omnivery | ČSOB

CUSTOMER STORY · ČSOB GROUP

How ČSOB Group got bank-grade control over every email it sends

Security controls designed with ČSOB's IT security team, click data flowing back into Bloomreach, and compliant archiving for regulated communication, across six brands in three countries.

100M+
Emails a year across ČSOB Group brands
CZ · SK · HU

11 days
From ČSOB's go-ahead to security controls running in production
JAN – FEB 2023

2+ mo
Ahead of ČSOB's production deadline, UI and docs included
RELEASED 21 MAR 2023

1 day
To build the Bloomreach click-event integration
JUNE 2023

AT A GLANCE

CUSTOMER
ČSOB Group, part of KBC Group

BRANDS
ČSOB · ČSOB Pojišťovna · ČSOB Leasing · ČSOB Stavební spořitelna · usetreno.cz · Patria Finance

SENDING PLATFORMS
Bloomreach Engagement, plus internal systems at Patria

INTEGRATION PARTNER · SINCE
Etnetera · Omnivery customer since 2022

01 THE CHALLENGE

A bank can't afford a hijacked campaign

In 2022 ČSOB moved its email marketing to Bloomreach Engagement and chose Omnivery to deliver it, with Etnetera as integration partner.

Omnivery's 100% owned infrastructure, rather than public cloud, met ČSOB's audit requirements. But the bank's IT security and risk teams had a harder question. If a marketing platform or delivery provider were ever compromised, an attacker could send convincing phishing in ČSOB's name. **The bank needed a way to make sure only legitimate email could reach its clients, and to stop sending instantly if anything looked wrong.**

Two more requirements followed: marketing wanted its engagement data to stay in Bloomreach, and regulated group companies had to archive what they sent.

02 SECURITY CONTROLS

Controls designed with ČSOB's IT security team

Omnivery worked through ČSOB's risk scenarios with its IT security, risk and digital channels teams, in workshops at the bank's headquarters in early 2023. ČSOB set out the controls it needed; Omnivery built them into the platform as standard features, checked on every message before it is delivered.

URL allowlist

Each sending domain has a list of approved link destinations. An email containing any other link is blocked before it reaches a client, so a hijacked campaign can't point to a phishing site.

Reply-To alignment

The Reply-To address must belong to the sending domain, so replies can't be quietly diverted to an outside address.

Domain kill switch

Sending for any domain can be switched off instantly from the console or the API, stopping a campaign mid-send.

Security notifications

Every change to these settings is reported to a dedicated bank security address, which can verify it and react. Changing that address alerts the previous one.

Validation alerts

Omnivery counts messages that fail validation, so an unusual run of blocked emails stands out as a possible sign of compromise rather than getting lost in the logs.

23 Jan 2023
ČSOB approves direct sending with controls

3 Feb 2023
Controls running in production

21 Mar 2023
Full release with console UI and docs

31 May 2023
ČSOB's production deadline

Approved
SECURITY SIGN-OFF

On the strength of these controls, ČSOB's IT Security and Risk & Compliance teams approved sending directly from Bloomreach Engagement through Omnivery, instead of building a separate bank-operated filtering layer in between.

> "We needed to be sure that even if a platform upstream were compromised, no email with a phishing link could reach our clients. Omnivery built the controls we specified within weeks, which let our IT security and risk teams approve direct sending."

Vladimír Selčan
IT SOLUTION ARCHITECT, DIGITAL CHANNELS, ČSOB

03 BLOOMREACH INTEGRATION

Keeping click data where marketing works

The URL allowlist checks the real destination of every link, so links can't be rewritten into a marketing platform's tracking redirects. Omnivery tracks the clicks instead. Without this, there would have been a gap in ČSOB's campaign reporting.

Bloomreach Engagement
Campaigns built and scheduled by ČSOB's marketing team

→

Omnivery
Checks links, Reply-To and domain status, then delivers and tracks clicks

→

Client inbox
Only email that passes every check is delivered

← CLICK EVENTS Each click goes back into Bloomreach as a native campaign event, matched to the right campaign and customer.

Omnivery built a dedicated Bloomreach events integration in a day, then refined it with Bloomreach's team so each click carries the campaign metadata ČSOB's existing reports depend on. Opens continue to be tracked in Bloomreach, so nothing is counted twice.

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04 COMPLIANT ARCHIVING

A record of every regulated email

Banks and investment firms must be able to prove what they told each client, content included, for years. For Patria Finance this is a MiFID requirement, and ČSOB has the same need for its own client communication.

Copying every email from every sending system would have meant changes in each of them. Instead, Omnivery added **journaling**: an identical copy of every email on a domain goes to a designated archive address. It is switched on in the domain settings, with no changes to the systems that send the email.

Per domain
ONE SETTING, EVERY SYSTEM

Live at Patria Finance, where client email is archived to meet MiFID record-keeping requirements.

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05 RESULTS

Security sign-off, without slowing marketing down

Approved
Direct sending signed off
Omnivery's controls met the bank's security and risk requirements.

100M+
Emails a year across the group
Six brands in the Czech Republic, Slovakia and Hungary.

Ahead
Delivered before the deadline
Fully released more than two months before ČSOB needed it.

Intact
Reporting kept in Bloomreach
Clicks arrive as native campaign events in existing reports.

> “We got the security sign-off without losing anything in Bloomreach. Our campaign reporting works exactly as before.”

Jan Kuběna

TECHNOLOGY PLATFORM DESIGNER, LEAD MANAGEMENT, ČSOB

06 KEY TAKEAWAYS

1. **Control the destination, not just the sender**

   A URL allowlist keeps phishing links out of email sent in your name, even if a platform upstream is compromised.

2. **Security requirements can become product features**

   ČSOB's requirements shipped as standard platform features, available to every regulated sender.

3. **Keep marketing's data where marketing works**

   Moving click tracking for security reasons didn't cost ČSOB its Bloomreach reporting.

4. **Archive at the delivery layer**

   Journaling in one place covers every system that sends email, with no changes necessary in any of them.

SENDING EMAIL IN A REGULATED INDUSTRY?

Talk to Omnivery about bank-grade email controls

100% owned infrastructure, ISO 27001 certified, with security controls built for banks and insurers.

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