

## Doubled campaign CTRs and improved campaign ROIs significantly.

Using Customer Profiles & Customer Metadata to deliver advertisements to the right audiences.

### Domain - Banking & Finance

#### Requirement

To increase engagement on promotional content & improve their customer targeting

#### Problem

##### For the customer:

Promotional messages having no personal significance are being shown repeatedly

##### For the company:

Although new solutions are being tried & tested, the increase in engagement isn't satisfactory and ROI is impacted negatively.

#### Mission

Utilise Customer Metadata created by Mho's proprietary MessAI technology to target and send out personalised promotional content.

#### Solution & Impact

##### Measuring audiences of current campaigns:

Initially measuring the audiences that responded to ongoing and past marketing campaigns using MessAI technology, enabled them to pin-point segments that engaged with their campaigns.

##### Creating personalised content:

Once the segments were identified, they created customised content to appeal to each of the target segments. The customised content was then pushed and went on to receive far better responses from their audiences.

##### Fine tuning content:

The content variants were then reshuffled using A/B testing fundamentals to see effectiveness of these variations across other segments. All learnings from these tests were consolidated and implemented in upcoming marketing campaigns.