ENSIGHTEN CASE STUDY

Financial Services: Major National Bank

Meeting customer needs in a world of digital banking and engagement.

OVERVIEW

Few industries have undergone a transformation faster in the last 10 years than financial services and banking. Rather than just a brick-and-mortar branch, banks now offer a portfolio of services online, and interact with customers and prospects through various channels, including mobile apps.

However, a personalized interaction is as important now as it was in the days of face-to-face engagement with a bank teller or loan officer. Clearly, with so many banking options available, the burden for creating relevant experiences is on the bank's shoulders.

That's why financial institutions are exploring systems that can help meet customers' needs, and in turn, increase the bank's revenue. Tag management is one of those systems.

Challenge

INTEGRATE TECHNOLOGIES, COLLECT ACCURATE DATA, AND DRIVE REAL-TIME EXPERIENCES

A major national bank first considered the idea of tag management when it was time to upgrade systems. They wanted to understand how to integrate all their technologies, including the mobile app, in order to collect

ensighten

all the right data, and use it to drive smart, real-time, personalized experiences for their customers.

At first, the idea of tag management was difficult to sell internally because it required a fundamental change to internal processes. The Compliance team voiced privacy concerns early on as the bank began to understand how tag management could benefit their business.

The Digital Intelligence, Targeting and Optimization team looked for ways tag management could make a strong ROI impact early on in order to sell the concept across the organization—and win them over.

Solution

DEPLOYING TAGS IN 1/100TH THE BANK'S ESTIMATED TIME

The win across the bank's internal teams was quick when the topic came to analytics. The bank needed to implement analytics across all digital properties in order to get insight into their customers. They wanted to use this data for segmentation, targeting and personalization, and to boost their key performance indicators.

"We choose vendors based on their ability to reduce risk and make the experience better for our customers. Ensighten has delivered."

— *Head of Digital Intelligence*

For deploying the analytics tags, the bank's digital intelligence team estimated that implementation would

take 2,000 hours. Ensighten estimated it would take 20 hours using Ensighten Manage.™ The bank leveraged Ensighten to deploy analytics tags and after that success, turned to Ensighten to bolster optimization and targeting initiatives.

"Because our targeting and analytics tags are with Ensighten, we have a lot of control over what we can do with our tags."

— *Head of Digital Intelligence*

Results

ENHANCING SITE TARGETING BY 25%

The bank's goal was to target everyone correctly, but targeting engines alone do not have access to the rich pools of data found in analytics.

For example, there are customers who visit the website on the 15th and 30th of each month (on payday). The bank wanted to leverage insights about these visitors to provide a richly targeted experience, but this data lived outside their targeting platform.

Using Ensighten Manage, the bank was able to leverage visitor analytics data for targeting, which enhanced site targeting by 25%. The bank will continue to use the Ensighten platform to deliver relevant offers to their customers. **For more information, visit ensighten.com.**

ensighten

ABOUT ENSIGHTEN

Ensighten, the global leader in omni-channel data and tag management, is changing the face of digital marketing by transforming the way enterprises collect, own and act on their customer data across all marketing channels and devices. The Ensighten Open Marketing Platform enables enterprises to achieve true one-to-one personalization, accelerate the execution and optimization of their marketing initiatives and deliver superior user experiences. Ensighten, with its unique hybrid-tagging™ technology, powers companies generating over $1.9 trillion in revenue in over 150 countries. The world's leading brands (Microsoft, Capital One, United Airlines and T-Mobile) achieve marketing agility by implementing Ensighten's single line of code.

Phone: (650) 241-3343 | Email : info@ensighten.com | Twitter: @ensighten | **www.ensighten.com**