

Building data-driven and user-centric digital strategies for Financial Services





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BNP PARIBAS
FORTIS



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nobi.digital



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Belgium & Luxembourg



CONTENTSSQUARE

Today's agenda

- Welcome and introduction by Contentsquare
- BNP Paribas Fortis and Nobi : a long term partnership for a successful data-driven way of working
- Understand better your customers and improve their digital journey with Contentsquare
- Q&A

Contentsquare



Created in 2012
Next40 - \$310 million



200 innovators
in R&D & products
+30 patents



+800 customers
in 26 countries



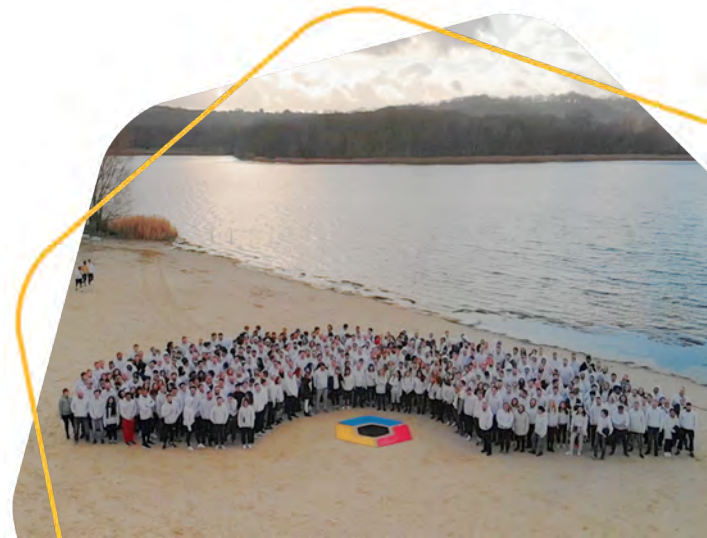
+800 employees
Paris, London, New York,
Munich, San Francisco, Tel
Aviv, Tokyo & Singapore



+100 partners
with 75 integrations



#1 global benchmark
Based on trillions of behavioral
data

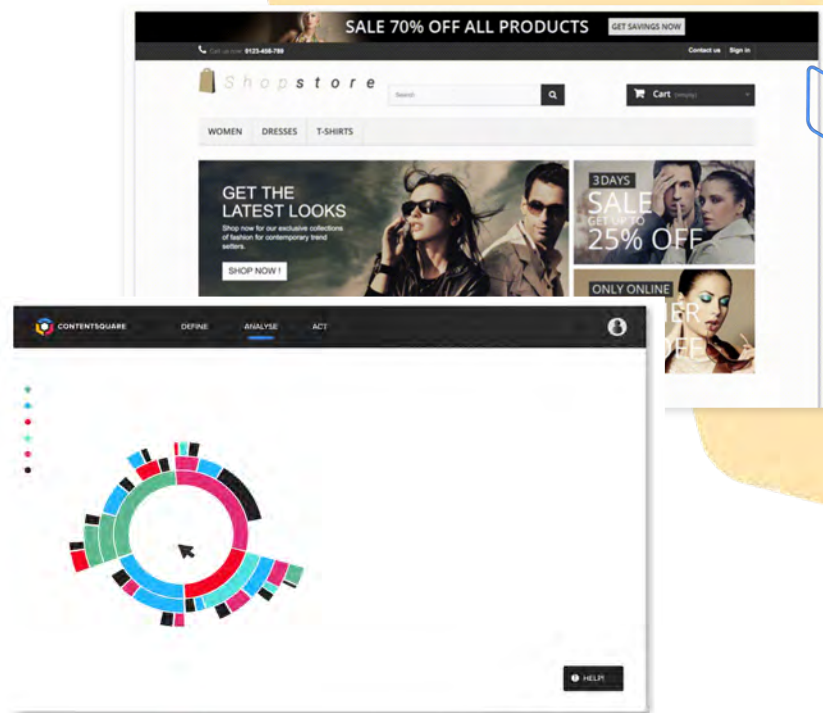




Contentsquare empowers brands to deliver better digital experiences.

WEB - MOBILE - APP

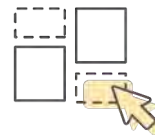
Our **Experience Analytics Platform** tracks and visualizes billions of digital behaviors, delivering intelligent recommendations that everyone can use to grow revenue, increase loyalty and fuel innovation.



Our value proposition

No tagging
plan

The whole site is tracked
automatically (including non-
clickable items and site updates)
> No tagging plan
> No implementation effort



Business
Insights

Unique business and UX metrics
directly on your pages (revenue,
impressions, conversions, scroll,
click recurrences...)



