

# NEXT BEST EXPERIENCE USE CASES FOR COMMERCIAL BANKING

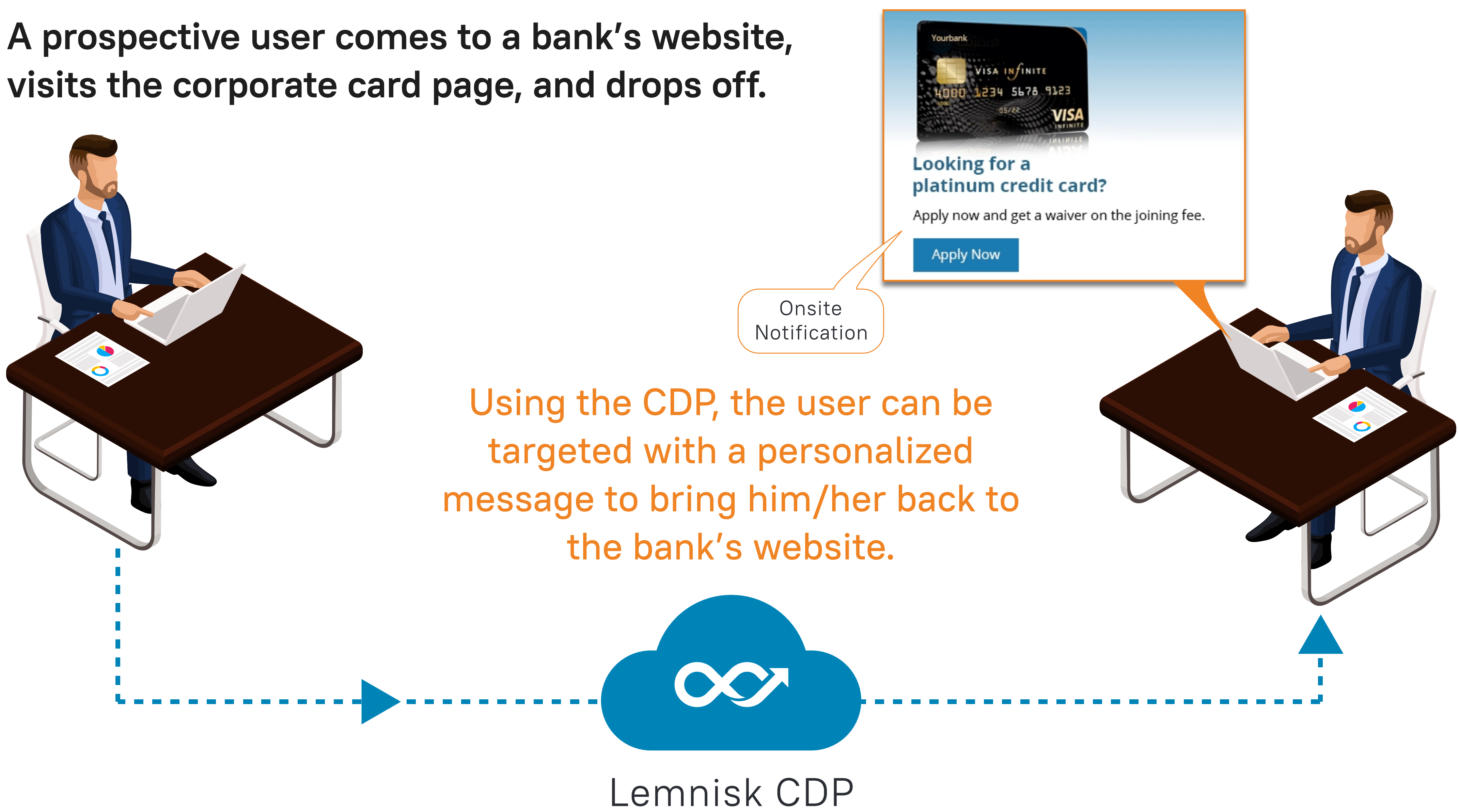
When it comes to commercial banking, it is difficult to track and understand each customer's buying propensity, behavior, and purchases.

A Customer Data Platform (CDP) is the perfect martech tool that can help banking marketers manage their customer data efficiently and target personalized messages for every banking customer.

HERE ARE 4 NEXT BEST EXPERIENCE USE CASES THAT MARKETERS CAN IMPLEMENT FOR COMMERCIAL BANKING USING A CDP:

## 01 PRODUCT INTENT

A prospective user comes to a bank's website, visits the corporate card page, and drops off.



