

Analyttica helps German Retail Banker with their Campaign Management Program

Project:

Campaign Management

Application - Industry:

Retail Banking

Client's problem statement:

Increase the efficiency of the Installment Loan Targeting Process and develop an end-to-end Campaign Execution Process

Problem Solution and approach from Analyttica:

Analyttica leveraged its business KPI standardization, tracking and forecasting expertise for BTL channels to setup a comprehensive campaign management process for the bank

- ✔ Analyttica developed and automated the prospect selection process (monthly 3.5MM leads selected) across multiple target segments, resulting in 60% efficiency in the monthly list selection process
- ✔ Campaign tracking evaluation process and success metrics designed for campaign evaluation across multiple KPI's
- ✔ Personal loan booking rate forecasting at weekly level across multiple campaigns using events, historic performance and financial data
- ✔ Multiple channel campaign optimization to identify the appropriate contact sequence
- ✔ Model development and re-calibration process for the optimal leads selection, resulting in a 30% increase in response rate

Business impact:

- ✔ Better targeting across different prospect segments
- ✔ Forecasting of booking rates, helped business managers in better planning of future campaigns

Contact Detail

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