Capgemini | **Adobe**

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
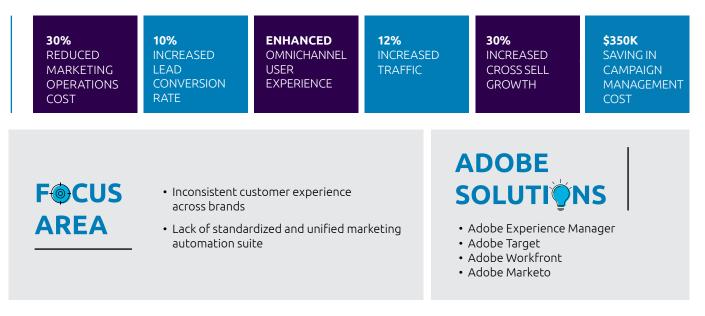
CHALLENGES

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