NotifyVisitors

Real Time

Intelligent

Omni-channel &

Cross- device

Growth Marketing Cloud

Increase Sales

100%

Increase Engagement

500%

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Clients

BROCKING	kotak Securities, Edelweiss, Angel Broking
MUTUAL FUND	UTI Mutual Fund, Aditya Birla Group, Principal Financial Group
INSURANCE	Religare, ApolloMunich Health Insurance, policybazaar.com
BANK	American Express, Axis Bank, HDFC Bank, IndusInd Bank
HOUSING FINANCE	Shriram City, Square Yards, DHFL
TRAVEL	make my trip, AVIS, thomas cook.in, Jet Airways
SOFTWARE	Firefox, WPS, Microsoft
ECOM	Floweraura, SHOPCLUES.com, indiamart.com
FMCG	Domino's, Chicago Food Planet, Dunkin' Donuts

10 000+
Customers

25+
Languages

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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

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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	**Visual Editor** to create personalised web pages without code change	Target	Maximyser	
Conversion rate optimisation	**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

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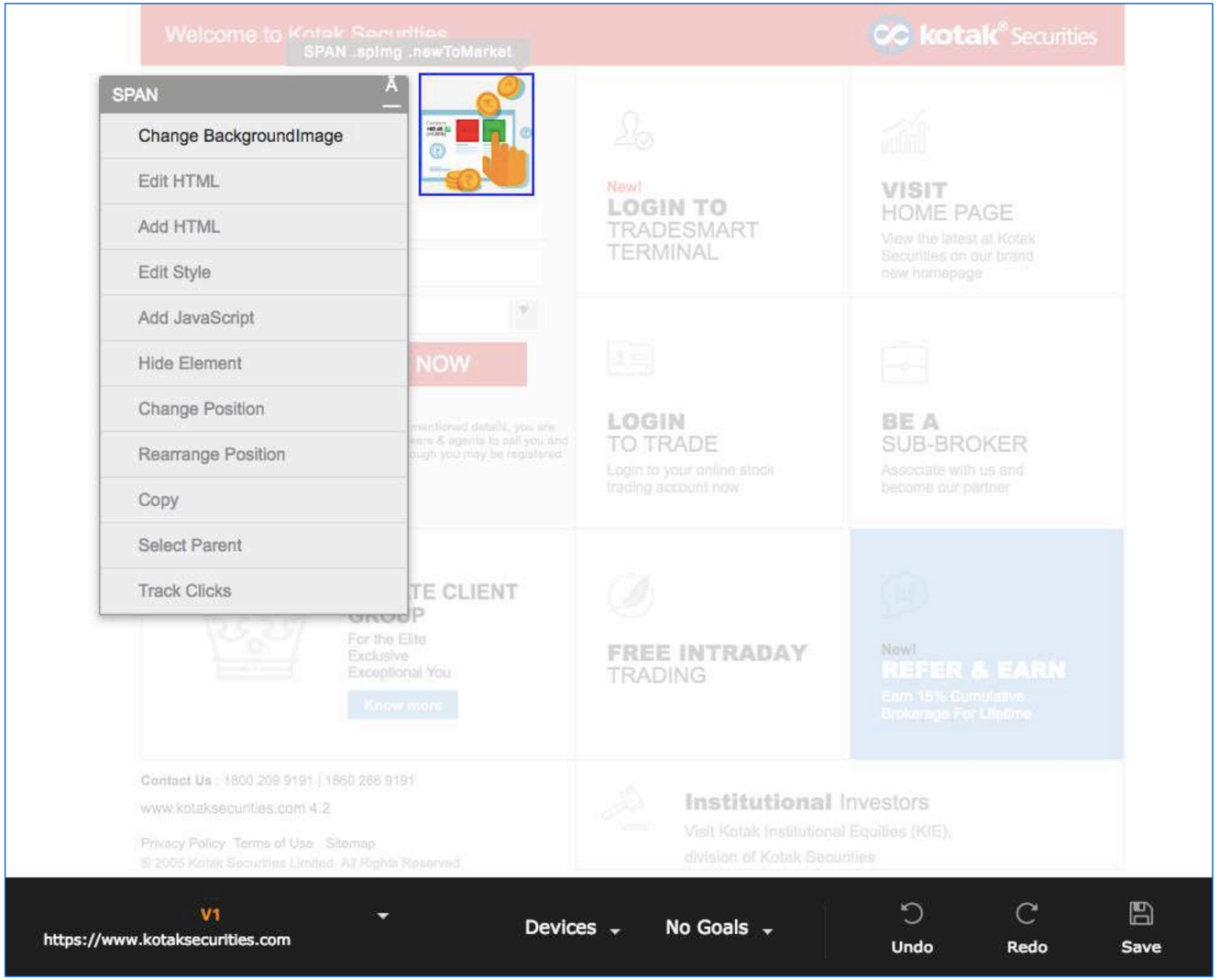
CONVERSION RATE OPTIMIZATION – AB TESTTING & **PERSONALIZATION**

VISUAL EDITOR – PERSONALISE WITHOUT CODING



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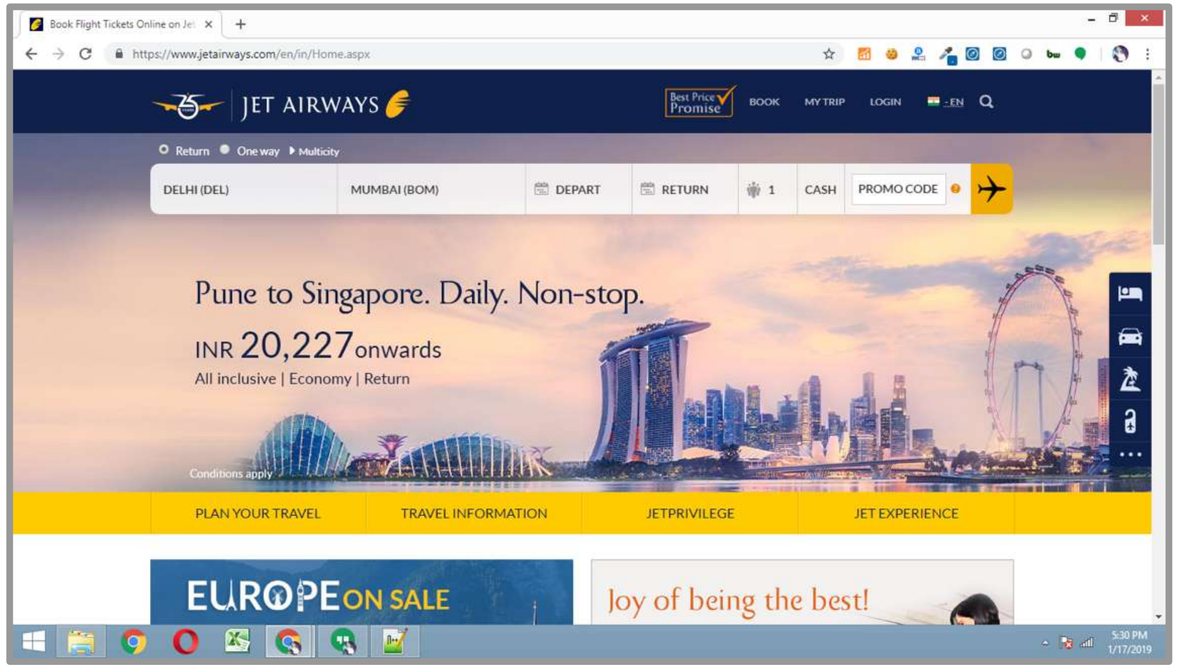
PERSONALISED OFFER – SEARCH HISTORY BASED

