

CleverTap

A Marketer's Guide to Personalizing User Experiences




Learn How to Leverage Advanced Customer Insights to Make Smarter Marketing Decisions

Abstract

The Idea

With the proliferation of apps, it is more important than ever for marketers to better engage and retain their users. It is 3X more expensive to acquire new users than to retain them. The additional sunk cost of negative brand value is often ignored when a user uninstalls your app and is most likely to never return due to a bad experience. The fact that they will also not recommend your app and give negative reviews will add to your woes.

To have a competitive differentiation in the marketplace and also provide long term customer value, brands need to:

-  Create optimal marketing stacks that help them to target the right segment of people on the right device with the right message and at the right time.
-  Use past behavior to spot trends and intelligently predict the probability of success of their marketing campaigns for new users
-  Be extremely agile in the way they adapt to changes in user preferences

Most of the solutions today are fragmented in their approach to solving the user engagement challenge. Hence businesses need to create a complex stack of martech products that are difficult to integrate and lead to incorrect interpretation of customer insights. Decisions based on this are likely to fail miserably. To add to this, mobile marketing tools that don't have a strong foundation in technology cannot process large amounts of data quickly. This leads to lost monetization opportunities that costs brands thousands of dollars everyday. To address these challenges and create a customer engagement platform that helps marketers make smarter decisions based on optimal ROI, we developed the CleverTap platform.

CleverTap provides a comprehensive user engagement suite that enables brands to identify, target, engage, measure and monetize users across mobile and web. CleverTap's unique approach to personalized user engagement based on advanced behavioral analytics, powered by Artificial Intelligence and Machine Learning, is a powerful solution for businesses who want to design and implement real-time, personalized and impactful strategies for rapid business growth. Marketers can now use differentiated marketing strategies for different groups of users and accurately predict the expected ROI from each segment using CleverTap's Mobile Marketing Platform. Since launching in 2013, CleverTap has helped more than 4,000 customers, including leading brands such as McDonalds, Star, Sony, Vodafone, VSamsung, DC Comics, DealsPlus and BookMyShow to better serve their customers.

The purpose of the whitepaper is uncover the challenges mobile marketers face today and how they can effectively use the CleverTap platform to build better mobile marketing strategies that help them to quickly win against competition and directly increase their top-line. We will also focus on what makes the CleverTap approach significantly superior to any solution available in the market and why thousands of brands are using CleverTap to better engage with their users and prospects. To conclude, we will describe how CleverTap helped India's largest video streaming app with their user retention challenges and how brands across the globe can benefit from CleverTap's unique approach to mobile marketing automation.

The Flow

1. The Existing Approach

Explore the world of mobile apps and their usage pattern.



3. A New Approach

A new way to look at analytics and user engagement having more benefits.



5. How CleverTap Helps

Introduction to CleverTap as a platform for analytics and user engagement.



7. Success Stories

CleverTap's successful implementations.



2. Challenges

Understand the challenges that come with the current approach.

4. CleverTap - Value Proposition

Explore the factors of Clever Tap that enable greater value generation from your application.

6. Four Differentiators

Learn what sets CleverTap apart from the competition.

8. Conclusion

Next-generation Mobile Marketing Platforms need to be fuelled by data-driven customer insights.

Introduction

The Game Of Apps.

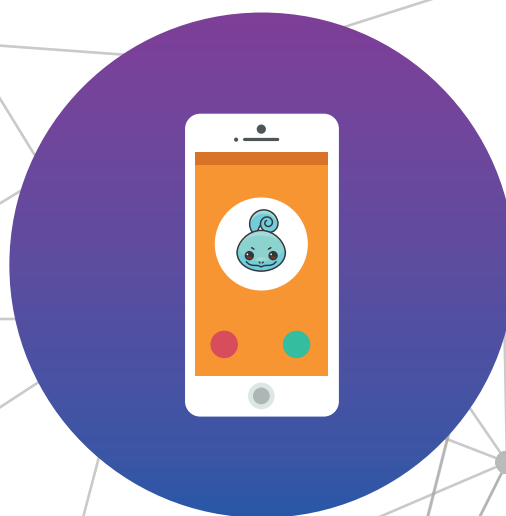
Fight for attention, skirmish for retention

It starts with a swipe – Left or Right; Depends on you

Today, we live apps, breathe apps and consume (thankfully, not literally) a whole platter of them. According to a study conducted by TechCrunch in April 2017, download of apps across iOS and Android, surged by 15 percent YOY to reach nearly 25 billion worldwide. Users are losing attention quicker than before and as a result, 97% of apps are being abandoned within 30 days of being installed.

