

INTERESTING CDP USE CASES FOR BANKING

When it comes to banks, there are millions of customers. It is practically impossible to track and understand each customer's buying propensity, behavior, and purchases.

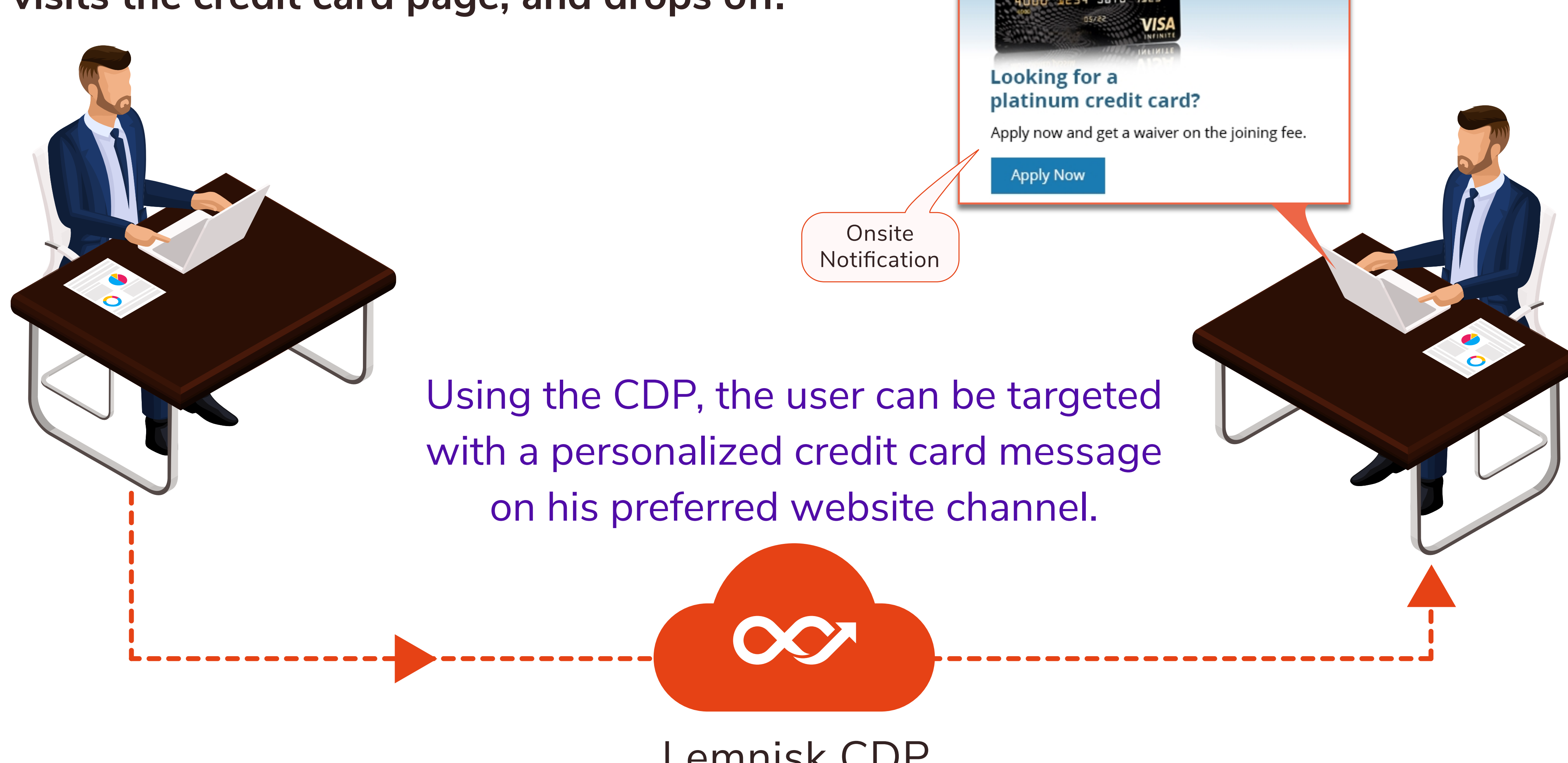
A Customer Data Platform (CDP) is the perfect martech tool that can help banking marketers manage their customer data efficiently and target personalized messages for every banking customer.

