

Cognizant Banking & Financial Services | Gold Winner Driving Strategic Growth

On January 1, 2020, the California Consumer Privacy Act (CCPA), which was passed in 2018, went into effect, requiring all industries, including banking and financial services, to rethink their privacy practices. For the first time, banks had to provide two-way communication with customers, allowing customers to make formal requests to view, opt out, and even delete, their personal data.

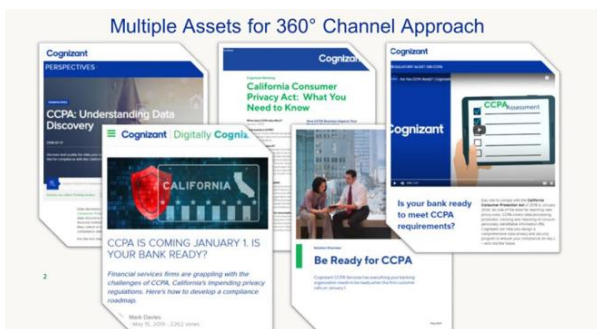
Given the importance of CCPA, its far-reaching impact, and the tight deadline for compliance, Cognizant’s banking and financial services (BFS) practice created a cross-functional team of practices including consulting, privacy, and artificial intelligence and analytics to go to market with an end-to-end offering for CCPA. The campaign, “Preparing for CCPA: How internal collaboration at Cognizant helped launch a 360-degree marketing campaign in record time,” was a top-down, collaborative effort to develop a comprehensive portfolio of thought leadership, identify key opportunities, and strategically approach targets.

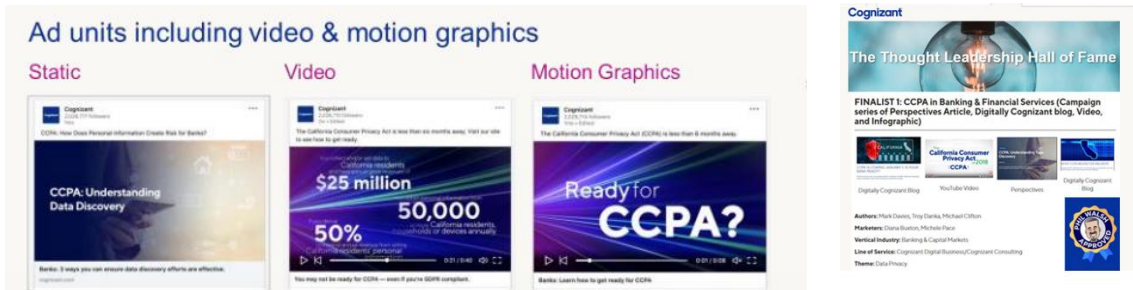
Cognizant was behind the curve compared to competitors, having no service offerings in place to address CCPA and therefore no marketing initiatives or thought leadership developed by as late as March 2019. The company also lacked a campaign strategy and tracking mechanisms, which means it needed to work quickly.

Without a comprehensive framework or internal agency in place, Cognizant had to create an offering from the ground up. Starting with strong, experienced leadership, the team then hired multiple freelancers, including writers, creative designers, a video producer, a media/advertising planner, and a campaign manager, to support the activation. Leading the charge with speed, innovation, and partnerships at the highest levels, the team implemented the CCPA initiative in just four weeks—3X faster than a normal campaign.

Cognizant’s ground-breaking CCPA campaign launched in June 2019. Content was disseminated via solution overviews, blogs, content syndication, videos, PR, website content, paid search, events, paid, and organic LinkedIn, webinars, and client partners and the Marketing Operations team created a microsite in 24 hours to house all of the content that supported the go-to-market strategy. Throughout

the process, Marketing’s key themes of simplicity, discipline, and urgency kept things on track.





The highly targeted marketing campaign achieved impressive results. Thought leadership assets were promoted across multiple channels such as LinkedIn, Google Keywords, content syndication, website, client events, a webinar, email, and public relations. LinkedIn ads achieved 5X Cognizant’s benchmark click-through-rate. Easily customizable assets were adopted across verticals to drive 172 opportunities, resulting in a \$69 million pipeline.

Marketing’s strong sense of urgency enabled the team to launch a go-to-market strategy that included a high-impact, innovative 360-degree campaign in just 30 days that delivered vastly superior results and outperformed Cognizant and industry benchmarks.