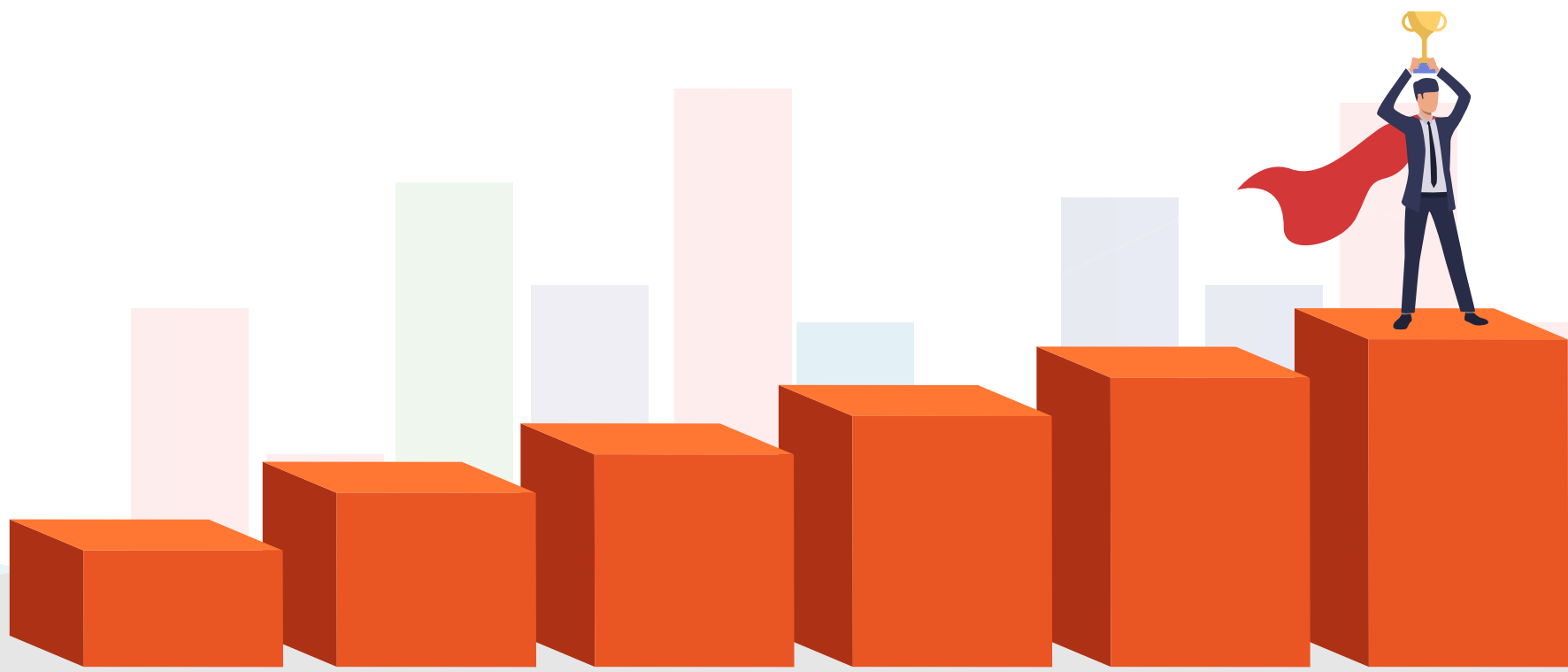


4

WAYS BY WHICH FINANCIAL