

# Journey

By CAKE

## Leading Global Bank Optimizes Digital Ad Performance with *Journey*

**INDUSTRY:**  
Finance

Channels: paid search, social and affiliate

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### CLIENT OBJECTIVE

Ranked as one of the largest banks worldwide, the organization is featured in an S&P Global listing of the top 23 banks across the world with more than \$1 trillion in assets. The financial institution was investing resources in digital marketing to reach its target audiences, but had a limited view into how its paid campaigns were performing. They needed to gain a better understanding of the true impact of multiple customer journey touchpoints, ROAS metrics and keyword performance.

### THE DIFFERENCE



#### Better Insights with Multi-Channel Attribution

The cloud-based solution provides the firm with insights into what messages, campaigns and channels work best at each touchpoint in the client's path and where marketing dollars should be concentrated for the greatest impact.



#### End-to-End View of Customer Journey for Maximizing ROAS

The move to *Journey* provides the company with an expanded view into vital customer interactions, equipping it with the marketing intelligence required to optimize campaign performance and get the most of its digital ad spend.



#### Marketing Intelligence on a Centralized Dashboard

The financial company now has a unified view of its customer journey data on a centralized dashboard. The solution also provides the organization with data collection, managed services and real-time reporting for marketing activities related to current accounts, applications for new customers and mobile app installs.

"In the modern marketing landscape, high-performing financial organizations need to know how to link and analyze the massive amount of marketing data together into a cohesive narrative – the customer journey. Our ability to deliver an extended view of the customer journey brings immediate value to the financial institution's bottom line and is a competitive advantage. We are excited to see companies of this size choose *Journey* as a key solution in its marketing analytics stack and look forward to the opportunity to expand across their business units."

– Santi Pierini, CAKE President and Chief Operating Officer of Accelerize

**ABOUT JOURNEY BY CAKE:** Built on the trusted and proven CAKE Marketing Intelligence platform, *Journey* provides actionable insights for marketers. The cloud-based solution collects and analyzes customer journey data using multi-touch attribution for marketing campaign optimization.

