



Danske Bank

Scaling up testing



Adobe



Background in sales management, business development & marketing

In banking/fintech since 2017

Paid channels, web, CRM, analytics, marketing campaigns, product launches etc.

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Sometimes working with digital marketing in a bank can be a bit slow...but:



We're an ambitious team, challenging old truths

We are very close to our business targets

We are supported by the strategy!



IMPORTANT!

Experiments and personalization at scale



1

Simple, fragmented

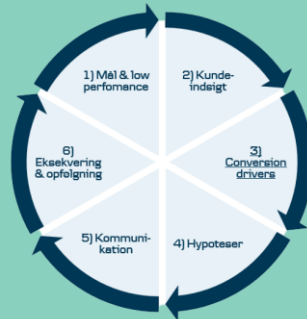
A/B



"Green buttons probably work best for us"... "Sometimes our conversions increase, sometimes not"

2

Structured process for A/B test



"The structured approach increases insight, which improves the overall conversion rate over time..."

3

Targeted experiences



"Targeting different segments makes communication more relevant"

4

1:1 Personalization



"... Sophisticated targeting enables unique customer experience for the individual customer and increases the customer's lifetime value"

The journey of scaling up testing

Quantitative data

Qualitative data

Test tools

Scaling of content creation

Adobe Analytics

Eye-tracking tests

Media platform + Adobe Target A/B-testing

AI generated ads materials

Conference bingo!



FLYTT/FÖRVARINGSLÅDA ORIGINAL

FLYTTTLÅDA

Ok, so you got some data. Cool story. What's next?

More testing



Using 3rd party platforms as an engine for scaling tests

3rd party cookies

3rd party SAC
limitations

No party



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Content testing at scale using AI



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Content testing at scale using AI



Content testing at scale using AI

Campaigns 13

+ Create [Dropdown] [Edit] [A/B test] [Clipboard]

<input type="checkbox"/>	Off / On	Ad
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Bolån FB/IG Image Bild + Text Vi hjälp...
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Bolån FB/IG Image Bild + Platta Vi hjäl...
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Bolån FB/IG Image Bild + Platta Kan d...
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Bolån FB/IG Image Bild + Platta Kan d...
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<input type="checkbox"/>	<input checked="" type="checkbox"/>	Bolån FB/IG Image Färgplatta Hur myc...
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Bolån FB/IG Image Bild + text Vi hjälpe...

Results from 86 ads ⓘ
Excludes deleted items

Ad preview

Ad preview 1 of 2 ads

[Mobile] [Desktop] [Tablet] [Warning 1] [Share]

Danske Bank Sverige

Sponsored

Hos oss slipper du förhandla bolåneräntan. Prova vår bolånekalkylator här. Välkommen till en lite rakare bank.

