

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 10 SMS and 14 email campaigns, on a weekly schedule

## Results

**360** 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)

Customers onboarded

**100** K

Customer base

**309** Mn USD

Annual portfolio size

**2.7** Mn

Annual transaction volume