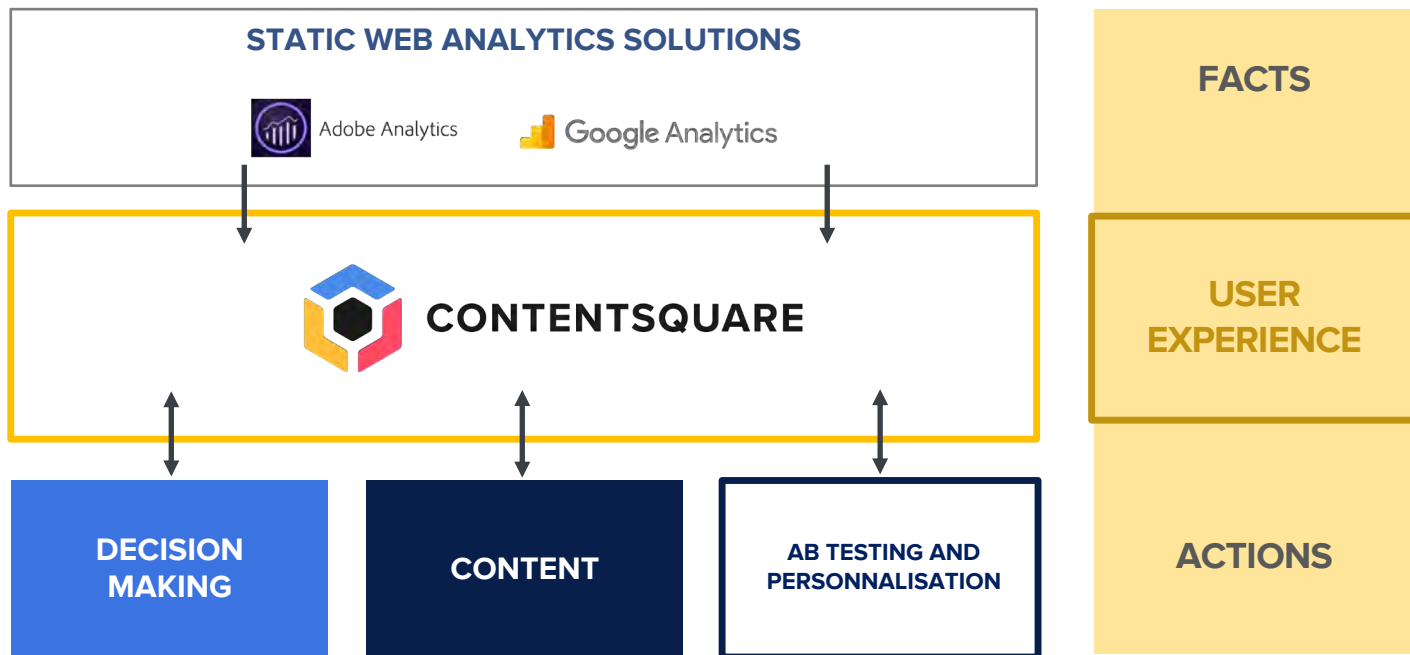
Intuitive
data
visualization

Unique visualizations to ease quick
access to insights (sunburst, data
directly on your pages, replay
session ...)