HERE ARE 4 CDP USE CASES THAT MARKETERS CAN IMPLEMENT FOR THE BANKING INDUSTRY:

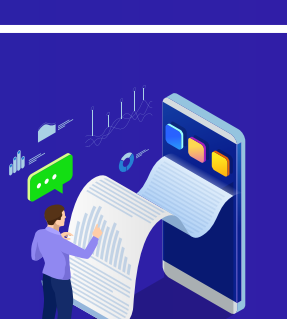
01 PRODUCT INTENT



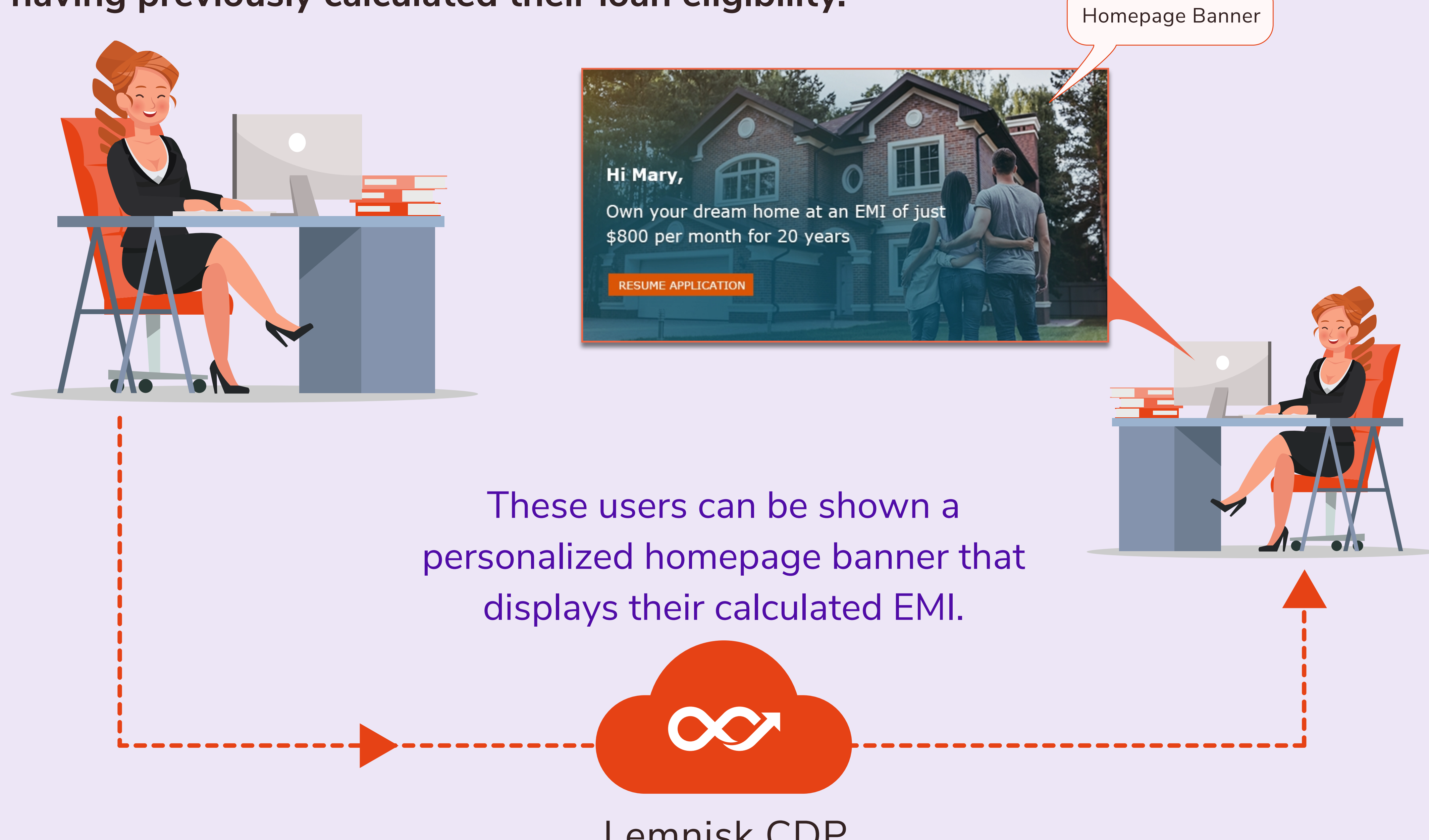
A prospective user comes to a bank's website, visits the credit card page, and drops off.



