



INTEREST:  
**Mortgage**

PRODUCT SEARCH:  
**Mortgage**

PREVIOUS PRODUCTS:  
**Credit card**

CREDIT SCORE  
**^ HIGH 72/100**

CHURN  
PROBABILITY:  
**^ 49%**

Location:	Jakarta
Is customer:	Yes
Last visit:	Yesterday
Device:	Laptop

Top **retail bank in Southeast Asia** improves lead acquisition, ad relevance and boosts direct marketing engagement with **Meiro CDP**

# About the client

The client is one of the largest retail banks in Southeast Asia, which has a strong presence in Indonesia with over **1,200 branches** and **17,000 ATMs** nationwide, providing banking services to individuals and businesses alike. The bank offers a wide range of products and services, including savings and deposit accounts, credit cards, loans, and insurance, among others.

The client has also been at the forefront of adopting digital technologies to enhance customer experience, launching a mobile banking app and Internet banking services. With a strong focus on customer satisfaction and innovative offerings, our client has been recognized as one of the most trusted banks in Indonesia.

## Impact achieved with Meiro CDP

**140 hours**

Saved in data reporting  
every month

**4.7 million**

USD of business value delivered via  
native web banners in 2022

**50%**

Expansion of targetable  
audience every year

**10%**

Improvement in marketing  
campaign cost efficiency

**30%**

of new leads came in via  
Meiro's web banners in 2022

**238%**

Improvement in conversion rates  
for direct marketing campaigns

**160%**

Improvement in CTR for advertising  
campaigns

# Client's challenges

*The client was not only challenged by upcoming fintech rivals who are agile in offering alternative banking options through seamless digital experience but also by resetting consumers' expectations on speed and omnichannel experience. With a fragmented customer journey across online and offline touchpoints and across the client's website ecosystem, the bank experienced challenges in understanding customers' preferences and needs to optimize their experience and, all the while, complying with strict data & security regulations that the financial sector faces.*

## **Data silos and fragmented customer identities**

Identifying the customer journey across the client's website ecosystem, business units, and other data sources and aggregating data into a single view of a customer was unavailable. Besides, collecting events in mobile applications and matching them with other sources of customer data was an issue.

As a result, customer data existed in silos, without a centralized data management system the customer identity remained incomplete, making it difficult to track engagements and conversions across different channels and making the data available for activation by business users.

## **Inability to personalize experiences to customers and prospects**

The aforementioned challenge of tracking customer journeys across various websites and digital touchpoints hindered bank's ability to personalize web and in-app experience for customers and new leads. Without a 1st-party data solution in place, identifying and retargeting returning unauthenticated website visitors and prospects with personalized messages was unavailable.

## **Adherence to strict compliance and security regulations:**

Being in the financial sector, the bank was required to comply with strict data and security regulations, including the need for on-premise systems and storing customer data within Indonesia. Adopting MarTech solutions was complicated, as most do not comply with strict data & security regulations of the financial sector.





## Opportunities

- Adopting a CDP with a flexible architecture instead of building a solution internally would save the bank substantial resources while still enabling compliance with data protection regulations.
- A CDP would provide the tools to structure, analyze and activate customer data, turning the abundance of unorganized data into a sea of opportunities to generate more revenue and keep up with a fast-paced digital transformation.
- A great deal of incremental revenue could be unlocked through reengaging website visitors, both known and anonymous customers, across marketing channels with personalized offers.
- With access to consolidated customer profiles, the bank could identify the needs and demands of its customers and offer more relevant products and services, creating an opportunity for cross-selling and upselling.
- Personalized offers and meaningful customer experiences could nurture loyalty among the bank's users as well as targeted retention strategies to prevent customers from churning.
- Adopting CDP would transform the bank's digital strategy and move the brand higher on the maturity ladder of innovation and user addressability, helping stay competitive in the rapidly changing industry.





## Solutions: Flexible hosting and customizable architecture

First of all, the CDP had to be hosted on-premise and behind a firewall to comply with data residency and data security requirements of the Indonesian Data Protection regulations.

