

BANKING AND INVESTMENTS CASE STUDY

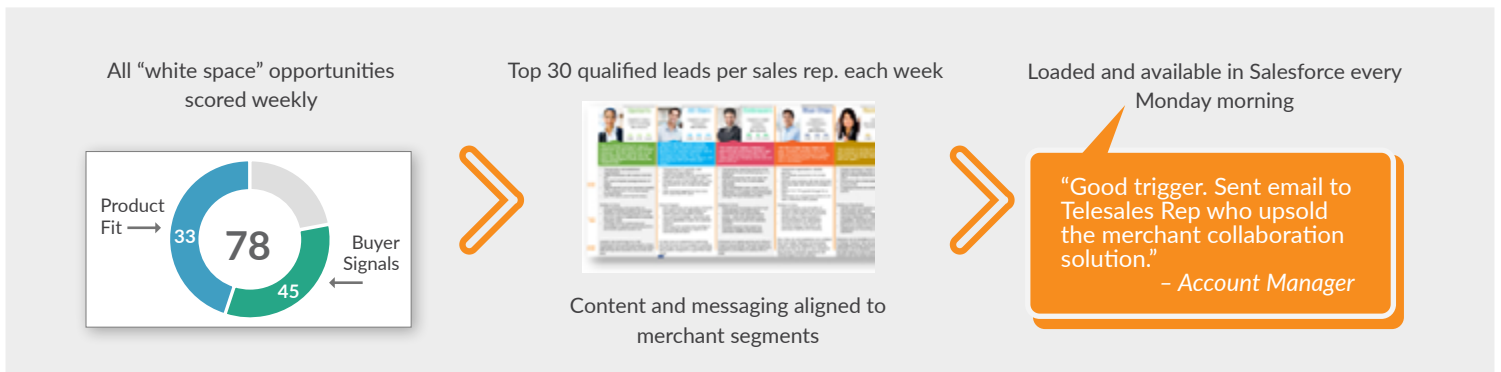
Digital and Mobile Payments Provider Improves Cross-Sell Performance by 4x in Mid-Market Customers

Challenge

One of the top global payment platforms had limited visibility into the cross-sell opportunities within its mid-market customer base of over 30,000 accounts. With more than 400 accounts per representative, account managers had a hard time identifying white space opportunity, prioritizing their outreach, and coordinating their activities with marketing's monthly product campaigns.

Solution

MarketBridge leveraged, developed, and ran advanced predictive analytics for each product line. Using multiple internal and external data sources, they were able to deliver a weekly list of the 30 most qualified opportunities—along with tailored messaging and content to each representative's Salesforce.com account. This data-based propensity model then triggered lead nurture campaigns within Eloqua for customers not ready to buy based on their next logical product.



Results

Prescribed Sales Motions

Every Monday morning account managers had a prioritized list of their top 30 opportunities in their queue, including current score, reason codes for the score, change from previous week, and recent customer engagement activity. Weekly volumes could be changed based on business priorities, availability, and experience.

Improved Win Rates

The win rate on opportunities increased from 12% to 46% — an increase of 34 points.

+34 pts

Significant ROI

The program generated a 478% return on investment (ROI) in the first eight months of deployment

+478%