



Case Study: Banking

Leading bank brand maximizes digital campaign ROI with Cognizant

Optimizing digital campaigns across many different variables is vital to ensuring expected results and avoiding spend on irrelevant sites and audiences.

A large U.S.-based multinational banking and financial services corporation had disappointing results from its digital campaigns, with high cost per acquisition (CPA) and lower than expected acquisitions. In addition to driving down CPA for new investment account customers, the bank wanted to increase new prospect traffic and generate overall higher returns. Cognizant's digital campaign specialists helped the bank's messages reach prime, ready-to-buy customers.

We drew on our expertise with remarketing to optimize the bank's digital campaign. We first analyzed each of its campaign components and then recommended streamlining the new account application process. Next, we developed a strategy for improving overall prospect targeting and remarketing

At a Glance

Our client works with a large U.S.-based multinational bank to enhance its member base. Together, we leverage digital campaigns to reach out to new investment banking customers, focusing on optimizing spend and identifying hard-to-find segments.

Outcomes:

- Reduced CPA, by approximately 90%
- Incremental revenue of \$2.7 million

We use a variety of levers to help the bank refine its strategy, from optimizing spend on relevant sites to more effectively remarketing to its existing customer base.

Narrowing targets, sharpening segments to drive more acquisitions

Relevancy drives ROI

Analyzing and refining targets narrows the funnel for more acquisitions at lower costs.

investment services to the bank's existing premium customers.

Context-based tactics improve ROI

Our analysis revealed campaign spend was used on sites that were either irrelevant to the bank's messaging or not trusted by its prospective customers. To alleviate this wasted spend, we built a strategy on context-based tactics. This involved combining finance and investing related page-level categories and keyword contextual techniques. These tactics ensured the bank's ads appear on sites with keywords, themes and topics relevant to its target segments.

We evaluated the best-performing line inserts, which customize ads to segment search terms, and then advised allocating resources to well-performing recency lists, which target potential purchasers who have shown interest in the bank

in the last 15 days. Our team removed non-performing line inserts and used negative keywords to prevent the bank's messages from appearing on irrelevant or otherwise inappropriate sites. Further, we blacklisted websites that either did not perform well or could potentially harm the bank's reputation.

The bank's digital campaigns were ineffective in reaching its existing premium customers, who are natural candidates for its investment services. We helped refine targets, using customer relationship management data, plus user-defined attributes such as search behavior, to narrow the bank's funnel and reach these segments.

Through focused and relevant targeting to more appropriate and interested segments, we reduced the bank's CPA by approximately 90%. The original goal was to reduce CPA from \$800 to \$300; we exceeded that target, driving CPA to just \$60, greatly improving campaign return on investment.

About Cognizant

Cognizant (Nasdaq-100: CTSH) is one of the world's leading professional services companies, transforming clients' business, operating and technology models for the digital era. Our unique industry-based, consultative approach helps clients envision, build and run more innovative and efficient businesses. Headquartered in the U.S., Cognizant is ranked 193 on the Fortune 500 and is consistently listed among the most admired companies in the world. Learn how Cognizant helps clients lead with digital at www.cognizant.com or follow us @Cognizant.



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