

Helping Discover Bank Transform Brand Perception and Market Strategy

Company Name: Discover Bank
Industry: Financial Services
Revenue: \$20B+
Employees: 21,000+



Mission-critical priority

Discover Bank aimed to rebrand itself as more than just a credit card company by successfully entering the banking product market and differentiating itself from competitors.



How Gartner helped

The client used:

- **Gartner Analysts Support:** Collaborated with analysts to craft a compelling product and go-to-market strategy.
- **Executive Partner Engagement:** Engaged with a Gartner executive partner to refine strategic plans.
- **Networking Opportunities:** Utilized the Gartner network to connect with peers for insights and shared experiences.



Outcome

With support from Gartner for Marketing, the client:

- **Enhanced Differentiation:** Positioned Discover Bank as a key player in the banking market beyond credit cards.
- **Boosted Engagement:** Achieved positive customer feedback and increased engagement with the new banking product.
- **Validated Strategy:** Used a test-and-learn approach to confirm the marketing strategy and enable strategic pivots.

“Bouncing off a lot of ideas (to the leadership) from the executive team at Gartner has been really valuable.”

- Ram Subramanian, CMO at Discover Bank