

IMPROVING MARKETING PERFORMANCE WITH A UNIFIED DATA PLATFORM

Case Study | Marketing Automation Systems Consolidation



OFFERING MORE THAN RETAIL BANKING SERVICES

Mastech InfoTrellis collaborated with a North American retail banking behemoth to consolidate six different marketing systems and customer data resources from their recent acquisitions in the banking sector. A unified customer data platform was designed to enable the market systems to support all businesses.

THE BUSINESS CHALLENGE

With the recent acquisitions of two new financial services companies, the retail bank added six different marketing systems with six disparate customer databases to its marketing processes. The new services that came with the acquisitions were not efficiently cross-sold across the bank's offerings. Scaling its marketing efforts to an increased number of customers was not easy, even with additional campaigns. Furthermore, the campaigns were not sophisticated enough due to inefficient marketing data to be run on the required communication channels, which led to a slower rollout of new marketing campaigns. Cross business analytics and best practices were not being shared within teams which would have enabled better cross-selling of services.

THE SOLUTION

Mastech InfoTrellis collaborated with the bank's business and IT teams to solve their marketing challenges during their high-profile acquisitions. The overall customer data model was re-designed to encompass all the six new customer data resources into a unified marketing systems environment. This new environment could migrate over 200 marketing campaigns and execute cross-selling marketing activities. The new customer data model supported all the bank businesses to engage meaningfully with customers about cross-selling services. Marketing reports with in-depth analytics helped analyze campaign performance and share best practices across the relevant businesses of the bank.

THE OUTCOME

BENEFITS ACHIEVED

- Decreased time to market
- Migrated over 200 marketing campaigns to the new environment
- Designed an overall customer data model to support all bank businesses
- Created new marketing reports for better analysis of campaign performance

RESULTS

- Increased cross-selling services to new customers
- Increase in digital customer engagement
- Increased revenue due to cross-sell activities