

# Campaign & Channel Intelligence



Leading-edge software designed to support financial institutions in simplifying access to actionable insights for high-performance marketing and sales.

## Product Overview

How can banks leverage next-gen technology for unparalleled campaign and customer insights driving sales and marketing effectiveness?

Through an integrated suite of dashboards, Campaign & Channel Intelligence provides omni-channel and multi-product reporting and insights about customer behavior and campaign effectiveness. Leveraging these deep insights helps empower the Chief Marketing Officer to showcase the tangible impact of marketing strategies and campaigns on the company's financial performance and helps the business to identify opportunities to engage new customers, streamline processes, and unlock new revenue streams.

### What banks can do with EY Nexus Campaign & Channel Intelligence

- ▶ Access in-depth insights about campaign effectiveness
- ▶ Centralize reporting via unified information from all channels
- ▶ Track campaign performance against predefined parameters and specific business objectives
- ▶ Generate daily, closed-loop reporting to quickly diagnose problems
- ▶ Scope retargeting opportunities and pinpoint tactics to re-engage specific segments
- ▶ Assess and monitor marketing contribution to sales by channel
- ▶ Identify leakage in the sales funnel
- ▶ Determine which combinations of channels most effectively drive conversions
- ▶ Identify opportunities to help optimize the sales process
- ▶ Tailor reporting by user type (e.g., executive, marketing practitioner)
- ▶ Quantify return on investment in personalization to develop business cases for scaling programs

## Multichannel dashboard

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Offers a comprehensive view of the end-to-end sales pathway across multiple products and channels, giving users the ability to pinpoint leakage and progression stages through the funnel. Users are able to identify retargeting opportunities and can track sales by origination channel and digital contribution.

## Campaign performance dashboard

Provides visibility around campaign effectiveness against pre-defined objectives, intuitively guiding users towards optimisation opportunities. Closed loop daily reporting allows for quick problem diagnosis, and gives visibility of total campaign impacts beyond priority objectives.

## The EY Nexus for Banking advantage

Built on the modular, cloud-based EY Nexus platform, Campaign & Channel Intelligence's vendor-independent structure offers rapid deployment and seamless integration with existing MarTech tools, customer relationship management platforms and other systems.

EY Nexus for Banking combines our deep financial services knowledge with an advanced, flexible platform so banks can generate breakthrough performance gains and unleash innovation in marketing and other key functions.

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