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HOW FINASTRA INCREASED ROI BY 26X

📅 Dec 4, 2024

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ness performance.

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When COVID-19 shut down the team's traditional channels for connecting with prospects and customers, Finastra shifted fully to digital engagements. However, every digital experience began to feel the same. "We were drowning in a sea of sameness," said Joerg Klueckmann, Head of Marketing at Finastra. "It got harder and harder to cut through the noise."

The Finastra team decided to reinvent how they engaged with prospects and clients. To stand out in a digital-first world, they created a new format for education, prospecting, and conversion.

"We decided to build the Netflix for the financial services industry: Finast__TV," __i__ Klueckmann.

CONNECTING FIRST-PARTY DATA TO

"

We've been using Brightcove for many years, and w__ quality and service there was exactly what we wante__ own channel.

JAMIE STEPIEN
DIRECTOR OF DIGI

odes. We really tried to think like a media agency. We

see traction in the viewing data."

The biggest strategic decision was to un-gate video content for any return visitor. Finastra created a custom-built solution with Marketo and Brightcove that required only one form fill and tracked what each viewer watched. This made the viewing experience more seamless while offering insights into what the audience really wanted to know. In return, this defined the content production schedule of Finastra.

"The strategic framework focused on the first-party cookie so we could capture and own our customer data," said Jamie Stepien, Director of Digital Marketing at Finastra. "We used Google Analytics and Hotjar data to design the UI and architecture of the Finastra TV experience. And then we used SEMRush to build the taxonomy and optimize for Google findability. We've been using Brightcove for many years, and we knew the quality and service the[...] we wanted to create our own streaming channel."

"We developed a custom solution on the channel where we dropped a c[...] first Marketo registration form," Stepien added. "Gating is a thing of the p[...] a site are a thing of the past."

With Brightcove streaming video and Marketo integrating first-party dat[...] promote video content to targeted audiences and understand who watch[...] much of it. Finastra TV quickly became the most popular marketing chan[...] serving both as an educational resource and a place to build an engage[...]

Furthermore, video marketing became a new inbound channel across bo[...] channels.

OPTIMIZING VIDEO WITH ADVANCED

With the advanced viewer analytics of Brightcove, Finastra realized that [...] interactions with prospects and customers were happening with video m[...] Especially because Finastra TV became a destination channel.

"In the past, we had video content on YouTube. But we weren't getting an[...] integrated with our CRM, and the user experience was very fragmented,"[...] "Today, we can see what content each prospect consumes, whether they[...]

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integrating marketing automation with Brightcove, Fina
job title, and behavior. Sales could follow up based on specific video content that was consumed, ensuring every message was relevant. As the lockdowns of COVID-19 eased and physical events came back, Finastra doubled down on video content by integrating it across the marketing strategy.

An important lesson learned was that video content only worked well if it was created for digital consumption. Recording a session from a physical event and making it available on demand didn't produce the expected engagement. Because of this, Finastra builds studios at events and briefs speakers that a shorter version of the event presentation will be filmed in a proper studio setup. Animations, different camera angles, and high-quality post-processing make the video production stand out. By integrating the event and video strategies, while understanding viewer interaction at a first-party level, Finastra saw a 26X increase in video ma

"This is a great example of how marketing can be an innovation driver," k
"From production to measurement, the marketing team led the video ma
beginning to end."

Watch the full PLAY Season 1 episode of how Finastra built their own stream

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