

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



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