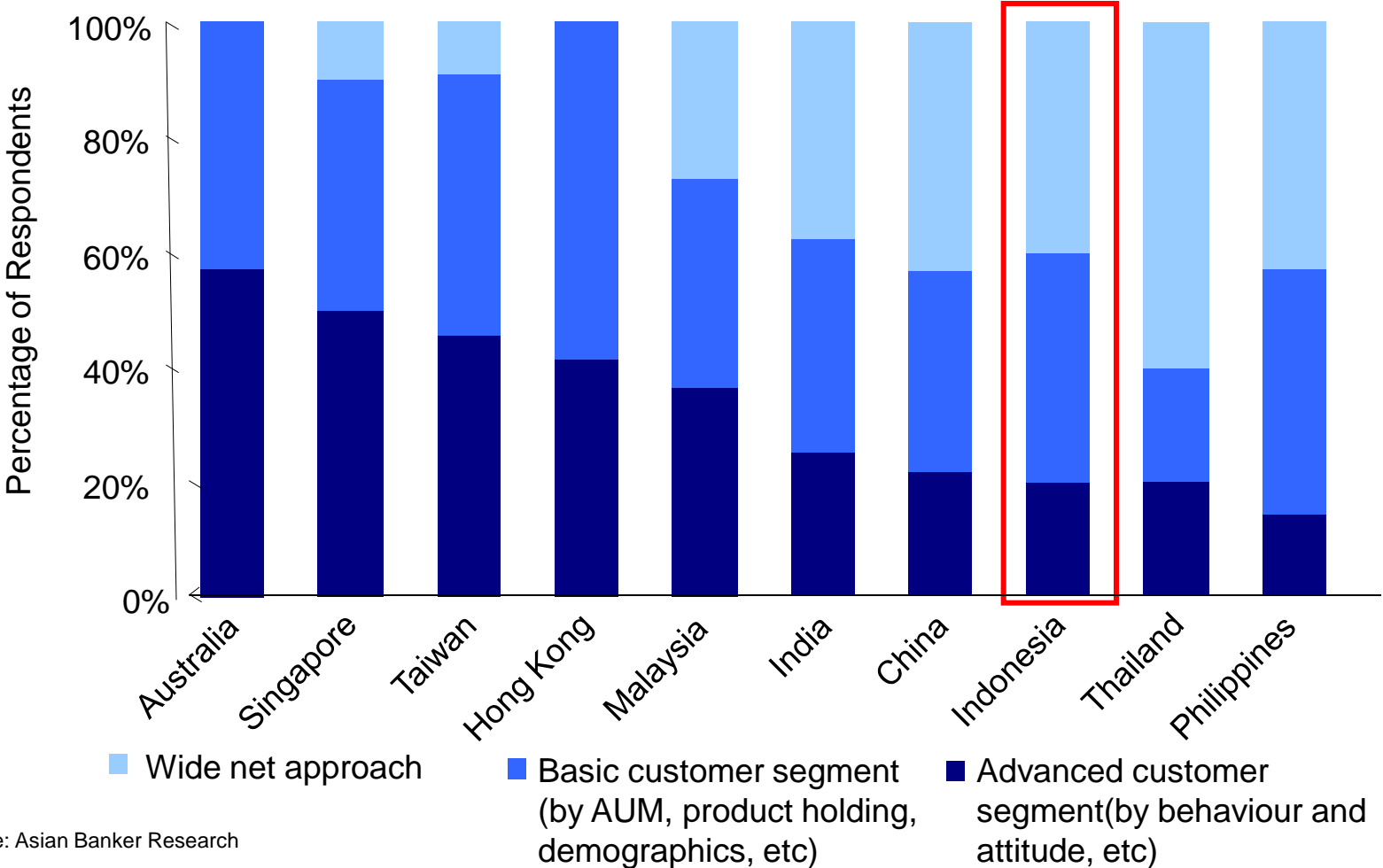




# 40% of Banks in Indonesia rely on a broad scale marketing approach to potential customers

## Predominant Marketing