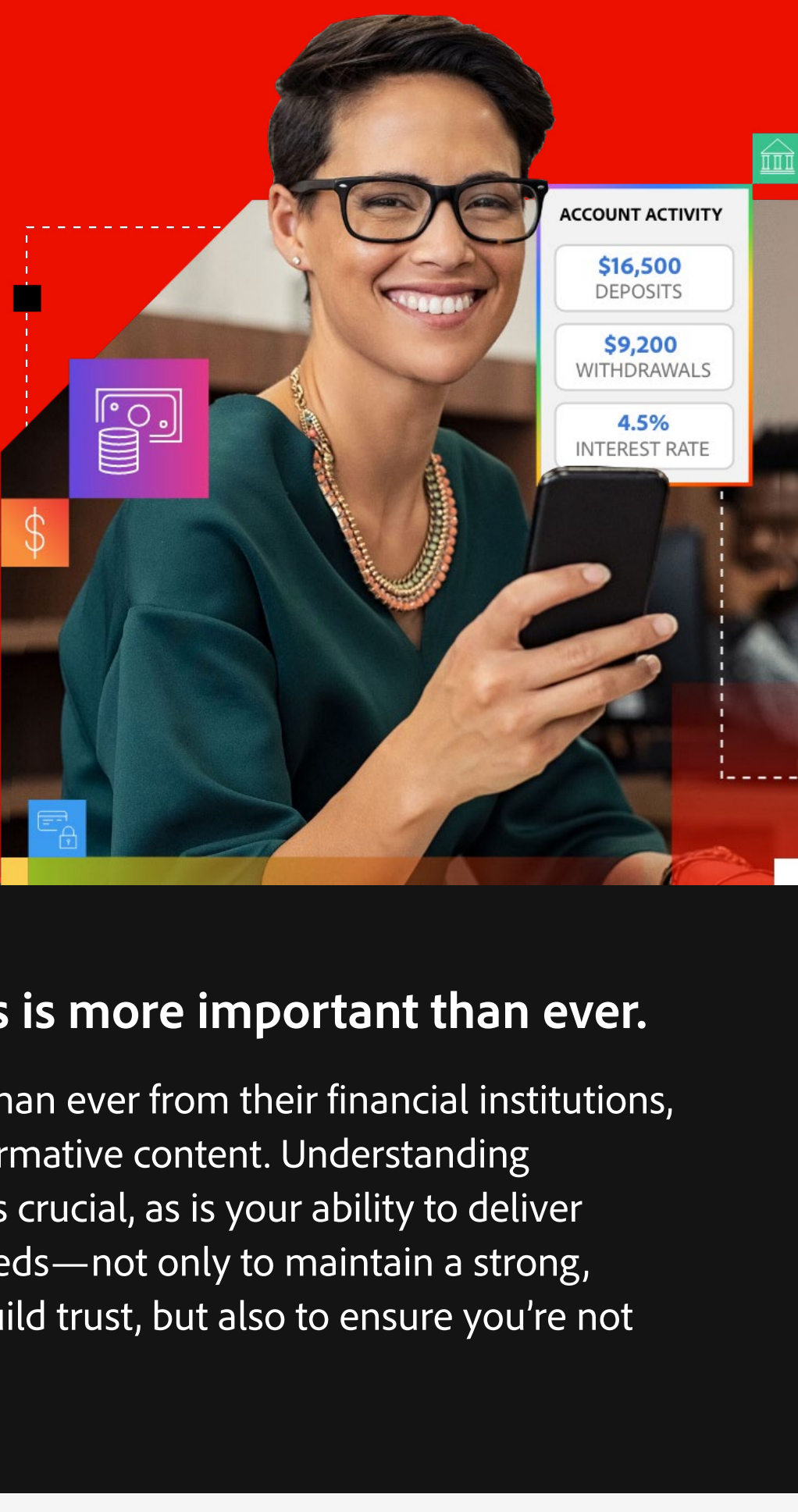




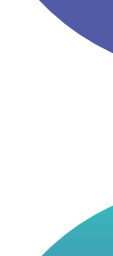
# Right on the money.

Three secrets to streamline your financial institution's content supply chain.



## A unified content process is more important than ever.

Customers are expecting more than ever from their financial institutions, especially when it comes to informative content. Understanding your customers' financial goals is crucial, as is your ability to deliver content that addresses those needs—not only to maintain a strong, personalized relationship and build trust, but also to ensure you're not missing out on revenue.



Customers in the financial services space, especially with millennial and Gen Z customers coming to the forefront, want to do their own research. Banks and financial companies are tasked more than ever with coming up with a lot of content.

**Zoe Vincoff**  
Digital Strategist, Financial Services  
Adobe

## But maintaining your content velocity can be a strain on resources

By treating your content process like a supply chain, you'll be able to produce more with the same or fewer resources. The result—an engaged customer community, happy teammates, and quality output your financial institution will be proud of.

