

 UNOCOIN

Unocoin achieves a 41% uplift in user conversion with Netcore's no-code Product Experience platform

Success Story



ABOUT

Unocoin is India's Best Bitcoin & Crypto Exchange. They make it easy to buy, sell, store, use, and accept bitcoin securely in India. They were established in 2013. Since then have served more than 1.5 million customers.

Unocoin has one mission - "Bringing bitcoin to the billions".

OBJECTIVE

Unocoin wanted to ensure more users sign up for the app and provide their bank transaction number for smoother ticket resolution of transactions. Once transaction reference number is shared, Unocoin validates it and then it gets approved for use in the crypto marketplace.

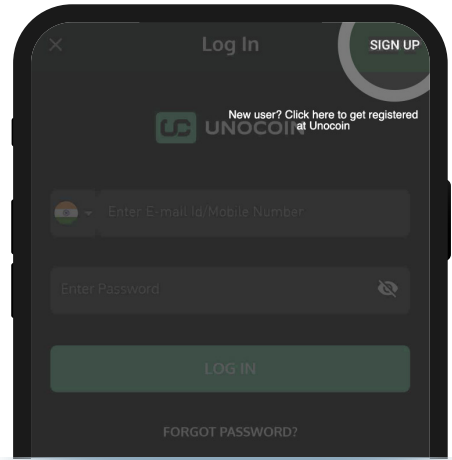
STRATEGY

- Contextual nudges for guiding users into doing a specific set of actions were missing.
- Unocoin wanted a no-code system where their non-tech folks can create orchestrated journeys and show visual nudges to guide users.
- Hence, they chose Netcore's Product Experience module.
- Netcore helped them understand the pain points of onboarding new users and implemented their desired journeys on the app by ensuring complete integration is done.
- Unocoin used segments, roll out feature, and journey designs based on our suggestions.

USE CASE 1

User downloads the app and sees the nudge on the login page – one for signing up on the app and another nudge for changing the country flag.

Unocoin applied a Spotlight nudge to motivate users to activate their profiles on the app.

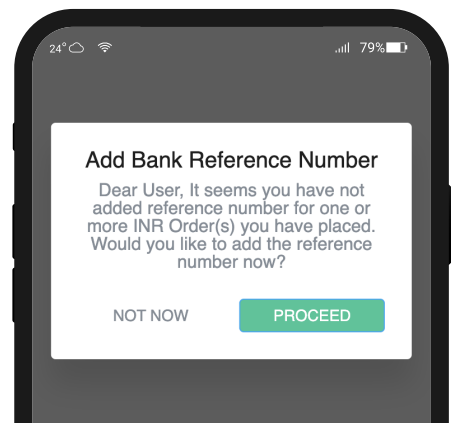


As a result, **30% users signed up** after they encountered the nudge.

USE CASE 2

After making a transaction on the app, the users see a reminder nudge for adding their Bank Reference Number.

As a result, **41% users added their bank reference numbers.**



RESULTS



41% uplift in users adding their bank reference numbers.



30% uplift in user signing up on the app.



With Netcore, we boosted our user registrations by 30% and conversions by 41% on our app. Our partnership with Netcore also helped us to achieve our goals of increasing CLV, MAU, and user retention. ”



Raghavendra M
Technical Lead

UNOCOIN