

OWN THE CUSTOMER EXPERIENCE WITH COMPUTERSHARE ANALYTICS

BACKGROUND

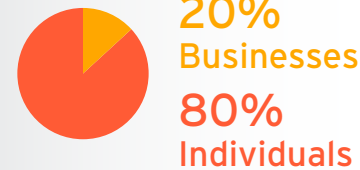
A mid-sized financial institution needed to better engage its customers and provide relevant product offers to increase its revenue stream. Facing stronger competition, the bank knew it needed to revamp its marketing efforts to address ineffective customer engagement and lack of organic growth for its products

and services to existing customers. Computershare helped them to identify the right audiences for their campaigns. Engagement via online channels increased customer engagement and drove considerable new revenue in a 120-day pilot program.

SOLUTION

1. Focusing on its online banking customers, the bank wanted to ensure the right message was delivered to the right audience with real-time and actionable offers

16% OF TOTAL Bank Customers
Use Online Banking



16 Cross Sell Campaigns

2. Analyzed organizational data to deliver relevant and personalized communications



Bank provided anonymized organizational customer data



Created and assigned Key Lifestyle Indicators (KLIs) to each anonymous profile after data analysis



In collaboration with the Bank, created campaigns based on bank strategic goals

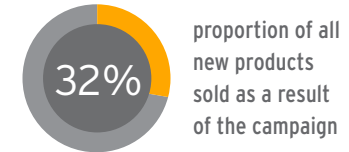
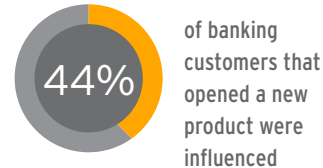


Selected customers with appropriate KLIs and delivered personalized messages on online channels

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RESULTS

1. According to Google's Display Benchmark tool, the average interaction rate for display ads in an 120 day period was 3.78%. Utilizing our targeted approach, the bank achieved better conversions with KLI targeted audiences.



2. The Computershare analytics platforms maximizes a marketer's budget by first identifying the best audience for a campaign and then delivering custom promotional messages to only those customers for higher conversion rates.

According to a recent study, only 49 percent of CMOs say they own the customer experience. Computershare's technology lets brands engage in relevant one-to-one communication with each customer via any channel. This is achieved through our KLI technology, which delivers personalized messaging that captures the attention of each individual. With Computershare analytics, CMOs can own 100% of their customer communications by engaging in relevant interactions across any channels.

Schedule a demo today to see how the Computershare analytics platform can help you improve your ROI, visit www.computershare.com/analytics

Higher conversion results when identifying the best customer audience:



KLI targeted bank customers - one in every 713 bank customers converted

Not using our analytics platform - one in every 16,000 bank customers converted



higher conversion results

More business customers influenced when delivering targeted media at the right time:



one in every 360 business customers influenced by Computershare analytics converted

one in every 10,160 business customers not influenced by Computershare converted



more clients influenced

Improved results when using Computershare analytics to deliver the right offer to the right customer at the right time:



3x more product conversion of KLI targeted customers than non KLI targeted customers

