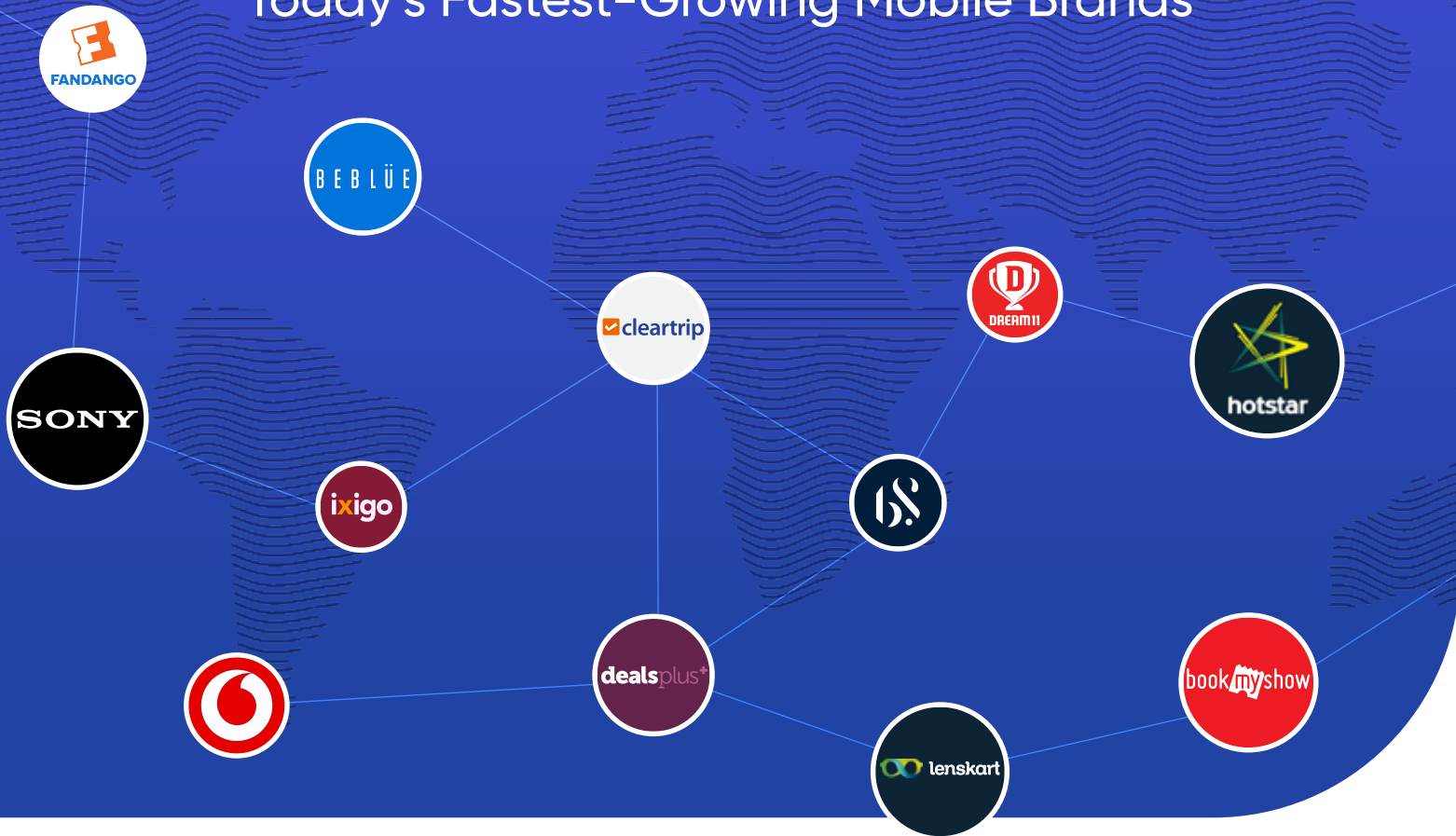


# The Big Book of Customer Retention

Success Stories from  
Today's Fastest-Growing Mobile Brands



CleverTap

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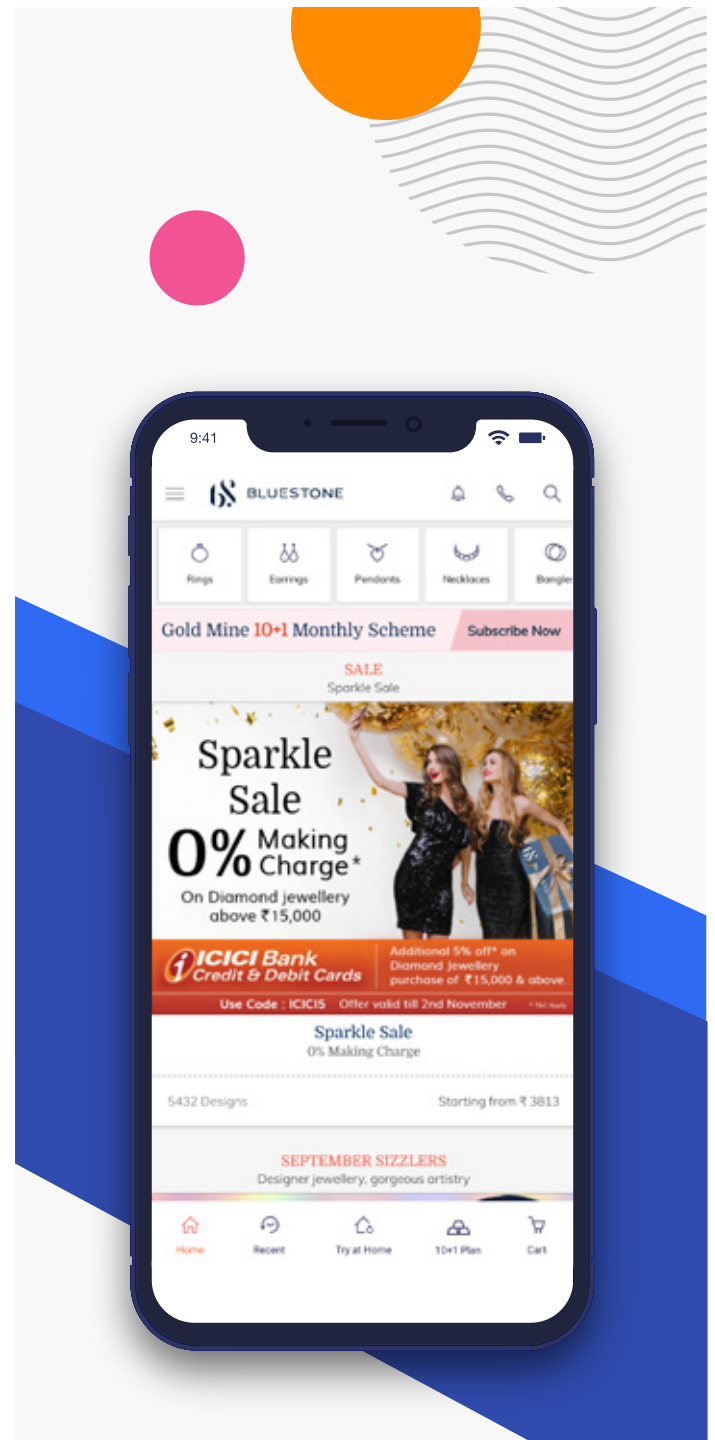
# Mobile Analytics Case Studies



## Unifying Customer Data to Improve Brand Loyalty

As India's leading destination for high-quality jewelry, BlueStone started off as a purely online business. As they've expanded to build 12 brick-and-mortar locations, they've recognized the need for an omnichannel approach to customer engagement. They needed an analytics solution that could unify customer data across multiple sources to create a seamless user experience that would enhance brand presence and customer loyalty.

CleverTap processes hundreds of millions of data points in less than a second, meaning BlueStone can get a complete, real-time view of each customer, automatically create meaningful customer segments, and engage each user with the right message on the ideal channel.



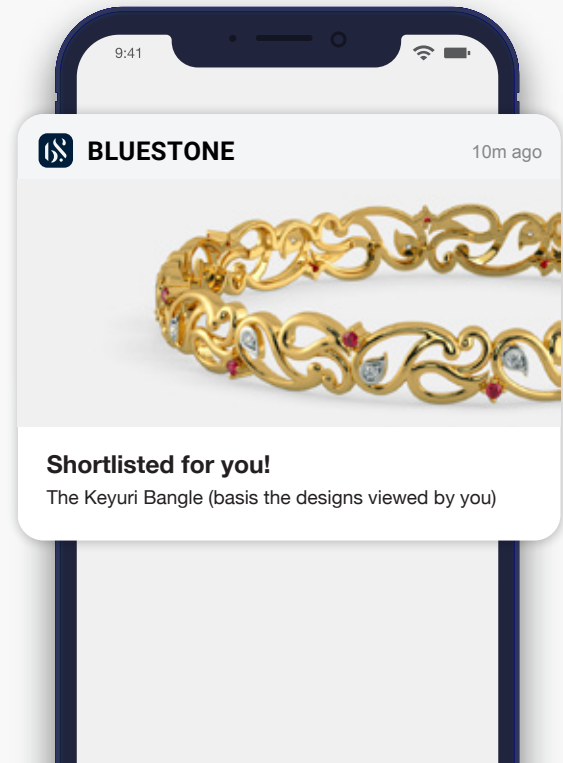
CleverTap is extremely easy to use - just 2-3 clicks and you're done. It's a complete tool for anyone focused on growth. You get a better and more granular view of your data, along with a simpler way to create product recommendations than some of the other tools on the market.

- Saurabh Raina

Product Manager, BlueStone



#### BLUESTONE PUSH NOTIFICATION CAMPAIGN



#### KEY RESULTS

8%

jump in  
repeat visits

18%

increase in  
revenue

32%

boost in  
conversions

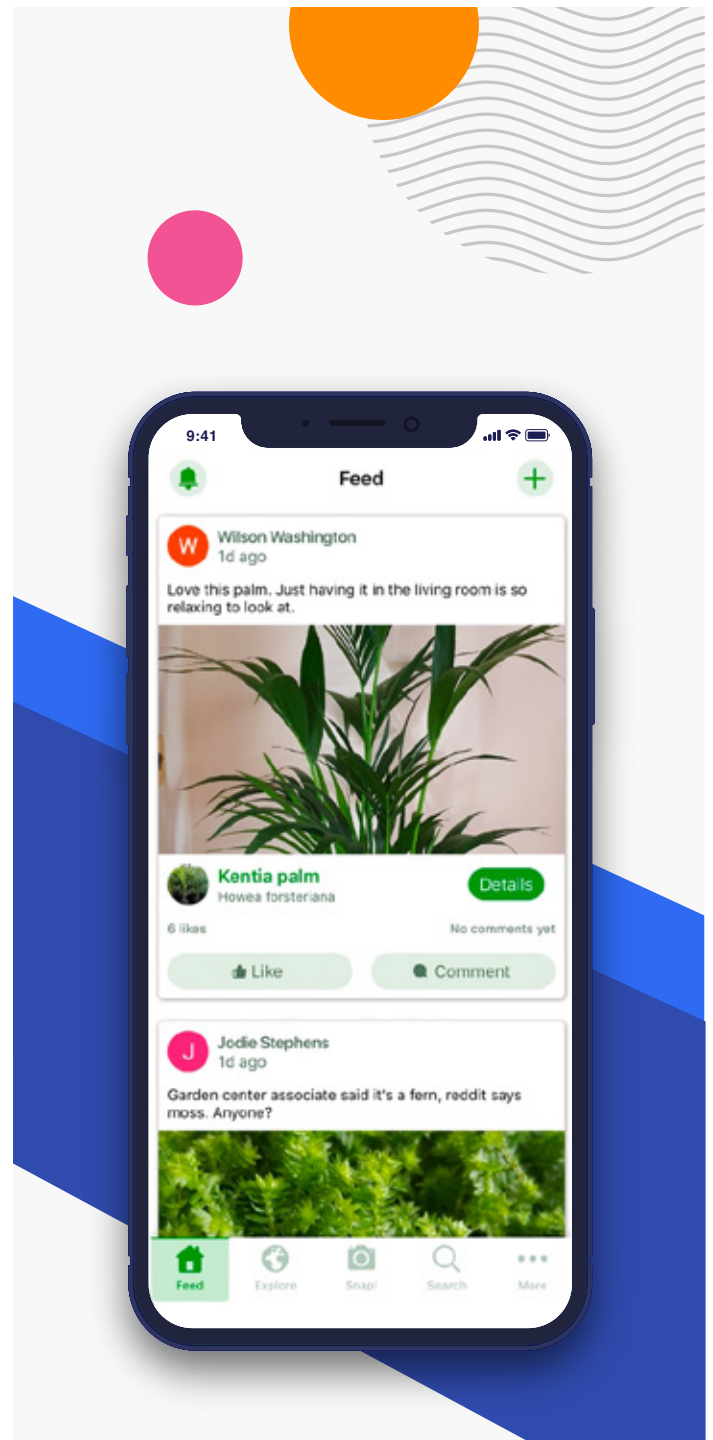


## Improved retention & engagement for 33M users

CleverTap enables us to track events, create user journeys, and build targeted engagement for users both outside and inside the app.