MARKETERS CAN INCREASE DIGITAL CONVERSIONS

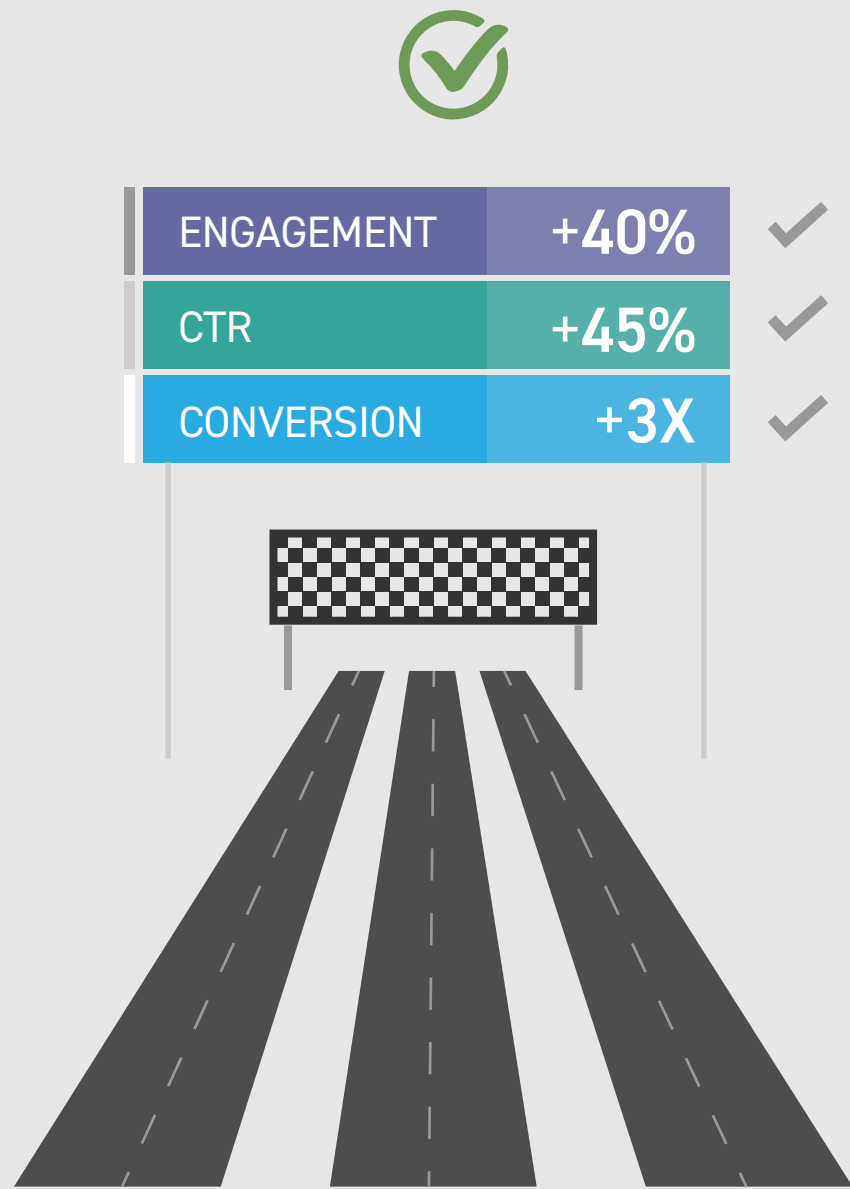
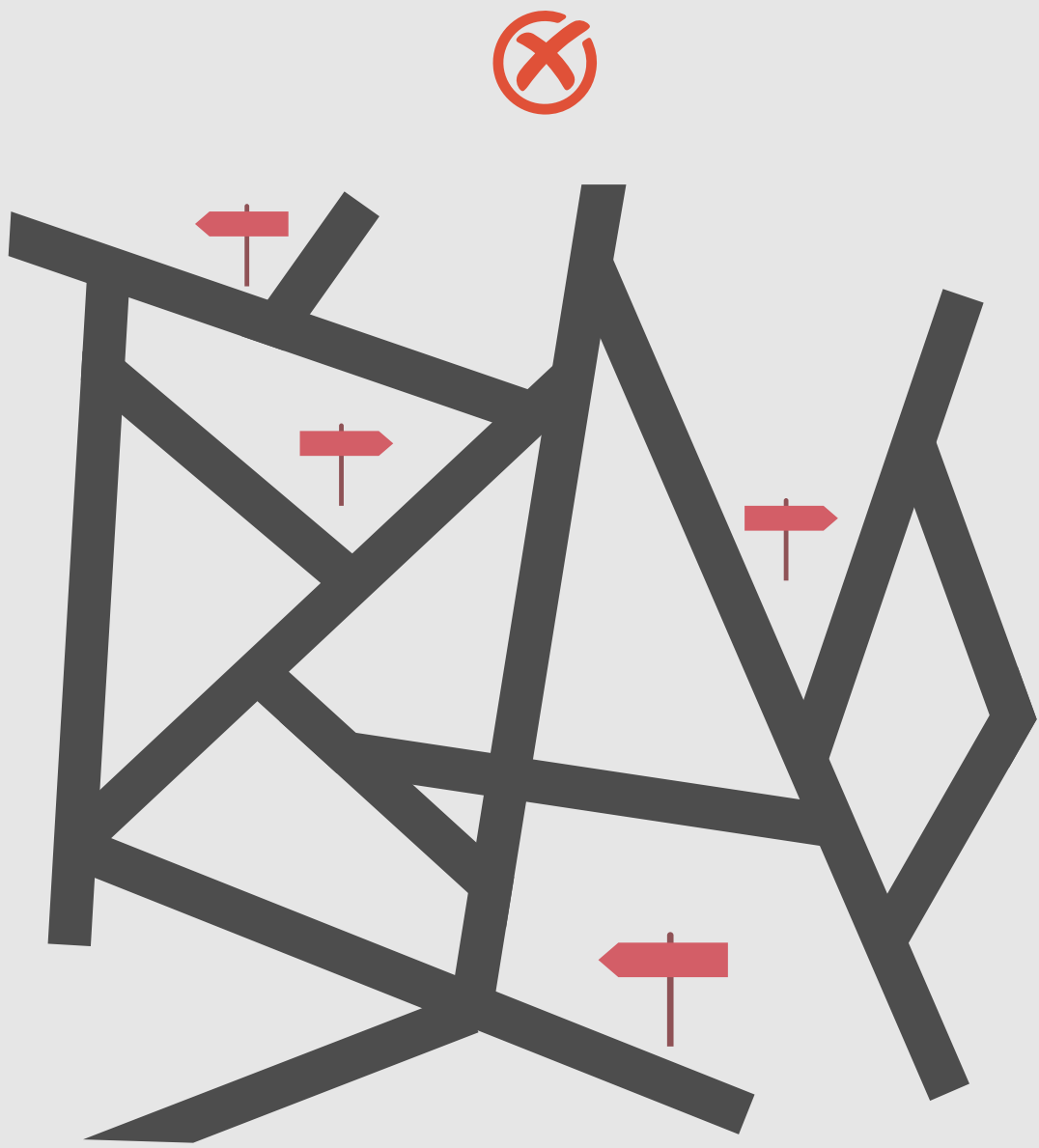


