

INTRODUCTION

ICICI wealth management app is an initiative from India's second largest bank, ICICI bank. It allows the user to track their portfolio through that app and also complete any mutual fund transactions. However the adoption of this application by its customers was low. ICICI wanted to increase the usage of this application to automate its customer interactions and reduce the load on a manual way of resolving customer issues.

THE PROBLEM

The app was new to the market and had to reach the potential audience, ICICI had to choose a medium that portrayed their app functionality in a clear manner and gave their audience a means to download the app from the correct app store.

Traditional methods like video or ad words was cost consuming and did not serve the purpose, as they relied on people searching for this app. A more straight forward approach of communicating the benefits of the app to target users, was sorely needed. This could have been achieved over email or SMS. While email can support rich content to convey the benefits, it lacked the reach and proximity of an SMS. SMS on the other hand cannot accommodate the idea in 160 characters.

THE SOLUTION

ICICI chose Hola Card for their campaign to increase the app downloads, due to its simplicity and



interactivity. Hola embeds rich media into a URL that can be sent over SMS, E-mail, or any other social media channel.

When receivers of the communication click on the link a lightweight animated video plays in the mobile browser, communicating the value proposition. This effectively served the purpose of communicating the advantages of the app, visually.

Strategically placed smart Call-to-action buttons, helped the user to download the app from the corresponding app store based on the operating system, reducing the number of clicks and hence the reducing the friction to download.

RESULT

The wide reach of Hola Card gave the app the exposure it required, as a result the app started receiving double the traffic which increased the average per day app downloads from 20 to 46.