



Leading omnichannel marketing for Romania's major bank



A subsidiary of renowned **BBVA Financial Group**, **Garanti BBVA Romania** operates as one of the leading banks of Central & Eastern Europe. Present in Romania since 1998, the bank serves **500,000+ clients** with innovative products and services.

Garanti BBVA Romania addresses **GDPR compliance issues** and **advanced cross-channel marketing capabilities** with the SmartMessage Marketing Platform.



Solutions:

SmartMessage Engage
(Cross Channel Marketing &
Campaign Management)

SmartMessage Preference
(Enterprise Consent Management)

SmartMessage Autoflow
(Marketing Automation &
Stream Analytics)

Running on  Azure

For more information feel free to visit
<https://www.smartmessage.com/>

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Garanti BBVA Romania joined forces with SmartMessage to better manage consent data and get a single view of the customer communication preferences. At first hand, the platform provided Garanti BBVA Romania a high performance for mass email and SMS delivery. SmartMessage unified marketing efforts, channels, and systems to make multi-channel campaigns easy to monitor and manage. Business units started using a centralized system to view results and measure campaign success. To decrease operational costs, Garanti BBVA Romania started to run automated and event-driven campaigns.

SmartMessage addressed the bank's issues right away with **customized integration and implementation solutions**. The centralized consent and preference management **was a relief for GDPR concerns**. A single platform to **create, execute and track multi-language and multi-channel campaign** empowered different business units to increase interactions with customers. **With extensive industry experience**, SmartMessage started to act as a **scalable, flexible, and high-performance multi-channel campaign management** platform to support Garanti BBVA Romania in reaching engagement targets.

Results:



Increased speed of campaign development with a single interface to build email and SMS campaigns in multiple languages



Time and resource saving



A single dashboard to view multi-channel campaign performance



3X faster campaign implementation