The Non-Data Driven Approach

The current approaches to tackle the woes of user engagement and monetization hinge on building a joint task force of marketers and product managers. This assumes that teams and solutions would help analyze, collaborate, share insights in real-time and eventually build strategies to deliver successful outcomes when it comes to user acquisition and retention. These teams end up working with fragmented products that give a silo'ed view of the user journey through your app. The side-effect is that the data used to make a product or a marketing decision is a subset of the overall data that should be actually used.



Challenges

Rise Of The Challenges

How to build compelling but differentiated mobile marketing experiences

The arena of challenges

1. Product Team is from Mars and Marketers are from Venus

When your product development team looks at the data, their focus is on the overall app analytics in terms of the performance of the app, the user interface, underlying bugs if any, etc. On the other hand, your marketers look at analytics solely from a user engagement standpoint.

2. Lack of real time decision making and data security concerns

As there is no real time input from the product analytics tool to the engagement solution, decisions are based on stale data exported through non-secure channels.

3. Pivot on the data rather than the user

We forget the golden rule of marketing - Customer-First. Since there is no 360 degree view of customer, teams fail to strategically address user retention issues due to the fact that they end up using a plethora of products that interpret data differently.

4. Non-optimal use of resources and time

Additional employees are hired to maintain and integrate two or more systems which leads to complexity and delays in implementation, Slower go-to-market, Steeper costs, and Focus on problems that don't directly affect your top-line growth.

These disadvantages lead to brands compromising on a competitive advantage that they could have easily gained by looking at a business problem such as user retention instead of app uninstalls and session time. It leads to slow adoption of the product and adversely affects marketing \$\$ that are supposed to build brand loyalty.

A New Approach

A Transformed Outlook.

Intelligent Mobile marketing Platforms need to be powered by deep customer insights

Out with the old, in with the new

Let's consider that you are revisiting the above challenges to map and identifying the shortcomings that are affecting your business objectives. The best possible approach is one that would consider a comprehensive view of internal as well as external aspects relevant to the app and its marketing. A comprehensive view also means analytics should be considered from all aspects. This would necessitate working proactively on the same data set and pivoting on the user. As a result, increased collaboration and real-time view of your user that can be actioned upon using marketing tools driving growth and conversions.

Highlights of the new paradigm



Pivot on the user

The focus shifts from data to the customer. This helps to understand the app user's mindset which helps create relevant and personalized communications measured against pre-defined KPIs.



Perform actions backed by awareness

Unless the interpretation of analytics and the expected user action isn't clear, the team won't be able to successfully drive any engagement activities. This is extremely important to avoid a brute-force push or email marketing approach.



Don't compromise data integrity

Product and Marketing will process and utilize the same dataset so all the groups are on the same page in terms of product as well the engagement tactics. Correctness of data along with the ability to interpret it, gets optimal results.



Ability to respond in real-time based on immediate customer insights

Having a common tool for customer insights and engagement can fine tune user-communication strategy by analyzing each user's preferences and use the marketing budget and channel that will deliver the best ROI.

CleverTap- Value Proposition

Key Statement:

With CleverTap's unified platform, you literally have "Everything in one place", right from your behavioral analytics to user engagement. Its now possible to analyze user behavior and optimize app engagement with a single, smart platform. With CleverTap's unified platform, you literally have "Everything in one place", right from your behavioral analytics to user engagement. Its now possible to analyze user behavior and optimize app engagement with a single, smart platform.

Cornerstones @ CleverTap



Analyze Everything

Being able to track every user profile and the interactions they have with your app, right from onboarding to uninstall or attrition is crucial. This allows you to understand user behavior and their usage patterns.



Engage Thoughtfully

Proper segmentation enables personalized and customizable engagement. Automatically send personalized push notifications, mails, in-app messages to individual users based on Relevant the user's profile, activity, place and time.



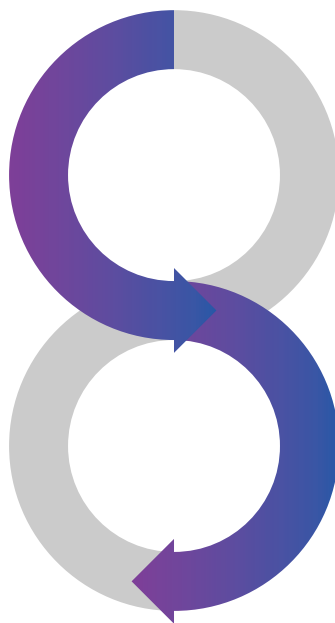
Segment Everyone

Segmenting users based on the actions they take in response to your notifications and pushed offers helps you to better target and convert them. Accordingly, marketers can run targeted campaigns based on the user segment.