The job of a financial marketer has become very difficult in this age of digital transformation. Every step of a customer's digital journey needs to be planned meticulously by the marketer.



01

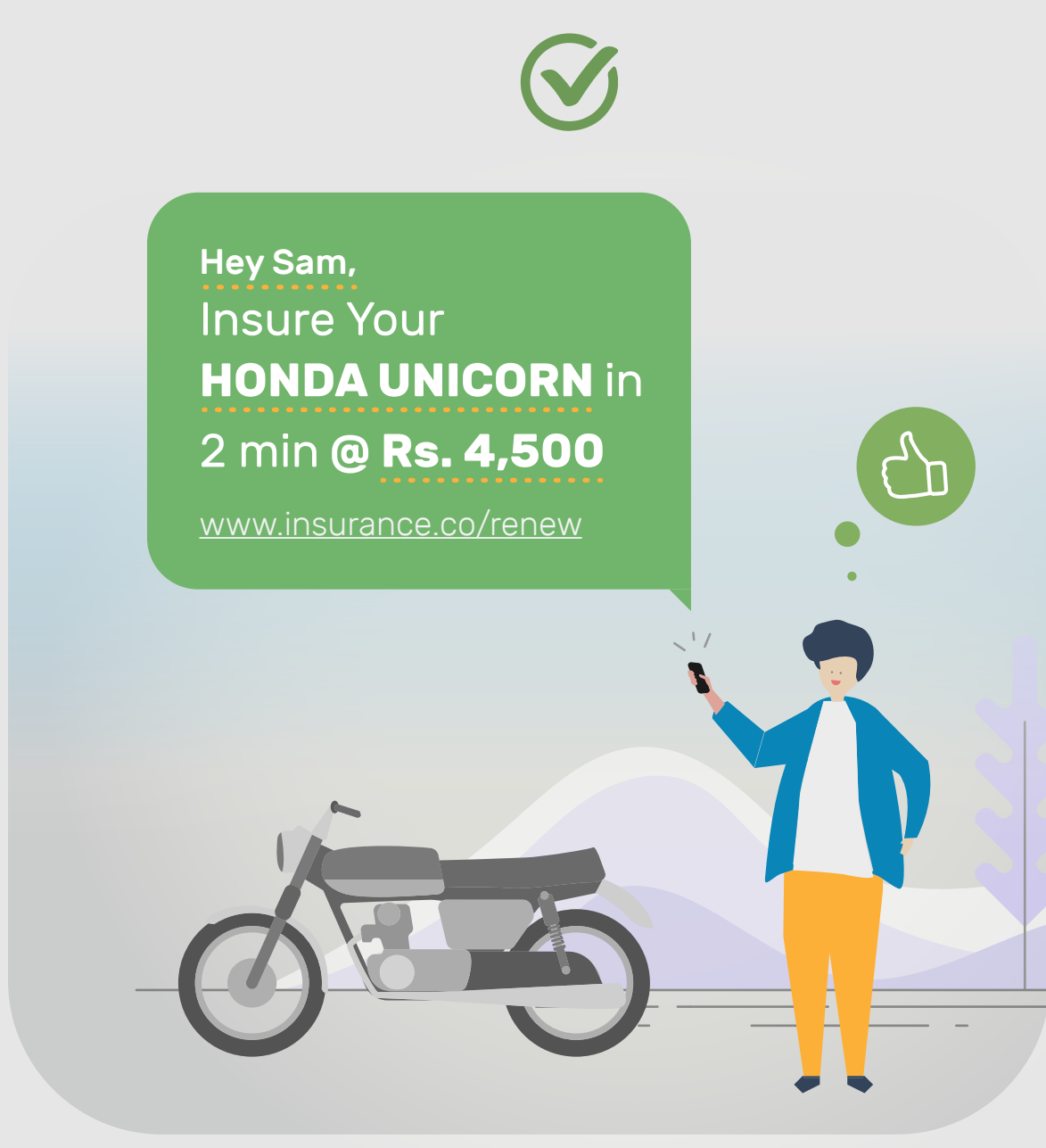
HAVING A CLEARLY-DEFINED GOAL



Every campaign should have a clearly-defined goal. It could be user engagement or online conversions or click-through-rates.

02

TARGETING USERS ON A MORE PERSONAL LEVEL



Personalization is the key to increasing customer engagement and loyalty

03

UNDERSTANDING CUSTOMER PREFERENCES



Customers have their own individual preferences with respect to the offers they get from their service providers. Financial Marketers should create marketing campaigns with respect to these preferences.

04

DELIVERING CONSISTENT EXPERIENCES ACROSS DIGITAL CHANNELS



Customer experience without AI+CDP

Customer experience with AI+CDP

Marketers should strive to send messages that are consistent across every digital channel.