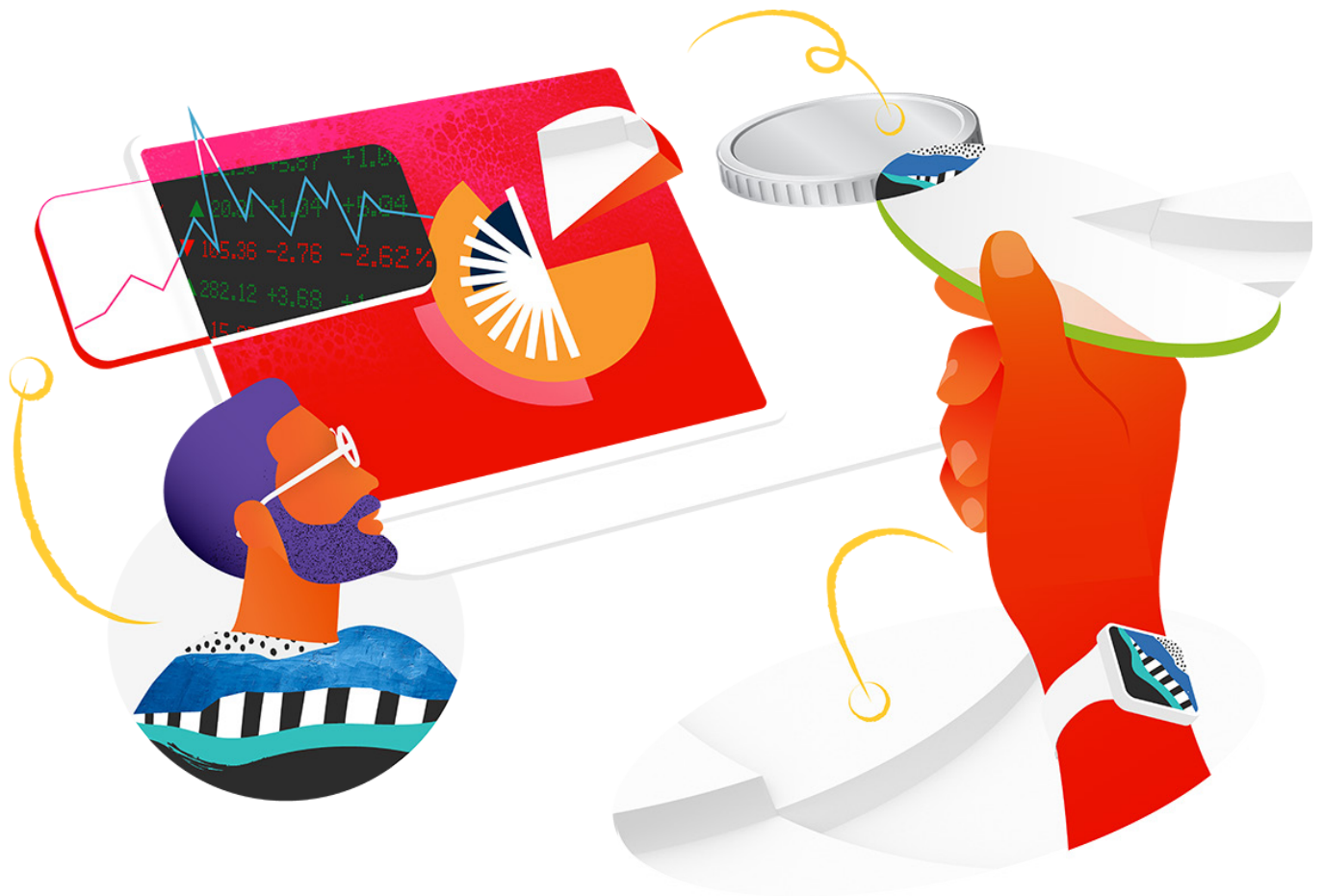




GUIDE

Financial organisations get personal when data gets moving.

Turn insights into personalised experiences that build trust and financial confidence.



Pump up the value with personalisation at scale.

As stewards of financial well-being, financial services firms—banks, investment advisors, insurance brokers, mortgage lenders, credit unions, and others—must build trust at each moment of the customer journey. If you personalise every interaction, consumers will feel like you know who they are and what they care about, and that their financial future is in safe and trustworthy hands.



