



# MARKETING AUTOMATION BY DESIGN

Hyper-personalization at scale  
for financial services brands



# Hyper-personalization defines the competitive edge.

Customers of banks and financial services companies today want the same engaging brand experience found in other industries. In other words, they want these brands to understand their needs, communicate with them in relevant ways, and then deliver personalized products and services.

Of course, all of this must be done within the strict privacy and compliance standards of the financial services industry.

In fact, today's competitive environment requires hyper-personalization, drilling down to granular yet highly meaningful differences in customer preferences and behaviors, and then using these insights in real time to target individuals and provide contextually relevant experiences at scale.

How can organizations meet these demands, especially for potentially millions of customers at a time? The answer would seem to be automation, but automation alone is

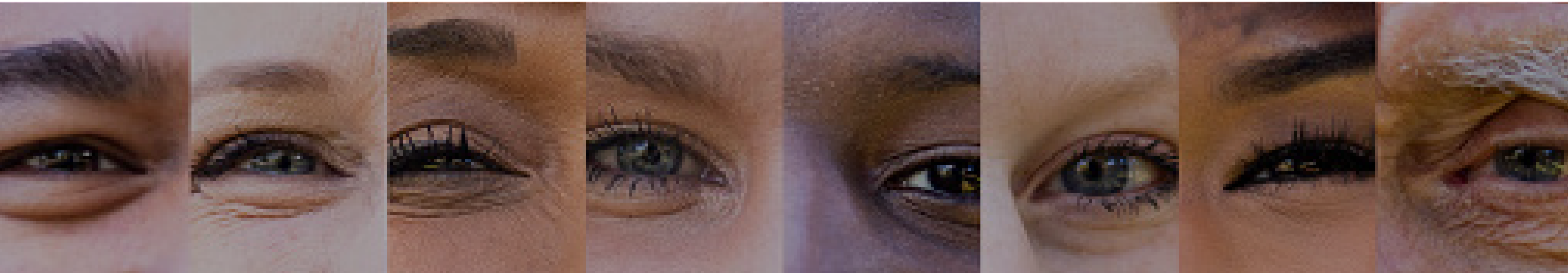
insufficient. Automation alone simply allows financial services companies to run campaigns without human intervention, but it doesn't provide the insights needed to understand customers at an individual level or use those insights to communicate "the next best offer" using AI-driven decisioning in real time.

Automation by Design, on the other hand, makes hyper-personalization actionable, scalable and automatable. It combines a properly designed data model to supply

marketing-ready data, reusable campaign libraries that are specific to the financial services industry, a behavioral framework to inform communications, AI-driven decisioning, and a reporting and optimization methodology for continuous improvement.

This Marketing Automation by Design framework can efficiently create a hyper-personalized experience that improves customer loyalty and ultimately drives profits.

**Let's see how.**





# Customers are demanding tailored communications.

How brands communicate with their customers is directly tied to customer satisfaction. One could even argue that for banks and financial services companies, relevant communications are at the heart of a trusted relationship.

Eighty-seven percent of consumers who feel they receive relevant communications say they are extremely or very satisfied with their

financial services brands. And yet, only 39 percent of consumers believe communications from their financial services company are relevant to their needs.<sup>1</sup>

What defines “relevant” communications? From a customer’s perspective, they should be based on a customer’s unique preferences in terms of content, frequency and channel.

Messages should make transactions easier and address customer questions and concerns. Plus, customers don’t want banks to deluge them with promotional messages.

All of which begs the question, how much does your organization truly know about your customers?

Communications are also more relevant when delivered in the proper context. This requires companies to have deep knowledge about a customer’s:



**Stage in their journey.**  
Are they new to the bank? Do they currently have a mortgage or multiple accounts? Have they been inactive recently?

**Behavior across channels.**  
Do they engage on social channels? What is their browsing history? Do they interact at branches?

**Eligibility for offers.**  
Does their credit score make them a good candidate for a credit card offer?

<sup>1</sup>Braze. “Banking on the Customer Journey: 2022 Financial Services Insights.” <https://www.braze.com/resources/reports-and-guides/2022-financial-services-insights>



# Hyper-personalization goes beyond communications.

Hyper-personalization takes more than simply including a user's first name on an email, or having enough customer data to identify a simple cross-selling opportunity. Likewise, a hyper-personalized customer experience includes more than tailored communications.