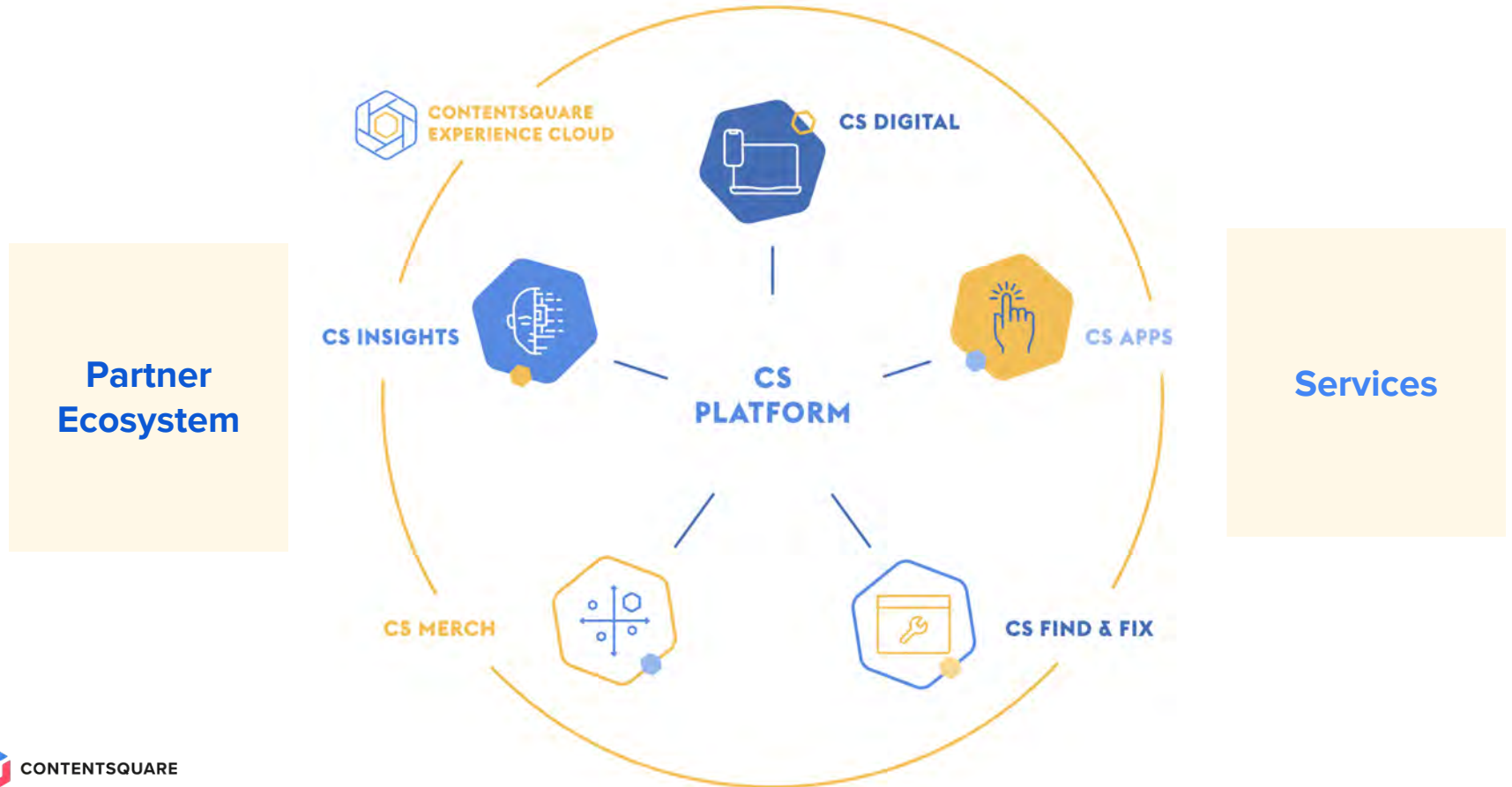


Understand User Behaviors

Understand **HOW** and **WHY** an action is working for you



Contentsquare Experience Cloud



To sum up...



**Boost your conversions
and engagement**



**Place data at the heart of
your teams and all your
decisions**



**Give visitors a perfect
experience**



BNP PARIBAS
FORTIS

Together we commit to a better society,
as the trusted financial companion,
at all moments of our client's life.

PART OF BNP PARIBAS, A WORLD PLAYER WITH EXTENSIVE GEOGRAPHICAL REACH

198,816 employees in 71 countries

3.5 millions retail
customers
(1 belgian out of 3)

325 corporates

8.700 midcaps

13,995
NORTH
AMERICA

13,586
BELGIUM*

151,654
EUROPE

18,379
ITALY

18,676
ASIA-
PACIFIC

57,233
FRANCE

3,659
LUXEMBOURG

517
MIDDLE-
EAST

10,052
AFRICA

3,922
SOUTH
AMERICA

* Of which BNP Paribas Fortis: 11,689

The bank for a changing world



**BNP PARIBAS
FORTIS**

Our Mission

'Empower organisations for data-driven growth'



Our Focus

- Tag Management
- Web & Mobile Analytics
- Experience Analytics
- Conversion Rate Optimisation
- Data Management Platform
- Customer Data Platform
- Customer Journey Analysis & Orchestration

Our Services:



Some of our customers



DOWNLOAD OUR LATEST E-BOOK (it's free)

WHY ORGANISATIONS ARE FORCED TO TAKE CONTROL OF THEIR CUSTOMER DATA

A quick guide to capitalise and drive business value from this shift

[Download the e-book](#)



BNP Paribas Fortis x Nobi.digital



Collaboration since 2013 for Hb! & BNPPF on many projects

- ★ Vision & strategy for data-driven way of working
- ★ Program definition for Digital Intelligence
- ★ Solution evaluation, selection & Implementation
- ★ Reporting & Analysis
- ★ Conversion Rate Optimisation program
- ★ Cross channel optimization through DMP
- ★ Support for Marketing automation & CDP
- ★ Data Quality monitoring
- ★ Privacy compliance audits
- ★ Training & education