### - Eric Ralls

Founder & CEO, PlantSnap





## Turning Real-time User Insights Into Personalized Engagement

DealsPlus uses CleverTap's analytics to process customer data in real time and automatically segment customers based on purchase preferences, browsing history, and the time of day they're most active in the app.

They can now send push notifications with personalized offers timed for when users are most likely to open the app, significantly improving conversions and retention.

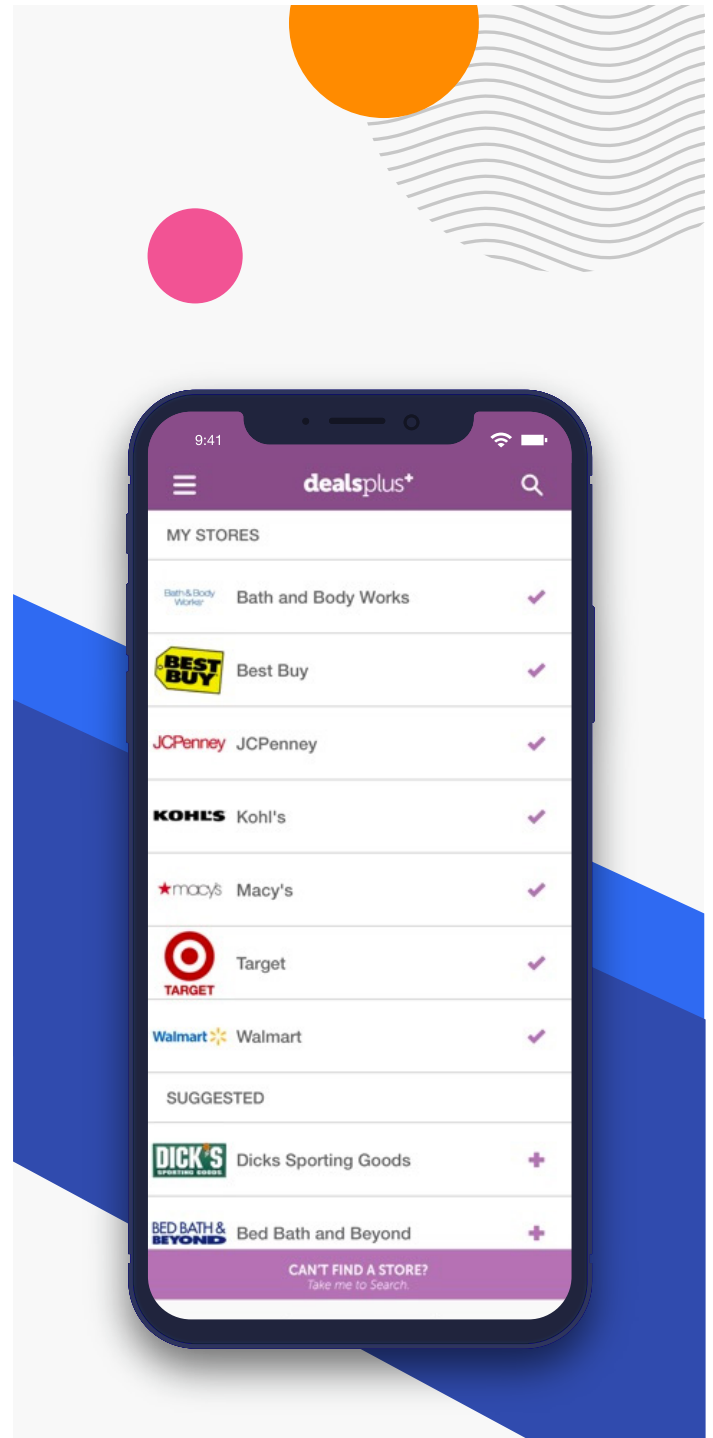
### KEY RESULTS

30%

jump in  
user retention

10%

increase in  
user engagement

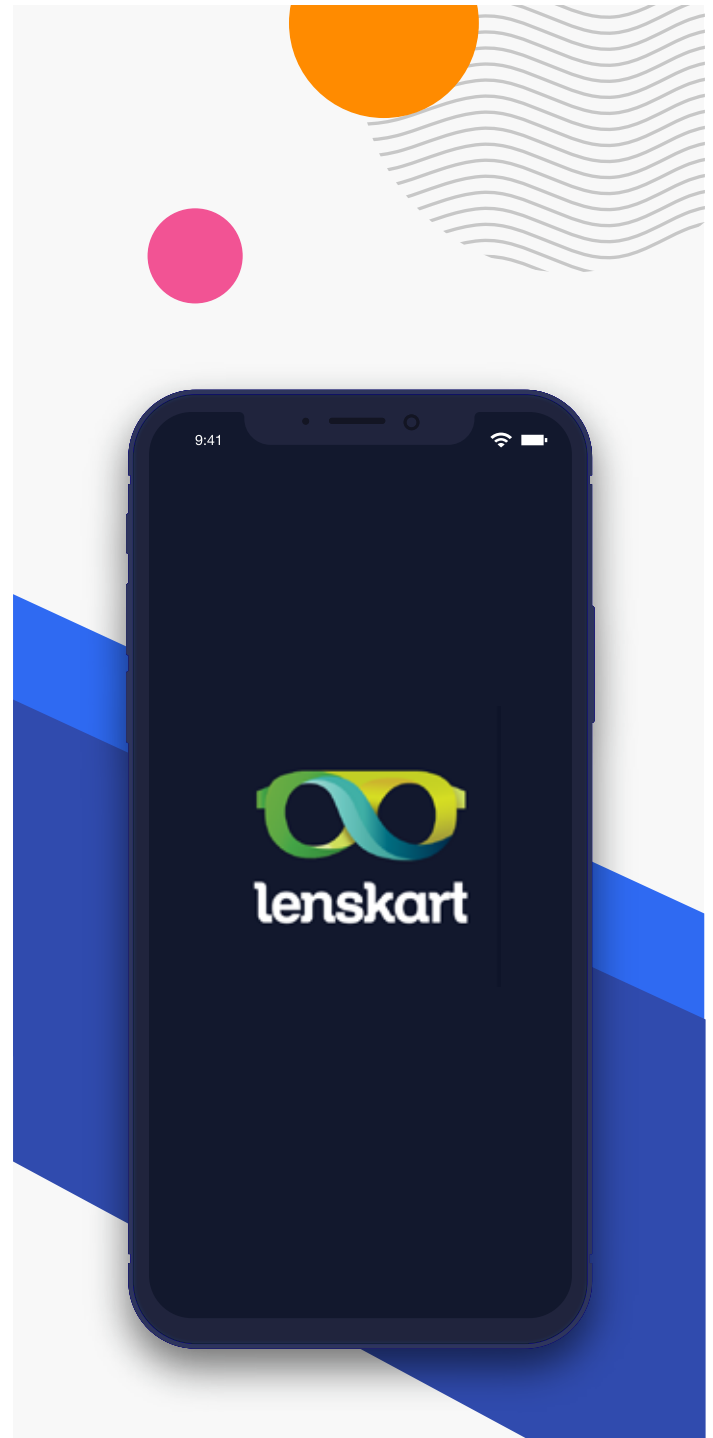




## Bridging Online & Offline Data for Complete Customer Insights

With an expanding chain of 500+ stores across India, eyewear giant Lenskart sells 10 pairs of glasses every minute. With 10 million+ users on their Android app alone and 40,000 unique users being added daily, Lenskart needed a tool that would scale with them, provide real-time insights into user behavior, and offer a seamless experience for both their CRM team and their valued customers.

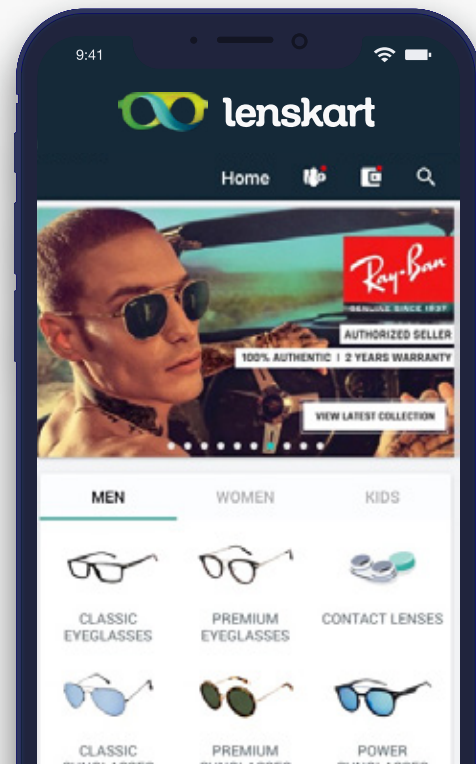
Lenskart can now make informed decisions based on customer data collected across multiple on- and offline sources, resulting in rich customer profiles and targeted marketing campaigns. With analytics tools like RFM Analysis, Lenskart automatically segments and engages their fast-growing user base with personalized campaigns based on how active users are in the app and how much they spend.



CleverTap offers the perfect mix of analytics and engagement. With live user segments and real-time data, we always have our eye on our dashboard to understand which users are dropping off and which campaigns need to be optimized.

