



CONTENT PERSONALIZATION AND MEASUREMENT STRATEGY

Capgemini helps an American bank to accelerate value delivered for their customers via improved lending applications

CHALLENGES

A leading banking firm in America wanted to increase the performance of their digital marketing channels to better identify prospects, personalize content, and drive qualified leads for their lending products. Three key obstacles that were blocking the firm's ability to reach their goals were, a disconnected internal processes, a lengthy time to market, and disconnect between the firm's marketing strategy and in-channel activation. They wanted to quickly implement strategic and effective solutions in order to synchronize their available marketing channels to improve sales leads and decrease the current time to market.

SOLUTION

Capgemini developed a new data-driven marketing content personalization and measurement strategy based on Adobe content management platform to address exiting disconnects in marketing strategy and processes for the bank. Upon conducting an in-depth analysis into the available marketing activation and properties, more personalization opportunities were identified. Based on the findings, a measurement framework to track marketing and customer experience effectiveness/success was developed. In addition to this, a scrum-based operating model was established to accelerate the messaging speed-to-market and reaction to customer shifts.

IMPACT

IMPROVED LENDING APPLICATIONS AND LOAN ORIGINATIONS

DELIVERED A ROADMAP THAT ITERATIVELY BUILDS OUT MARKETING CAPABILITIES AND ACCELERATES VALUE DELIVERY

PROVIDED NEW TEAM RESOURCING PLAN TO DELIVER AND GROW MARKETING CAPABILITIES

FOCUS AREA

- Disconnected internal processes
- Longer marketing activation timelines
- Disconnected marketing strategy and in-channel activation

ADOBE SOLUTIONS

- Adobe Experience Manager
- Adobe Target

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.