



## The Challenge

According to Gartner, marketing's top three challenges are growing profitable revenue, enhancing customer engagement, and surpassing the competition. The line between digital and traditional marketing is continuing to blur. Hence, marketers manage a more-balanced and integrated marketing mix than before. As customers engage with more online self-service models, their digital footprint is increasing. Companies need to leverage the digital data generated to gain competitive advantage and increase their revenue.

Advanced analytics techniques have become essential to effective customer targeting for many companies and core to their marketing and business strategies. Acquiring the capability to analyse customer behaviour and generate a tangible benefit is one of the main challenges.

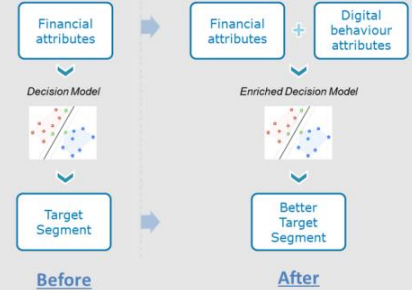
In this context, InfoCentric has partnered with one of the largest Australian banks, who provide a range of Retail, Corporate and Wealth Management services to over 9 million customers. Our client wanted to understand if it was possible to increase campaign response rates for their existing campaign targeting model, by adding Clickstream data which highlights customers' online behaviour.

As part of a InfoCentric 'Data Discovery' effort, our team of highly skilled data scientists analysed the effectiveness of Clickstream data for enhanced customer targeting. Once this was proven, applying advanced analytics tools and techniques to enable an uplift of their existing campaign targeting to drive a significant increase in the amount of customers engaging with wealth products. Further to this effort, our team provided advanced segmentation to target the top 10% customers based on net wealth in an effort to drive increased revenue.

Digital insight for enhanced customer targeting helps organisations to increase targeting effectiveness by adding customers' digital footprint to uplifted campaign performance

## Why Advanced Analytics?

- ✓ Better Customer Insight
- ✓ Better Campaign Targeting
- ✓ Maximised ROI
- ✓ Maximised Sales



- Selecting best **10% of customers** from campaign list increases response rate more than **2x times**.
- Selecting best **50% of customers** from campaign list increases response rate more than **1.4x times**.

## Our Solution

- Enriched campaign target set and performed a detailed analysis of the Clickstream data to select customers who are most likely to purchase
- Integrated information from a combination of financial attributes and digital behaviour attributes

## The Benefits

- **Identified High Value Customer:** Enhanced customer segmentation
- **Better Campaign Response Rates:** Leveraging the customer analytics model which incorporates customer value and online customer interactions
- **Maximised ROI** by higher quality of targeting and selecting best respondents
- **Maximised sales** by reducing inefficient contacts
- **Increased customer loyalty** by offering right products to right customers
- **Provided up-sell, cross-sell and retention opportunities** by understanding customers' cross-channel behaviour

## Engage with InfoCentric

Find out how InfoCentric can help you gain more insight into your organisation's information today.

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