**22%**

**Only 22% of financial services practitioners agree that they are able to produce and streamline** content that eliminates rework, duplication of effort, and administrative rework.

Source: 2023 Digital Trends — Financial Services in Focus, Adobe



### Let's define a content supply chain.

A content supply chain is the end-to-end process your organization uses to **plan, create, manage, and deliver content** to consumers. Your organization already has one, even if you call it by a different name (or even if it's not totally streamlined). Don't worry—we can help with that.

What it is	What it is not
<ul style="list-style-type: none"><li>The end-to-end process enterprises use to plan, create, manage and deploy content</li><li>Every company has one – although they may not use the exact terminology</li><li>An enterprise-level business challenge</li></ul>	<ul style="list-style-type: none"><li>An Adobe-specific concept or term; many companies already use it</li><li>A product or software bundle for sale</li><li>The same across all organizations and types of content</li></ul>

## Three steps to level up your content supply chain process.

### STEP ONE – PLANNING.

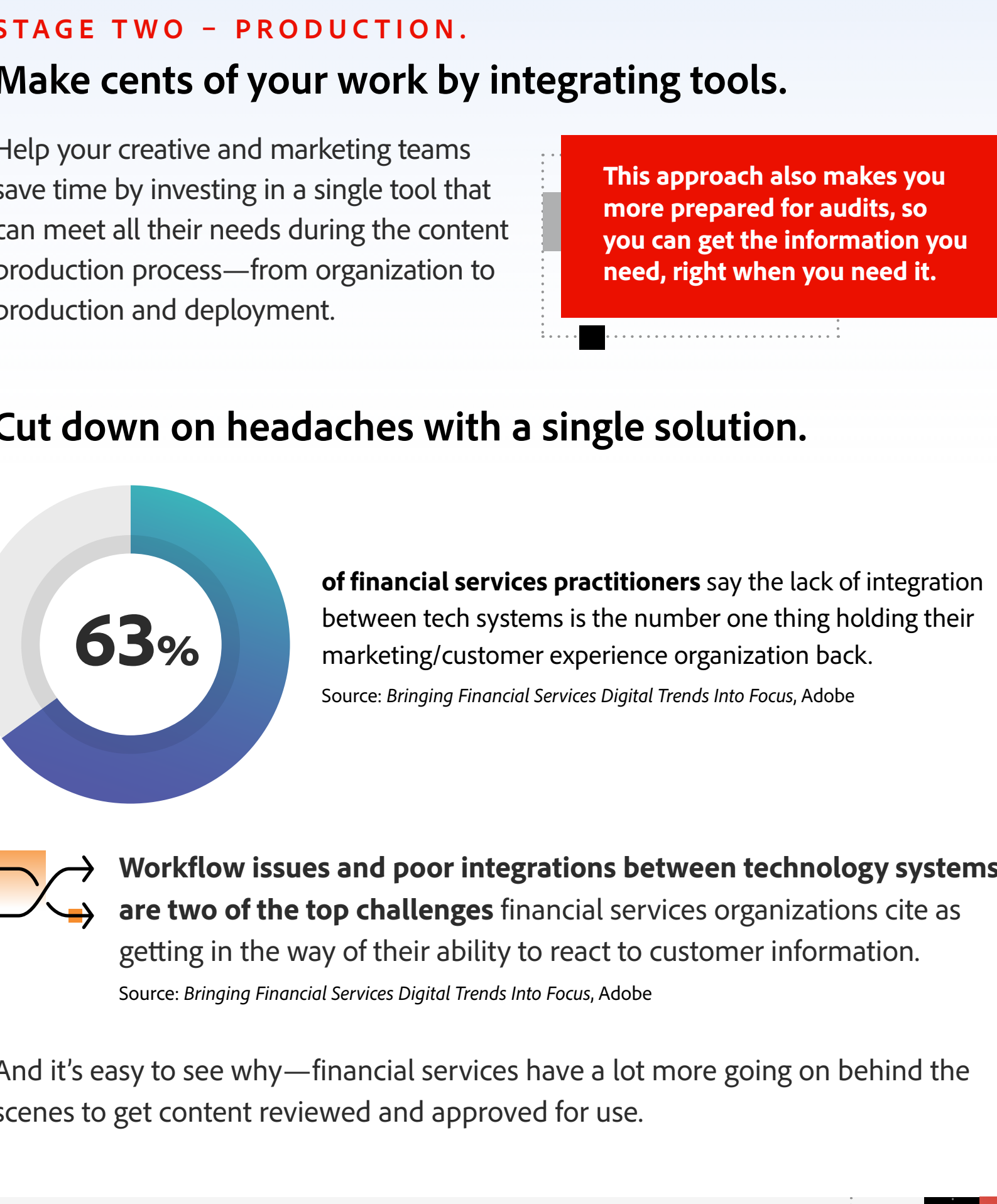
#### A connected team makes more possible.

