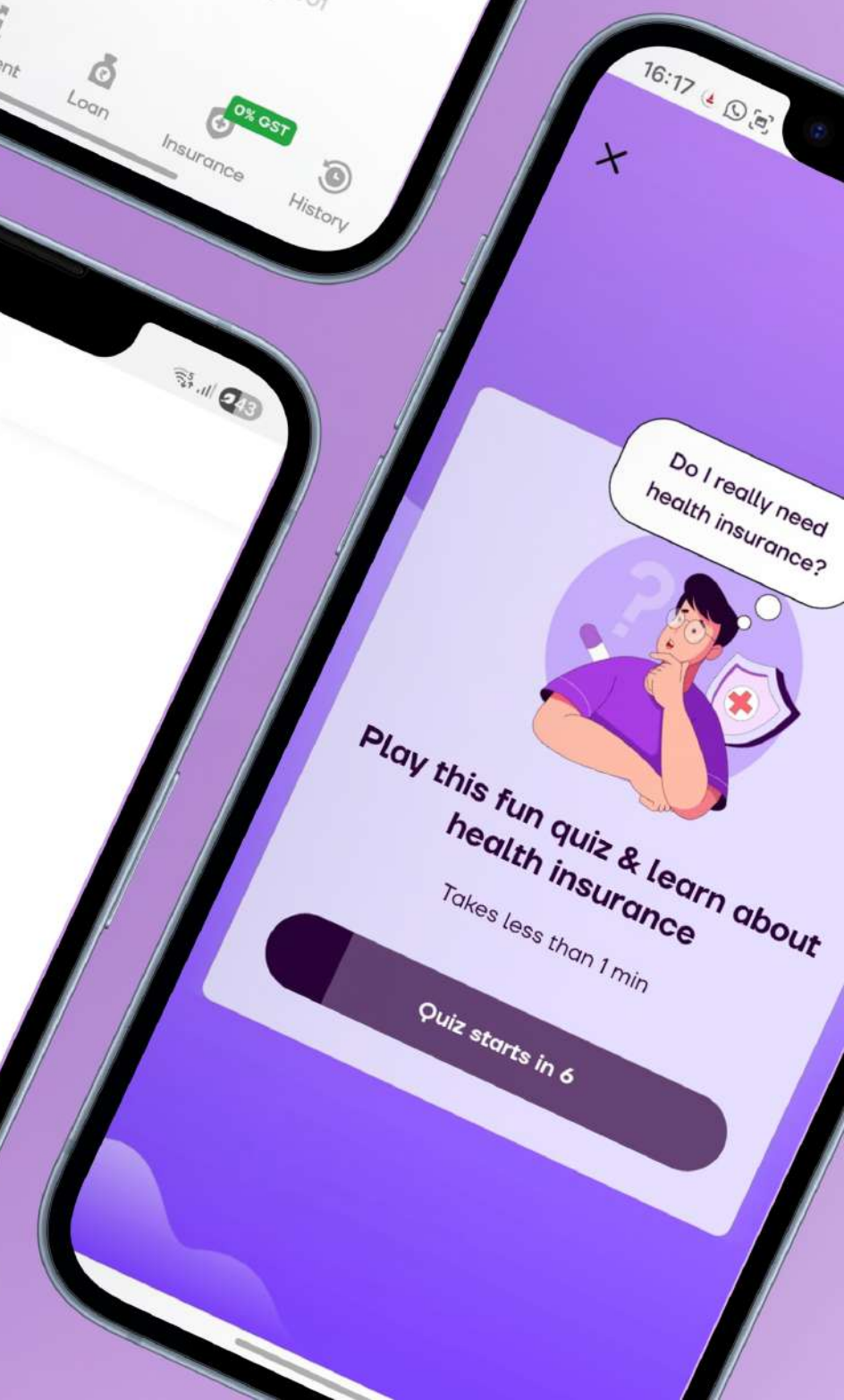
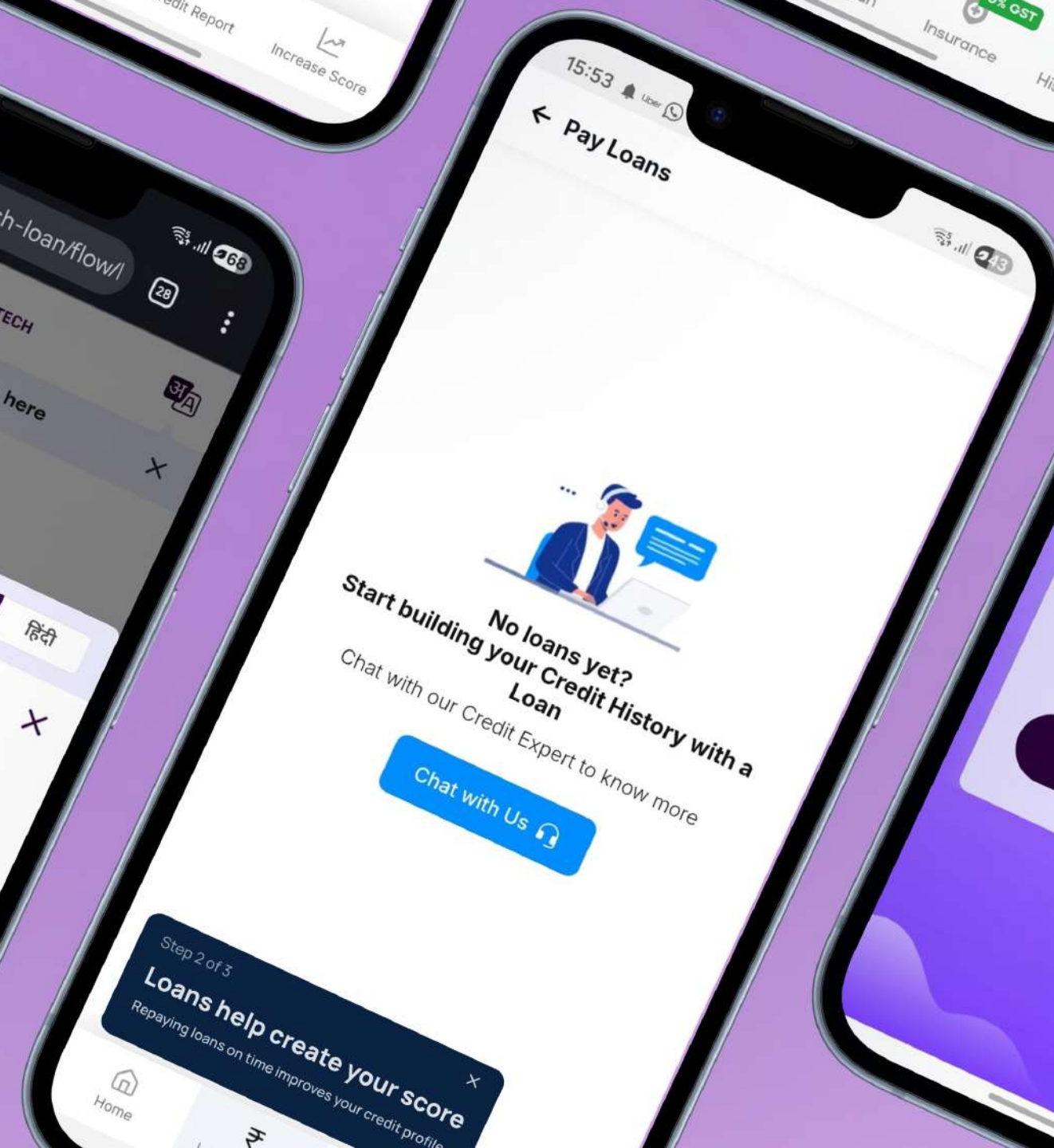
