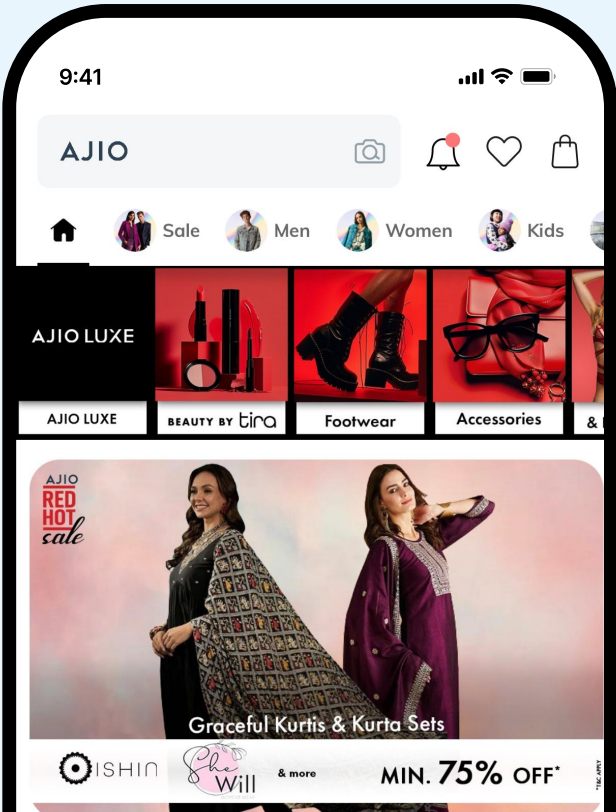


AJIO Achieves 4X Increase in Conversions with CleverTap-powered Omnichannel Engagement

AJIO is a leading Indian online fashion retailer with over 6000 brands and 1.7 million styles with a wide variety of exclusive international brands, owned labels and homegrown brands. With an unparalleled shopping experience, AJIO brings the best of convenience, variety and deals all year round for the customers. To engage and retain discerning and fashion-forward customers in a competitive landscape, the AJIO team strives to create dynamically personalized experiences that stand out from the very first touchpoint.



Challenges

- ❗ AJIO wanted to scale rapidly without compromising its strong connection with each customer.
- ❗ To achieve this, it aimed to create hyper-personalized journeys and communication that would not only drive conversions but also deepen customer relationships.
- ❗ It sought a powerful, all-in-one platform that would help swiftly craft thousands of consistent, memorable experiences from the get-go by leveraging unified customer insights.

Approach

- ✅ Using the Journeys capability, AJIO creates personalized omnichannel engagement, beginning when a prospective customer lands on the platform. For every stage of the journey, such as activation, sign-up, app engagement, conversion, and reactivation, the personalization is enhanced using insights consolidated along the way.
- ✅ With CleverTap's easy scalability, AJIO uses numerous innovative templates and custom timings to send out billions of tailored push notifications in minutes and also craft end-to-end personalization for its fast-growing customer base effortlessly.
- ✅ Further boosting the memorability and personalization of experiences are highly targeted campaigns built on complex, real-time segmentation that connect quickly to improve engagement while keeping costs low.
- ✅ Insights driven from highly granular data combined with personalization has ensured a higher conversion rate; 16% more users are now completing the Add to cart step, after signing up.

Impact

Omnichannel hyper-personalization drives growth and retention

4X Higher conversions delivered with dynamic personalization

41% More customers retained from one month to the next

28% Boost in reactivated customers

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Our goal is to create seamless, hyper-personalized experiences that make every customer feel valued. With a fast-growing customer base, we needed a powerful solution that would help us do this at speed and scale. CleverTap, a long-time partner, has given us the agility and scalability we require. The tailored journeys and campaigns we create on CleverTap come together to deliver a distinctive yet consistent brand experience at every touchpoint, so we are always top-of-mind as a fashion partner for our customers.”

Arpan Biswas
Chief Marketing Officer



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CleverTap's lightning-quick capabilities, pre-built templates, and best practice sharing enable us to connect with our entire customer base with just a few clicks, crucial for competitive advantage in the fast and furious e-commerce space. We use regular feature upgrades, such as the Segment Builder, to craft increasingly targeted campaigns on the fly that resonate strongly, boosting brand memorability for customers and driving substantial ROI for us.”

Lokesh B.K
Chief Manager - Digital Marketing