**There are six key components to engaging customers at the right time with the right offer in the right channel.**



**1 DATA COLLECTION:** Quality data is required as a solid starting point for analyzing and understanding customers in depth.



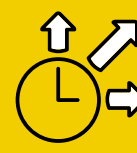
**2 PERSONALIZED OFFERS:** Providing relevant offers to each customer based on historical patterns and behaviors.



**3 PERSONALIZED MESSAGING:** Tailoring the message and content to motivate customer behaviors.



**4 OMNICHANNEL MARKETING:** Taking advantage of multiple channels to create seamless customer journeys.



**5 TIMING:** Creating a dynamic customer experience at the right time through automation at scale.



**6 CONSISTENT TESTING:** Generating hypotheses to test in order to track responses and measure success.

**These six components contribute to a range of providing:**

- Individualized, Omnichannel Experiences
- Individually Optimized Communications
- Contextualized, Geolocalized Offers
- Demographic Data
- Right Timing
- Real-Time Decisioning

**Hyper-personalized marketing can help to:**

- Maximize revenue by addressing customers' specific needs, generating higher conversion rates.
- Decrease customer acquisition and retention costs by reducing marketing waste stemming from sending irrelevant offers to customers.
- Elevate loyalty:



**80%+** of customers are more likely to remain loyal to companies offering personalized experiences.



# Data and analytics move hyper-personalization forward.

The foundation for a hyper-personalization strategy is data. Whereas traditional customer segmentation relies on common likes, dislikes and activities, hyper-personalization takes a leap forward by leveraging data gathered on a specific customer. Using unique customer data can then help marketers deliver the right messages at the right time in the right channels, as well as automate activations, including personalized discounts, product recommendations or pre-populated applications.

Collecting and ingesting reliable, complete and accurate data is only the first step.

**An effective data model must also:**

- Unify, store, clean, transform and activate data for marketing purposes (e.g., customer journeys).
- Enable analytics, reporting and measurement.

Indeed, it's the use of automated data models – which lie at the heart of the Automation by Design framework – that makes hyper-personalization possible. Relying only on human intervention, organizations would have to increase their staffs exponentially to be able to scale operations and orchestrate truly personalized customer journeys and thousands of simultaneous campaigns.

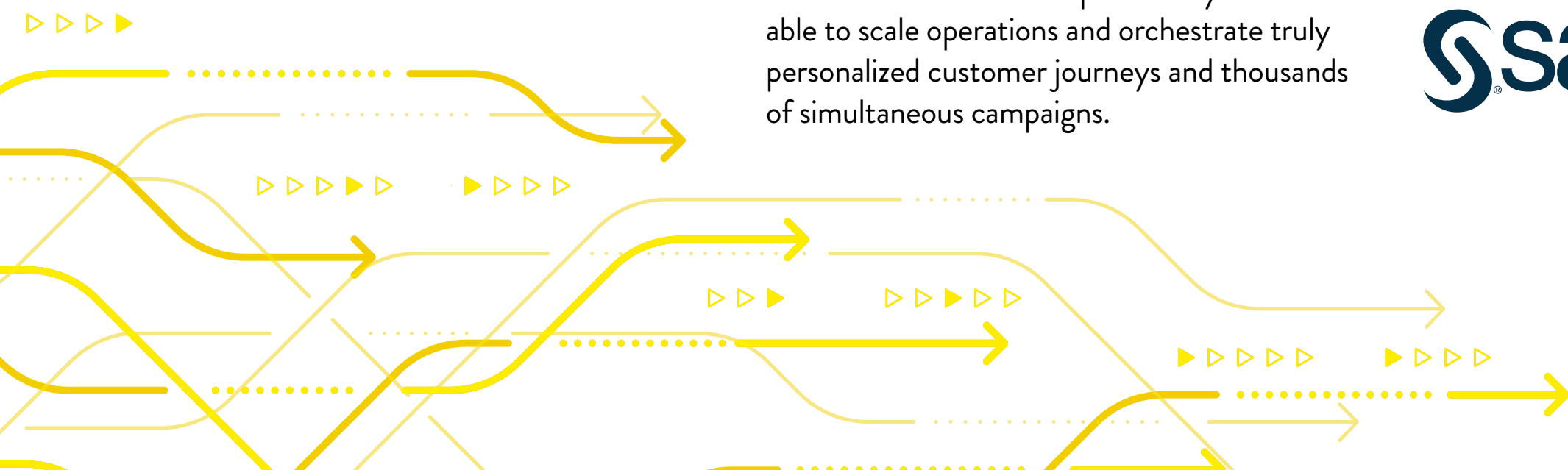
Technologies such as customer data platforms (CDP) can bring together and prepare large quantities of data for analysis. But a CDP alone can't adequately handle all the activities financial services firms must address – from acquiring and onboarding customers to growing accounts, retaining customers, and winning back those who may have left.

