



By leveraging best-in-class guidance and frameworks, FIS moved to a consistent consent model that ensures compliance and drives greater contact engagement and results.

Former Vice President Global Demand Centre & Marketing CTO

70%

of original database converted to confirmed opt-in



Challenge

- Regulatory changes globally
- Risks – financial and reputation
- Had different consent models across globe
- Different consent management tools in various sales force automation systems due to acquisitions added complexity



Solution

- Guidance using the **SiriusDecisions Data Privacy Compliance Model** and the **Data Privacy Compliance Implementation Framework**
- Proactive development of a consistent approach to **consent/preference management** that's future-proofed
- Utilization of best-in-class **preference management framework** to align and accelerate deployment



Result

- The average open rate is 25 to 30 percent when campaigning into the opt-in data set
- Clickthrough rates sit at 10 to 12.5 percent of the send
- Improvement of 47 percent on overall marketing activity engagement to opt-in database