

# Regional bank in the Americas triples digital sales with AI-powered personalization

## Key Challenges



- Constant decline in customer engagement metrics despite MarTech investments
- Low cross-sell and retention rates for credit products, and negligible digital sales
- Limited client segmentation and data-science capabilities for personalized services

## Business Solution



We used Incedo Lighthouse™, our platform for AI-driven autonomous problem discovery and root cause analysis to:

- > Leverage full stack Data, AI and Cloud for ML-driven, cross-sell personalization
- > Deliver cross-cutting insights and actionable recommendations to maximize response rates
- > Personalize marketing & channel instrumentation for campaigns and model refinements

## Business Impact



**3x**

increase in digital sales during a 6-month period

**18%**

increase in dollar loan disbursements using new targeting models

**1.2x**

higher conversion rates across three key credit products



Get in Touch

