



Increase in Nissan's automotive financing.

Client
Renault Credit International (RCI) & Nissan Bank

Renault Crédit International (RCI), is a France-based international company that specializes in automotive financing services for B-to-B and B-To-C clients of Groupe Renault (Renault, Dacia) and Groupe Nissan (Nissan, Datsun, Infiniti). RCI financed over 1.4 million vehicles in 2015.

Pimcore Partner
anyMOTION GRAPHICS GmbH
 Germany
www.anymotion.de

Pimcore Solutions
PIM CMS DAM
COMMERCE

Website
www.nissan-bank.de



Business Needs

As is the case with most businesses, the digital presence and visibility of financial services for automotive financing was becoming increasingly important. RCI needed the ability to generate leads on their website by offering information on their offerings and call-to-actions through a user-friendly and efficient portal. Until mid 2015, Nissan Bank had a web platform that was not optimized for mobile use and was not able to convert visitors into leads or customers. The layout of the website was not in state of the art condition and needed significant improvement. The call-to-actions were not user friendly and therefore did not serve any purpose. The website was unable to collect user data for use in marketing measures because it could not be segmented or qualified.



With a large range of financial offerings, Nissan bank needed several different contact and request forms so users could be directed to the correct contact person. These forms needed to be generated very often and quickly to correspond in marketing campaigns.

The CMS they were using did not have the ability to quickly generate forms in their backend. Therefore, the website was unable to serve as a sales tool or produce any real revenue for the company. Additionally, the website had a high bounce rate and was not even able to serve as an informational tool for its visitors.

Pimcore Solution

Using Pimcore's CMS, Nissan Bank was able to create a state-of-the-art website in terms of brand visibility, usability, and user data channeling. The marketing team was able to easily and quickly create forms customized for individual campaigns. The easy to use CMS backend with a WYSIWYG form builder made it possible to add content and to build each type of form easily and quickly. These campaigns lead to an increasing number of leads and ultimately customers from the digital channel. They were also able to channel the user data and used the knowledge to better understand their customers.

Business Results

The campaigns that were able to be executed with the customized forms lead to an increasing number of leads and thus increased revenue for Nissan. They significantly improved their brand awareness and product visibility in the digital channel, and therefore was able to stand out in a very crowded market.

With the ability to channel user data, they were able to market their product more efficiently in a way that is designed specifically for their customer's needs. With more targeted marketing strategies, they can increase leads, sales, and ultimately revenue.

In 2016, Nissan Bank was awarded the "Achiever of the Year" award and rose to 4th place in the overall ranking of best performing automotive banking companies.

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