Campaign Approach: An Inter-Country Comparative Analysis

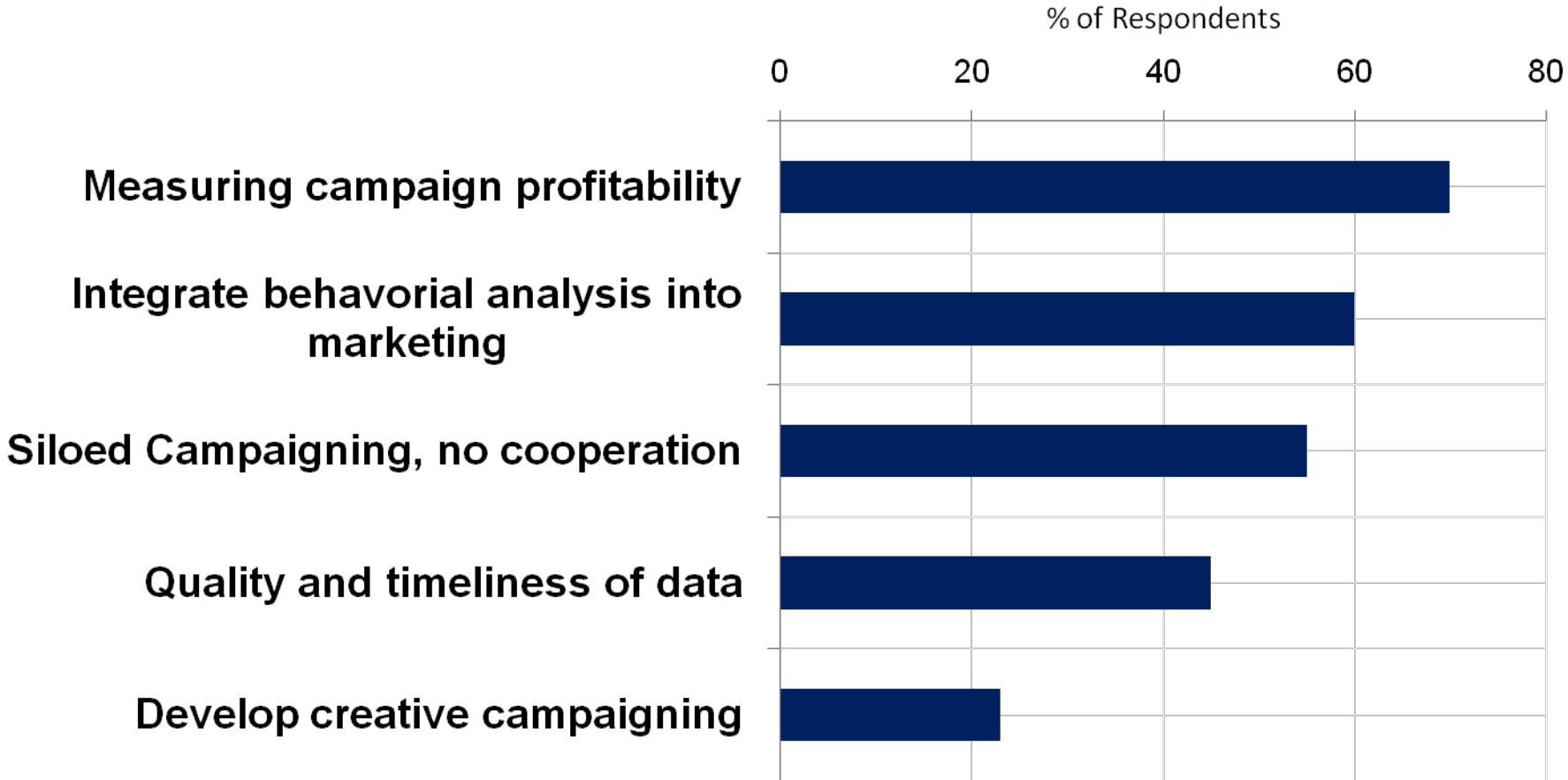


Source: Asian Banker Research



# In Indonesia all banks reported