



CASE STUDY

Capital Group Web Case Study

CHALLENGE

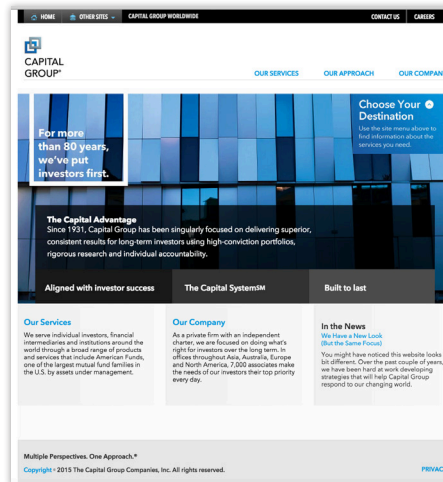
Capital Group had extensive information about their registered site users, but had little ability to leverage this data to present a personalized experience.

SOLUTION

Provided a 6D Solution Architect to design and document a system, which enables personalized marketing campaigns targeted at registered users.

RESULTS

- Large-scale integration of both new and old products
- Enablement of both content testing and user-specific content targeting
- Designed and established new business processes to facilitate rapid adoption
- Documented a custom training regimen for expanding the use of marketing campaigns within the company



PROJECT

Enabled one of the world's largest investment management companies to leverage its wealth of user data to deliver a more customized web journey.

SERVICES

MARKETING SOLUTION
DESIGN, OPTIMIZATION
STRATEGY, BUSINESS
PROCESS DESIGN, TRAINING