

Die Newsletter Customer Journey für Herzenswünsche.

Über Geld spricht man nicht. Oder doch? Bank Austria bedient sich dem Prinzip des Verkaufstrichters und schneidert Kommunikation Schritt für Schritt auf einzelne Bedürfnisse zu. Mit Hilfe einer verhaltensbasierten Customer Journey.



1. Awareness

Verhaltensabfrage



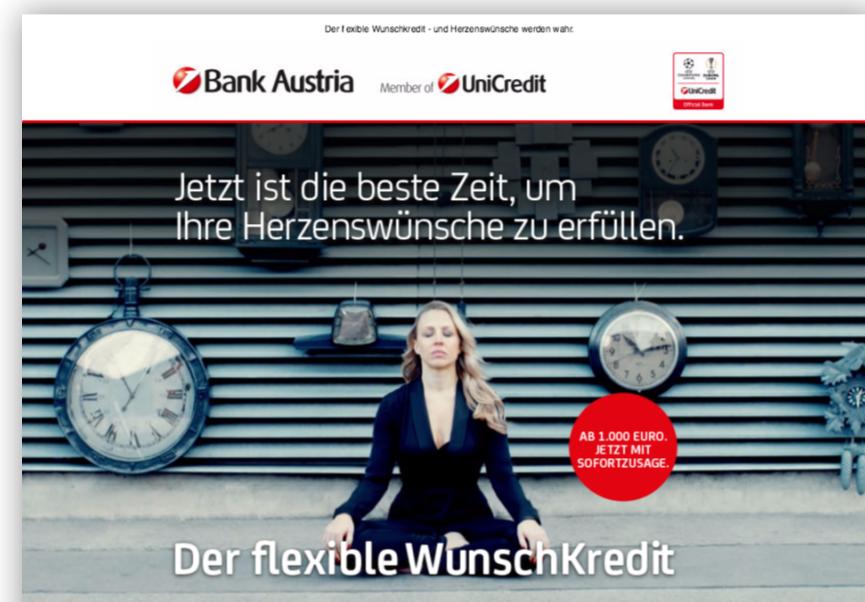
Fullsize
Banner

Abfrage von
