

# Open Internet Channel Delivery

## MARKETING AUTOMATION CASE STUDY

\$2.8B Financial Institution (Bank)

### The Challenge...

The financial institution initiated a strategic campaign effort to increase ownership of 5 products displaying targeted offers on their Public Site and the Open Internet.

### The Solution...

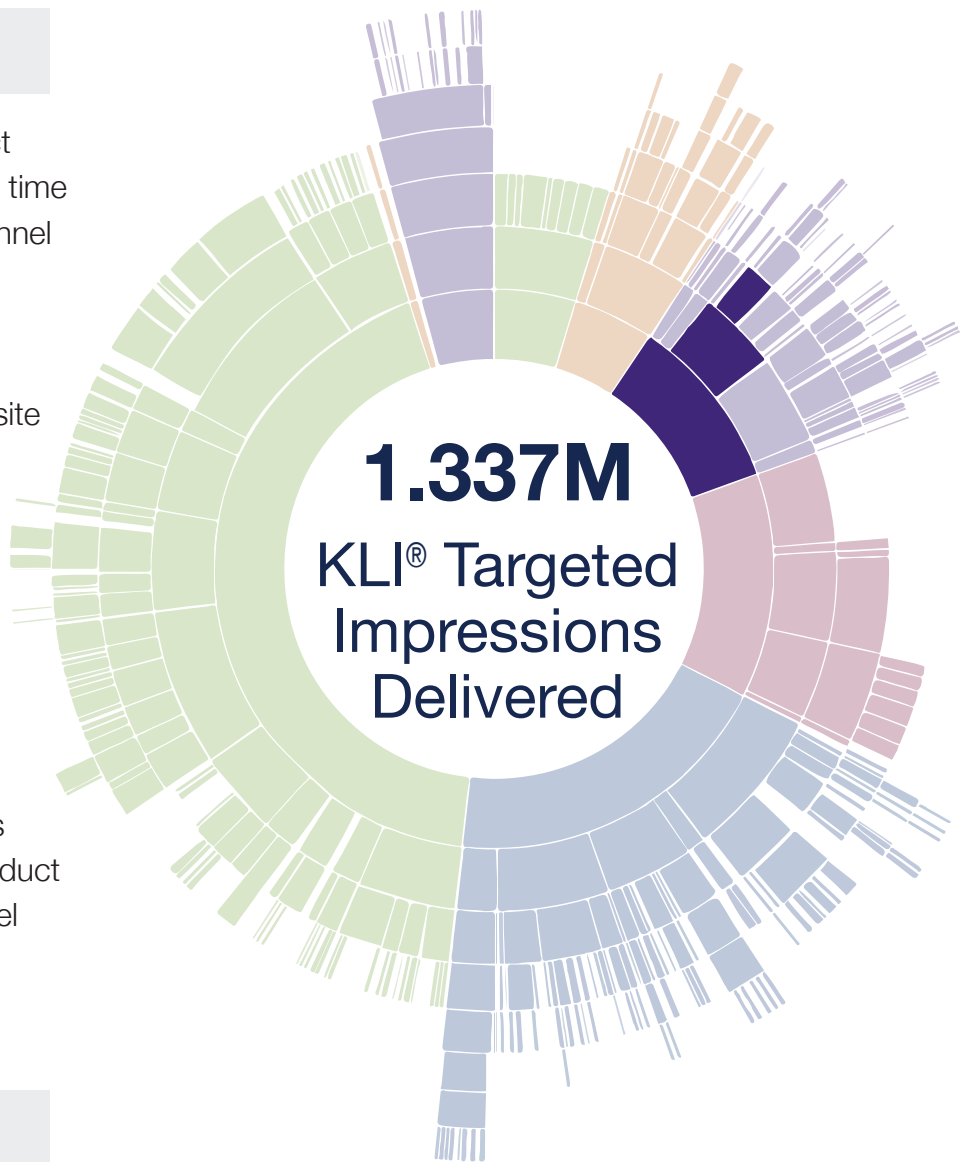
5 campaigns on the Open Internet Channel to include: CD, Checking (Bonus, Platinum and Totally Green), Home Equity, Mortgage and Instaline.



### Summary...

The financial institution wanted to interact with customers where they are spending time - on the internet. The Open Internet Channel efficiently drives cross-sell by identifying customer's through their KLI mix. An individual's personalized message is delivered securely to the third-party website in milliseconds, targeting those account holders with the right message at the right time - all without exposing personally identifiable information.

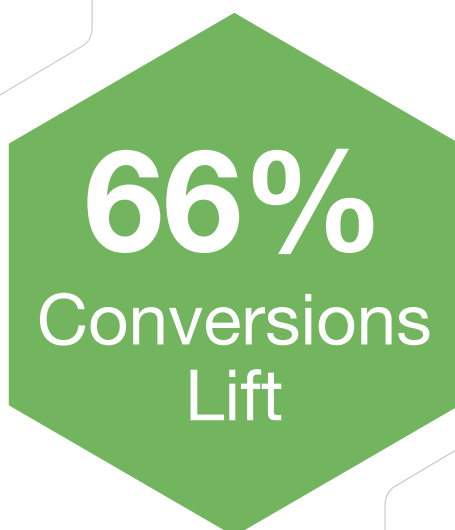
More than 1 million impressions were delivered against five campaigns to increase product adoption. Segment's automated performance reporting shows a 66% overall lift in conversions from product openings once the Open Internet Channel was added to the marketing mix.



### Results...



Number of accounts or services opened, adopted, or utilized that are associated with the customers influenced.



The aggregate results of all 5 campaigns.



The dollar value of total goals achieved