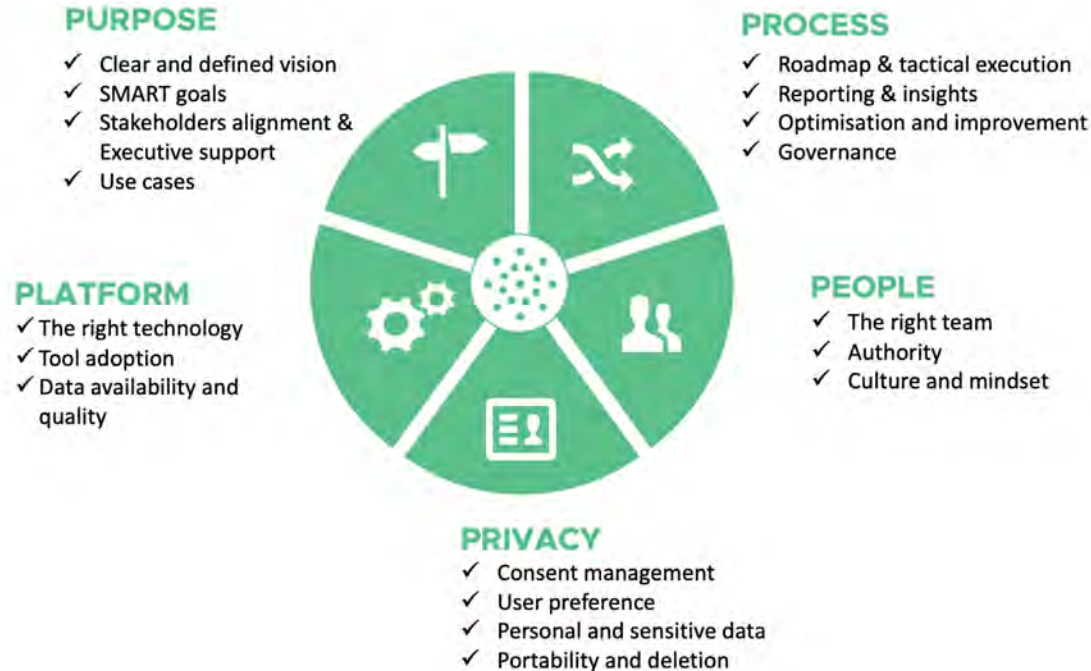


CONTENTSSQUARE



Nobi's 5P methodology

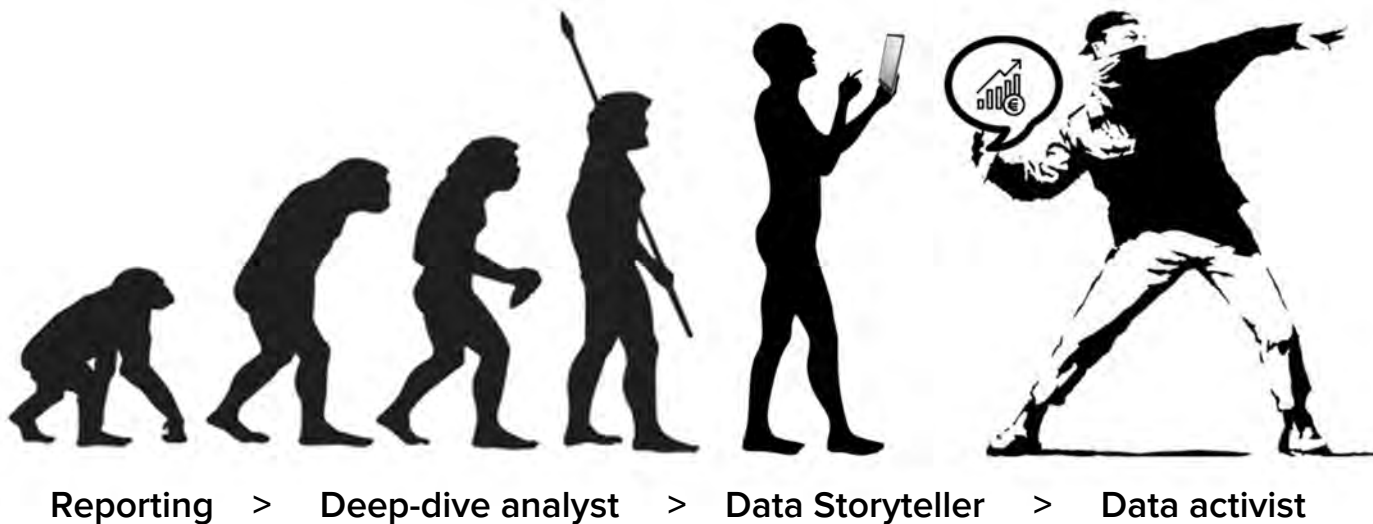
"You need to have the right maturity level on these 5 domains in order to succeed in each phase of your journey towards a successful data-driven way of working"





The (R)Evolution of the Digital Analyst

*'Every digital analyst can come with some data
Only the good ones can really drive optimisations & growth'*



Squads

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ARCHI

LEGAL

CRM

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CPO/CSM

INVEST
CPO/CSM

CREDIT &
INSURANCE
CPO/CSM

MOBILE
CPO/CSM

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SQUAD
PO/SM

Digital Analyst

Business Analyst

Concept & UX

Developer

Tester

...