Web- und
Newsletter-
Verhalten

Öffnungs-
raten bis zu
58%

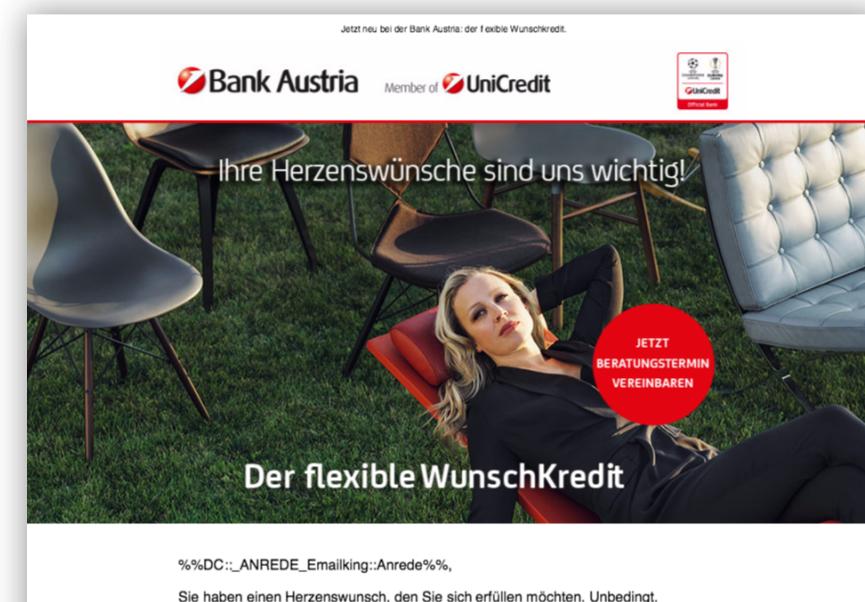
2. Interest

Detailinformationen



3. Decision

Serviceleistungen



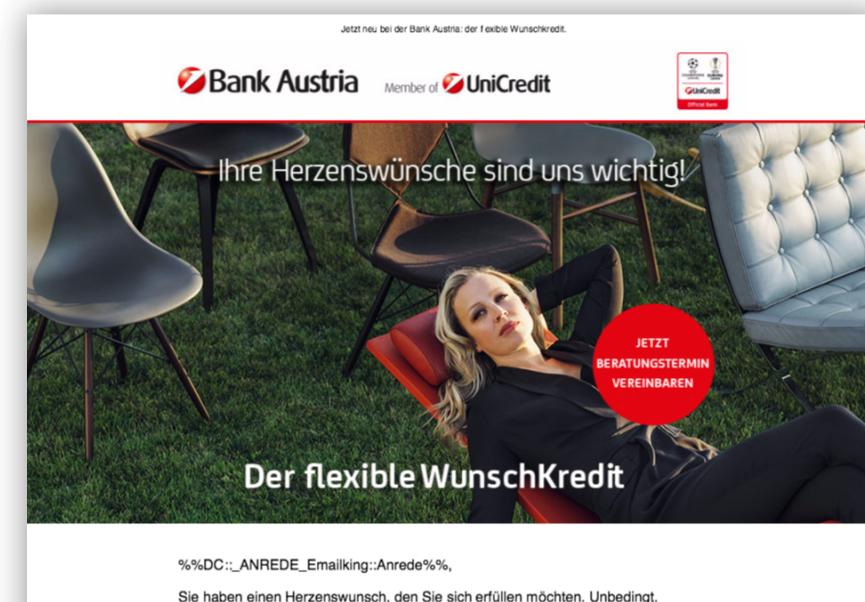
Klickraten
bis zu
14,6%

Conversion
von über
16%

Embedded
Video

4. Action

4. Action

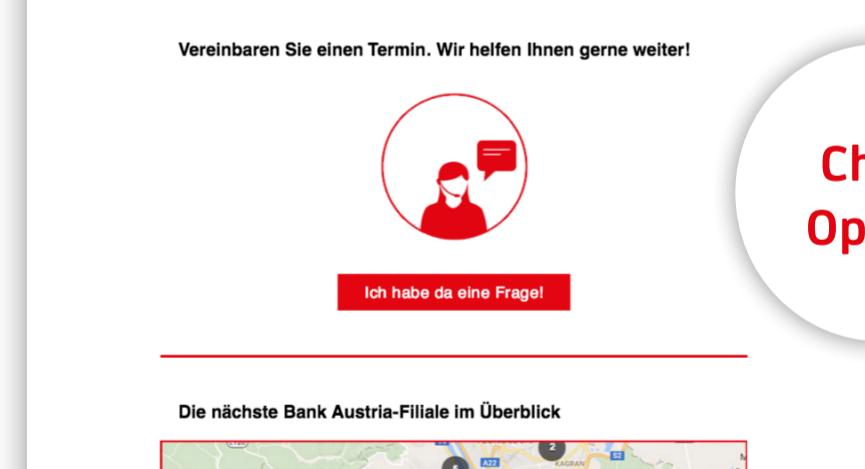
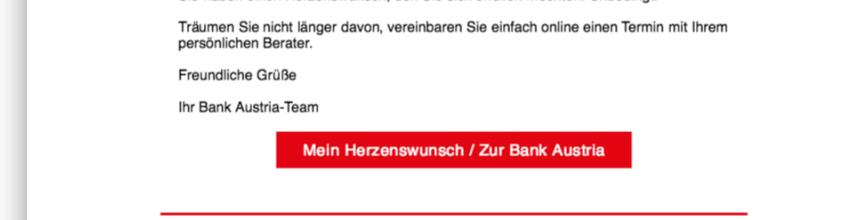


