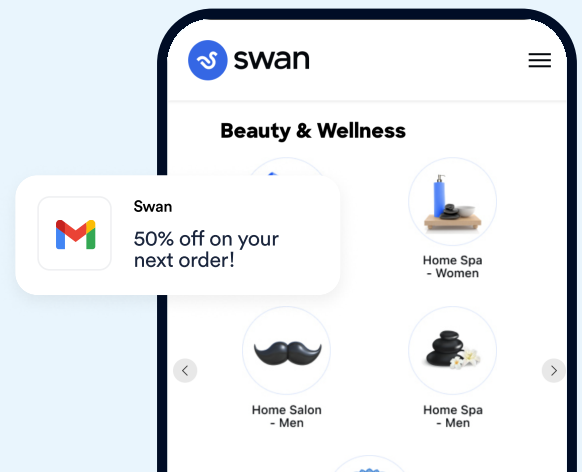


# Swan orchestrates a highly effective User reactivation campaign with CleverTap

Swan is one of the most trusted applications in the UAE for delivery of groceries as well as a range of home services. **The Swan team aims to create a personalized shopping experience for each user, ensuring that Swan continues to be recognised as a trusted shopping companion**, delivering to thousands of customers daily.



## Challenges

- ② Since it is an app-based **ecommerce platform**, the Swan team has to ensure that users who download the app come back to transact.
- ② **Achieving reactivation** of dormant users requires an effort that spans multiple aspects - from choosing the User segment, designing the incentive and copy to capture attention to identifying the best time and channel to maximize User engagement.
- ② It is key that there is **robust measurement** at each stage **to determine the efficacy** separately of message, channel and timing.

## Approach

- ② Using **smart segmentation capability**, cohorts of users who have not transacted for specified periods of times are created.
- ② The team **extensively tests the creatives and content** being used in their marketing messages. For example, A/B tests are carried out to determine the best way of expressing the discounts on offer. Multiple channels are deployed depending on the context. In the use-case of reactivation of dormant users, Email and Push notifications have delivered great engagement levels.
- ② A **personalized experience is created** for the user through customization of the message at an individual level.
- ② The Analytics feature that enables **monitoring at a cohort level** is used extensively to determine the impact from the campaigns.

## Increase in Retention rates achieved across multiple cohorts and time periods.

40%

Boost in **View Rates** of Email campaigns as a result of systematic experimentation on content and creative

03%

Impressive **Activation Rate** of Targeted dormant users

15%

Share of **Incremental orders** driven by reactivation campaigns, creating a significant win for the business

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CleverTap has been a phenomenal partner in Swan's growth journey and has been integral to all its customer engagement efforts. Our brand aims at providing a best-in-class personalised experience for our users. CleverTap's combination of analytics and orchestration allows for deriving insights and arriving at the optimal approach quickly.



Solomon George  
Managing Director