Measure Success

Tracking user activity after engagement notifications or campaigns allows to measure success. Now team KPIs can be tracked in a way that they are aligned with the business KPIs and you can use these metrics to better improve your engagement strategies.



CleverTap at a Glance

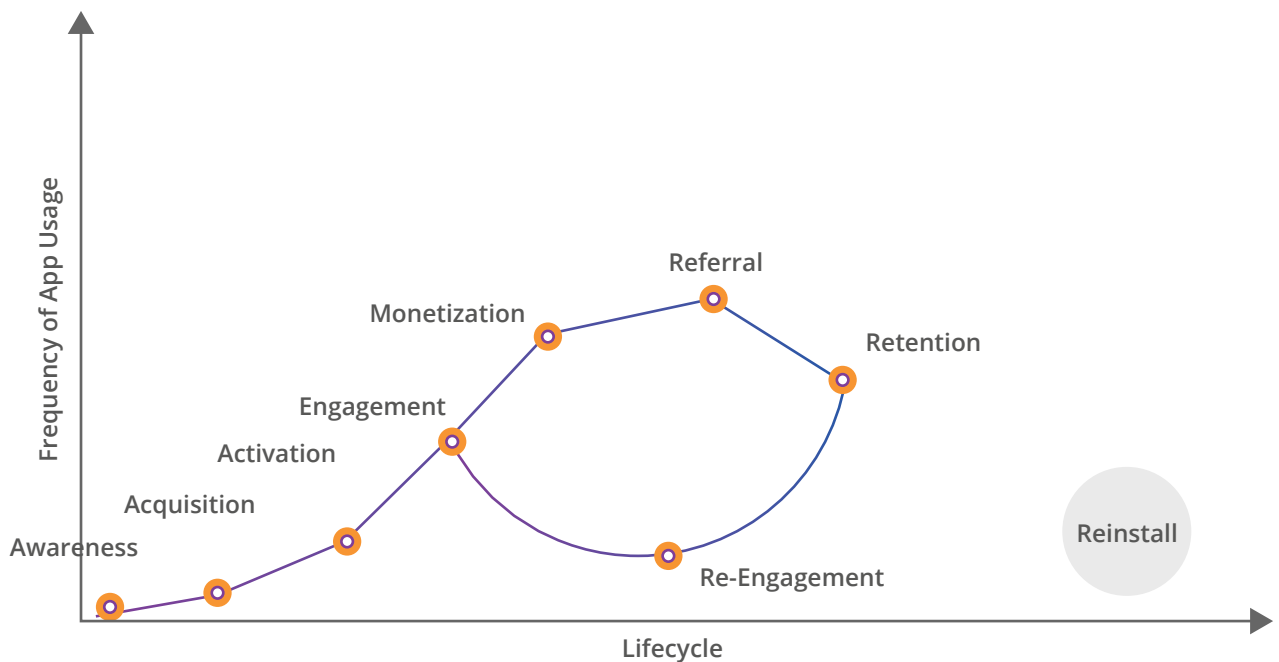
Analyze. Segment. Engage. Measure.

In comes CleverTap

A new approach always brings a series of changes to operating procedures, some of which are beyond the team's existing capacity. This is where CleverTap comes into play, uniting the two divisions under a fresh systematic way of looking into analytics and engagement - where your business can track and leverage analytics while mapping the journey of its user base and influencing the user actions with real-time mobile marketing strategies.

The CleverTap Continuous Learning Loop

CleverTap takes into account the entire user journey as the user moves through your app from awareness to un-install to re-install.



Hence, at any point in time, your insights are based on the user's actual behavior within the app. You experience the user journey through the eyes of the user. The ability to have access to the latest and the most accurate data allows you to then build your engagement campaigns that are constantly evolving and providing the best ROI.

What makes Clever Tap different

The Differentiators.

Propelling us to a higher level.

CleverTap's ability to process large amounts of data in milliseconds allows marketers to create compelling and personalized marketing campaigns based on real-time customer insights. CleverTap's advanced features enable marketers to also create differentiated marketing campaigns based on dynamic segments of users based on their probability of conversions. The ability to build campaigns that are likely to give the maximum ROI is what every marketer strives for.