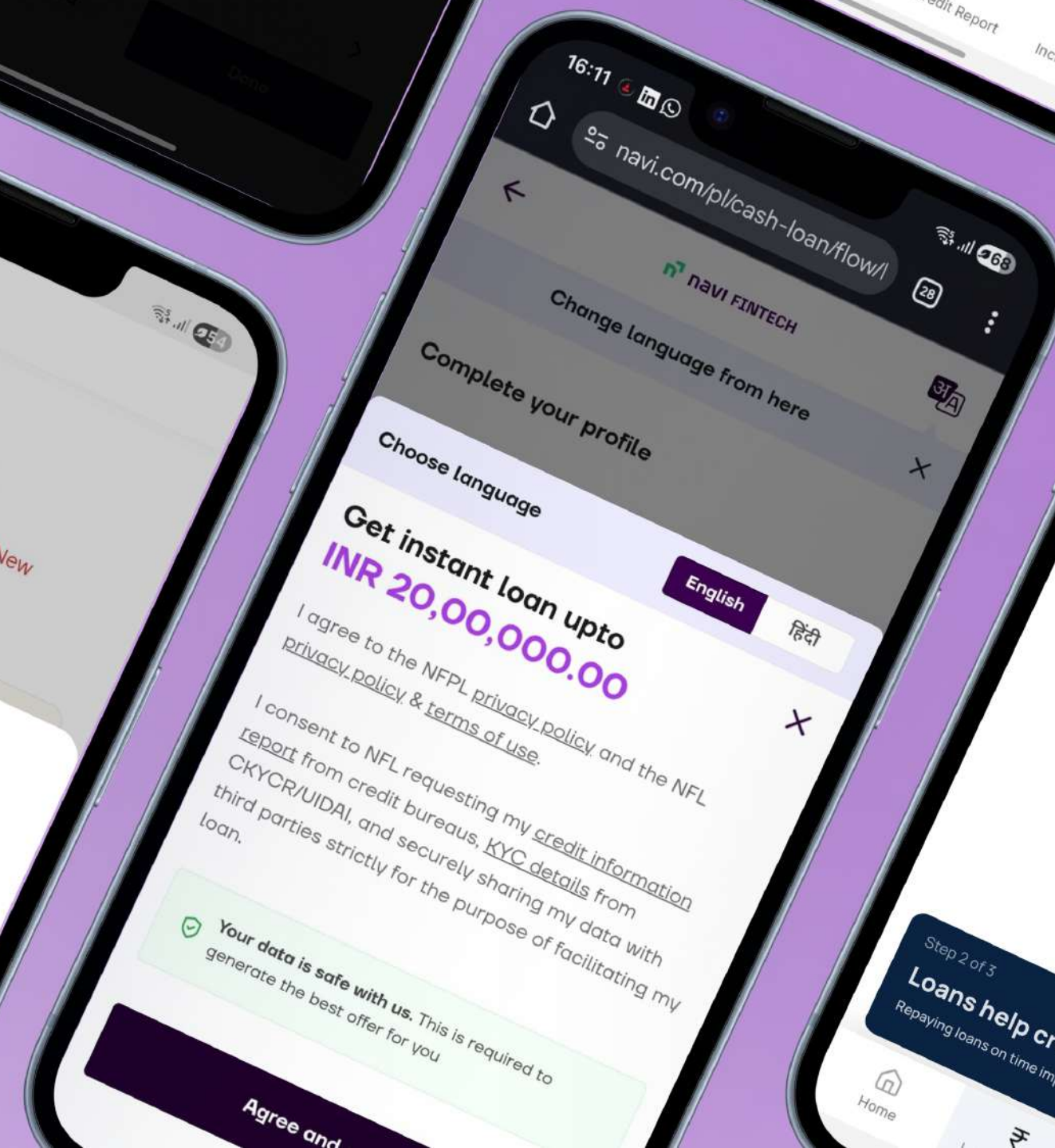
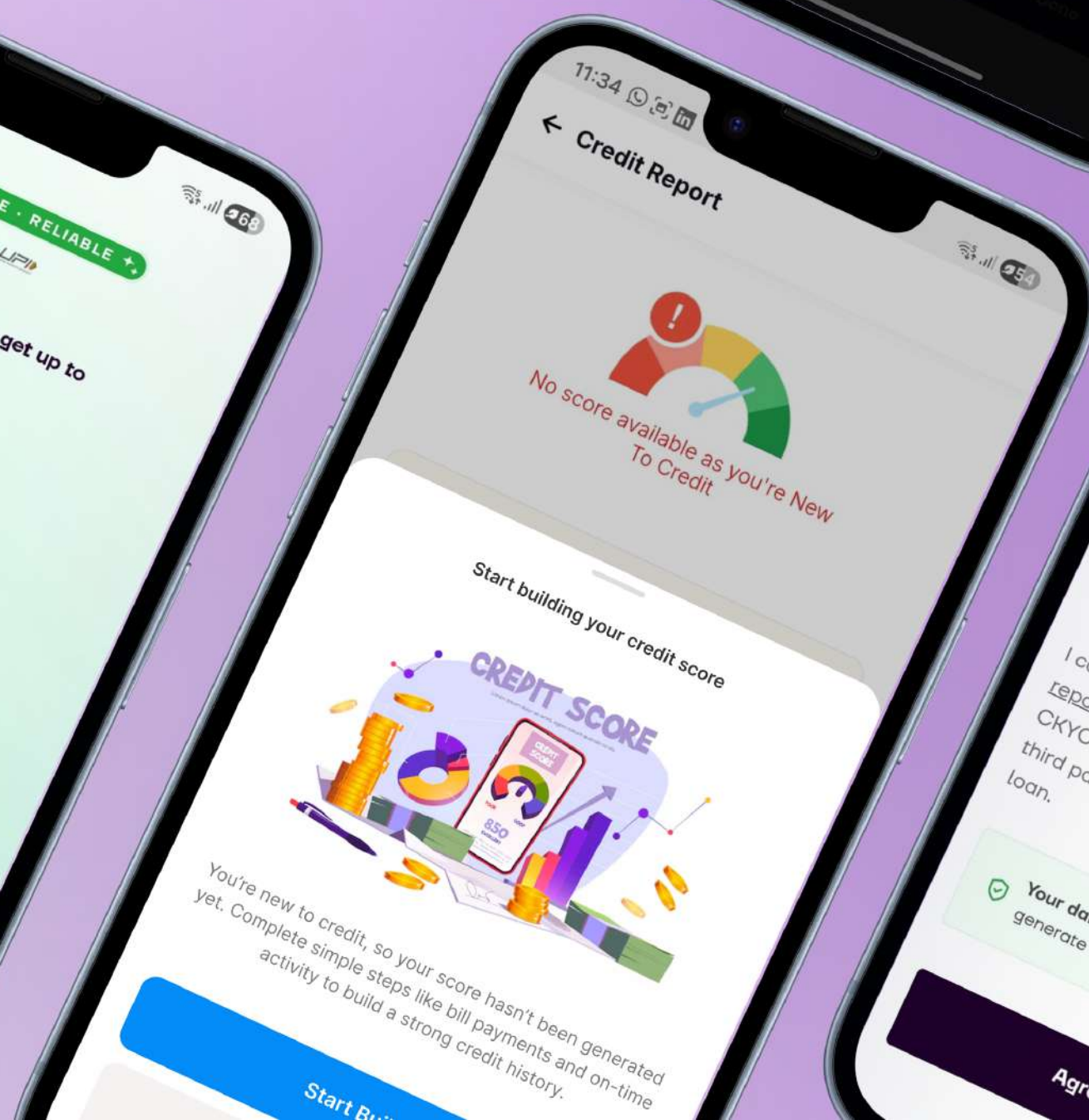
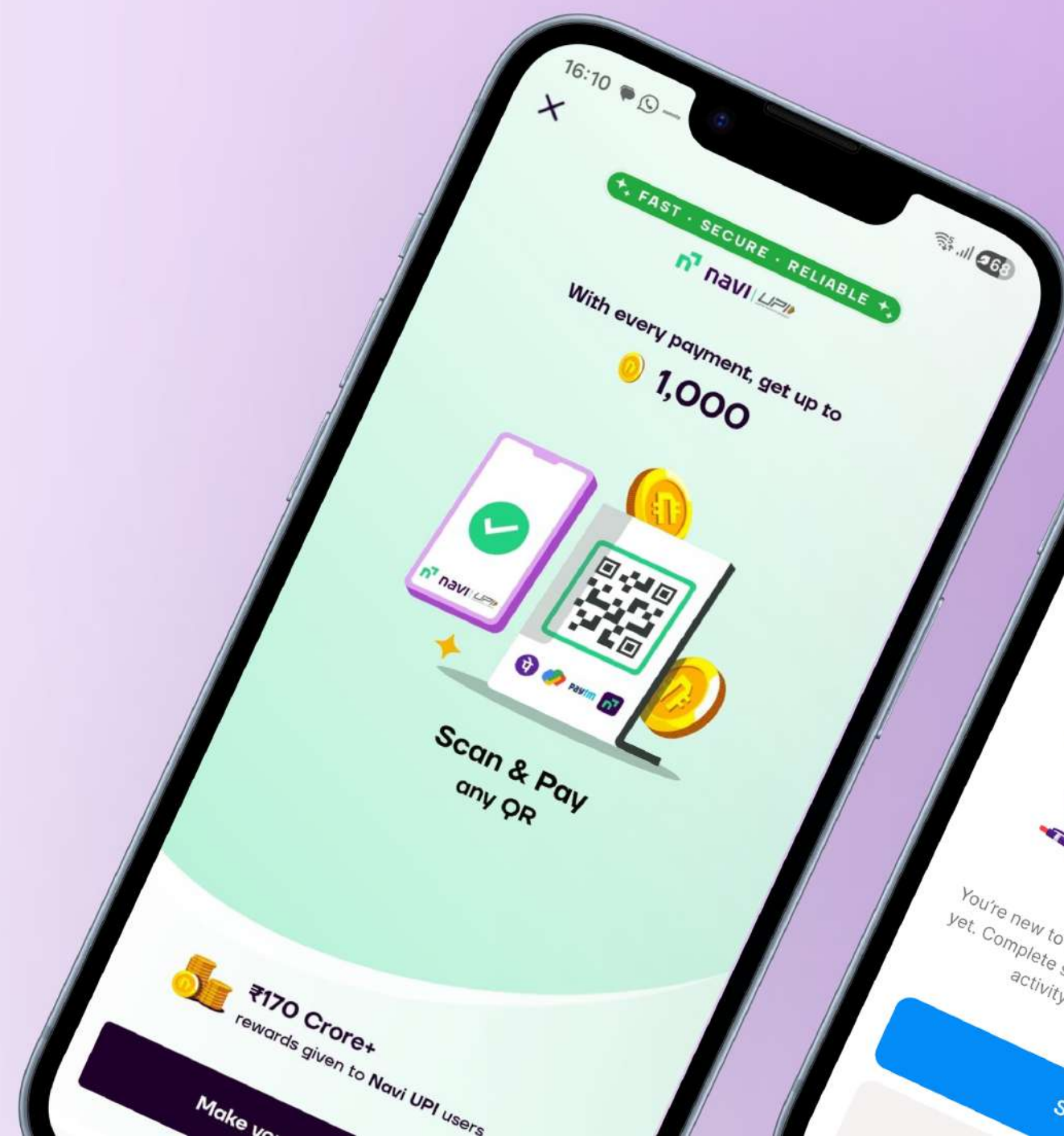
