

Casestudy

Cards Major Realized 40% Efficiency

Gains in Test & Learn
Using Tredence
Accelerator →

Client Context

A top 10 U.S. credit card issuer conducted **over 150 direct-to-customer (D2C)** campaigns annually for its branded and white-labeled card product portfolio. Legacy test and learn tools and processes, stemming from outdated methodologies and technologies, presented numerous challenges in the current landscape.



The Challenge

The credit card major found itself faced with three major problems:



Lack of standardized control groups:

Control groups were not standardized for acquisition, share of wallet, balance transfer (BT), and cross-sell campaigns. This absence of uniformity resulted in overly manual and judgment-based campaign cell designs.



Siloed data:

Despite the issuer holding 60% of the necessary data in their campaign tool, information required to define a campaign and measure its impact was often siloed. This led to time-consuming manual efforts to combine additional data and formulate ad-hoc marketing lists.



No knowledge institutionalization:

Campaign learnings were typically created on PowerPoint and failed to permeate the organization, hindering the development of institutional memory.

Tredence Solution



Tredence used its accelerator – the Test & Learn Platform (TALP), to create a custom, one-stop campaign tool, allowing every marketer to develop informed campaigns.



We focused on robust measurement practices and governance for the tool, removed dependencies, and retired an expensive legacy platform that had outlived its purpose.



Even better, the in-house tool can easily be customized without downstream lock-in/maintenance costs.

The Approach

Tredence built and delivered a bespoke platform within six months—multiple domain and technical experts evaluated and categorized different types of campaigns, data requirements, and measurement methodologies. In addition, we developed a streamlined marketing datamart, overlaid with robust data governance and dictionaries, while working closely with the CMO and CIO teams.

In parallel, we customized our TALP accelerator to create a segmentation/targeting tool with best-practice statistical analytics and UI-UX design. The platform reached close to 100 percent adoption within two months of launch, thanks to holistic training, roadshows, and adoption support.

Business Impact



Universal adoption

Achieved ~ 100% adoption of the new Test & Learn platform within the cards division and expanded the same to the Deposits and Loans businesses, with a 40% increase in efficiency.



Significant cost savings

\$3.75M saved over five years by decommissioning the legacy platform.

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