Key Differentiator I: Consolidated platform for user analytics and engagement

Combined approach, multiplied outcome

Know how, who, why and when of app usage and engagement

Driving Real-time Data: Zero Delay, Immediate Results

With Clevertap, you can process and interpret data in real-time.

This eliminates inconsistencies, delays and errors that might stem from data transfers .

Pivot on the User: Get a 360 Degree view of your customer

Instead of collecting data based on independent events, Clevertap enables data accumulation throughout the user journey, so a comprehensive track record of usage is obtained, which aids decision-making. The user journey across the product and the response to engagement campaigns weave a comprehensive picture for marketers to build the next-generation of marketing strategies.

Solve Customer Problems: Go beyond team KPIs and meet business objectives

With CleverTap, you can now focus on aligning product and marketing teams to help solve your growth and user engagement challenges. Using cohorts, funnels, cross-channel marketing campaigns you can now close the loop from analytics to engagement to measure.



Divide and Engage.

Understand your users better so you can enhance their app experiences.

Traditional app analytics rely on individual actions/clicks rather than the holistic user experiences. This leads to biased or inaccurate user insights. CleverTap follows the user-first approach in which the user journey across various milestones within your app is mapped to give accurate and custom analytics. User understanding amplifies due to this comprehensive approach.

Live User Segments: Real-time saves nine

An industry-first feature of CleverTap, Live User Segmentation involves real-time user tracking and behavioural analysis. Monitor users as they navigate through the app and quickly solve use cases to handle situations like cart abandonment.

Rich User Profiles: Profile to Perform

CleverTap helps you to create visitor user profiles that are complete with demographic data, likings, interactions, responses and usage history. This helps you target and devise a user-centric app strategy and maintain a comprehensive user database at the same time.

Personalized campaigning: Personalize, analyse, utilize

Segmenting and profiling enables the developers to create customized, targeted app campaigns that include push notifications, reminders, messages and scheduled offers. Behavioral analytics can help a great deal in deciding what works with the users, and what do they wish to feature.

Location and time-based segmentation: Where and when helps to win

CleverTap's behavioral analytics captures location and time-centric information of the user and diverts it to respective funnels for consolidation and analysis. Based on the reports, area-centric and time-centric promotions can be implemented as per user profiling.

Funnels

Through Clevertap, you can set up navigation funnels based on user flows, owing to which specific paths that define success can be determined.

Retentions cohorts

Cohorts literally mean a group with similar characteristics. We identify specific user groups and their usage patterns and arrives upon the overall retention ratio.

Attribution

Users may visit an app from any of the numerous online media available. If you can identify the channels or media used most, a clever strategy around that channel can be implemented.

Uninstalls and Crashes

One of the most common tendencies in app usage is that of uninstalling the app or system crashes. We help to get insights on why was the user lost, and devises win-back campaigns to bring the user on the app again.

Customer-driven Marketing

Build personalized campaigns that drive conversions

Enriched user profiling, segmenting and other behavioural analytics can enable you to trigger focused personalised campaigns based on user interests. Best examples are of food delivery apps which gauge and record your orders, and then accordingly shoot daily offers.

App Economy

Mobile apps sector is well on the verge of a major economic surge in the coming years. The prices and the users, both will be skyrocketing to herculean levels. App Annie, a dedicated app analytics firm has reported that global value of apps will increase to \$6.3 Trillion by 2021. App users are predicted to rise up to 6.3 billion spending almost 3.5 trillion hours online. Staggering yet encouraging figures indeed.

Cross-Platform

Through CleverTap, you can monitor multiple devices used by users for app navigation. Depending on the information mapped, extensive strategies for successful web to mobile conversion can be developed.

Clever Campaigns: Cleverly tap through CleverTap

Retain and entertain- this is one of the most effective strategies in app marketing. If you can intelligently understand how your user moves and when does he/she expect, you've won the game. With CleverTap's easy-to-use, pre-built promotional templates, you can send notifications and messages at key points to keep the user engaged and intrigued.

Mobile Moments: It's all in the moment!

"Just google it up" is the new age problem-solver for everybody. This however happens to be a golden 'Mobile Moment'. Today, CleverTap can help you bring about an evolution in your app marketing. CleverTap pushes mobile moments to a personal level.

Hyper-local: Cater to the local

CleverTap's strategies are so made as to concentrate on personalisation as much as possible. Through this approach, every user feels wanted, and also, marketing can be tailored to suit the particular set of thinking.