A more sophisticated solution, such as SAS Customer Intelligence 360, is required to deliver the AI and machine learning insights and activations required for a hyper-personalization strategy to succeed at scale.



**With AI-powered analytics, organizations can address a wide range of complex use cases:**

- Generate leads by using customized product lead forms, or creating targeted landing pages (e.g., about mortgages for first-time home buyers).
- Convert leads through lead scoring and behavioral email marketing.
- Drive engagement by soliciting survey feedback, delivering time-based communications (e.g., account anniversaries), or exporting ads to social channels.
- Manage operations with texts or app push notifications about account updates, or emails with compliance.





# Are you able to manage the complexity of hyper-personalization?

It's clear that customers are demanding a hyper-personalized brand experience. What's less clear for many organizations is how to efficiently and consistently deliver one.

To determine your readiness for this strategic approach, ask yourself:

Is all the data required to build campaigns delivered to your marketing platform by fully automated processes?

Can you transform an idea to a campaign in less than 5 days consistently and easily?

Is content and offer selection based on customer segments or individual customer attributes?

How many automated, always-on campaigns do you have that run daily as a minimum?

How do you decide which campaign a customer receives when they are eligible for two campaigns at the same time?

How often are campaigns refined based on learnings from previous executions?



# Introducing Automation by Design

How can you bring order to the chaos of hyper-personalization?

Automation by Design is the framework that unites the strategic and technical sides of hyper-personalization, so you can create tailored communications that connect with customers and drive real engagement and revenue.

**Automation by Design consists of three components:**



## DATA MODEL

*Provides:* Data model designs, data transformation libraries, and data for automation

*Enabled by:* Data management protocols, data ingestion framework, and data validation and remediation

*To deliver:* Simpler campaign designs and automated segmentation



## MARKETING DESIGN

*Provides:* Customer journeys and behavioral tools libraries

*Enabled by:* Change management, analytical model integrations, and offer decisioning for personalization

*To deliver:* Reusable components and campaign templates that streamline always-on campaigns



## OPTIMIZATION & CONTROL

*Provides:* Contact optimization decisioning framework and contact control framework

*Enabled by:* Change management with marketers and tool configuration/development

*To deliver:* Automation of campaign control and compliance to contact rules to ensure business KPIs and customer-centricity goals are met





DATA MODEL:

# Ensure marketing-ready data.

The Automation by Design framework helps brands set up a data model that can integrate the many streams of customer data needed for AI-driven analysis and hyper-personalization.



**How to DESIGN your data**

*Industry-specific data model and structure*

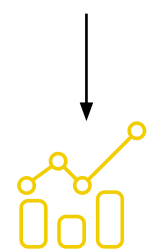
Organize and structure data ready for marketing and analytics consumption, removing the burden from the marketing teams.



**How to PREPARE your data**

*Segment libraries*

Pre-loaded data standardization at point of entry so everything from email validation to normalization of categorical/continuous values is ready for immediate consumption.



**How to USE your data**

*Pre-built pathways to the Campaign Library*

Data briefs from the campaign library are pre-built and ready to implement.





