



# Transforming the Digital Landscape for Retail Banking and Insurance

## A Joint Initiative that Combines the Power of Two Leaders in Digital Marketing

The Adobe and Accenture Joint Initiative (JI) was established to help key verticals in the Financial Services industry, like retail banking and insurance, navigate the complex landscapes of the new digital age. This JI integrates Adobe Marketing Cloud products with digital marketing expertise from Accenture Interactive to unlock the power of digital marketing for retail bankers and insurance firms.

### Two Industries at a Crossroad

Both retail banking and insurance (Life and Property & Casualty) are at a crossroad in their marketing and customer retention efforts, facing challenges on multiple fronts. New regulatory policies are having an across-the-board impact. While emerging technology infrastructures, shifting customer expectations and buying behaviors, new distribution models, and intense competitive pressure are pushing companies in these industries to refocus, and reinvent themselves. What are clearly needed by these industries are smart, agile, analytically driven platforms and methodologies that fully embrace today's digital marketplace and work to maximize customer value and optimize marketing spend ROI.

This is where the Adobe and Accenture Joint Initiative steps forward. The JI offers a suite of solutions that leverage the combined expertise of both companies, giving marketers in retail banking and insurance the information and the tools they need to engage prospects, close sales, fuel growth, and retain loyal customers in today's rough-and-tumble digital marketplace.

### Customer Acquisition for Retail Banking

Recent research indicates that only one third of customers feel loyal to their present bank, and their willingness to switch continues to rise, creating opportunities for savvy bankers to capture new customers.<sup>1</sup>

The JI's Customer Acquisition for Retail Banking solution uses consumer behavior and preference profiles (within regulatory boundaries) to create cross-channel experiences with real-time messages and sales offers that transform high quality prospects into billed business. The solution attracts, genuinely engages, and successfully converts high-value customers through optimized cross-channel experiences, while reducing service costs and accelerating revenue success.

#### Adobe Marketing Cloud products deployed in this solution:

- Adobe Analytics - aggregate data sources, segment identification, site behavior, conversion
- Adobe Audience Manager - aggregate data sources, segment identification
- Adobe Campaign - trigger communications, manage cross channel coordination
- Adobe Experience Manager - content management, asset library, authoring & publishing
- Adobe Media Optimizer - search campaigns, display/display retargeting
- Adobe Target - landing page personalization, automated targeting, A/B & multivariate testing

### Customer Acquisition for P&C Insurance; Customer Acquisition for Life Insurance

Declining customer loyalty and a switching economy puts \$470 billion of insurance premiums up for grabs every year in the US life and Property & Casualty (P&C) insurance markets. Customer buying behavior in these markets has changed dramatically in recent years and insurers need to meet customer experience needs and evolve their distribution models to accommodate these new buying patterns.

The JI Customer Acquisition Solutions for life and P&C insurers improves customer acquisition and onboarding performance by helping insurers attract, engage, and successfully convert high-value customers through optimized cross-channel experiences, while reducing service costs and accelerating revenue success.

#### Adobe Marketing Cloud products deployed in these solutions:

- Adobe Analytics - aggregate data sources, segment identification, site behavior, conversion
- Adobe Audience Manager - aggregate data sources, segment identification
- Adobe Campaign - cross-channel coordination, offer management
- Adobe Experience Manager - content management, asset library, authoring & publishing
- Adobe Media Optimizer - search campaigns, display/display retargeting
- Adobe Target - landing page personalization, automated targeting, A/B & multivariate testing

## Customer Activation for Retail Banking

It's been estimated that one third of bank revenues could erode by 2020 due to the ability of non-traditional players – on-line banking, peer-to-peer lenders, Internet mortgage brokers, among others – to attract customers. To counteract this trend, retail banks must deepen customer relationships and develop opportunities to enroll customers in a broader swath of products.

The Customer Activation Solution for Retail Banking provides intuitive, personalized, web and mobile onboarding to maximize account opening success, nurture customer engagement through the first 90 days, and convert tailored offers and bundles that exceed customer expectations and differentiate the brand.

### Adobe Marketing Cloud products deployed in this solution:

- Adobe Analytics - aggregate data sources, segment identification, site behavior, conversion
- Adobe Audience Manager - aggregate data sources, segment identification
- Adobe Campaign - triggered communications, cross-channel coordination
- Adobe Experience Manager - content management, asset library, authoring & publishing
- Adobe Target - landing page personalization, automated targeting, A/B testing

## Customer Activation for P&C Insurance

Experience has shown that customer acquisition is driven by customized engaging experiences, and this is particularly true in the hotly competitive property and casualty insurance industry. In a recent study, 71% of persons surveyed expressed a willingness to purchase P&C insurance online.<sup>2</sup> However, in another study, only 9% of insurers surveyed felt that their current digital customer experience exceeded customer expectations.<sup>3</sup>

The Customer Activation Solution for P&C insurance industry works to bridge the gap between customer expectations and their actual online buying experiences. The solution supports a simple, intuitive enrollment process across web and mobile channels that's designed to facilitate customer acquisition, improve up-sell and cross-sell performance, and prevent customer drop-off.

### Adobe Marketing Cloud products deployed in this solution:

- Adobe Audience Manager - aggregate data sources, segment identification
- Adobe Campaign - triggered communications, cross-channel coordination
- Adobe Target - landing page personalization, automated targeting, A/B & multivariate testing
- Adobe Experience Manager - content management, asset library, authoring & publishing.
- Adobe Analytics - aggregate data sources, segment identification, site behavior, conversion
- Adobe Media Optimizer - search campaigns, display/display retargeting



### About Adobe

- 30+ years as the name synonymous with marketing
- Marketing services are used by 64% of Fortune 500 companies
- The leader in digital marketing in 12 Gartner and Forrester waves and magic quadrants
- 90% of insurance companies using Adobe marketing products are ranked in the Fortune 500
- 100% of commercial banks using Adobe marketing products are ranked in the Fortune 500

## Accenture Interactive

Part of Accenture Digital

### About Accenture

- Accenture Interactive is the leader in Digital Experience in Gartner, Forrester, and Ad Age waves
- Works with 9 of the top 10 and 27 of the top 30 P&C Insurers
- Solutions are embraced by 84% of the top 50 banks worldwide
- Operates a network of more than 50 banking delivery centers worldwide
- Has nearly 50,000 financial services professionals worldwide
- Operates BPO centers in 7 countries involving 4,500+ specialists and 55+ clients

Together, Adobe and Accenture are leading the digital transformation of the Financial Services industry. These solutions are proof of the value and robustness of this relationship.