Customer relationships are built on data.

Financial services marketers like you are well positioned to create personalised experiences that generate trust and improve financial well-being. Supported by the right data foundation, online and offline customer interactions can respond in step with customer needs.

That quick response might be the notification a bank teller receives when a customer becomes a solid candidate for a mortgage loan. That's the perfect moment to let the customer know about the bank's low interest rates for first-time home buyers.

Financial organisations have swaths of data rich with insights into who each customer is personally, professionally, and everywhere in between. Marketers need to be able to identify the most meaningful insights, connect them to the customer's personal journey, and then act on them.

53%

of last year's strongest performing financial services brands want to add value at every moment.

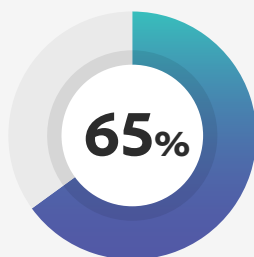
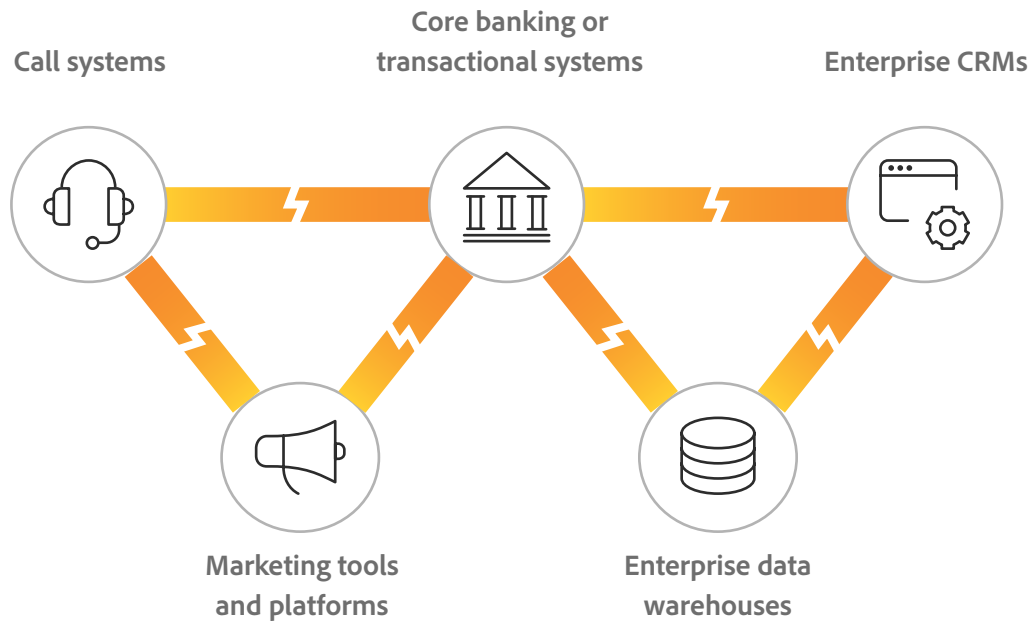
86%

of 5,000+ consumers aged 18 and older say the ability to provide seamless cross-channel experiences is important, especially for participants 45 and younger.

Source: EY

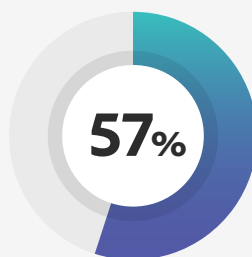
The struggle with personalisation at scale is real.

Unlocking data and extracting relevant insights can be challenging when you're buried under the weight of complex and unconnected tech stacks.



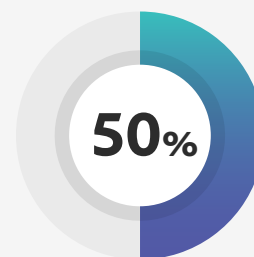
of digital marketing leaders continue to struggle with personalisation.

Source: Gartner



of marketers are missing important data points that would give them a more complete view of their customer.

Source: CMO Council



of marketers don't have the necessary tools for privacy management.

Source: Deloitte

4 key challenges to personalisation at scale:

Disconnected tools

When tools aren't integrated, you can't access or decipher data fast enough to proactively deliver the next best action in a customer's financial journey—like an alert for relevant investment opportunities while someone explores home loans. Instead, when data isn't unified, customers may be misidentified and have inconsistent experiences.

