

Addressing Key Business Growth Requirements Of A Transaction-Driven Marketing Company

The client is a leading transaction-driven marketing platform enabling advertising offers inside bank accounts. On behalf of merchants, banks run offers in consumers' online banking statements targeted against actual purchases.

While the company's current offers platform has been relatively successful, the reach of the product was restricted to users of online banking statements. A recent study conducted by the company identified that, customers' log-into online bank accounts on an average of 9 times/month or twice a week only.

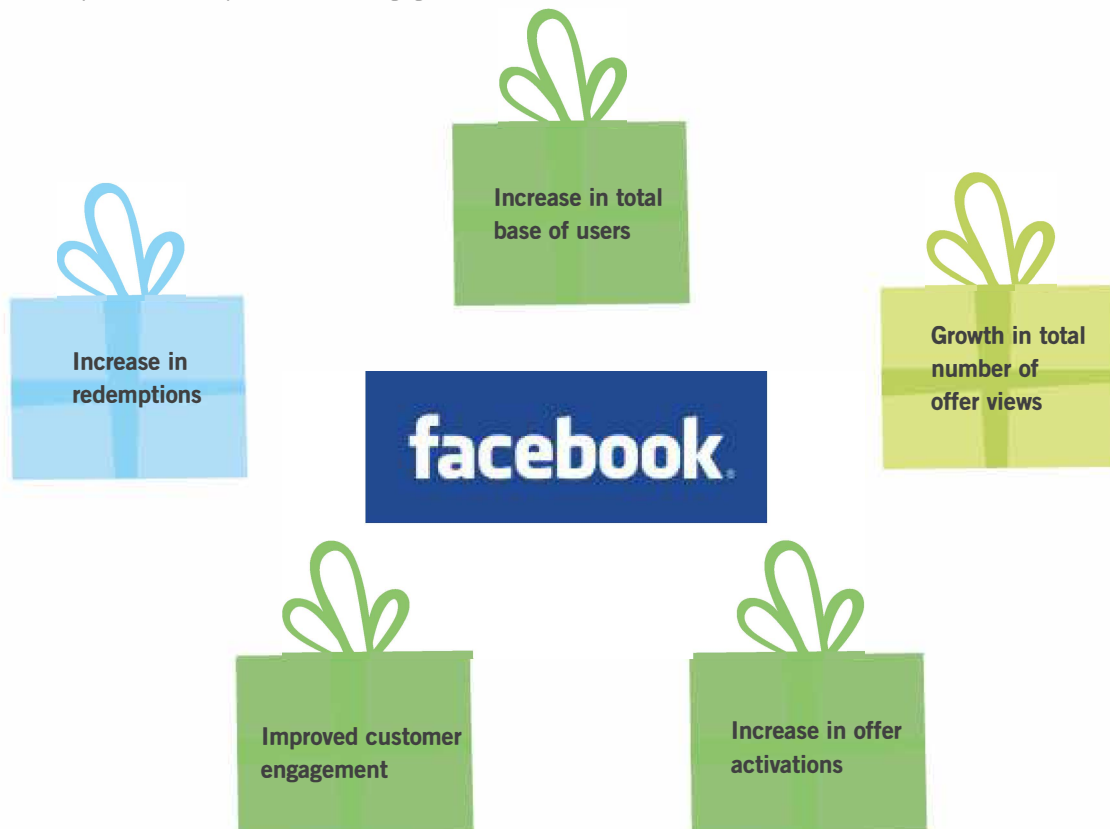
In order to extend the reach of its offers platform beyond banking statements, the client envisioned a secure white-label Facebook application that would allow the delivery of offers within customers' Facebook accounts.

- **Customer Profile:** A leading transaction-driven marketing company in the USA
- **Business Need:** Extending the reach of its core product platform, rewards and offers, to a larger pool of online users.
- **Happiest Minds Solution:** A consulting exercise to develop a social strategy and roadmap for implementation of a white-label social application on Facebook