only intermittent or no measuring of success of their marketing campaigns

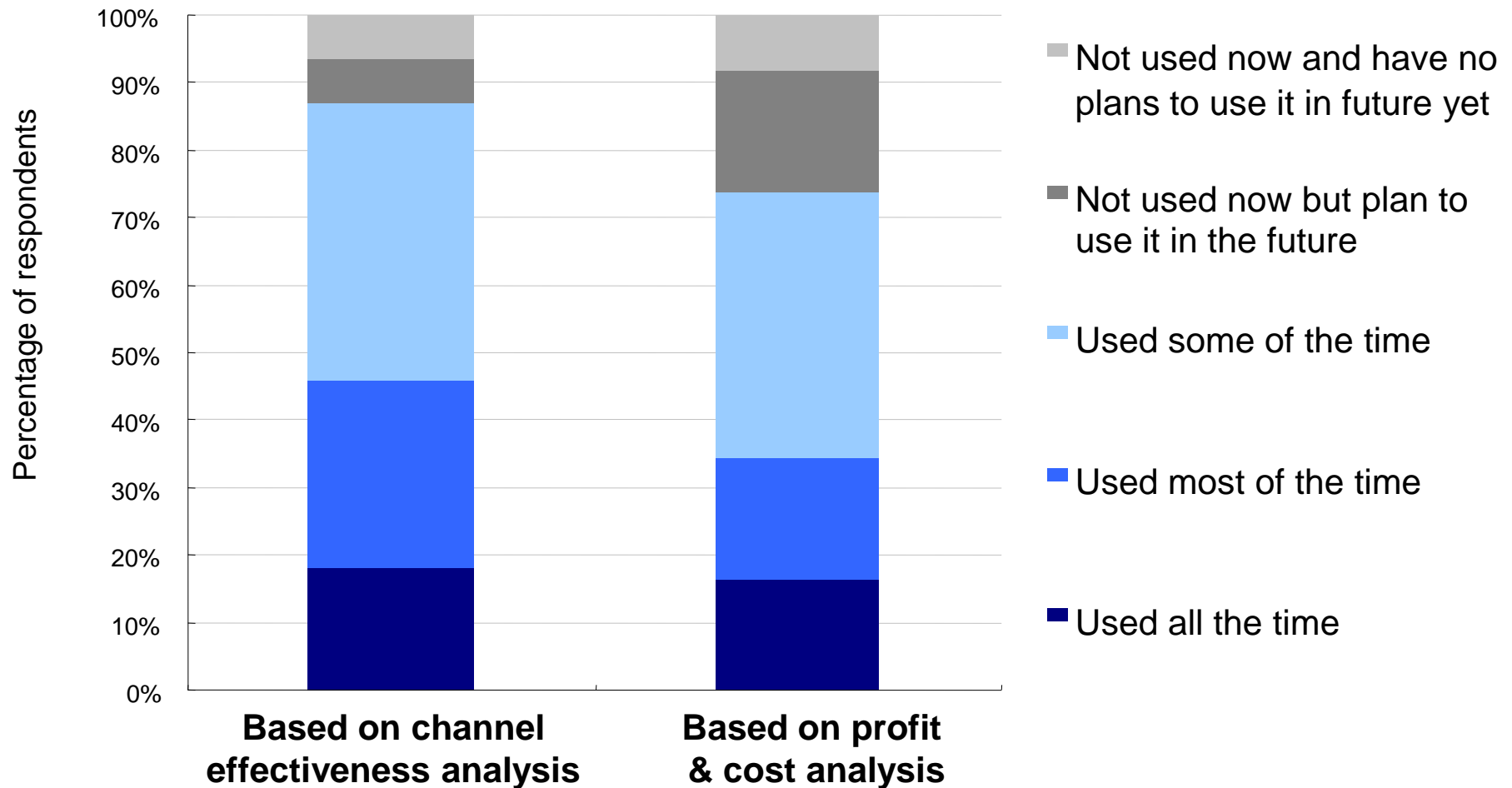
## Key Challenges in Campaign Management



