

# Banking on Big Data.

## 5 essentials for bankers to make the most of Big Data and Digital Marketing.

Account holders expect an experience from financial institutions that replicates Amazon's "Recommended for You" section. Unfortunately, most financial institutions aren't delivering on that front yet.



### BANKS FAIL TO PROPERLY TARGET ENGAGED CUSTOMERS

How fully engaged customers responded to offers made by their bank:



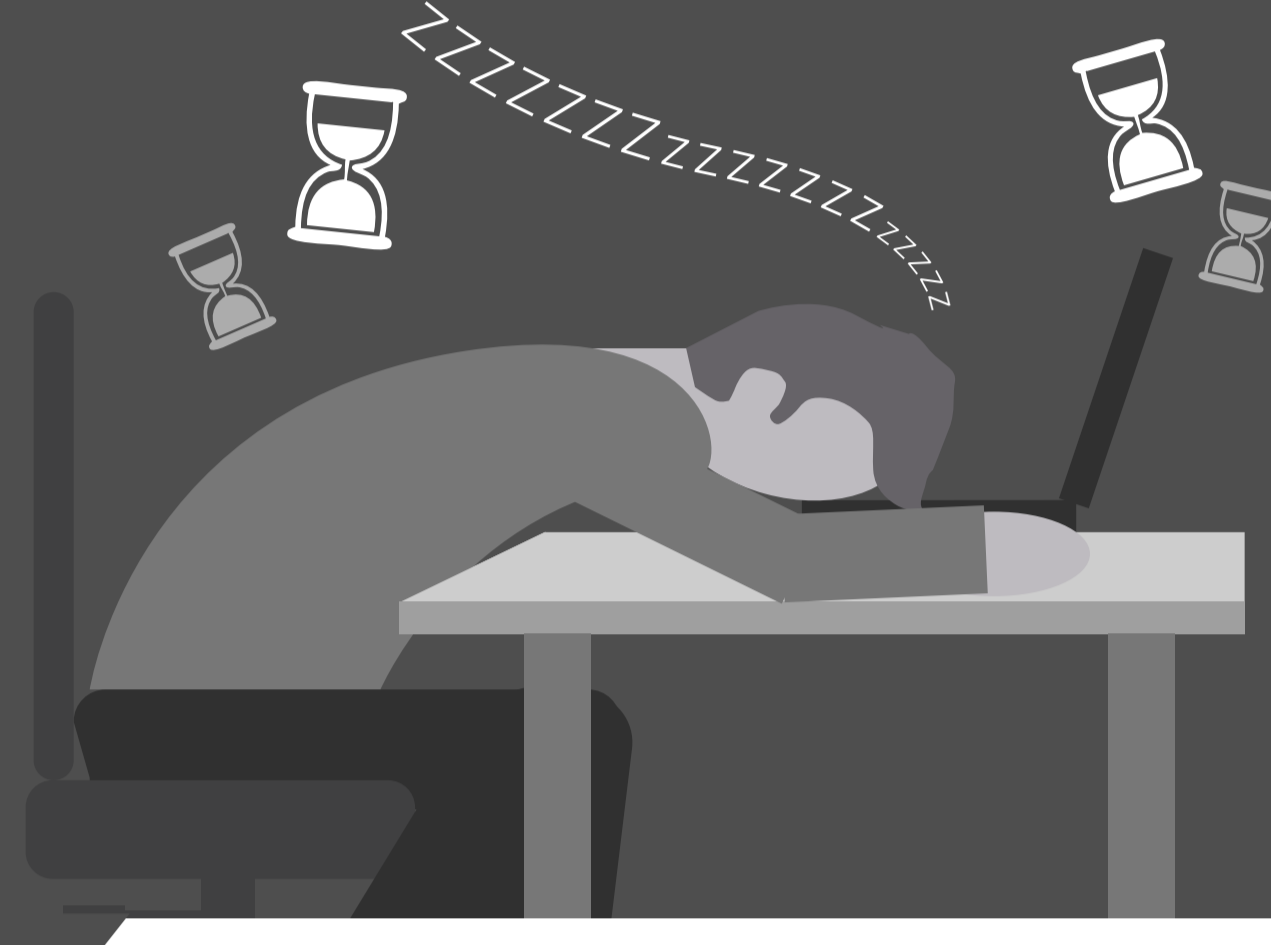
OVER HALF OF FULLY ENGAGED CUSTOMERS RECEIVED AN AD FROM THEIR PRIMARY BANK FOR A PRODUCT THEY ALREADY HAD.

## Here are 5 essentials for Big Data and digital marketing platforms

### 1. ACTIVE

Most financial institutions have static rather than active reporting. Marketing departments wait weeks to see internal account data, and they can't access external account data at all. In the age of Big Data, this is unacceptable.

Information about internal and external accounts should be refreshed every 24 hours.



