Capgemini | **Adobe**

ACCELERATED B2B MARKETING WITH CAMPAIGN MANAGEMENT BLUEPRINT

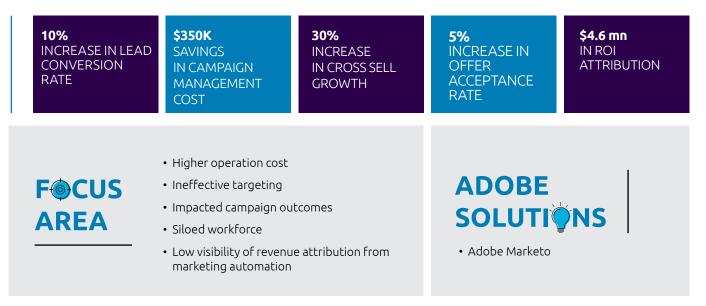**Capgemini helps a large financial services firm to strategize marketing automations for improved campaign visibility**

CHALLENGES

This financial services firm had no clear visibility of revenue attribution to marketing spends, that in turn pulled triggers to self-doubt on their campaign effectiveness. Upon delving deeper, the firm was able to surface out the fact that their multi-campaign platforms resulted in higher operation costs, as a system side challenge. Moreover, their lead nurturing and lead scoring processes negatively impacted their campaign outcomes. The ubiquitous data scattered across system resulted in ineffective targeting of segments. Additionally, siloed workforce due to absence of an end-to-end campaign automation blueprint with not so well-defined roles and responsibilities was identified as people side challenge for the reduced campaign effectiveness.

SOLUTION

Capgemini provided a marketing automation strategy and recommendations including database architecture, campaign governance, and platform usage for the firm. This was followed by a downstream integration of systems like Salesforce and Tableau. To make sure that the firm is driving better campaign experience with clear revenue attributions to marketing outcomes, Capgemini defined a common customer data layer to standardize customer data. The entire marketing operations across different lines of business was streamlined using the Adobe Marketo platform. Thus, the overall campaign effectives of the firm improved with benefits of increased lead conversion and crossing-selling opportunities.

IMPACT

10% INCREASE IN LEAD CONVERSION RATE	**$350K** SAVINGS IN CAMPAIGN MANAGEMENT COST	**30%** INCREASE IN CROSS SELL GROWTH	**5%** INCREASE IN OFFER ACCEPTANCE RATE	**$4.6 mn** IN ROI ATTRIBUTION

FOCUS AREA

- Higher operation cost
- Ineffective targeting
- Impacted campaign outcomes
- Siloed workforce
- Low visibility of revenue attribution from marketing automation

ADOBE SOLUTIONS

- Adobe Marketo