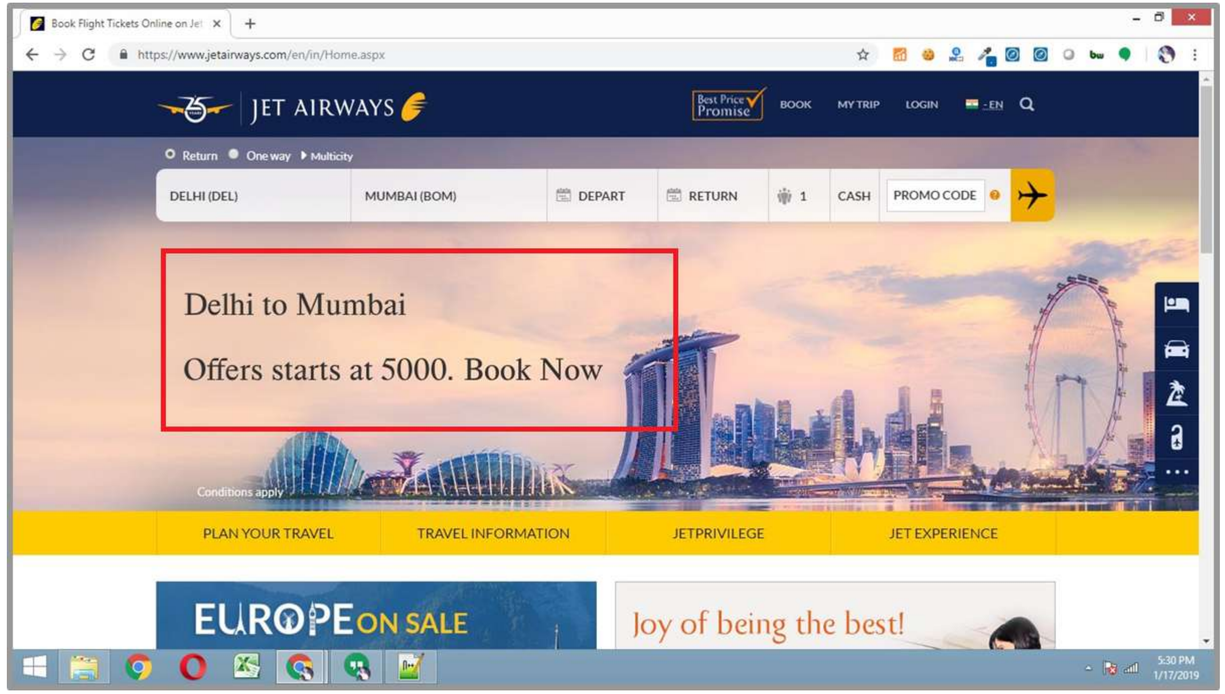


Original Page

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

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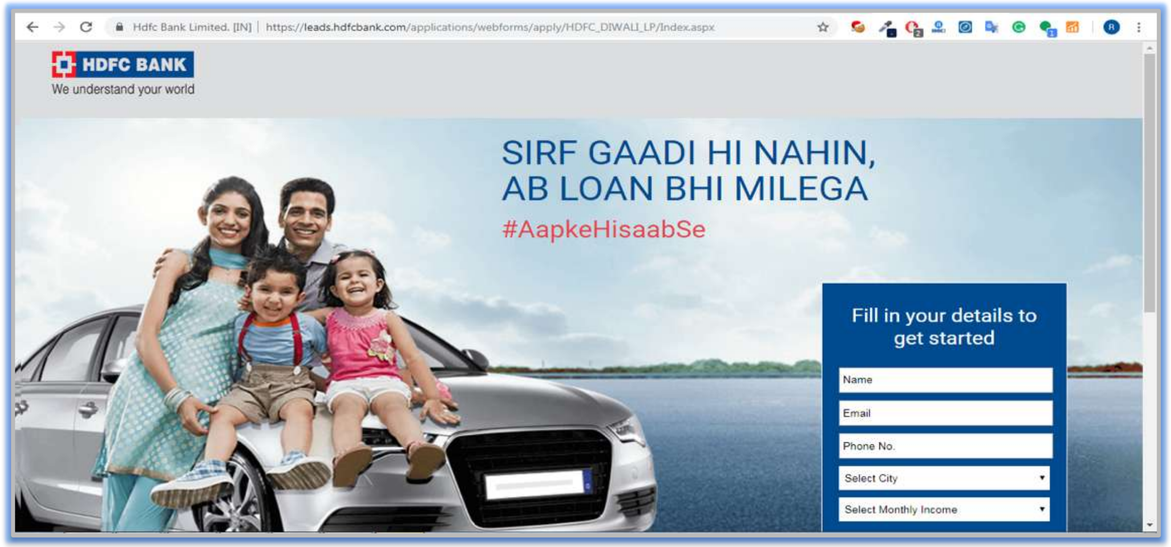
PERSONALIZATION – BASED ON SOURCE PARAMETER

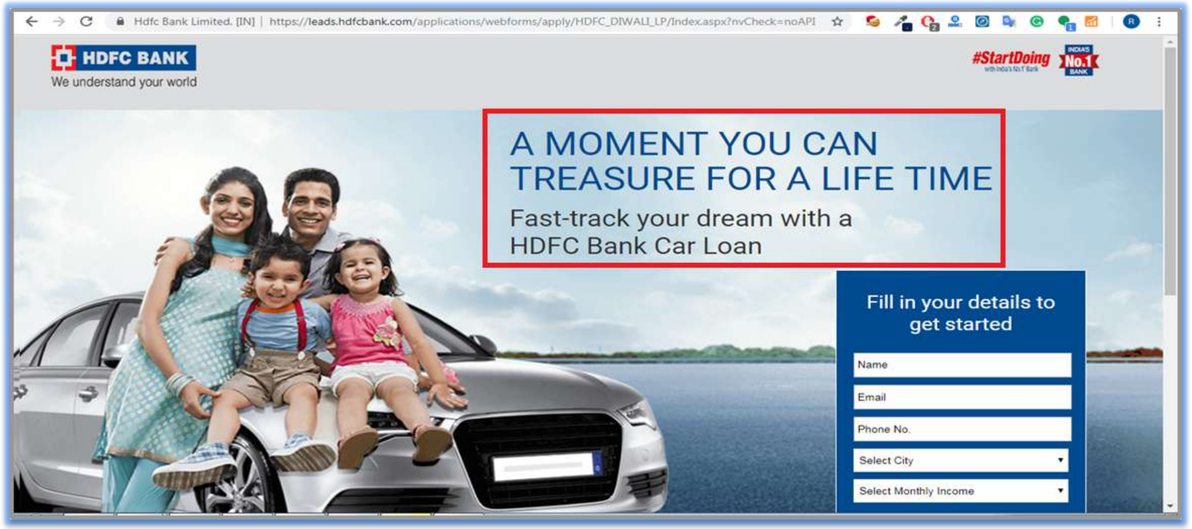


Original Page

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

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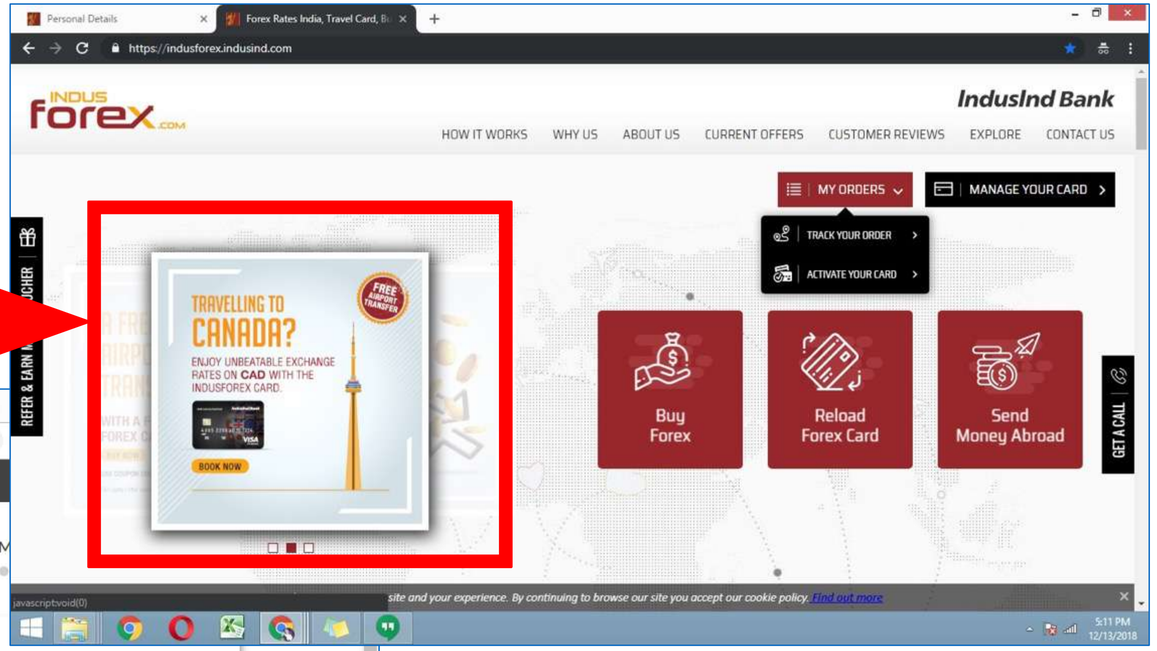
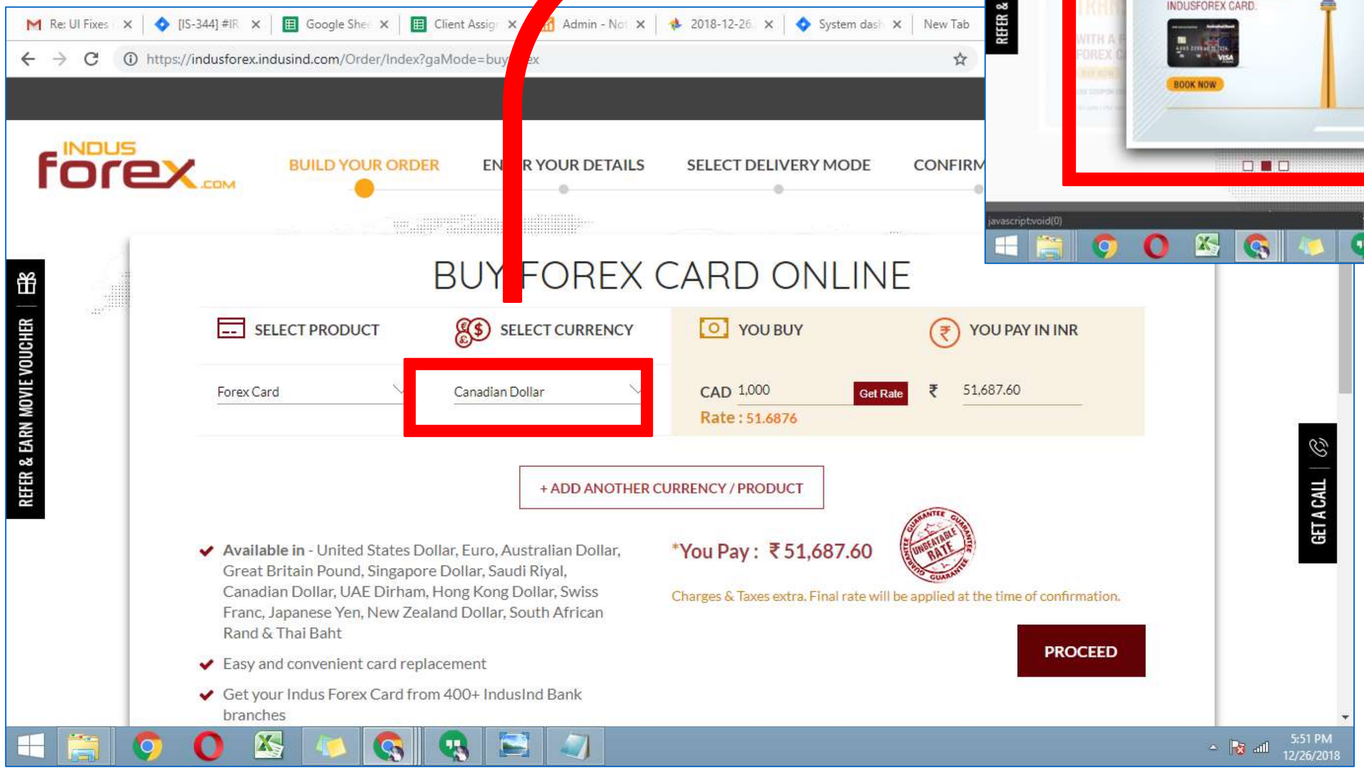
Contextual Personalization (Indusind Bank)

