

drives portfolio growth through personalization for a multinational bank in Indonesia (This project started in October 2016)

The challenge

The bank needed a big data analytics partner to differentiate their card proposition by delivering personalized choices to their customers. They also wanted to reduce customer inactivity, improve their offer portfolio, and optimize card usage to drive incremental value across all segments.

The magic of maya.ai

- Delivered personalized weekly campaigns delivered through SMS and email
- Designed campaigns to achieve two key objectives: stimulate spends and reduce customer inactivity
- Monitored and analyzed campaign performance closely

Results

3.5 K USD
Annualized Incremental Spends

Actual Incremental Spends

30 K USD
in the first wave (2.2% of portfolio spends)

532 K (SMS)
+

232 K (Email)
Impressions generated

100 K
(+25K control)

