

Krungsri Consumer x Facebook takes Social Banking to the next level



Bangkok, June 28, 2019 - Krungsri Consumer x Facebook, led by Mr. Thakorn Piyapan (Left), Chairman of Krungsri Consumer and John Wagner (Right), Managing Director of Facebook Thailand, announced their success in connecting offline payments with online marketing, using data modeling from Krungsri Consumer and digital marketing tools from Facebook. This makes Krungsri First Choice, under Krungsri Consumer, the first such success story in Thailand's financial industry: <https://www.facebook.com/business/success/krungsri-first-choice>

Krungsri Consumer continues to develop customer behavioral modeling to understand in-depth customer behavior and provide better customer experience to match their digital lifestyle. For this Facebook Business success story, we used tools called "Offline Conversion" which improved communication efficiency to target online customers (Custom Audiences) on social platforms, connecting them with actual credit card purchasing transactions offline. The result shows an 8% target customer increase, at a lower cost. By understanding more about customer behavior, we can develop our digital marketing campaign to target the right audience and improve the experience of all Krungsri Consumer's customers, including Krungsri Credit Card, Krungsri First Choice Card, Central The1 Credit Card, and Tesco Lotus Visa Credit Card.