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

15% increase in conversions





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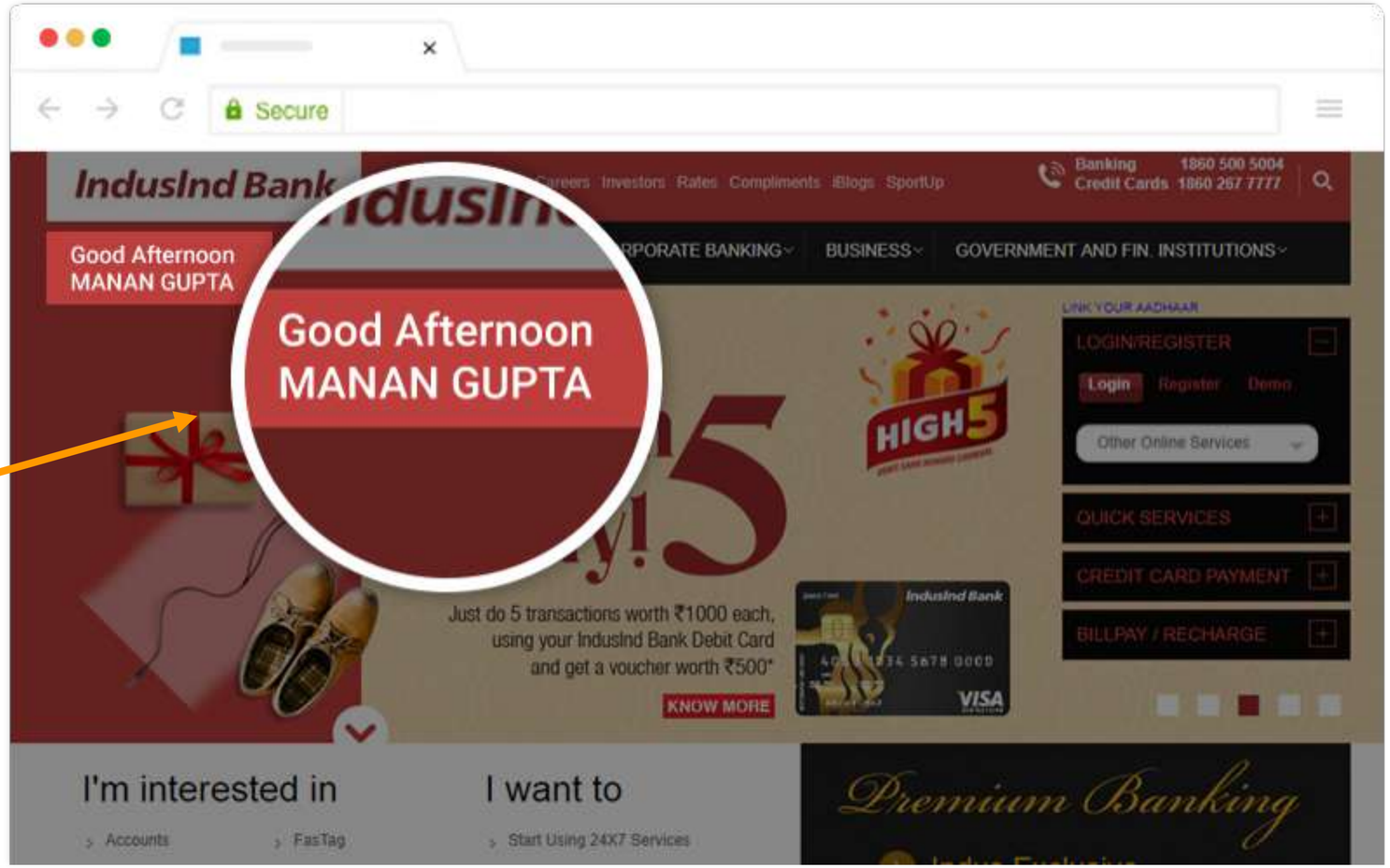
PERSONALIZE EACH VISIT
(NO CODE CHANGES)

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



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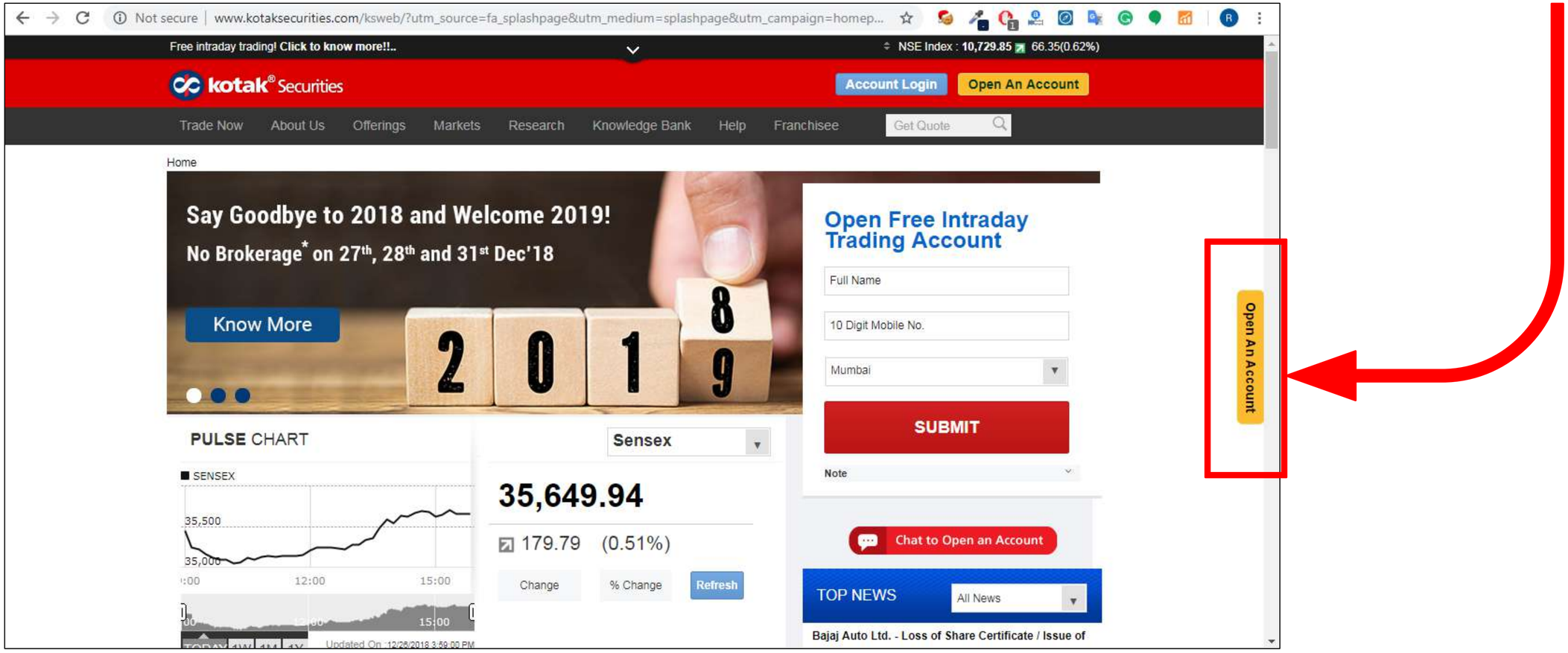
AB Testing

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



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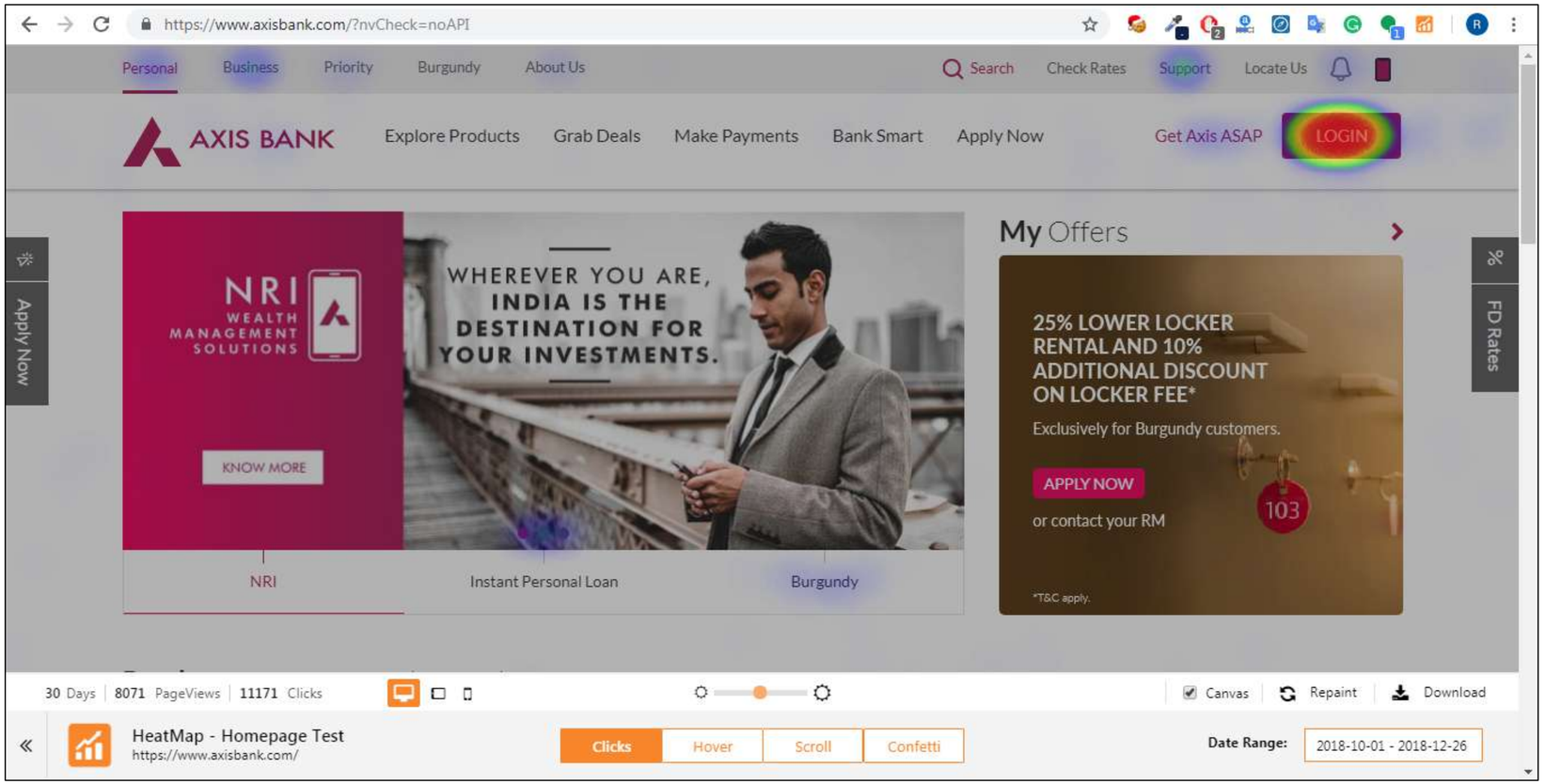
Visual Analytics HEATMAPS – CLICK, HOVER, SCROLL