Chat-
Option

Fall-
beispiele



Animated
GIFs



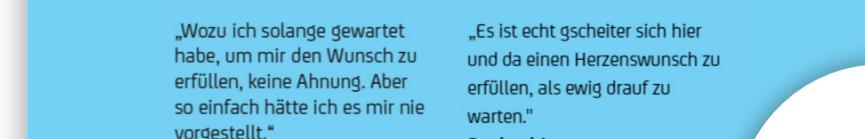
Google
Maps-
Plan



Animated
GIFs



Kunden-
rezensionen



Embedded
Video

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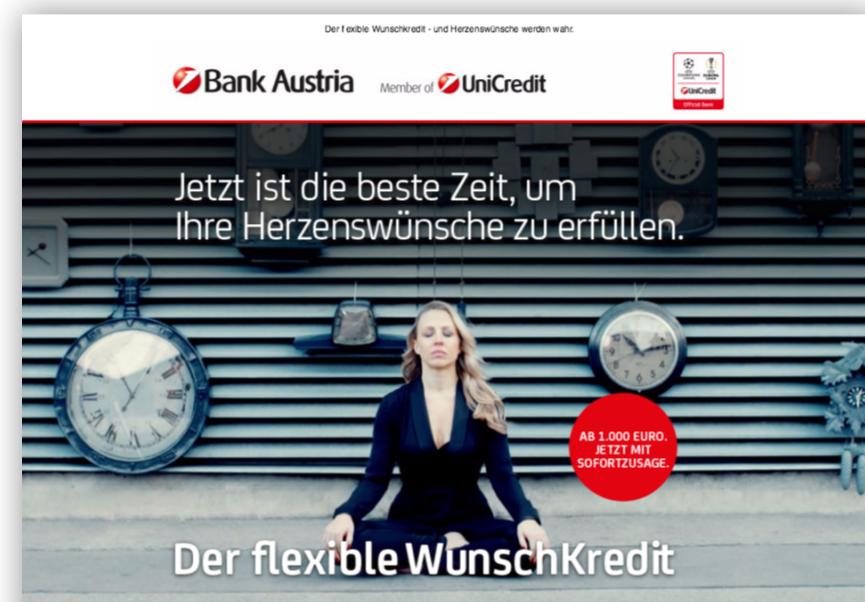
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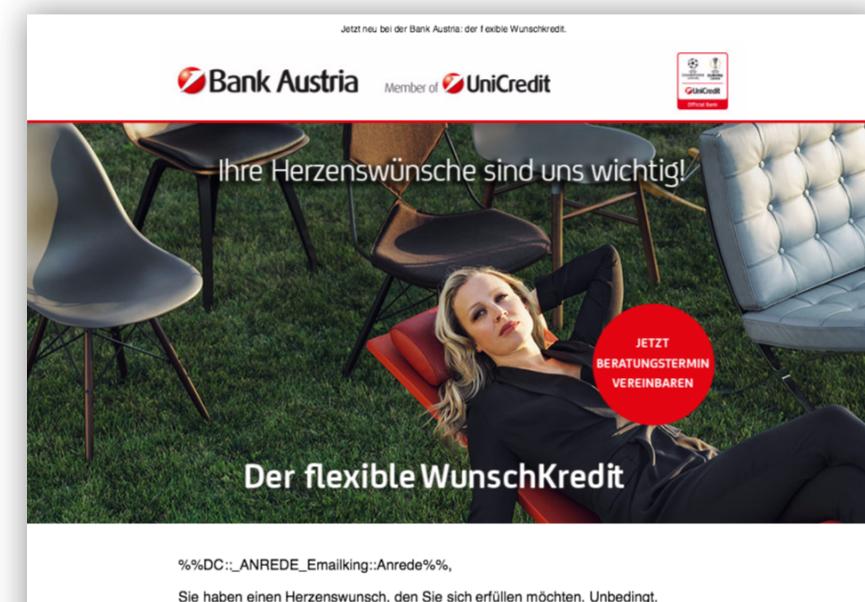
