





User Satisfaction Ratings

All reviews were collected as of May 14, 2024

	<div></div> <div>CleverTap</div>	<div></div> <div>Salesforce Marketing Cloud Engagement</div>
Star Rating	★★★★☆ 472 reviews	★★★★☆ 1,568 reviews

Ratings		
Ease of Admin	<div><div></div>90% Responses: 165</div>	<div><div></div>75% Responses: 491</div>
Ease of Use	<div><div></div>89% Responses: 375</div>	<div><div></div>75% Responses: 1200</div>
Ease of Setup	<div><div></div>83% Responses: 162</div>	<div><div></div>69% Responses: 500</div>
Has the product been a good partner in doing business?	<div><div></div>92% Responses: 165</div>	<div><div></div>79% Responses: 487</div>
Quality of Support	<div><div></div>89% Responses: 369</div>	<div><div></div>76% Responses: 1126</div>
Meets Requirements	<div><div></div>89% Responses: 376</div>	<div><div></div>83% Responses: 1197</div>
Product Direction (% positive)	<div><div></div>96% Responses: 361</div>	<div><div></div>78% Responses: 1154</div>
Likelihood to Recommend	<div><div></div>92% Responses: 453</div>	<div><div></div>79% Responses: 1407</div>
Uninstall Tracking	<div><div></div>89% Responses: 120</div>	<div><div></div>76% Responses: 14</div>
Multiple Personas	<div><div></div>92% Responses: 73</div>	<div><div></div>83% Responses: 29</div>
Exporting	<div><div></div>89% Responses: 87</div>	<div><div></div>82% Responses: 29</div>
Multi-user Access and Collaboration	<div><div></div>92% Responses: 81</div>	<div><div></div>84% Responses: 29</div>
Data Analytics	<div><div></div>90% Responses: 63</div>	<div><div></div>83% Responses: 29</div>
Triggered Notifications	<div><div></div>94% Responses: 167</div>	<div><div></div>87% Responses: 9</div>
Bulk SMS	<div><div></div>90% Responses: 130</div>	<div><div></div>83% Responses: 14</div>
Templates	<div><div></div>89% Responses: 93</div>	<div><div></div>83% Responses: 29</div>
Scheduling	<div><div></div>94% Responses: 175</div>	<div><div></div>87% Responses: 9</div>
Audience Segmentation	<div><div></div>95% Responses: 134</div>	<div><div></div>88% Responses: 14</div>
A/B Testing	<div><div></div>90% Responses: 163</div>	<div><div></div>83% Responses: 9</div>
Customize	<div><div></div>91% Responses: 164</div>	<div><div></div>85% Responses: 9</div>
Retarget	<div><div></div>91% Responses: 161</div>	<div><div></div>85% Responses: 9</div>
Coupons and Promotions	<div><div></div>88% Responses: 113</div>	<div><div></div>82% Responses: 14</div>
Push Notifications	<div><div></div>92% Responses: 179</div>	<div><div></div>87% Responses: 14</div>
Internationalization	<div><div></div>88% Responses: 121</div>	<div><div></div>83% Responses: 14</div>
Application Attribution	<div><div></div>88% Responses: 136</div>	<div><div></div>83% Responses: 16</div>
Integrations	<div><div></div>90% Responses: 140</div>	<div><div></div>85% Responses: 9</div>
Campaign Analysis	<div><div></div>90% Responses: 171</div>	<div><div></div>86% Responses: 16</div>
Segmentation	<div><div></div>93% Responses: 177</div>	<div><div></div>91% Responses: 9</div>
Audience Insights	<div><div></div>89% Responses: 164</div>	<div><div></div>87% Responses: 9</div>
Integrations - Mobile Marketing	<div><div></div>90% Responses: 140</div>	<div><div></div>89% Responses: 14</div>
Personalization	<div><div></div>91% Responses: 166</div>	<div><div></div>91% Responses: 9</div>
Rich Notifications	<div><div></div>91% Responses: 156</div>	<div><div></div>91% Responses: 9</div>
Campaign Performance	<div><div></div>90% Responses: 171</div>	<div><div></div>91% Responses: 9</div>
Avg. Go Live Time (months)	<div><div></div><div>Average 2 Months</div></div>	<div><div></div><div>Average 3 Months</div></div>
Avg. ROI (months)	<div><div></div><div>Average 14 Months</div></div>	<div><div></div><div>Average 17 Months</div></div>