Citibank Brasil optimizes investments in online media.

International bank uses Adobe Marketing Cloud to gain advanced digital insights and optimize marketing strategies.

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Kelly Gazel, executive of digital marketing and channels, Citibank Brasil

**SOLUTION**
Adobe Analytics and Adobe Media Optimizer solutions within Adobe Marketing Cloud

**RESULTS**

**ENHANCED INSIGHTS**
Improved data quality and decision-making agility

**STRATEGY**
Helped ensure digital marketing strategies align with and provide support for all corporate strategies

**MARKET POSITION**
Increased visibility for the company’s products and website

**SCALE**
Successfully supported exponential growth within an emerging market
A global approach

Established in 1812, Citibank brings innovation, a pioneering spirit, and two centuries of expertise to providing creative and responsible financial solutions. Serving more than 100 countries and nearly 200 million accounts worldwide, the bank plays a central role in developing and financing the global economy.

The bank arrived in Brazil in 1915 and has since financed several vital infrastructures for the country, such as the São Paulo metro system and the Itaipu hydroelectric plant. The company also supported the consolidation of the country’s telephone network and automobile industry. Citibank Brasil currently has a portfolio of nearly 400,000 account holders and one million credit card customers.

The company’s customer service structure adheres to international standards, enabling it to support clients anywhere in the world. Citibank customer service has a strategy consisting of three megatrends—globalization, urbanization, and digitalization.

Investing in customer insights

One of the main pillars of Citibank is the digital field. In early 2010, the bank made a large global investment in digital analytics, enabling better measurement of digital assets. The company needed to determine where its clients were navigating and understand their online behaviors.

In search of a powerful toolkit capable of meeting all its digital analytics needs, the bank adopted Adobe Analytics, a reporting and analytics solution capable of quickly identifying the most profitable paths and segments in digital media. The solution within Adobe Marketing Cloud also helps the company understand the browsing behavior of visitors and the metrics necessary for online campaign success.

In Latin America, Citibank Brasil was the first national branch to request that Citibank implement Adobe Analytics locally. The goal was to have a local solution capable of providing the support necessary to update the bank’s web platform.

Adobe Analytics has become an indispensable digital marketing solution for Citibank Brasil. The solution delivers concrete user behavior insights through metrics—for both before and after customers log into the company’s site.

Optimizing online media

Another pioneering realization made by Citibank Brasil was the need to manage the effectiveness of online media performance in digital channels. With the exponential growth in the digital market, it is important to have a performance management solution to know the results of each online activity, as well as the ability to analyze scenarios and trends.
In 2013, Lima Consulting Group—a consulting company with extensive experience working with Adobe solutions—advised the bank to also implement Adobe Media Optimizer since it offers additional digital marketing efficiencies and seamlessly integrates with Adobe Analytics. "Citibank Brasil's digital team is at the forefront of innovation within the country," says Fabio Peçanha at Lima Consulting Group. "The company is investing in people, processes, and technology to improve the efficiency of a market when many companies are still in the early stages of development with digital marketing. It is not a surprise that Citibank was the first company in Brazil to implement Adobe Media Optimizer and we are pleased to have been its partner in executing its vision."

Implementation of the Adobe solution occurred during the company’s repositioning process in the Brazilian retail sector, when the bank was increasing its focus on the premium segment. The focus was to make digital marketing efforts more data driven and create more targeted experiences for key audiences. "Priorities have changed and we needed suitable solutions to provide support during the transition," says Kelly Gazel, executive of digital marketing and channels at Citibank Brasil. "Adobe solutions helped ensure security and precision during the process. Adobe Media Optimizer also complemented our use of Adobe Analytics."

While Adobe Analytics offers monitoring metrics for the website before and after user login, Adobe Media Optimizer provides real-time data about investments in online media from different digital channels—including display, social, and search. In addition, Adobe solutions help predict the behavior of campaigns in different scenarios before implementation and forecast potential returns.

**Partnership extended to agencies**

The advantages of using Adobe Media Optimizer extend to advertising agencies responsible for Citibank Brasil campaigns. Previously, work was done almost entirely with manual workflows, aided only by basic datasets. Now, campaign delivery is done using Adobe solutions in a complete and agile manner—and in real time.

By leaving investment analysis of online media to Adobe Media Optimizer, agencies can direct more time to the development of new campaigns and strategies, while optimizing work. "Our day to day is guided by metrics," says Gazel. "Adobe Marketing Cloud provides us with the information we need to create a simpler strategy for different tasks, such as changing links on our site or designing a new business tactic. The work with Adobe is crucial in providing all the information needed through its solution."

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SOLUTION AT A GLANCE

- Adobe Marketing Cloud, including the Adobe Analytics and Adobe Media Optimizer solutions. Capabilities used include:
  - Marketing reports and analytics
  - Ad hoc analysis
  - Data workbench
  - Data connectors
  - Data warehouse
  - Tag management
  - Search, display, and social optimization
  - Audience management
  - Performance management

For more information

Next steps

Digital marketing achievements at Citibank Brasil are renowned across the organization and set an example for other countries in Latin America. In order to further strengthen digital marketing and monitor the needs of its customers, the bank is studying ways to supplement its further projects with the acquisition of other Adobe solutions. The first step was taken in late 2013, which was to test Adobe Target on registration pages. With good results, the plan is to implement the solutions across all areas of the portal.

Next, Citibank Brasil intends to adopt Adobe Campaign and the audience management capability within Adobe Media Optimizer. The bank can use the audience management capability to consolidate public information from all available data sources, as well as qualify and optimize data from primary, secondary, and other sources—making digital ads more relevant and effective.

Adobe Campaign will enable Citibank Brasil to automate campaign management and personalize resources. The solution can also help plan, automate, coordinate, and evaluate marketing communications across all online and offline channels to optimize business performance.