

UniCredit Group

Taking the European market by storm

UniCredit increases online acquisitions by 60% while reducing costs using Adobe Marketing Cloud



UniCredit Group
Milano, Italy
www.unicreditgroup.eu

The organization is driven by a customer-centric business model, and so are the websites that help the company deliver exceptional services to the individuals and companies it serves. With a diversified footprint across Western and Eastern European countries, UniCredit facilitates its broad reach by delivering compelling, dynamic websites to its customers, prospective customers, and industry partners.

Performing ongoing web analytics is vital to optimizing its websites and online marketing campaigns throughout core regions of the company's operations—Italy, Germany, Austria, and Poland—and beyond. Whether running website promotions, taking advantage of social media channels, or conducting email marketing campaigns, the bank leverages Adobe Marketing Cloud including Adobe Analytics, Adobe Target, and Adobe Experience Manager to get the most from its online assets.

"We invest significantly and strategically in our websites and other online channels," says Jonathan Elliott, head of web analytics at UniCredit. "Adobe Marketing Cloud helps us make the right online marketing investments, better understand our customers, deliver a consistent brand across our sites, and drive greater conversion." In the past three years, the company has quadrupled its investment in online marketing, because of the continued ROI its online strategies produce.

Driving online consumers to convert

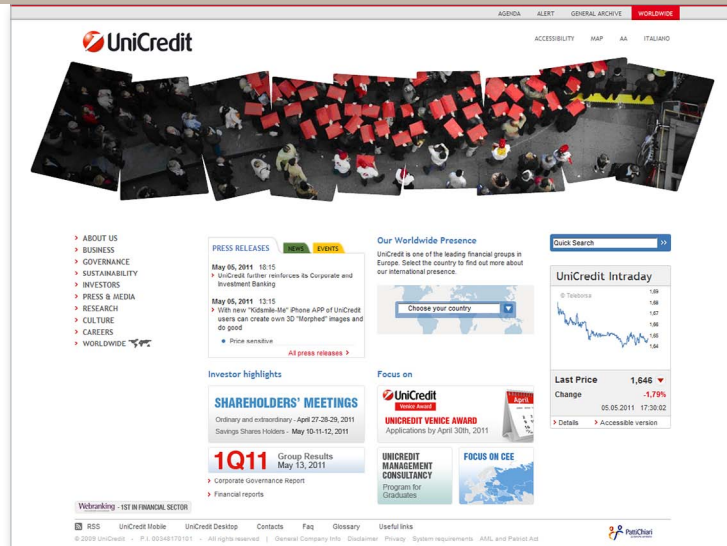
UniCredit is committed to creating sustainable value for its shareholders, its employees, and the various communities it serves. Driving new business by attracting customers via its online channels is imperative to sustaining a competitive edge. UniCredit depends on Adobe Marketing Cloud including Adobe Analytics and Adobe Target to help its web team assess online user needs and deliver compelling website content. Using Adobe solutions to enhance engagements and increase the likelihood of conversion, the company has succeeded in growing its banking business through its online channels.

"Adobe Analytics and Adobe Target has helped us penetrate the vast European market and grow acquisitions online by 60% year after year," notes Elliott. UniCredit is the largest retail bank in Europe both online and offline, holding 26% of the Italian market alone. With two million users engaging with the company each year through the online banking platform, the company faces sizeable revenue opportunities through its websites.

UniCredit counts on the testing and targeting capabilities offered by Adobe Analytics and Adobe Target not only for effectively targeting new customers, but doing so efficiently. "Using the Adobe solutions for the past few years, we have reduced our cost per lead by 43% and 19% consecutively while strengthening our brand and online strategy," says Elliott.

He notes that these successes would not have been possible without the end-to-end integration of Adobe Analytics and Adobe Target between front-line and back-end sales processes and for offering the insight needed to deliver superior online marketing results. For instance, the company experienced a 20% increase in leads by enhancing the online banking site's exit page, and generated 20% in additional leads by optimizing the layout of the landing page. Leveraging Adobe solutions, the company also increased pay-per-click leads by 70% and affiliation leads by 110%.

With integrated Adobe solutions—Adobe Marketing Cloud, including Adobe Analytics, Adobe Target, and Adobe Experience Manager, components of Adobe Creative Suite 5, and Adobe AIR—UniCredit is enhancing online customer experiences, reducing costs, and boosting new customer acquisitions.



Challenge

- Deliver compelling, dynamic public and secure websites
- Increase acquisitions across digital channels
- Help ensure branding consistency across all sites

Solution

UniCredit uses Adobe Marketing Cloud, including Adobe Analytics, Adobe Target, Adobe Experience Manager, Adobe Creative Suite, and Adobe AIR to drive more customer and business value from its digital assets.