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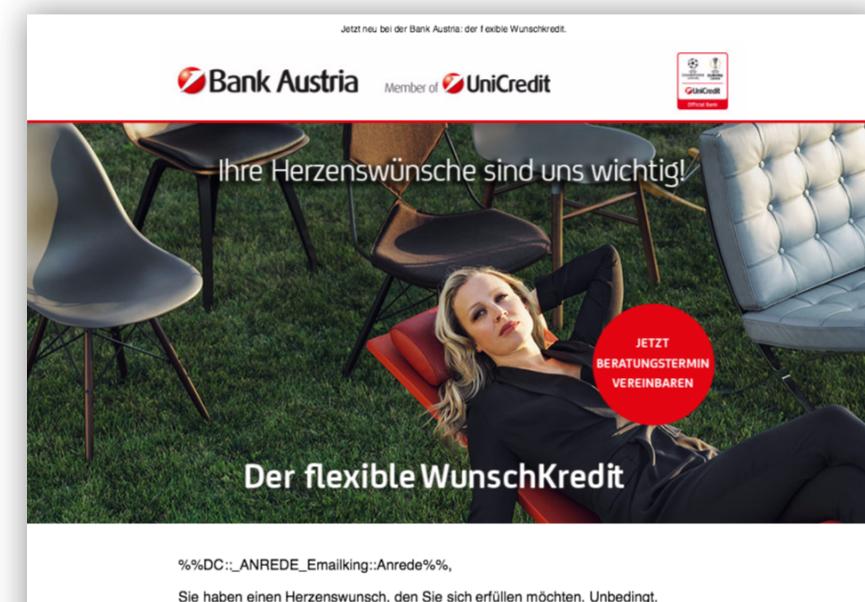
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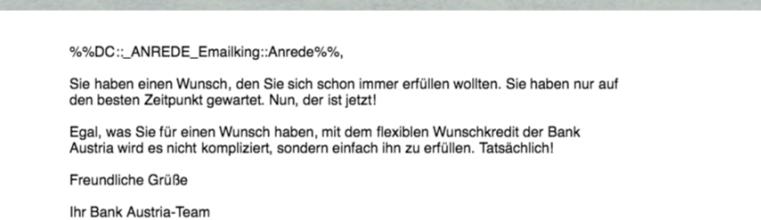
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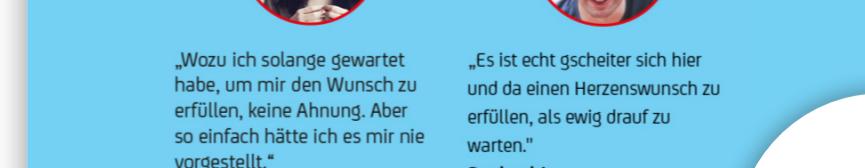
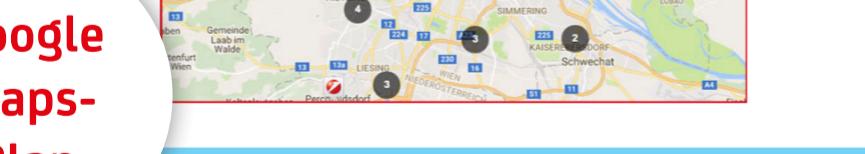
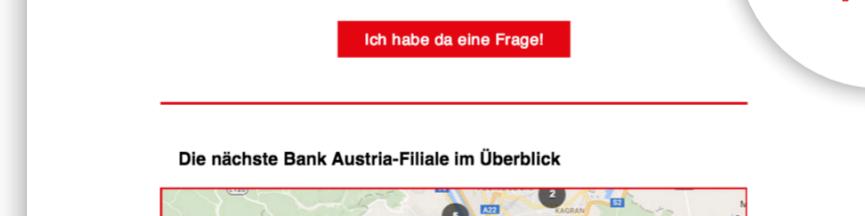


