



GET DATA-DRIVEN INSIGHTS FOR SUPERIOR MARKETING OUTCOMES

Strategic Marketing Insights from Capgemini

Prediction:

U.S. marketing spend will fall 28% by the end of 2021.¹

Companies in the financial services sector are coming under increasing pressure to deliver more value, drive more conversions, and improve the customer experience. As your firm struggles with the effects of the COVID-19 pandemic, your marketing teams must accomplish these goals while trimming marketing budgets and improving the efficiency and effectiveness of their marketing operations. To succeed, they'll need marketing analytics technologies and data-driven insights that allow them to reach, acquire, convert, and retain customers. Data is the holy grail of digital marketing initiatives, helping them measure outcomes and optimize their spend for maximum return on investment (ROI).

What's stopping you? Challenges to achieving an insights-driven marketing strategy

Attaining a cohesive, insights-driven marketing approach is easier said than done. Most organizations face a number of obstacles that are preventing them from getting there, including:

- Data silos that wall off valuable business and customer information
- Lack of a seamless way to collaborate among cross-functional teams
- The absence of any holistic strategy across marketing, IT, and product teams
- Disconnected operating processes that make a unified approach impossible
- Inefficient or inaccurate models that prevent the effective use of data
- No clear understanding of how data science can help

Create value through actionable customer insights

Financial organizations face ever-increasing competitive pressures and customer expectations. To gain, nurture, and retain customers in this dynamic market, you'll need to adopt advanced digital marketing and analytics capabilities. Of all the ways you can increase revenues and achieve lasting competitive advantage, developing a granular understanding of your customers is among the most valuable. This includes knowing who your customers are, what they value, which channels they prefer, and how they respond to the changes you make in both price and promotion.

Capgemini's Strategic Marketing Insights empowers your marketing organization to design adaptive marketing strategies based on competitive, statistical, and historical analysis, helping you define a path to success that can be quantified. Our offering is backed by analytical planning, scientific frameworks, and data-driven insights designed to give you control over the marketing life cycle.

Strategic Marketing Insights, powered by 890 by Capgemini, allows you to go to market with advanced measurement models in weeks rather than months, on the cloud platform of your choice. With the right data and insights, your marketing teams can build strong strategies for targeted marketing that will result in the outcomes you envision. Our suite of customizable applications helps ensure the attainment of your key business objectives. Strategic Marketing Insights helps you:

- **Optimize your budget.** Eliminating data silos enables you to streamline collaboration across your marketing, IT and product teams. This in turn helps you reduce your operational burden so you can shift your budgets to focus on business outcomes and the customer experience.

Customer-obsessed companies that make insights-driven decisions are growing more than 30% annually on average.²

¹ Forrester, "The High Cost of Cutting Marketing Budgets Now," August 6, 2020, accessed at go.forrester.com/what-it-means/ep179-marketing-cuts-pandemic-recession/