Fragmented data

Without a way to stitch together known and pseudonymous data, you have a fragmented view of your customers that limits your understanding of their potential financial needs. Without a single and consistent identifier for your customer, you can't glean insights from—or act on—the data you do have at the scale required.

Inaccurate insights

Misleading insights from artificial intelligence (AI) working off incomplete datasets are worse than no insights at all. When data is unified, AI is far more effective at defining success metrics, generating valuable insights, and making sure every output is meaningful.

Complicated governance

Financial organisations know that data is sensitive and customer privacy is crucial, but each disconnected data system has its own governance controls, making it nearly impossible to meet regional and organisational data requirements. Most tech vendors only provide basic capabilities—like customer opt-out—without offering solutions that automate compliance.

“ Not all data is helpful. You need to be able to figure out which data you should pay attention to, and then integrate insights from the digital ecosystem with data from your physical ecosystem. Bring information from those two sets of channels together and operate it harmoniously the way your customer wants to experience it.

John Copeland

Vice President and GM, Digital Strategy Group, Adobe



With the right connections, you can turn your data into personalised financial experiences.

Achieving personalisation at scale is an ongoing process with many steps, which are each made easier when you have the right tech partnership in place. And oh the places you'll go once this engine is up and running. You'll be able to truly support customers on their channel of choice, in the moments that matter, with content that is personal, relevant, and helpful—and that's critical to your success.

A helpful practice is to measure your current level of maturity. How well do you use customer data and insights?

| THE FOUR LEVELS OF MATURITY | | | |
|---|--|--|--|
| Level 1 | Level 2 | Level 3 | Level 4 |
| Fragmented customer data, minimal visibility into customer profiles and behaviour | Siloed customer data, limited visibility | Centralised customer data, moderate visibility | Unified, real-time customer data, high visibility |
| WHAT IT MEANS TO YOUR CUSTOMER | | | |
| <ul style="list-style-type: none">• Cookie-cutter experiences• Intrusive retargeting• No compliance with data privacy rules | <ul style="list-style-type: none">• Somewhat personalised experiences that don't fully connect channels• Hit-or-miss compliance with data privacy rules | <ul style="list-style-type: none">• Personalised experiences that reflect some cross-channel interactions• Delayed compliance with data privacy rules | <ul style="list-style-type: none">• Predictive and highly personalised experiences powered by AI• Seamlessly connected channels• Full and immediate compliance with data privacy rules |

The highest level of maturity, Level 4, requires four key elements for data success:

1

Unified, real-time customer data

2

Seamless channel connections

3

Top-notch data privacy

4

Comprehensive collaboration across the organisation

Let's get to know each of these elements in more detail.

1

Unify your data streams and get personal.

While some vendors claim to simplify the process, saying you can connect all your data in a few short weeks, in reality it will likely take months of strategising and of cleaning and matching datasets.



You'll need to construct AI models to ensure that insights are accurate and that the most relevant communications are sent to the right places. You'd never want to market a business account to someone who doesn't run a business or is employed full time.



You'll also want to prepare for the compliance and governance reviews needed to meet industry regulations.



You must make data accessible so that everyone in your organisation stays on the same page and customer experiences stay consistent. You don't want to advertise a loan for debt consolidation to someone who has expressed interest in a home improvement loan.

When data talks, you should listen.

There are many moving parts to a harmonious and exceptional customer experience. When everyone is working from the same data, you'll have more opportunities to deliver a human touch and reinforce your status as a trusted advisor, even when interacting with customers digitally.



“ We want to know why people are coming to our website and what they want. Our goal is to help people get better information faster. In the end, this means more satisfied customers and likely increases in our revenue through advertising impressions or more subscriptions.

Rob Pinkerton

Former CMO, Morningstar, Inc.



[Read more](#) about how Morningstar delivers custom, persona-based experiences that scale.

Senior executives prepare to meet digitally rewired expectations.

89%

agree that customers are rewired to be digital-first.

Source: Adobe

86%

expect the pace of change to persist.



Data is everywhere—in your CRM systems, online banking and management platforms, apps, website, and even your social media pages. Analysing this data from every point in the customer journey is crucial. Learn more about a technology solution that can help bring your web and mobile app data into a single view.

