

## SUCCESS CASE

### ¿WHO IS IT?



- It is the 3rd largest bank in Mexico.
- With more than 130 years of history.
- More than 1,700 Branches.
- It employs more than 32,000 people.
- Serves more than 21 million Customers.

## AFFILIATED NETWORK

### Profile:

- Companies specialized in closing.
- Manage campaigns.
- They Seek to Generate Requests.
- Receive full application payment.

The Affiliate Network represents **Between 55% and 65% total**

## CHALLENGE

Efficient affiliate management



Build a scalable solution



Leverage and reuse the data of all affiliates



## SOLUTION

Unify



Prequalify -Scoring-



Generate Audiences



Activate Audiences



Custom Landings



## RESULTS

Scalability



Better data use



Reduced management times



Higher Placement of Credit Cards = Higher Income