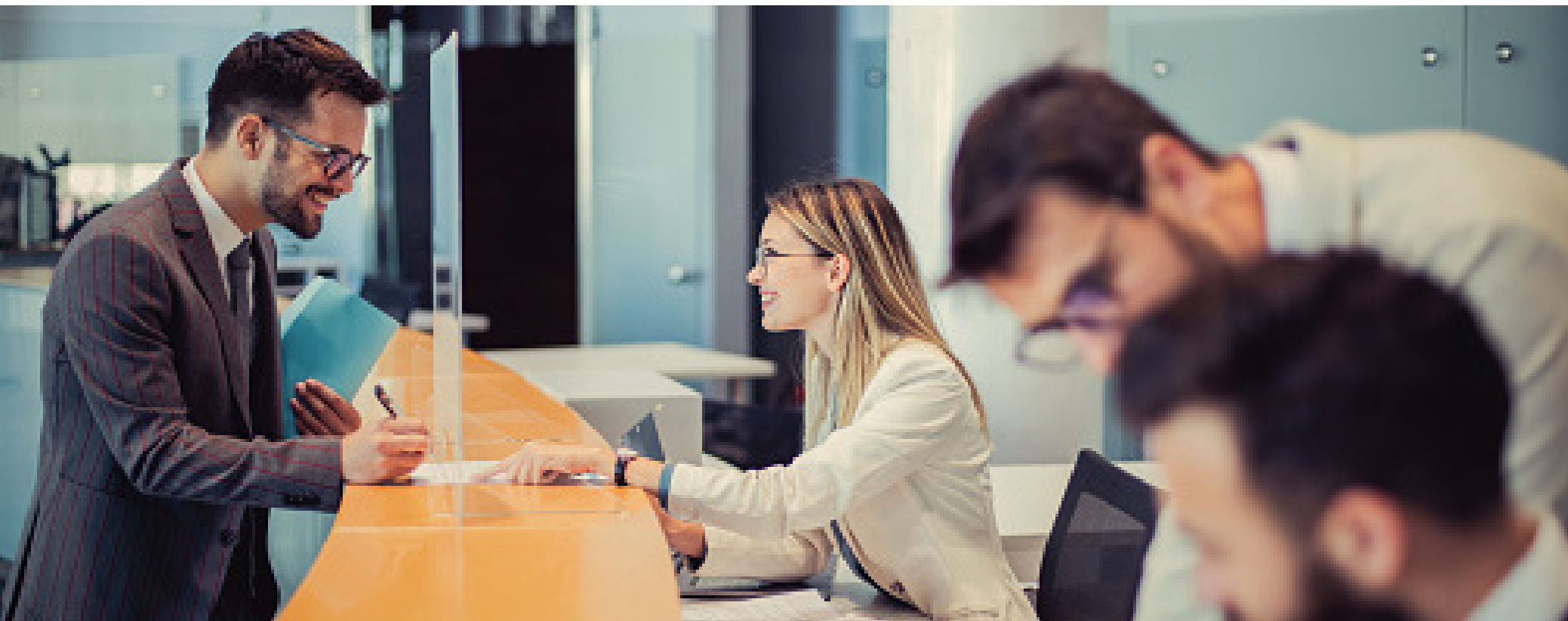


MARKETING DESIGN:

