ARGO Connects

Improving Customer Acquisition through Digital Marketing

An interview with David Engebos

ARGO’s Connects extends customer acquisition, experience, fulfillment, service, and relationship expansion capability to consumers, prospects, and customers across customer journey stages in an Omni-channel delivery ecosystem.

Q: How do you define “digital marketing”?

David Engebos: “Digital marketing detects, quantifies, and engages prospects in the early awareness and consideration stages of the customer journey. It enhances customer centricity by identifying and quantifying customer interest and intent, allowing the institution to demonstrate empathy through rifled engagement targeting specific needs. Digital marketing reaches and converts target audience opportunities through digital channels with timely and relevant content, driving traffic to the institution’s website, generating prospect leads, scoring interest levels, and deploying interactive engagement techniques. Automation improves efficiency and effectiveness for functions such as detection, identification, and behavioral information capture and retention, predictive propensity quantification, next-best-action decisioning, real-time active engagement, customer journey tracking, and KPI-based management insight.”

Q: How does Connects quantify and qualify a prospect?

David Engebos: “Navigation depth, time-on-page, and interaction provide key indicators of interest level in brand, product type, and specific product offerings. Active website technology tracks and measures visitor behavior to quantify intent and propensity-to-purchase (PTP) in order to understand customer needs. For example, a mere three second visit to the institution’s home page indicates weaker intent than navigation to and a 45 second stay on a specific product page.

Identifying potential value or quality of the opportunity allows the institution to optimize resource usage for engagement. Digital access may increase traffic but decrease the overall quality as measured by potential value. For example, two prospects may be interested in loans, but one may be interested in a small personal loan and the other may demonstrate interest in a business loan. Clearly, one has higher potential value, suggesting personal engagement might be indicated.”

Q: Describe the Connects detection and identification mechanisms for digital marketing.

David Engebos: “Digital marketing utilizes interactive website technology with real-time and periodic communication and engagement capability. It detects a visitor’s presence utilizing digital sensory technology embedded within the institution’s website. It uniquely identifies them as a first-time visitor, a returning prospect, or a current customer.”

Q: How does Connects quantify and qualify a prospect?

It quantifies and qualifies prospects based on navigation depth, time-on-page, and interaction, providing key indicators of interest level in brand, product type, and specific product offerings. Active website technology tracks and measures visitor behavior to quantify intent and propensity-to-purchase (PTP) in order to understand customer needs. For example, a mere three second visit to the institution’s home page indicates weaker intent than navigation to and a 45 second stay on a specific product page.

Identifying potential value or quality of the opportunity allows the institution to optimize resource usage for engagement. Digital access may increase traffic but decrease the overall quality as measured by potential value. For example, two prospects may be interested in loans, but one may be interested in a small personal loan and the other may demonstrate interest in a business loan. Clearly, one has higher potential value, suggesting personal engagement might be indicated.”
Q: Describe how Connects engages and tracks a prospect.

David Engebos: “Once the solution quantifies intentions and qualifies the prospect with respect to value, it utilizes targeted campaigns for intelligent engagement. This may involve displaying relevant website banners, sending email messages, presenting offers, scheduling appointments, or making bank initiated follow-up calls via contact center or branch. It adds data such as response rate and timing to the growing base of knowledge about this consumer to optimize campaigns, tracking this prospect through the lead qualification process.”

Q: What is the purpose and value of customer engagement?

David Engebos: “The traditional sales-centric one-size-fits-all method of marketing fails to connect with the consumer because of its inability to understand, share, and respond to their needs and sentiment. Increasing focus on projecting empathy sends positive signals to the consumer, increasing trust and decreasing friction.

Customer engagement increases understanding of who they are in order to meet their needs. It involves two-way communication ensuring customers feel heard and messages are relevant. Successful engagement employs digital sensory technology to detect and interpret interest and purchase propensity, allowing the institution to digitally “dialog” with the customer through a series of give-and-take communication opportunities, culminating in customer acquisition, relationship expansion, and positive customer experience. Throughout this dialog, the institution benefits from increasing customer knowledge including segmentation and specific needs, and customers benefits from relevant and sometimes segment specific engagement content and assistance as necessary. This figure provides detail regarding this two-way information flow.”

Q: How does this capability increase the institution’s effectiveness?

David Engebos: “Empathetic marketing connects with the consumer on an emotional level, creating better and mutually beneficial relationships defined by a shared understanding of the consumer’s specific needs, interests, and experiences. Financial institutions can leverage the power of a connected market as they move to a new marketing model that embraces improved customer-centric engagement within the entire Omni-channel space, including digital.

Nurturing and directing a prospect improves their customer experience through timely and relevant messaging, driving value for the consumer. Engagement helps users quickly find a solution that fits their needs and sends a strong message about personalized service.”
Q: How does Connects move the prospect toward becoming a customer?

