

UBI < > Banca

 Silverbullet

UBI Banca

Partnership case study



## Silverbullet maximises the value of customer data to support data-driven marketing.

Silverbullet helped accelerate leading Italian bank, UBI's data and technology strategy, to empower its media, direct marketing and personalisation strategy.

At the time of the cooperation with Silverbullet, UBI Banca was the fifth largest banking group in Italy. Formed on 1 April 2007 from the merger of the Banche Popolari Unite and Banca Lombarda e Piemontese banking groups, the bank has quickly become a trusted financial service throughout the Italian population.

UBI has a multiregional coverage with 1,565 branches across Italy - of which 581 in Lombardy and 144 in Piedmont - and a significant presence also in the regions of Central and Southern Italy.

The leading bank has an international network driven by customer needs, meaning the importance of customer trust is high on the agenda.



In 2016, UBI Banca was seeking the support of a new kind of marketing partner, to help streamline its tech stack, to maximise the value of data collection and management, in order to support its customer loyalty initiatives.



# Customer Story.

UBI needed support in the selection, analysis and implementation of data-smart technology to help them unlock the value of their data assets. The financial brand needed a bespoke approach to support in the analysis and segmentation of data in order for it to build upon its trusted relationships with existing and new customers.

The three core areas UBI Banca wanted to focus its efforts around, included:

## 1. Media Campaigns

Centered around Mortgages and Loans, UBI wanted to increase performance campaigns based on look-a-like and retargeting audiences, by leveraging first-party data to improve lead generation via a data management platform.

## 2. Site Personalisation

A core focus for UBI was to utilise the value of data to drive personalisation across its website to achieve higher engagement and accelerate their conversion path.

## 3. Direct Marketing

The bank wanted to turbo-charge its direct marketing efforts by identifying new, eligible customers to cross-sell relevant online digital lending product based on their digital touchpoints.

**“The Bank needed to deploy a Data Driven Digital Marketing approach within its broader Data Driven Transformation strategy, and so we needed an expert partner who could design a custom-made data strategy for us starting from our most relevant use cases. We found that very partner in the team at Silverbullet.”**

**Guido Ghio**

Customer Journey & Digital Marketing Coordinator  
UBI Banca

# The Challenge.

## Inbound and outbound tech integrations.

In 2016, UBI first came to Silverbullet with one core objective: to help them select, implement and integrate the required technology into their tech stack to facilitate the collection, analysis and management of data.

The bank needed an expert partner to support them throughout their entire data life-cycle, to empower them in their data-driven future.

They turned to Silverbullet, for its proven aptitude in data and intelligence-driven marketing activation, to support their efforts in building a marketing strategy centred around the customer.

The core objectives were:



Implement and integrate the required technology to unlock the value of data



Increase campaign performance powered by first and third-party data



Personalise the website in order to drive engagement and accelerate conversion



Explore intelligence-driven marketing strategies to cross-sell new products to existing customers



# The Solution.

The Silverbullet team supported the brand by utilising its Silverbullet Services methodology: Empowerment of data sets | Build of required tech | Activation of data-driven marketing.

## Empowerment and Build Phases

Silverbullet's team of data and technology experts designed a bespoke data strategy on behalf of UBI, whilst implemented their chosen technology: Oracle DMP BlueKai.

In addition to completing the implementation, the Silverbullet experts seamlessly integrated the DMP into the wider tech stack, ensuring a frictionless flow of data and intelligence throughout the organisation, from data collection and management through activation.



## Activation Phase

Once the infrastructure was in place, Silverbullet supported the bank in its data activation strategy, across programmatic advertising, paid search, paid social, site personalisation and direct marketing.

By unlocking the value of first-party data, the bank was able to execute a trusted, customer engagement strategy, to uphold its reliable brand presence across the Italian regions and to improve their lead generation strategy.

# The Results.

## Data-driven marketing.

By leveraging a well-built data and technology infrastructure, UBI were able to drive campaign performance, increase site personalisation and get creative with their direct marketing efforts.

Silverbullet were able to deliver powerful results to support the banks objectives:



"With the world increasingly moving towards a first-party data future, we have been delighted to have Silverbullet as our partner to help us step into the new marketing age. By unlocking the value of our data, we have been able to get closer to our customers in a trusted and privacy compliant way. It's been a pleasure working with the Silverbullet team."

Guido Ghio

Customer Journey & Digital Marketing Coordinator  
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 **Silverbullet**

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