**- Manan Bajoria**

Head of Growth Marketing, Lenskart



**KEY RESULTS**

**75%**

**Faster execution of campaigns based on data insights**

**68%**

**higher engagement with personalized push notifications**

# New User Onboarding Case Studies

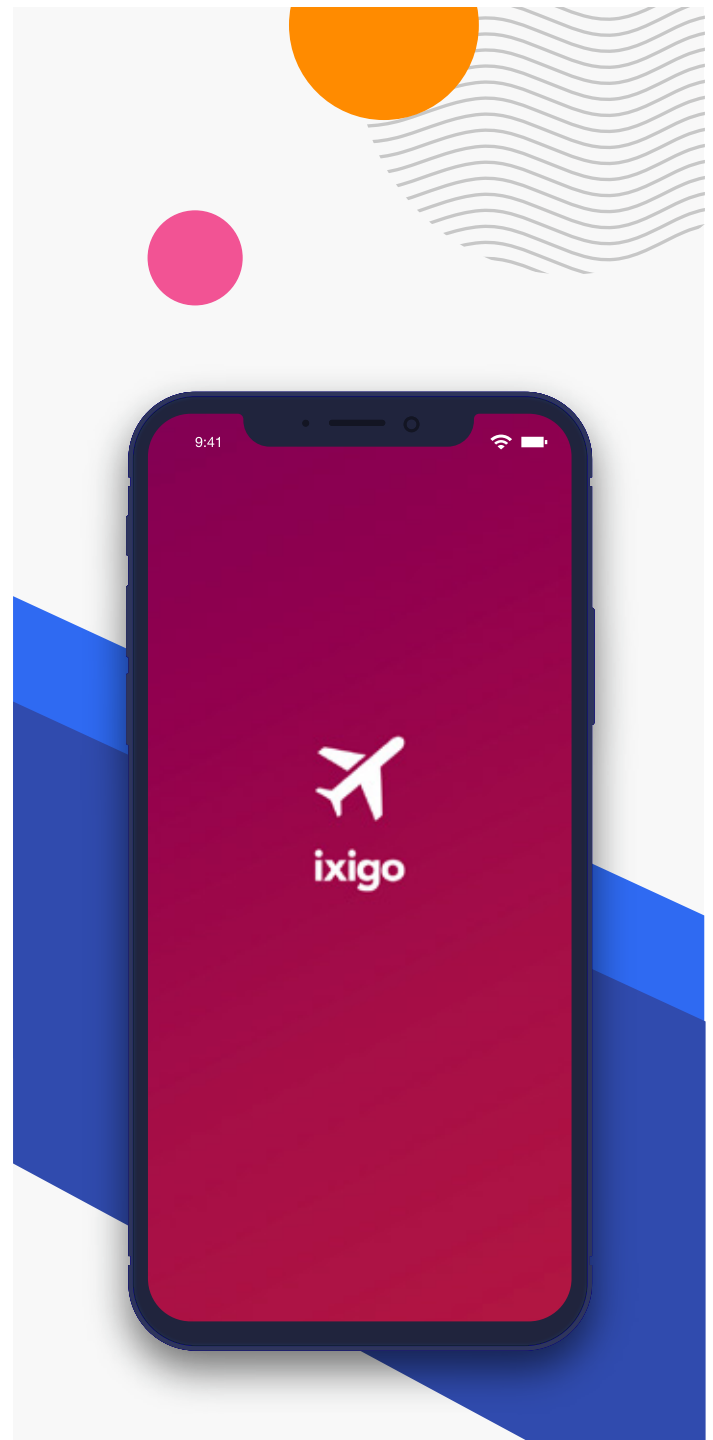


## Applying Customer Insights to Optimize Omnichannel Onboarding

Travel app Ixigo was successfully attracting crowds of new users through their acquisition campaigns. But they struggled to keep new users engaged, seeing activity plummet immediately after download. They needed to overhaul their onboarding flow to provide a personalized new user experience both in and outside the app.

Ixigo used Flows to visualize how new users were navigating the app, paying special attention to what users were doing immediately after logging in, immediately before converting, and immediately before uninstalling.

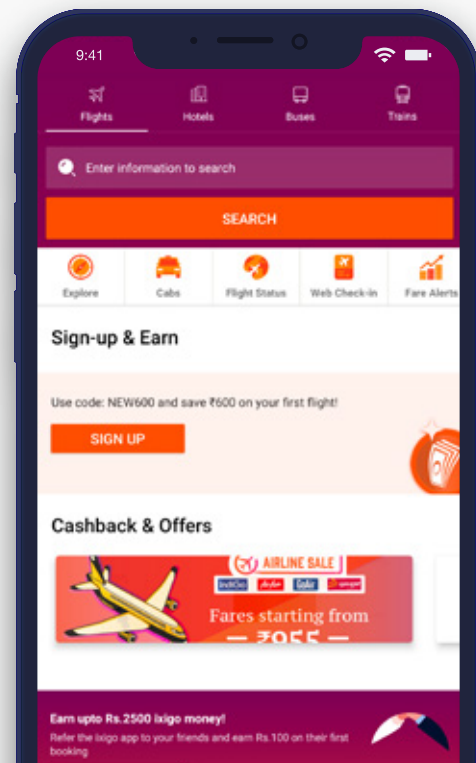
Armed with a deeper understanding of user behavior, they set up a series of automated email campaigns to engage new users and guide them to complete their first in-app transaction. The result was a 54% open rate and significantly higher engagement from new users.



CleverTap is the perfect platform for any growth hacker. It isn't just about analytics and segments - they work with you to suggest how to optimize your campaigns and get better insights from your data.

**- Himanshu Periwai**

Vice President of Growth, Ixigo



#### KEY RESULTS

**54%**

**increase in  
email opens**

**3%**

**increase in  
email CTRs**

# A Leading caller ID App

With real-time insights into how new users navigate the app, this popular caller ID app was able to perfect the new user onboarding flow to encourage feature adoption and slash churn.

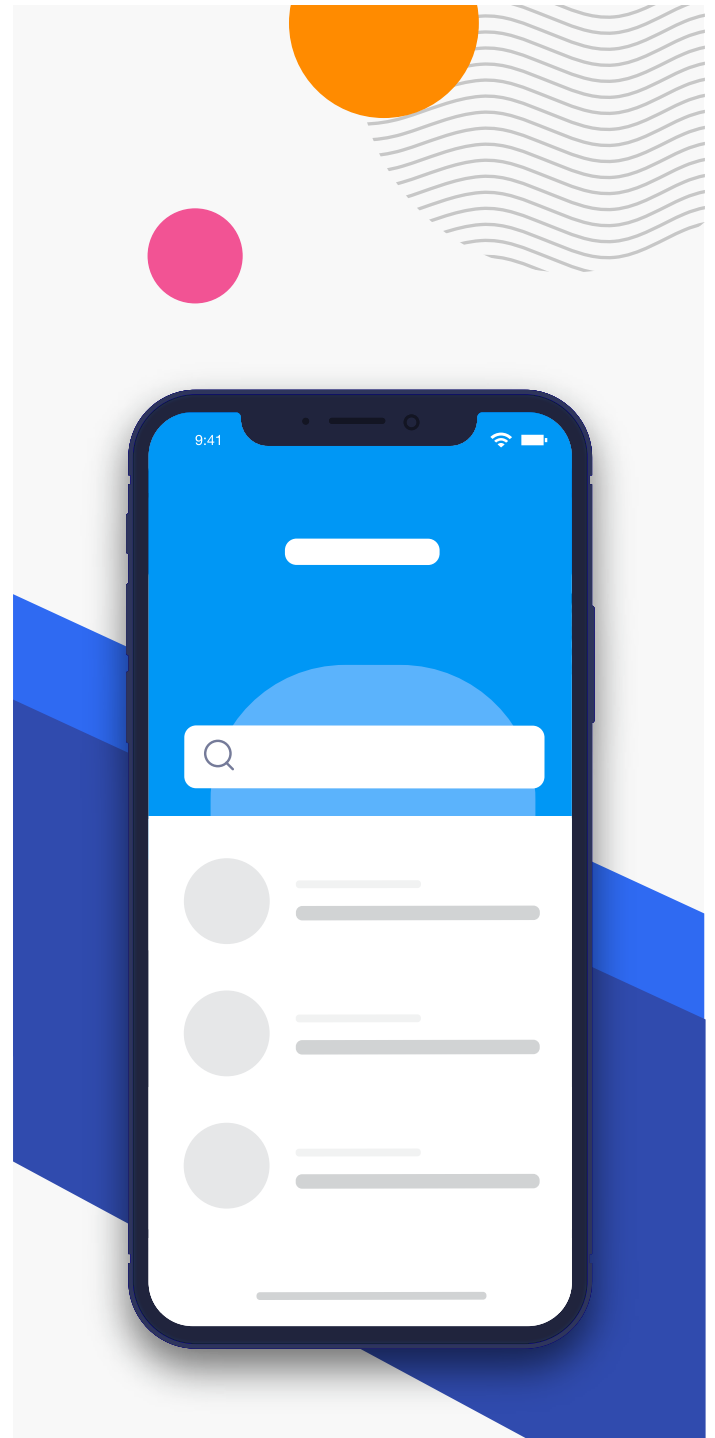
## KEY RESULTS

**4x**

**jump in  
user retention**

**8.7%**

**decrease in  
overall churn**





## Using Live Segmentation to Hook New Users on the App

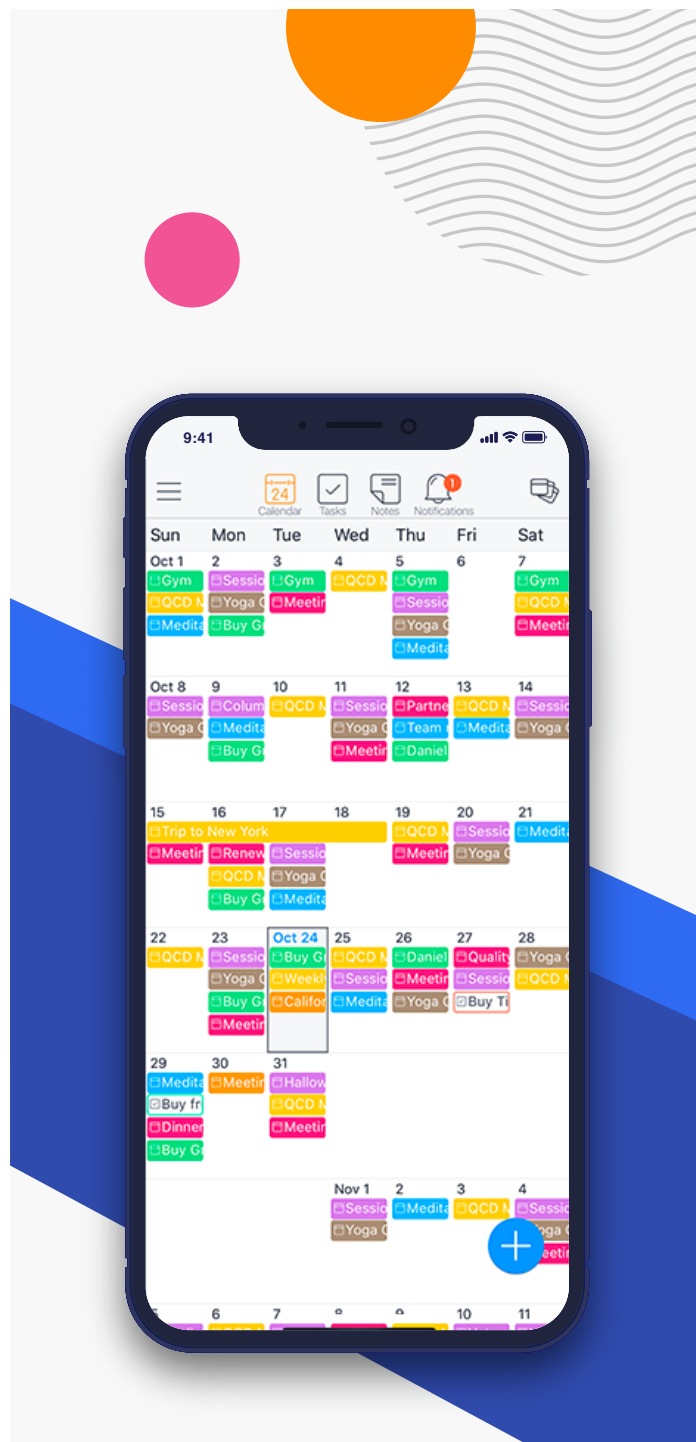
For award-winning personal assistant app 24me, getting new users to watch a short video tutorial was the key to getting them hooked on the app. But they needed a way to track which users skipped the tutorial and persuade them to watch.

With live user segments, all new users who didn't watch the tutorial are automatically added to a segment and sent a welcome email that encourages them to watch the video. The result? 6% higher activation rates.