IDEATION



REFINEMENT



REPORTING



ANALYSIS

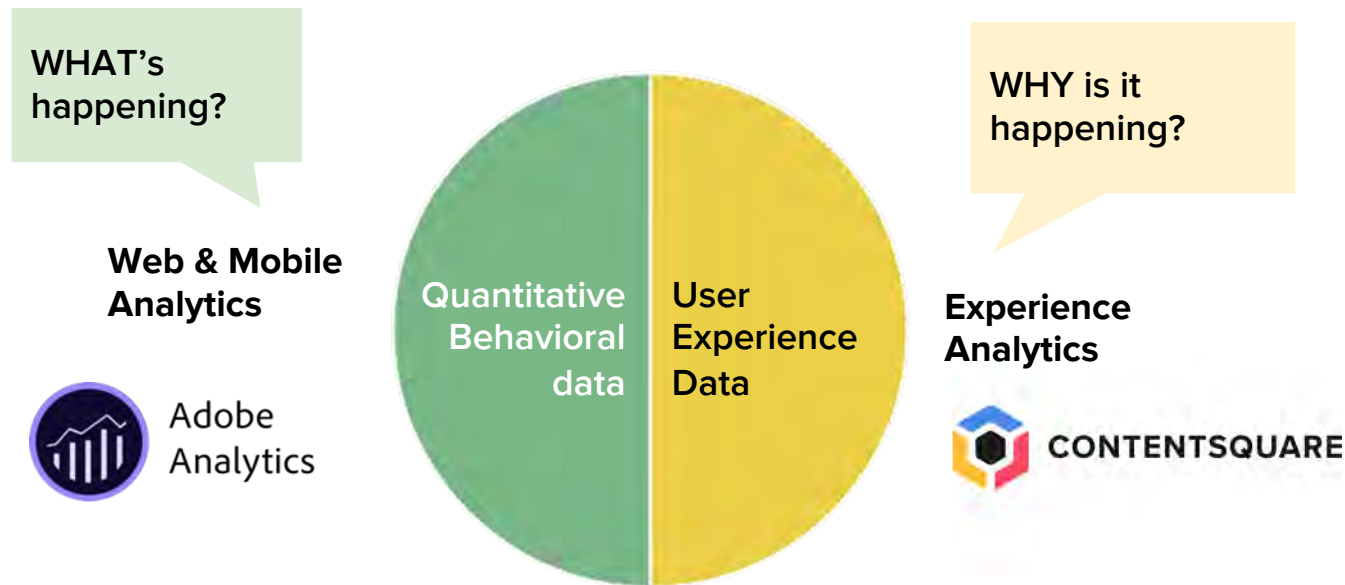
DIGITAL
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SQUAD

