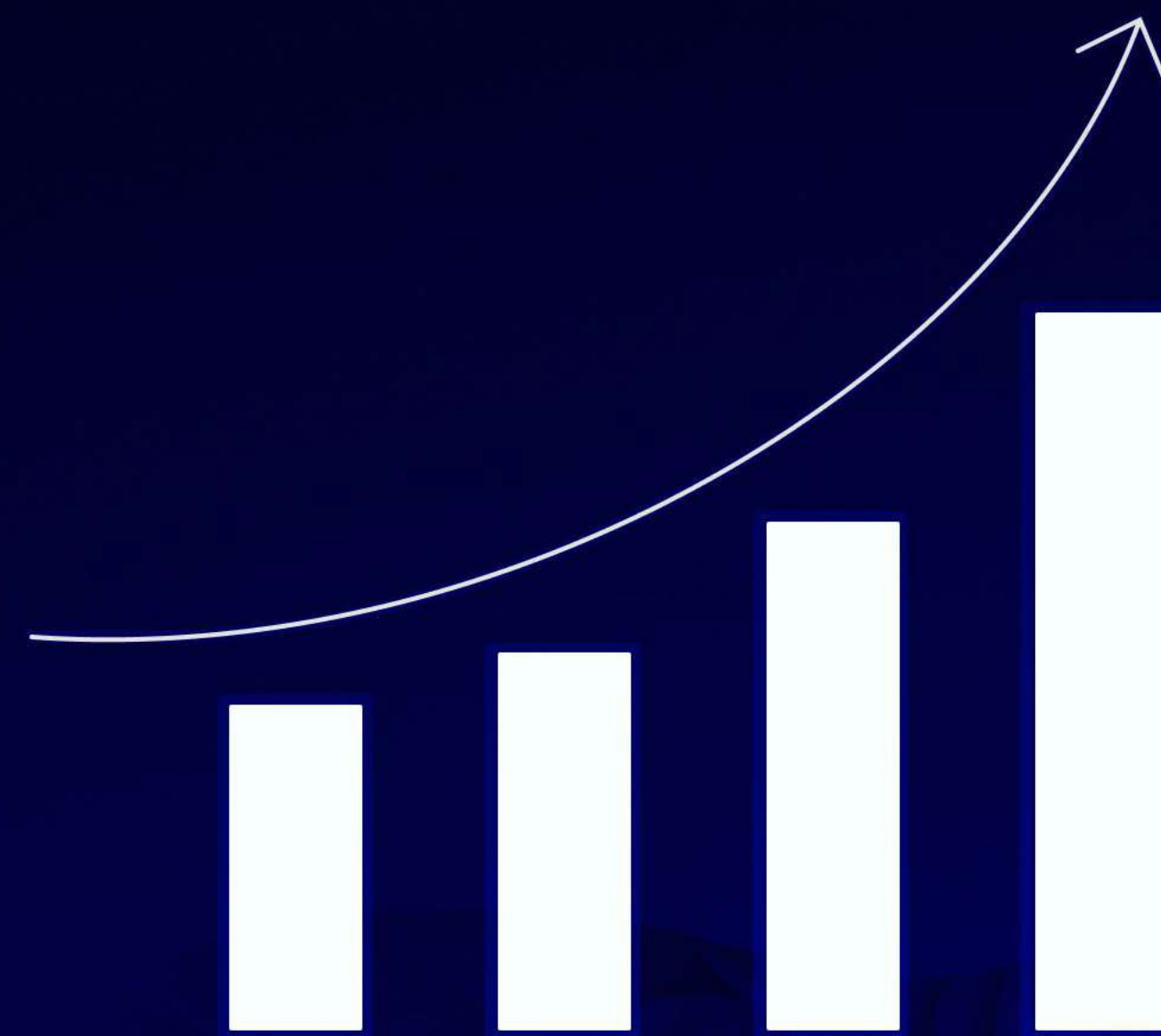first hive

How a leading
MUTUAL
FUND

aced the Audience Segmentation
& Campaign Optimization with a
Customer Data Platform?

first hive

Mutual Fund houses need persona-based folio profiles, & they need to be activated across different segments to run campaigns. This leading Mutual Fund house chose to employ FirstHive as their Customer Data Platform for data ingestion & channel integration to enable seamless access to enriched customer data.

first hive

Problem statement

Bringing siloed data together

They were unable to leverage data sitting in silos. CAMS data about mutual funds, SIPs & other related transactions were in multiple sources. Their existing data warehouse only could cater to a raw dump of data without any organizing abilities.

Investor profile creation and segmentation

They depended on IT teams and their manual effort to segment customer data for any further use of campaigns. This arrangement was not scalable considering the magnitude of data operations that was required by the national bank. This also led to issues with last mile activation.

Intelligent attributes are numeric values across 170 parameters that need to be calculated to build a customer profile. However, this was not possible with the then existing scheme of things.

They were not able to identify anonymous visitors who came to the website.

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Impact

Reduced from 15-day time frame to 2-day time frame

Derivation of intelligent attributes or full-scale data in a reduced time frame with calculated data generated. This brought down the enriched data available from 8-15 days to a 2-day window time frame, with availability of continuous data.

Manual to Automated Dashboards

Built profiles in summary table including 40 - 50 queries where each query was run manually. With FirstHive, all this is done over a Machine Learning layer, providing real-time data and automated report creation.

Solutions

Cohesive Investor experience delivery

Enriched Investor profiles with 170 Intelligent Attributes

FirstHive brought together 170 diverse intelligent attributes to build the profile and summary table for the marketers. We ingested data in a way to build the data structure that supports these attributes. With that they were able to do perform further intelligent segmentation.

