



accenture

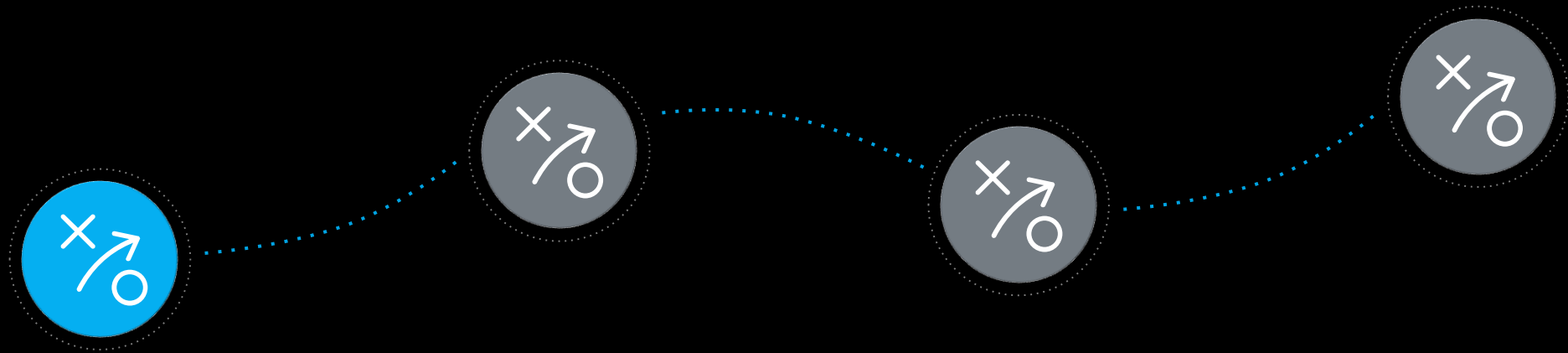
**HOW WE BUILT A
DIGITAL BANK**

**REALIZE YOUR
POTENTIAL**

*When a financial services firm decided to launch a new online consumer experience using the best digital marketing tools and talent available, they partnered with **Accenture Digital** to develop a leading-class experience.*

