

Case Study

How baz doubled new user activation and usage through personalization by leveraging CleverTap

baz, a part of Grupo Salinas, is a super app that offers a range of services within a single application: Users can manage their finances, run their businesses, and access various entertainment options, including Live TV. baz was launched in 2021 and rapidly grew its user base, reaching 13+ Mn active users within 1.5 years. It is now the #1 super app in Mexico. baz has been using CleverTap for over 2 years to ensure effective engagement of its large user base.



Challenges

baz knew it was crucial to engage its users and ensure minimal churn. The team wanted to ensure a superior user experience by delivering engaging content. However, without an all-in-one engagement platform, there were multiple challenges.

- ❗ Engaging users across communication channels led to inefficiencies, operational complexity, and ultimately, a fragmented user experience.
- ❗ It also led to data scattered across platforms. The team felt the need for standardization in KPIs and a reliable measure of impact.
- ❗ As the user base scaled, the challenges of measuring and optimizing campaign effectiveness increased multi-fold.

Solution

baz leveraged CleverTap's all-in-one user engagement platform to unlock several capabilities.

- ✅ A unified customer view and access to multiple channels within a single platform enabled an integrated approach to engaging users and measuring impact.
- ✅ With fully automated capabilities such as Journeys and A/B testing, the team could engage a large user base while continuously optimizing for better results.
- ✅ Highly contextual messages drive an optimal conversion rate. For example, personalized messages delivered during the all-important User Onboarding phase ensured a higher User activation rate.

Impact

2x

Users activated through personalized push notifications

28%

Reduction in Churn rate resulting from proactive engagement

60%

Increase in Conversion rate, driving Growth in Transaction Volumes

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We aim to engage our users and provide them with delightful experiences. CleverTap has enabled us to achieve this in an integrated and data-driven manner. Personalized communication delivered at the right time and at scale has significantly aided our growth.

We look forward to scaling with CleverTap and innovating together to bring our users newer and even better experiences.

**Antonio Alejandro
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