



High-Velocity Marketing



Capgemini's High-Velocity Marketing offer can accelerate time-to-market for digital acquisition while reducing run costs.

As financial services firms modify strategies to address the business impact of COVID-19 and supporting business in the new normal, their **marketing teams are under increasing** pressure to personalize customer interaction over digital channels while keeping the costs low.

The situation demands a model that is adaptive and efficient yet, able to deliver high levels of throughput and maximize outcomes. Our **High-Velocity Marketing** offer is proven to dramatically **increase efficiencies** and **cut operational costs** while **accelerating time to market** and let marketers focus on their customers. By reducing this operational burden by 20-30%, marketers can shift budgets to focus on business outcomes and modernize Martech landscape.

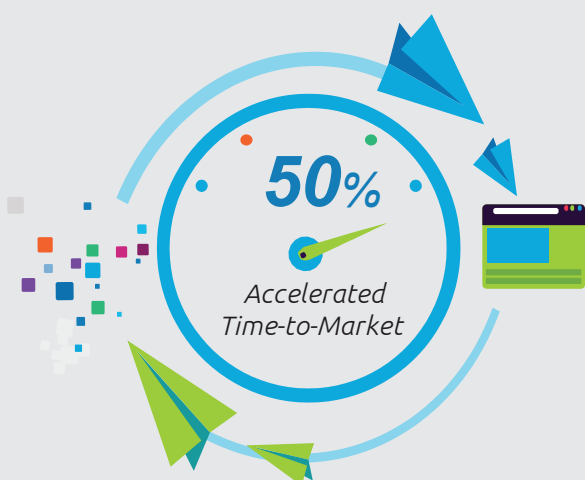
High-Velocity Marketing in Action

A multinational financial services corporation was spending millions on marketing operations managing 700+ websites, and over 100+ campaigns per month across the globe but was still facing challenges in realizing efficiencies at scale. They decided to partner with Capgemini to revitalize their marketing operations and reinvest their budget into automation and technology

Client Priorities and Challenges

- Reduce the overall run cost of marketing
- Improve time-to-market for launching campaigns
- Remove friction by tackling integration issues
- Remove quality assurance and site reliability
- Work towards an effective attribution model
- Streamline marketing resource management (MRM)
- Establish effective reporting and governance
- Accommodate for multiple geographies and regional nuances (time zones, cost, compliance, resources)

Within three months of launching **High-Velocity Marketing**, the corporation experienced increased campaign velocity and **accelerated time-to-market by 50%**. They also realized a dramatic reduction in cost of operations, which allowed them to reinvest savings into innovation and modern tools.



The Approach

Capgemini helped the client establish a global Marketing Center of Excellence which was based on a **hub & spoke model**, with the run work being carried out using Capgemini's Rightshore model. This was achieved by consolidating the company's marketing technology, devising new processes, and leveraging a scaled delivery model to accommodate different geographies while supporting global governance. To start, Capgemini defined a new operating model that aligned with realistic cost expectations. In the process of aligning to the new model, Capgemini uncovered other areas of improvement related to the current state of the system.

At this time, High-Velocity Marketing was introduced to optimize technology, streamline work, improve automation, and infuse new skills into the marketing organization.

A set of templates, components, and integrations were developed. The QA process was refined and automated to increase reliability and accelerate deployment. To solve the challenge of attributions and better cross-sell effectiveness, an assessment was conducted to help modernize the client's platform ecosystem by assisting with vendor selection

Operating model reduces 30% cost

As a result of this new balanced operating model, the corporation recognized significant annual savings through replicability and reusability of frameworks, and the Rightshore® model for operations. Within 3 months, there was a 12% rise in cumulative site traffic and a 50% reduction in time to market for changes.

Capgemini transformed resource management, streamlined processes, boosted skills in the team, and created a results-based support structure that aligns with overall business objectives. A governance model was established to clearly define, measure and track KPIs leveraging real time analytics, tag management. Continuous improvement is a key focus to further optimize the marketing spend.

Tools and Platforms

Capgemini works with multiple partners to deliver the right technology platform for your High-Velocity Marketing needs. While Capgemini started supporting the customer and streamline their processes around the current technology platforms, Capgemini helped the client modernize their technology stack to Adobe.

Adobe Experience Manager (AEM) with tag management capabilities was leveraged to launch marketing sites. Authoring and publishing capabilities of AEM enabled the marketing team to **rapidly create and launch omni-channel customer experiences** across all device types. AEM **infused reusability** to the system thereby **improving the quality of web pages** and enabling the ability to **update campaign information** quickly.

The Single-Page Application (SPA) editor in AEM brought **marketers and developers together for faster collaboration**, and Adobe Target integration with AI capabilities ensured constant evolution of content management process.

For **B2B campaigns Adobe Marketo** deployment ensured improved campaign experience and attributable revenue by having broader insights with integrated customer view. One of the key benefits were better reporting and reduction of duplicate messaging.

To streamline **Marketing Resource Management (MRM)** Workfront, a cloud-based work management tool was implemented for planning, enable **consistent 'ways of working'**, and provide visibility across end-to-end marketing campaign execution for different regions.

Capgemini – An ideal partner for high-velocity marketing

- Can tap into global operating models to deliver increased throughput and optimized operating cost
- Brings extensive domain knowledge and product innovation focus in financial services
- Provides custom-designed accelerators for marketing and embeds data expertise into marketing initiatives
- Strategic partner for leading marketing technology vendors like Adobe, Salesforce and others
- Has deep expertise across omni-channel marketing, digital channels and data to deliver marketing outcomes

Learn how to boost your marketing ROI with Capgemini.

Email us at: financialservices@capgemini.com



About Capgemini

Capgemini is a global leader in consulting, digital transformation, technology and engineering services. The Group is at the forefront of innovation to address the entire breadth of clients' opportunities in the evolving world of cloud, digital and platforms. Building on its strong 50-year+ heritage and deep industry-specific expertise, Capgemini enables organizations to realize their business ambitions through an array of services from strategy to operations. Capgemini is driven by the conviction that the business value of technology comes from and through people. Today, it is a multicultural company of 270,000 team members in almost 50 countries. With Altran, the Group reported 2019 combined revenues of €17 billion.

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