Benefits

- Increased online acquisitions by 60%
- Reduced cost per lead by 43% and 19% in consecutive years
- Achieved a 20% increase in leads by enhancing site exit page
- Generated 20% in additional leads after improving layout of landing page
- Increased pay-per-click leads by 70% and affiliation leads by 110%

"No other competitor in Italy has the same level of visibility and control over its online channels, particularly when it comes to lead generation," says Elliott. The UniCredit web analytics team uses Adobe online optimization solutions to maintain website control and consistency across geographies, with the visibility for activities such as comparing regional KPIs and measuring the performance of hundreds of weekly banner ads. "It's critical that we can easily share the results of our web analytics across regions, and Adobe solutions allow us to do exactly that," says Elliott.

Building a stronger brand through social media

UniCredit also reaches across geographies through its growing social media strategies that include mobile applications, a sports-fan microsite, and Facebook, Twitter, and YouTube campaigns. The company uses Adobe Analytics and Adobe Target to monitor customer interactions, user experiences, and acquisitions across the various digital channels.

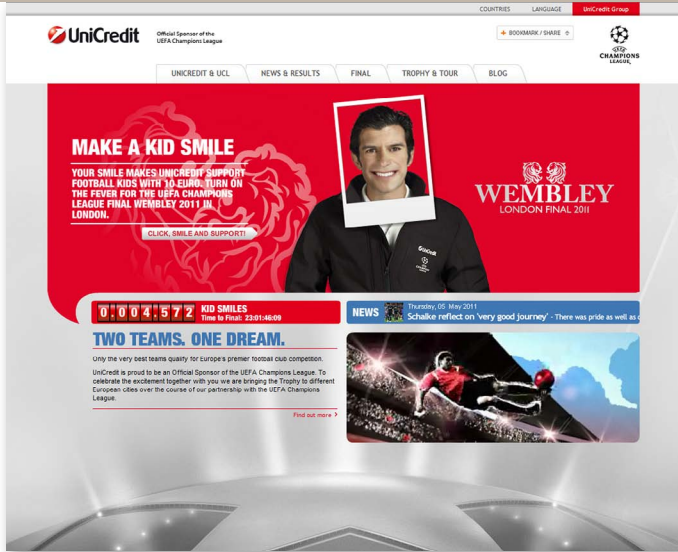
One particular campaign gaining traction targets a large percentage of the European market—sports fans. With a history of sponsoring major sporting events, the financial institution is enhancing brand awareness by serving as an official sponsor of the UEFA Champions League, Europe's most popular club-level international football competition. The company provides a dedicated microsite that features relevant league information and coverage of the UEFA Champions League Trophy Tour, where football fans can get close to the trophy and participate in sponsored events. The site also features football application fan pages, paid advertising, and more.

The Adobe solutions have contributed to the success of the campaign. "Adobe solutions are helping us maintain the microsite's performance and drive online acquisitions," says Elliott. "Adobe Analytics and Adobe Target has also helped us overcome website challenges we've experienced with user registrations and popular Champions League contests."

Platform integration, measurable results

UniCredit also depends on other Adobe solutions to support its online success. The web team is adopting Adobe Experience Manager, part of Adobe Marketing Cloud, for deploying a sophisticated content management structure across several systems. "I was impressed with how quickly and easily Adobe Experience Manager can be integrated with the other capabilities within Adobe Marketing Cloud," says Elliott. "Additionally, our online teams use Adobe Creative Suite for web authoring and editing, and Adobe AIR as a runtime to deliver desktop applications to internal customers."

UniCredit uses Adobe Analytics and Adobe Target to continue refining new and innovative online campaigns, such as its UEFA Champions League microsite, and drive customer engagement with its brand.



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Jonathan Elliott
Head of web analytics,
UniCredit Group

Toolkit

Adobe Marketing Cloud, including the Adobe Analytics, Adobe Target and Experience Manager solutions. Capabilities used include:

- Adobe SiteCatalyst™
- Adobe Test&Target™
- Adobe Test&Target 1:1
- Adobe Discover™
- Adobe DigitalPulse™
- Adobe Genesis™
- Web content management
- Digital asset management

Adobe Consulting

Adobe Creative Suite

Adobe AIR

While UniCredit is achieving online marketing successes using Adobe Marketing Cloud and other Adobe solutions, Elliott notes that Adobe Consulting has been instrumental in helping the company gain the greatest benefit from Adobe products. "We're huge fans of Adobe Consulting and turn to the service every day," he says. "We see Adobe Consulting as an extension of our team and they help us take a 100% data-driven approach, with every recommendation backed by industry best practices and years of experience."

Whether taking a fresh, new look at how the company is managing its web analytics, changing its business models to foster growth, or analyzing its international banking sites, Adobe solutions are empowering UniCredit Group to continue to innovate and drive measurable success in its online strategies across Europe.

For more information

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



Adobe

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