

China CITIC Bank Utilizes Data Analytics Software to Activate Dormant Credit CardAccounts: Case Study

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Abstracts

Facing intense domestic competition, China CITIC Bank Credit Card Center relies on mission-critical analytics and the ability to access data in real time as it works to improve its business agility and deliver on its data analysis strategies. As part of its strategy to increase market share, the bank uses highly targeted marketing communications. That means its employees must be able to customize their product marketing materials to specific customer profiles and complete campaign delivery within the shortest time possible.

In this brief report, we deeply examine how SAS implemented a data-oriented marketing campaign and data analytics to make China CITIC Bank Credit Card Center competitive in China's heated credit card market.

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