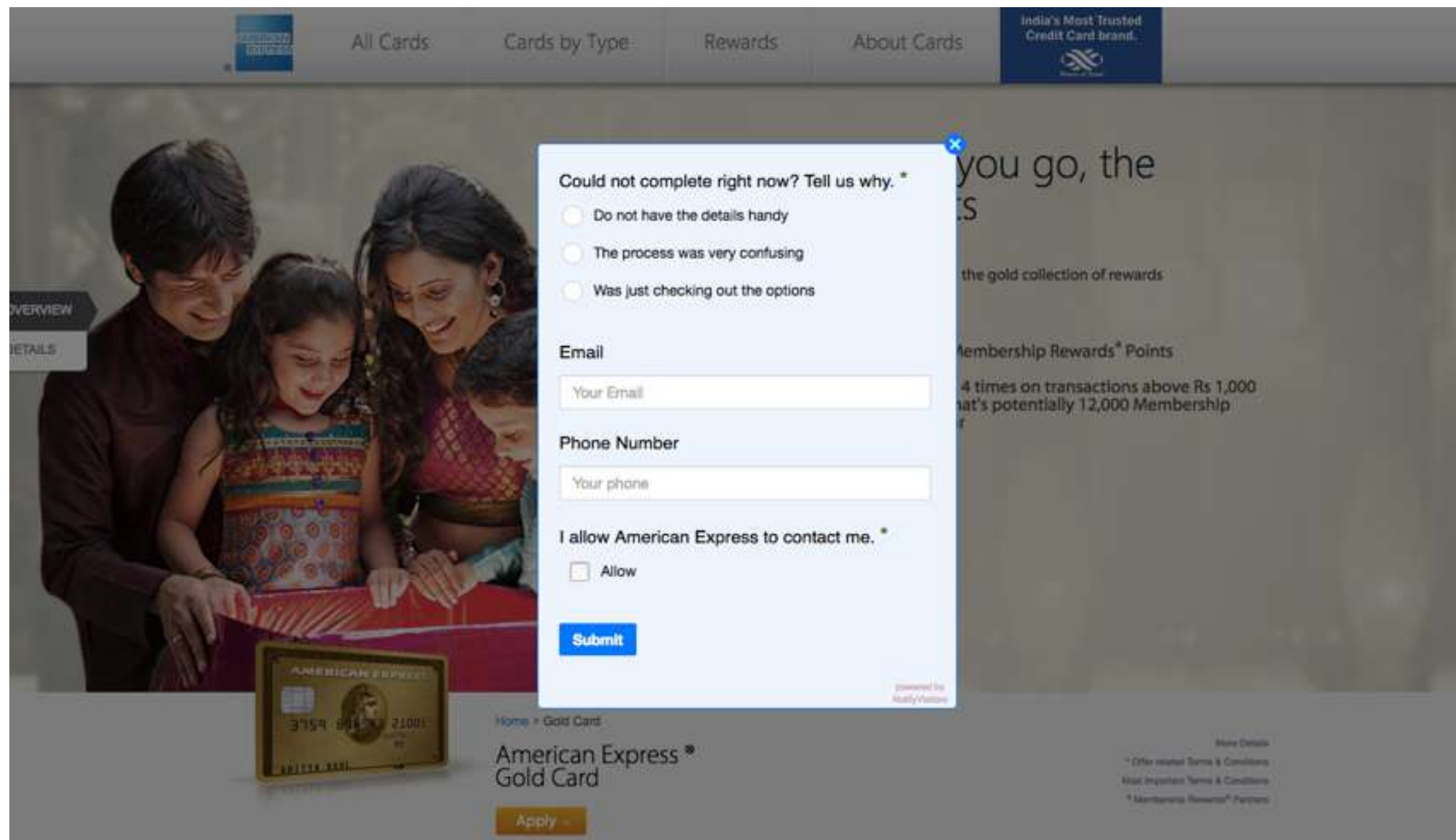




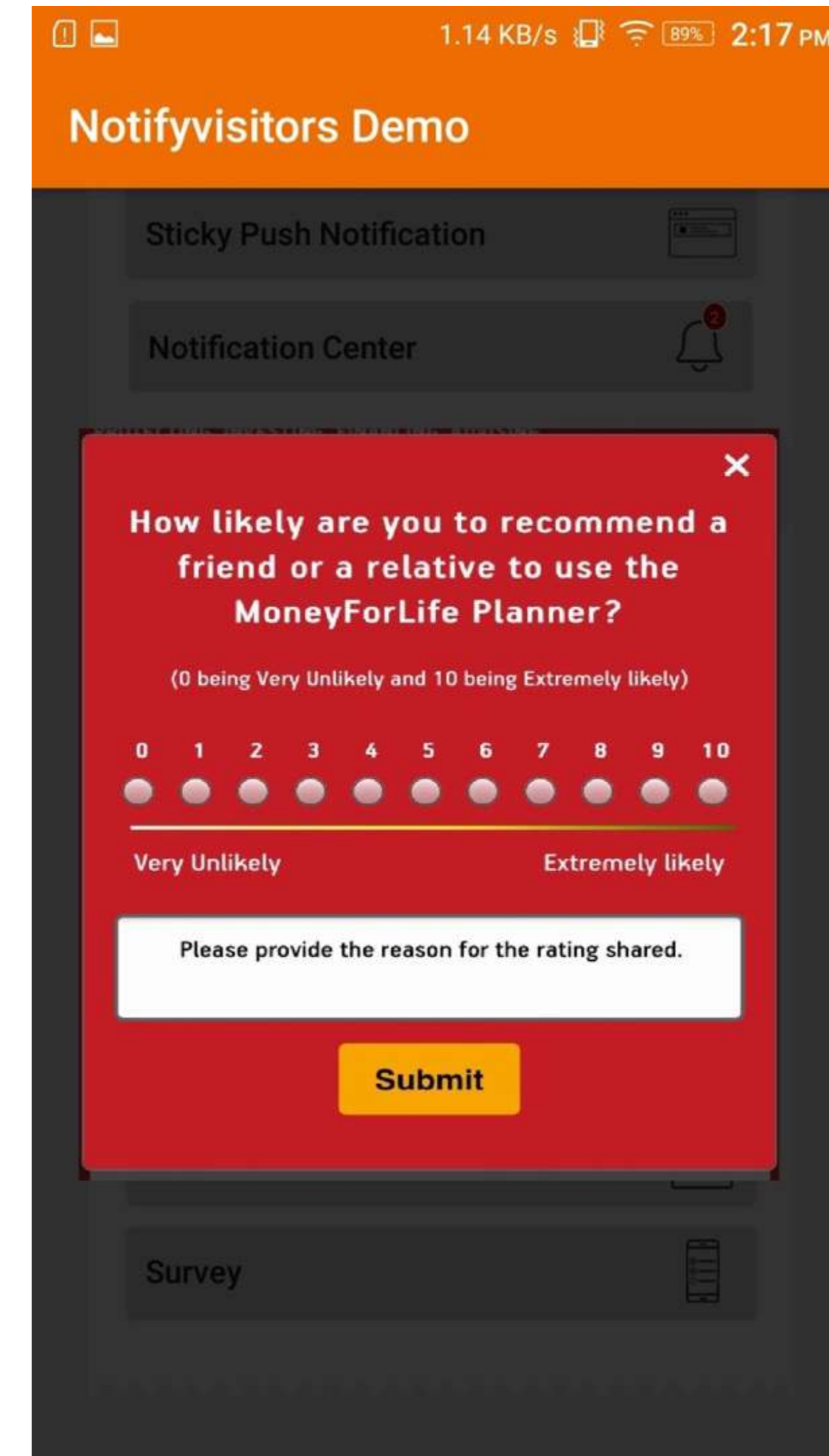
# Banners, Surveys, Lead forms on Web

Show targeted banners within  
Mobile App or Website

**15% increase** in conversions



The screenshot shows the American Express website with a lead form overlay. The form is titled "Could not complete right now? Tell us why. \*" and includes three radio button options: "Do not have the details handy", "The process was very confusing", and "Was just checking out the options". Below these are input fields for "Email" and "Phone Number", and a checkbox for "I allow American Express to contact me. \*". A "Submit" button is at the bottom of the form. The background shows a family looking at a laptop and an American Express Gold Card.