[Learn more](#)

2 Connect your data to people and their financial journeys.

As digital engagement increases and face-to-face interactions decline, financial services marketers must find new ways to nurture customer relationships and establish financial trust. That starts with putting customers at the center of a connected digital experience. To do that, financial institutions must be able to interpret and act on digital clues from customers.



Increased signs of spending at DIY stores



An increase in payments to credit cards



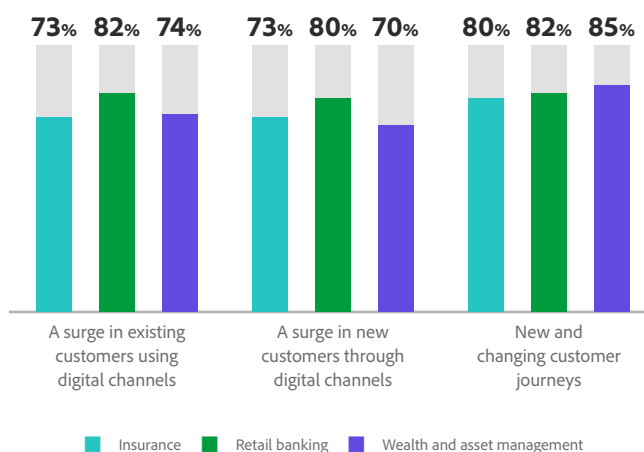
Large transfers related to a home purchase



Spending at baby-oriented retailers

Over the last 18 months, financial services have seen surging digital use, new online customers, and changing customer journeys.

Raw data on its own can't give you the level of insights you need to create and deliver one-of-a-kind personalised financial experiences on a scale of millions. To get those insights, you need to connect data to segmented audiences and broader customer journeys. Then you can begin to strategise campaigns, product launches, and educational content that draws customers closer to your organisation and to their own financial success.



Source: Adobe and Econsultancy

“ We wanted to drive engagement and deepen existing relationships by better anticipating customer needs. Our goal is to deliver highly customised experiences both online and through in-person interactions and direct targeting.

Peter Papageorgiou

Former Head of Audiences, CIBC



[Read more](#) about how CIBC delivers highly customised experiences to more than 10 million customers in Canada and the US.

Consumers call for a merger between physical and digital.

The world has shifted to digital-first, but consumers aren't ready for a fully virtual financial services experience. According to EY insights, 90% of consumers say it's extremely important to have a physical branch available to address issues and grievances. Financial organisations must be able to conduct seamless experiences for customers moving across channels—from in-person to mobile to website.



Keep the entire customer journey connected by orchestrating online and physical experiences with ease. Discover the possibilities.

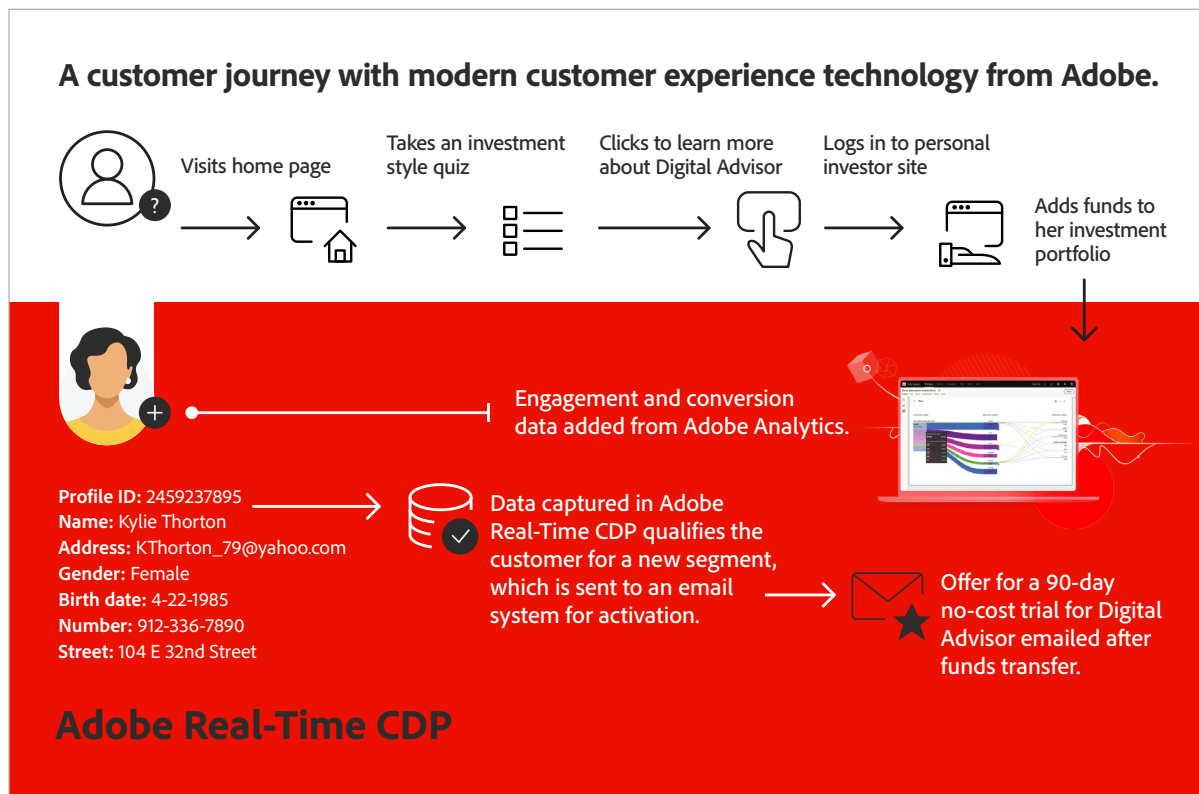
[Explore more](#)

