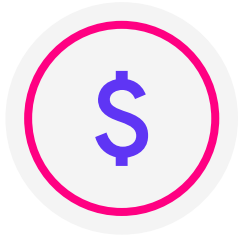
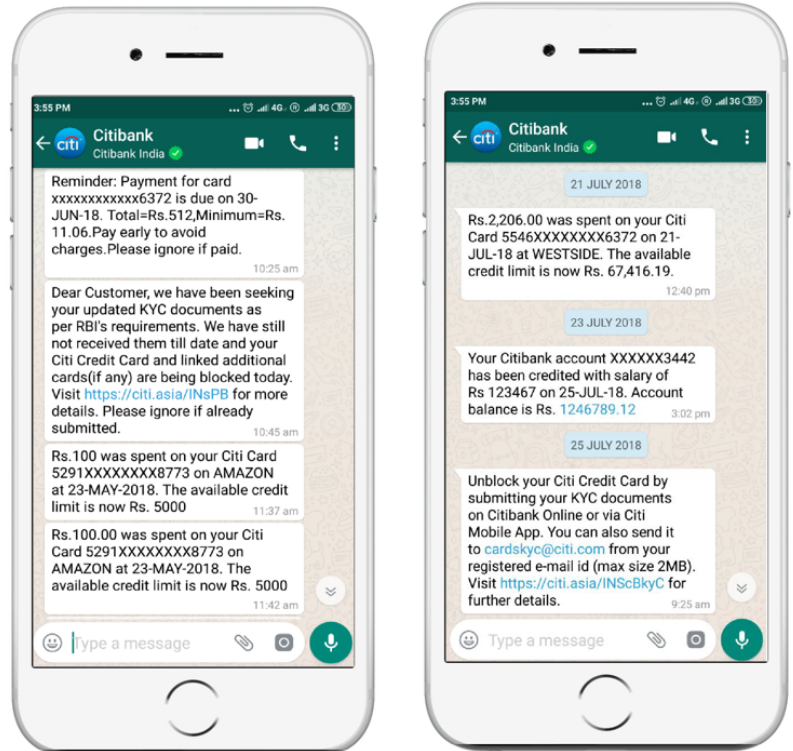


# Case Study: Citibank






Citibank needed a reliable messaging communication partner to engage and retain its customers. Gupshup helps Citibank deliver a seamless customer communication experience with its Smart Messaging API.

Citibank is the consumer division of financial services multinational Citigroup with over 2,649 branches in 19 countries



## Solution:

Gupshup offered Citibank a customized solution with its Smart Messaging API, enabling one-way and two-way communication on a single platform with multiple messaging channels across all geographies.

-  Gupshup provided Citibank with a Global Messaging API that handles transactional and promotional SMS, WhatsApp alerts and WeChat notifications.
-  Additionally, Gupshup's smart messaging platform enabled Citibank users' Opt-in and Opt-out management for various messaging channels including WhatsApp, mobile web-widget Link tracking services to gather real-time information from Citibank consumers such as account preference details, card requirements and KYC documents.
-  Citibank also used Gupshup's mobile marketing tools to run targeted cross selling chaser campaigns to accompany higher value transaction alerts.

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