



**To modernize its brand, Trustmark worked with us to rethink its customer-facing websites, including messaging, the customer experience, and the technology stack that the business uses to engage its customers.**



## TRUSTMARK NATIONAL BANK REIMAGINING A BRAND

WITH MARKETING,  
DESIGN, AND  
TECHNOLOGY

### Overview

Trustmark National Bank (Trustmark) has provided financial services to families, businesses, and communities in the Southeast for over 130 years. Trustmark focuses on providing personal and business banking, wealth, and risk management solutions and advice to their customers, all while maintaining outstanding customer service.

We helped Trustmark reimagine its customer experience and migrate three different public-facing websites into a single, consolidated website on the Adobe Experience Manager (AEM) Platform. This gives Trustmark and its subsidiaries the ability to easily maintain their website content and provide them with a platform to better track and report on customer behavior. With this information, Trustmark can create hyper-personalized experiences that deliver the right message at the right time to maximize conversions. We also configured Adobe Campaign to support Trustmark's email marketing needs and integrated it with the new website.

### The Challenges

Trustmark wanted to revitalize the brand, appeal to younger customers, and streamline its products and messaging to create a more engaging experience. The main goal of the refresh was to find new customers and increase their product usage. In addition, the company wanted to improve its marketing outreach and search engine optimization practices to support these goals. To make this refresh a success, an overhaul of the brand's messaging, content and designs was needed.

Trustmark's legacy web content management system was difficult to use. It had limited ability to repurpose content and made Trustmark and its subsidiaries dependent on Trustmark's IT team to make content changes. This resulted in a slow turnaround of content changes and new site features, including an inconsistent look and feel across site sections. Trustmark's legacy platform also had limited user analytics and did not allow them to personalize the content on public websites. These challenges resulted in infrequently updated websites, not optimized for performance and did not provide an engaging customer experience.



## The Solution

To meet the many challenges of reimagining the brand experience, we had to work as an integrated team to focus the delivery of various workstreams required to deliver a high-quality customer experience.

The first step in this process was understanding the business outcomes that would make this project a success. With those identified, work began on rethinking the messaging and the organization of content within the site that would allow customers to find what they needed to accomplish their tasks. This process involved many iterations on the messaging as well as creating an information architecture and wireframes that laid out the site structure for everyone to review.

Meanwhile, work began parallel to bring up the Adobe environments needed for Adobe Experience Manager, Adobe Analytics, Adobe Campaign, and Adobe Target. These would be the foundation of the technology stack that would allow Trustmark to manage their content easily, analyze how their customers were using the websites, and personalize the content that would deliver targeted messaging based on the customers' needs.

In the end, we created or extended over 50 different AEM components and templates using an Agile delivery methodology to address the project's needs. This included an innovative location services component, a careers import process from iCIMS, a FAQ import process from Oracle, and marketing automation using Adobe Campaign.

## The Outcomes

Some things are hard to quantify, but the new messaging and design revitalized the brand image with Trustmark's customers, and projects "trust" and a modern way of thinking.

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Marketing now has direct control over the website, which enables them to quickly update content and provide up-to-date offers in a personalized fashion. This personalization helps drive greater conversions on the bank's offers.

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Adobe Analytics helps provide a 360° view of Trustmark's customers allowing the bank to understand past and present interactions across multiple channels such as the call center, website, and social media.

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The final component, Adobe Campaign, helps the bank deliver campaigns faster and in a more targeted way which leads to more conversions.



## Solution details

1. **Website Redesign and Content Creation** – After two iterations to select a redesigned site theme, Sirius created over 20 different wpage designs to serve as templates to provide customers with a seamless and engaging user experience.
2. **Innovative Location Services** – Sirius designed and developed location page templates and components that enabled content administrators to easily add, update, and remove branches and ATMs within the site. A location search feature was developed that leveraged the location metadata for the location pages to enable customers to search for specific services within a user-configurable radius of a particular location. In addition, a data feed was developed to provide Trustmark’s location listing management partner, Moz Local, with an up-to-date feed of location data based on the metadata associated with the location pages.
3. **Careers Import Process** – This imports open job positions from iCIMS and creates/updates AEM content pages using a Careers Detail Page template for each job position. These pages are leveraged to support a faceted job search feature on the website.
4. **FAQ Import Process** – This imports FAQ content from Oracle Service Cloud so that it is searchable as part of the global site search.
5. **Blog** – Sirius designed and implemented blog templates with specific content categories that content creators use. Customers can view featured articles, browse content by category, perform keyword searches of blog content, and share blog articles via email and social media. In addition, the authoring of blog content includes an innovative, dynamic image cropping feature that ensures that banner images for articles can be used across various thumbnail dimensions without stretching or pixelation.
6. **Marketing Automation** – Sirius set up Adobe Campaign Standard for Trustmark, creating email templates and workflows to support Trustmark’s email marketing needs. Sirius also leveraged the Campaign REST API to integrate AEM with Campaign, enabling form submissions on AEM pages to create profiles in Campaign and trigger transactional messages to alert Trustmark stakeholders.
7. **Analytics and Personalization** - In the leadup to the site launch, Sirius integrated AEM with Adobe Launch and Adobe Analytics and created an Analytics data layer to capture user behavior based on the Trustmark requirements. Sirius also provided a baseline integration with Adobe Target and worked with Trustmark’s online banking service provider to enable behavior to be tracked across both the public and secure sites. This allows Trustmark to enable better personalized content for their customer on the public website based on their online banking profile.
8. **Content Author Enablement** - We used remote working sessions with Trustmark to enable their web team as content authors. Together we used the AEM authoring tools to migrate/create the content for the site. Trustmark’s marketing team now directly controls all the content on the site speeding their ability to adapt messaging and offers to customers.

### Who we are

Sirius is a national integrator of technology-based business solutions that span the enterprise, including the data center and lines of business. FiveOut, a Sirius agency, is an award winning full service digital agency. As experts in business transformation, we integrate technology, data, creative, and marketing know-how to build exceptional customers experience.



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