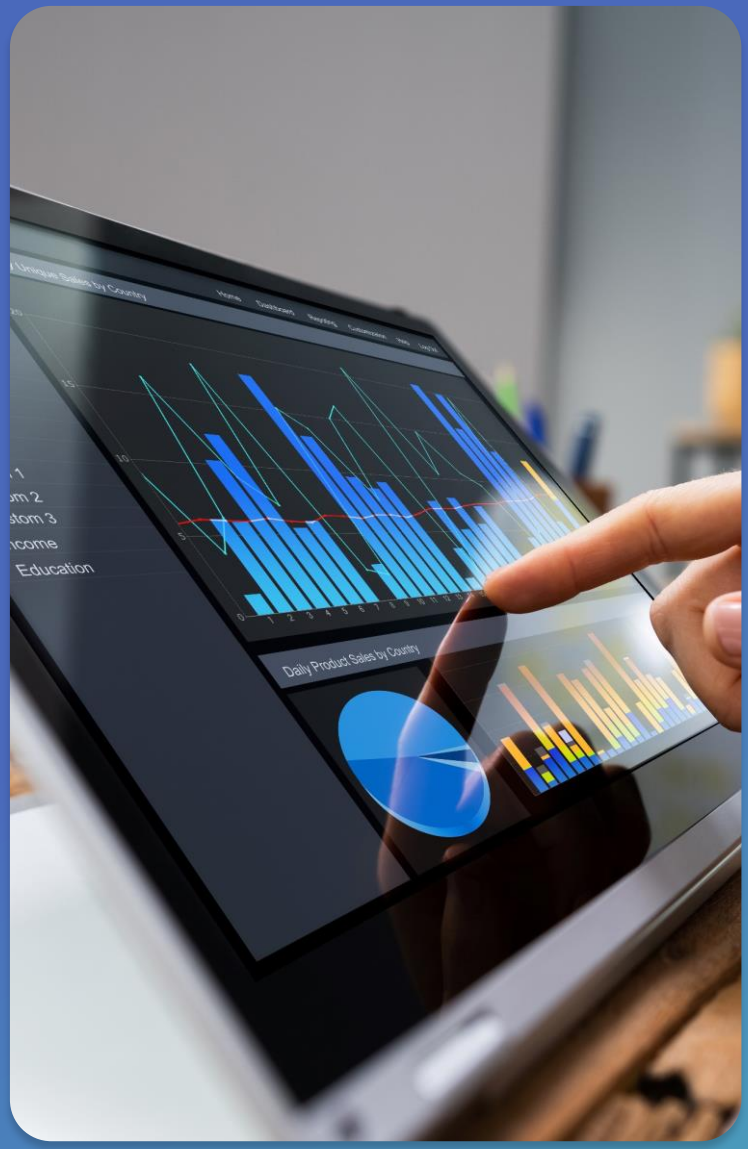
DWAO

Leading MarTech Company

Case Studies



©2023 DWAO Rights reserved



CleverTap Case Studies

© 2023 Digital Web Analytics and Optimization LLP

Case Study – Americana Foods

➢ We have done the integration from the scratch and guided with best industry practices in order to track events/user properties in future campaigns/flows along with dynamic personalization.

INDUSTRY

❑ F & B

PRODUCTS USED

❑ CleverTap

ACTIVITIES DONE

- ✓ Strategic suggestions on event guide creation.
- ✓ Implementation of Events/user properties.
- ✓ Channel Integration
- ✓ GTM Data Layer Audit
- ✓ Integration and Validation

1. **Strategy:** Event guide creation according to the design of the website/App. Recommended additional user properties and attributes to track the all the required touch points of the user activities. Suggested event properties that can be used in the dynamic personalization as well as analytics.

2. **Integration:** Creating a list of events that can be passed at various interactions of the user which can be further used to create segments and take action on them. We have done the Integration of events with the app and website in order to achieve seamless operations/tracking/Analysis while using CT platform to send out communications to users.

3. **Channel Integration:** We have integrated multiple channels at the time of process to achieve the business requirements and future goals. **Here are below listed channels we've implemented:**
   - **Web Push:** Adding the service worker in the root folder and setting up the user permission popup along with Testing/UAT.
   - **App Push:** Added the FCM keys in the CT dashboard. Setting up the notification channels and adding the APNs certificate.
   - **SMS:** Creating a SMS channel and UAT/Testing of the integration.
   - **Email:** Integrating with third party vendors and performed UAT/Testing.