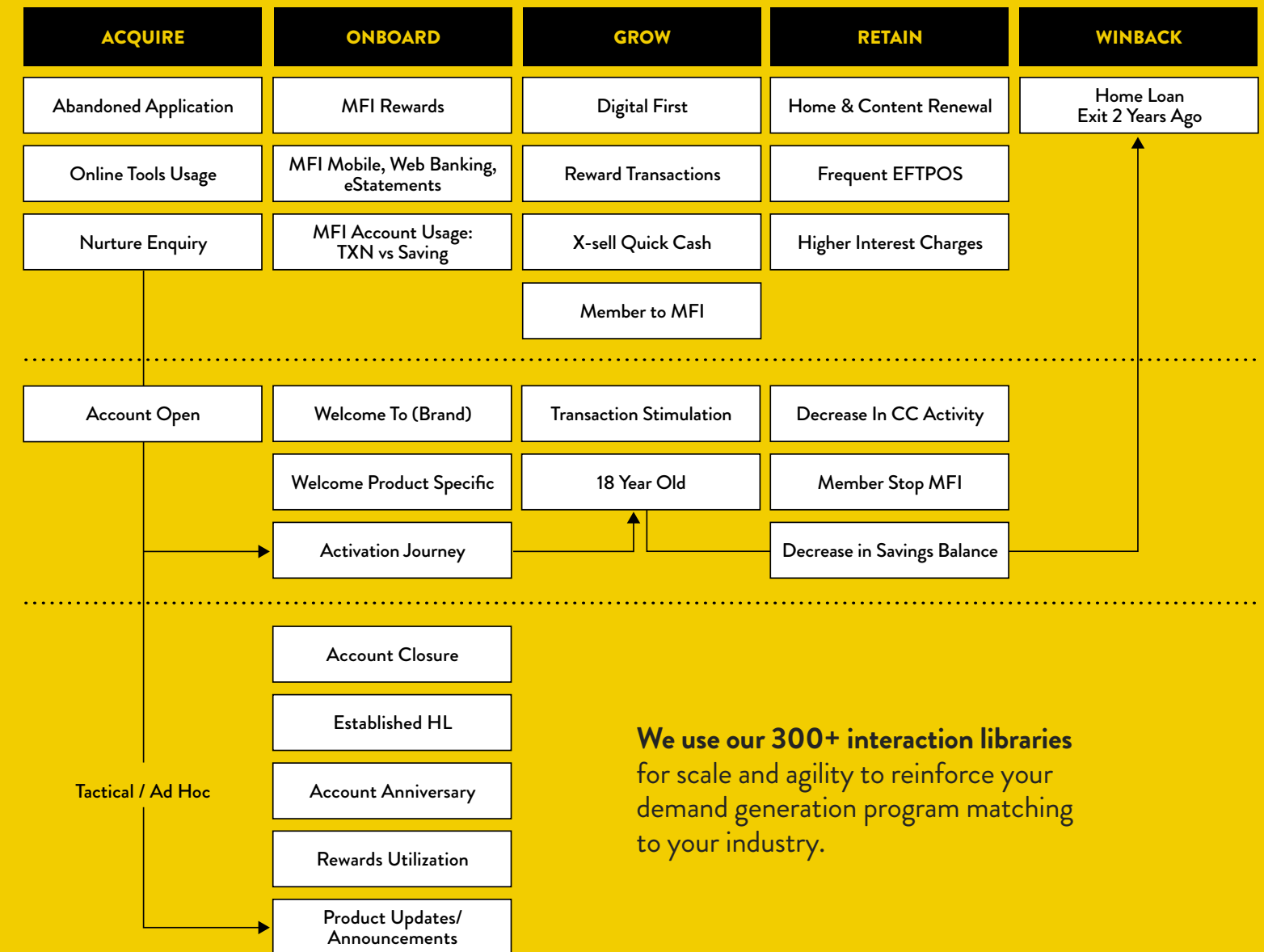
# Facilitate efficient marketing design.

When financial services organizations need to deploy thousands of campaigns targeting a range of consumer types, rapidly building demand generation programs is critical. That's where industry-specific interaction libraries rise in importance.

Activating existing customer bases in an efficient manner requires more granular targeting and more timely execution. These libraries give you a head start on demand generation while also allowing for customization based on your business objectives.



## Banking/FS Interaction Library (subset extract from full library)



We use our 300+ interaction libraries for scale and agility to reinforce your demand generation program matching to your industry.

