



Use Sensitive Customer Data to Optimize Personalization

Customer-centric banks are increasingly pursuing high value third-party partnerships for targeted offers to their customer base. When executed correctly, targeted offers increase customer loyalty and brand perception, while generating revenue for the bank and its partners. These partnerships enable highly personalized offers by leveraging personal information about the bank customer such as; address, DOB, and transaction information. A study by Adlucent revealed that 71% of consumers prefer receiving personalized targeted ads because relevant offers tailored to their interests and needs are more valuable and not perceived as 'clutter' or 'SPAM.'

'Win-Win' for Banks, Partners, and Customers

Targeted offers provide an opportunity to serve highly relevant, valuable, data-driven offers to customers. This is an important part of a customer experience strategy as it improves service quality, customer satisfaction, loyalty, retention, and customer advocacy.

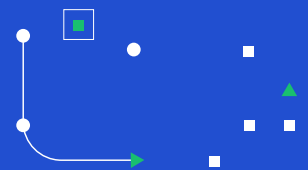
Personalized Targeted Offers Increase Consent Rates

Targeted offers use personal data to maximize customer offer affinity, but most customers do not willingly grant consent to collect and use their personal data. Often this is due to a lack of consumer trust - they don't believe the offers they will see will provide them with enough value. Customers need to trust that consenting to share their data with a third party will be rewarded with real value and benefits that they want to act upon. As such, banks must find a way to generate highly relevant targeted offers that will prompt customers to give consent to share their information. Organizations that are successful at building that trust with their customers will benefit from the data needed to create targeted offers that will be valuable to customers and drive conversion. Failure to build trust and sharing PII without consent can lead to fines, customer lawsuits, and damage to brand reputation.

How can organizations increase data use consent and revenue and improve customer experience and loyalty with highly personalized targeted offers, while also upholding the highest standards of personal data privacy?

Benefits of Personalized Targeted Offers

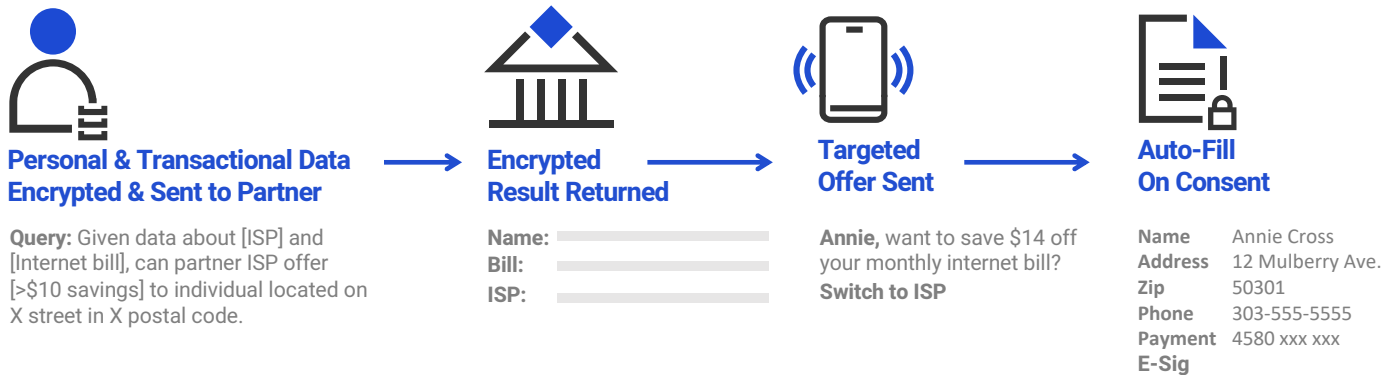
- **Bank**
Improve customer satisfaction, brand affinity and loyalty; increase revenue
- **Customer**
Better customer experience through relevant, valuable offers; frictionless one-click onboarding to new products and services
- **Partner**
Increase open rate, conversion, revenue



Privacy Personalization

Duality's privacy preserving platform empowers collaboration on sensitive personal data to generate highly targeted offers, without sharing or exposing any personally identifiable customer data to third parties. Banks use the platform to leverage sensitive customer data to collaborate with partners on personalized ads, while ensuring the partner is not exposed to the data itself. Customer PII and other sensitive data never leave the bank, and the partner receives the full view of data only after an offer is accepted and customer consent is granted. Privacy preserving personalization delivers the best of both worlds; highly relevant personalized offers, without exposing or sharing private information to a third party.

Take for example, a collaboration between a bank and an internet service provider (ISP). The bank wants to partner with a local ISP to offer special low rates to qualified customers to help them save money. The bank also has data on how much its customers are currently paying for Internet services. The ISP knows what kind of rate it can offer each customer based on age, location and other factors (e.g., if they recently moved or are a current university student).

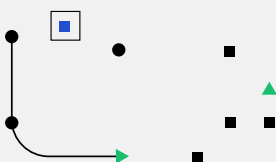


Together, the bank and the ISP have meaningful data for creating a powerful targeted offering for a specific group of bank customers. However, privacy policies, regulations and concerns prevent them from sharing the sensitive customer data with outside parties.

Duality empowers the two parties to use secure, encrypted queries to identify customers who are eligible for significant savings without ever seeing the other parties' data. Bank customers are only sent the offer if it is highly relevant and generates value based on their personal information and transaction history. Once the customer clicks on the offer, most of the data needed to complete the transaction can be automatically loaded from the bank partner to create a fast, frictionless onboarding experience that further increases customer satisfaction and campaign ROI.

Targeted offers powered by Duality's privacy preserving data collaboration platform deliver the highest value for all parties.

Industry Leaders Trust Duality for Privacy Preserving Data Collaboration



CORPORATE HEADQUARTERS

5 Marine View Plaza
Suite 301
Hoboken, NJ 07030

CONTACT US

✉ info@dualitytech.com
in [Duality Technologies](#)
🐦 [@Dualitytech](#)

dualitytech.com