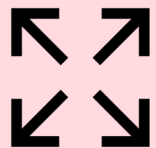
DA Tools
Maintenance &
Strategy

R&D
MVP

Continuous
Improvement
Training

Two complementary tools to understand behavior





Analysis of AB test results

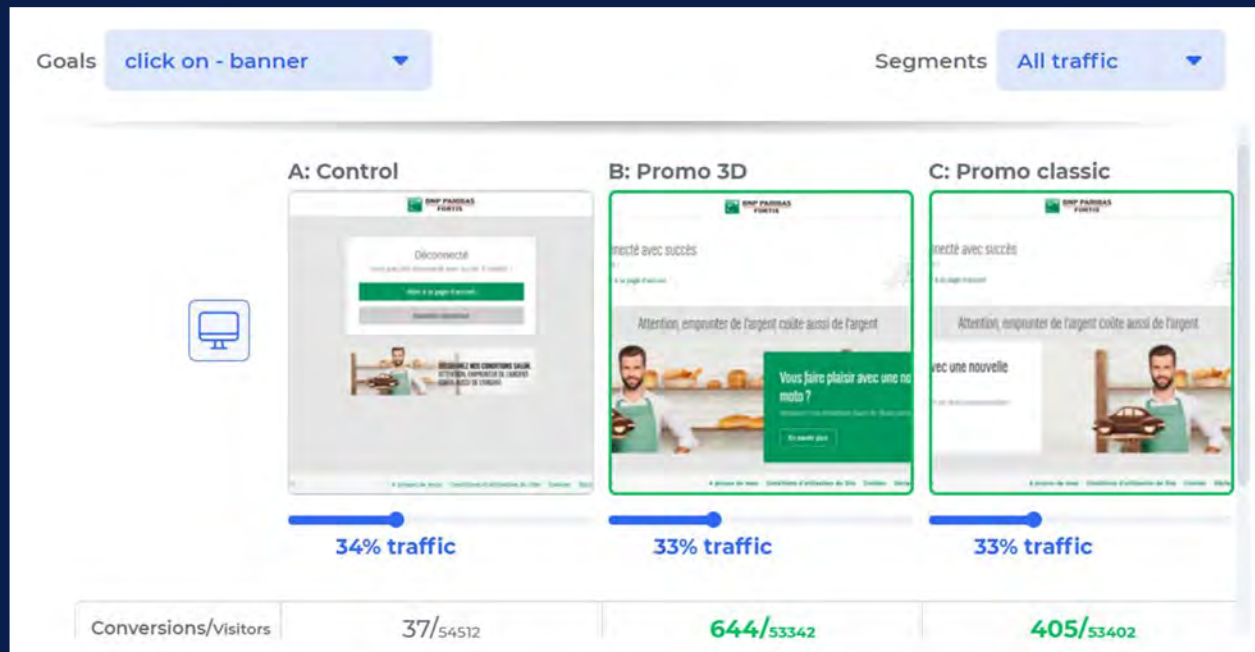
Logout Page A/B test



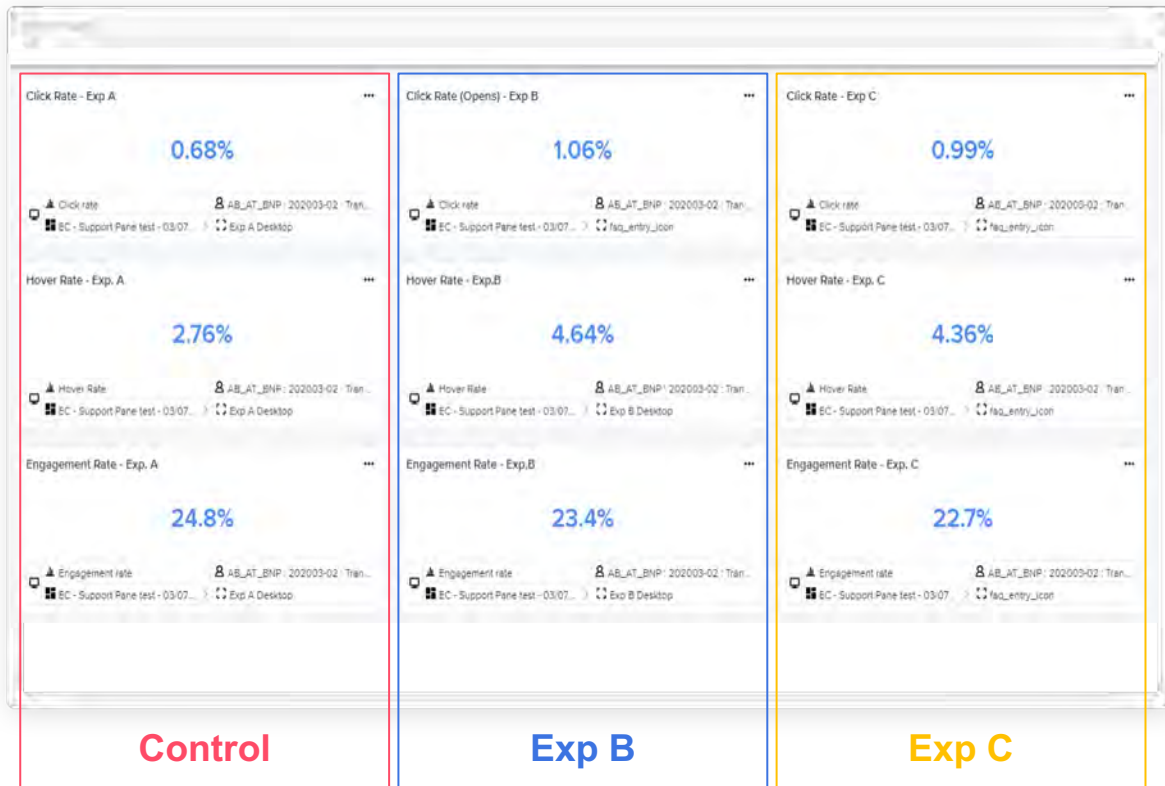
Background

Last year, a test was run on Adobe Target to **optimize the *logout* page** on the BNPPF website

Adobe Target told us which test was performing best, with **statistical significance**, but we needed to understand the experience