danskebank.se

Räkna på ditt bolån

Apply now

12 likes 2 comments

Like Comment Share

Instagram

danskebankse

Sponsored

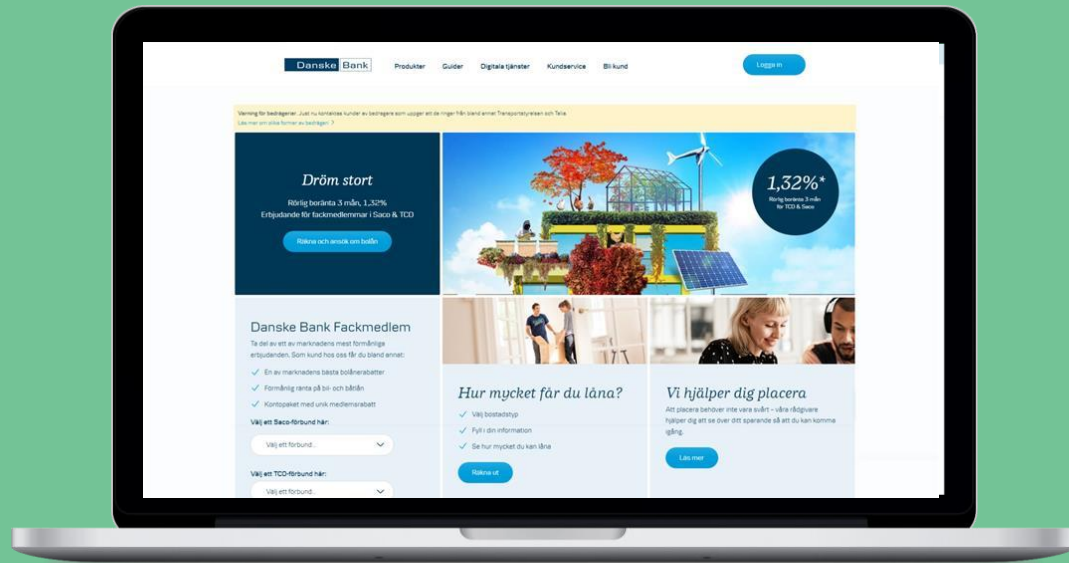
Apply now

danskebankse Hos oss slipper du förhandla bolåneräntan. Prova vår bolånekalkylator här. ... more

Behaviour based personalization

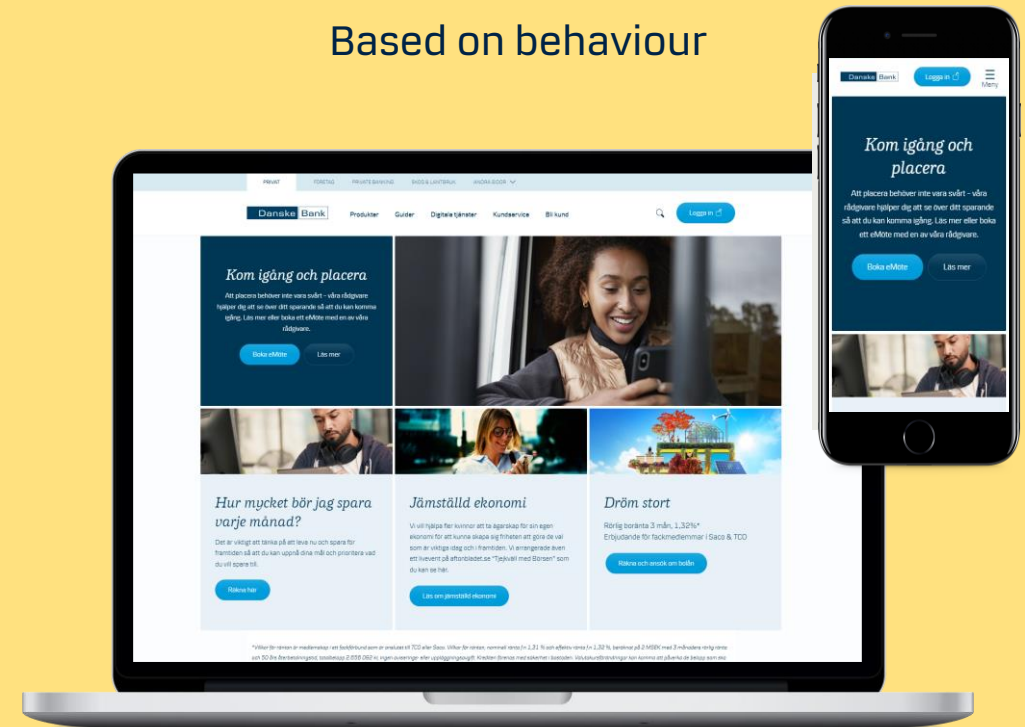
Generic Experience

Unknown Visitor



Personalized Experience

Based on behaviour



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Where to start?

Start training the team

Understand the data

Own the creative process



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Where to go next?

Measure closer to business value

Test across more channels, using more data

AI will never be worse than it is today



Thank you!
Questions?