

MAYA CASE STUDY

TIER 1 Bank, USA

Personalization drives **portfolio growth** for a tier 1 bank in the US

SUMMARY

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

~4.5% lift in 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 **14** personalized campaigns across

250,000 customers

CHALLENGES SOLVED. RESULTS DELIVERED.

During the course of our work with the bank, Maya **confronted** and **solved** challenges common to most banks. Quarterly campaigns were recommended, and these resulted in a significant improvement across various metrics:

11.5%

Average opt-in for personalized campaigns.
8% for BAU

4% to 5%

Fulfilment rate across campaigns.
~2% for BAU

Personalized **campaigns** resulted in increased **transactions** and **spends** across customer segments. Personalized campaigns that targeted active customers outperformed BAU.

~4x

rise in spends

3-5%

increase in spends for high-spend customers

20-25%

increase in spends for low-spend customers

33%

more effective in arresting churn, compared to the bank's recommendation engine

To unlock value through personalization, reach out to sunil@crayondata.com | samarth@crayondata.com

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