### KEY RESULT

6%

higher new  
user activation rates



# Personalized Engagement Case Studies

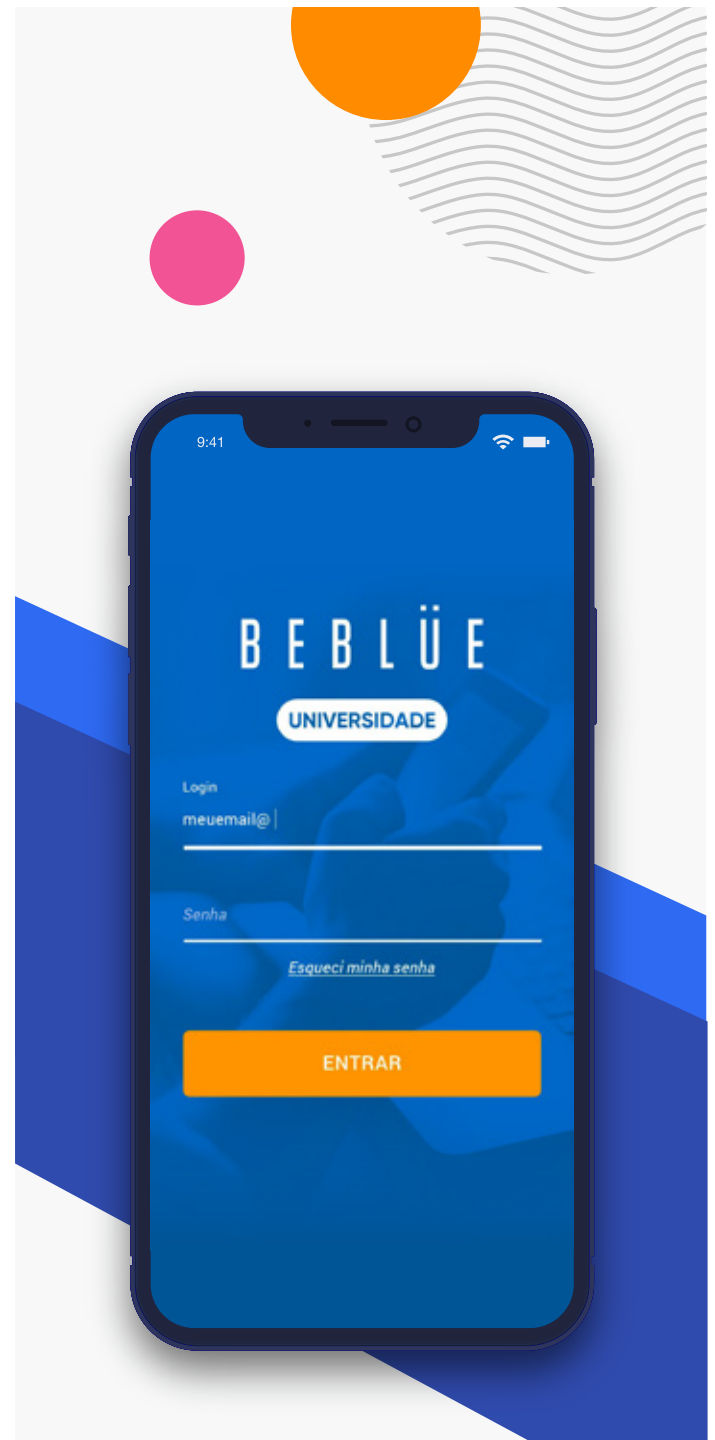
# BEBLÜE

4 million downloads, 25,000+ reviews, and a 4.5 star rating: innovative cash back app Beblue is making waves in the fintech industry. Users instantly get cash back on purchases made at thousands of partner sites, and partner businesses get access to real-time insights that drive customer loyalty.

Scheduled and triggered campaigns allow Beblue to interact with each user on their preferred channel - whether push, email, in-app, or SMS - without annoying them with irrelevant or spammy messages.

They use RFM Analysis to automatically segment their user base and send targeted campaigns with customized discounts and cash back rates. And by A/B testing notification content, they can optimize messaging, deep links, and coupon codes.

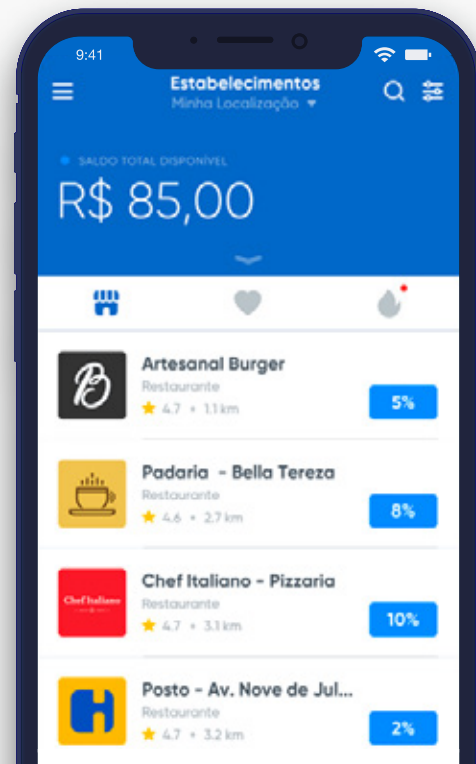
The result? A whopping 96% increase in daily active users.



CleverTap helps us create more dynamic and innovative user experiences. We now engage our users every day with personalized, automated campaigns that have significantly reduced churn.

**- Juliana Castoldi**

Head of CRM, Beblue



**KEY RESULT**

**96%**

**spike in  
DAUs**

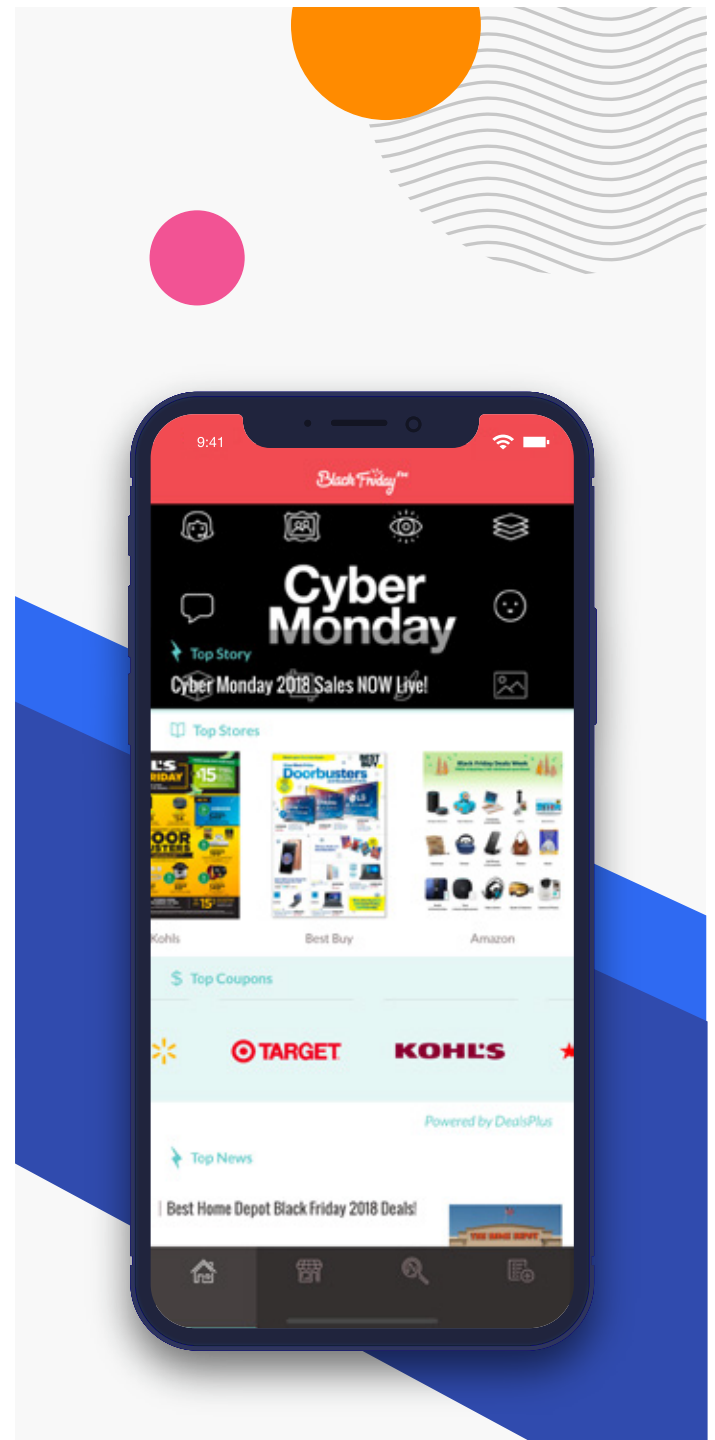


This holiday deals app segments users based on browsing history and the time of day they're most active in the app. They're now able to send personalized offers timed for when each user is most likely to open the app, resulting in a 10% jump in user engagement.

#### KEY RESULTS

10%

increase in  
app engagement





With over 50 million downloads, entertainment giant BookMyShow sells 7.5 million tickets a month through its mobile app.

With such a massive user base, they needed a platform that could handle the scale of their marketing campaigns while providing a personalized app experience for each of its millions of users.

Armed with powerful mobile analytics, the team creates live user segments and sends users personalized messages based on their real-time behavior. They can now tailor campaigns based on user activity and intent, leading to a 2x increase in app engagement.

#### KEY RESULT

2x

increase in  
app engagement



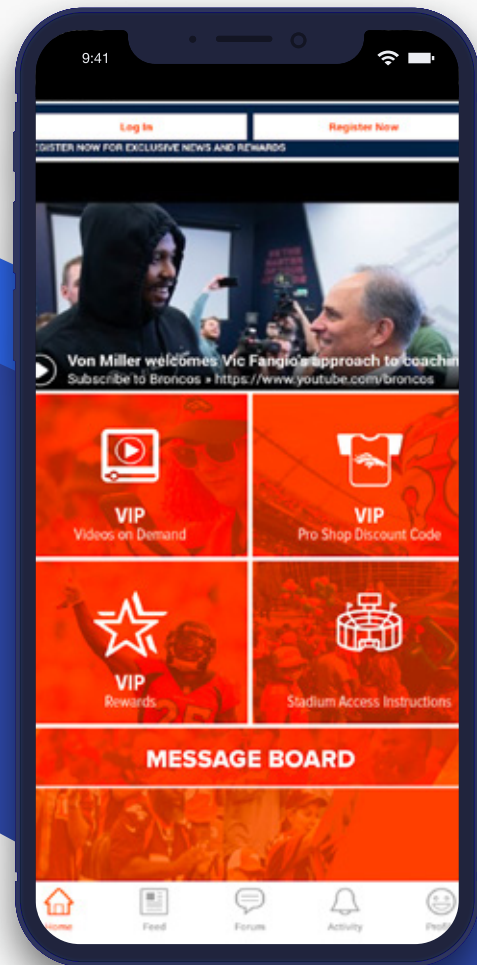


The Denver Broncos' Orange Herd app, created by TopFan, keeps fans connected with real-time breaking news, game previews, stats, and scores from the official NFL stats engine.

To keep users hooked on the app, the TopFan team needed to provide value - even in the offseason. They also wanted to encourage VIP subscription purchases, which allow users to access exclusive content, virtual reality experiences, and live chats.

This meant striking a careful balance: delivering enough value to the free tier to keep users engaged, while providing sufficient incentive for them to upgrade to a paid subscription.

