

drives portfolio growth through personalization for a leading global bank in India (This project started in February 2018)

The challenge

The bank had an insignificant offer portfolio, with a 6% offer coverage and a 3.6% transaction volume. They found it difficult to identify relevant merchants for offer acquisition and deliver personalized campaigns.

The magic of maya.ai

- Created personalized campaigns delivered fortnightly via email and SMS
- Recommended relevant merchants for offer acquisition
- Procured relevant offers for the bank's offer portfolio

Results

468 K USD
Annualized Incremental Spends

117 K USD
Actual Incremental Spends
(-1.8% lift in offer spends over 3 months)

4.4 % ^v/_s **0.4** %
Test Control
Annual transaction volume

620 K
Customer base

550 Mn USD
Annual portfolio size

13.65 Mn
Annual transaction volume