

# How to achieve a 26% Click-to-Conversion rate on abandoned webform emails

Success story: **Idea Bank** Industry: **Financial Services & Banking**

Webform abandonment can be just as big a problem to businesses as shopping cart abandonment, depending on your line of business. This is often the case with certain industries such as financial services and the banking industry where a completed webform is the penultimate step before a financial transaction, contract or agreement.

## About

Idea Bank was created to help customers realize their dream of running their own business. Its services are targeted towards the small and medium-sized business sector.

## Industries

-  banking
-  financial services

*Idea Bank leveraged graphics in this creative from key visuals to increase a customer's recognition of other advertisements that were running in parallel in other marketing channels.*



*Jestem firma*

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Jeśli w procesie zakładania lokaty nastąpiły jakiegokolwiek problemy, prosimy o kontakt z Infolinią Banku pod numerem telefonu: **22 101 10 10** (koszt połączenia zgodny ze stawką Operatora).

## Problem

Idea Bank wanted to recover customers that abandoned the completion of their term deposit webform.

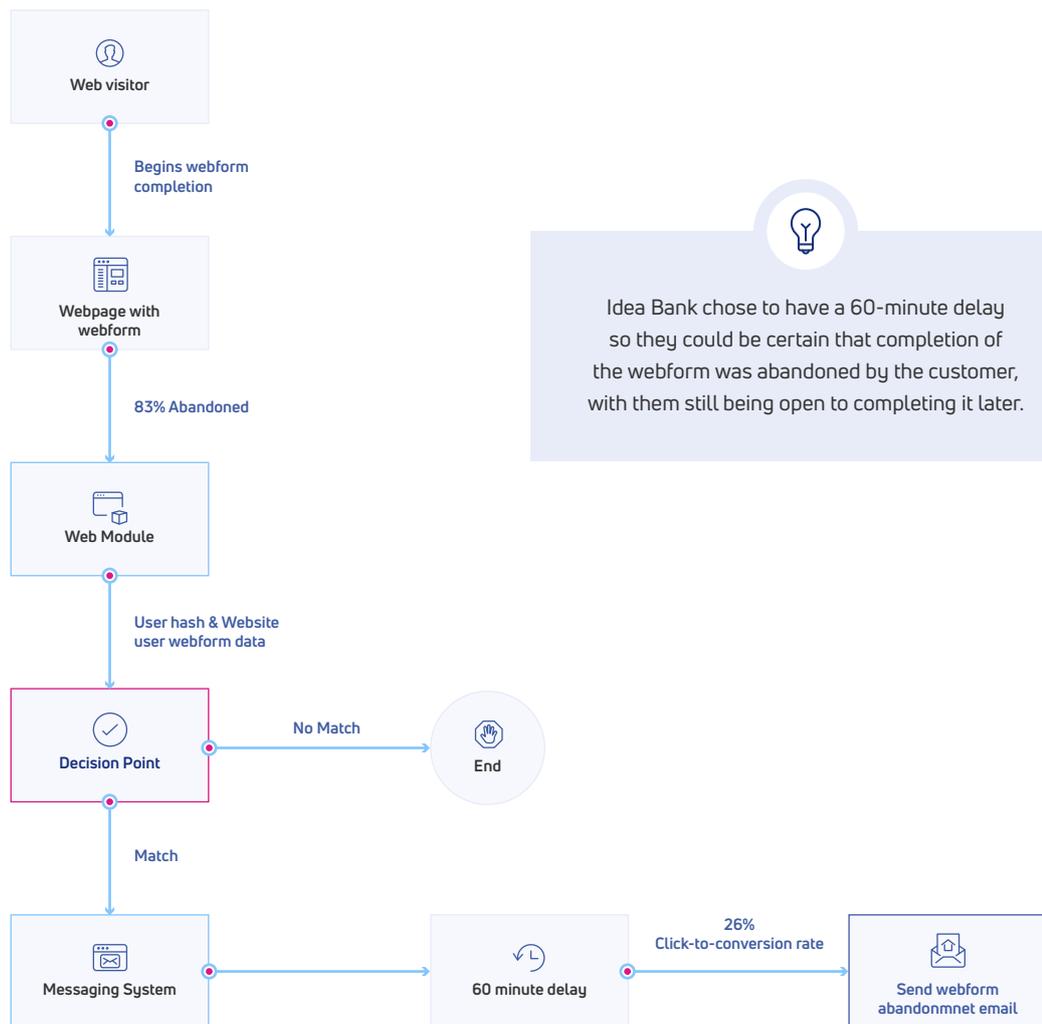
It's often an expensive endeavour to get customers to your landing page, and it's even more costly when they abandon it. Ultimately, this means a lower return on investment and lower sales. Idea Bank wanted to recover some of the 83% of visitors that were abandoning their term deposit application webform.