02 CALCULATED EMI



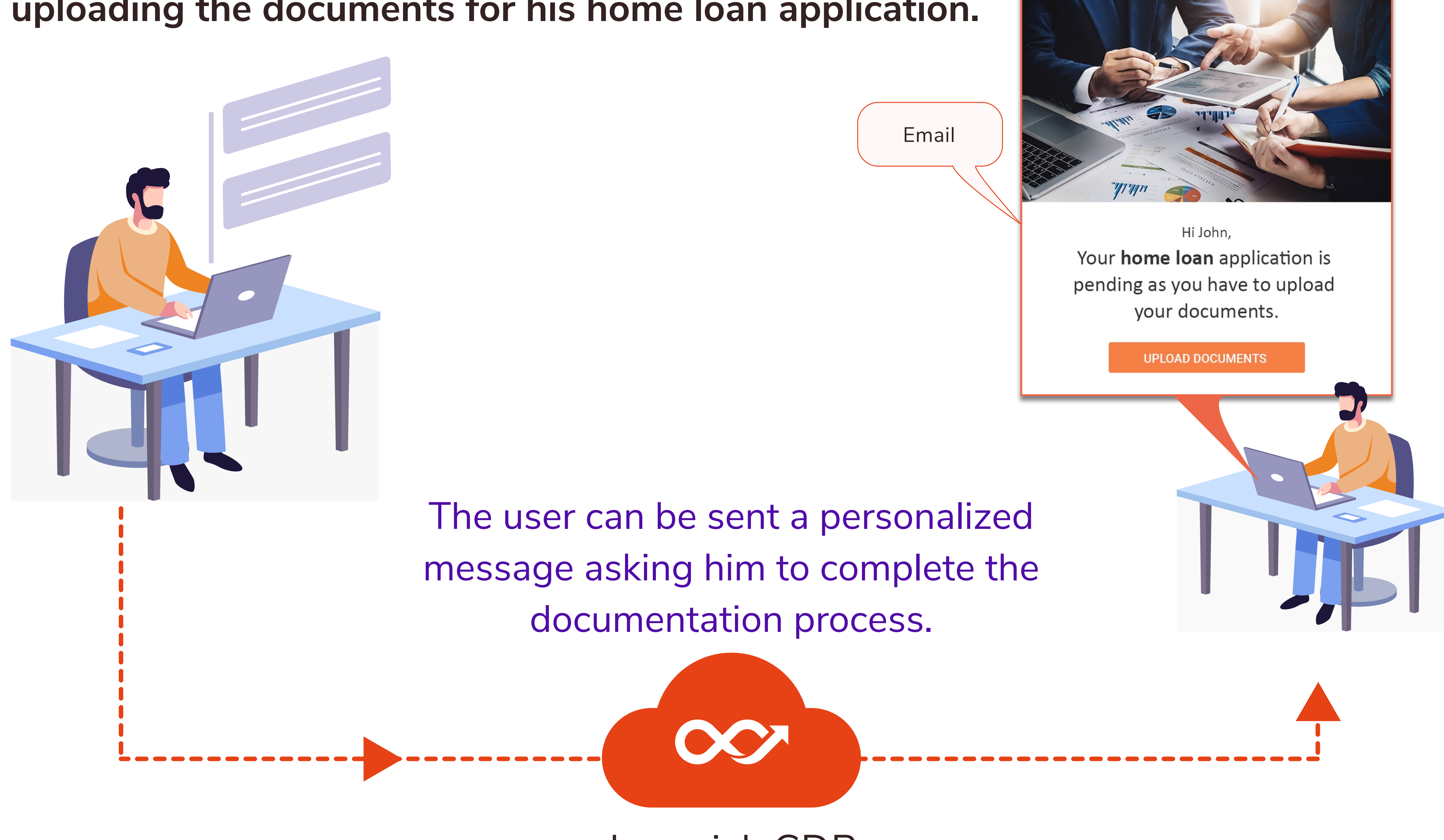
There will be users who revisit a bank's website after having previously calculated their loan eligibility.