Workspace to monitor unique metrics

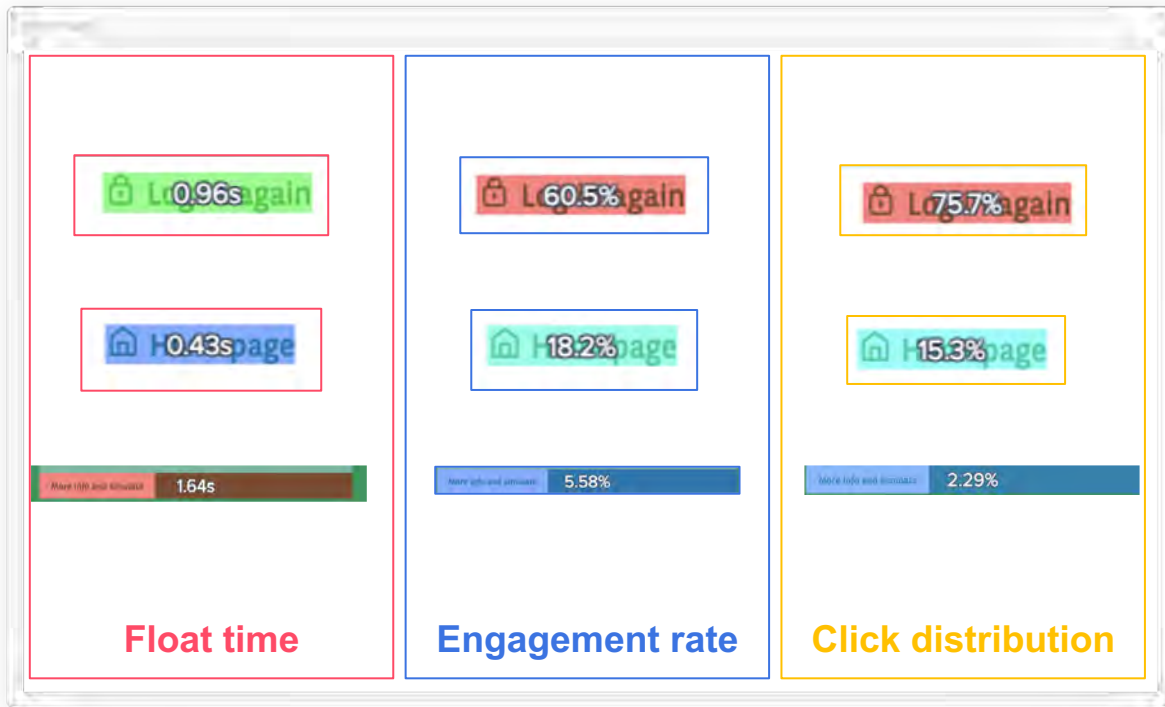


Visitors were more likely to click version B - but was it a better experience?

Contentsquare unique metrics allowed us to remove noise from the analysis and measure quality of experience

Using unique metrics like hover rate, engagement, exposure etc. we could analyse the experience as well.

Zoning Analysis - fast and visual metrics



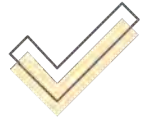
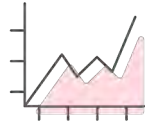
We enjoyed the benefits of Zoning Analysis in this analysis:

- Instant, self-service snapshots of different test versions
- 100% data, not sampled, allowing us to analyse low traffic better
- Unique metrics

In these examples, we were able to see:

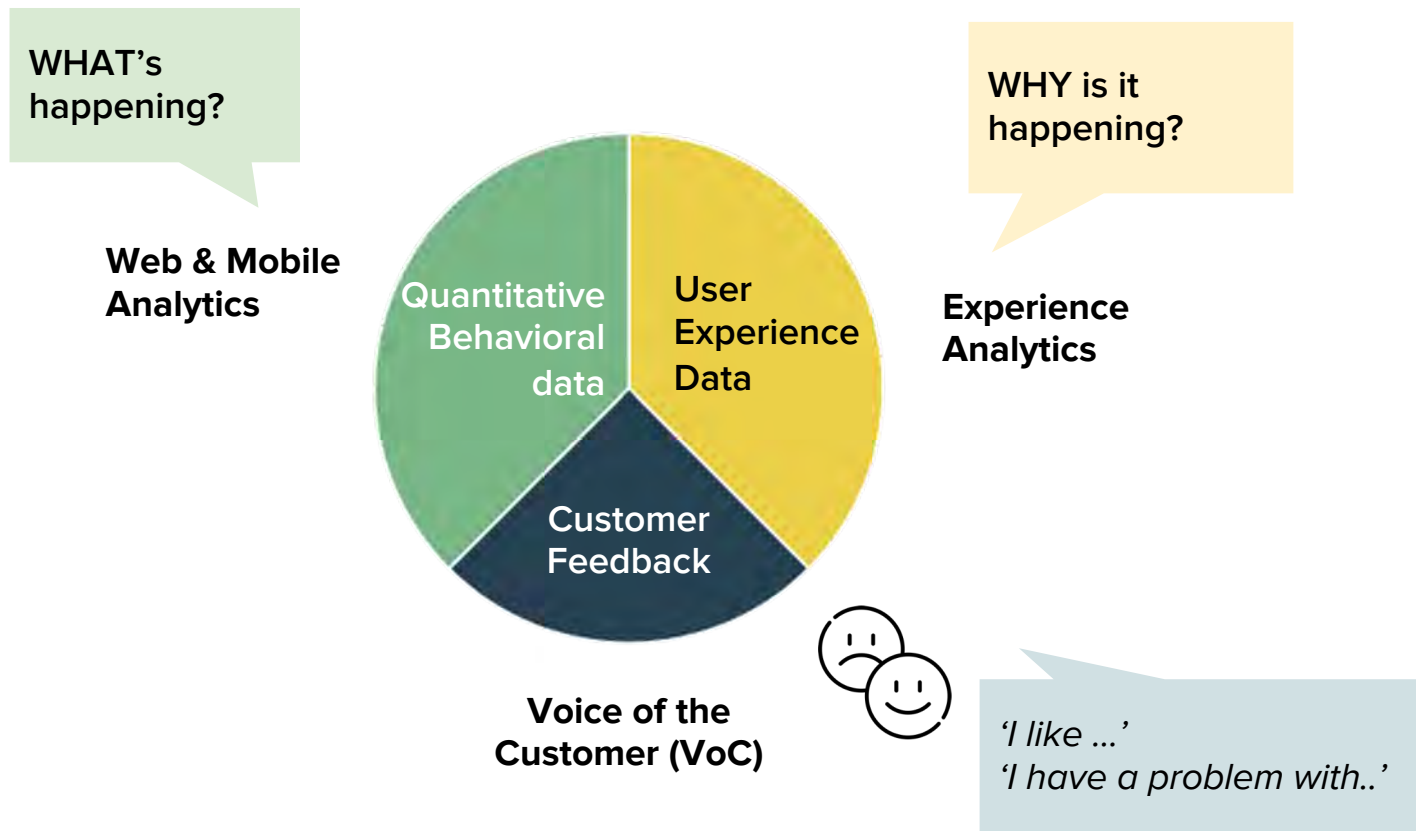
- Float time - How long did they hover over each support option?
- Engagement rate - How many hoverers clicked?
- Click distribution - Which was the most popular option?

