



# Hello bank! Belgium

CASE STUDY: Financial Institution

Omni-channel hyper-personalisation



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CASE STUDY

## 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.

## Method

First, we used Hello bank! Belgium's first-party data (transactional data, and CRM data) to understand distinctive characteristics and content preferences of their customers. This helped us segment their user-base into two different segments, each having unique content preferences.

Secondly, using our Connect platform, Hello bank! Belgium created personalised marketing materials for two audiences, across different channels. The personalised user journeys were compared against a business-as-usual control campaign.

## Overview

Hello bank! Belgium wanted to evaluate how content personalisation could be used to increase customer engagement and activation of existing customers across different channels (landing pages, paid ads and emails).

## Key deliverables

- CRM integration, analysis and audience segmentation
- Personalised marketing materials for two audiences
  - Personalised Emails
  - Personalised Landing pages
  - Personalised Retargeted Social

## Stats & Results

**500k**

Customers

**80%**

increase in  
customer  
engagement

**17%**

increase of CTR

***“This has been one of the most efficient user activation campaigns ever”***



| Marketing Manager