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GEM

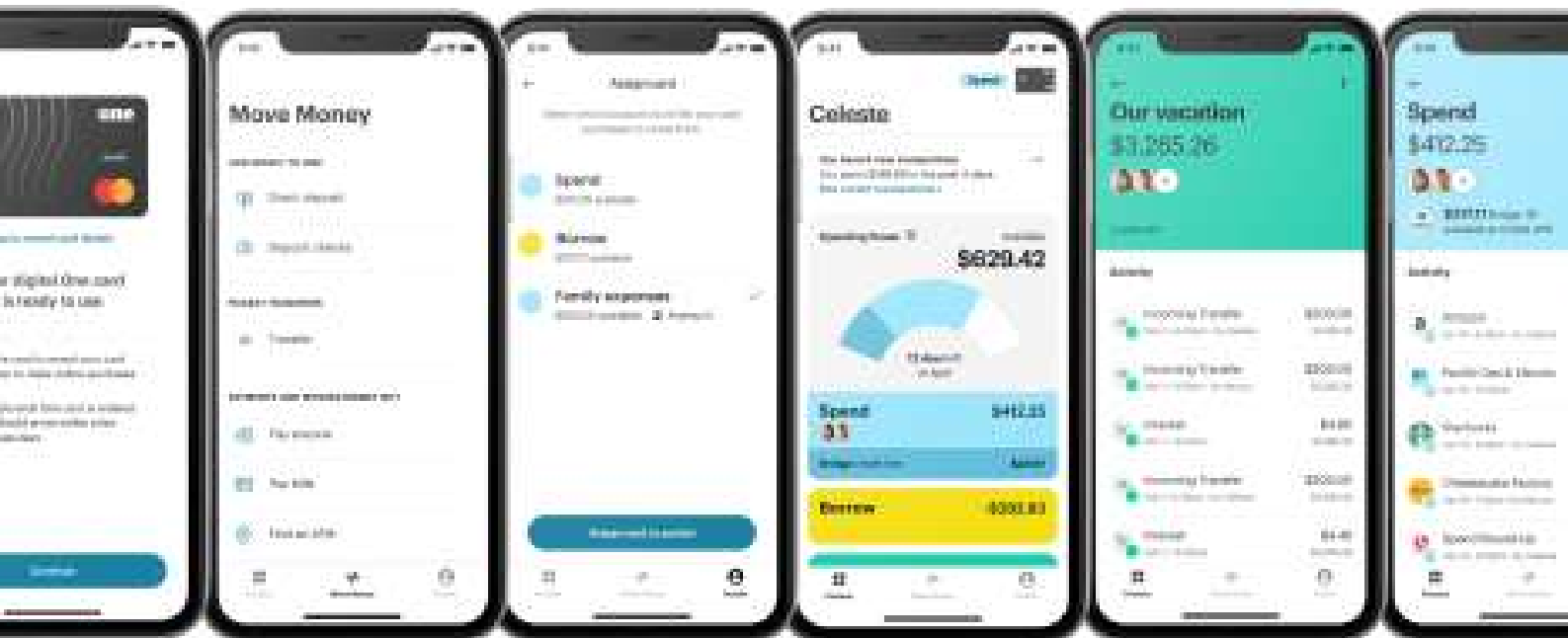
Case Study

Cogni Bank



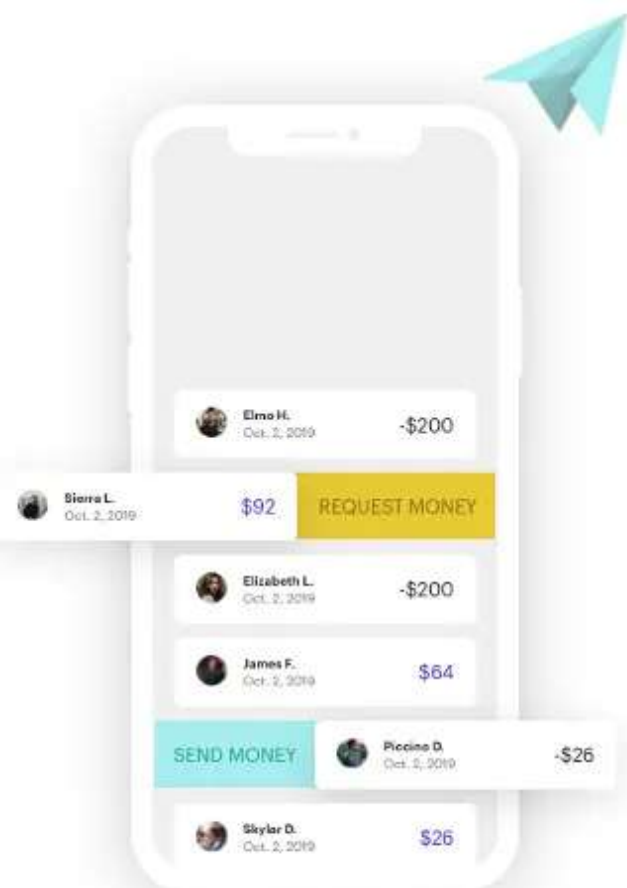
Challenge

The emergence of online-only "challenger" banks contributed to a dramatic change in the banking industry—accentuated by better offerings and innovations to tech-savvy consumers. To compete with a rapidly growing choice in mobile-first online banking, and to quickly differentiate its brand from others, Cogni had to rethink the approach to online consumer engagement, client acquisition, and performance marketing. To deliver on this important digital initiative, the bank partnered with GEM to provide interim acceleration services in mobile banking expertise, online marketing, and client acquisition.



What We Did

We leveraged the banking industry and mobile-first experts and experience in performance marketing execution, as well as our digital strategy expertise to drive the bank's new mobile offerings. Helping the bank initiate a user-centric approach to the new mobile platform, as well as re-energizing social media channels, we ran effective marketing campaigns to enable new clients to easily organize their finances using customizable tools, quickly deposit stimulus checks, and easily open new accounts. In addition, we helped simplify how customers engaged with customer service agents. Enhancing the online interactions with the new 'challenger' bank unlocked new revenue potential and positioned the platform for growth.



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