4. **GTM Data Layer Audit:** Creation of data layer events, Testing and validation of event in the data layer and passing events to CT via GTM.

4. **Integration and Validation:** Final testing of all the events and validating all the communication channels. Go Live confirmation

30+

Digital properties integrated

20

Subdomains Warmed Up for Email Channel

60

Channels Integrated

©2023 DWAO Rights reserved

© 2023 Digital Web Analytics and Optimization LLP

Case Study – Aditya Birla Health Insurance

➢ We have created multiple strategic flows, campaigns, segments for Aditya Birla Health Insurance to target the right type of audience for different goals and to improve the customer experience along with conversion metrics. Here are the major key activities we performed to achieve great results.

INDUSTRY
❑ BFSI

PRODUCTS USED
❑ CleverTap

ACTIVITIES DONE

- ✓ Strategic use cases.
- ✓ Implementation of new journeys.
- ✓ Audience Segmentation
- ✓ Behavioral campaigns set up
- ✓ Campaign performance monitoring.
- ✓ Dynamic personalization (Profile/event).

1. **Strategy:** As a strategy we have figured out the major problems and found out the key focus areas – App Installs, Health Assessment Bookings and Active Days to showcase health parameters to our customers. In Addition, we have started communicating to users through different reachable platforms to make sure the communication flow and awareness towards the product and benefits.

11%
Increase in the conversions from major focus KPIs

2. **Use Cases & Journeys:** We provided the strategic consulting on the use cases/journeys to cover all the user touch points and to achieve our objectives. The flows were designed to improve growth in our key focus areas. To optimized them, we have used past learnings and tracked them through analytics dashboard to get the good conversion/engagement rates. **Below are the major use cases we have implemented:-**
   - Onboarding (Know Your Policy)
   - Embedded Wellness (App Install)
   - Health Management
   - Cross Sell
   - Marketing/Promotional/Informative/Educational Communications

18%
Increase in open rates through Email Channel.

3. **Behavioral Campaigns/Segmentation:** To achieve our goals, it was very important that we target the right audience in our communications. We identified user behaviour and areas of interest and created multiple different segments to send out communications to users as per their interests and needs. We saw good engagement and 'completion of the current step to move forward' behavior in the users.

170+
Journeys Implemented on CT

4. **Dynamic Personalization:** We used dynamic personalization in our flows/campaigns to connect with our users with profile/event personalization using their Name/Voucher codes/other profile information which led good engagement rates and build a strong connect between brand and customer.

©2023 DWAO Rights reserved
© 2023 Digital Web Analytics and Optimization LLP

Case Study – mCaffeine

➢ We have done audit of the website and CT instance and highlighted the problems along with solutions. After fixing integration issues, we provided strategic recommendations and implemented the marketing approach as per the business goals while resolving major blockers and challenges faced by the brand.

INDUSTRY

❑ Beauty & Personal Care

PRODUCTS USED

❑ CleverTap

ACTIVITIES DONE

- ✓ Strategic use cases.
- ✓ Implementation of new journeys.
- ✓ Audience Segmentation
- ✓ Strategic Content Recommendations
- ✓ Campaign performance monitoring.
- ✓ Dynamic personalization (Profile/event).

1. **Strategy:** We have created a strategy and executed it in 3 phased keeping the priorities on the front.
   Phase 1: Drop-Offs, Retention & Conversions | Phase 2: Awareness & Engagement |Phase 3 : Churn & Surveys
   We have implemented the journeys, optimized them based on the business requirements and improved overall conversion rate along with good engagement on campaigns.

2. **Audience Segmentation & Targeting:** We have created multiple segments and worked on live as well as past behavior segments to reduce the churn, drop-offs and increase conversions. To ensure the verified database, we recommended email verification process on website and excluded unverified/incorrect emails from the segments which resulted increase in our engagement rates.

3. **Strategic Content Recommendation:** We provided best practices/recommendations and worked on agile model to get the best content and design strategy in place. We have provided specific industry communication strategy and design samples to give an extra uplift to the brand content.

