



# How **FYERS** Securities increased marketing engagement by **18%** with **marketing automation**



INDUSTRY: FINTECH (D2C)

TYPE OF BUSINESS: PRIVATELY HELD

NO. OF EMPLOYEES: 100–500

REGION: BANGALORE, INDIA



## The company



A lot of marketing automation tools offer a different set of specialities. The Zoho Marketing Automation, however, has several customization options to tailor it to our requirements.

### Vignesh Jayaprakash

Manager, Marketing Communications

A leading platform for stock trading and investing, FYERS is among the fastest-growing financial technology companies in India. The Bengaluru-based startup was established in 2016 by Tejas Khoday, Yashas Khoday, and Shreyas Khoday to streamline and facilitate trading on the Indian stock market. Being a bootstrapped startup, FYERS has made trading and investing easy for its 4L+ clients. Services are offered across all major Indian exchanges, including NSE, BSE, and MCX. As a tech-enabled trading platform, FYERS is renowned for its distinctive products, which include FYERS Web, Mobile, Desktop, Thematic, API Bridge, Direct, and more. The platform sees 15% monthly growth with a daily turnover of over ₹15 crores.



**11%** increase  
in **emails opened**



**18%** increase  
in **engagement**

**Vignesh Jayaprakash**, FYERS' marketing communications manager, has been with the company for over a year and has already picked up the pace in modernising FYERS' marketing processes, focusing on driving business growth.

# The challenge



It syncs in real time with Zoho CRM and helps us keep track of all our goals on a daily, weekly, monthly, quarterly, and even yearly basis.

**Vignesh Jayaprakash**  
Manager, Marketing Communications

FYERS Securities has always been in a steady stride in growth. As it grew its business, the marketing challenges grew along with it. For a business of such a vast scale like FYERS, it was challenging to map and monitor all of their users from one place. They wanted a structured system, a single source of truth for creating impactful experiences for their prospects and customers alike.

In addition to unifying their data and communication, FYERS needed a platform to monitor multichannel campaigns, and measure campaign productivity and growth factors in terms of return on investment

- Map clients in one place.
- Monitor campaigns and productivity.
- Measure growth.



## The solution



FYERS' quest for finding a versatile marketing platform ended with Zoho Marketing Automation. In the financial services industry, where time is money, the objective was to find a solution that could integrate well with their existing system and get it up and running in no time.

As users of Zoho One, the FYERS team was already accustomed to Zoho's connected apps. The team started leveraging Zoho Marketing Automation for email campaigns to engage with their unique user base. "Leveraging Zoho One, we have fully integrated ourselves into the Zoho ecosystem instead of being it the other way around," Mr. Jayaprakash explained. The super easy set up of campaigns helped FYERS engage instantly with their prospects and customers in a flash. The email campaigns saw positive growth with greater open rates and click-through rates. In addition to tracking real-time campaign metrics, **Zoho Marketing Automation also helped the marketers focus on growth by monitoring and optimising the best ROI-yielding campaigns.**

Using the Zoho CRM integration with the platform allows FYERS to see all forms of communication from one place, presenting a unified view of where their users stand in their buyer journeys. FYERS' entire data and workflows are mapped into Zoho Marketing Automation and the software helped them keep track of all their marketing efforts and also see the real-time impact on the CRM.

- All user communication is visible in one place.
- Marketers can track, measure, and optimise campaigns for improving the customer experience.
- Achieve full visibility into user and revenue growth across the customer lifecycle.



## Benefits and ROI




I believe with the onset of AI, the automation tool will only get smarter as Zoho continues to perfect their already-perfect product where we will someday witness the Automation tool making the decisions for the user to ensure maximum efficiency.

**Vignesh Jayaprakash**

Manager, Marketing Communications

With powerful automation running in the background, FYERS was able to drive user-centric growth for their business. The robust suite of marketing automation synced seamlessly with Zoho CRM and helped the team keep a tab on their leads as they progressed on their buyer journey. The powerful combination helps the FYERS team understand the number of leads gained and evaluate the success of their lead generation activities.

FYERS now has a well-streamlined, automated outreach process through emails. **Email open rates** have gone up by  **11%** since the company started using the advanced features in the marketing automation tool.

The team has set auto-responders to set conversations in autopilot mode and accelerate sales without a marketer behind the process. Just plain, simple automation.

That's what got FYERS Securities to surge their **engagement rates** by  **18%** and be a leader in their space.