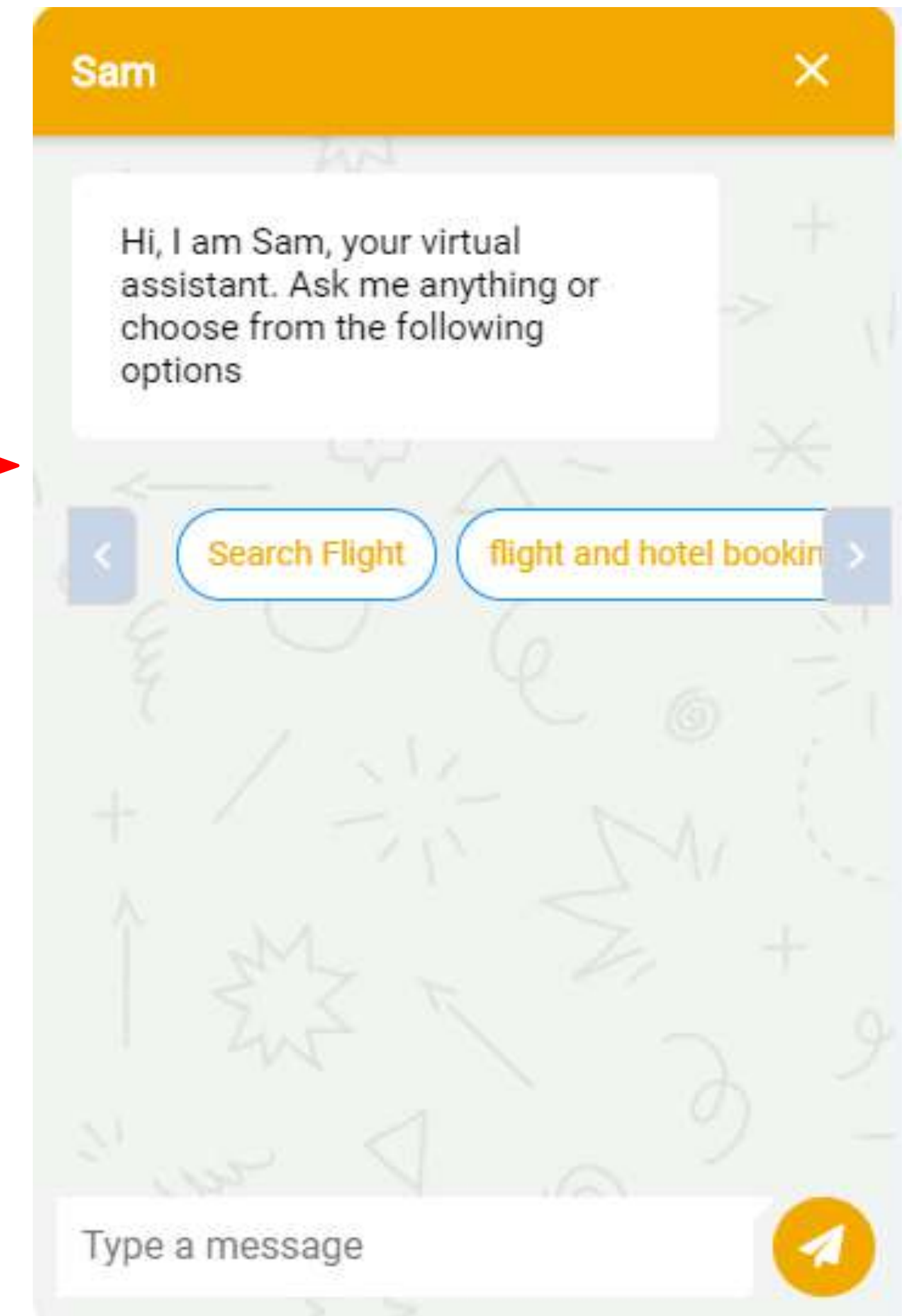
