



**Adobe**

## How to achieve personalisation at scale for financial services.



INDUSTRY PERSPECTIVES

### How to achieve personalisation at scale in financial services.



For financial firms, personalisation initiatives have traditionally been sporadic — but it's clear there's a lot to be gained if firms can operationalise these efforts effectively. Read this report to learn:

- Which operating models are propelling firms to personalisation success
- How challenges to personalisation evolve as your operations mature
- Specific steps to take in your journey toward micro-segment and 1:1 personalisation