



CDP In Action



Banking & Finance Use Cases

Increase Efficiency, Productivity & Revenue

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Introduction

For any marketer, top line revenue growth is a critical KPI, coming from a combination of new customer acquisition as well as LTV growth for existing customers. ActionIQ recognizes that marketers are working with limited budget and organizational resources (people and technology) to deliver this revenue growth

Marketers at banking and financial organizations are challenged by their sheer size. These firms have multiple business units with their own siloed data and manual processes, and a staggering number of product lines. Compounding this is the sheer volume of customer data, transactions and touch points that need to be managed, making the delivery of a seamless customer experience a major headache.

ActionIQ delivers the capabilities banking and finance firms need for optimal efficiency and productivity in today's competitive landscape. The following set of use cases focuses on:

- **Marketing productivity:** improve budget efficiency and reduce spend waste, driving an overall increase in ROI without brand over-saturation and dilution
- **Organizational efficiency:** optimize people, process, and technology to ensure you can drive automated, coordinated cross-channel campaigns, then redeploy expensive resources to high value work
- **Incremental revenue:** find new revenue opportunities to acquire more valuable customers, grow LTV, and retain high-value customers with deeper customer intelligence and personalization

Strategic last minute suppressions to avoid marketing to existing clients

CHALLENGE

This **multinational financial services firm** has no way to make last minute suppressions to avoid remarketing to clients who have recently activated an offer, leading to spend waste and a poor customer experience.

AIQ APPROACH

- Automate suppression lists across paid media channel in real time to avoid promoting the wrong product at the wrong time
- Offer flexibility to modify outreach messaging strategy based on recent activity to avoid wasted spend

↑ **10%** increase
in new card
acquisition

↓ **7%** reduction in
acquisition spend
(major savings in DM - most
expensive channel)

Increase speed-to-market by reducing campaign lead times

CHALLENGE

At this **large consumer banking and credit firm**, marketing's dependency on technical experts at each step in a campaign slowed down their speed-to-market. With scarce technical resources in high demand, wait times and queues over which marketing had little or no control caused campaign deadlines to be missed and overall strategic objectives to be negatively impacted.

AIQ APPROACH

- Accelerate data unification by eliminating the need for expensive time-consuming database modeling, data modeling, or ETL
- Provide self-service, business-friendly tools so marketers can interact with customer data, and perform all key audience-related tasks, from discovery to orchestration
- Speed execution and ensure strategic orchestration across channels thanks to pre-built connectors to any first- or third-party execution system

↓ **75%** reduction in campaign timelines

↑ **100X** more data-driven intelligence in each campaign phase

Upsell and cross sell existing customers based on data insights and actions

CHALLENGE

This **large consumer banking and credit firm** lacks access to the data that would allow them to understand and take action on their audience segments. Without insights into how customers are acquired and how they perform over time, it's hard to determine which current customers are the best prospects for upselling. Furthermore, any current testing and measurement requires the time of scarce data science resources.

AIQ APPROACH

- Enable marketers to create dynamic audience segments and build journeys directly in the platform
- Allow marketers to perform A/B tests themselves for real-time insights and action
- Create look-alike models based on current customers who have moved from a basic card to the upscale card to find similar customers who might be ready for an upsell

↑ **8%** increase
in premium product
share of wallet

↑ **15%** increase in
incremental
premium
product sales

About ActionIQ

ActionIQ is at the center of a data-driven revolution that is changing the way brands think about customer experience, digital transformation and the value of customer data as a core corporate asset. As an Enterprise CDP, ActionIQ helps Fortune 500 companies connect their first-party customer data, orchestrate cross-channel campaigns, and measure incremental lift across all digital and offline channels. They are VC-backed by Sequoia Capital, Andreessen Horowitz, FirstMark Capital, and Bowery Capital, and are already helping brands like Verizon Wireless, The New York Times, HBC and others grow customer lifetime value and marketing ROI.

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