Visual analytics to unsderstand customer behaviour on the site



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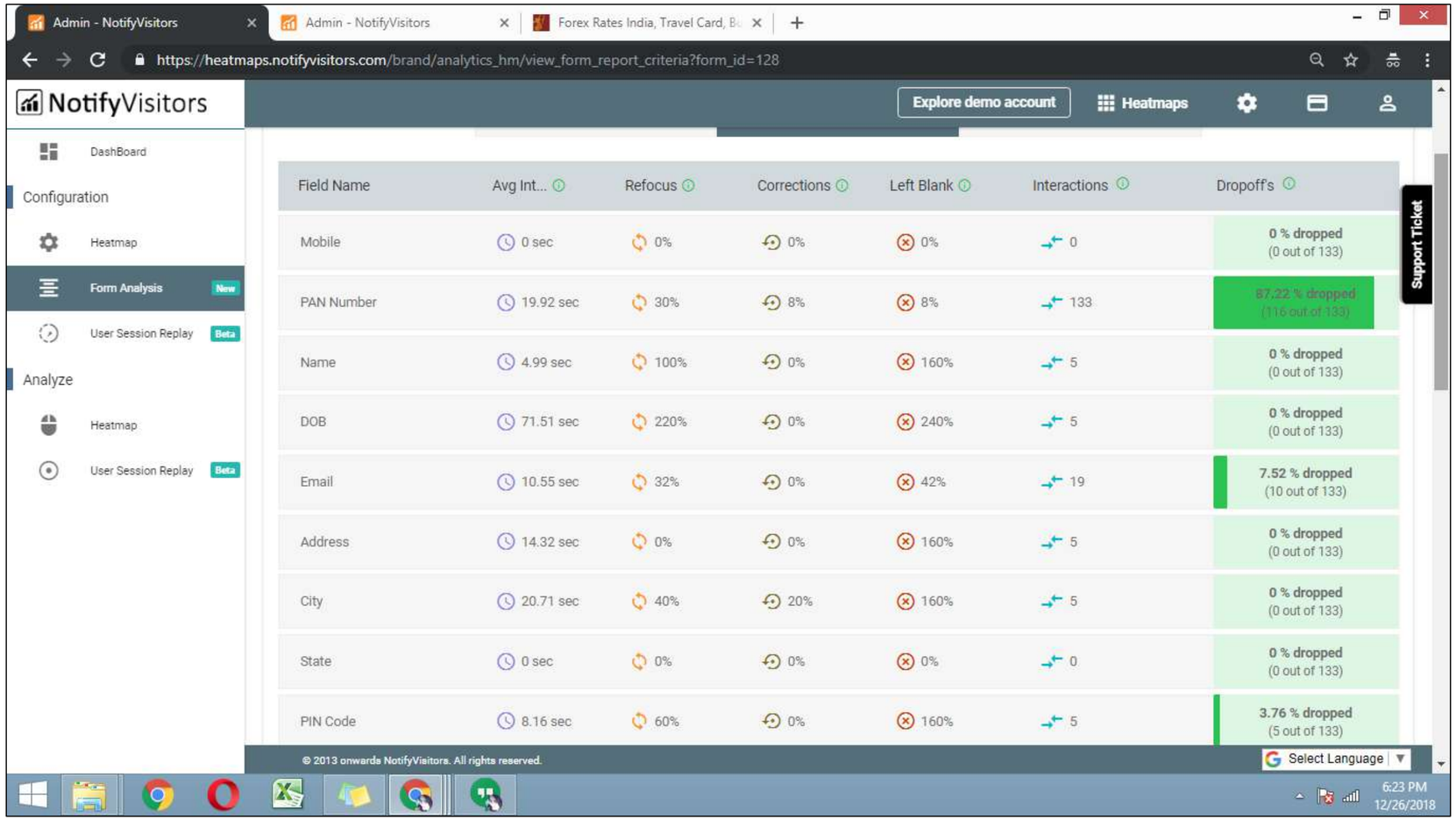
Form Analysis - Field Interaction Data

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



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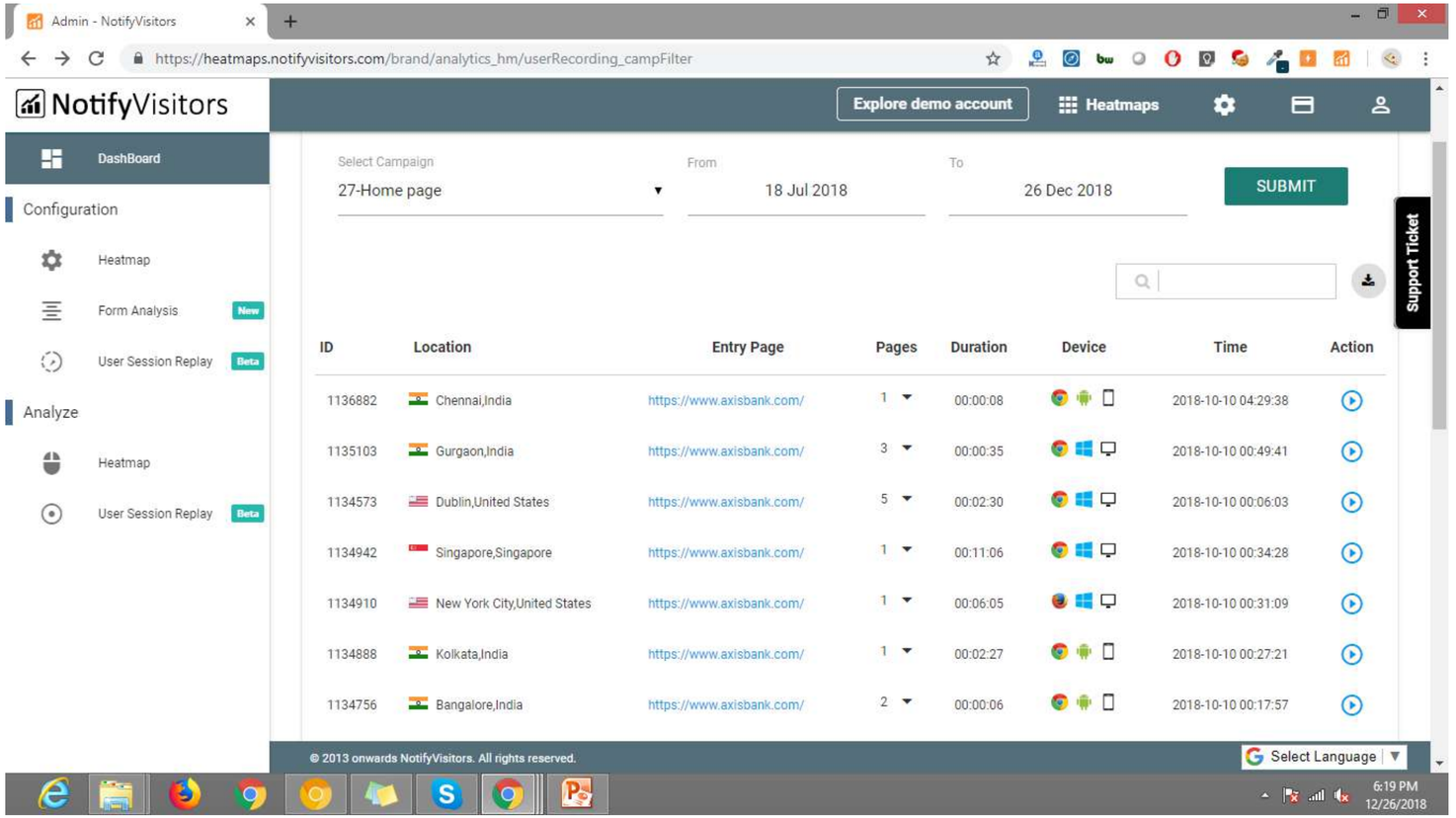
User Session Replay