4. **Dynamic Personalization:** We used dynamic personalization in our flows/campaigns to connect with our users with profile/event/catalogue personalization. Through catalogue personalization, we set up flows to recommended products based on interest/skin concern/ last purchase to the users.

5. **Performance Analysis & AB Testing:** We provided weekly/monthly performance dashboards including all the required matrices to give clarity on the performance/learnings and based on the performance we have optimized journeys along with AB Testing on content/designs. Sharing insights and solutions was the key to achieve our objective.

25%

Increase in overall journeys open rate.

7%

Increase in conversions through implemented journeys

10+

Journeys Implemented & Optimized on CT

©2023 DWAO Rights reserved

© 2023 Digital Web Analytics and Optimization LLP

Case Study – Cars24

➢ We created different journeys and campaigns for Cars24 to improve the customer experience and conversion metrics. Below are the few key activities which we did and achieved great results for Cars24.

INDUSTRY

❑ E-commerce

PRODUCTS USED

❑ CleverTap

ACTIVITIES DONE

- ✓ Strategic use case discovery.
- ✓ Audit of existing set up and suggested missing events.
- ✓ Implementation of new journeys.
- ✓ Behavioral campaigns set up
- ✓ Campaign performance monitoring.
- ✓ Dynamic product recommendations through catalogue.

1. **Strategic Discovery:** We audited Cars24 CleverTap instance and identified customer life cycle journeys that could be implemented. We designed the flows of new journeys and implemented 25 new journeys on CleverTap. These journey helped in customer engagement to complete car booking.

2. **Strategic Content Recommendations :** We provided the strategic consulting on the communication content and used different A/B Testing variants to understand which communications are doing better. Based on the intelligence, we made changes in the existing content which increased the engagement rate of those campaigns.

3. **Behavioural Campaigns:** We identified few campaigns based on user behaviour and areas on interest and thereafter configured segmented communications for them according to their interests. These campaigns showed very good engagement and we saw users coming back to the app and doing next steps.

4. **Customer Life Cycle Journeys** : We set up various automated customer life cycle journeys for Cars24. Below are the few examples:
   i. Finance approved booking not completed.
   ii. Checkout initiated booking not completed.
   iii. App uninstall journey.
   iv. Shortlisted the car and not booked.
   v. Catalogue viewed but booking not initiated.

23%

Increase in the conversions after new journeys implementation

32%

Increase in conversions from behavioural campaigns

25+

Journeys Implemented on CT

©2023 DWAO Rights reserved

© 2023 Digital Web Analytics and Optimization LLP

Case Study – Ludo Supreme

INDUSTRY

❑ Gaming Industry

PRODUCTS USED

❑ CleverTap

ACTIVITIES DONE

- ✓ Strategic use case discovery.
- ✓ Deliverability audit and improvements.
- ✓ Audit of existing set up and suggested missing events.
- ✓ Implementation of new journeys.
- ✓ Behavioral campaigns set up.
- ✓ Campaign performance monitoring.

➢ We worked with Ludo Supreme for 6-month timeline and created different journeys and campaigns to improve customer experience and conversion metrics. Below are the few key activities which we performed:

1. **Strategic Discovery:** We audited Ludo Supreme CleverTap instance and identified various customer life cycle journeys that could be implemented. We designed flows of the new journeys and implemented 12 new journeys on CleverTap. These journey helped to engage the customers to play the game and registering for the ongoing contests.

2. **Improved Deliverability :** While doing audit of Ludo Supreme instance, we saw that the delivery rates were around 25% for push campaigns. We analysed the current implementation and found out that there were 2 different accounts created on FCM for 2 apps and registration tokens were not getting passed to CleverTap for all the users. We helped Ludo Supreme in updating the SDK to resolve the issue. This increased their deliverability rates to 45-50% for Android.

3. **Behavioural Campaigns:** We identified campaigns based on user behaviour and areas on interest and configured segmented communications for them according to their interests. These campaigns showed very good engagement. Users came back to the app, registered for the contests and played big cash tournaments.

4. **Customer Life Cycle Journeys** : We set up various automated customer life cycle journeys for Ludo Supreme. Below are the few examples:
   i. Onboarding journey.
   ii. Payment drop off journeys.
   iii. Tournament reminders.
   iv. Milestone journeys.
   v. Daily rewards redemptions.