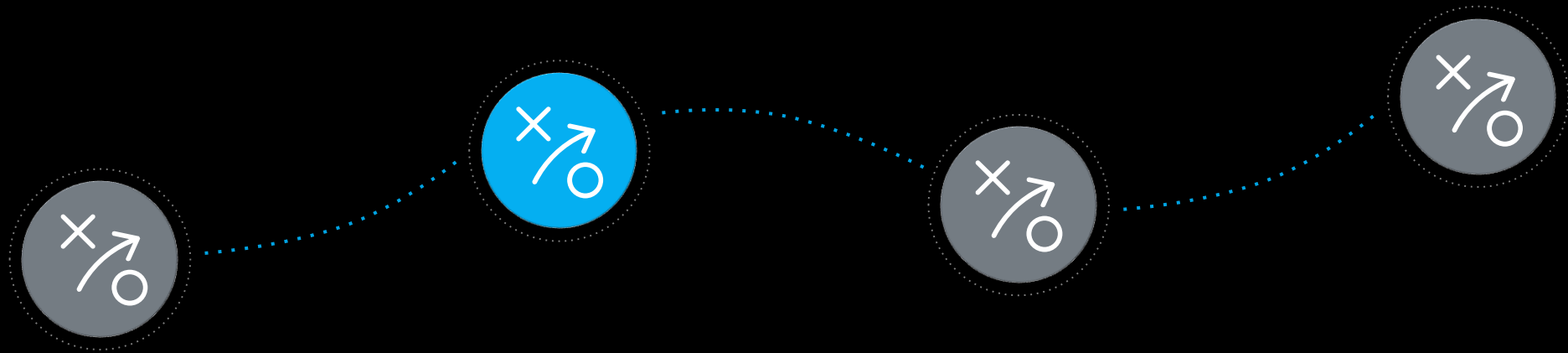
GOAL #1

Implement nearly the entire bank in less than a year



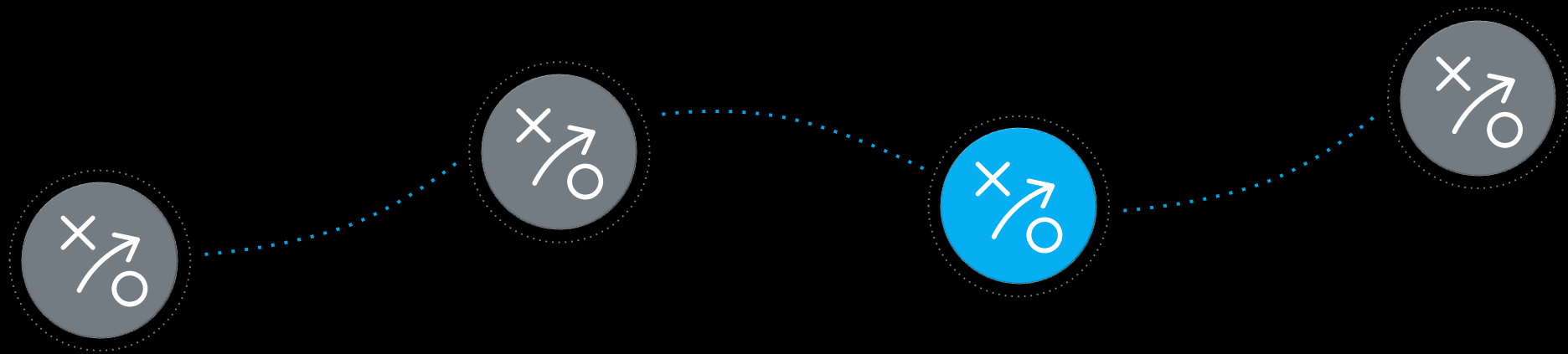
GOAL #2

Enable development, review, approval, and use of shared assets



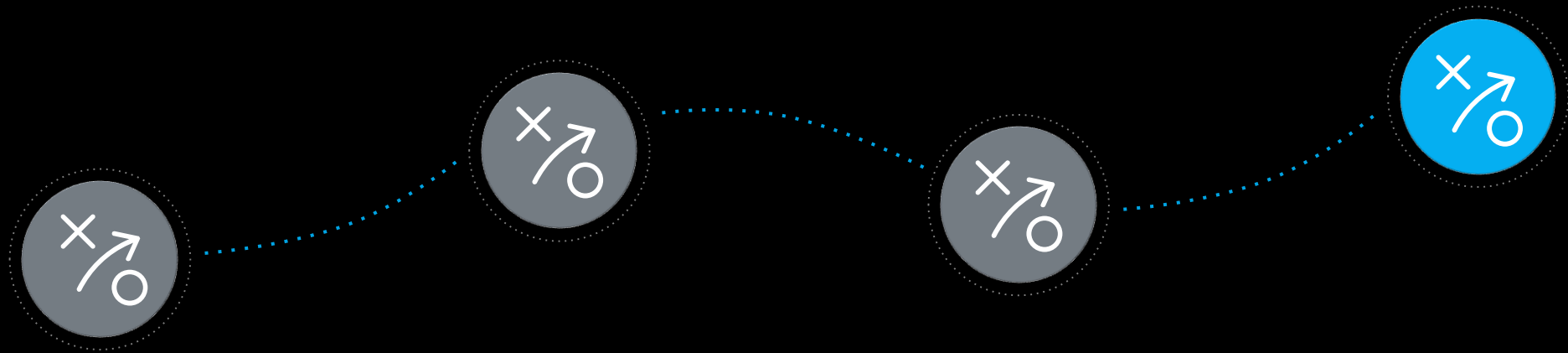
GOAL #3

Leverage robust customer segmentation to run high-performing campaigns



GOAL #4

Apply data & analytics to inform customer journey and media investments





OUR JOURNEY



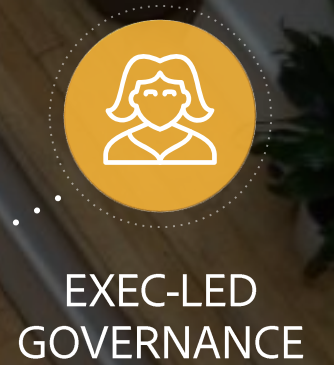
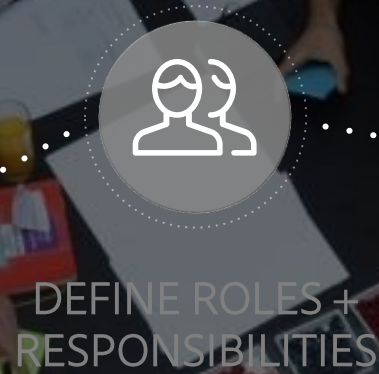
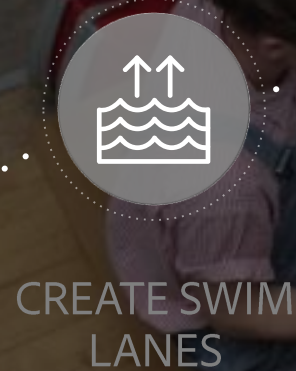
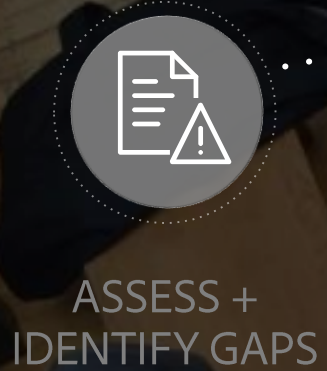
*This story isn't so much around a
technology solution...*



*...as it is about how a diverse,
talented team assembled to achieve
new heights.*

OUR JOURNEY

FIRST WE SET THE RULES OF OUR ENGAGEMENT



A man with short dark hair and glasses, wearing a plaid shirt, is pointing his right hand towards a whiteboard. The whiteboard is covered in handwritten notes and diagrams. At the top left, there's a cloud shape labeled 'PRODUCT' with an arrow pointing to 'FINANCES'. Below 'PRODUCT' is a box labeled 'DESIGN', which has an arrow pointing to 'NEW SKETCHES'. To the right of 'DESIGN' is a box labeled 'ARCH. STUDIO' with the note 'Sketches prepared' next to it. Below 'NEW SKETCHES' is a box labeled 'SALES'. To the right of 'SALES' is a box labeled 'ADVERTISING', which has an arrow pointing to 'call agency' and then to 'SALES'. At the bottom right, there's a box labeled 'MEETING'. The background is a blurred office setting.

