Managed Services provides access to experienced resources & infra responsible for managing every step of campaign execution and portfolio management activities

Business Challenge

Support in overall cards portfolio strategy to growing card business performance and deepening customer relationships through data-driven, lifecycle marketing activities

- Provide infrastructure to support CLM and Portfolio Management activities
- Enhance on-boarding and increase activation speed
- Increase customers engagement and maximize retention
- Increase and maintain overall Customers Lifetime Value
- Increase Marketing campaign effectiveness

VCA Approach

Platform Integration

- . Platform integration
- Initial portfolio analytics and opportunity identification
- 3. Data visualization & communication channel integration

1

Full infrastructure for portfolio management and campaign execution, including web access to user Platform UI

Campaign Development

- . Data analysis & segmentation
- Campaign plan and frameworks development for customer lifecycle stages
- 3. Development of targeted communication templates

2

Campaign calendar integrated on the Platform and ready to start execution

Campaign Execution

- . Campaigns creation and launch
- 2. Campaign plan managing - Portfolio Management Platform manage all the details of campaign execution
- 3. Gain access to Visa sourced merchant offers and sponsorships if needed

3

Campaigns automated and work on agreed schedule campaign plan

Performance Measuring

- 1. Campaigns analytics
- 2. Measuring performance and reporting
- 3. Insights & recommendations for future campaigns

4

E2E funnel tracking, including consistent efficiency management