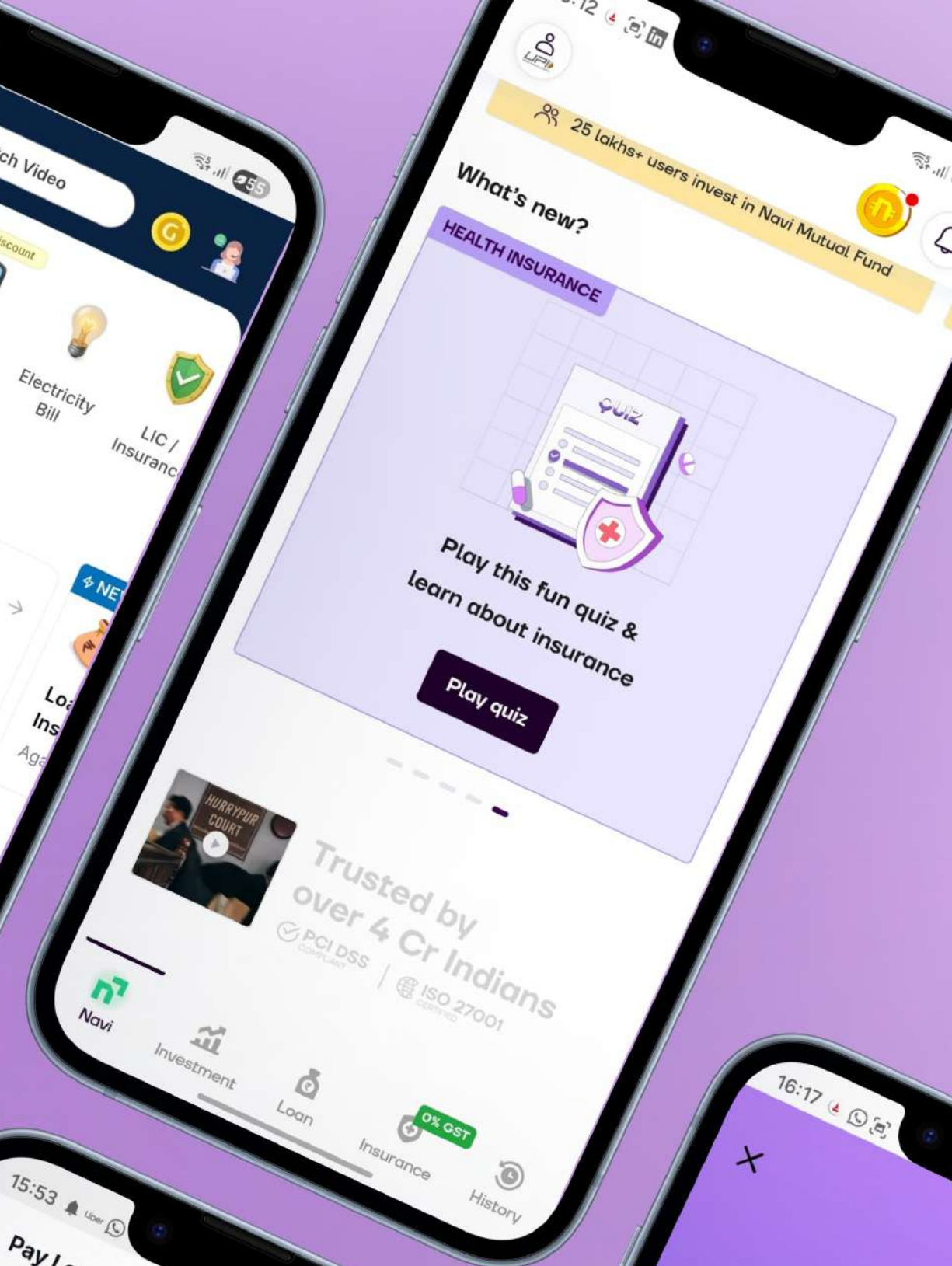
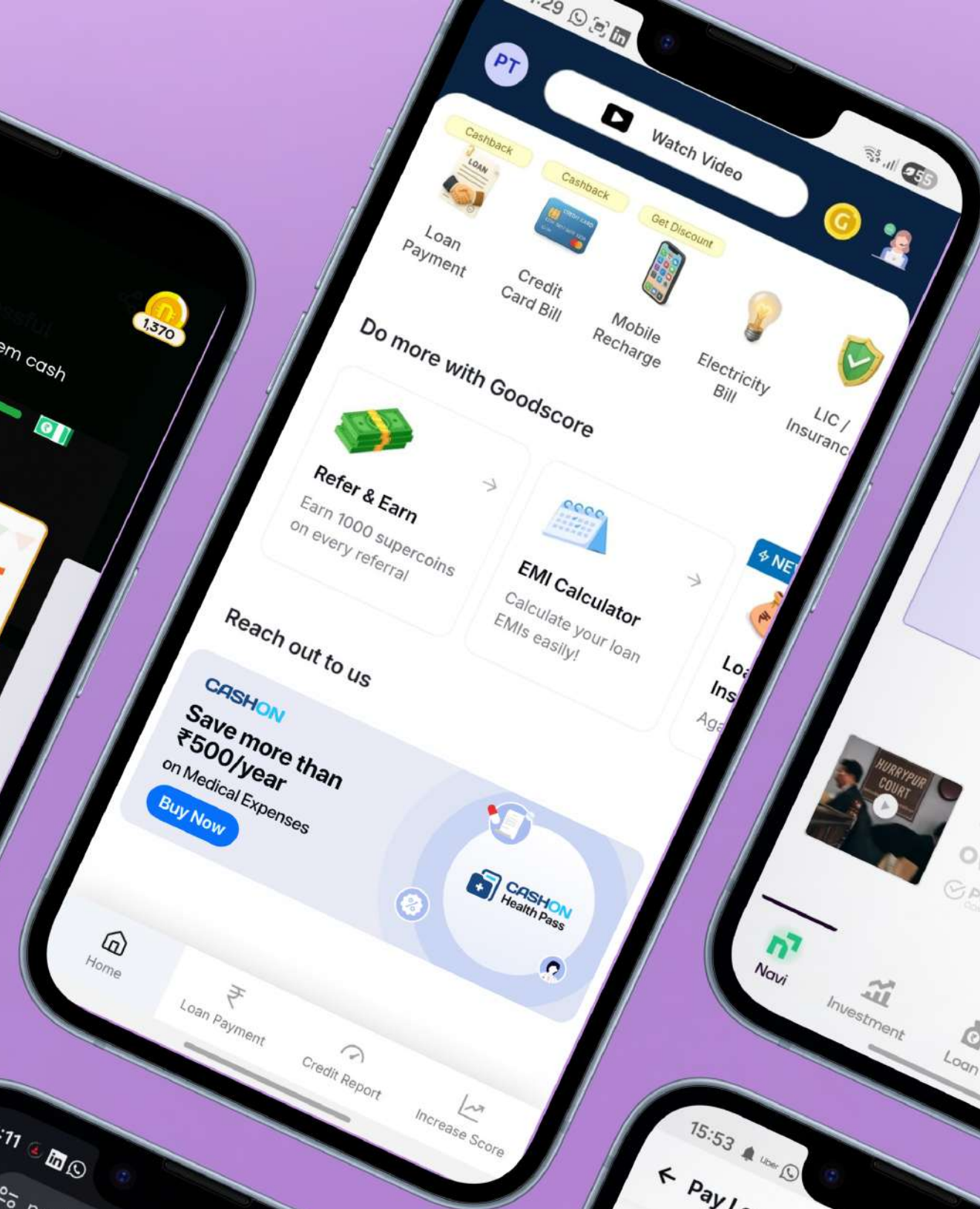