Source: Asian Banker Research

# The Frequency of Measuring Marketing Campaigns' Success Based on Two different Analyses

Channel Effectiveness Analysis and Profit and Cost Analysis

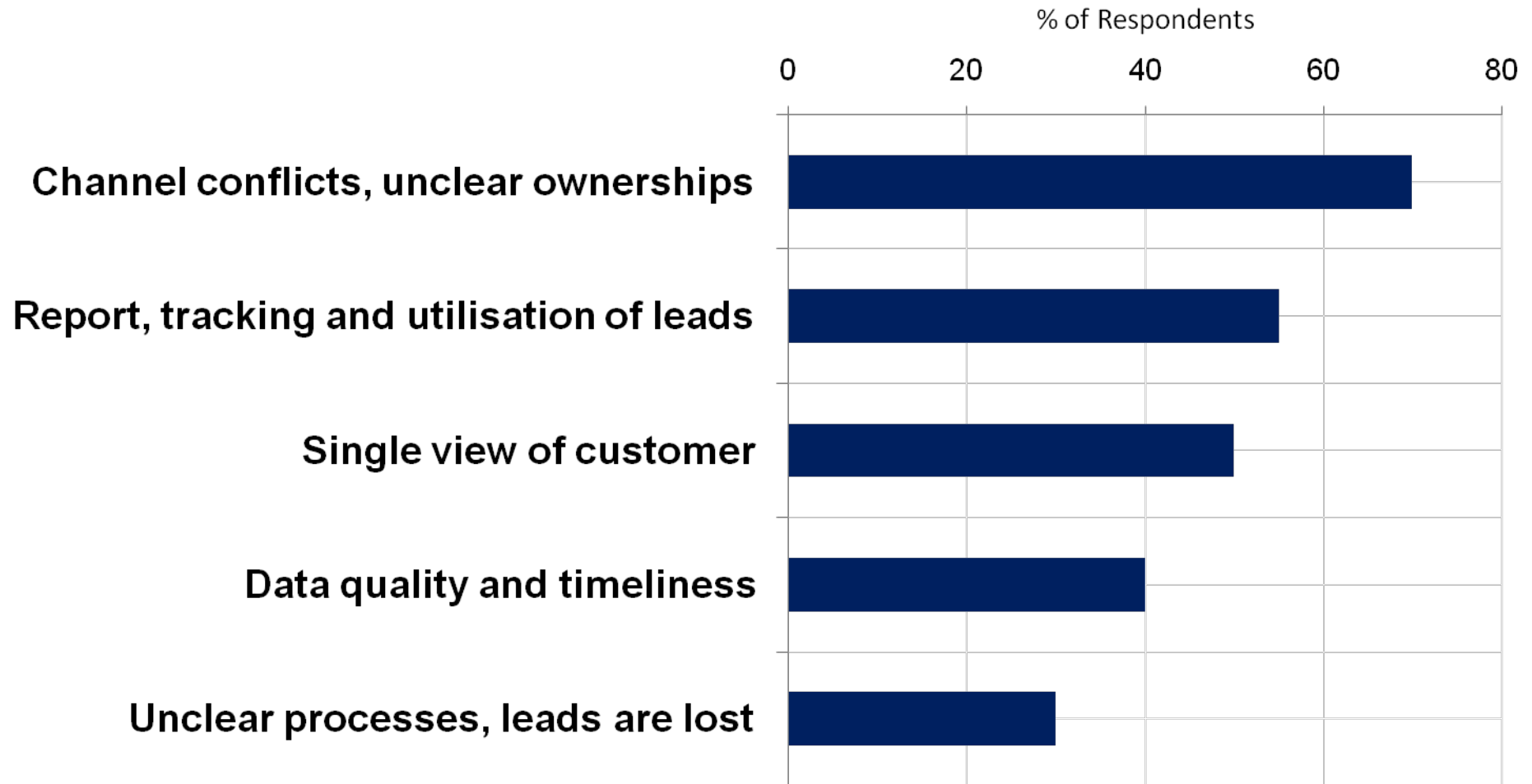


Source: Asian Banker Research



# Weak usage of information gathered from leads management to customise future campaigns

Top Challenges in Leads Generation



Source: Asian Banker Research