Munvo | **Adobe**

Build customer journeys from online and offline data sources

Leverage Adobe Experience Cloud in the financial sector

Enabled re-targeted ads

Improved engagement

Improved customers' outcomes

A financial services and insurance company

providing investment, retirement, and banking services. Clients can access their services through their website, mobile app and call center.

The goal

was to help marketing end users build new customer journeys from both online and offline data sources, and report on campaign success. To meet this goal, they were looking to streamline current processes by integrating previously siloed marketing tools.

Munvo leveraged Adobe Experience Cloud

to integrate siloed marketing tools, as well as custom integrations and user-friendly templates. Munvo extended the services layer for real time integrations with new channels (SMS, web, and push notifications) and event-based triggers.

Munvo enabled the client to re-engage customers

after abandonment in the purchase funnel and paid media. They were also able to send personalized messaging and offer easy access to financial services including scheduling appointments.

Drastic Increase in Customer Engagement

Munvo's solution took the financial services institution's previously siloed marketing tools and built an integrated MarTech stack. As a result, they are now able to better engage with their clients and improve their customer retention and communication.

The Results? 2-3× More Engagement!

A well-integrated MarTech stack is the first step towards driving increased customer engagement and improved customer experience. Our client conducted an A/B test to leverage capabilities not possible with the legacy siloed system with a desire to understand the impact of dynamic needs-based messaging vs one-size-fits-all messaging. The results are clear - a 2-3X improvement in both engagement and overall gain was observed by our client comparing test & control groups.

202%   **228%**

240%   **314%**

Increase in customer engagement across groups compared to control

Increase in gain % across groups compared to control