lemnisk ™

7

Customer Data Platform
USE CASES
to Drive Digital Conversions for
FINANCIAL SERVICES MARKETERS

www.lemnisk.co

Single unified user profiles

Bring together users' behavioral, audience, partner, CRM and offer data to merge the profiles with the help of a unique identifier (CRM ID, Email ID, Contact number, etc.). These merged profiles will provide a single unified view of customers and help marketers in targeting them accordingly.

Optimize marketing spend

Marketers can use a CDP to reduce paid media spends on programmatic/social channels by excluding users who have responded on other channels. The focus can be to first get users to respond on owned channels like browser push etc.

Choose the most preferred channels

Identify the channel an individual user is most likely to respond on and craft a unique channel journey for the user. Thus, for any marketing segment, there will be thousands of unique paths automatically created based on individual propensities towards various channels.

Website personalization

Personalize offers on the website home page for users who visit without logging in. Financial marketers can choose high traffic pages like home page, product pages, or log out pages to drive better click-throughs and offers.

Cross-device personalization

Target existing customers across devices. Personalize experience on one device based on the behavior exhibited on another, including activities like form completions.

Call center integration

Share the real-time website revisits of a lead with a call center agent to contact the user immediately. An email can also be sent to the user giving the agent's details so that they can reach out to him/her for any kind of queries.
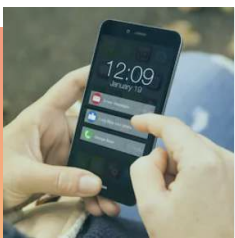
Personalize experience in real-time

Personalize ATM offers, branch visit conversations or call center conversations for users based on their behavior exhibited on the website. Also, for insurance prospects, personalized messages can be shown based on their calculated quote.