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

Analyse user session recordings to understand customer behaviour



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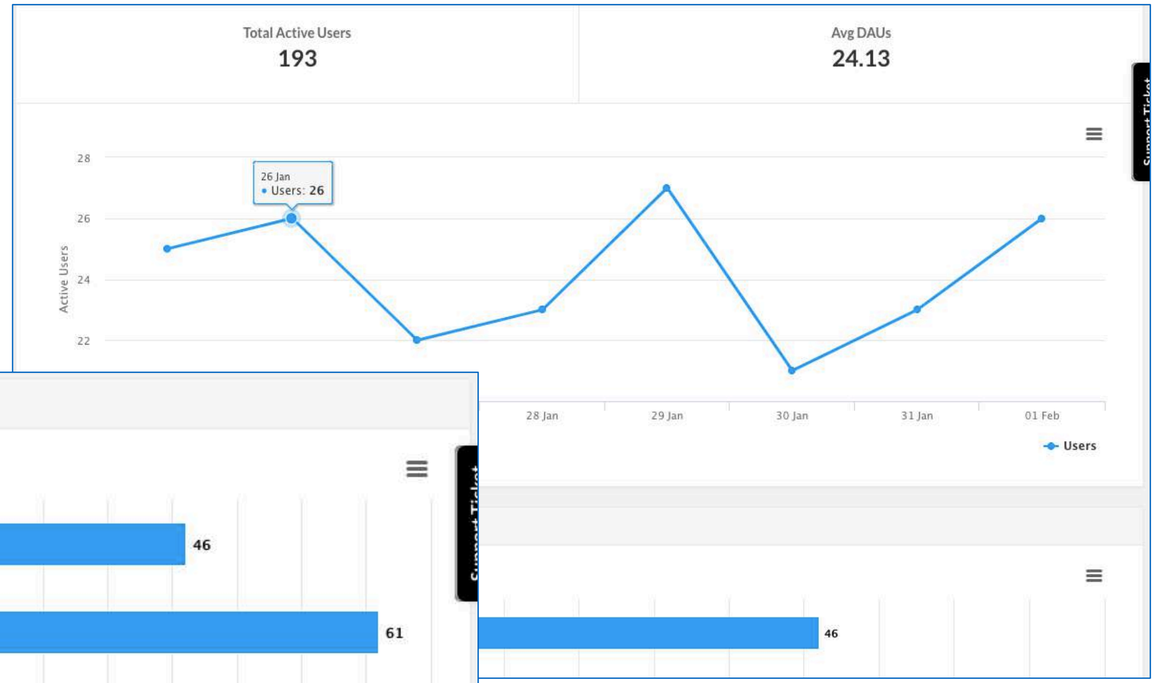
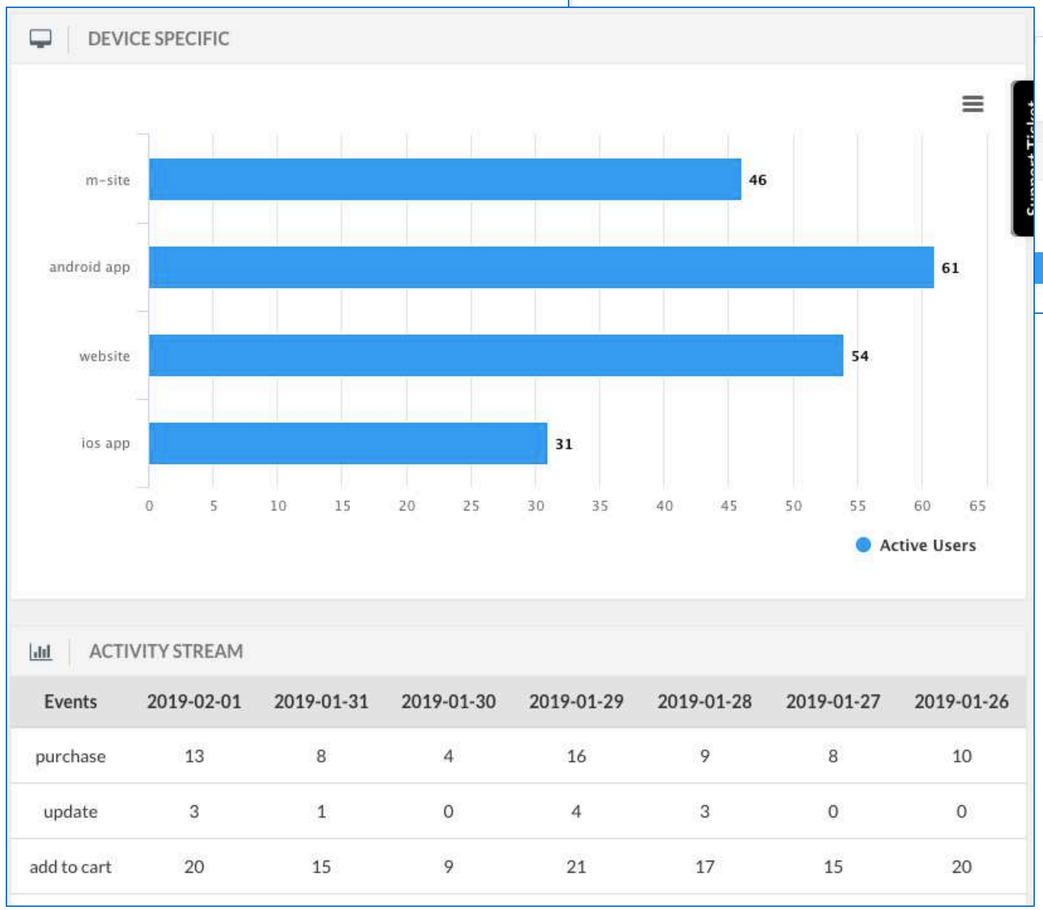
ONE CUSTOMER VIEW – OMNI CHANNEL MARKETING SEGMENTATION & **PERSONALIZATION**

ANALYTICS

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





ACTIVITY STREAM

Events	2019-02-01	2019-01-31	2019-01-30	2019-01-29	2019-01-28	2019-01-27	2019-01-26
purchase	13	8	4	16	9	8	10
update	3	1	0	4	3	0	0
add to cart	20	15	9	21	17	15	20

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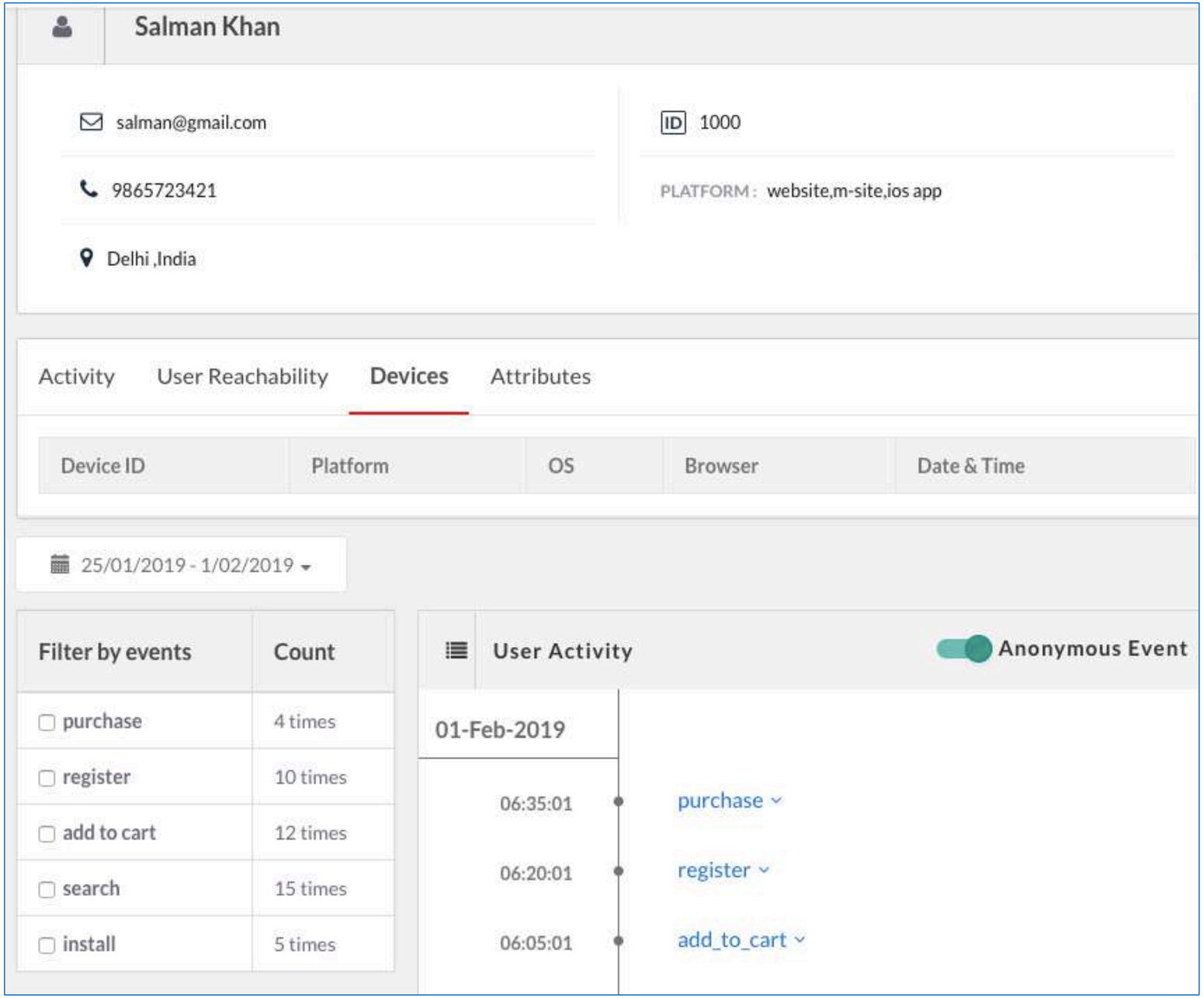
ONE CUSTOMER VIEW