03 PENDING DOCUMENTATION



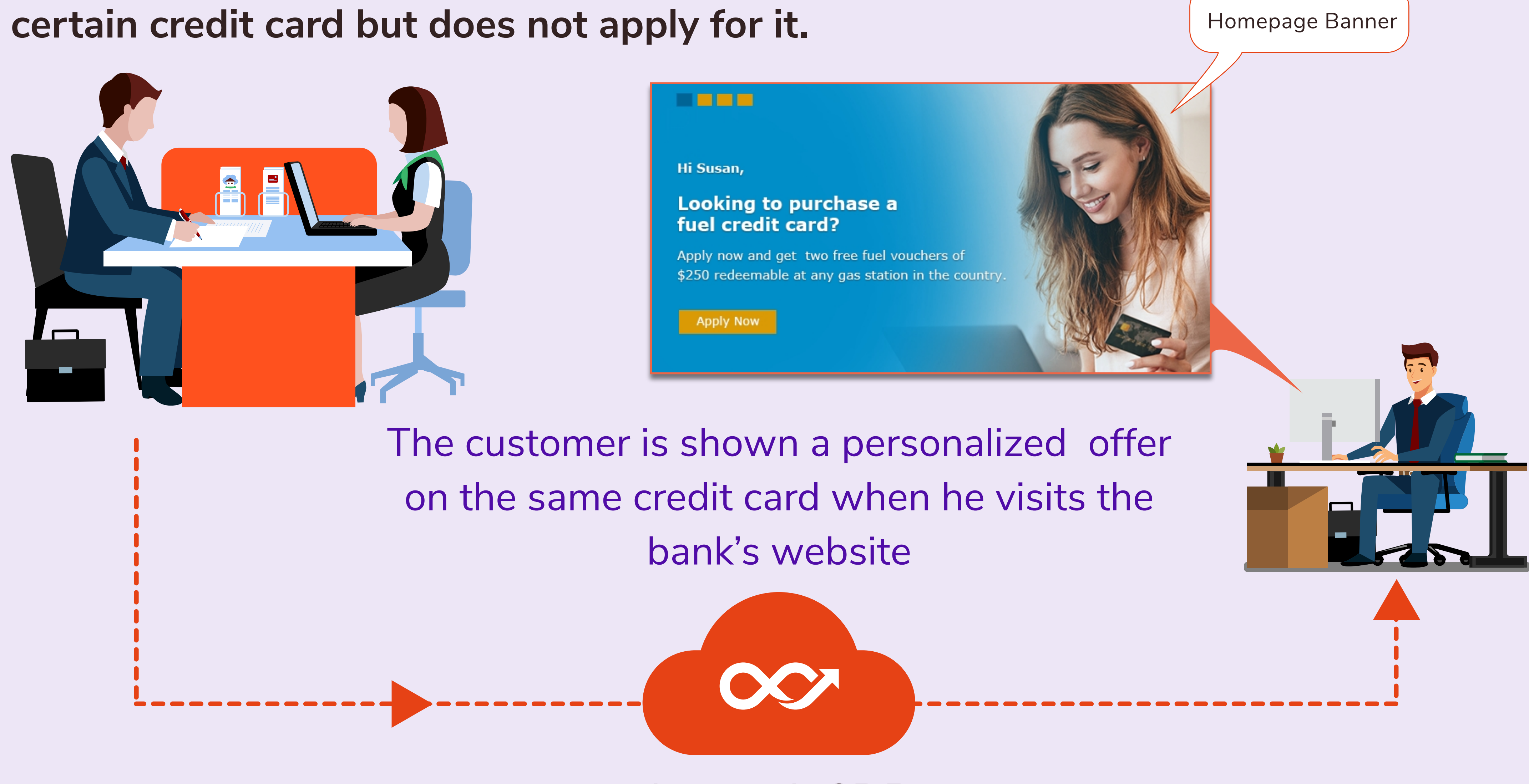
A prospect drops off from a bank's website without uploading the documents for his home loan application.



04 OFFLINE BRANCH VISIT



A customer visits a bank's branch and shows interest in a certain credit card but does not apply for it.



Get access to all 20 CDP Use Cases for the banking industry below:

[E-BOOK: 20 CDP USE CASES FOR BANKING](#)