Chat-
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GIFs



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Embedded
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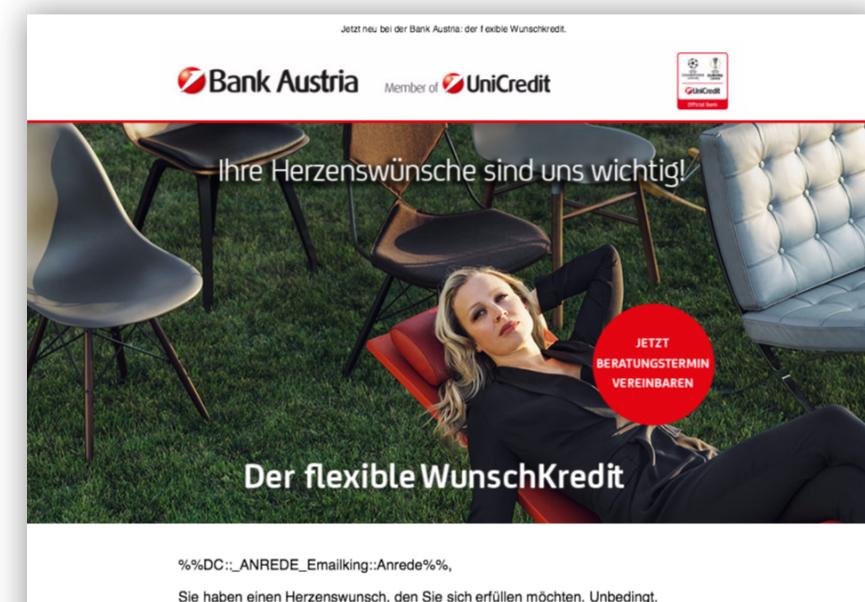
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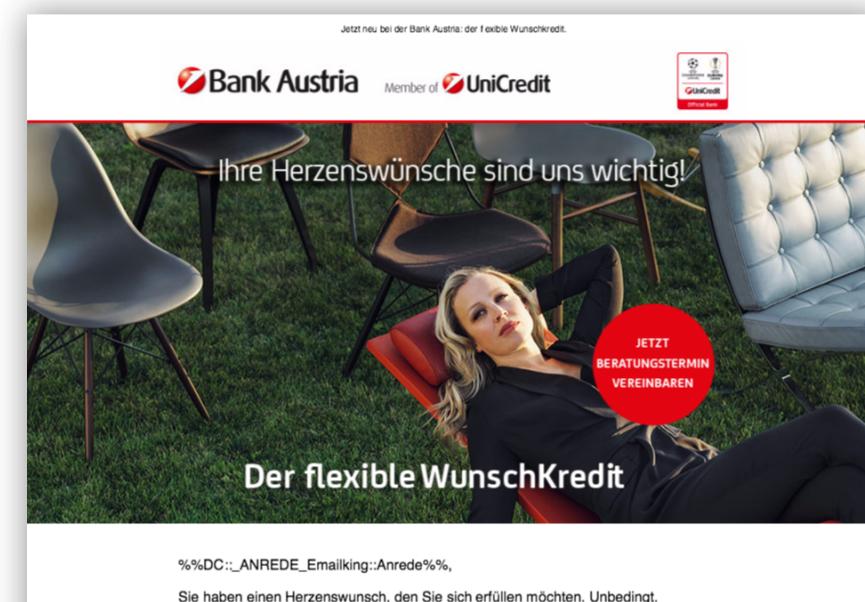
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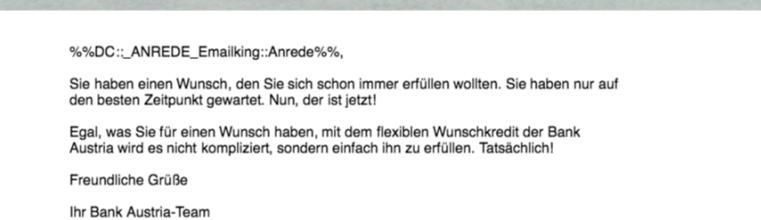
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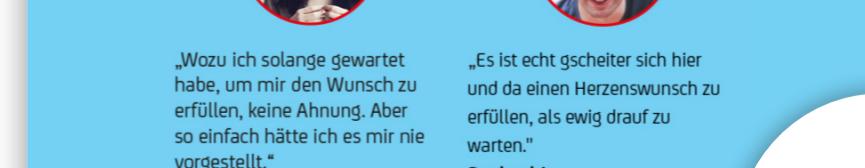
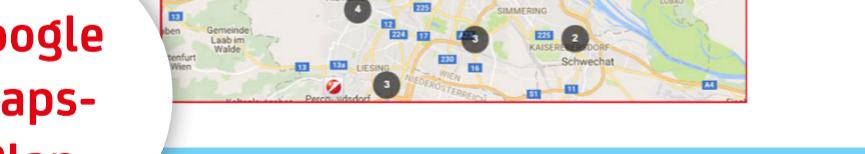
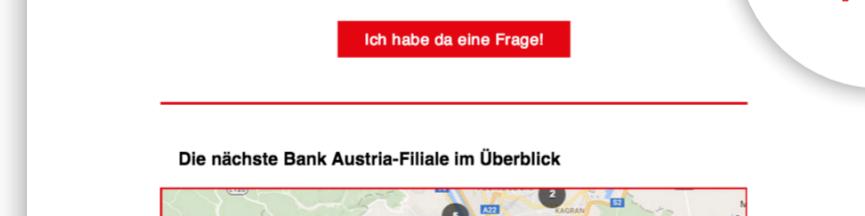


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