Get unified view of customer interactions with all digital assets



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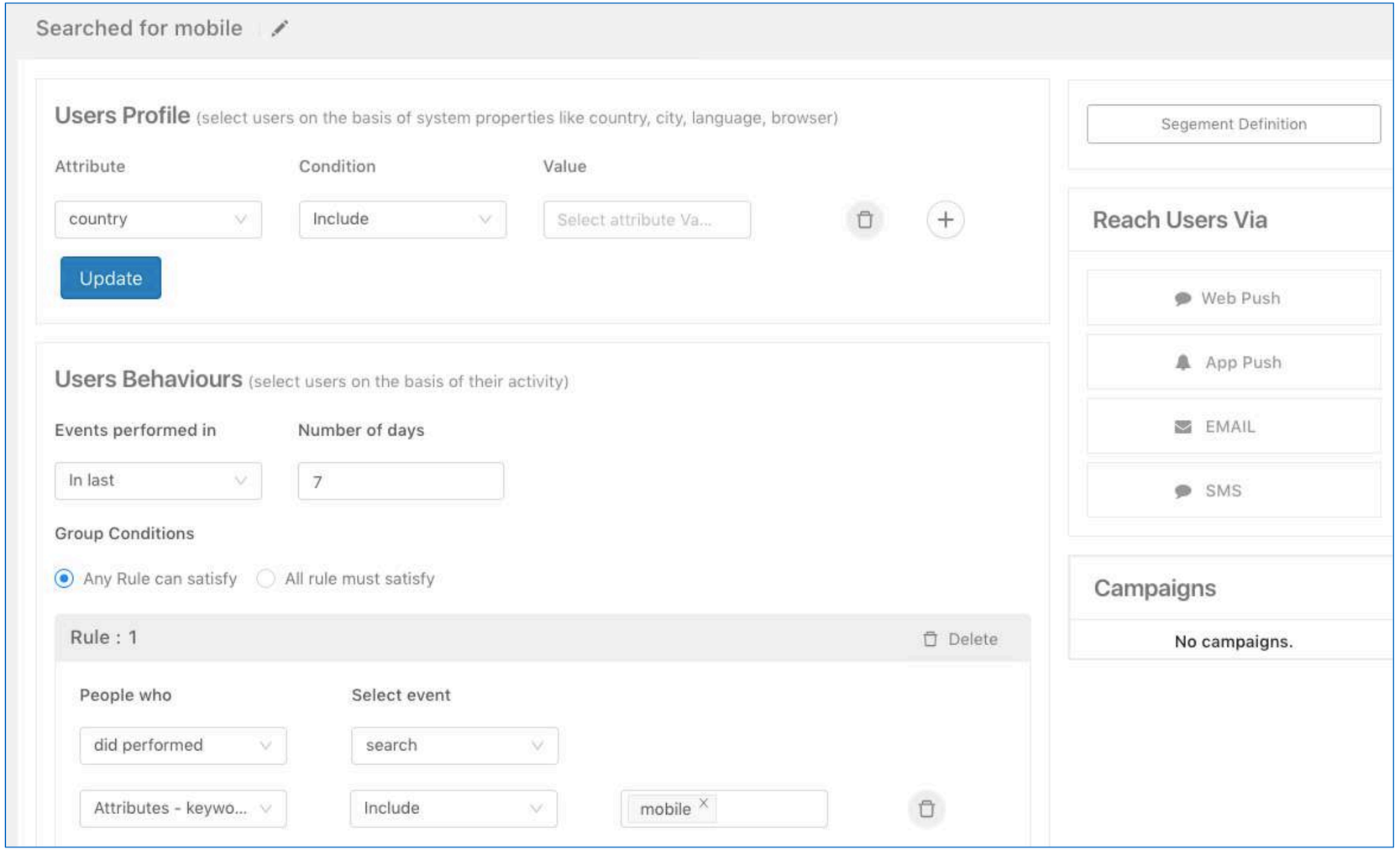
SEGMENTATION

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



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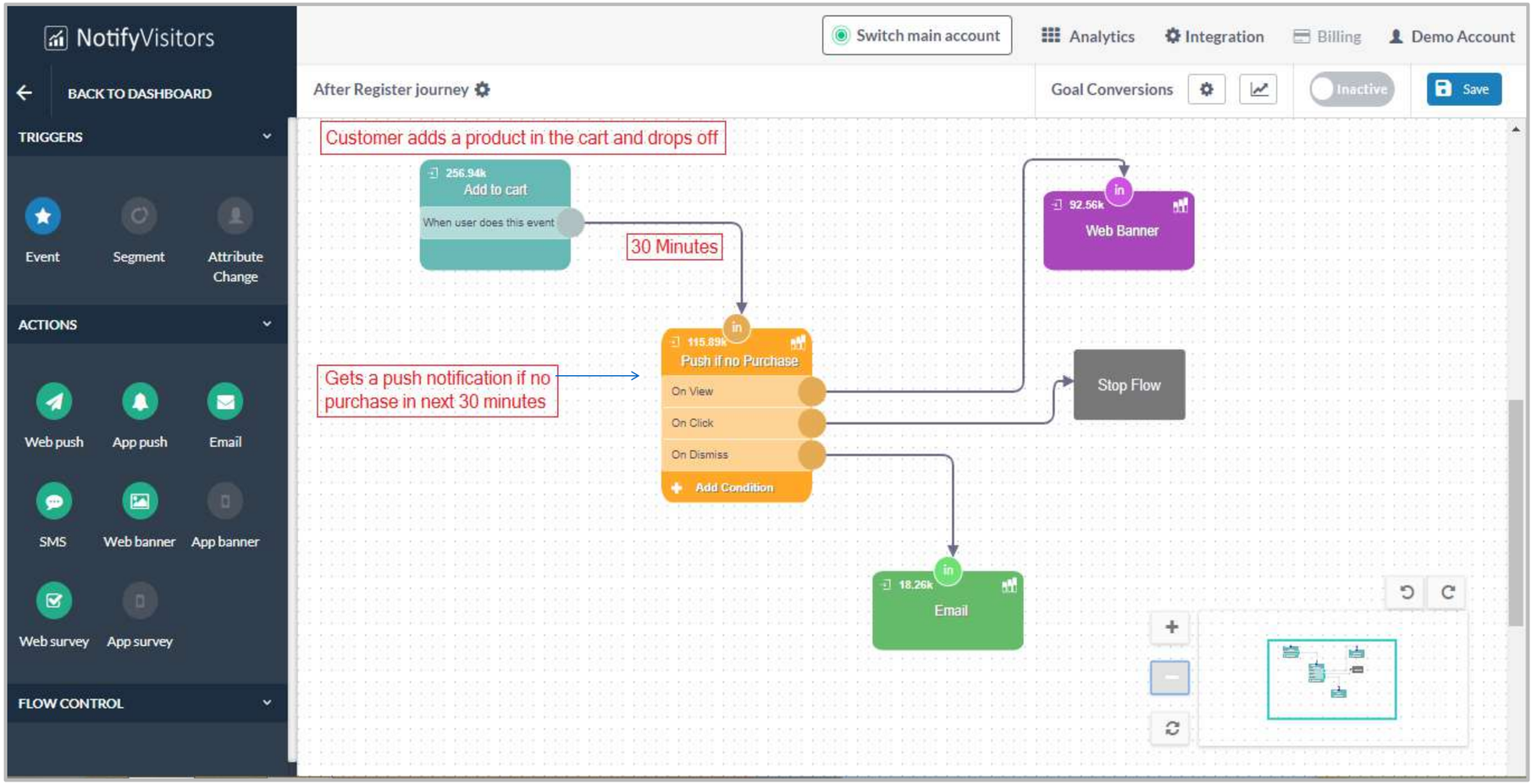
VISUAL CAMPAIGN & JOURNEY BUILDER



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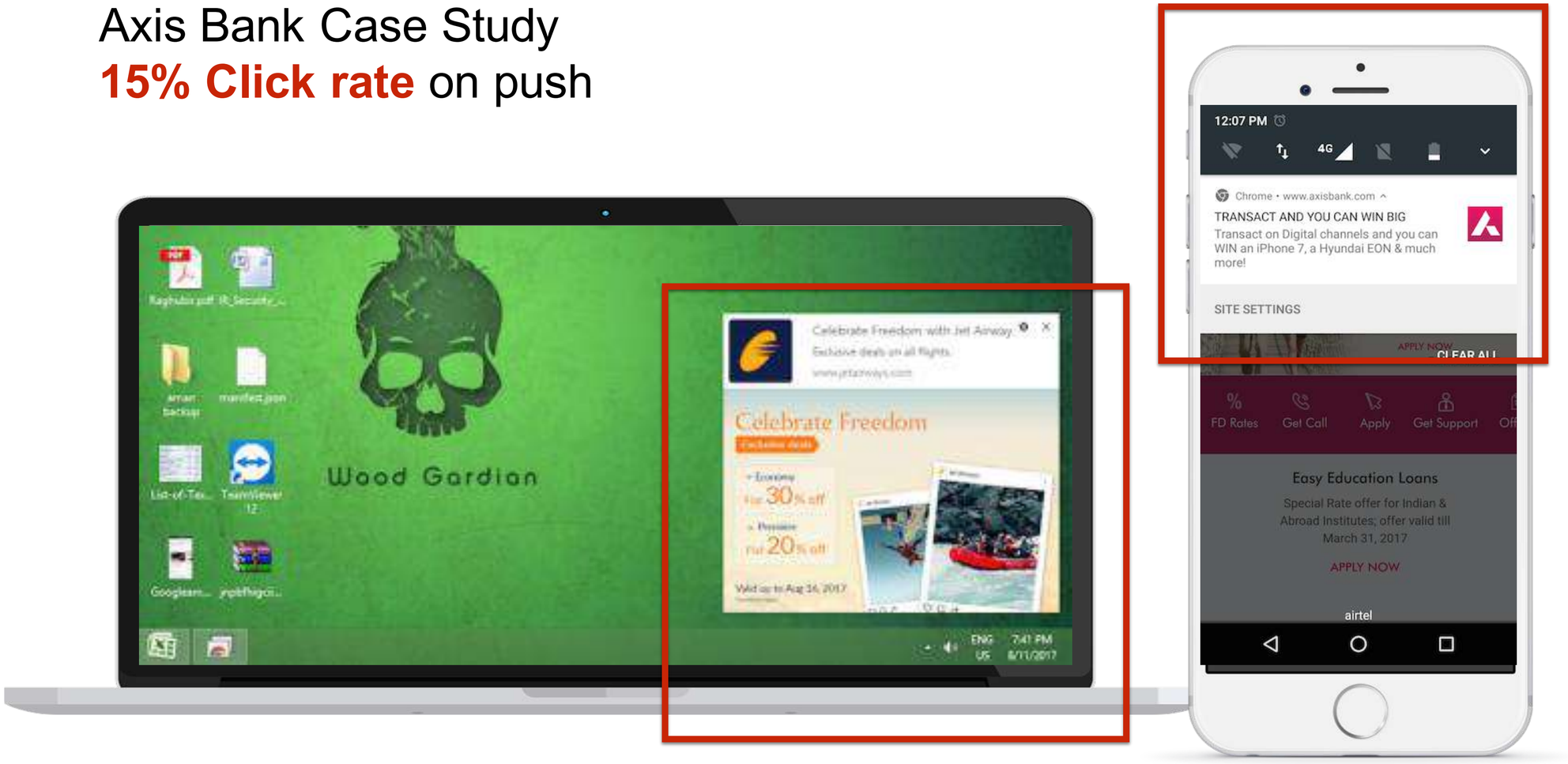
Web Push Notifications

