Case Study

Kitabisa Achieves Boost in Donations and Increased User Stickiness with CleverTap

Kitabisa is Indonesia's largest and most trusted donation platform. Set up in 2013, it has evolved into an impactful ecosystem enabler, facilitating more than 7 Million donors, 200,000 campaigns, 3000 NGOs and social institutions, and 300 CSR initiatives. To stay on this path and serve as a bridge for goodness and a forum for mutual cooperation for the Indonesian people, it seeks to encourage users to donate more via the app, through personalized and data-driven engagement.

Challenges

- The platform has a diverse base of donors with varied objectives. To improve engagement and retention, the Kitabisa team wanted to segment users in an automated manner, thereby reducing complexity arising out of manual segmentation. The segmentation should also enable routine communications like wallet reminders to be sent out in a timely manner.

- Using the segments as a foundation, the team sought to create personalized journeys to engage every donor more effectively and increase stickiness.

- During the holy month of Ramadan, the team wanted to implement an engagement strategy that would enable the donor to practice giving routinely and thus achieve their aspiration to become a better person.

Approach

- To resolve the challenges of segmentation and retention, **Kitabisa** implemented CleverTap's customer engagement platform in 2019.

- With smart segmentation, the team is able to achieve multiple objectives.
  - Segmentation based on specific user data like past donations, frequency, favoured causes, and demographics ensure that the engagement with these segments is highly relevant and very effective.
  - Live User segments enable fully automated messaging to users for wallet balance status and refill reminders.
  - With Intent-based segmentation, the team is able to predict users with lesser likelihood to donate and engage them with tailored communication.

- Liquid Tag powered message personalization is used to achieve customized messaging for each user.

- During Ramadan, the team leverages Journeys to achieve automation at scale, delivering personalized push notifications to opted-in users to take the next step, as well as appreciating those who completed the step.

Impact

Significant Boost Achieved in key User Engagement metrics and Transactions per User

33% Increase in Median Number of donations per User

10% Increase in Average CTR for Push notifications and In-app notifications

05% Increase in User Stickiness (Daily Average Users/Monthly Average Users)

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CleverTap has enabled us to take an integrated approach whereby we can track user interactions and tap insights to better understand user behavior. This equips us to deliver prompt nudges and highly relevant communication across various channels, based on the user's behaviour. Further, we are even able to predict future intent and tailor our communication appropriately.

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