maya.ai

drives portfolio growth through personalization for one of the largest banking groups in the Middle East (This project started in July 2016)

The challenge

The bank had difficulty delivering personalized campaigns. They wanted to increase incremental value, activate dormant customers, and improve their engagement metrics of their campaigns.

The magic of maya.ai

- Created personalized email and SMS campaigns
- Monitored campaign performance and widget traffic

Results

105 Mn USD
Annualized Incremental Spends

70 Mn USD
Value generated

750 K
Customers onboarded

642 K
Customers engaged

750 K
Customer base

22.4 Bn USD
Annual portfolio size

203 Mn
Annual transaction volume