3

Know your customer data is safe, secure, and compliant.

Customers want personalised experiences that show your organisation understands what's best for them at the right point in their financial journey, and that includes being able to select their privacy preferences. They want to be in control of the information they give you and feel confident you're keeping that information secure.

At the same time, financial organisations are expected to adhere to complicated and ever-evolving compliance and governance regulations. Many corporations have hit-or-miss or delayed compliance with data privacy rules—sometimes putting customer data at risk. But as financial organisations modernise their data management solutions, handling privacy and governance will become easier because software applications will do it for you.

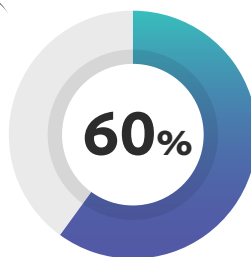


With personal profiles, you can individualise every experience while remaining compliant with prescribed data governance and compliance policies. Your marketers have everything they need, and customer data stays safe and secure.

“ Banks sometimes assume customers want bells and whistles, but they don't. When it comes to their financial health, customers want journeys that are simple and flawless.

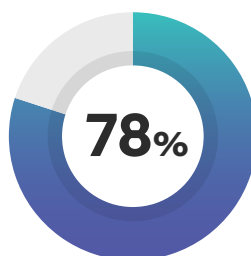
Mike Gamble

Director of Analysis and Design, TSB Bank



of millennials said they would not hesitate to share personal information in exchange for offers and messages that suit their individual interests.

Source: Adobe



of consumers agree that companies are responsible for protecting their personal data.

Source: Adobe

Turns out, opposites do attract. Personalisation and privacy go together well when you have a customer data platform with built-in privacy protection. Learn how to build customer profiles that update in real time and keep data secure.

[Explore more](#)

4

Collaborate to inspire loyalty in employees and customers.

True personalisation for millions of customers on a one-to-one scale takes more than just the right technology—it takes strong connections to web, customer success, sales, and IT. Financial services marketers must reach across departmental functions to bring data insights to the forefront. With data available across departments and teams, you can create real-time strategy adjustments to your campaigns—like when a drastic market shift affects your customers' investments—and let these insights guide future decisions.

<40%

of financial services firms are collaborating effectively today across business units.

