Capgemini | Adobe

REVAMPING INSTITUTIONAL AND RETAIL MARKETING WEBSITES

Capgemini guides an investment management company to modernize websites for a personalized customer experience

CHALLENGES

The investment management company wanted to deliver right message for their self-directed customers to gain competitive advantage. They also wanted to provide one-on-one personalization for increased Customer Life-cycle Value with lead improvisation. Tech debt was on the higher side and they were exploring options to reduce cost with help of modernized and standardized MarTech capabilities. There were also challenges centred around scalability of marketing campaigns for global operations with localized content.

SOLUTION

Capgemini helped a major investment management company to modernize the experience of its public and secure website across multiple business lines while leveraging key Adobe technologies. The idea was to set up a future proof digital eco system and ensure a global adoption including North America, UK, EU and Australia. A highly actionable direct response campaign was built to enable performance-based marketing driven conversions. A modernized marketing platform to facilitate faster time-to-market, accelerate content velocity with real-time customer engagement was developed in close coordination with the company.

IMPACT

60% INCREASE IN VISITORS	**38%** INCREASE IN QUALITY ENGAGEMENT	**EXPECTED** GROWTH RATE OF 15% IN FY22'	**40%** REDUCTION IN TOTAL COST OF OWNERSHIP

FOCUS AREA

- High technical debt
- Challenges around scalability

ADOBE SOLUTIONS

- Adobe Experience Manager
- Adobe Analytics
- Adobe Target
- Adobe Audience Manager
- Adobe Experience platform

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.

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