### 2. ACCESSIBLE

Your platform should be simple enough that even non-experts can understand it and act quickly.



Only 1 in 3 bankers say their financial institution has a "high degree of data and analytic literacy."

- KPMG

### 3. ACTIONABLE

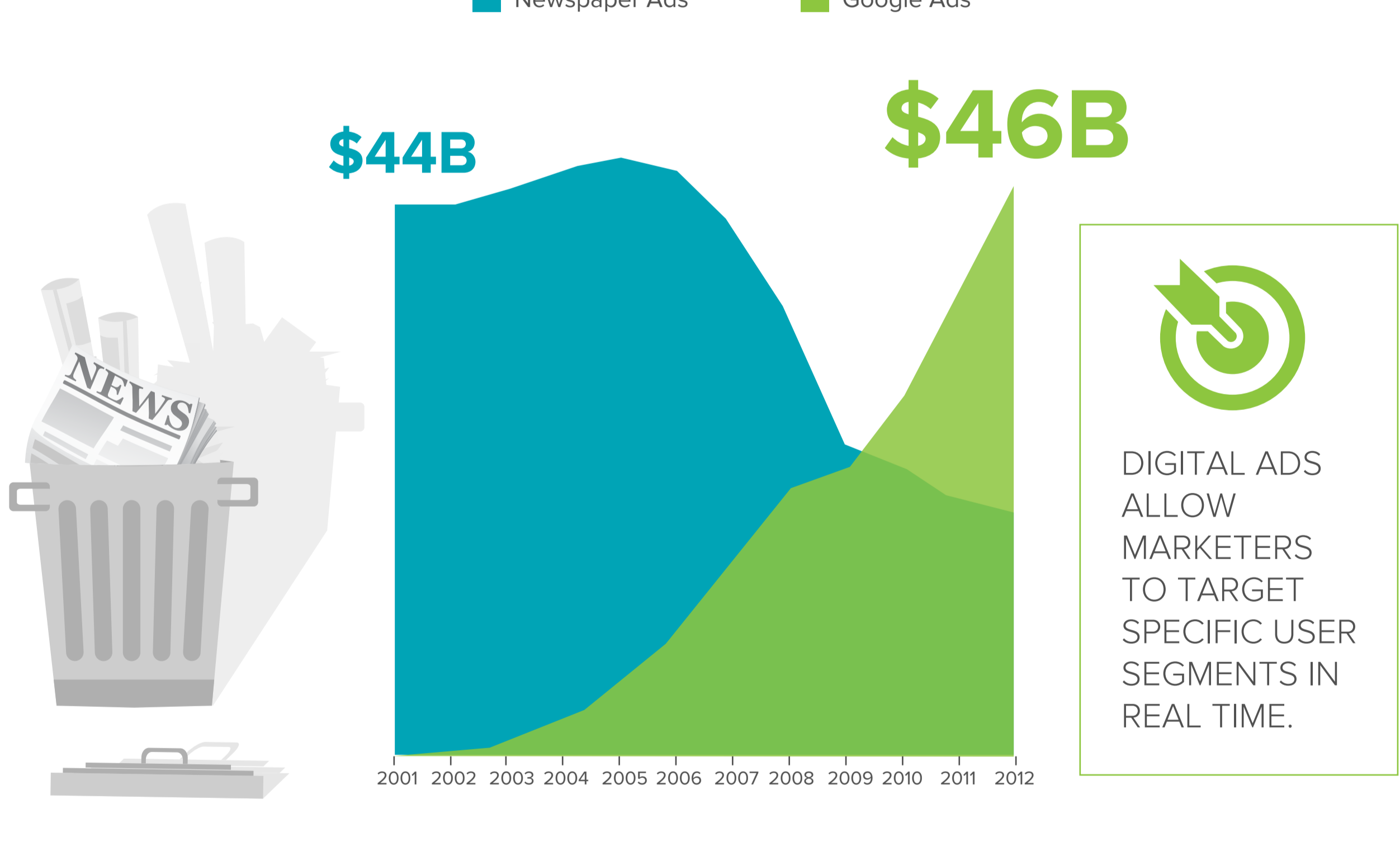
Top priorities for analytics among bankers:



THE BEST PLATFORMS LET YOU IMMEDIATELY LAUNCH MARKETING CAMPAIGNS BASED ON YOUR DATA, LEADING DIRECTLY TO INCREASED REVENUE.

