



World's #1 Retention Cloud

Increase customer retention and lifetime value utilizing a unified data layer, deep user segmentation, automated engagement and journeys, driving individualization at scale.

Everything you need to achieve your retention goals












| GROWTH PLAN | MOST POPULAR | |
|---|--|---|
| | ADVANCED PLAN | ENTERPRISE PLAN |
| Core analytics, automated user segmentation, and engagement tools | Sophisticated segmentation and personalization for next level engagement | Best-in-class security, workflow, and data management options |
| Analytics & Insights | Everything in Growth Plan, plus | Everything in Advanced Plan, plus |
| Lifecycle optimization | Additional engagement channels | Exceptional security controls |
| Automated user segmentation powered by AI | AI-powered predictive segmentation | Advanced data management options |
| Multiple engagement channels | Proven individualization tools | Predefined roles and approval workflows |
| Campaign optimization tools | | Comprehensive customer success support |

Exclusive plans for Startups and SMBs with up to 100K MAUs - **CleverTap Basic**

Add-ons for advanced retention capabilities

| WHATSAPP | ADVANCED EMAIL | INSIGHTS |
|--|--|-----------------------------|
| Engage meaningfully on WhatsApp | A full service email marketing suite | Advanced user analytics |
| Rich Media & Interactive Templates | Subscription Groups | Bracketed Cohorts |
| Auto Responders | Liquid Tags | Unbound Cohorts |
| Instant Two-way Chat | Linked Content | Power User Curve |
| Opt-in management | Inbox Previews & Code Analysis | Aggregated Event Properties |
| WhatsApp Analytics | Spam Report | Composite Events |
| Multiple WhatsApp Business Account Numbers | Linked Content | Segment Comparison |
| Advanced Personalization | Delivery via CleverTap ESP | Event Comparison |
| | Onboarding Services | Functions and Formulas |
| | Domain, IP Reputation Monitoring and Critical Threshold Alerts for all IPs | Pivots |
| | Consultation & Monthly Reports | Flows |

Built to power exceptional customer experiences

| REAL-TIME AT SCALE | TAKE CONTROL OF YOUR DATA | SECURE, RELIABLE AND TRUSTWORTHY |
|--|---|--|
| Lightning-fast data processing, analytics, AI & ML processing, for behavioral insights, predictive segmentation, and user experience optimization | You have complete control on your data through data import-export via partner integrations and open APIs | We maintain the highest global standards with a comprehensive approach to data privacy and security |
| <p>24 Billion Notifications sent every day</p> <p>4 Billion Devices reached</p> <p>5 Billion Monthly Active Users engaged every month</p> <p>2.5 Million + Campaigns created every month</p> | <p>   </p> <p>   </p> <p>   </p> <p>   </p> <p>40 + Integrations</p> | <p>   </p> <p>    </p> <p>   </p> |

Compare Plans

| Analytics & Insights | Basic | Growth | Advanced | Enterprise |
|----------------------|--------|--------|----------|------------|
| Funnels | ✓ | ✓ | ✓ | ✓ |
| Cohorts | ✓ | ✓ | ✓ | ✓ |
| Events | ✓ | ✓ | ✓ | ✓ |
| Trends | ✓ | ✓ | ✓ | ✓ |
| Session Analytics | Add-on | ✓ | ✓ | ✓ |
| Uninstall Tracking | ✓ | ✓ | ✓ | ✓ |
| Unified User Profile | ✓ | ✓ | ✓ | ✓ |
| Pivots | Add-on | Add-on | Add-on | Add-on |
| Flows | Add-on | Add-on | Add-on | Add-on |
| Shared Boards | ✓ | ✓ | ✓ | ✓ |