90%

Increase in deliverability rate for android push

17%

Increase in conversions from new journeys

200+

Behavioural campaign executed

©2023 DWAO Rights reserved

© 2023 Digital Web Analytics and Optimization LLP

Case Study – IME Pay

INDUSTRY

- ❑ Banking and Bill Payments

PRODUCTS USED

- ❑ CleverTap

ACTIVITIES DONE

- ✓ Strategic use case discovery.
- ✓ Uninstall rate analysis.
- ✓ Audit of existing set up and suggested missing events.
- ✓ Implementation of new journeys.
- ✓ Behavioral campaigns set up.
- ✓ Campaign performance monitoring.

➢ We created different journeys and campaigns for IME Pay to improve the customer experience and conversion metrics. Below are the few key activities:

1. **Strategic Discovery:** We audited the IME Pay CleverTap instance and identified customer life cycle journeys that could be implemented. We designed flows of the new journeys and implemented 9 new journeys on CleverTap. These journey helped to engage the customers to play the game and registering for the ongoing contests.

2. **Uninstall Rate Analysis:** IME Pay was facing issues with getting 50% app install from the users who have installed the app in last 1 day. We analysed their acquisition campaign and found out that most of these uninstalls were happening from the customers who were coming from a particular paid source and affiliates. We suggested the IME pay team to reduce spends on those publishers and invest on some other channels. By doing this we saw significant reduction in the number of uninstalls happening on the first day.

23%

Uplift in the engagement rate

3. **Behavioural Campaigns:** We have identified some campaigns based on user behaviour (RFM) and areas on interest and have configure segmented communications for them according to their interests. These campaigns have shown very good engagement and we saw users returning to the app to making the Bill payments and money transfer. This has increased the Conversion rate from the returning users.

90+

Acquisition campaigns executed

4. **Acquisition Campaigns:** We are working on acquisition campaigns for the customers who have made transaction through offline channel channels. We have seen a good number of users whom we have targeted have installed the app and started doing the online transactions on the IME Pay App.

5. **Customer Life Cycle Journeys** : We have set up various Automated customer life cycle journeys for IME Pay.
   i. Transaction Not Completed journeys
   ii. Onboarding Journey
   iii. Win Back Journey
   iv. Activation and Milestone Journey
   v. Referral Journey

©2023 DWAO Rights reserved

© 2023 Digital Web Analytics and Optimization LLP

Case Study - Mamaearth

➢ We created different journeys and campaigns for Mamaearth to improve customer experience and retention metrics. Below are the few key activities which we performed.

INDUSTRY

❑ E-commerce

PRODUCTS USED

❑ CleverTap

ACTIVITIES DONE

- ✓ Strategic use case discovery.
- ✓ Audit of existing set up and suggested missing events.
- ✓ Implementation of new journeys.
- ✓ Behavioral campaigns set up
- ✓ Daily ad hoc campaigns execution.
- ✓ Campaign performance monitoring.
- ✓ Dynamic product recommendations through catalog.

1. **Strategic Discovery:** We audited the Mamaearth CleverTap instance and identified customer life cycle journeys that were not earlier implemented. We designed the flows of new journeys and implemented 9 journeys on CleverTap. These journeys helped improve their conversions rate by 19%.

2. **Behavioural Campaigns:** We created different behavioural campaigns basis different behavioural events and customer properties of users. Categorization of their mass blast campaigns for segment-based communication. This gave us the ability to send personalized communications and increased the engagement on their campaigns by 24%.

3. **Dynamic Product Recommendations:** We created different product catalogues for sending highly personalized email campaigns having more than 15 personalization fields which were unique basis on the products purchased. Campaigns having these personalization elements led to a significant increase in repeat transactions.

4. **Customer Life Cycle Journeys** : We set up various automated customer life cycle journeys for Mamaearth. Below are the few examples:
   i. Post-purchase journey.
   ii. Checkout initiated no payment.
   iii. Product viewed not added to cart.
   iv. App uninstall journey.
   v. Win back journey.
   vi. Activation journey.

19%

Increase in the conversions after new journeys implementation

24%

Increase in conversions from behavioural campaigns

100+

Ad hoc campaigns executed on CleverTap

©2023 DWAO Rights reserved

© 2023 Digital Web Analytics and Optimization LLP

DWAO



Thank You!

©2023 DWAO Rights reserved