



\$12M Revenue Lift: Campaign Success with Personalization

USE CASE: PERSONALIZED EMAIL MARKETING | INDUSTRY: FINANCIAL SERVICES



\$3M

PROFIT FROM
ADDITIONAL
SALES

85%

FASTER
PERSONALIZATION
DEPLOYMENT

\$12M

REVENUE FROM
A SINGLE
CAMPAIGN

CUSTOMER PROFILE

7K+ offices in 80 countries | 40M customers | 1B annual mobile app logins

CHALLENGES

Millions of visitors come to the bank's websites and repeatedly view specific products every day, but don't progress to a purchase. Before deploying Celebrus, their tag-based solutions didn't allow them to act on this opportunity because individual tags aren't able to see this complex sequence of interactions. The bank wanted to retarget these potential customers either in-session or with outbound follow up.

The bank also wanted to roll out real-time personalization, by creating thousands of new targeted, personalized messages and offers on its web channel. They wanted to test new triggers to see if they could speed up what had been a slow and painful process. Typically, when using their tag-based solution, developing new triggers took weeks or even months!

Finally, the bank wanted to increase sales by optimizing loan conversions through intelligent retargeting. They knew a large number of customers interacted with their online mortgage or loan calculator but didn't convert. These were prime targets for intelligent retargeting.

The bank identified several key areas to transform the customer experience and grow revenue, as part of their major transformation program.



GOALS

Create and test new targeted messages and deliver real-time personalization

Celebrus triggers were configured for the behaviors 'Product Browsing,' 'Calculator Interaction,' and 'Abandoned Applications' without any tagging.

Increase sales by optimizing loan conversions

The Celebrus UI enables new triggers to be easily created in minutes, quickly building new scenarios to pass to the decisioning engine. Celebrus also handles integration with content management and channels, providing immediate feedback on new messaging performance.

Increase engagement & conversions via intelligent retargeting

Complex triggers were configured to flag customers who display multiple 'Expressions of Interest' - i.e., repeatedly view products but don't purchase.

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Celebrus has enabled us to transform the depth of our personalization and deliver a consistent cross-channel customer experience.

SOLUTION

The bank chose Celebrus because it addressed all the challenges they had, simply and cost effectively. Celebrus privacy and security features are critical for the bank and their customers. The solution delivers fully compliant capture of visitor and customer data across all the bank's digital properties, in multiple countries.

Celebrus provides instant (milliseconds) delivery of data into the bank's real-time decisioning systems, with rapid and efficient implementation of data collection via a single line of code – no tagging required. The maintenance-free solution offers data control, access, and ease of use with a business-friendly data model.

Celebrus captures everything, with scalability that provides a solution for multiple use cases from a single source, and instant data availability. Celebrus minimizes the effort to implement, manage, and exploit data from digital channels, so the bank can do more with less.

First-party data capture enables the bank to see the experiences it delivers through the eyes of the customer across multiple channels and visits. The bank deployed Celebrus rapidly on all public and authenticated websites, including native mobile applications and Accelerated Mobile Pages (AMP).

RESULTS

The triggers support real-time decisions and outbound follow-up - a combination of email and direct marketing, resulting in \$12M incremental revenue from a single campaign in just one year.

Leveraging Celebrus data, new targeted messages are created in two days which previously took three weeks. This reduced their time to deploy personalized web messages by 85%, saving millions of dollars in faster time to market. One target message alone, for a service outage, saved the bank millions of dollars in regulatory fines.

Using these triggers to enable real-time decisions for in-session personalization and outbound follow-up generates 360K new leads per year, and 20K additional sales, resulting in \$3M incremental annual profit.