Axis Bank Case Study

15% Click rate on push



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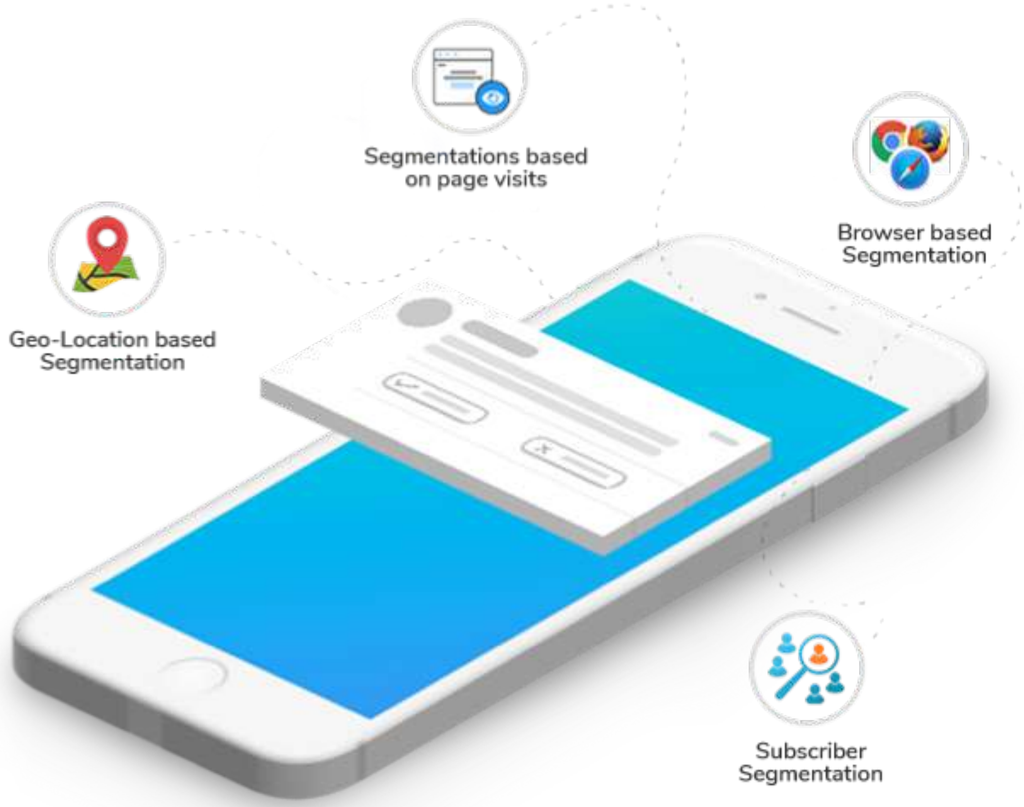
PERSONALIZE EVERY MESSAGE



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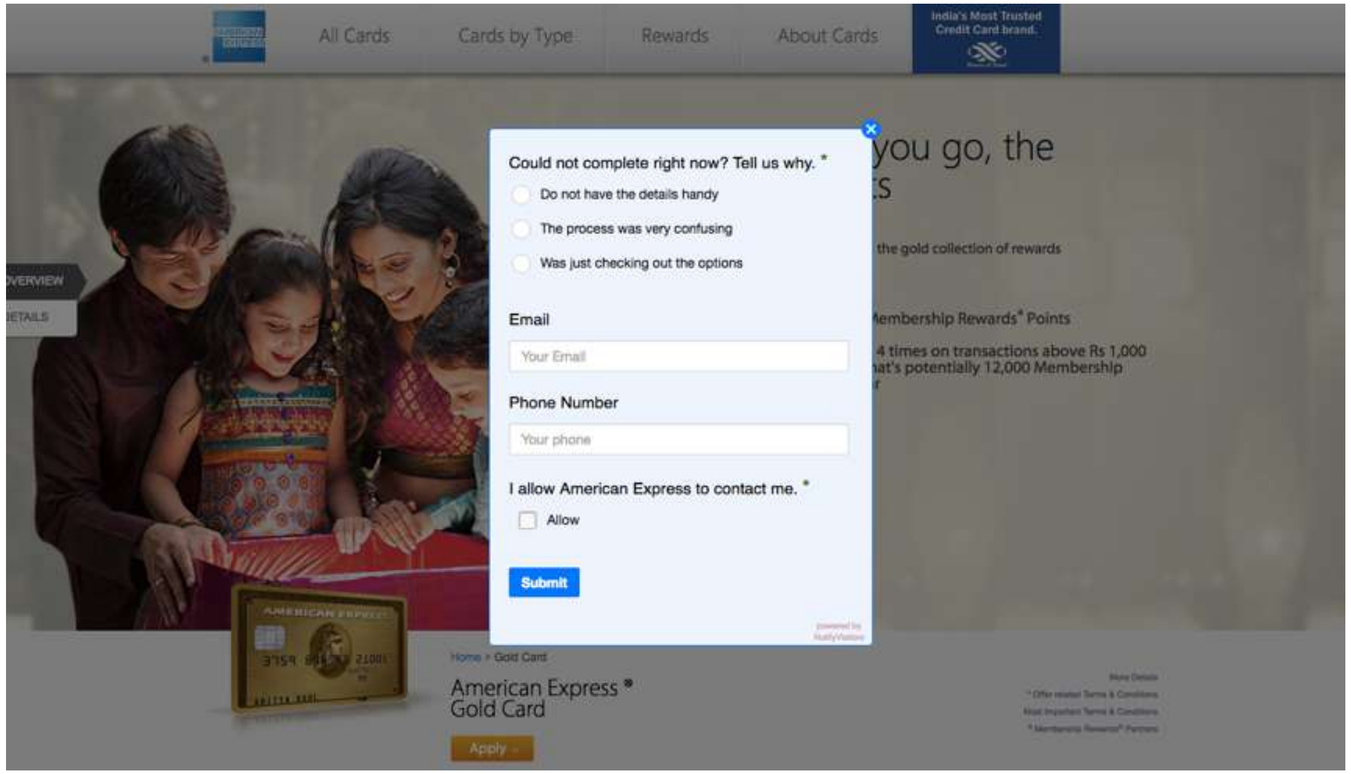
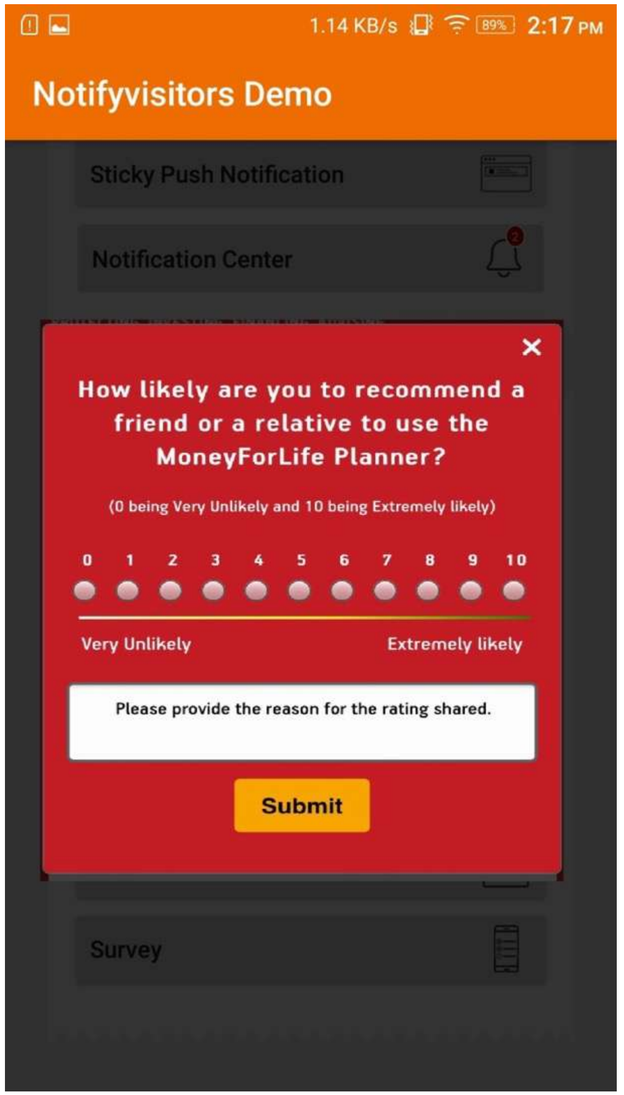
Banners, Surveys, Lead forms on Web