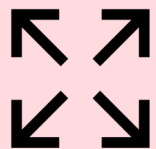
What was the result?



- Successful test with statistically significant result through Adobe Target
- BNP digital analytics team were able to present a consistent, clear story from Target to Analytics to Contentsquare
- Contentsquare metrics reassured the team that the quality of customer experience was not negatively affected by the test
- The winning version was implemented

3 types of data to clarify customer behavior





Medallia and Contentsquare

VoC use cases



Medallia, to Adobe to Contentsquare

1. Customer feedback

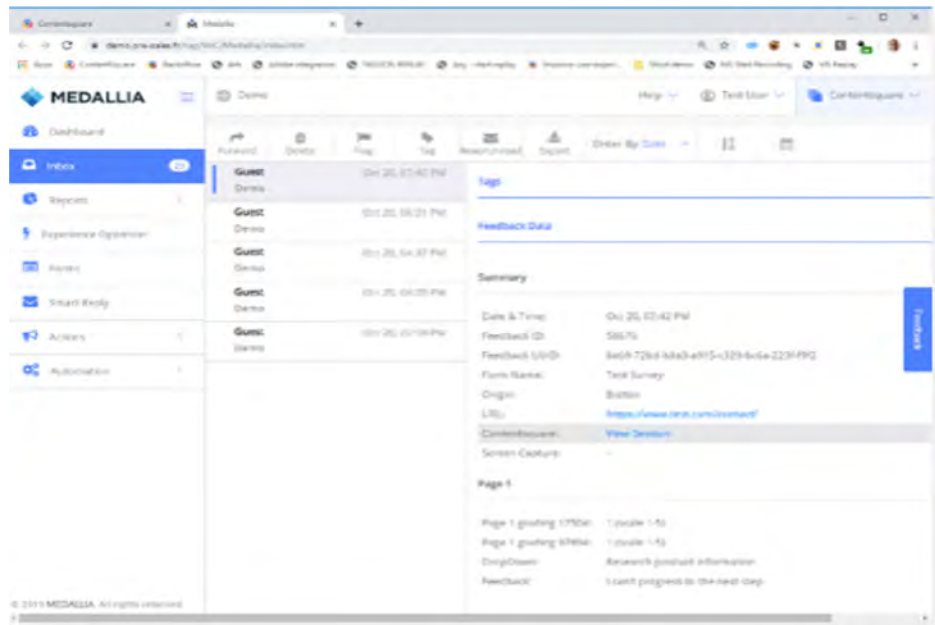
 Medallia

1. Quantify

 Adobe Analytics

1. Understand the experience

 Contentsquare -Access session replay recording through a single click in VoC feedback



Segmenting down to visitors who left feedback

The screenshot displays a segmentation tool interface. A search bar contains the text "FB_MD". Below the search bar, a list of dynamic variables is shown:

- FB_MD_NPS Rating LTR
- FB_MD_Feedback Form Type
- FB_MD_Feedback Submitted
- FB_MD_Feedback UUID
- FB_MD_Rating General_rating_1_5
- FB_MD_Feedback Invite Displayed
- FB MD Feedback Button Clicked

The background of the slide features several overlapping images of financial dashboards and a person working at a desk. The dashboards display various percentages and data points, such as "0.23%", "0.60%", "0.04%", "0.03%", "10%", "1.27%", "0.51%", "2.31%", "0.59%", "40.9%", and "35.3%". A "COMPARE" button is visible on one of the dashboard overlays.

Key takeaways

1

Start with a **clear vision & aligned ambitions** (across the traditional silo's) & get **executive support**

2

Focus not only on the **Platform**, also **Purpose, Process, People & Privacy**

3

Position Digital Analytics as a **continuous process for improvement**

4

Combine **Quantitative** with **Qualitative** data & **user feedback** to gain deep insights in behavior

5

Digital Analyst should come with clear recommendations & act as a **Data Activist** to activate stakeholders to drive optimisations



THANK YOU !

If you have any questions
contact Juliette :

juliette.lacroix@contentsquare.com