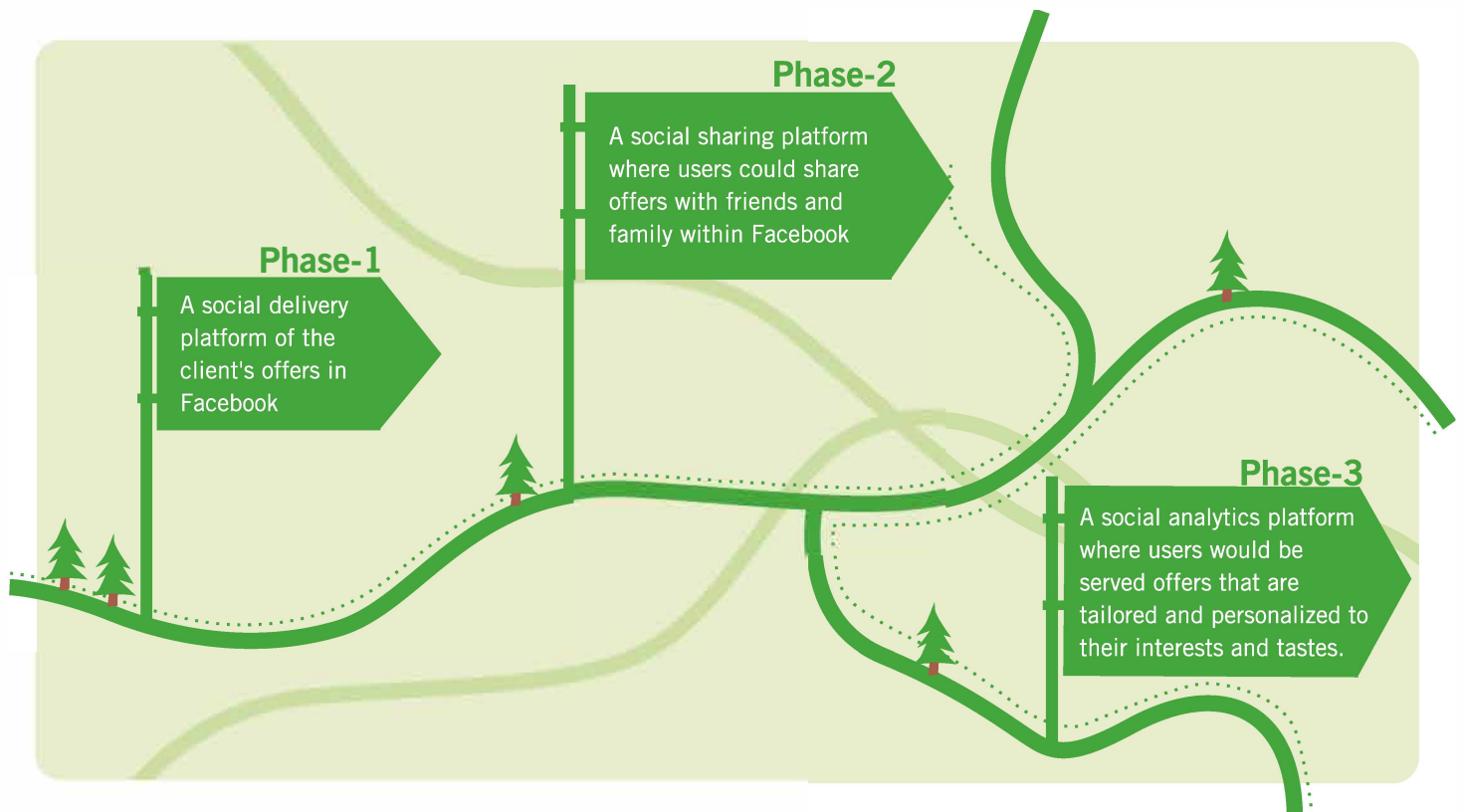
Snapshot of Case Study

The Happiest Minds Proposed Solution

Happiest Minds conducted a consulting exercise to develop a social strategy and roadmap for implementation of the secure white-label application on Facebook. This would allow the client to grow total base of current users, increase offer views, enhance redemptions and improve overall engagement.



Our recommendation was to extend the Facebook app's capabilities in phased approach starting with:



The benefits delivered

Happiest Minds has provided an in-depth understanding of all social engagement capabilities of Facebook as well as an actionable roadmap for implementation of a secure white-label social app.

About Happiest Minds Technologies:

Happiest Minds, the Mindful IT Company, applies agile methodologies to enable **digital transformation** for enterprises and technology providers by delivering seamless customer experience, business efficiency and actionable insights. We leverage a spectrum of disruptive technologies such as: Big Data Analytics, AI & Cognitive Computing, Internet of Things, Cloud, Security, **SDN-NFV**, RPA, Blockchain, etc. Positioned as "Born Digital . Born Agile", our capabilities spans across product engineering, digital business solutions, **infrastructure management** and security services. We deliver these services across industry sectors such as retail, consumer packaged goods, edutech, e-commerce, banking, insurance, hi-tech, engineering R&D, manufacturing, automotive and travel/ transportation/hospitality.

Headquartered in Bangalore, India; Happiest Minds has operations in USA, UK, The Netherlands, Australia and Middle East.