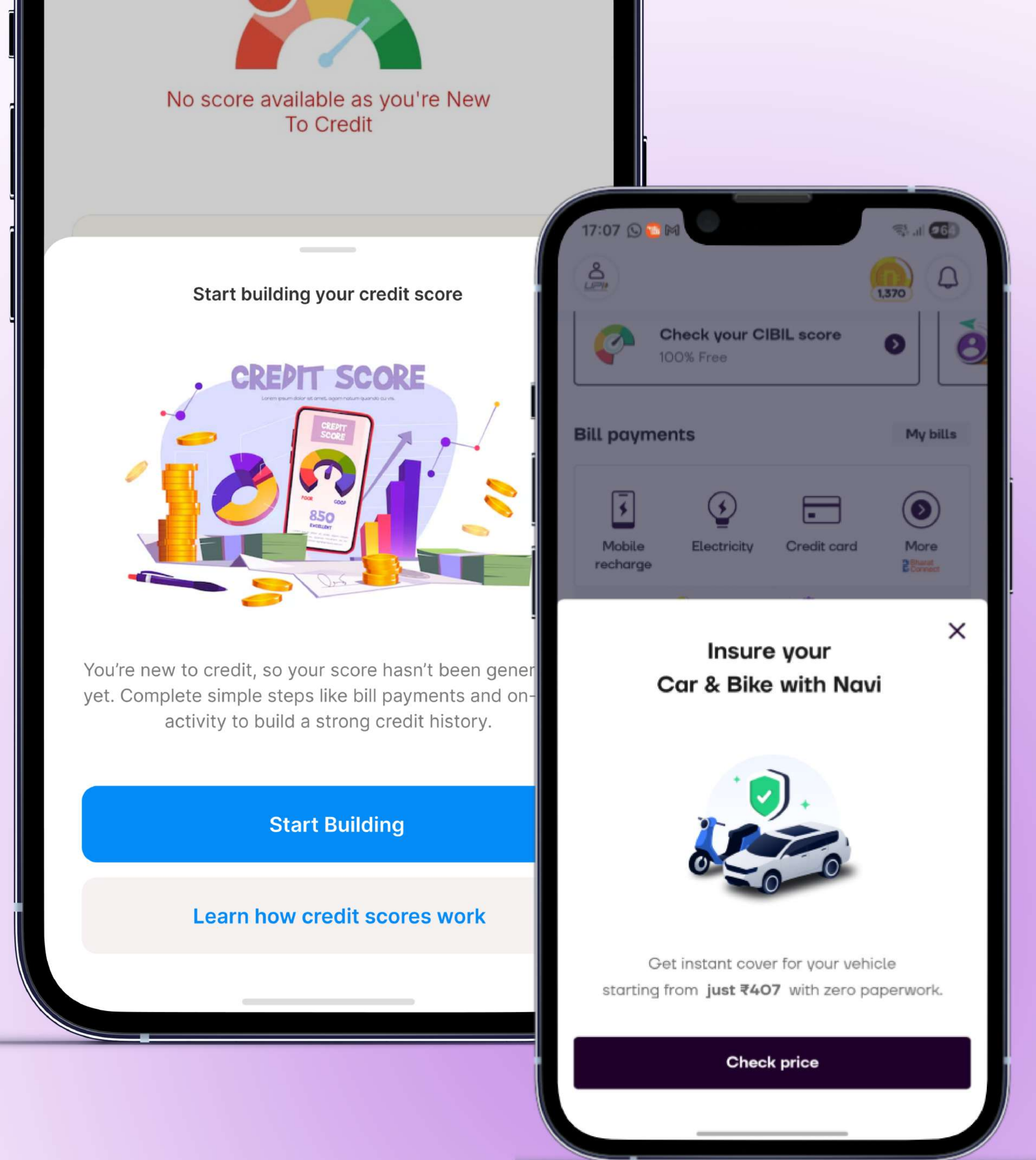
India FinTech Use Case





Bottom Sheet

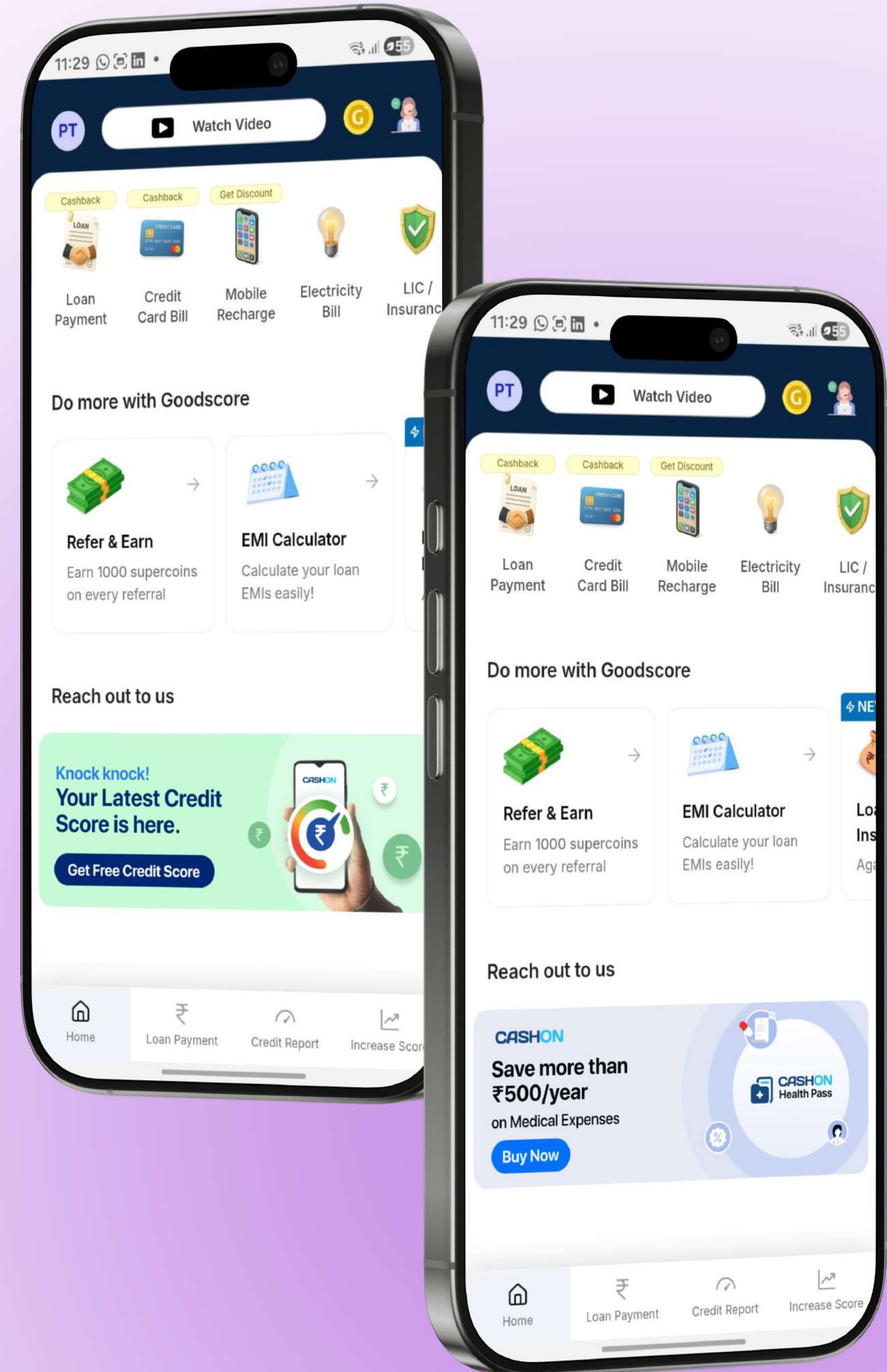
Bottom Sheet triggered on loan application page if user clicks on the back button stops from reducing drop