STREAMLINED MARKETING OPERATIONS

Capgemini aids to increase the marketing campaign visibility across geographies for a major financial services company

CHALLENGES

In an effort to increase campaign visibility across geographies, the financial services major understood the need for an improved and streamlined marketing operations. There was major room for improvement in various marketing processes including landing pages, microsites, and web development support. It was clear that marketing process enhancement with robust blueprint was needed to reduce the current time to market that they usually take for any new campaigns.

SOLUTION

After having assessed the existing situation, we helped the company to establish a global marketing Centre of Excellence based on the hub and spoke model. In addition to this, a new operating model was proposed that aligned with realistic cost expectations. Now that the team is operating with centralized coordination using a cloud-based tool Adobe Workfront, they were able to streamline planning, enable consistent ways of working, and provide visibility across end-to-end marketing campaign executions. A highly componentized solution which helped the marketing team to author website pages on real-time. The above-said modifications resulted in huge cost savings to the company.

IMPACT

30% REDUCTION IN MARKETING OPERATIONS COST	**50%** ACCELERATED TIME-TO-MARKET	**12%** INCREASED TRAFFIC

FOCUS AREA

- Decentralized marketing teams
- Improved marketing operations process from landing pages to web development support
- Improved time-to-market
- Difficulties in accommodating multiple geographies and regional nuances

ADOBE SOLUTIONS

- Adobe Experience Manager
- Adobe Workfront
- Adobe Campaign