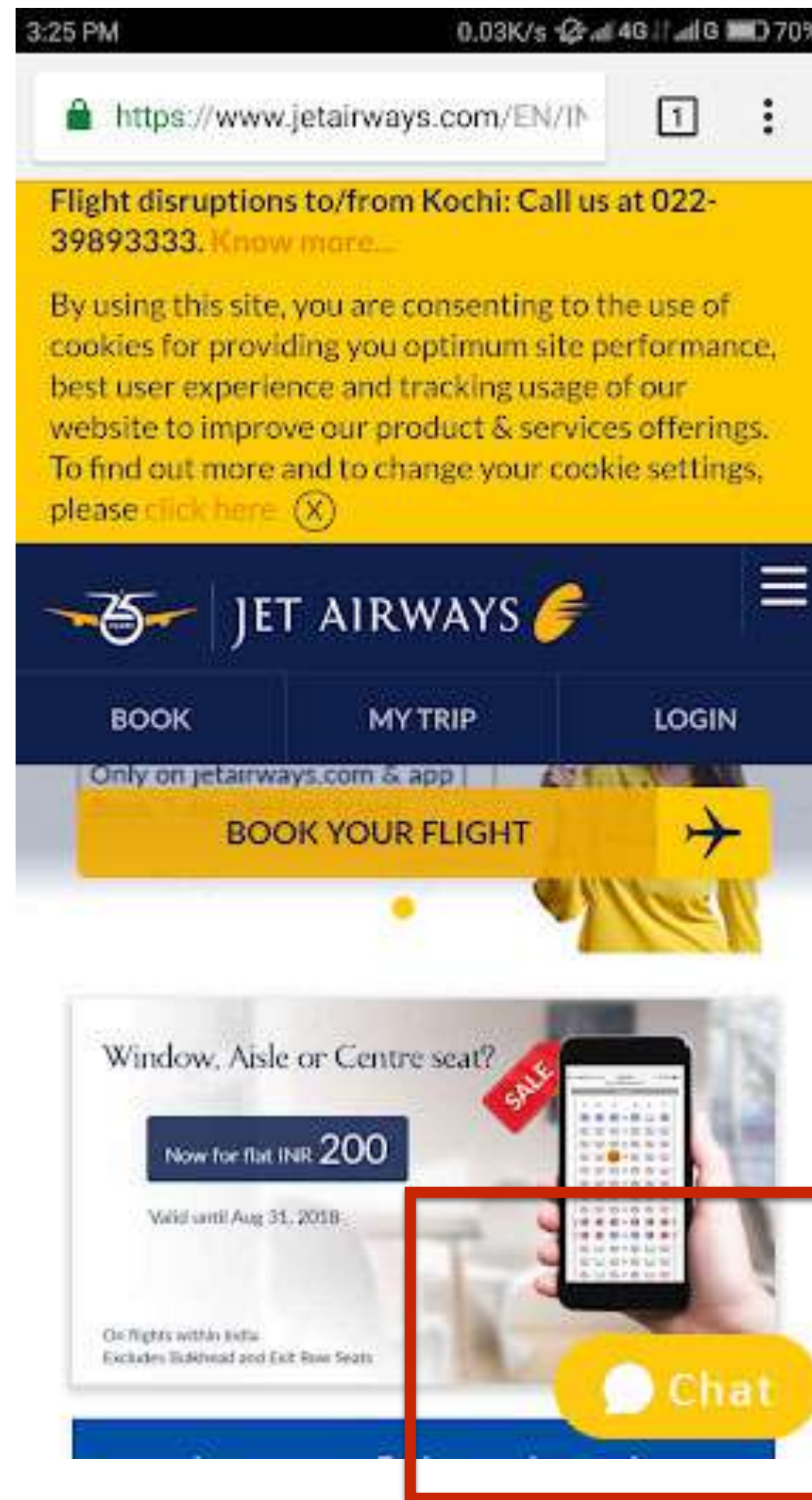