## Solution

Idea Bank employed webform abandonment recovery emails through an automated workflow.

These emails were sent to the customers whose email address they had in their database after a 60-minute delay.

The automated webform abandonment recovery process with the ExpertSender Web Module.



Once a customer abandons a webform they are matched against Idea Bank's database and those who exist in their database are sent the automated webform abandonment email.



# 26%

click-to-conversion rate

## 26% of clickers went on to complete the term deposit webform

### Results

With 83% of visitors abandoning Idea Bank's term deposit webform, Idea Bank was losing out on a significant amount of business.

The automated webform abandonment recovery process helped Idea Bank achieve a click-to-conversion rate of 26%.

In other words, 26% of their customers went on to complete the term deposit webform after clicking the webform abandonment recovery email.

**ExpertSender's Webform Abandonment module allowed us to recover over a quarter of the clickers from our automated Abandoned Webform Recovery workflow. That means a substantial number of new customers that would have been otherwise lost. We look forward to working with ExpertSender to continue growing our marketing ROI.**

**Michał Węglewicz**  
Performance Marketing Team Leader, Idea Bank

### Technology used

-  workflows
-  webform abandonment module

- ▶ **Email Marketing Automation** is creating a defined sequence of steps and tasks that automate different business scenarios. This sequence will have strict rules and conditions that will lead your customer down their desired path.

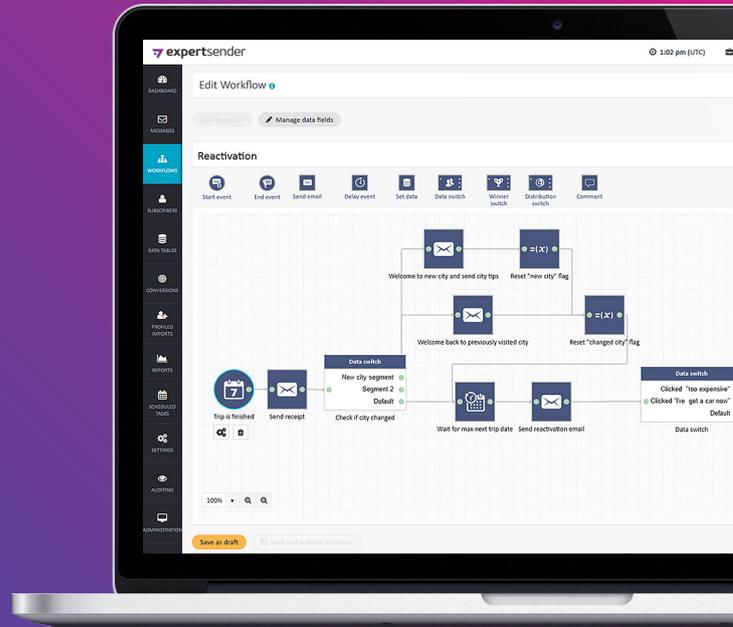
Your **workflow** is a canvas of drag and drop elements representing marketing automation events. A series of predefined interconnected blocks that represent various paths customers may take in a marketing campaign. Example scenarios that can be executed using workflows include: lead nurturing, reactivation, and abandoned shopping carts.

- ▶ A partially completed or abandoned webform means lost revenue. ExpertSender's **Webform Abandonment Module** lets our customers send automated reminders to users to complete abandoned webforms and recover more business.

Thanks for taking the time to read our success story. We'd love to talk to you about your email marketing program and help your business grow.

**Schedule a demo today**

[expertsender.com/demo](https://expertsender.com/demo)



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