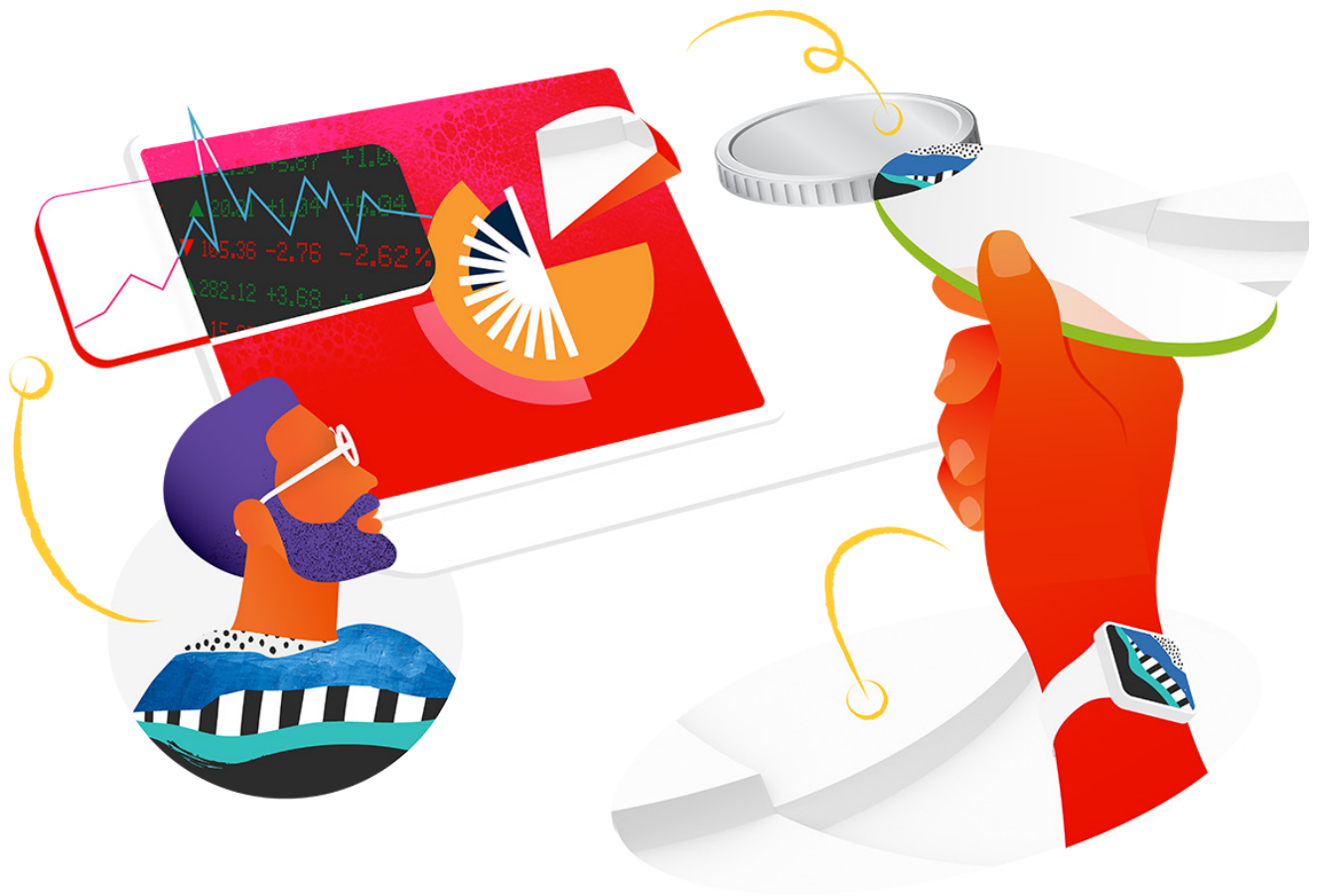
Source: Adobe

When you have a central view of your data, you can build rich audience profiles and track a customer's journey at every interaction across all channels. When this data is available to everyone who needs it, the customer experience stays consistent, connected, and worthwhile.



A work management solution keeps everyone connected to strategy, so team members can stay aligned, prioritise tasks better, track progress, pivot when necessary, and keep communication flowing. Find out how a centralised work hub can help teams run more efficiently.

[Explore more](#)



Adobe can help you make the digital economy personal.

In an industry that operates on trust, the ability to scale one-to-one personalisation is fundamental to success. And that takes connection. You must be able to connect data at every stop along the customer journey (online and offline), and you must be able to connect that data to a single customer profile. You'll want to use AI and machine learning to better understand who that customer is and predict their next steps so you can send them relevant content where and when they need it. And you'll want to do it all responsibly and in line with regulatory requirements.

That's where we come in. Learn how Adobe is helping financial services and insurance enterprises turn data into action and build unbreakable trust.

[Explore more](#)

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