| Messaging Channels | Basic | Growth | Advanced | Enterprise |
|--------------------|--------|--------|----------|------------|
| Push Notifications | ✓ | ✓ | ✓ | ✓ |
| In-App Messages | ✓ | ✓ | ✓ | ✓ |
| App Inbox | Add-on | ✓ | ✓ | ✓ |
| Web Push | Add-on | ✓ | ✓ | ✓ |
| Web Pop-up | Add-on | ✓ | ✓ | ✓ |
| Email | ✓ | ✓ | ✓ | ✓ |
| SMS | ✓ | ✓ | ✓ | ✓ |

| | | | | |
|--------------------|--------|--------|--------|--------|
| Email | Add-on | ✓ | ✓ | ✓ |
| Native Display | Add-on | - | ✓ | ✓ |
| Google Ads | Add-on | - | ✓ | ✓ |
| Facebook Audiences | Add-on | - | ✓ | ✓ |
| WhatsApp | Add-on | Add-on | Add-on | Add-on |

| Orchestration | Basic | Growth | Advanced | Enterprise |
|---------------|-------|--------|----------|------------|
| Journeys | ✓ | ✓ | ✓ | ✓ |

| Campaign Optimization | Basic | Growth | Advanced | Enterprise |
|-------------------------------------|-------|--------|----------|------------|
| Message A/B Tests | ✓ | ✓ | ✓ | ✓ |
| Best Time to Deliver | ✓ | ✓ | ✓ | ✓ |
| Best Device/Send to All Devices | ✓ | ✓ | ✓ | ✓ |
| Email Editor | ✓ | ✓ | ✓ | ✓ |
| Enhanced Push Notification Delivery | ✓ | ✓ | ✓ | ✓ |

| Automated User Segmentation | Basic | Growth | Advanced | Enterprise |
|-----------------------------|--------|--------|----------|------------|
| Psychographic | ✓ | ✓ | ✓ | ✓ |
| Behavioral | ✓ | ✓ | ✓ | ✓ |
| Live User | ✓ | ✓ | ✓ | ✓ |
| Recency Frequency Monetary | - | - | ✓ | ✓ |
| Intent-Based | Add-on | - | ✓ | ✓ |
| Custom List | - | - | ✓ | ✓ |

| Individualization | Basic | Growth | Advanced | Enterprise |
|-----------------------------------|--------|--------|----------|------------|
| Product Recommendations | - | - | ✓ | ✓ |
| Bulletins | - | - | ✓ | ✓ |
| Linked Content | Add-on | - | ✓ | ✓ |
| Liquid Tags | Add-on | - | ✓ | ✓ |
| Geofencing | Add-on | - | ✓ | ✓ |
| Catalog Send-Time Personalization | - | - | ✓ | ✓ |
| Constant Property Campaign | - | - | ✓ | ✓ |

| Data Management | Basic | Growth | Advanced | Enterprise |
|-----------------------------|--------|--------|----------|------------|
| Schema Design | - | ✓ | ✓ | ✓ |
| Import and Export via APIs | ✓ | ✓ | ✓ | ✓ |
| CSV Downloads | ✓ | ✓ | ✓ | ✓ |
| CSV Uploads | ✓ | ✓ | ✓ | ✓ |
| GCP Export | Add-on | - | - | ✓ |
| SFTP Data Imports | - | - | - | ✓ |
| Regional AWS Instances | - | - | - | ✓ |
| Batch Data Export to AWS S3 | Add-on | - | - | ✓ |
| AWS EventBridge | Add-on | - | - | ✓ |

| Access & Workflows | Basic | Growth | Advanced | Enterprise |
|-----------------------------|-------|--------|----------|------------|
| 2-Factor Authentication | ✓ | ✓ | ✓ | ✓ |
| Single Sign-on (SSO) | - | ✓ | ✓ | ✓ |
| Role-Based Access | ✓ | ✓ | ✓ | ✓ |
| Advanced Role-Based Access | - | - | - | ✓ |
| Campaign Approval Workflows | - | - | - | ✓ |

| Customer Success | Basic | Growth | Advanced | Enterprise |
|------------------|-------|--------|----------|------------|
| Online Support | ✓ | ✓ | ✓ | ✓ |