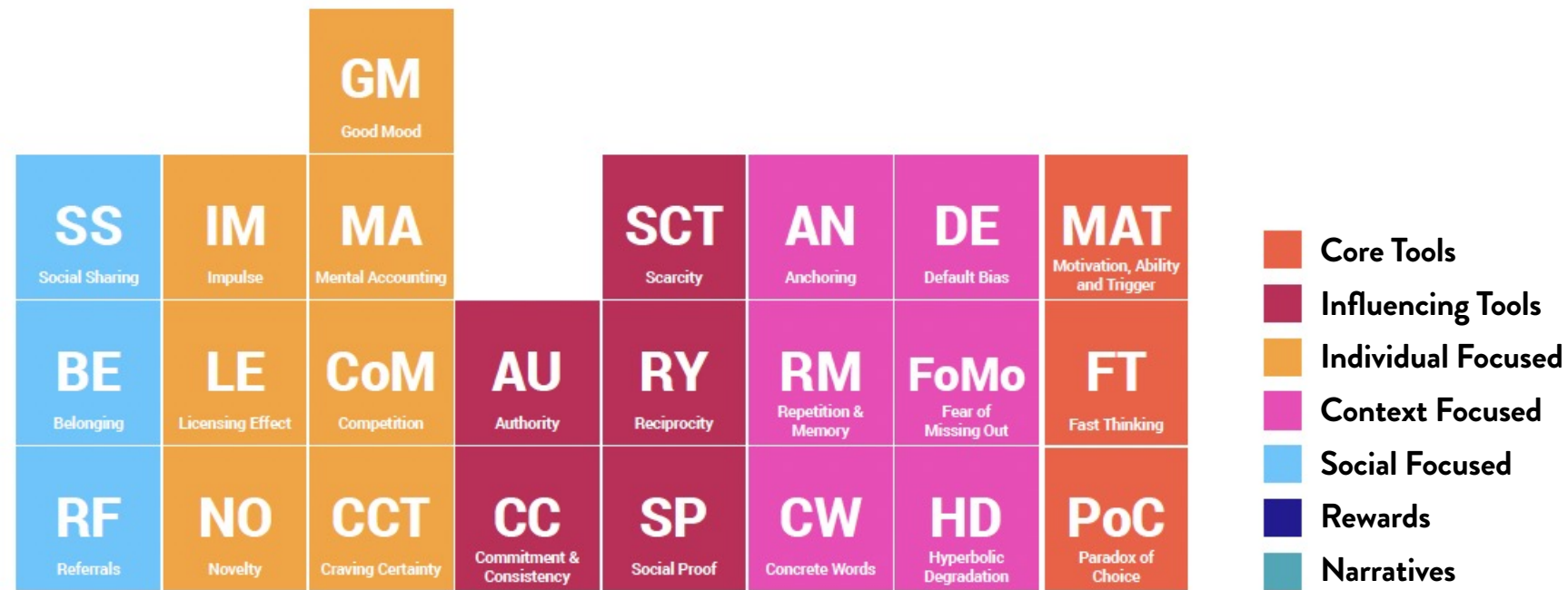
## MARKETING DESIGN:

# Create hyper-personalized messages.

To be truly customer-centric, brands must understand not only what customers say they want but also their underlying psychology, including their unspoken, online behaviors.

Using a Behavioral Tools framework, consisting of 56 unique tools, allows brands to create tailored communications and optimize likely responses by building psychological bridges between the communication and the customer.

## Extracted version of Behavioral Tools Table



## Behavioral Tools Framework

CATEGORY	DESCRIPTION
Core Tools	Six powerful behavioral tools that should always be considered.
Influencing Tools	Six key principles for influencing members in both the real and online worlds. Most campaigns need at least one tool.
Individual Focused	Tools that appeal to a person's desires, emotions or cognitive bias.
Context Focused	Tools that are useful in specific situations – the more you know about the time, place and situation on which the message arrives, the more you will know which of these tools works best.
Social Focused	Tools that reflect how a person relates to others and their social networks. These tools use the power of a person's social connections to support their decision making.
Rewards	Tools used to apply incentives in the most effective way.
Narratives	Tools that use the power of storytelling to gain the attention of customers.