### 4. APPLICABLE

Ad Sales - Newspaper vs Google

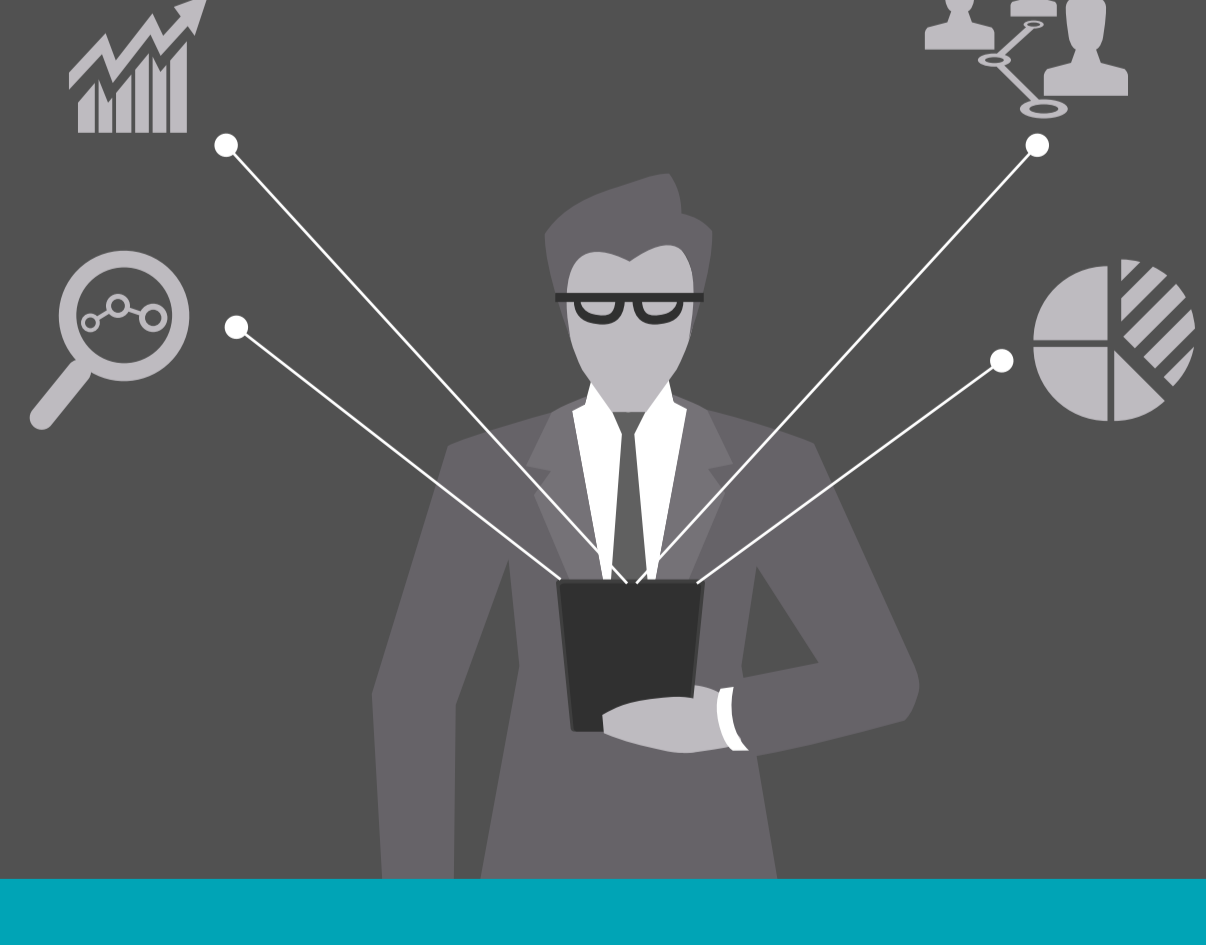


DIGITAL ADS ALLOW MARKETERS TO TARGET SPECIFIC USER SEGMENTS IN REAL TIME.

### 5. ANALYTICAL

Analytics reveal how many users were targeted, how many users see each ad, and how many users click through to see the offer.

Your platform should help you develop an optimal marketing strategy and show the return on investment of your handiwork.



“Banks that develop an infrastructure allowing them to analyze data quickly, that staff up to do that work, and that make revenue-oriented analytics part of their culture, are the banks most likely to grow their top lines.” - KPMG

FIS offers Insight and Target to help you understand your account holders and grow your top line.

[fisglobal.com](http://fisglobal.com)



Sources: <http://thegallupblog.gallup.com/2013/05/banks-if-you-want-more-from-your.html>, <http://www.businessinsider.com/google-is-bigger-than-all-magazines-and-newspapers-combined-2013-11>, [http://www.01.ibm.com/common/ssi/cgi-bin/ssialias?subtype=WH&infotype=SA&appname=SWGE\\_IM\\_IM\\_USEN&htmlid=IMW4653USEN&attachment=IMW4653USEN.PDF](http://www.01.ibm.com/common/ssi/cgi-bin/ssialias?subtype=WH&infotype=SA&appname=SWGE_IM_IM_USEN&htmlid=IMW4653USEN&attachment=IMW4653USEN.PDF), <http://www.kpmg.com/US/en/industry/Banking-Capital-Markets/Documents/look-ahead-2014-industry-brochure.pdf>