



SunTrust Banks, Inc.
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Results

- Improved participation 47% by optimizing the call-to-action button
- Increased click-through rate 50% by personalizing homepage banners
- Gained visibility into success and optimal timing of marketing campaigns across channels
- Optimized campaign spend across channels with data-driven decision making

SunTrust Banks, Inc.

Banking on better customer experiences

SunTrust Bank improves client experience across channels with analytics and targeting in Adobe Marketing Cloud

As the flagship subsidiary of SunTrust Banks, Inc., SunTrust Bank is focused on lighting the way to financial well-being for its clients through deposit, credit, trust, and investment services. By providing trustworthy financial services, SunTrust meets the needs, exceeds the expectations, and enhances the lives of clients and communities. In an effort to better serve clients, SunTrust focuses on optimizing its webpages to make accessing its services as informative, easy, and convenient as possible.

Through the SunTrust main website and microsites, clients can set up new accounts and manage existing accounts, apply for mortgages or loans, pay bills, and request other services. "Digital channels are critical as more clients demand anywhere, anytime access to services," says David Wright, vice president of digital analytics at SunTrust. "We want to continue to differentiate our services in the competitive banking industry by providing our clients with easier access to more personalized experiences."

To better understand and continually optimize its investment in digital services, SunTrust turned to Adobe Marketing Cloud, including Adobe Analytics and Adobe Target solutions. With the integrated Adobe solutions, the bank's marketing and business managers gain a holistic view of client interactions across digital channels to determine how marketing programs and sales are being driven. By focusing on areas with the best returns, SunTrust can simultaneously maximize the reach of its budgets and deliver the most important services to clients.

Building a better experience

The Adobe Analytics solution in Adobe Marketing Cloud forms the foundation of digital analytics at SunTrust. "Adobe SiteCatalyst" gives us incredible visibility into how people are interacting with our websites, showing us where people come from and how they engage with products and services on our site," says Wright.

By analyzing client interactions, SunTrust can determine what features clients use the most and how easily they can find the information that they are looking for. Looking at areas where client interaction drops off, SunTrust managers can also determine what areas are causing issues and take steps to improve client experiences on the website. For example, by adjusting the password reset process, SunTrust reduced the number of clients leaving the online banking site. Not only did this improve access for clients, but it also reduced the number of calls to customer service.

By making it easy to capture and analyze data, Adobe SiteCatalyst transformed the management of digital marketing by encouraging more data-driven decision-making. "Previously, we had very limited insight into gauging the success of our digital marketing campaigns," says Wright. "Adobe Marketing Cloud lets us see hard data and measure results to justify either adjusting our strategy or discontinuing campaigns."

By changing the homepage banner for potential and existing clients, SunTrust provides customers with more relevant offers and ultimately improved the click-through rate by 50%.



Challenge

- Differentiate from other banks through more personalized, enhanced customer service
- Gain accurate visibility into success of marketing campaigns across channels
- Optimize investment in growing digital channels

Solution

- Leverage the Adobe Analytics and Adobe Target solutions in Adobe Marketing Cloud to optimize marketing campaigns for clients across channels and devices
- Use Adobe Marketing Cloud to continually analyze and test client interactions on digital properties to deliver high-impact, personalized digital experiences

Systems at a glance

Adobe Marketing Cloud, including Adobe Analytics and Adobe Target solutions. Components used include:

- Adobe SiteCatalyst
- Adobe ReportBuilder
- Adobe Test&Target
- Adobe DataWarehouse™

Adobe Consulting

For instance, credit card campaigns were previously carried out with simple direct mail marketing, but now, with Adobe SiteCatalyst, the bank can enhance its analysis with additional data to make campaigns more sophisticated and effective. Using SiteCatalyst to segment channels, SunTrust can look at how direct mail, email, and paid search impact the number of credit card applications. Analyzing the segmented channel data enables the company to not only determine the most cost effective campaign methods, but also determine the optimized timing of an initial approach to a client, or follow-up messaging.

For even greater insights, SunTrust is using Adobe ReportBuilder to visualize data as part of customizable, detailed reporting. Using sophisticated dashboards, SunTrust can build and automate reports that reflect each campaign's specific objectives. "Detailed metrics from Adobe Marketing Cloud enhance collaboration between our digital and marketing teams," explains Wright. "Having quantifiable data keeps everyone on the same page and encourages teams to optimize messaging and campaign spend to best reach our clients."

Boosting returns through personalization

As part of Adobe Marketing Cloud, the Adobe Target solution includes Adobe Test&Target™ to help SunTrust optimize online messaging and design, and encourage personalization through flexible targeting. "In a crowded market, we want to set ourselves apart by offering better service. For us, this means finding a way to continually refine our clients' online experiences," says Wright.

In combination with Adobe SiteCatalyst, SunTrust runs content optimization tests with Test&Target. For example, SiteCatalyst showed that a particular product page had lower-than-expected credit card applications. SunTrust managers hypothesized that the call-to-action button was unclear.

"Using the Adobe solution, we identified the problem with the call-to-action button and made it easier for people to find the credit card application," says Wright. "As a result, we improved conversion with a 47% lift and saw a terrific improvement in returns."

Using Adobe Test&Target, SunTrust can also move beyond optimizing messages for a general audience to optimizing messages for more targeted audiences. For the bank, one of the most basic splits is between potential and existing clients. Potential clients are generally searching for information about opening new accounts, while existing clients are typically looking for additional services, such as bill payment or credit cards.

SunTrust Bank analyzes customer interactions using Adobe Marketing Cloud to determine what features clients want. Using these insights, SunTrust can improve online experiences and get the most out of its marketing investments.



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David Wright, vice president of digital analysis, SunTrust

Rather than display the same information to all customers, SunTrust uses Adobe Test&Target to help personalize and target banner images to different client’s segments. Prospective clients are encouraged to open a checking account, while existing clients receive more relevant offers based on historical targeting performance (click through rate). “By customizing banner images and measuring the most effective campaigns, we saw a 50% lift in the click-through rate,” says Wright.

Adding value through rich resources

Adobe Consulting has worked closely with SunTrust managers, from the initial implementation through to today. “Adobe Consulting helped us manage our data and get the most out of the integrated Adobe Marketing Cloud solutions,” says Wright. In addition to technical support, the Adobe Consulting team helps SunTrust build reports and tests, and even analyze results for various teams. With knowledge gained through numerous implementations, Adobe Consulting can provide an objective look at the bank’s digital programs and identify new areas to further improve conversion.

Using Adobe Marketing Cloud, SunTrust today has unprecedented insight into client engagement and the impact of its online initiatives. Says Wright, “Adobe Marketing Cloud helps us answer one of our top questions: are our services and promotions meeting the needs of our clients? By integrating analytics and targeting, we can provide our clients more of what they want and maximize our returns across channels.”

For more information

www.adobe.com/solutions/digital-marketing.html



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