off. Rewards can be linked to the Bottom Sheet as well.





Widgets

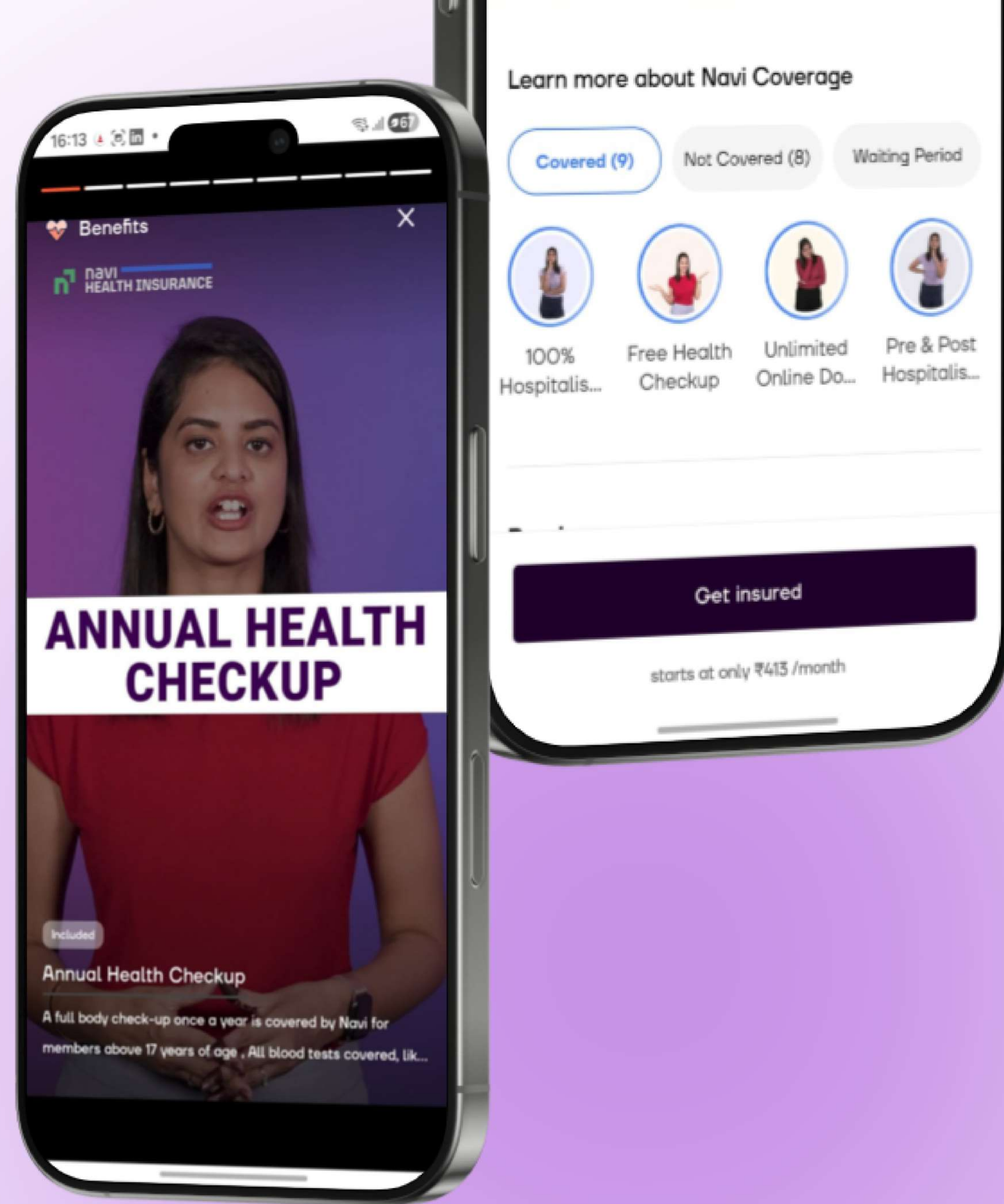
Widgets on homepage is personalized towards users and they also did complete AB Testing to test high performing variants