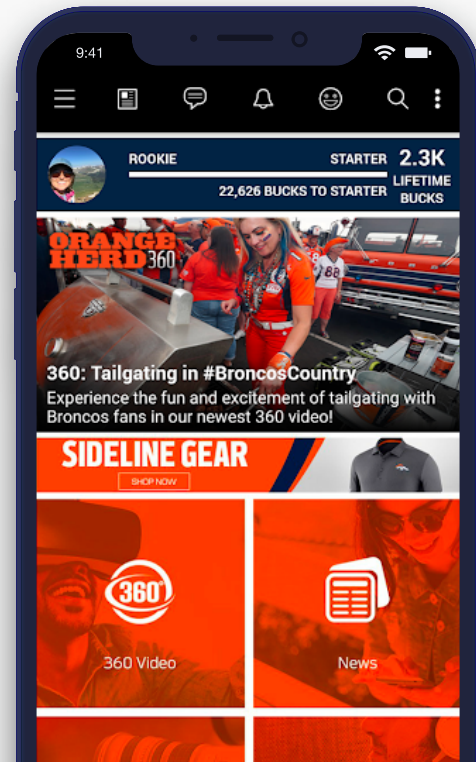
The Orange Herd app created a series of push notifications with links to polls, exclusive videos, merchandise promo codes, and even opportunities to interact with Broncos players - each one tailored to each of their 25,000+ user's preferences.



Personalization is imperative in our business. CleverTap enables app owners with the insights they need to create and optimize their messaging. They can schedule and send massive personalized campaigns in a matter of seconds, without worrying about deliverability.

- Jeffrey Kohn

CEO and Co-Founder, TopFan, Inc



#### KEY RESULTS

8x

higher  
engagement

15%

increase in  
conversions



Fandango is the go-to destination for more than 36 million moviegoers each month, providing ticketing services to more than 45,000 screens.

Even as a highly recognizable brand, they struggled with retaining users acquired through paid campaigns. They needed to offset rising acquisition costs by improving customer lifetime value.

To do that, they needed to see how customers were engaging with the brand over multiple touchpoints: web, mobile browser, and mobile app. And they needed a way to run sophisticated omnichannel campaigns to reach each user with the right message at the right time on the right channel.

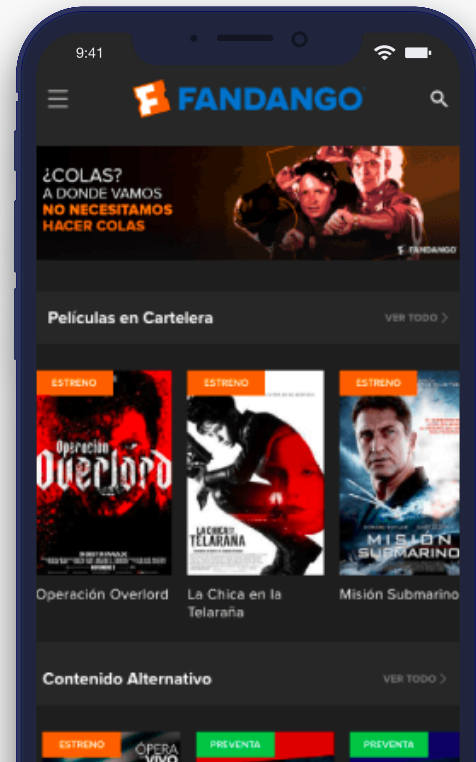
Fandango LATAM now sends triggered notifications based on real-time user activity on multiple channels, including push notifications, email, and web push. These automated campaigns are further personalized with a user's first name, purchase history, and genre preferences, resulting in a steady rise in app engagement and long-term retention.



We can look at the users' journey across multiple devices: from the web, to their phone, or their tablet. This not only provides us with a single view of the customer but also improves engagement and the user journey across channels and devices.

– Sergio Tang

Marketing Director LATAM, Fandango



#### KEY RESULTS

7%

increase in  
revenue

5%

jump in  
app engagement

# hotstar

## Scaling personalized engagement to 350 million+ users

Launched in early 2015, Hotstar is one of India's most downloaded apps, with more than 350 million users.

In order to continue scaling successfully, Hotstar wanted to personalize the entire user experience. But with over 300 million user profiles to segment and analyze, this was a major challenge.

Using live user segments, Hotstar now engages users based on their real-time app behavior. By tracking user cohorts, they identify consumption patterns, preferred genres, and retention rates on a daily, weekly, and monthly basis.

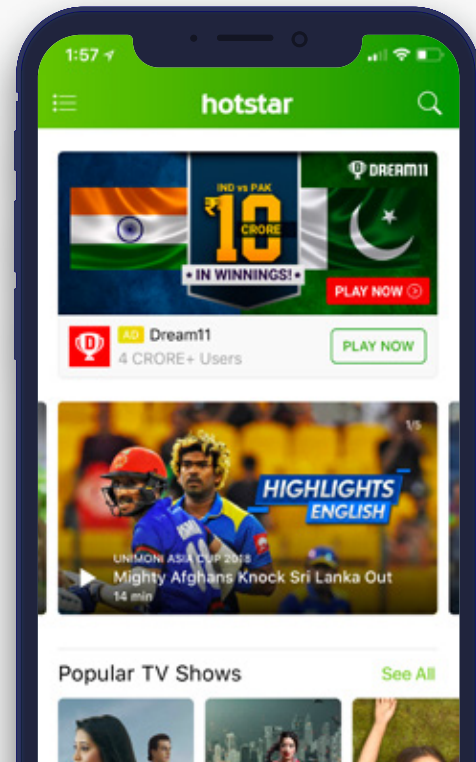
During IPL, the world's largest cricketing event, Hotstar achieved a world record of 10.3 million concurrent users for a live event. And with CleverTap, they delivered over 100 million messages in a matter of minutes.



CleverTap's data-driven mobile marketing suite continues to play a crucial role in our growth. Using CleverTap, we have been able to run omnichannel campaigns for a diverse set of use cases.

- Mihir Shah

VP of Product & Marketing Growth, Hotstar



#### KEY RESULT

12%

higher engagement with  
customized campaigns

# Revenue & Conversion Case Studies



CleverTap enables us to unify data across devices and channels for a KPI-driven customer engagement strategy. We are able to drive 3X ROI and improved user growth across customer lifecycle stages.

**- Suman De**

Director of Product Management, Cleartrip



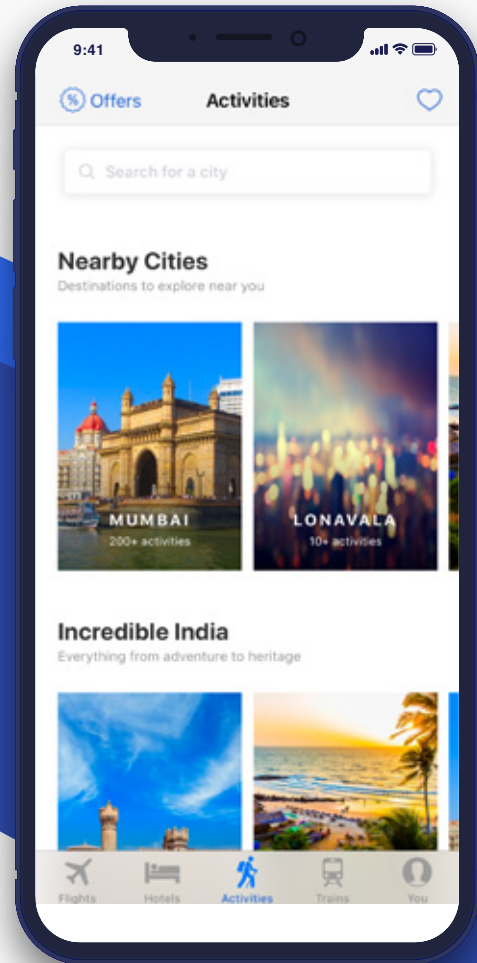
#### KEY RESULTS

**5x**

**more  
cross-sells**

**10%**

**increase in  
monetization**

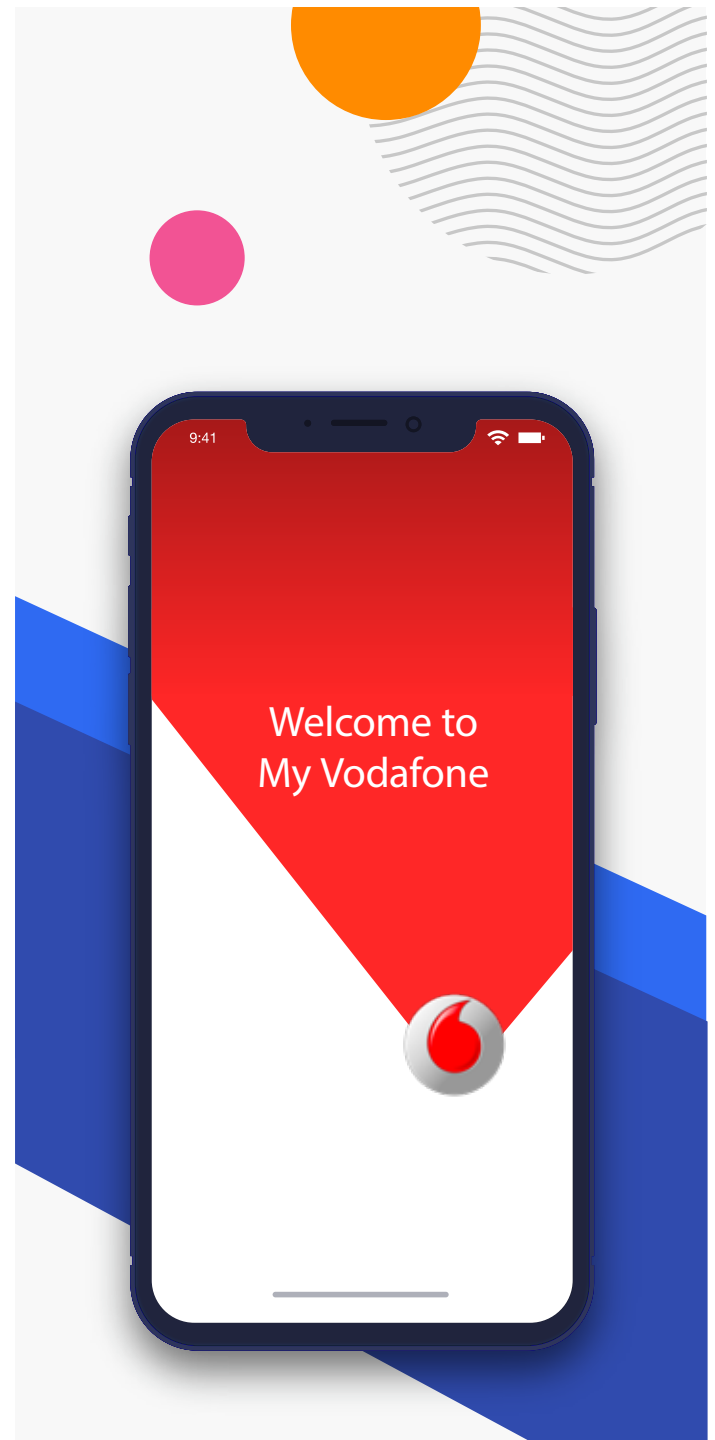




With over 1 million downloads, the My Vodafone App is designed to make it easy for users to manage their account, monitor usage, pay bills, submit service requests, and access personalized deals.

The brand's popularity helps them acquire new users, but a flawless onboarding experience is critical to retain each user - keeping acquisition costs low and increasing customer lifetime value.

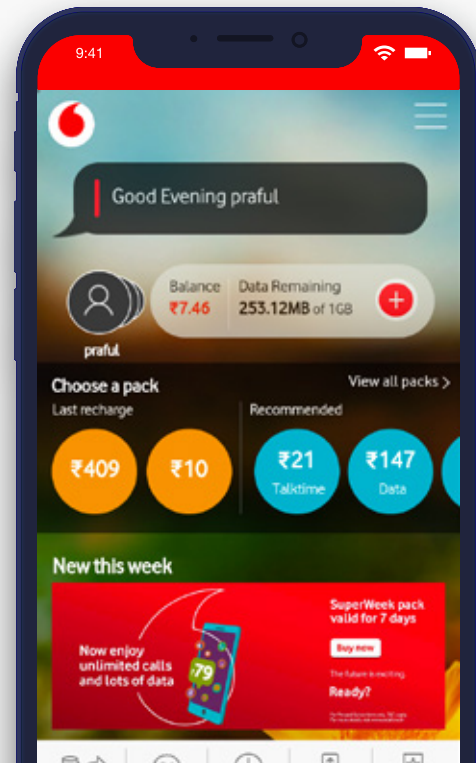
With CleverTap's notifications, onboarding campaign CTRs improved by 15%. Personalized recharge reminders, new bill notifications, and special offers increased app engagement by almost 3x. And with behavioral analytics, they pinpointed a 2-minute golden window of opportunity to engage users who failed to complete a transaction. As a result, conversions have doubled.