Meiro implemented a local storage between the bank's general ledger containing especially sensitive data and CDP conforming to the bank's security requirements.





## Solutions: Cross-domain tracking and consolidation of customer data

Meiro set up an ETL layer for data processing, data collection, transformation, and standardization required for the production of clean data. Meiro created Digital Command Center over 3 mobile apps, websites, and an internal customer database consolidating data from 15 sources to create unified customer profiles.

Then, Meiro unified transactional and behavioral customer data and made it available for activation and analytics by business users.

Meiro set up an overview of all digital marketing activities for campaign reporting in 45 days. We aggregated reports from 13 activation channels (social media, performance ads, agencies, etc.).



### Impact:

The client also saved **140 hours/month in data reporting** with near-to-real-time reporting on campaign performance and customer behavior across **15 different data sources**.



## Solutions: Identity resolution and single customer view

Meiro's customized identity management for the client's needs. This enabled tracking and matching customer profiles based on 1st-party Meiro SDK IDs and 3rd-party such as FB Client ID, TradeDesk ID, Google Client ID, etc. This helped to consolidate cross-device and cross-channel data (online and offline) by stitching them with existing customer profiles.

After the holistic tracking system was in place, Meiro enabled visibility into the customer journey — the client's team could now clearly see the exact level of customer engagement across different touchpoints and their stage in the marketing funnel. Business users now could leverage unified customer profiles for granular segmentation, personalized activation, and analytics.

### Impact:

Advertising budgets are **10% more efficient** than before with personalized retargeting based on longer-lasting 1st-party customer identities.

The bank has been steadily increasing its targetable audience reach by **50% every year** with Meiro's identity resolution.

**Cost Per Acquisition has improved 5 times** due to better segmentation and targeting.



## Solutions: Optimizing marketing efforts with personalized experiences

The sophisticated identity tracking brought by Meiro CDP made it possible to hyper-personalize content for and reengage with users even without knowing their PII data. Personalized native web banners were set up aimed to target anonymous website visitors, collect their PII and convert them to leads.

Meiro treats the project as a managed service since the client's marketing department doesn't have in-house analysts. Meiro, as a consultant, created data-led digital marketing strategies and redesigned campaign logic, reporting, and benchmarking.

### Impact:

Meiro web banners collect **30% of new leads** yielding a business value of **4.7 million USD**.

Performance of direct marketing campaigns **improved by 238%** for Email, Web and in-App messages.

The client **saved over 66.7 thousand USD** since it replaced its legacy solution for pop-ups with Meiro's native web banners.

Meiro's native web banners deliver **50% more impressions and clicks** than the previous solution due to precise segmentation and personalization.

Ads are **6% more relevant** after CDP implementation

**Click Through Rates improved by 160%** for advertising campaigns





Tried and trusted by BFSI brands worldwide



According to [CDP Institute](#), Meiro is the top-performing Customer Data Platform (CDP) for security-driven enterprises operating in regulated industries to collect, clean, enrich & activate your customer data. Our flexible delivery model supports hosting in any cloud provider and on-premise, anywhere in the world enabling Meiro to comply with any regulations and data residency requirements.



### Wall to wall CDP

From data integration, cleaning, and management to data activation. Get all in one without rebuilding your marketing stack.



### Compliant by default

Single-tenant solution for private hosting in any cloud or on-premise anywhere in the world to meet local data residency requirements.



### Interoperability

Built to be flexible, scalable, and to seamlessly integrate with client's existing internal systems promoting efficiency, security and data control.



### Top-notch identity resolution

Enabling customer recognition across different devices, touchpoints, online & offline to increase addressability and targeting precision.



### Omnichannel marketing

Native channels for instant activation of customer data — email, mobile and web push, as well as direct integrations with advertising & programmatic platforms.



### Ease-of-use

Enables business users with no-code audience segmentation and insights for immediate marketing activation and analytics.

For more information visit [meiro.io](https://meiro.io)