



# EMPOWERING BUSINESS WITH NEXT GEN MARKETING

Capgemini helps to reimagine E2E experience and redefine the digital flagship brands for a financial services company in US

## CHALLENGES

The financial services company in US was in spate of customer acquisitions for which they needed a standardized platform to provide a consistent experience to customers across their brands. They had multiple B2B and B2C partners across globe for which they were following different lead nurturing, management and prioritization methods. Thus, they were in need of a standardized marketing automation suite that might enable them to maintain the consistency in a customer's journey.

## SOLUTION

Capgemini revamped and delivered 200+ highly personalized website for the financial services company with accessible design as per Americans with Disability act standards. A multi-channel campaign was activated with seamless integration into the company's enterprise system. A global rollout of the developed website was achieved through smooth marketing execution. To have better grip over the content the company was provided with a central repository to store and control content in a harmonized way. This will shift the gears to achieving the advanced digital experience that their customer expected.

## IMPACT

**30%**  
REDUCED  
MARKETING  
OPERATIONS  
COST

**10%**  
INCREASED  
LEAD  
CONVERSION  
RATE

**ENHANCED**  
OMNICHANNEL  
USER  
EXPERIENCE

**12%**  
INCREASED  
TRAFFIC

**30%**  
INCREASED  
CROSS SELL  
GROWTH

**\$350K**  
SAVING IN  
CAMPAIGN  
MANAGEMENT  
COST

### FOCUS AREA

- Inconsistent customer experience across brands
- Lack of standardized and unified marketing automation suite

### ADOBE SOLUTIONS

- Adobe Experience Manager
- Adobe Target
- Adobe Workfront
- Adobe Marketo

#### About Capgemini

Capgemini is a global leader in partnering with companies to transform and manage their business by harnessing the power of technology. The Group is guided everyday by its purpose of unleashing human energy through technology for an inclusive and sustainable future. It is a responsible and diverse organization of over 350,000 team members in more than 50 countries. With its strong 55-year heritage and deep industry expertise, Capgemini is trusted by its clients to address the entire breadth of their business needs, from strategy and design to operations, fueled by the fast evolving and innovative world of cloud, data, AI, connectivity, software, digital engineering and platforms. The Group reported in 2021 global revenues of €18 billion.

Get the Future You Want | [www.capgemini.com](http://www.capgemini.com)