Show targeted banners within Mobile App or Website

15% increase in conversions





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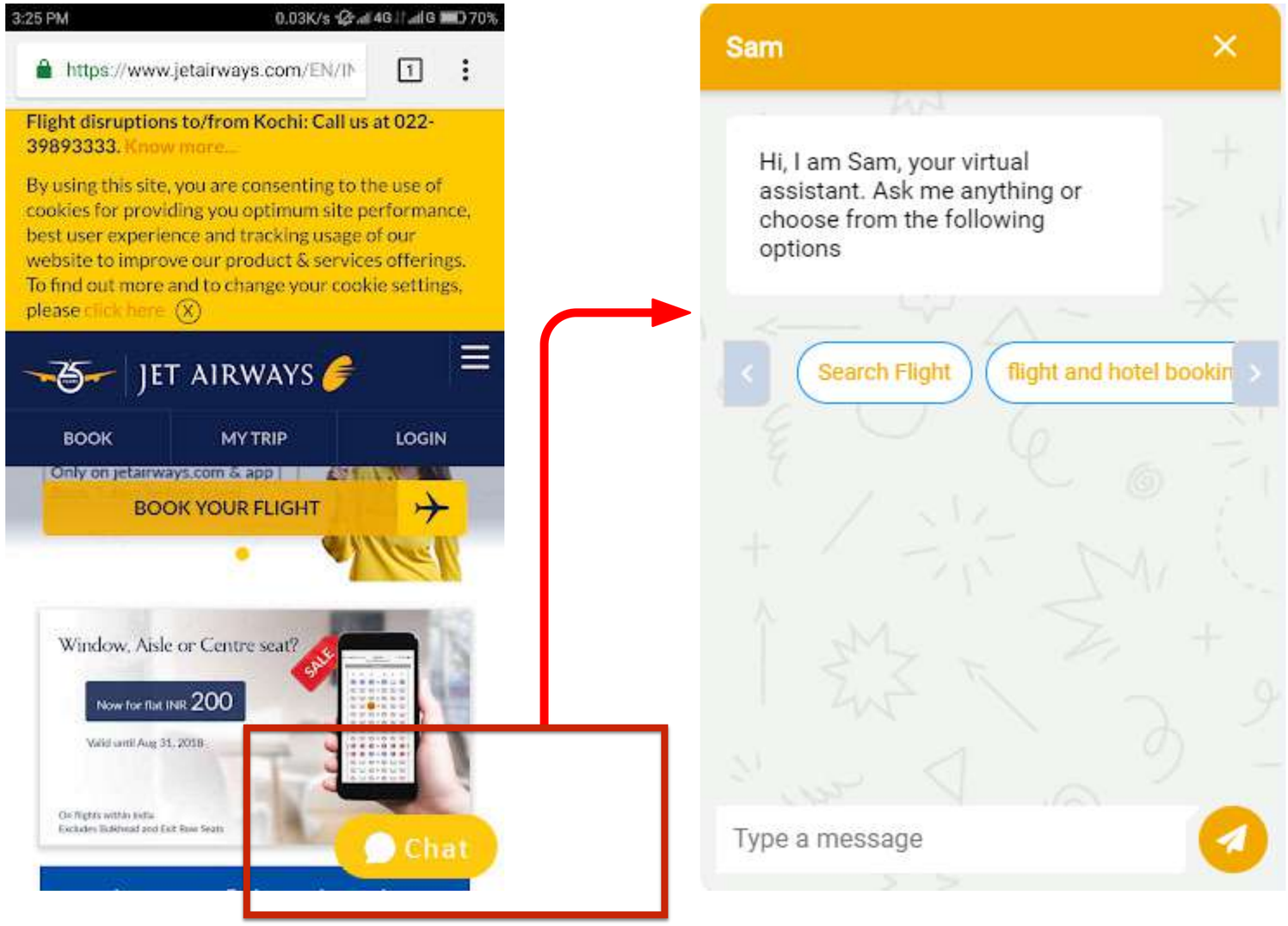
CHATBOT

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



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GET PROGRESSIVE WEB APP IN 15 MINUTES

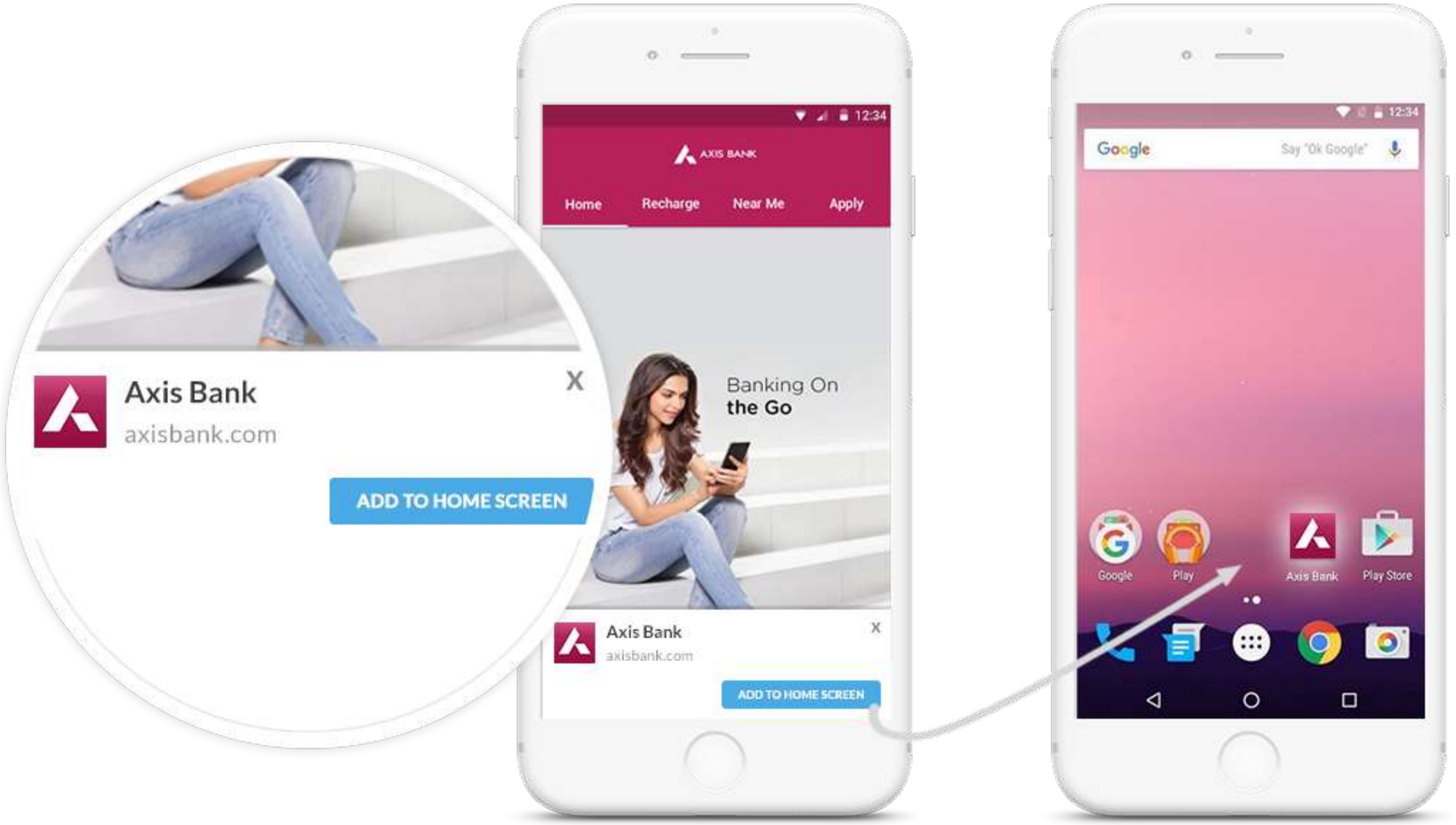
Axis Bank Case Study

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



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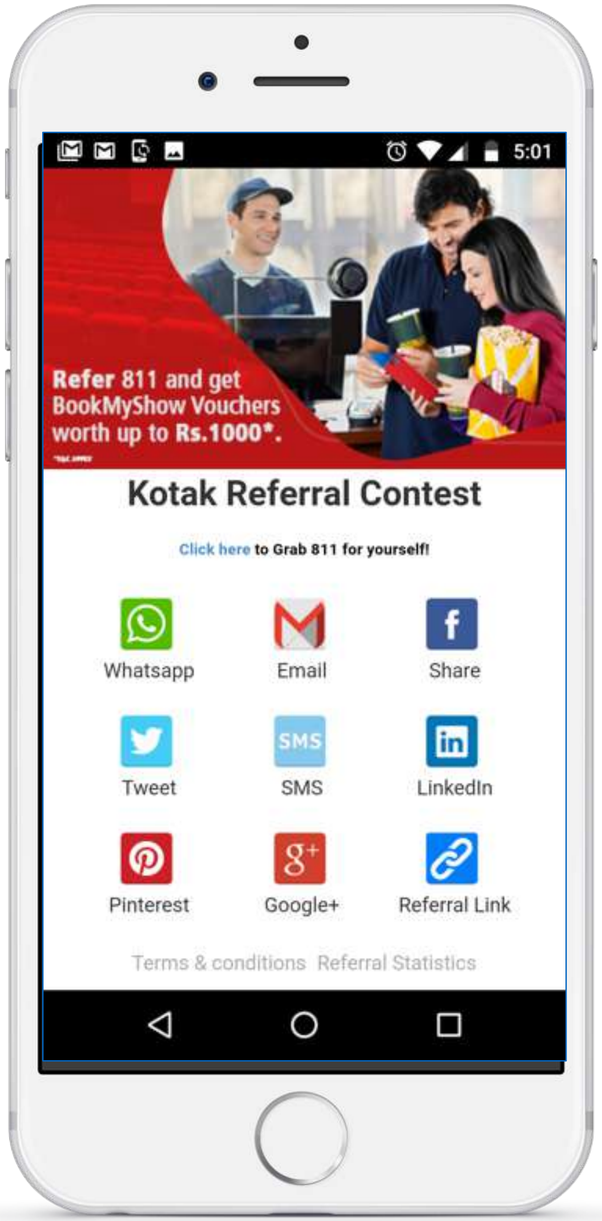
INVITEREFERRALS

Refer a friend solution

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



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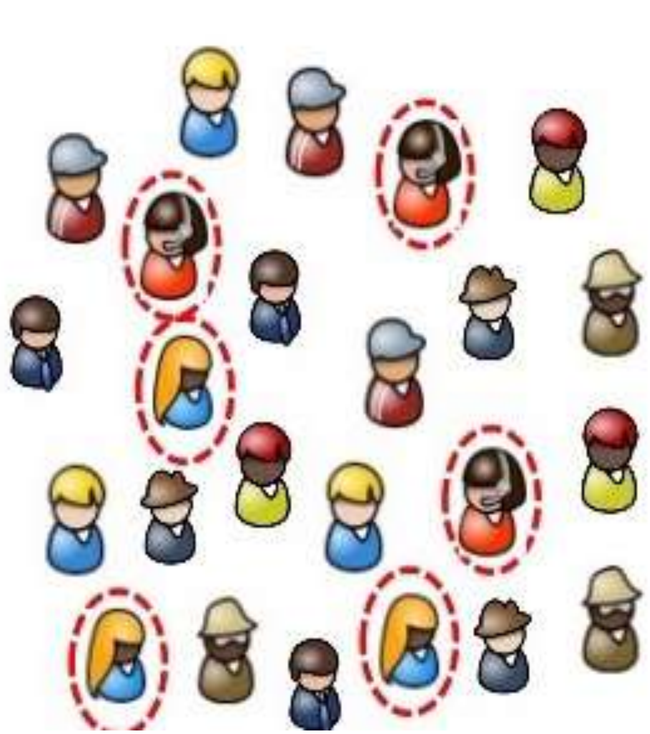
LOOK ALIKE MODELING

1st Party

2nd party + 3rd party

Converting Audiences



People who look like Converting Audiences

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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**

NotifyVisitors

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

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