Stories

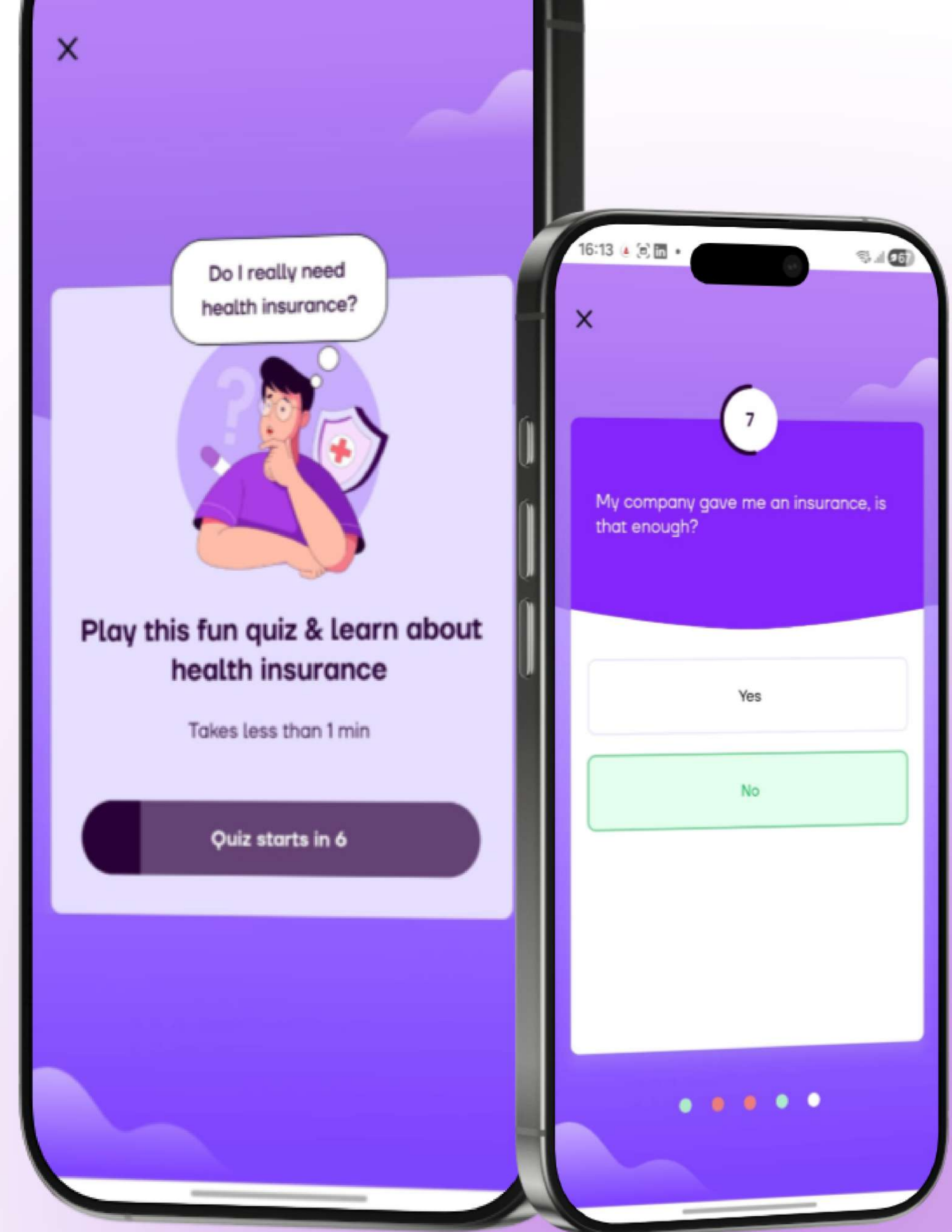
Brands can deploy real user feedback as Stories and also promote different products and business verticals through interactive Stories format





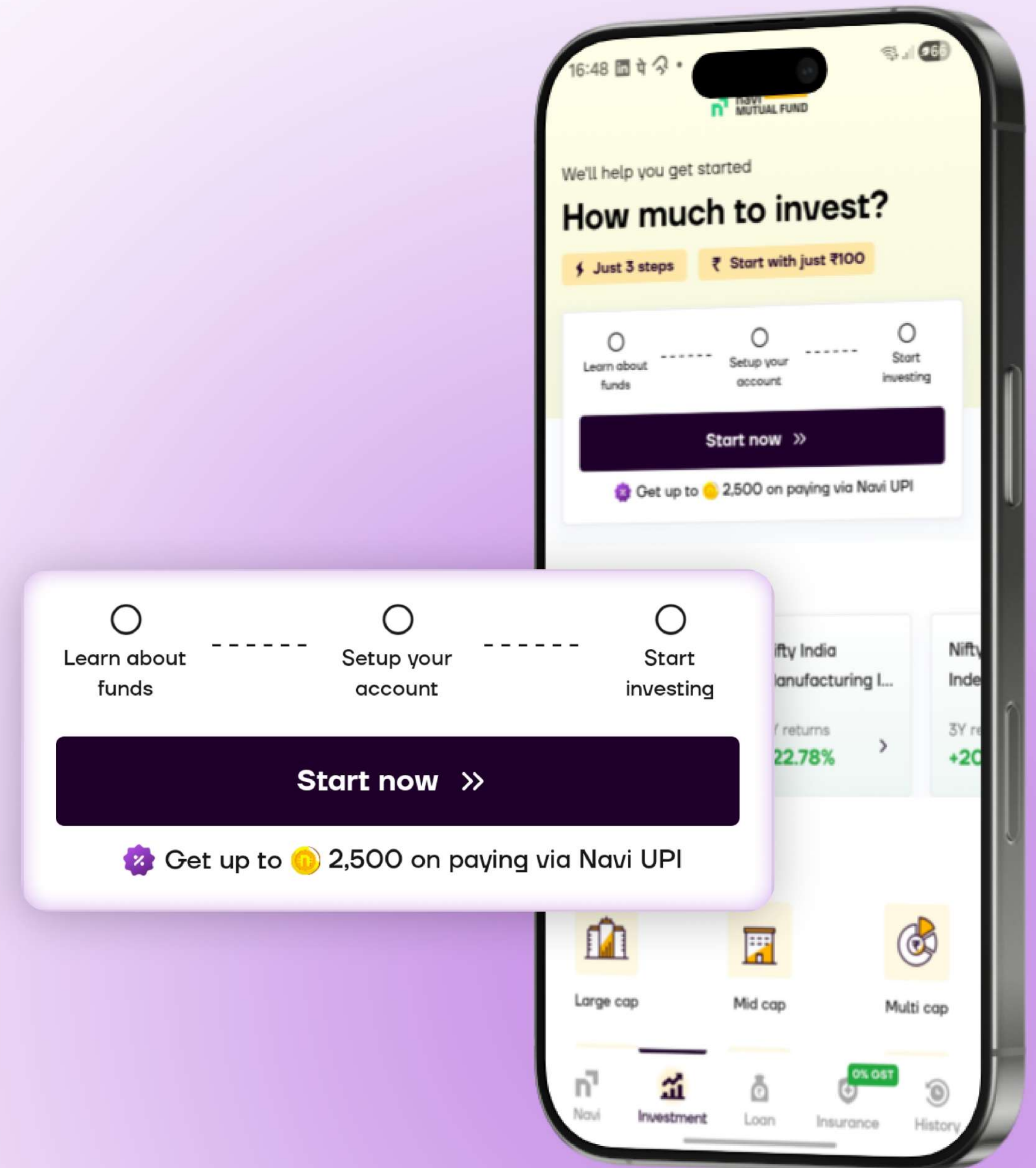
Quizzes

Quizzes help brands increase user engagement and inside answer promote loan products.



