



Case Study: DecisivEdge Creates an Integrated Marketing Solution for a Fortune 500 Company to Measure Effectiveness of Campaign Spend

CHALLENGE

A Fortune 500 financial services company with 23 million customers and a managed portfolio of \$234 billion required a Marketing Source Code System (MSCS) to support the launch of its new credit card program. An aggressive multi-channel marketing plan coupled with complex offer structures created the immediate need for a comprehensive solution to optimize its marketing spend.

In order to deliver value, the solution needed to address several critical marketing, operational and analytic needs, including:

- Set up for marketing campaigns, tactics (marketing placements) and uniquely targeted offers, including promotional and contract pricing, product fees and rewards
- Ability to support multi-level organization and product hierarchies for non-branded and branded programs
- Campaign, tactic and offer approval workflow
- Ability to set up champion-challenger campaigns
- Offer integration with internal and external processor and acquisition systems
- Marketing campaign data organized in centralized data warehouse for enterprise portfolio analytics

SOLUTION

DecisivEdge was selected for this engagement because of its extensive experience delivering innovative marketing, operational and customer service technology solutions in the financial services industry. The overall project involved defining and building a completely new and innovative enterprise-wide marketing performance system that integrated into the company's legacy systems, as well as the external card processing platform. The solution was created as a web-based application utilizing bank approved technologies and followed approved design philosophies and protocols specifically related to data management and information security.

DecisivEdge started by leading the cross-functional team through a collaborative process to define and document detailed business requirements specifications. DecisivEdge leveraged its subject matter expertise to bring the cross-functional team to agreement on key definitions and business rules. The DecisivEdge team successfully coordinated its technical design and application development efforts with internal company resources as well as external third-party vendors to deliver a state of the art solution. Throughout this phase, DecisivEdge guided the business users in understanding the downstream effects of business constraints and rules as they were being finalized. To ensure user adoption and acceptance, DecisivEdge included the end user in functionality assessments and usability reviews throughout the development phase of the project.

Designed with business objectives in mind, the Marketing Source Code Systems allows for the consistent and accurate comparison of marketing campaign results across internal business lines with different campaign hierarchies. This reporting efficacy combined with the operational features, allows the Bank to reap the following significant benefits:

- **Increased Marketing ROI:** The ability to track, test and measure campaign performance allows the Bank to fine tune its marketing spend, quickly eliminating campaigns that do not generate the threshold returns. The ability to "tag" each new account with the marketing campaign and acquisition channel allows the Bank to understand true portfolio profitability by marketing campaign and acquisition vintage, providing greater visibility into marketing performance.
- **Expense Savings:** Prior to the new solution, the Bank used a myriad of Excel and manual tracking mechanisms to create campaigns and offers. These resource intensive processes were inefficient and prone to error. The solution created a streamlined processes eliminating

manual processes and freeing up resources for value added activities.

- **Improved Compliance:** Integration of the solution with the acquisition and processor systems ensures that the account gets setup with the correct pricing and rewards terms in compliance with the offer that was solicited.
- **Extendibility:** The solution which was created specifically for the new Credit Card program, was architected with flexibility and scalability in mind, allowing the Bank to easily leverage it for its other business lines as well as functionality extensions such as online disclosures.

RESULTS

The DecisivEdge team brought subject matter expertise, technology design and development capabilities and system integration skills to help the Bank significantly improve ROI on its marketing spend. Within months of initial implementation, the solution was enhanced to include an intelligent pricing rules engine that allows the Bank to dynamically offer specific pricing structures based on application criteria. It also allowed this Financial Services leader to effectively ramp up account acquisition.

ABOUT DECISIVEDGE

DecisivEdge leads organizations through their transformation journey. We believe that the right mix of people, processes, and technology will drive modernization, business optimization and automation. To learn more, please visit our website at www.decisivedge.com, email us at getresults@decisivedge.com or contact us at 302.299.1570.