When it comes to your content supply chain, teamwork is the name of the game.

- Making the best content in the most efficient way requires collaboration and trust across teams.
- Think beyond marketing to include everyone from regulatory to creative, IT, and everyone else in between.



## Integrating these teams with standardized workflows makes it easier to deploy content quickly and efficiently.



## A first review for content can take 7 - 21 days.

Source: Bridging the Marketing and Compliance Divide, Accenture

**40%**

**Only 40% of financial services organizations say their marketing teams collaborate successfully with technology or IT teams.**

Source: 2022 Digital Trends — Financial Services in Focus, Adobe

### Where to start:

- Standardize** your content briefing and kickoff process to reduce rounds of revision, spending, and timeline delays.
- Centralize** the tracking of content creation resources and project status for insights into how to scale and replicate work.
- Create** frequent check-in opportunities for team members to enhance communication and quickly shift priorities when needed.

### STAGE TWO – PRODUCTION.

#### Make cents of your work by integrating tools.

Help your creative and marketing teams save time by investing in a single tool that can meet all their needs during the content production process—from organization to production and deployment.

**This approach also makes you more prepared for audits, so you can get the information you need, right when you need it.**

## Cut down on headaches with a single solution.

**63%** of financial services practitioners say the lack of integration between tech systems is the number one thing holding their marketing/customer experience organization back.

Source: Bringing Financial Services Digital Trends Into Focus, Adobe

**Workflow issues and poor integrations between technology systems are two of the top challenges** financial services organizations cite as getting in the way of their ability to react to customer information.

Source: Bringing Financial Services Digital Trends Into Focus, Adobe

And it's easy to see why—financial services have a lot more going on behind the scenes to get content reviewed and approved for use.

## On the other hand, by integrating systems and workflow tracking through a work management platform, you make it possible:

- For all your teams, from marketing to brand, legal to compliance, to **stay up to date** on project status, changes, and approvals, ultimately shortening and streamlining the content creation process.
- To **create a digital "trail" of every change** made to a piece of marketing content, making for simpler information-gathering during audit cycles.

### Where to start:

- Centralize** your asset management machine to better deliver cohesive campaigns and creative experiences.
- Choose tools that let you automate and scale content across channels and markets to enhance personalization efforts.

### CASE STUDY



## How Adobe Workfront helped City National Bank streamline their content.

City National Bank is dedicated to maximizing results for clients, and when the bank's marketing organization completely transformed its processes and systems, they wanted something more than a work management platform. With Adobe Workfront, City National Bank is connecting their content strategy end-to-end while saving hundreds of hours of work time.

**With Adobe Workfront, City National Bank was able to:**

- Cut their legal and compliance review time in half
- Reduce 20 processes down to one
- Save 1,500 hours of planning time over one year

Source: Solving the Work Management Challenge with Adobe Workfront, Adobe



We wanted to increase operation speeds, centralize work, and connect our teams and processes.

**Connie Sprinkle**  
SVP, Head of Marketing Risk & Operations  
City National Bank

### STAGE THREE – DELIVERY.

#### Let your work go farther with pre-approved modular pieces.

Creating reusable templates and content pieces is an incredibly efficient way to cut the strain on your marketers and IT teams. Plus, you're ensuring that your team's creative work lives longer and reaches a wider audience.



### Where to start:

- Centralize** your asset management machine to better deliver cohesive campaigns and creative experiences.
- Choose tools that let you automate and scale content across channels and markets to enhance personalization efforts.

### CASE STUDY



## How Westpac found success with modular content.

By arranging reusable templates and components in different combinations, the publishing team at Westpac now has the flexibility to create web pages across different channels while maintaining a consistent brand experience. **As a result, Westpac saw a 159% increase in sales performance** and is now able to produce and manage experiences in **a quarter of the time** it used to take them.

Source: Westpac prioritizes customers during COVID-19 with personalization at scale, Adobe

## You're not alone on your content supply chain journey. Adobe can help.

With the right tools, your content supply chain will hum along smoothly—improving the customer experience, increasing revenue, and putting efficiency into hyperdrive. We're here to help make it all happen. Learn how Adobe is helping financial services and insurance enterprises create personalized experiences at scale.

Want more information about Adobe solutions for financial services content?

[Learn more](#)

Read our new article, "5 ways financial institutions can unlock faster content deployment."

[Read article](#)



Sources:  
Adobe, 2022 Digital Trends: Financial Services in Focus  
Adobe, Bridging the Marketing and Compliance Divide, Accenture, October 10, 2019.  
Connie Sprinkle and Christopher Young, Solving the Work Management Challenge with Adobe Workfront, Adobe.  
Westpac prioritizes customers during COVID-19 with personalization at scale, Adobe customer story for Westpac, August 26, 2020.

Adobe and the Adobe logo are either registered trademarks or trademarks of Adobe in the United States and/or other countries.  
© 2023 Adobe. All rights reserved.