Streaks

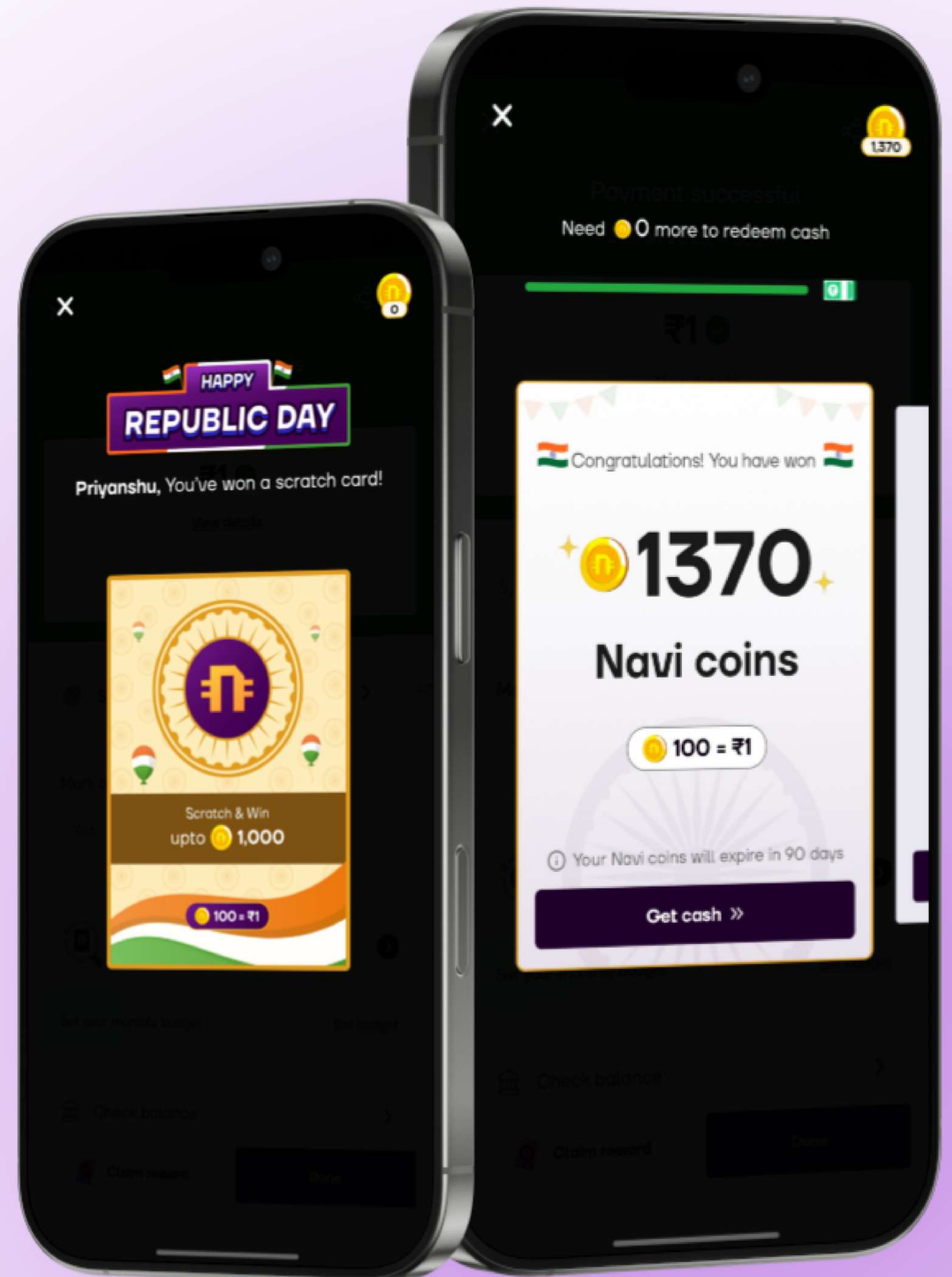
Streaks/Milestones allows the user to complete all steps one by one and thereby improving user completion journey





Scratch Card

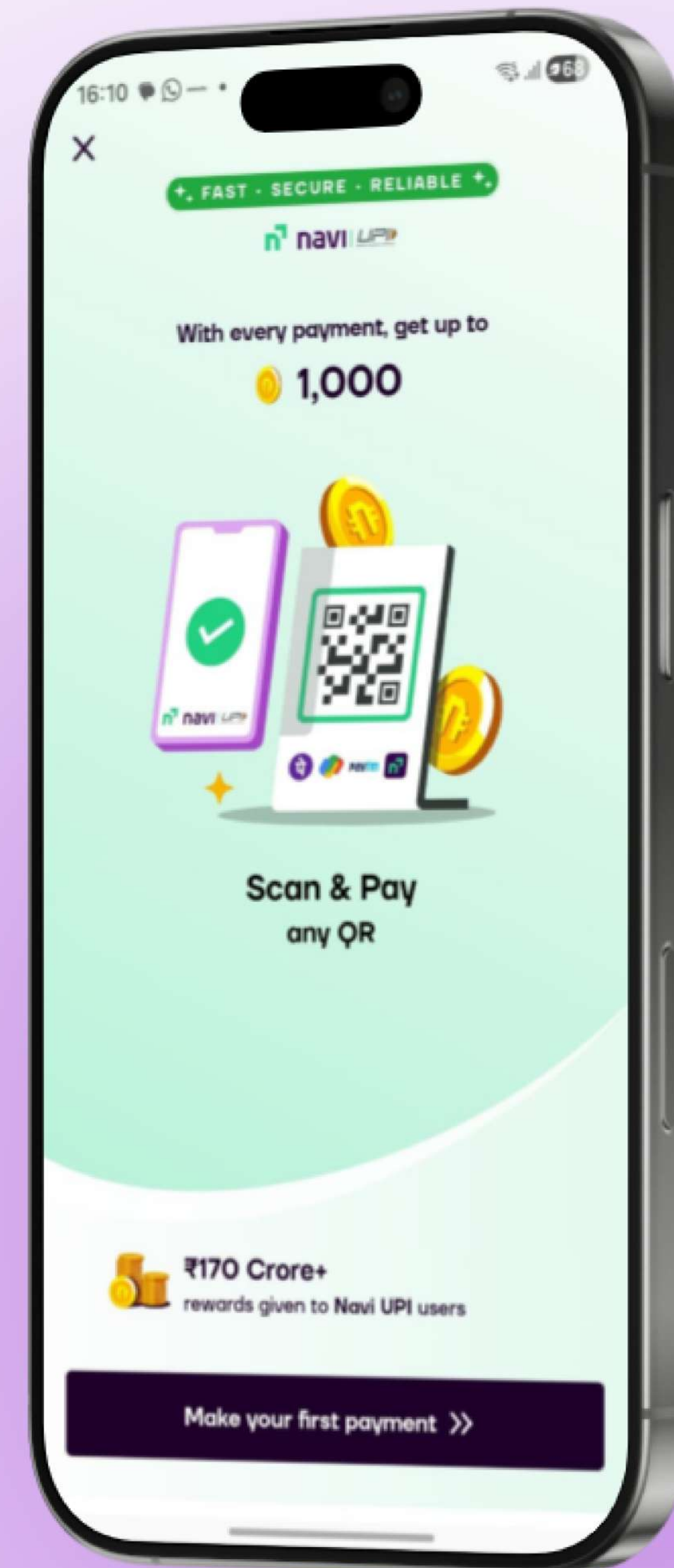
Scratch Cards turn everyday payments into high-intent engagement moments for your lending funnel.





Modals

Modals used to highlight main selling features. Can also be used as full page to run random experiments and better onboarding journey with swipeable modals.