*Engaging executive leadership early
on was foundational to our success.*

OUR JOURNEY

GOVERNANCE VISION WAS SET BY EXECUTIVE LEADERSHIP

STRATEGIC DECISIONS
+ APPROVALS

ACTIVE PARTICIPATION
IN WORK SESSIONS

MAINTAIN OBJECTIVES
+ INTENT

OUR JOURNEY

DELIVERY LEADERSHIP MANAGED TO THE VISION

STRATEGIC DECISIONS
+ APPROVALS

ACTIVE PARTICIPATION
IN WORK SESSIONS

MAINTAIN STRATEGY
+ INTENT

PRIORITIZED +
COORDINATED EFFORT

DEFINE RISKS +
INTERDEPENDENCIES

REGULATORY +
INDUSTRY GUIDANCE

DEEPLY SKILLED TEAM DELIVERED AGAINST THE VISION



CROSS-DISCIPLINE TEAM WORKED ON SITE WITH CLIENTS + PARTNERS



LEADERSHIP

C-Level Marketing
& Analytics

Adobe
Leadership

Accenture
Leadership

Partner
Leadership



PMO

Accenture
Delivery Lead

Adobe
Delivery Lead

Accenture
Project Manager

Client
PMO



IMPLEMENT

Campaign Sr. Tech
Engineer

Analytics + DTM
Engineer

AEM Sr. Technical
Architect

Sr. Technical Analyst

Technical Analyst

AAM Consultant

Campaign Technical
Engineer

AEM Technical
Architect

AEM Technical
Architect

Multi-Solution
Architect

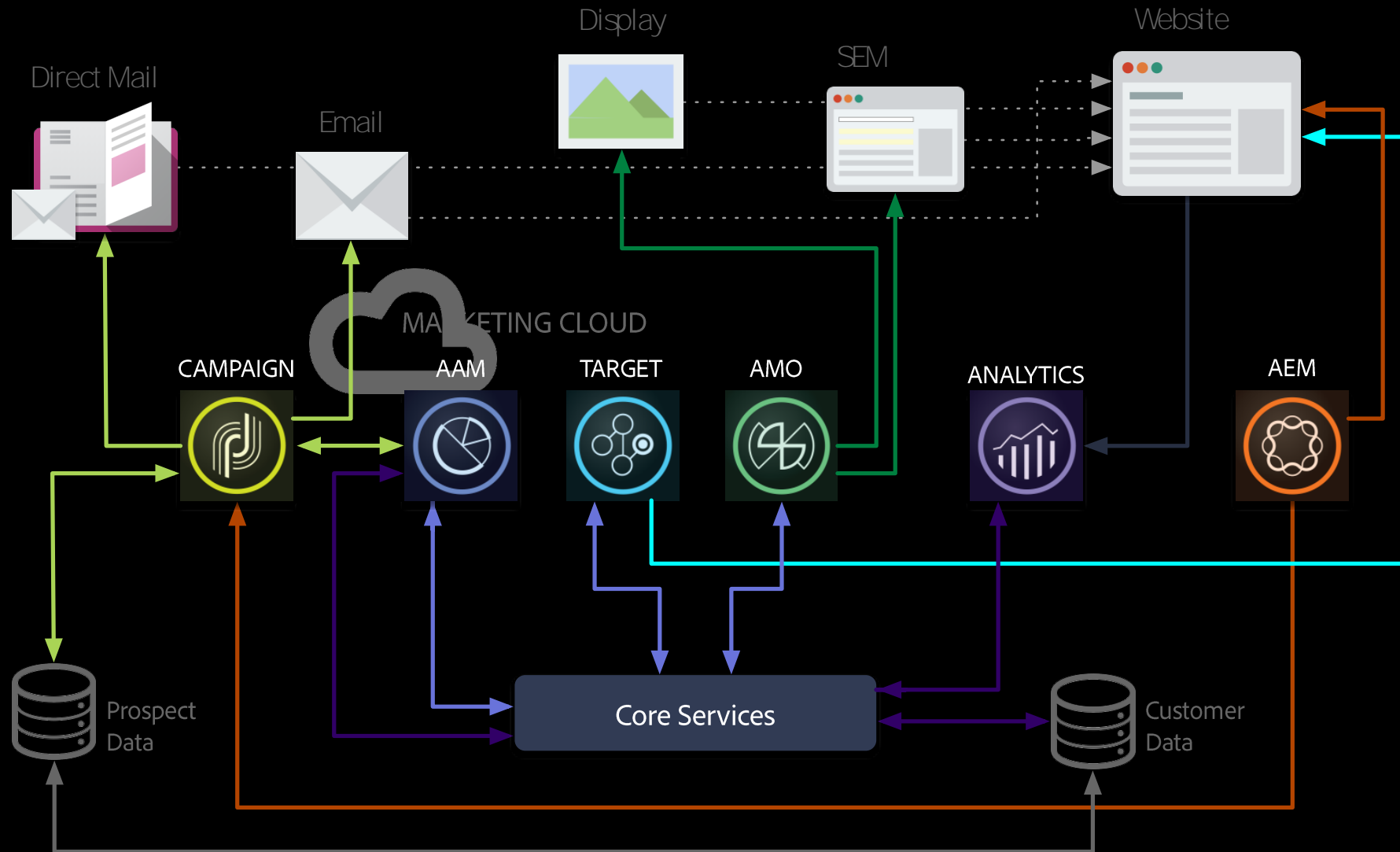


SUPPORT

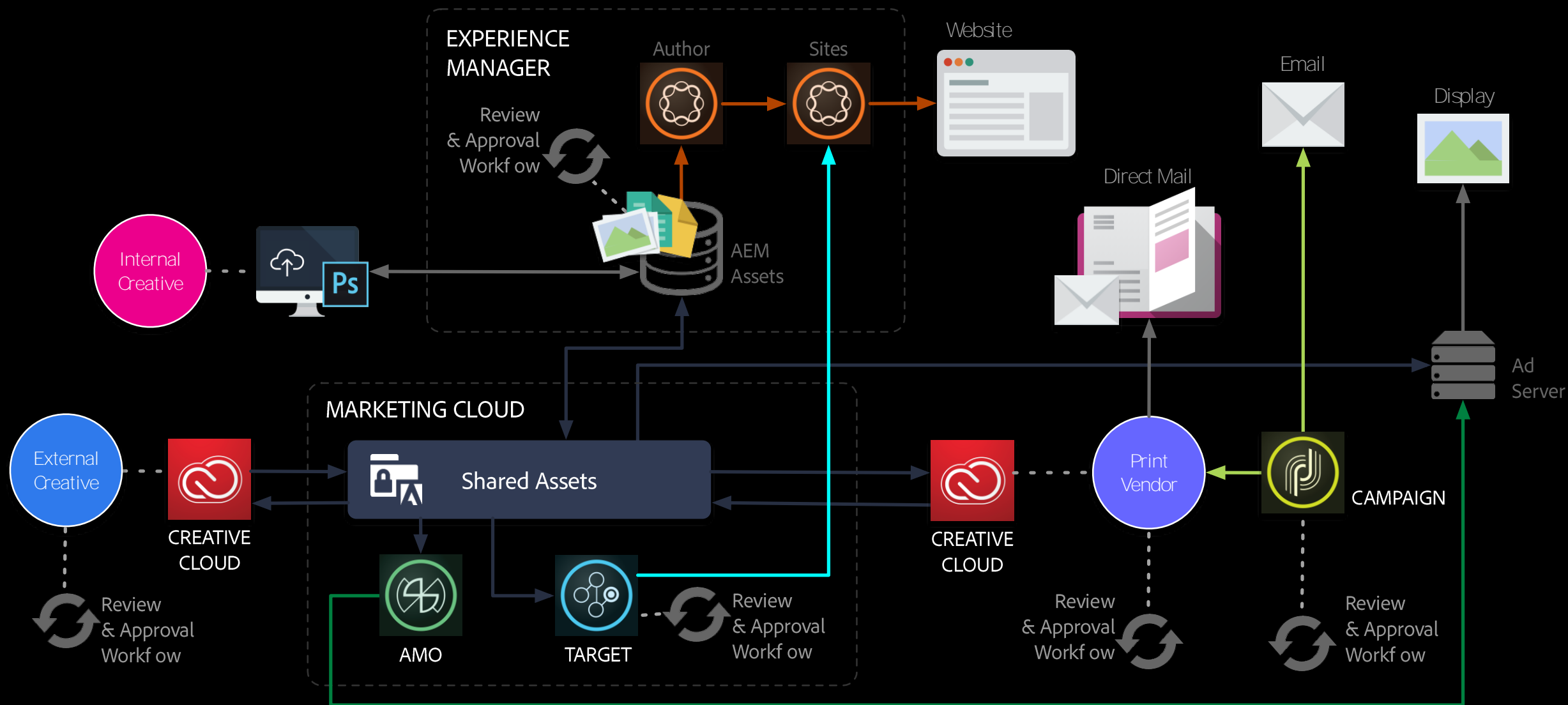
Customer Success
Manager

Technical Account
Manager

DEFINING A MULTI-CHANNEL MARKETING STRATEGY



IMPLEMENTING CROSS CLOUD ASSET SHARING & GOVERNANCE



GOTCHAS / LESSONS LEARNED

Multiple data environments

Resource enablement

Security concerns/protocols

