

A
**65% INCREASE IN NEW
ACCOUNTS WITH BRQ'S
FIRST IN-HOUSE AGENCY**

Client

INVESTMENT IN IN-HOUSE STRATEGIES IS ONE OF THE HOTTEST TRENDS WORLDWIDE IN THE LAST FEW YEARS. IT CONSISTS OF CENTRALIZING SOME SERVICES LIKE COMPANY MARKETING STRATEGY MAINTENANCE WITH HUGE

**BENEFITS FOR
INTERNAL PROCESSES.**



**LOWER
COSTS;**



**HIGHER
CONVERSION
RATES;**



**A BETTER-
ALIGNED
TEAM;**



**TALENT
RETENTION,
AND MORE**

Client

OUR CLIENT IS A GIANT AMONG BRAZILIAN FINANCIAL COMPANIES. RANKED AMONG THE BIGGEST BRAZILIAN BANKS, IT IS KNOWN FOR FINANCING SERVICES, INSURANCE OFFERINGS, AND MORE. OTHER SIGNIFICANT NUMBERS:



MORE THAN
3.5 MILLION
CUSTOMERS;



2 MILLION
CUSTOMERS
USING THEIR
ONLINE BANK;



PROFIT OF
R\$1.569 BILLION
IN 2021;



PROFIT OF **R\$388 MILLION**
IN THE FIRST QUARTER
OF 2022 (+8.6%);



INCREASE OF
334% IN TRANSACTIONS
IN 2021.


Business Challenge

LIKE ALL COMPANIES,
OUR FINANCIAL SECTOR CLIENT DEALS WITH
ENDLESS CHALLENGES. THE BIGGEST IS
**INCREASING BRAND VISIBILITY
AND CUSTOMER CONVERSION.**

IMPORTANT ASPECTS OF THIS SCENARIO:

- THE NEED TO OPTIMIZE MARKETING STRATEGY;
- COST REDUCTION;
- MORE TANGIBLE RESULTS;
- OPTIMIZED DATA ANALYSIS;
- BETTER USER EXPERIENCE;
- DEVELOPMENT OF MORE EFFECTIVE COMMUNICATION STRATEGIES.





**THE CLIENT'S
CHALLENGE CONSISTED
OF THREE MAIN
PILLARS:**

- 1** IMPROVE INTERNAL PROCESSES;
- 2** OPTIMIZE CONVERSION OF ADS INTO CUSTOMERS;
- 3** REDUCE COSTS FOR MARKETING SERVICES.



How BRQ Helped

FACED WITH THIS CHALLENGE AND FOLLOWING GLOBAL TRENDS, BRQ DIGITAL SOLUTIONS SUGGESTED **IMPLEMENTING AN EXCLUSIVE IN-HOUSE AGENCY**. THESE AGENCIES REPRESENT AN **EVOLUTION IN THE MARKET**. THE MAIN ADVANTAGES OF THIS STRATEGY INCLUDE:



STREAMLINED PROCESSES BECAUSE THE AGENCY IS CLOSER TO THE CUSTOMER, WITH FEWER MIDDLEMEN;



LESS RED TAPE AND GREATER CONTROL OF INVESTED RESOURCES;



MORE CONTROL OVER WHAT IS PRODUCED SINCE PROJECTS CAN BE ASSESSED IN REAL TIME;



CONCENTRATION OF EXPERTISE IN AN INTERNAL TEAM THAT REALLY KNOWS WHAT IT'S TALKING ABOUT;



BETTER ALIGNMENT WITH TOTAL ACCESS TO THE CLIENT'S MISSION, VALUES, CULTURE AND POSITIONING;



GREATER UNDERSTANDING OF PRODUCTS AND BRAND VALUES, WITH MASTERY OF THE PRODUCT THEY PRODUCE CONTENT FOR;



LOWER COSTS BECAUSE TIME IS OPTIMIZED AND INVESTED CAPITAL IS CONCENTRATED IN THE COMPANY ITSELF;



BETTER CAMPAIGN ADAPTATION TO THE TARGET AUDIENCE AND, CONSEQUENTLY, MORE ROBUST RESULTS.

Results and Impact


OUR CLIENT IN THE FINANCIAL SECTOR **CAME TO BRQ TO OPTIMIZE SOME OF ITS INTERNAL STRATEGIES**, SUCH AS THOSE FOR THE MARKETING TEAM. IN JUST ONE YEAR, THE IN-HOUSE AGENCY FACILITATED **DELIVERY OF 430 PROJECTS ASSIGNED TO MARKETING AND COMMUNICATIONS**.



**65% INCREASE
IN NEW
ACCOUNTS;**



**25% GROWTH
IN TRAFFIC
FOR THE BANK
WEBSITE;**



**35% GROWTH
IN TRAFFIC
FOR THE
APP.**

FACING A SIMILAR CHALLENGE? SCHEDULE A TALK WITH OUR SPECIALISTS

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