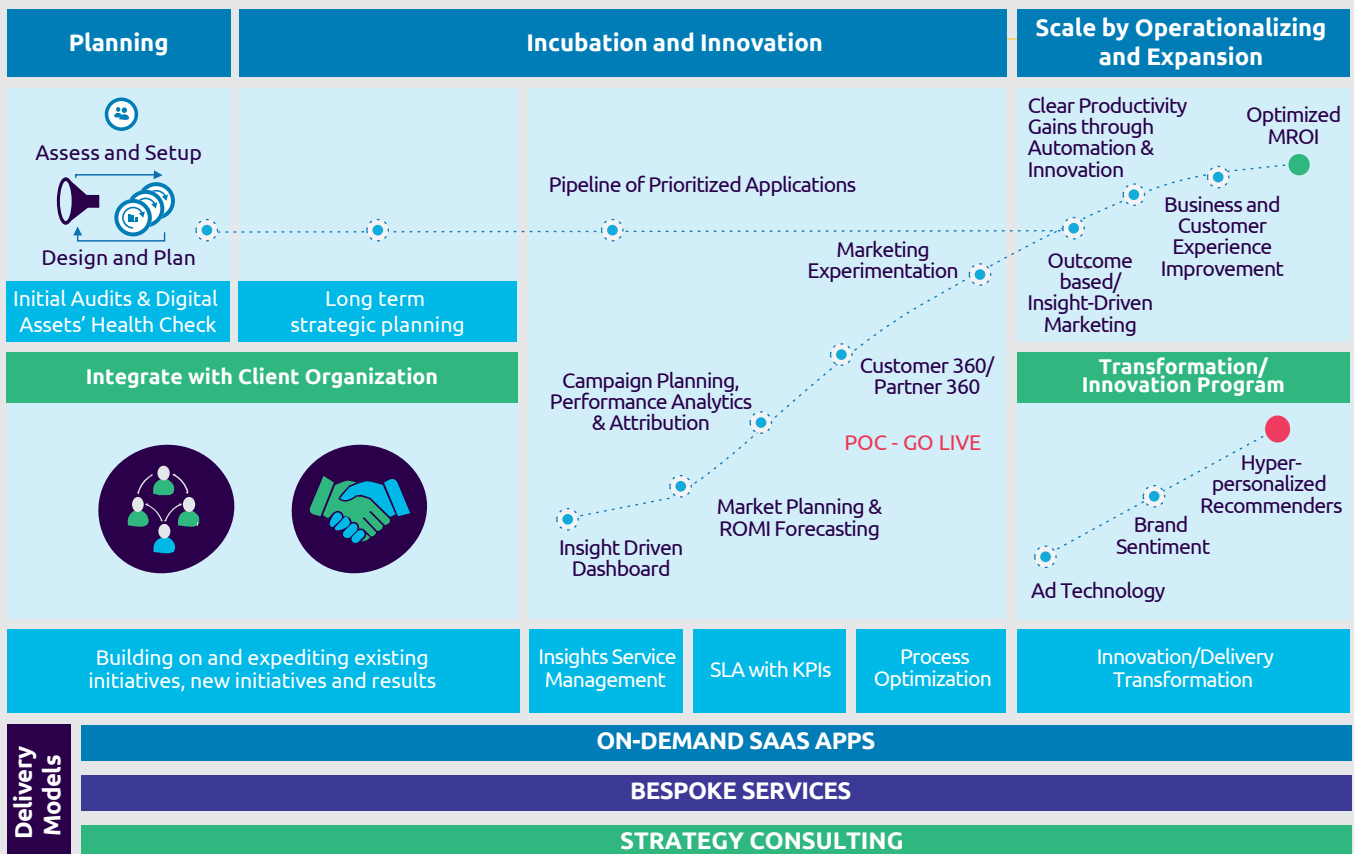
² Forrester, "Insights-Driven Businesses Set the Pace for Global Growth," October 19, 2018, accessed at <https://www.forrester.com/report/InsightsDriven+Businesses+Set+The+Pace+For+Global+Growth/-/E-RES130848>

- **Allocate your investments.** Develop a smarter allocation of media budgets to drive marketing attribution modeling. With the advanced measurement models enabled by Strategic Marketing Insights, you can identify and collect accurate, up-to-date data and harness and distribute actionable insights across the organization to optimize and track your ROI by channel.
- **Use analytics to define campaign strategies and execution.** Monitor your campaigns with analytical modules such as channel mix optimization, a channel spend planner, attribution and path-to-purchase analytics, sales forecasts, campaign performance, and diminishing returns analysis. You'll have the data you need to track and report on performance, make quick decisions to adjust campaigns as needed, and strategize for future operations.

Why Capgemini

With Strategic Marketing Insights, you can deliver the digital marketing initiatives and business outcomes you envision. Marketing analytics technologies take the data from across your marketing, IT, and product teams and empower you with insights to make the right decisions to optimize your ROI for measurable results. We're here to help you on the journey to superior marketing outcomes.

A roadmap for your journey



Learn more about Strategic Marketing Insights. Contact us at financialservices@capgemini.com



About Capgemini

Capgemini is a global leader in partnering with companies to transform and manage their business by harnessing the power of technology. The Group is guided everyday by its purpose of unleashing human energy through technology for an inclusive and sustainable future. It is a responsible and diverse organization of 270,000 team members in nearly 50 countries. With its strong 50 year heritage and deep industry expertise, Capgemini is trusted by its clients to address the entire breadth of their business needs, from strategy and design to operations, fuelled by the fast evolving and innovative world of cloud, data, AI, connectivity, software, digital engineering and platforms. The Group reported in 2020 global revenues of €16 billion.

www.capgemini.com

Get the Future You Want

The information contained in this document is proprietary. ©2021 Capgemini.
All rights reserved. Rightshore® is a trademark belonging to Capgemini.