CleverTap's features have been a game changer for us. We are a lot more informed about our users' preferences and expectations. The platform helps us create a robust mobile marketing strategy that is crucial to the success of our business.

**- Aditi Mohanty**

Digital Manager, Vodafone



## KEY RESULTS

15%

increase in  
CTRs

2x

increase in  
conversion rates

# On-Demand Transportation App

Southeast Asia's largest on-demand transportation app serves over 65 million customers across 50 cities.

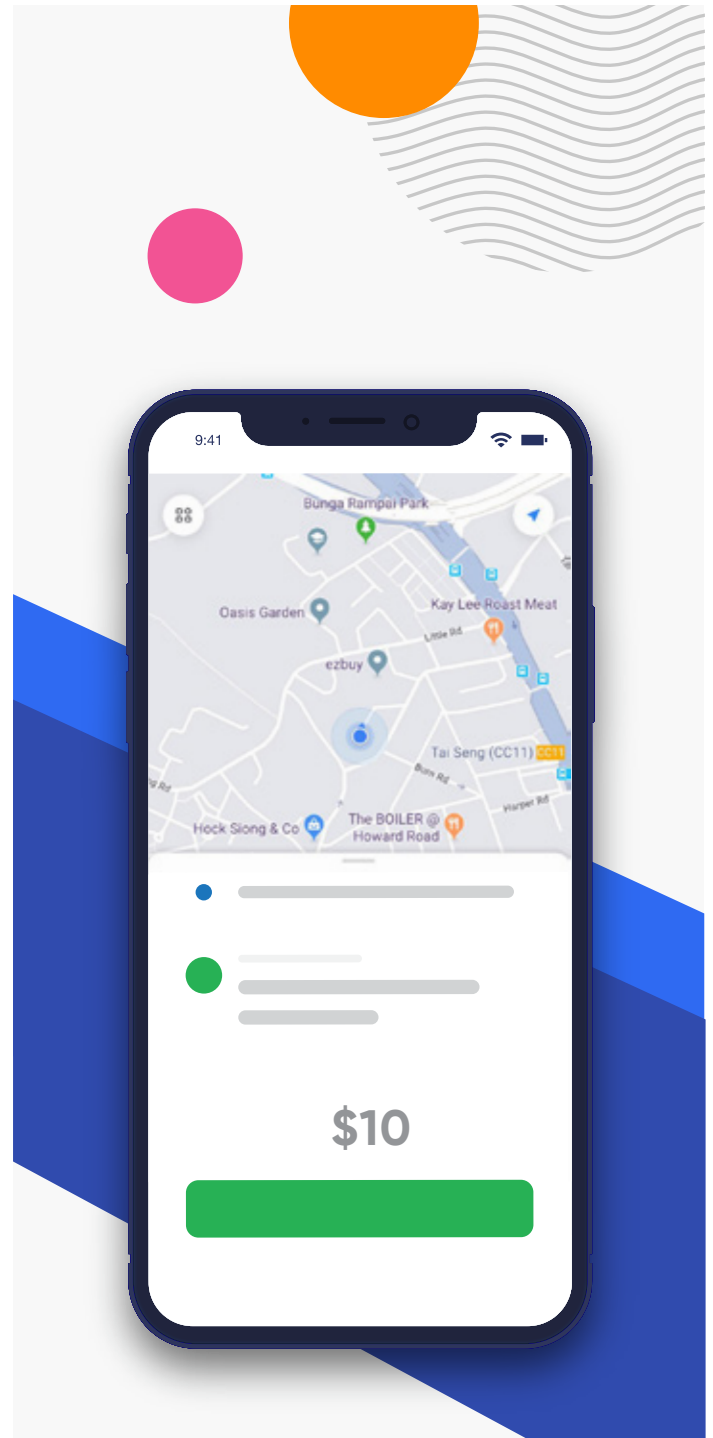
## KEY RESULTS

43%

higher CTRs  
with personalized  
notifications

4x

more  
conversions





Be it fighting chronic illness, giving back to the community, or giving wings to a new idea, CleverTap's multichannel marketing suite enables us to engage all our supporters - and get real-time customer insights that help us make informed marketing decisions.

### - Zaheer Adenwala

Co-Founder & CTO, Ketto



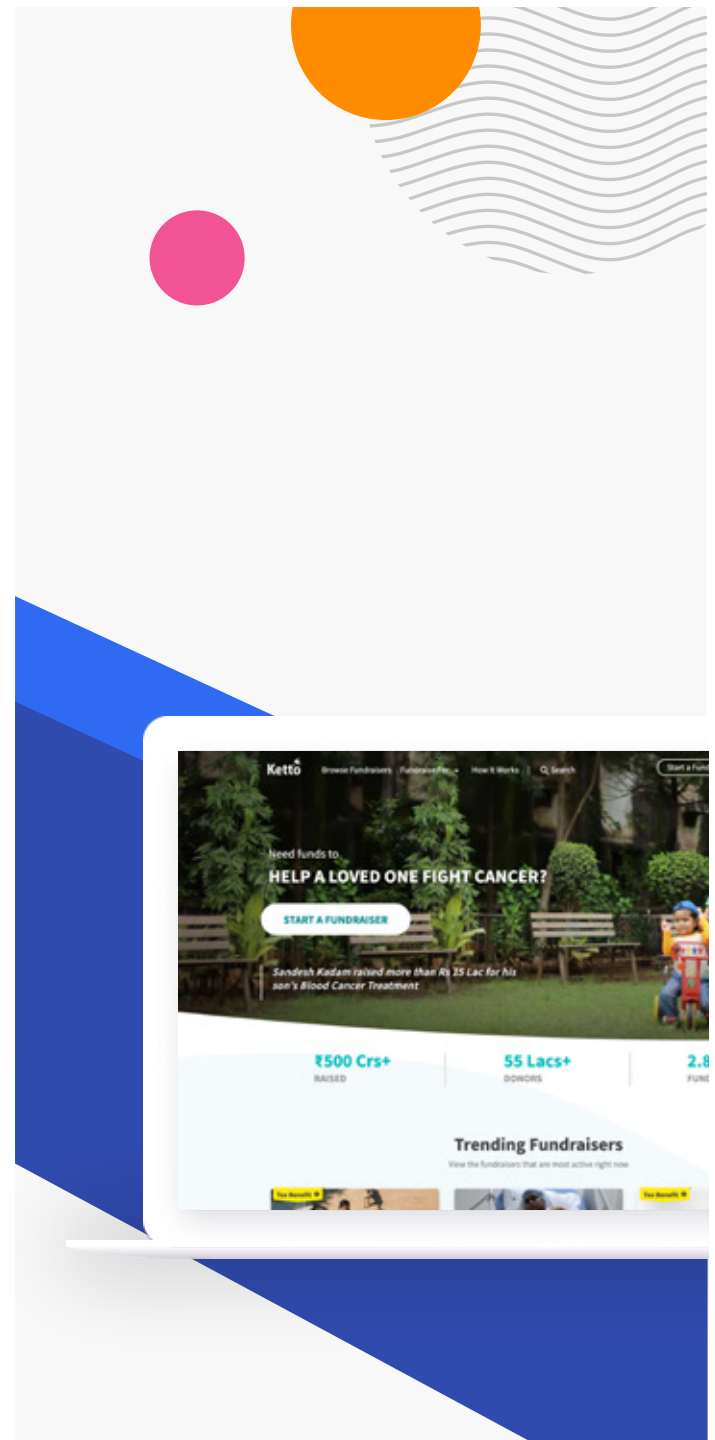
#### KEY RESULTS

30%

increase in  
revenue

13%

more repeat  
purchases

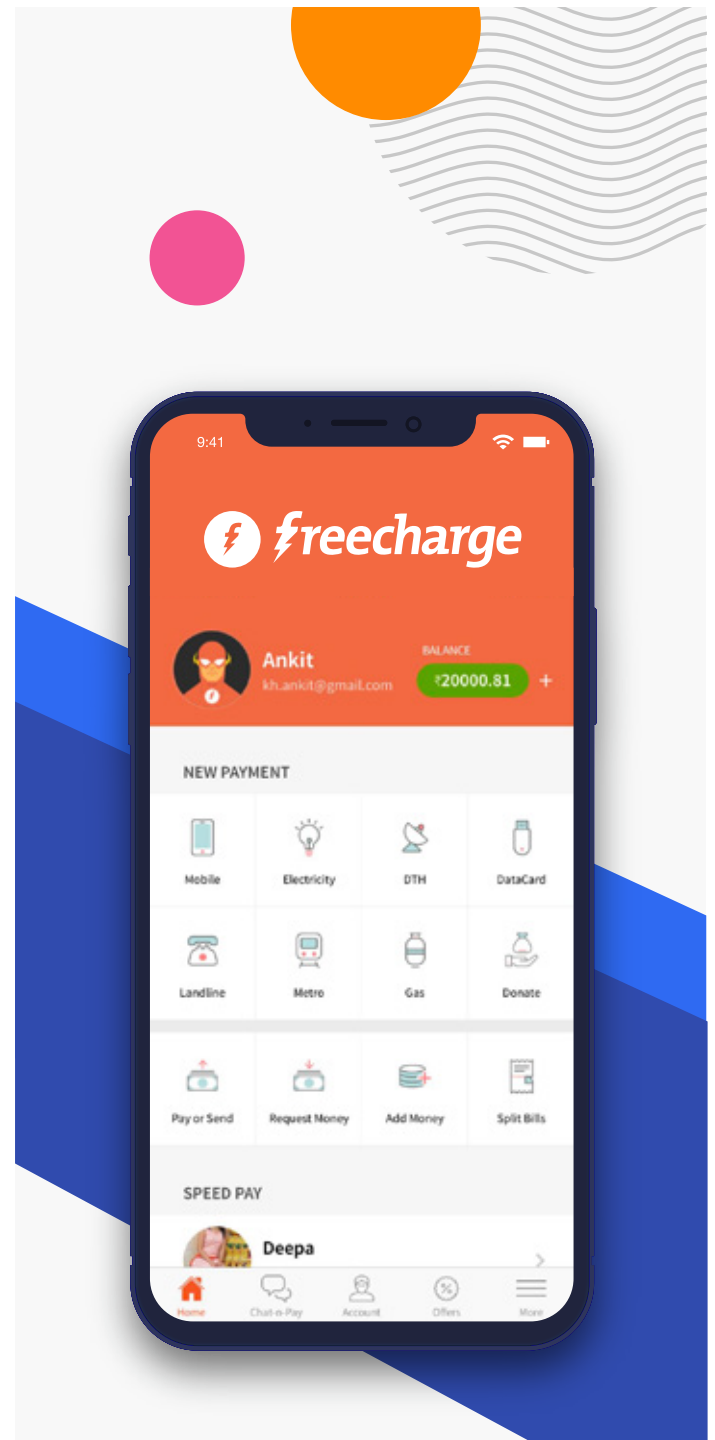




## KEY RESULT

1.5x

more  
transactions





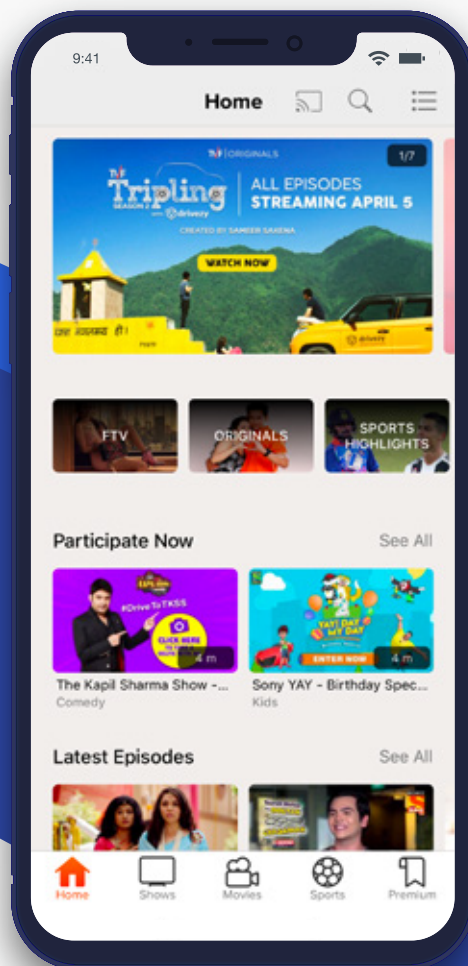
SonyLIV is the first premium video on-demand service by Sony Pictures Networks. In order to differentiate themselves from competitors, they wanted to localize campaign content in India using geolocation targeting.

