



The largest bank in Singapore engaged with over 4M+ customers in 2022.

The bank's last-mile customer engagement strategy powered by the Perx Lifestyle Marketing Platform delivered over 300 personalized and gamified mobile-first micro-experiences to drive a set of pre-defined customer actions.

The gamified micro-experiences drove the bank's in-app Monthly Active Users (MAU) by 25% when compared to 2021.

In addition to the regular need-based banking transactions, the bank drove an additional 221,000 customer actions and interactions in 2022 alone.

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personalized and gamified mobile-first micro-experiences

25%

increase in in-app

MAU compared to 2021

221k

additional customer actions and interactions driven in 2022

15M

customer-brand

touchpoints created in 2022

