

Case Study: Fortune 500 Banking and Financial Services Company

One of the world's largest banking and financial services company was looking to break new ground in digital marketing to better engage their prospects and customers. eDynamic helped them develop and execute multiple successful projects and campaigns worldwide.

Challenges

This Fortune 500 company was looking to maintain their leadership position in the highly competitive financial services marketplace; having seen the effectiveness of dynamic content and marketing automation platforms in other industries, the firm was looking to successfully leverage similar solutions. With massive amounts of customer data and a worldwide presence, the client needed a strong partner to help them successfully develop and deploy these technologies, along with strategies and campaigns.

eDynamic Solutions

Leveraging our global presence, extensive strategy and consulting experience, platform expertise and best practices approach, eDynamic was able to help the client develop and successfully execute multiple projects in multiple regions that leveraged the Eloqua automation platform, including:

- A new customer engagement strategy, which involved workshops with the sales and marketing teams for lead scoring and nurturing best practices.
- Dynamic Web sites that use customer records and analytics to identify buyer profiles and deliver dynamic content based on the buying cycle.
- End-to-end campaign management for specific programs, including project management, content creation, automation, lead scoring, nurture e-mails, and personalized micro-sites.
- A consolidated, automated data feed from the company data warehouse to the marketing platform, delivering over 500,000 customer records nightly including preferences, avoiding the need for marketing teams in other regions to manually filter their email lists

Results

With its new strategy and campaigns, the firm was able to leverage best practices and best of breed technologies, including Eloqua, to improve online customer engagement and leads conversion, helping them maintain their leadership position in the financial services marketplace.