

# MAYA CASE STUDY

TIER 1 BANK, SINGAPORE

Personalization drives **portfolio growth** for a tier 1 bank in Singapore

## SUMMARY

With the power of taste-led personalization, Crayon's Maya™ delivered a significant lift in spends, across the bank's customer base.

~4% lift in offer spends

## THE MAYA PLATFORM

Maya is an AI and Machine Learning driven platform. It helps banks go beyond transaction behavior data to infer customer "taste". Personalized storefronts with relevant offers are created for every unique customer.

Maya's 3-sided AI/ML platform consists of:

### TasteGraph™

A unique map of the world's tastes, with over a billion data points on consumer lifestyle

### ChoiceAI

An algorithm that maps internal enterprise behavior data with external internet taste and social influence data sets

### Lifestyle Marketplace

A high impact aggregation of fulfilment services and offers

Maya drove **18** personalized campaigns across **130,000** customers

## CHALLENGES SOLVED. RESULTS DELIVERED.

During the course of our work with the bank, Maya **confronted** and **solved challenges** common to most banks.

We recommended that the bank run weekly personalized email campaigns. This resulted in a significant improvement across various metrics:

36%

Average open rate for personalized emails.  
27% for BAU

8% to 16%

Response rates across campaigns

~13%

Average response rates.  
~1% for random recommendations

Personalized **email campaigns with Maya** led to an increase in **transactions** and **spends** across customer segments, as compared to the control group. In terms of both, transactions and spends that followed the campaign period.

Personalized campaigns **targeted active customers and outperformed BAU.**

6%

rise in transactions

3%

rise in spends

Personalized campaigns that targeted dormant customers also saw greater **activation rates** and **increased transactions/spends.**

~25%

rise in transactions

~33%

rise in the spends vs. control group