The screenshot shows a mobile app interface with a survey overlay. The survey is titled "How likely are you to recommend a friend or a relative to use the MoneyForLife Planner?" and includes a rating scale from 0 to 10, with 0 being "Very Unlikely" and 10 being "Extremely likely". Below the scale is a text input field for "Please provide the reason for the rating shared." and a "Submit" button. The app interface also shows a "Notifyvisitors Demo" header, a "Sticky Push Notification" section, a "Notification Center" with a bell icon, and a "Survey" section at the bottom.



# CHATBOT

- **NLP** – natural language processing
- **AI & Machine Learning**
- Console to create chatbot





# GET PROGRESSIVE WEB APP IN 15 MINUTES

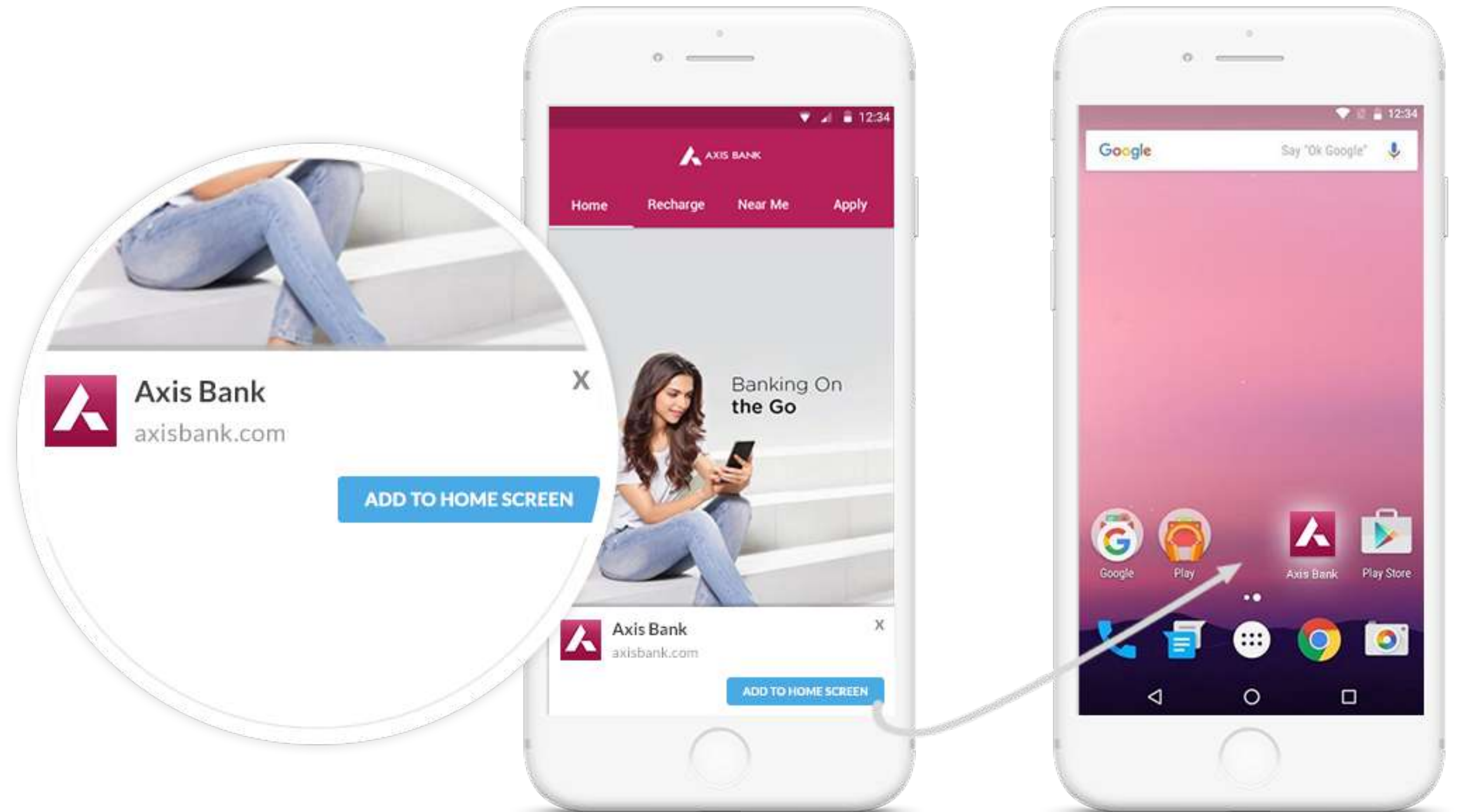
## Axis Bank Case Study

**10% Visitors**

Installed PWA