Cross-cloud integration with asset sharing

Difficulties with cross-channel attribution

Working with external partners

Review & approval workflows

Campaign tracking governance

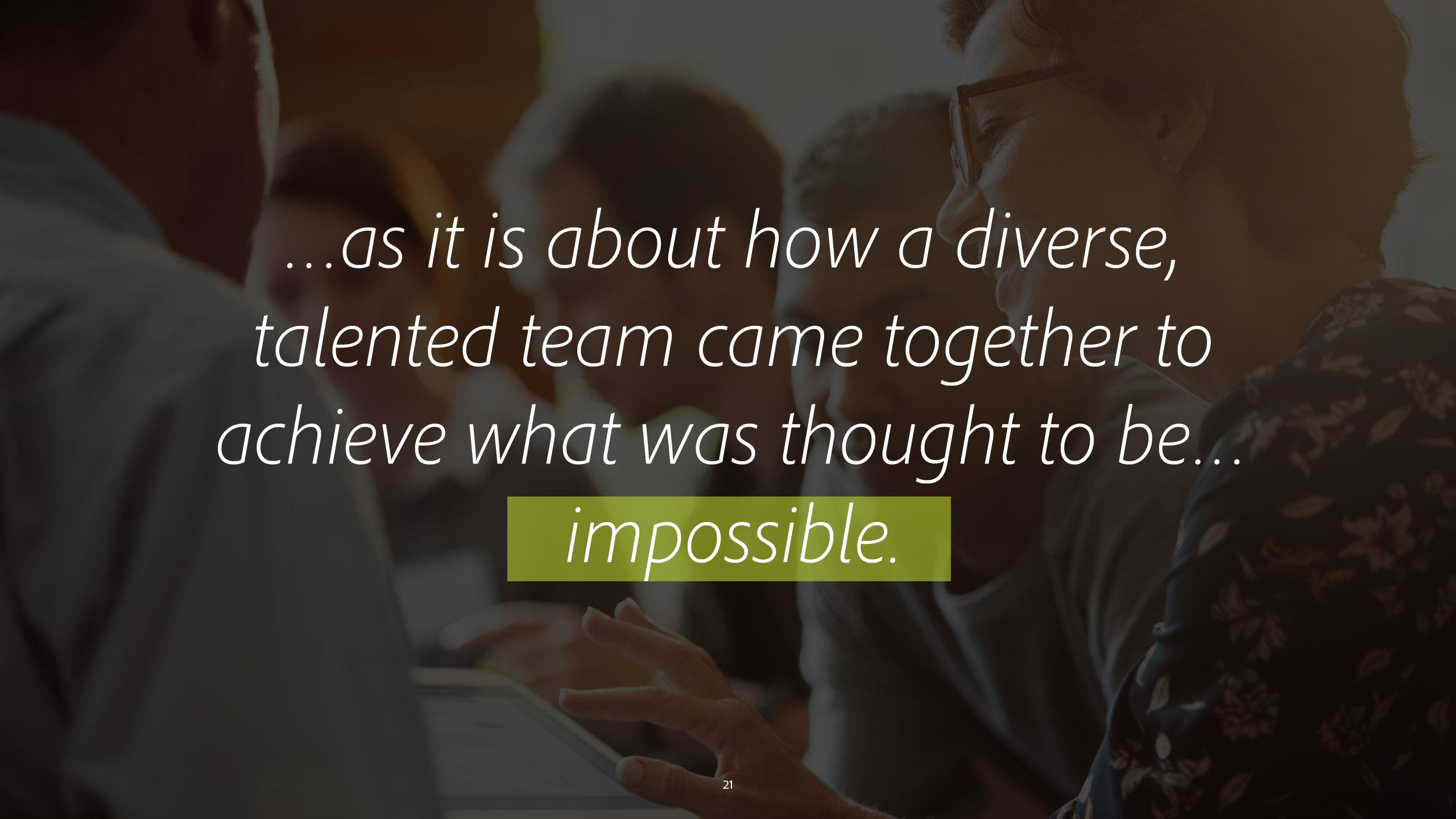
On-premise installation & management

A group of people are gathered in a meeting or workshop. In the foreground, a woman with short blonde hair and glasses is smiling and gesturing with her right hand. She is wearing a dark blue patterned top. Behind her, several other people are visible, some looking at a tablet or document. The background is slightly blurred, showing more people and a warm, indoor lighting. The word "CONCLUSION" is overlaid in the center in a white, serif font.

