Case Study

Maya Boosts Easy Credit Users by 95% and Achieves 2x Retention with Advanced Engagement and Data-Driven Personalization

Maya is a leading fintech ecosystem and digital bank in the Philippines, empowering millions of users with seamless banking, payments, and credit solutions. With a mission to drive financial inclusion, Maya focuses on delivering seamless user experiences and personalized financial products. By leveraging CleverTap's advanced analytics and automation, Maya has transformed its user engagement strategy, achieving significant growth in credit adoption and operational efficiency.
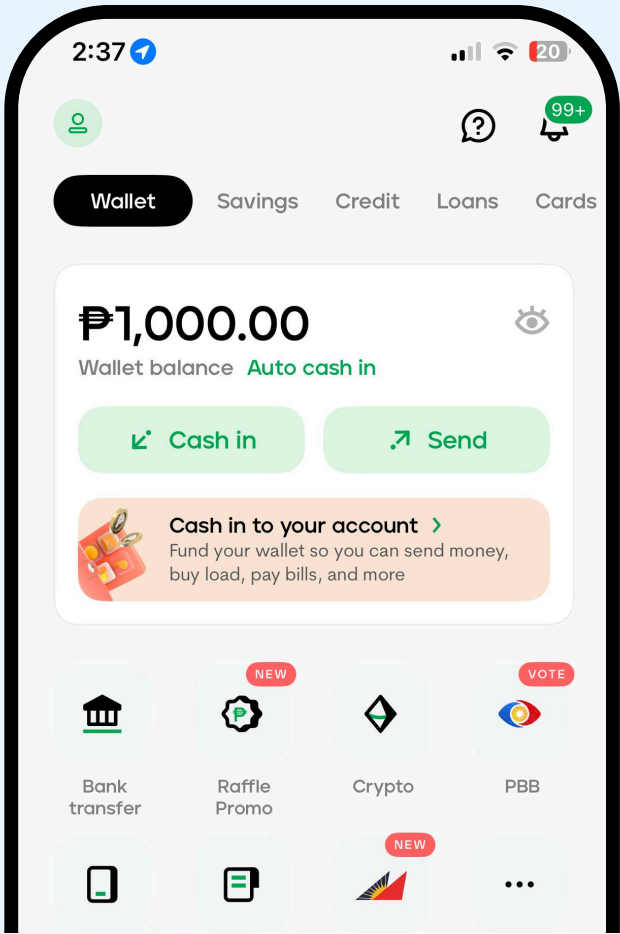
Challenges

As Maya scaled its operations, it faced challenges in engaging users effectively and in an operationally efficient manner.

- Campaigns were executed manually across multiple channels, creating operational inefficiencies and delays. The lack of timely nudges led to drop-offs and lower retention.

- The Maya team wanted to create dynamic, behavior-based user cohorts for targeted communication. User segments based on multiple attributes such as demographics, credit behavior, and language preferences would enable the delivery of contextually relevant campaigns.

- Without advanced analytics and deep behavioral insights, the team was unable to engage users with tailored offers and updates. This lack of personalization made communication less appealing to users, impacting engagement and conversion rates.

Approach

Maya integrated CleverTap's All-in-One Engagement Platform to drive personalized communication and improve conversion rates across the user lifecycle.

- **Advanced Segmentation:** CleverTap enabled Maya to create dynamic user segments based on demographics, behavior, and propensity models, ensuring highly targeted campaigns.

- **Personalized Communication:** Using Liquid Tags for scalable personalization, Maya delivered tailored messages, such as credit limit increases, resulting in higher engagement and credit utilization.

- **Journey Orchestration:** CleverTap's Omnichannel Journeys allowed Maya to automate long-term communication plans, nudging users strategically at relevant stages to drive conversions and retention. The team is now able to modulate communication in real-time based on user actions.

- **A/B Testing:** Maya used A/B testing to understand the most effective messaging for its bilingual user base, experimenting with language (English, Tagalog, Taglish), user behavior data, and other factors for Maya Easy Credit and Personal Loans. This helped improve engagement and boost conversions.

- **Deeper Insights with Analytics:** The team is able to keep a close eye on key metrics, allowing them to measure impact on revenue from their initiatives, as well as quickly optimize the user journey based on conversion rate fluctuations along the path.

Impact

Omnichannel hyper-personalization drives growth and retention*

95% YoY Growth in Maya Easy Credit Base

2x Increase in Credit User Retention

60% Reduction in Turnaround Time for Loan Applications

> " CleverTap has been a valuable platform in helping us manage our user lifecycle and streamline communications. It supports our onboarding, campaign execution, and performance insights – contributing to more efficient marketing operations and better user engagement."

Jian Chua
Specialist - CLM

CleverTap