Convert your mobile site into progressive web App

1. Add to Home screen
2. Offline browsing
3. Make website lightening fast
4. Track complete traffic analytics of PWA

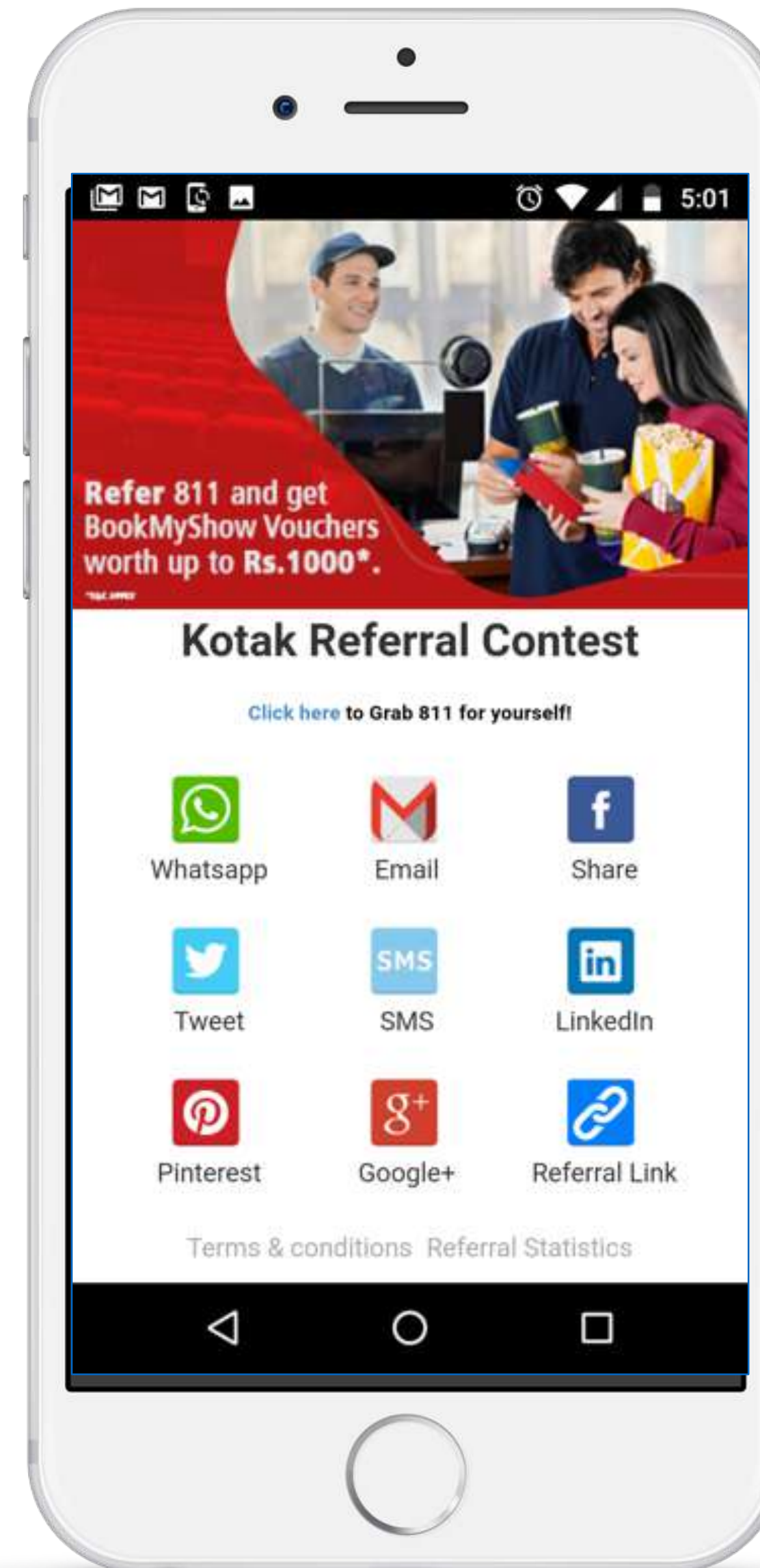




# INVITEREFERRALS

Refer a friend solution

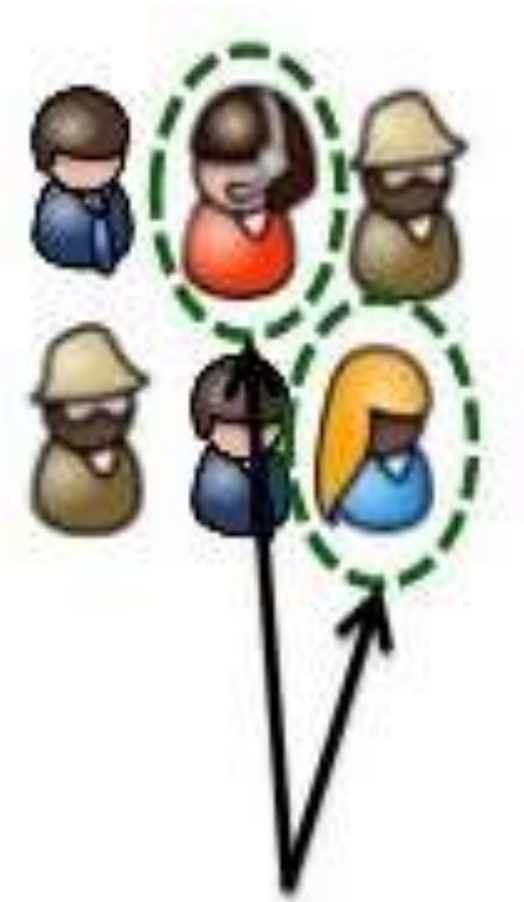
- Comprehensive referral software
- Analytics
- Customizable
- Omni – channel
- Automated rewards
- Managed





