



Hello bank! Belgium

CASE STUDY

Overview

Hello bank! Belgium wanted to see how DataSine’s approach to personalisation could be used to increase user activation.

First we used Hello bank! Belgium’s first-party data to understand the distinctive characteristics and preferences of a selection of their customers. Then we created personalised user journeys for a campaign designed to encourage existing customers to increase account usage. All of this was done automatically through the DataSine platform.

Results



80% increase
in customer engagement

Key deliverables

- Merchant analysis
- Personalised marketing materials
 - Emails
 - Landing pages
 - Social

KPIs

- Campaign participation
- Open rates
- Click-through rates



This has been one of the most efficient activation campaigns

Campaign manager

About Hello bank! Belgium

Hello bank! is the first mobile and 100% direct digital banking platform in Belgium, and part of the BNP Paribas Fortis group. An innovation leader, they supply the market’s first online mortgage as well as crowdfunding products. Their typical customer is younger and online, with a proportion of their users migrated from Fortis youth accounts.