

SELF SERVICE BANKING CASE STUDY

MAILER:

Maya Financial

OBJECTIVE:

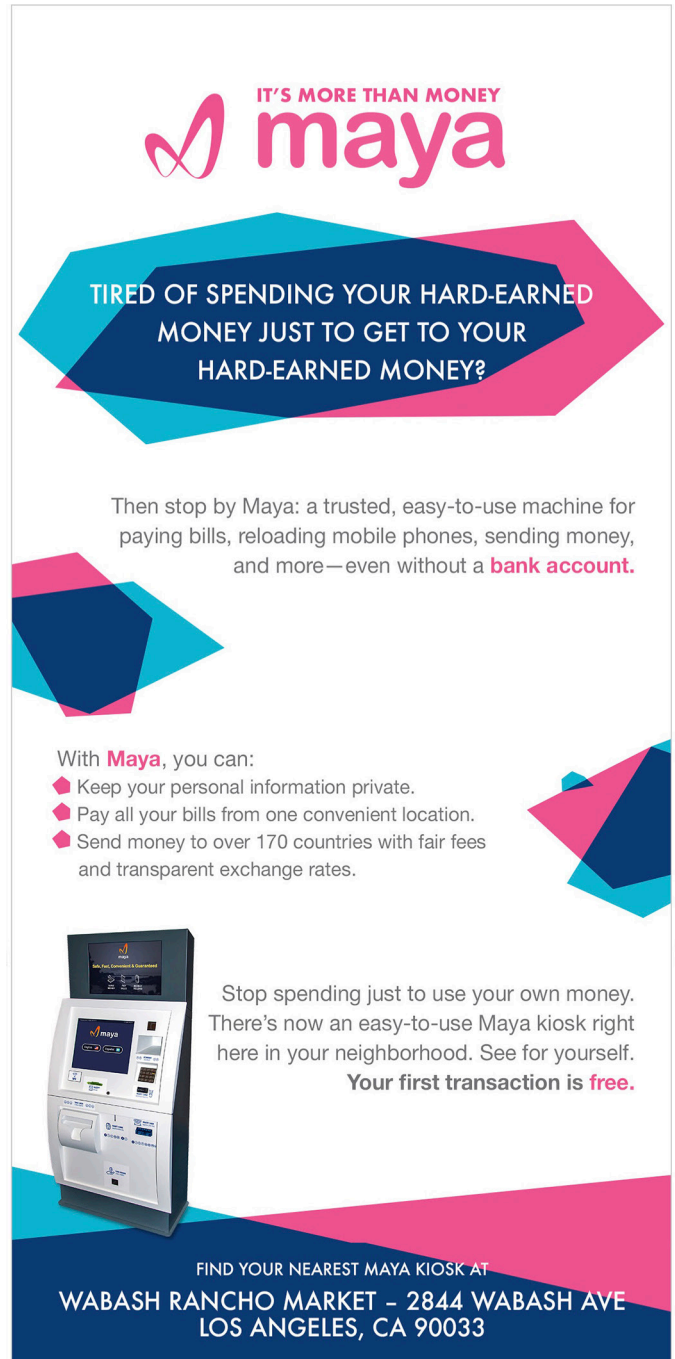
Maya Financial faced the challenge of promoting Maya's bill paying and money wiring kiosks to consumers in targeted areas where Maya kiosks are available.

SOLUTION:

eTargetMedia planned a targeted email marketing campaign that reached English and Spanish speaking consumers who are blue collar workers between the ages of 25 to 54 years old within a 5-mile radius around targeted zip codes in California where Maya kiosks are located. The creative featured all of the benefits and services that the Maya self-service ATM offers including being an easy-to-use machine for paying bills, reloading mobile phones and sending money through wire transfers - even without a bank account. An English version and Spanish version of the creative was designed but the campaign skewed mostly Spanish speaking consumers. Each email deployment included the address for the nearest Maya kiosk and included a free first transaction special offer.

OUTCOME:

The email marketing campaign helped increase awareness of the Maya kiosks in targeted California zip codes. The campaign received a strong open rate and high click through rate and overall was a successful email campaign.



IT'S MORE THAN MONEY
maya

TIRED OF SPENDING YOUR HARD-EARNED MONEY JUST TO GET TO YOUR HARD-EARNED MONEY?

Then stop by Maya: a trusted, easy-to-use machine for paying bills, reloading mobile phones, sending money, and more—even without a **bank account**.

With **Maya**, you can:

- ◆ Keep your personal information private.
- ◆ Pay all your bills from one convenient location.
- ◆ Send money to over 170 countries with fair fees and transparent exchange rates.

Stop spending just to use your own money. There's now an easy-to-use Maya kiosk right here in your neighborhood. See for yourself.
Your first transaction is free.

FIND YOUR NEAREST MAYA KIOSK AT
**WABASH RANCHO MARKET - 2844 WABASH AVE
LOS ANGELES, CA 90033**

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