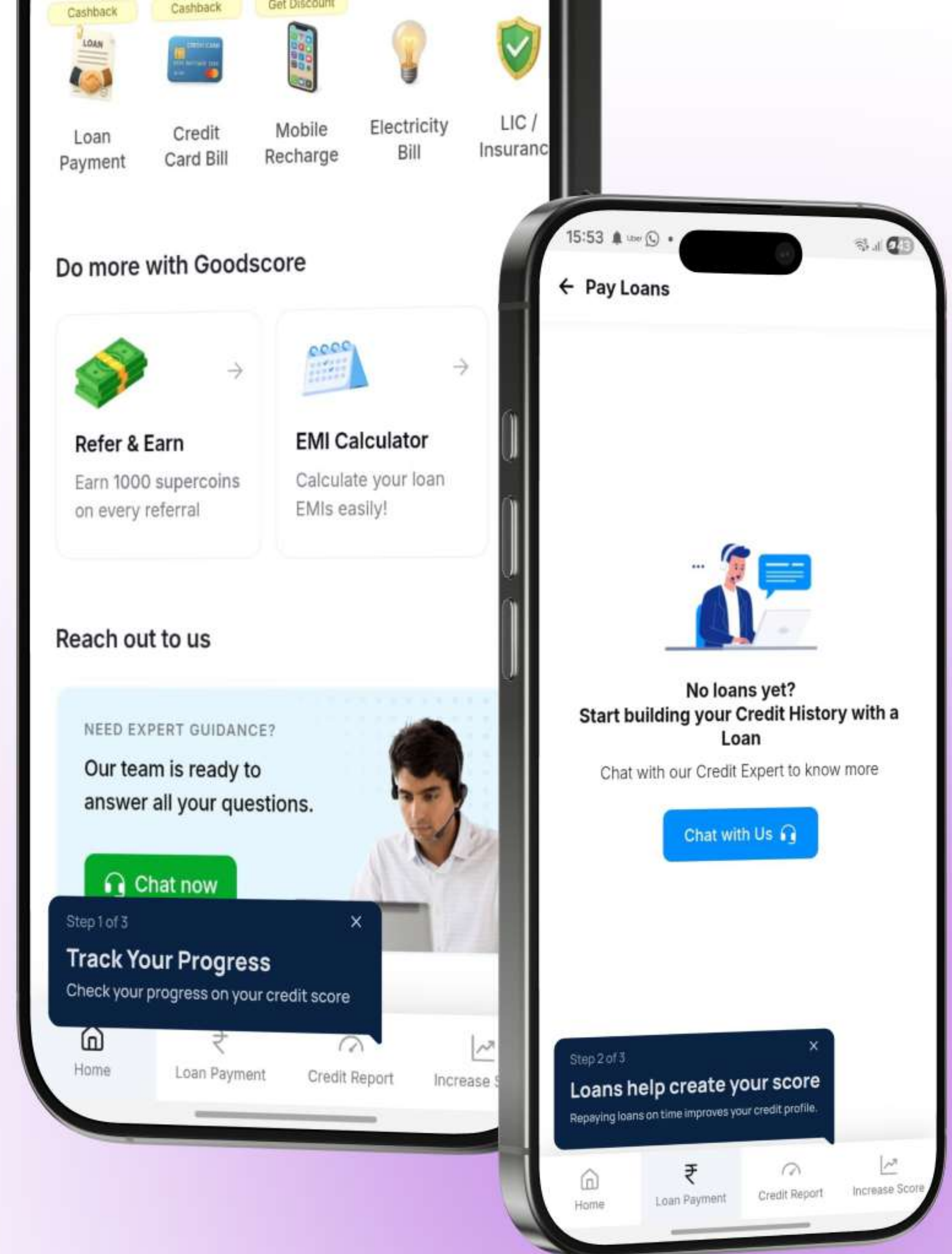




Tooltip

Deploy contextual tooltips during onboarding to gently guide users through key features such as credit score checks, profile setup, and rewards. Instead of overwhelming users with long walkthroughs, tooltips provide just-in-time guidance, reducing confusion and improving early-stage activation and feature adoption.

What this will do?
Better Onboarding

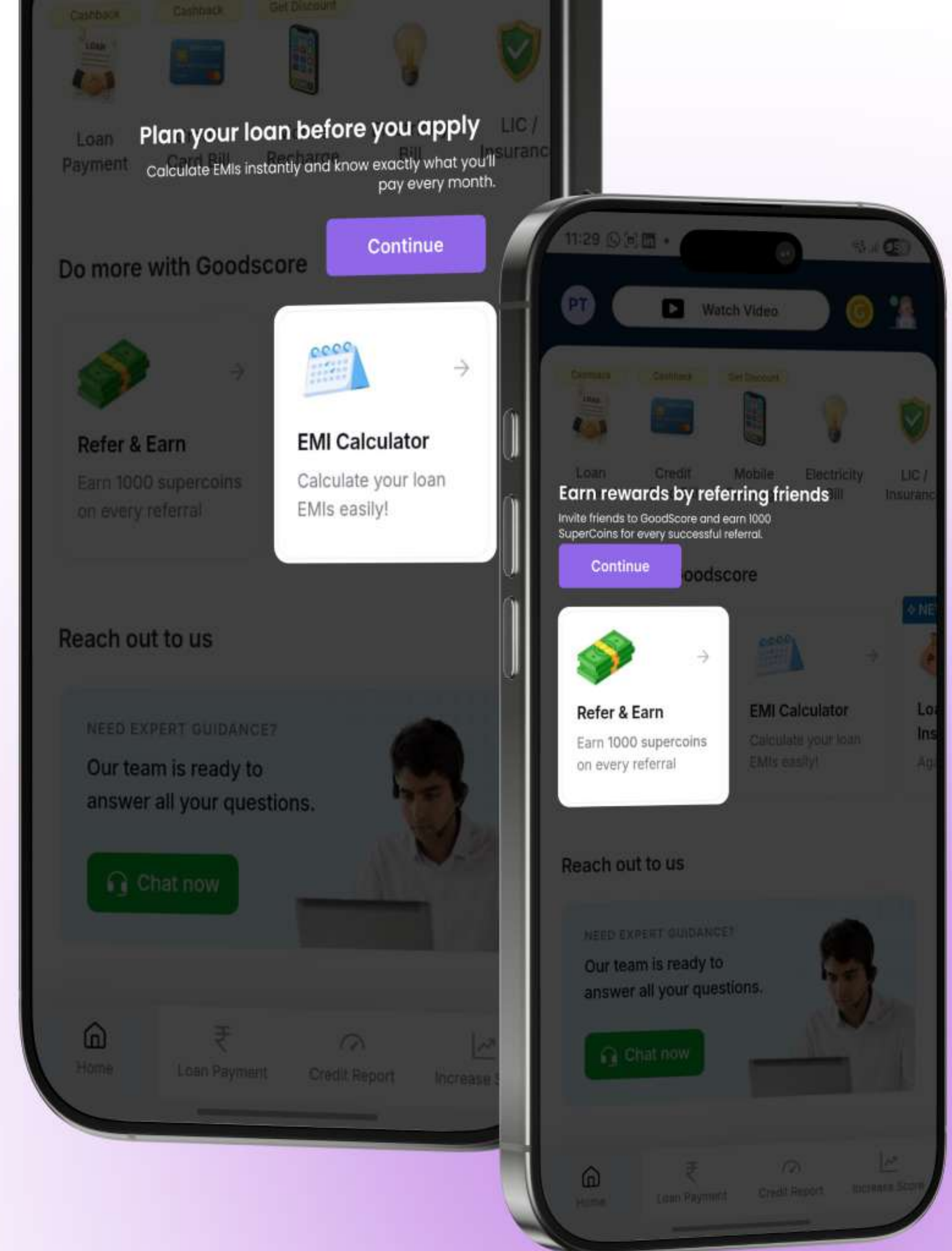




Spotlight

Use Spotlight to prominently highlight the Refer & Earn program at high-intent moments within the app. By surfacing referral rewards contextually, users are nudged to invite friends when motivation is highest, driving organic user acquisition at a significantly lower cost while increasing overall app virality.

What this will do?
Increase referrals





Banner

Hyper personalized banners for different users using cohorts can be run. Pinned banners that stays persistent on the screens.

