

Capgemini 

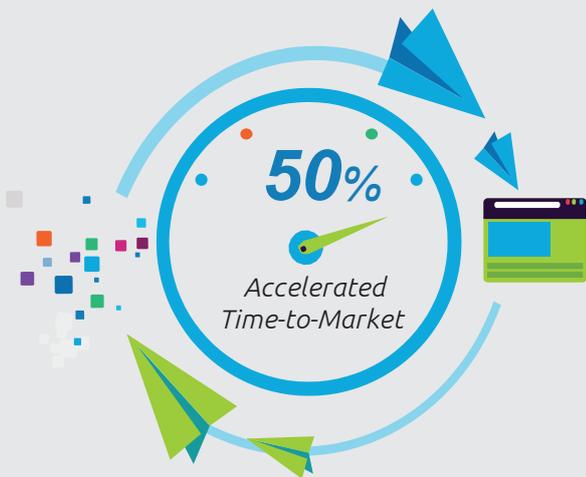
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# Connected Marketing at High Velocity

*Capgemini Connected Marketing*



# Connected Marketing at High Velocity by Capgemini can accelerate time-to-market for digital acquisition while reducing run costs.



## Challenges: Scale, Velocity, Complexity

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 effectively drive digital marketing initiatives from design, build, execute and measure, reaching their audience frequently as the crisis evolves. But producing engaging, well-designed and personalized content consistently, delivered at the right moment and managing costs, is their biggest struggle.

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

## Connected Marketing at High Velocity in Action

A multinational financial services company was spending millions on marketing operations, managing 700+ websites, and over 100+ campaigns per month across the globe. However, it was still facing challenges in realizing efficiencies at scale. They decided to partner with Capgemini to revitalize their marketing operation 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
- Establish effective reporting and governance
- Accommodate for multiple geographies and regional nuances (time zones, cost, compliance, resources)

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

## The Approach

Capgemini helped the client establish a global Marketing Center of Excellence based on a **hub & spoke model**, with the run work 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 countries while supporting global governance. To start, Capgemini defined a new operating model that aligned with realistic cost expectations. In the process of implementing the new model, Capgemini uncovered other areas of improvement related to the current state of the system.

Connected Marketing at High Velocity was introduced to optimize technology, streamline work, improve automation, and infuse new skills into the marketing organization.

We developed a set of templates, components and integrations. The QA process was refined and

## Operating model reduces 30% cost

With the new operating model, the company realized significant annual savings through a repeatable framework, and the Rightshore® model for operations. In addition to the savings within three months, they achieved a 12% lift 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. Additionally, we established a governance model to define, measure, and track KPIs leveraging real-time analytics, tag management. Continuous improvement is crucial to optimize marketing spend further.

automated to increase reliability and accelerate deployment. To solve the challenge of attributions and better cross-sell effectiveness, we consulted on vendor selection with an assessment to help modernize the client's platform.

## Tools and Platforms

Capgemini works with multiple partners to deliver the right technology platform for your high velocity marketing needs. Capgemini began the project to streamline the company's processes around current existing technology platforms and ultimately helped them modernize their technology stack with Adobe.

We leveraged **Adobe Experience Manager (AEM)** with tag management capabilities 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 channels. AEM **infused reliability** to the system **thereby improving the quality of web pages** and enabling **timely updates of campaign information**.

The Single-Page Application 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 an integrated customer view, resulting in better reporting and reduction of duplicate messaging.

We implemented a cloud-based management tool – Workfront – to streamline planning, enable **consistent 'ways of working,'** and to provide visibility across end-to-end marketing campaign execution for different regions.

## Capgemini – An ideal partner for connected marketing at high velocity

- Tap into global operating models to deliver increased throughput and optimized operating cost
- Extensive domain knowledge and product innovation focus in financial services
- Custom-designed accelerators for marketing and embeds data expertise into marketing initiatives
- Strategic partner for leading marketing technology vendors such as Adobe, Salesforce and others
- 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](mailto: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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