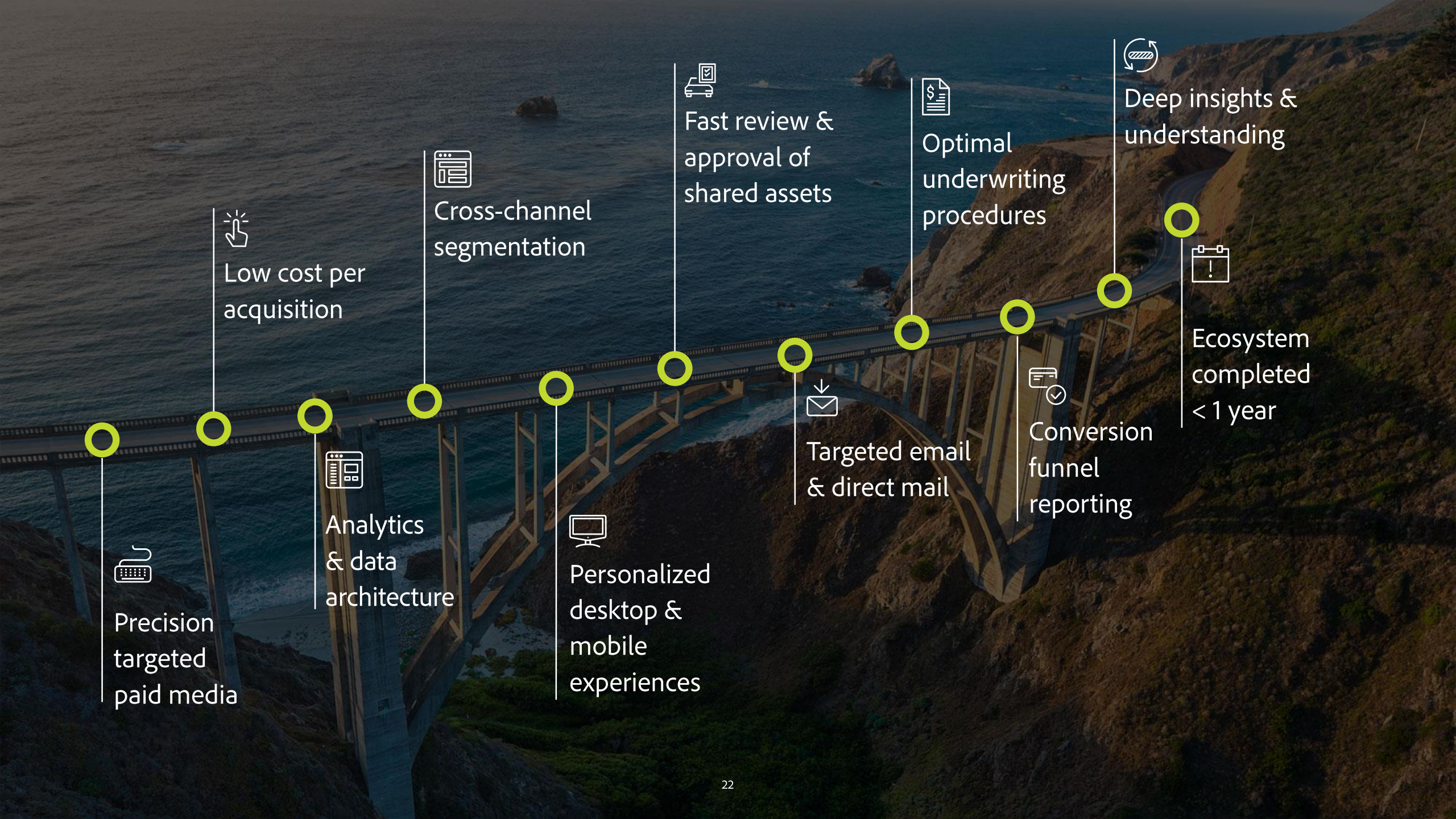
CONCLUSION

A group of people, including a woman with glasses, are gathered around a tablet, looking at the screen together. The image is dimly lit with a warm, brownish tint, and the text is overlaid in the center.

*So you see, this story isn't so much
around a technology solution...*

A group of people in a meeting, with a woman in the foreground gesturing while speaking.

*...as it is about how a diverse,
talented team came together to
achieve what was thought to be...
impossible.*



Precision
targeted
paid media



Low cost per
acquisition



Analytics
& data
architecture



Cross-channel
segmentation



Personalized
desktop &
mobile
experiences



Fast review &
approval of
shared assets



Targeted email
& direct mail



Optimal
underwriting
procedures



Conversion
funnel
reporting



Deep insights &
understanding



Ecosystem
completed
< 1 year