David Engebos: “Connects detects website activity and tracks behavioral movement to determine prospect interest. Relevant and targeted engagement content specific to product interest influences the prospect. Connects proactively captures the lead and targets the prospect’s interests and needs with automated actions such as website banners, email offers related to the institution and the product, direct mail information, as well as human engagement via chat or proactive calling. The solution orchestrates actions appropriately based on the prospect’s needs and anticipated decision time. Beyond product offers, actions can influence the prospect with relevant educational materials. Messaging can be personalized based on product and prospect segmentation. All communications include an easy path to product fulfillment through Omni-delivery channels, allowing consumers to seamlessly utilize full self-service digital channels and human-assisted support through the branch or contact center.”

Q: How do you demonstrate cost-effectiveness?

David Engebos: “Quantifiable PTP scores drive customer engagement through decision analytics. For example, let’s take three cases: Consumer A had a specific product website time-on-page of three seconds, Consumer B stayed for 20 seconds, and Consumer C spent 30 seconds, and then took two additional navigational steps to learn more about specific product offerings. Digital marketing quantifies the probability of success with a PTP score, and directs the best engagement at the optimal time. Customer segmentation based on digitally sensed and customer self-disclosed information informs engagement methods for measurable cost effectiveness. Response options vary from inexpensive text messages and emails, to higher investment options such as video, written correspondence, and human interaction. Selecting the correct communication method based on value analytics drives cost effective digital marketing. Connects allows financial institutions to be economically selective with a digitally-based customer acquisition program as they make a digital transformation. Analytics and data-driven auto-decisioning drive successful digitally-based marketing transformation.”

Q: How does the solution nurture prospects not immediately ready to purchase?

David Engebos: “The solution places qualified prospects not ready to make a purchase in the sales pipeline. When handled properly, this queue becomes a great corporate asset. Major activities necessary to move the lead through the pipeline include following up, demonstrating value, creating trust, educating, providing targeted offers, and measuring responses. Using diminishing return criteria, configurable duration parameters define the marketing paths for these ‘buy or die’ leads. How you define and execute these activities makes you a guest rather than a pest.”

Q: As the customer journey continues, what is the value of gathering additional information?

David Engebos: “Customer knowledge increases engagement relevance. Three fourths of prospects become instantly irritated with irrelevant content. Relevance increases customer experience and improves the probability of moving the prospect to the next stage of the customer journey. Gathering information sometimes involves asking appropriate questions, making it clear that self-reported information will be used to help them meet their needs. For example, research shows women handle most of the household financials, conduct more in depth research, and employ more comprehensive consideration factors. Therefore, knowledge of a prospect’s gender allows engagement to be appropriately targeted. Accumulator, ARGO’s goal centric financial planning solution, provides value to the consumer while simultaneously obtaining useful customer information such as income, expenses, assets, and debt.”
Q: How can you measure results and ensure macro-level effectiveness?

David Engebos: “Connects tracks key performance metrics to determine areas of success and opportunities. The solution reports data by consumer, segment, marketing channel, location, and organization, allowing marketers and executives to drill down appropriately. Conversion ratios provide a key metric across customer journey stages to show customer acquisition effectiveness.”

Q: Summarize Connects Digital Marketing value to marketing departments.

David Engebos: “ARGO Connects Digital Marketing solution increases the institution’s competitive advantage and improves marketing cost effectiveness by detecting, identifying, measure, engaging, and tracking prospects beginning in the early awareness and consideration stages of the customer journey. It reshapes customer experience through automated data driven decisioning to improve engagement relevance and timing. It informs management insight with digital marketing metrics, quantifying success and failures across the website. This data empowers the marketing organization to improve in weak areas and optimize areas of digital marketing strength”

### Digital Marketing Comparison

<table>
<thead>
<tr>
<th>Legacy Systems</th>
<th>ARGO Connects</th>
<th>Progress Metrics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sensory</td>
<td>Actionable Website</td>
<td>Web traffic source, propensity capture, identification rate, number of cookies</td>
</tr>
<tr>
<td>Segmentation &amp; Targeting</td>
<td>Intelligent data-driven decisioning</td>
<td>Propensity &amp; customer data capture, lead capture rate, conversions by journey stage, survey engagement &amp; results</td>
</tr>
<tr>
<td>Engagement</td>
<td>Awareness and consideration stage</td>
<td>Campaign deployment rate, lead capture rate, conversions by journey stage</td>
</tr>
<tr>
<td>Campaign</td>
<td>Integrated &amp; relevant campaign strategy</td>
<td>Campaign deployment &amp; engagement, conversions by journey stage &amp; channel, responses</td>
</tr>
<tr>
<td>Follow up</td>
<td>Tracking</td>
<td>Survey engagement &amp; results, conversions by journey stage, customer data capture</td>
</tr>
<tr>
<td>Pipeline</td>
<td>Branch / contact center lead assignment</td>
<td>Lead &amp; sales conversions by branch and banker, customer data capture, pipeline forecasting</td>
</tr>
</tbody>
</table>