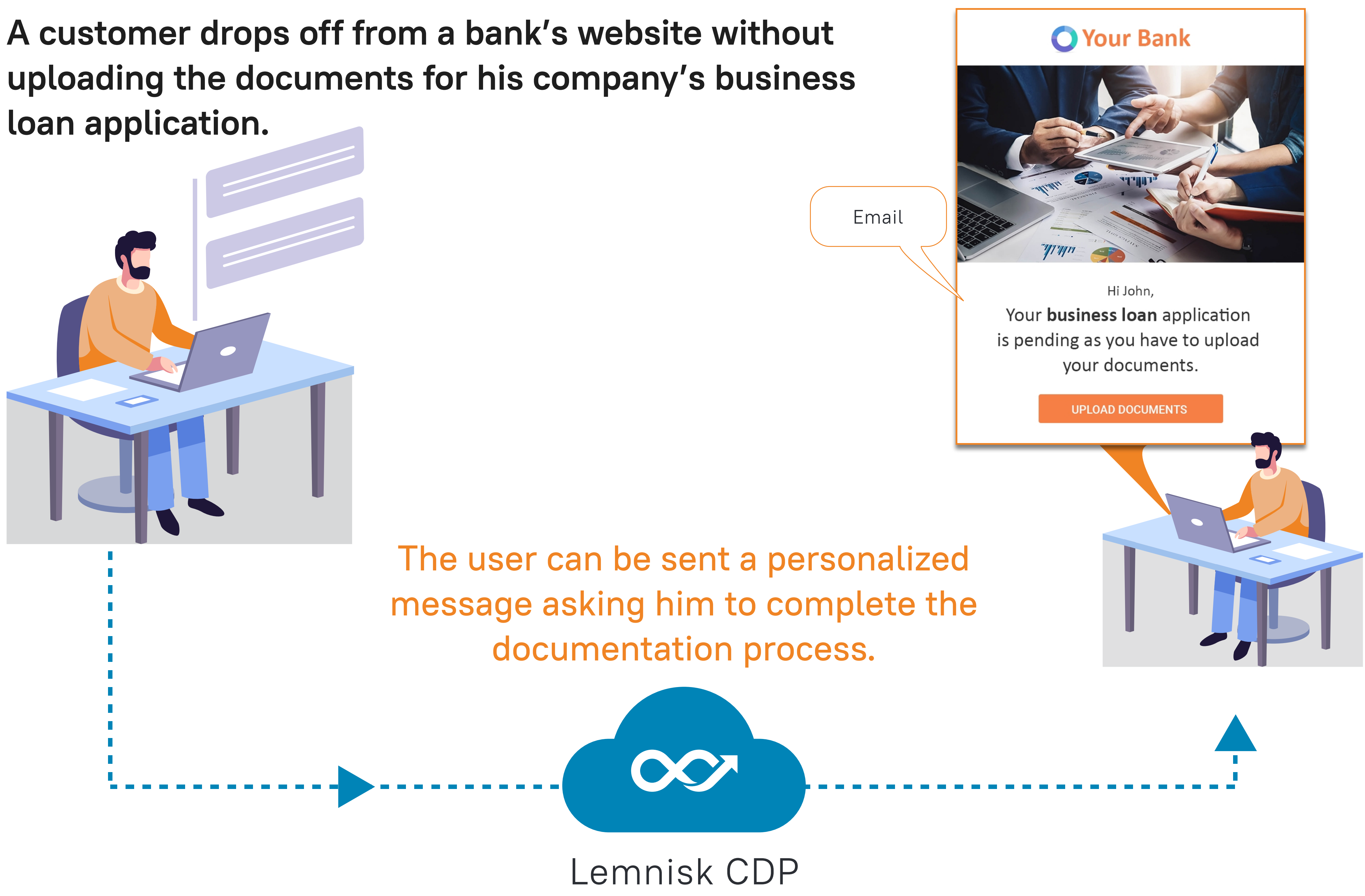
## 02 CROSS-SELL/UP-SELL OFFER

A customer who already has a corporate card can be sent a personalized cross-sell/up-sell offer to purchase another card such as a travel card.



## 03 PENDING DOCUMENTATION

A customer drops off from a bank's website without uploading the documents for his company's business loan application.



## 04 OFFLINE BRANCH VISIT

A prospect visits a bank's branch and enquires about their foreign exchange services and shares his details.