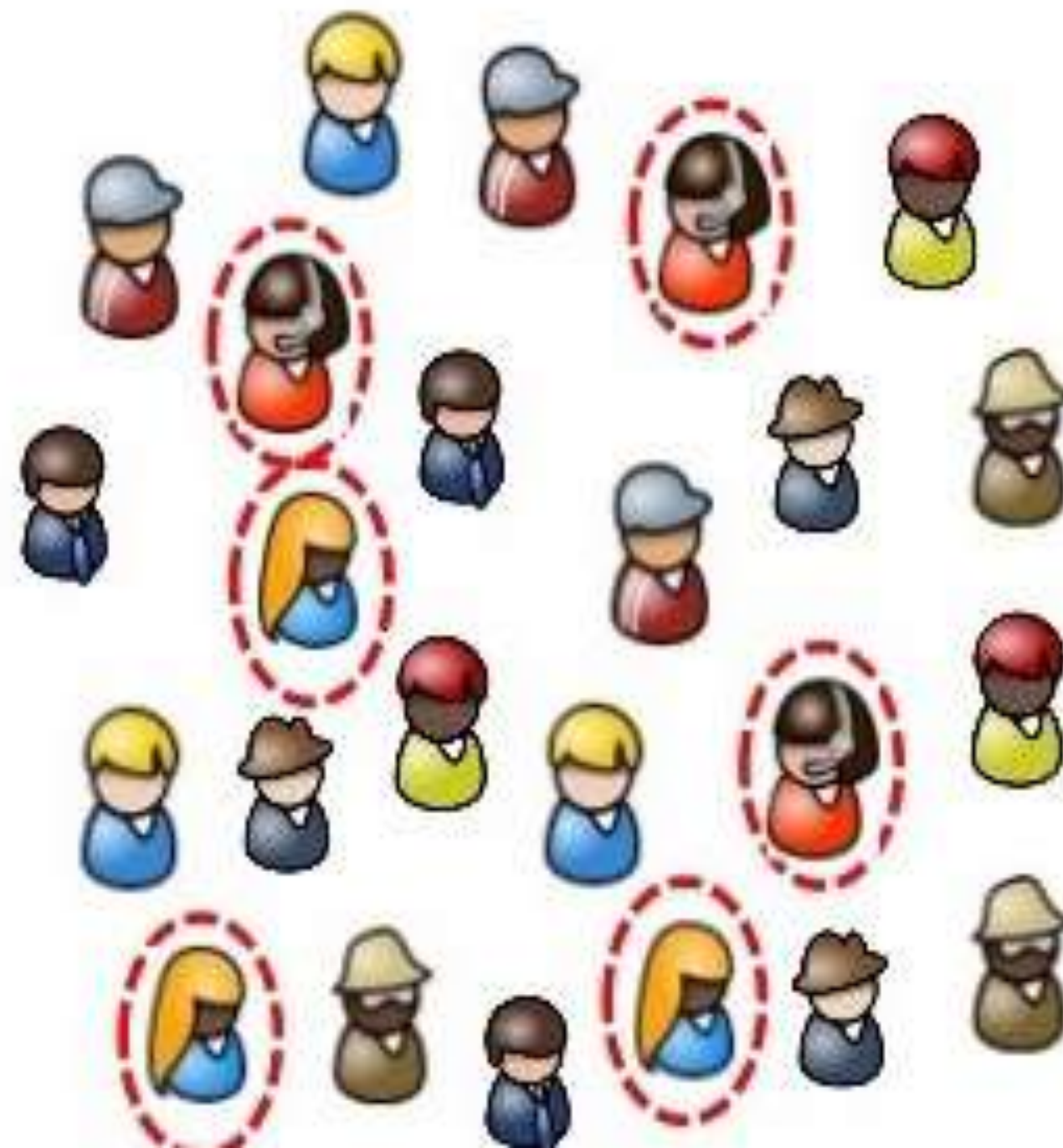
# LOOK ALIKE MODELING

1<sup>st</sup> Party



Converting  
Audiences

2<sup>nd</sup> party + 3<sup>rd</sup> party



People who  
look like  
Converting  
Audiences





# LEADERSHIP



Siddharth Gupta  
CEO

13+ Years of experience building  
scalable SAAS products.  
Past : Ibibo, ZS Associates



Aman Gupta  
CTO

13+ Years of experience Coding  
scalable products from scratch

**SIDDHARTH GUPTA**

+1 415 580 6216, +91 9818393398

siddharth@tagnpin.com



Mumbai,  
Delhi & New  
York Office

**Staff : 60 &  
growing**



# About Company

## Background of Company

Tagnpin Web Solutions LLP was launched in 2012 January by **Siddharth Gupta** and **Aman Gupta** with a vision to automate and personalise communications to customers based on analytics. The founders have a combined 15+ years of experience in building software products.

The company is head quartered in New Delhi with regional office in Mumbai

There are 2 flagship products

1. Notifyvisitors.com – Deliver personalised and contextual communications to customers across mobile and website based on past interaction and the social profile. (Includes AB Testing, Heatmaps, Analytics, push notifications, Banners, Surveys, Install tracking, Uninstall tracking, deeplinking etc)

2. InviteReferrals.com is simplest referral marketing software Trusted by **10000+ marketers** in **25+ languages** around the world.

Clientele includes **SBI, Kotak, Axis bank, HDFC, Indusind, Foursquare, Times group, HTmedia, Makemytrip, Shopclues, Birla sunlife, American Express** etc.



# Achievements and Awards

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Media Coverage : <https://www.notifyvisitors.com/product/news-media>

- Part of Oracle India Startup cohort incubation
- Part of Maharashtra Fintech Startup incubation
- Part of Haryana Startup incubation
- HDFC Digital innovation winners, 2016
- Winner of Lufthansa Runway to Success, 2014
- Covered by leading Television media, blogs and Journals like ETnow, CNBC, Economic Times, Times of India, IAMAI, Business world, Social Somosa, Yourstory etc
- Top 10 startups from Startup Village incubation 2013
- NASSCOM 10000 program Startup
- Recognition by Microsoft for Innovative product, 2013
- Amazon certified partner