SonyLIV now creates micro-segments to build sophisticated engagement campaigns for occasional viewers and binge-watchers alike. They use deep links to send users to a specific episode of a TV show or subscription purchase page, further improving the user experience.

#### KEY RESULT

16%

jump in conversions



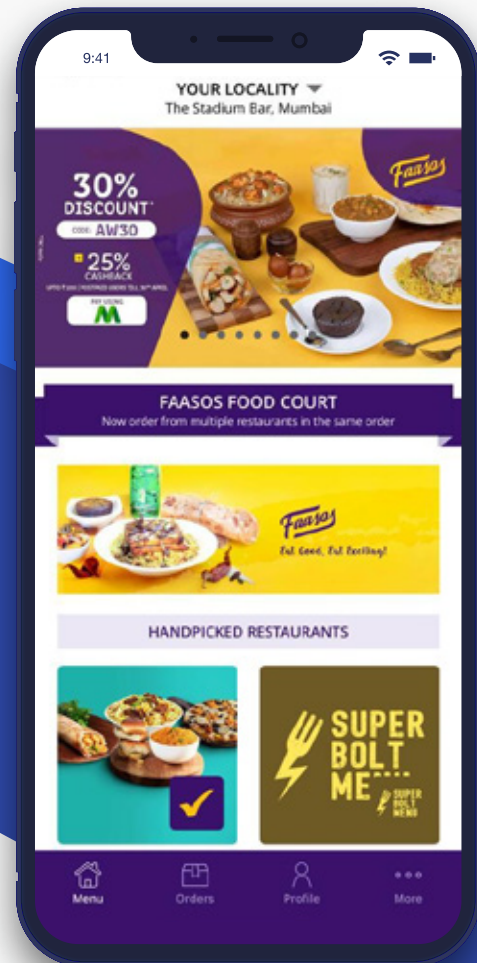


Notifications are automatically sent to users exactly 15 minutes after they add an item to their cart but don't purchase.

#### KEY RESULT

1.5x

increase in conversions  
with triggered abandoned  
cart campaigns



# Growth & Retention Case Studies

# dineout

Dineout's 30 million users were sent personalized messages based on their past behavior, predominant interests, and likeliness to convert - increasing average transactions per user by 66%

## KEY RESULTS

2x

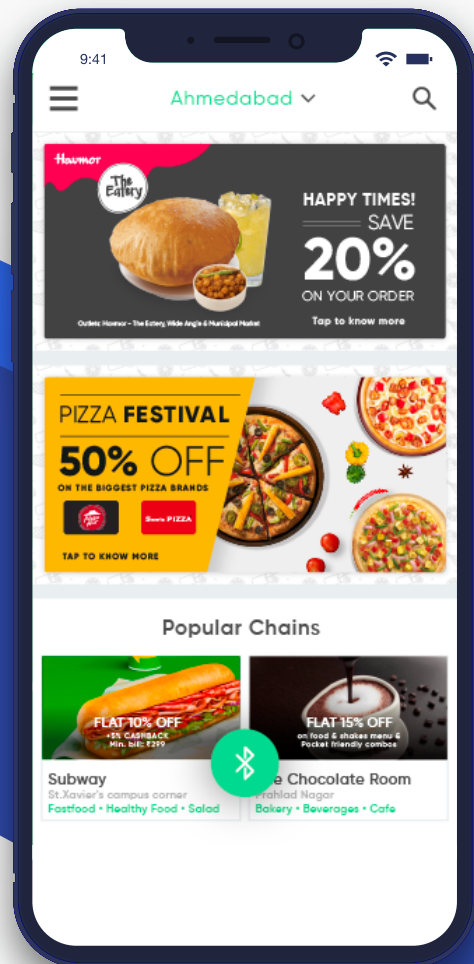
customer  
growth

3x

traffic  
growth

154%

Gross Merchandise  
Value growth

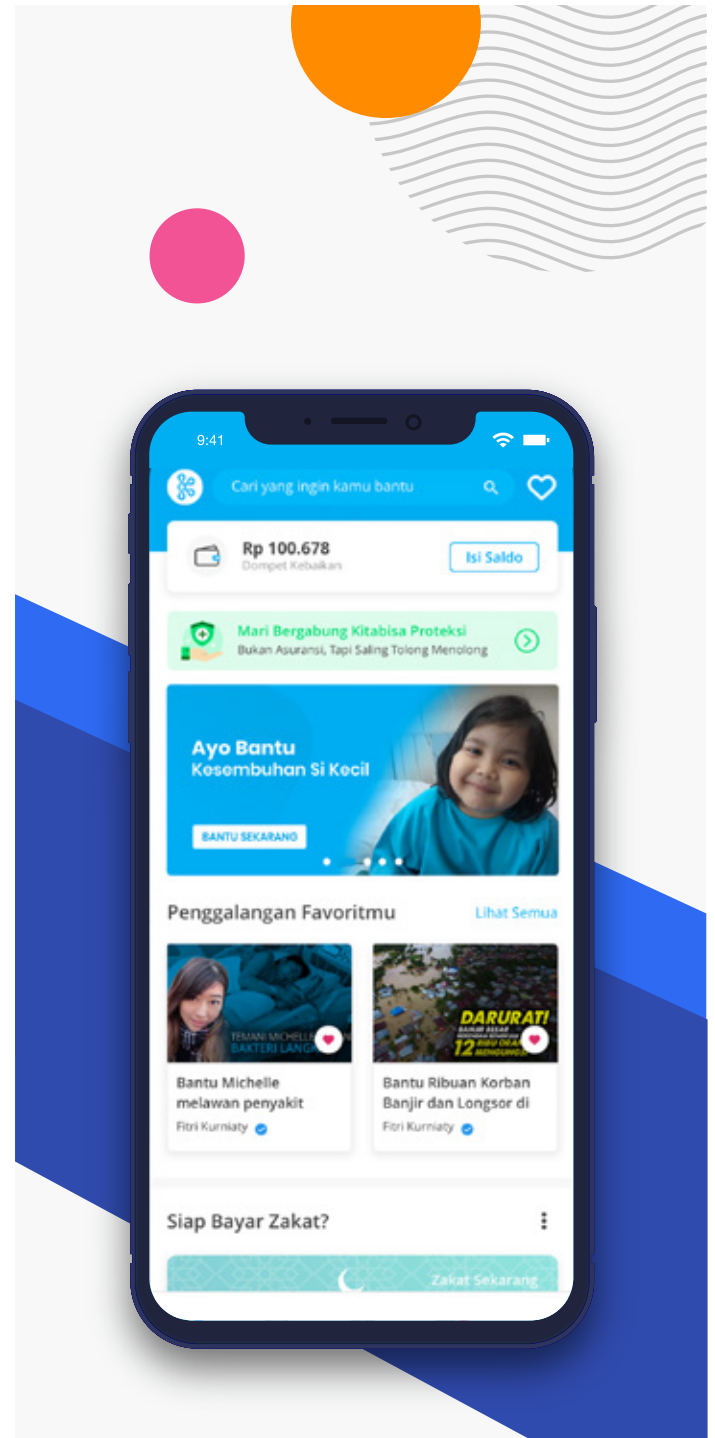




The ability to make marketing decisions and run relevant fundraising campaigns based on real-time user insights has helped us grow our app and drive retention.

**- Maria Rara**

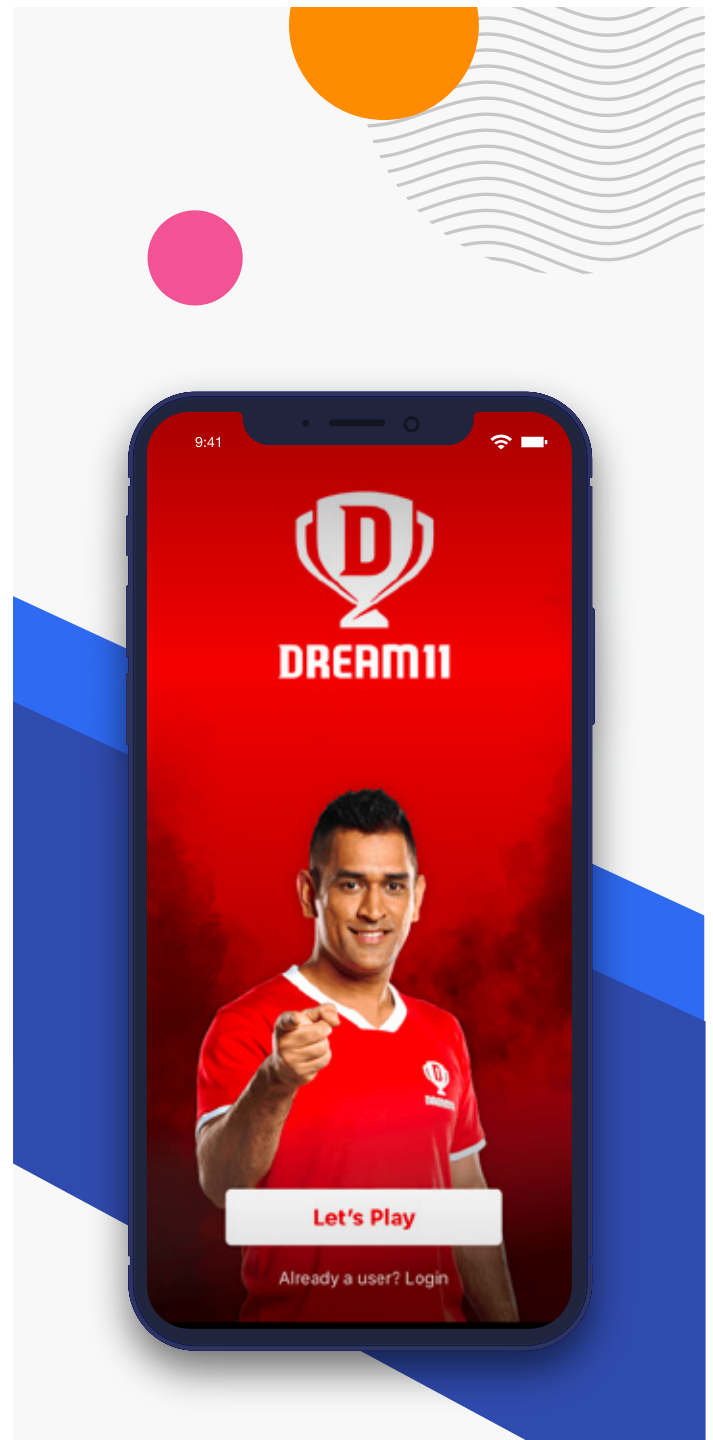
Product Manager, Kitabisa





As the largest fantasy sports platform in India and the sixth largest in the world, the Dream11 team has to engage its massive 30 million+ user base with timely, personalized messaging campaigns that reflect the fast-paced action of live sports. That means sending millions of messages in a matter of minutes to capture users' attention and prompt them to launch the app.