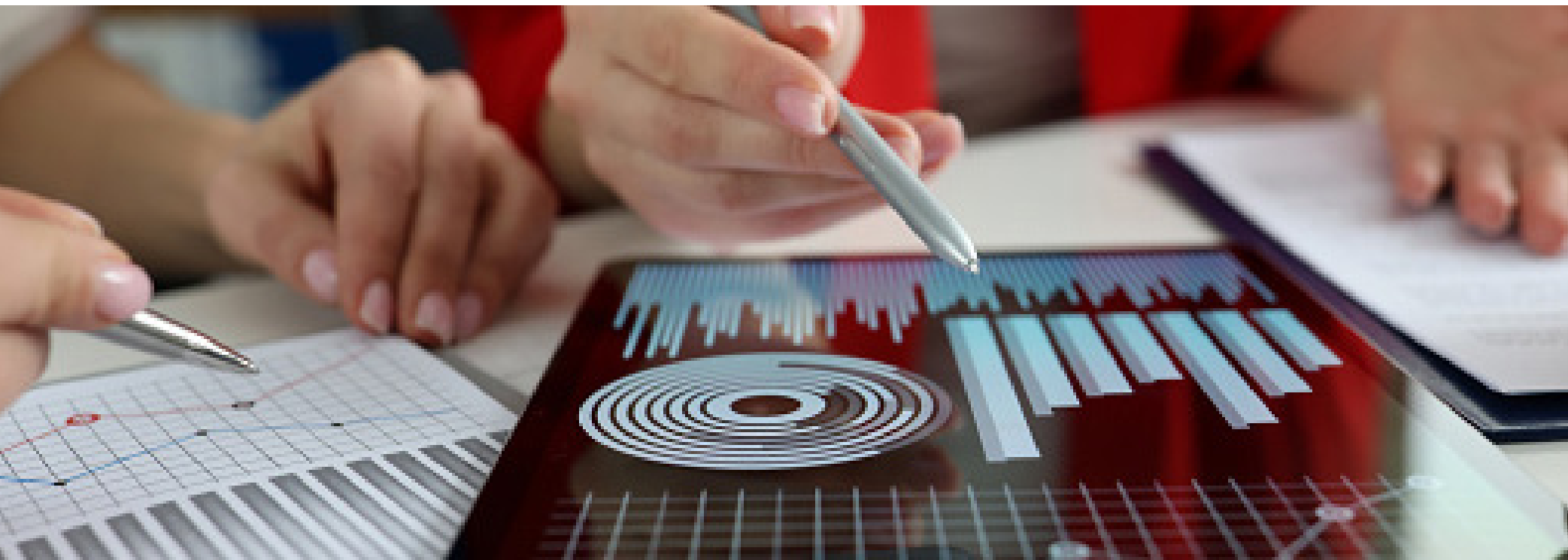
## OPTIMIZATION & CONTROL

# Optimization drives campaign performance.

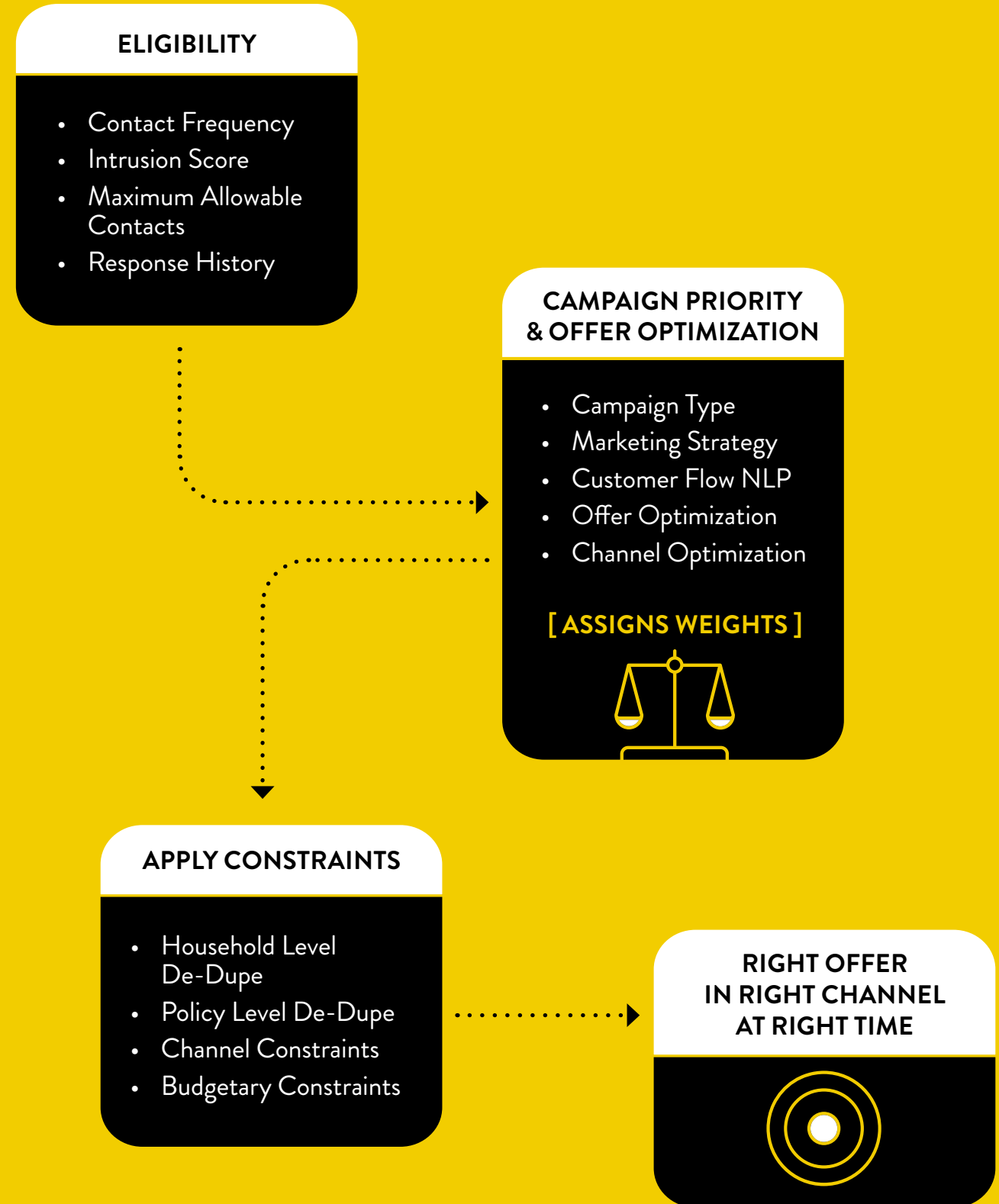
A central difference between marketing automation and Automation by Design is the use of optimization rules for continuous improvement. Automation alone that doesn't learn from and improve upon its performance will never result in customer-centric outcomes amid ever-changing customer preferences.