Converting anonymous visitors with Exit Intent Campaigns

Exit intent campaigns to capture the data to identify who are the anonymous visitors who came to the website. This not only helped build identities for unknown visitors but also capture the identities in real time.

Customized Dashboards with Mutual Fund Investor focus

Created business objective driven dashboards. These dashboards provide reports that come with static summary data. Instead of that, we enabled senior professionals to access campaign data and segment data, tag wise analysis, and many other important metrics that they choose to track in real-time. Dormant Customers and their last interactions, last scheme exit, and last transaction value before exit are available in a single dashboard. Some other critical dashboards were to track Sales and Acquisition.

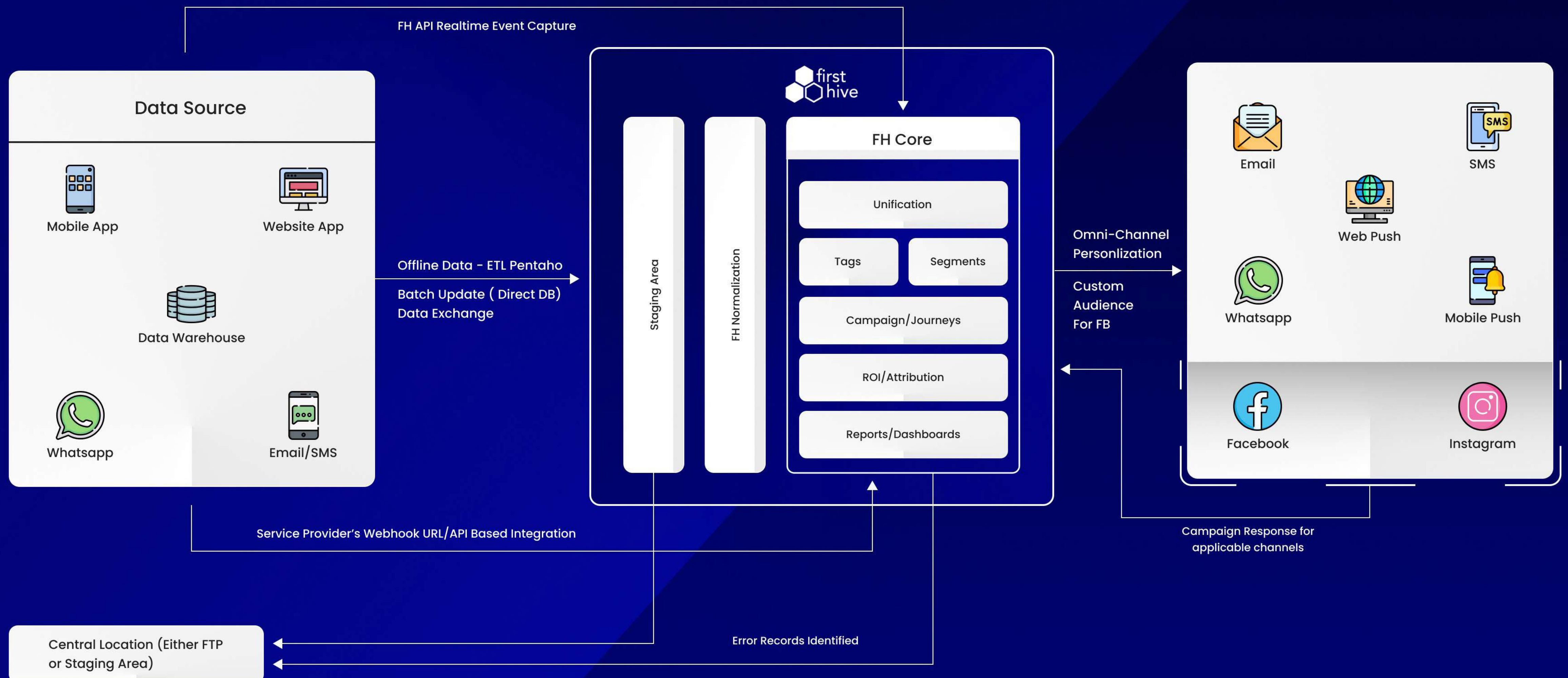![first hive logo]

Tag Analysis Insights

Tag Analysis helps you evaluate and measure campaigns across different customer segments. They were able to actively draw data in real-time and run campaigns for different segments and goals.

- SIP Top Up
- Small Lumpsum
- High Risk Dorments
- Retirement
- Webinar Campaign
- Bonus Related Campaign

CDP: Data Architecture

Data Source
- Mobile App
- Website App
- Data Warehouse
- Whatsapp
- Email/SMS

FH API Realtime Event Capture

Offline Data - ETL Pentaho

Batch Update (Direct DB)
Data Exchange

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Staging Area

FH Normalization

FH Core
- Unification
- Tags
- Segments
- Campaign/Journeys
- ROI/Attribution
- Reports/Dashboards

Omni-Channel Personlization

Custom Audience For FB

- Email
- SMS
- Web Push
- Whatsapp
- Mobile Push
- Facebook
- Instagram

Service Provider's Webhook URL/API Based Integration

Error Records Identified

Central Location (Either FTP or Staging Area)

Campaign Response for applicable channels

Why FirstHive is a preferred CDP for Mutual Funds?

This leading Mutual Fund chose FirstHive because they could renew dormant customer data into real-time interactions, increasing investments.

- FirstHive comes with pre-configured 720+ connectors for channel and data integration.
- We can deliver sector-specific customized dashboards to review multiple KPIs
- Omni-channel execution binding Email, SMS, call center, web push, app push, and Whatsapp.
- Last mile activation can be enabled via FirstHive's CDP with its Reverse ETL capabilities to enhance their current models.