

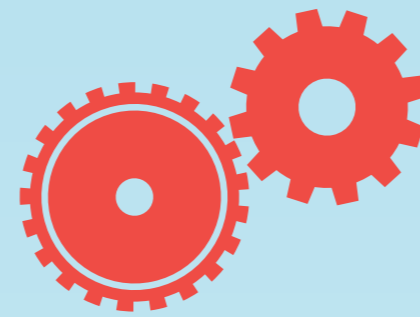
How can retail banks drive growth in competitive markets?

RAKBANK

is one of the oldest and most dynamic banks in the UAE



Aimed to incentivize conversion and boost share of wallet



Deployed an end-to-end marketing process based on IBM solutions for deep insight into customer preferences

2x

Achieves a **x2** increase in unique-open rates for promotional email campaigns

4x

Boosts click-through rates **x4** thanks to highly relevant messages



Lifts share of wallet and drives competitiveness

