

Vizury Engage rebrands itself as Lemnisk, the world's first Growth Marketing Platform for Financial Services

BANGALORE, KARNATAKA, INDIA, April 18, 2018 /EINPresswire.com/ -- Vizury Engage announced today that it is changing its name to [Lemnisk](#) to reflect its vision of enabling agile digital growth for Financial Services marketers. The company also unveiled the industry's first Growth Marketing Platform designed for Financial Services enterprises like banks, insurance, securities and mutual funds.



“Financial services enterprises are faced with a digital growth imperative. Their best of breed approach to building a marketing stack is the right strategy. However, it needs an open Customer Data Platform to centralize intelligence, develop a scaled algorithmic view of each and every user and standardize personalization across channels”, said Subra Krishnan, CEO Lemnisk.

Customer Data Platforms (CDPs) provide a marketer-managed system that creates a persistent, unified customer database accessible to other systems. [The Lemnisk Growth Marketing Platform](#), which has an underlying CDP tailor-made for the financial services industry, is now delivering up to 400% digital growth for leading banks and insurance companies such as HDFC Bank, ICICI Prudential, Max Bupa, Royal Sundaram, Coverfox and several other global players.

The platform is powered by artificial intelligence led algorithms that orchestrate hyper-personalized experiences for a brand's users. Lemnisk has also introduced powerful capabilities including an upgraded real-time data API that allows external channels like ATM, call center, branch software to connect to the centralized data and intelligence at a single user level.

“World over, the financial services industry is vastly underserved, especially when you place it in conjunction with the fact that this industry is easily among the top spenders in any marketing category. Going forward, our vision is to add adjacent AI driven analytics and experience products in addition to the Growth Marketing and become the de facto platform of choice for Financial Services”, Subra added.

The retargeting business focused on commerce will continue under the Vizury brand name.

About Lemnisk

Lemnisk is a Growth Marketing Platform that delivers measurable results in the form of leads and conversions to financial services enterprises. We do this using an underlying Customer Data Platform

that resolves a single user across different 1st, 2nd, and 3rd party data sources and channels. The key additional capabilities of the CDP include

- Set of powerful algorithms focused on "right user", "right channel", "right message"
- Hyper-personalization that delivers millions of versions of a single creative/banner
- Ability to intelligently synchronize a single user's journey across channels based on their propensity towards each to deliver higher engagement

Lemnisk works with some of the largest global brands including Prudential, HDFC Bank, Axis Bank, Royal Group, CIMB Bank, Bupa and Emirates NBD Bank. Lemnisk has offices in Bangalore, Dubai and Singapore. Lemnisk is ISO 27001 certified and ISO 27018 compliance certified, accredited by BSI.

Find out more at www.lemnisk.co

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