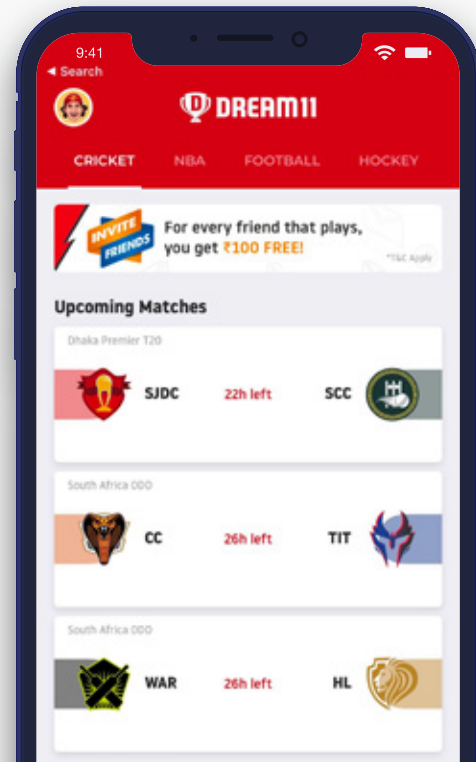
Using cohort analysis to identify user trends and analyze retention rates, Dream11 can now anticipate churn and run effective engagement campaigns to prevent uninstalls.



CleverTap helps us implement the data-driven culture that we strive to maintain. Their powerful analytics suite helps us accurately identify, understand, and even predict user behavior. It's been a significant asset in achieving our business objectives.

**- Rahul Mirchandani**

VP of Revenue, Dream11



#### KEY RESULTS

**5x**

jump in  
user retention

**70%**

of inactive  
users re-engaged



MobiKwik can not only see how users interact with the app, but apply those insights to improve the user experience.

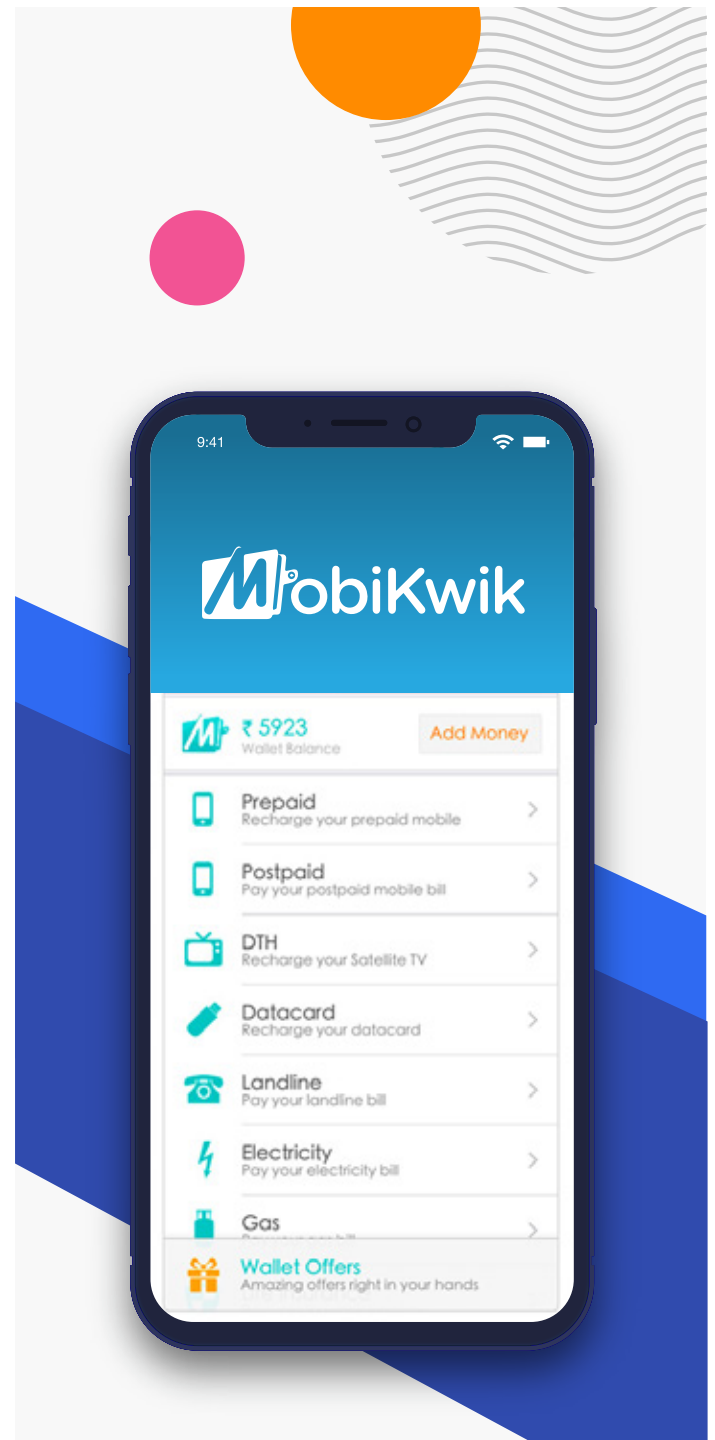
After integrating CleverTap, they had full visibility into how many users were uninstalling within the first week of download: 30%. And they could see exactly where in the onboarding process users were falling off, instead of shooting in the dark.

They began sending promotions on Days 3 and 4 to encourage new users to launch the app and complete a key action, leading to a 20% drop in uninstalls.

#### KEY RESULT

20%

**fewer  
uninstalls**





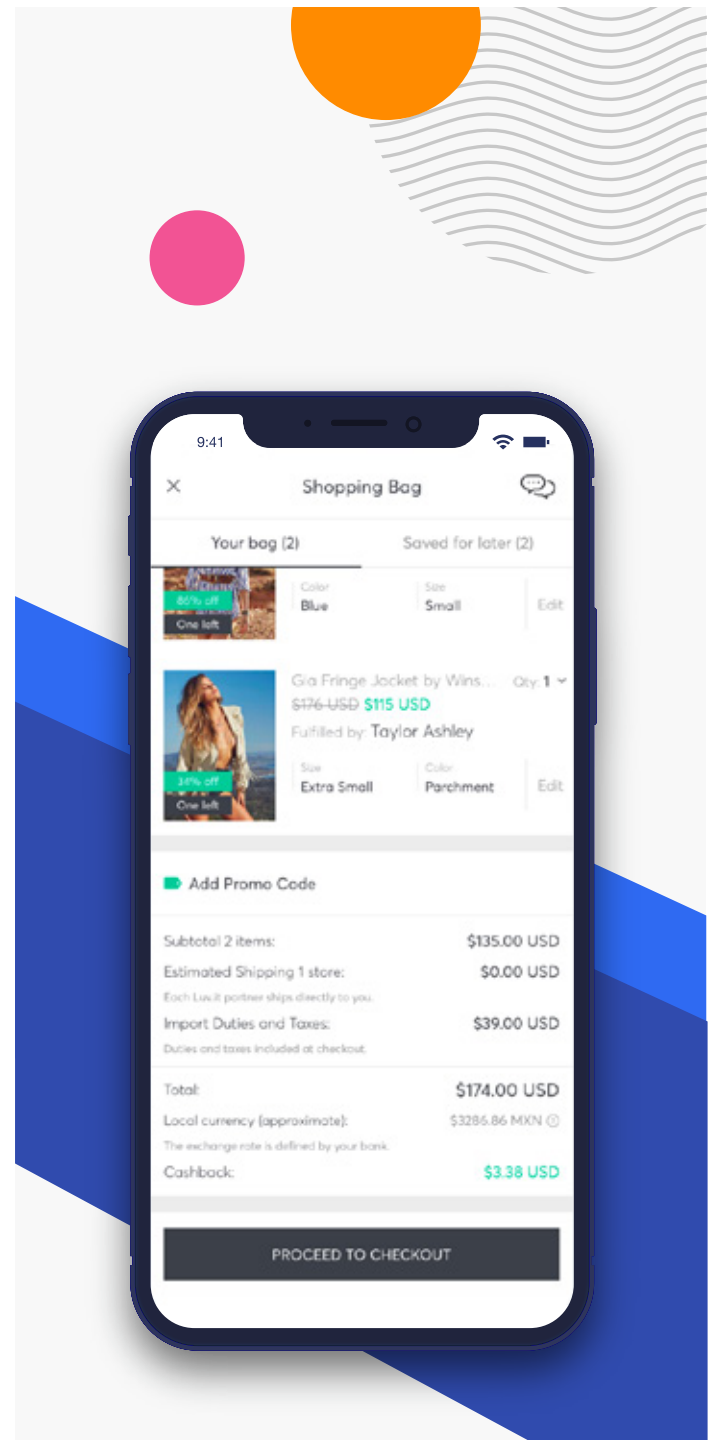
Fast-growing fashion app Luv.it connects shoppers with a carefully curated selection of products by independent designers from all over the world.

With an easy way to run triggered campaigns personalized to specific user segments, they've improved conversions, increased monthly retention rates, and even convinced churned users to reinstall.

With CleverTap's easy capability to target users who uninstalled with an email survey, not only did we get meaningful feedback on why users uninstalled the app in the first place, we were also able to prioritize enhancements within our app to get users to come back.

**- Fernando Trueba Gris**

Co-Founder & CEO, Luv.it





Since we started working with CleverTap, we are sending personalized notifications, gathering actionable insights, tracking campaign performance, and increasing repeat transactions. All of this has led to an improvement in our retention metrics.

### - Alimpan Barua

AVP - Product & Growth, GlowRoad



#### KEY RESULTS

10%

fewer week 1 uninstalls

100%

increase in month 1 retention



# Appendix:

## Success Stories by Industry

### Retail & Ecommerce

Black Friday

BlueStone

DealsPlus

GlowRoad

Lenskart

### Travel & Transportation

Cleartrip

Ixigo

### Gaming

Dream11

### Food & Delivery

Dineout

Faasos

### Media & Entertainment

BookMyShow

Denver Broncos

Fandango

Hotstar

### Non-Profit

Kitabisa

Ketto

### FinTech

Beblue

Freecharge

Mobikwik

### Telecom

Vodafone

### Utilities & Services

24me

# CleverTap

CleverTap is the leading customer engagement and retention platform that helps brands maximize user lifetime value. CleverTap moves beyond outdated marketing automation tools to provide organizations of all sizes with deep insights into user behavior and usage trends across web and mobile. The result is a custom user experience based on real-time product and app usage-not a static user profile-that dramatically increases engagement and conversions while reducing customer churn. Over 8,000 consumer brands around the world, including Vodafone, Star, Sony, Discovery, Fandango LATAM, Carousell, and Gojek trust CleverTap to help them improve user engagement and retention thereby growing long term revenue. CleverTap is backed by leading venture capital firms including Sequoia India, Tiger Global Management, Accel, and Recruit Holdings, and operates globally with regional offices around the world.

## Transform Your Customer Engagement With CleverTap

**1 Billion**

Devices Reached

**\$2 Billion**

Incremental Revenue Delivered

**20 Million**

Campaigns Sent

Talk to our Mobile Marketing Experts today!

**[clevertap.com/demo](https://clevertap.com/demo) | [info@clevertap.com](mailto:info@clevertap.com)**

Mountain View | Amsterdam | Dubai | Mumbai | Singapore | Bogotá