Optimization, though, is not an absolute top-down decisioning process. Rather, it is a relative weighted measure operating dynamically across the control rules and aligned to business KPIs.

**To the right you can see an example of the optimization model at work.**



### Automation by Design Optimization Model





# IP Over Platform (IPOP)

The three components of the Automation by Design framework require innovative analytic tools to come to life.

SAS Customer Intelligence 360 – powered by Intel and SAS, the global leader in analytics – is a fully integrated platform that provides adaptive planning, journey activation and a real-time decision engine. Layering Digital Alchemy’s IP over this analytical platform can help financial services brands maximize their investment in their automation program.

**We combine the core elements of Automation by Design with the features of SAS Customer Intelligence 360:**

## AUTOMATION BY DESIGN

- ✓ Efficient Data Models
- ✓ Audience Templates
- ✓ Industry-Focused Libraries
- ✓ Business-Focused Framework
- ✓ Systematic Scalability
- ✓ IA & ML For Optimization



## 360° SAS Customer Intelligence

- ✓ No ETL
- ✓ Drag & Drop
- ✓ Multichannel Integrations
- ✓ Seamless Data Accessibility
- ✓ Event-Cased Cohorts
- ✓ Omnichannel Attribution

**This allows us to deliver:**

- Pre-planned and templated campaigns
- Easier scalability
- Effective identity resolution
- Faster campaign deployment

As a SAS partner, Digital Alchemy combines more than 20 years’ worth of IP development with the creativity and expertise of over 250 global professionals to help marketing teams develop their capabilities in a way that maximizes their marketing ROI.



**Intel Inside.** Successful analytics initiatives require tight alignment between hardware and software in the hands of skilled technologists and strategists. That’s why the ongoing collaboration between SAS and Intel is so important for clients. Together, we know how to connect all the dots on analytics strategies to provide practical solutions that deliver real, measurable results – at any scale.



# Ready to tackle hyper-personalization at scale?

Deciding to implement a marketing automation program is simple. But using it to its full advantage can be challenging.

**You'll first want to:**

- Define your business objectives to develop the right use cases.
- Prepare the organization for any changes to strategies and processes.
- Assemble a team with the right skills and expertise.

To find out how we can help advance your Automation by Design journey, let's start a conversation.

**CONTACT DIGITAL ALCHEMY FOR A MEETING**

Want to learn more?

**VISIT [DIGITALALCHEMY.GLOBAL](https://digitalalchemy.global)**





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