In-app Notifications: Analyze and Personalize

Surprise the user at every step. Make them feel 'wanted' by shooting personalized messaging based on action history.

Push Notifications: Push and Promote

Pull back past users through personalized messaging sent offline. As these notifications are directed towards individual mobile phones, the possibility of conversion manifolds.

Web Hooks: Keep them hooked on

Webhooks are basically points of actual usage wherever the user has performed an action in the app. Clevertap smartly facilitates data profiling based on these webhooks which can be used by developers for gauging buyer behaviour.

Key Differentiator IV: Trusted Customer-centric Platform across the Globe

Trusted, tested and entrusted.

CleverTap is Credible.

CleverTap is preferred all over because of its credibility. The figures are not just worth boasting, but also worth trusting. We won't say "over the years", but yes, over the projects we've handled, we've managed to incorporate next-gen in every aspect that we could. Our intent is rightly supported by a befitting technology and a solid architecture that is equipped to support complex data handling. We're preferred and relied upon by all for the clear insights that we provide. Our clients are empowered to target and engage specific users across platforms and regions.

4000 Customers | 55 Billion Events processed per months | 1 Billion Devices Reached | 10 Billion messages sent per month

CleverTap is Scalable

The figures mentioned above are proof enough to convey that CleverTap is a fully scalable solution to both small or large setups. Owing to the cross-device support, the compatibility is global for both hardware and software. Top brands trust us, upcoming ones rely on us.

The most advanced open behavioral analytics and user engagement platform

One of the high-points of Clevertap are the category-based API endpoints. Custom-coded and interactive, these endpoints enable you to automate regulatory functions like maintaining user profiles. An excellent tool for marketing, these endpoints can be used for focused emailing and push messaging as well. A smart solution to ensure customer-centricity, these endpoints add up to the overall Clevertap value.

Value-First – Access to world-class features at the best price

We believe in providing optimum returns for the investment made. The technology aims for process improvement at all ends. This means you get the ability to process hundreds of millions of data points in less than a second. Innovation is the driving force behind the entire architecture and customer satisfaction is what drives it in the best direction.



Success Story

India's largest video streaming app with more than 20M users runs on CleverTap. They use the platform to look at user activity across the different devices and maintain that in one unified rich user profile, thus aggregating the user activity in one place for enhanced analytics and engagement. They can then analyze where users are dropping off, how many of your new or converting users are coming back.

They use these analytics to perform A/B tests to know what content and type of notifications are resonating the most with your audience. Using different channels of engagement like Push, InApps, Emails, SMS, popups and more to reach their user-base, and also monitor how these campaigns are performing helps them perform omni-channel marketing on the truest sense.

Specific campaigns can help with increasing the number of VOD requests.

- 1 CleverTap records all of the user's activity. Based on the user's activity, you can send relevant push notifications to the user and text her/him to follow the steps you want.
- 2 You can create a segment of users who have logged in, but have not requested their first VOD yet. You can then send them an offer for their first VOD and help convert these users, thus pushing your new users to convert.
- 3 If a big event is coming up, (for example: Oscar awards, or the Ophir Awards), you can send users (who have shown interest in similar shows previously) a reminder notifications to tune in, or request a VOD for the same.
- 4 You can avoid dropoffs, by pushing a well timed message to your users as soon as they drop off while requesting a VOD.

Also, campaigns based on users' previous activity can help increase the number of subscriptions, for example

- 1 You can create multiple behavioural segments of your use-base and interact differently with each.
- 2 You can trigger an InApp notification for the users who have requested multiple VODs before to opt for subscription.
- 3 CleverTap can be used to send reminder emails to users whose subscription has expired, and they have failed to renew it. You can also further filter this segment of users and target users with different subscription models separately.

Conclusion



Key Highlight : Tap the potential with CleverTap

App economy is skyrocketing by the byte. Thousands of apps are being introduced on a daily basis, and technology is disrupting phenomenally. What's more, apps are moving beyond the mobile phone and are being pushed across multiple devices... some as small as your smart-watch.

The potential market is increasing by leaps and bounds. The need for an able analyst and strategist is ardent. Clevertap functions as an excellent customer engagement tool and brand promoter. Marketers need a mobile marketing platform that enables them to win their customer's hearts. If brand loyalty and customer value through optimal monetization is your objective, no other tool in the marketplace even comes closer to CleverTap. If you'd like to know more, click below to schedule a demo session with one of our experts.

[Schedule a Demo ▶](#)

CleverTap

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