Case Study

KashKick Achieves 3.7X Returning User Growth Through Real-time Personalization on CleverTap

KashKick, a leading GPT (Get-Paid-To) platform, is on a mission to help members earn while engaging in fun tasks. This unique marketplace benefits advertisers seeking quality user acquisition for mobile gaming, surveys, and new product trials, while members earn rewards from meeting specific goals across these activities. In this three-sided ecosystem, KashKick believes in leveraging data to serve the best interests of all the stakeholders.
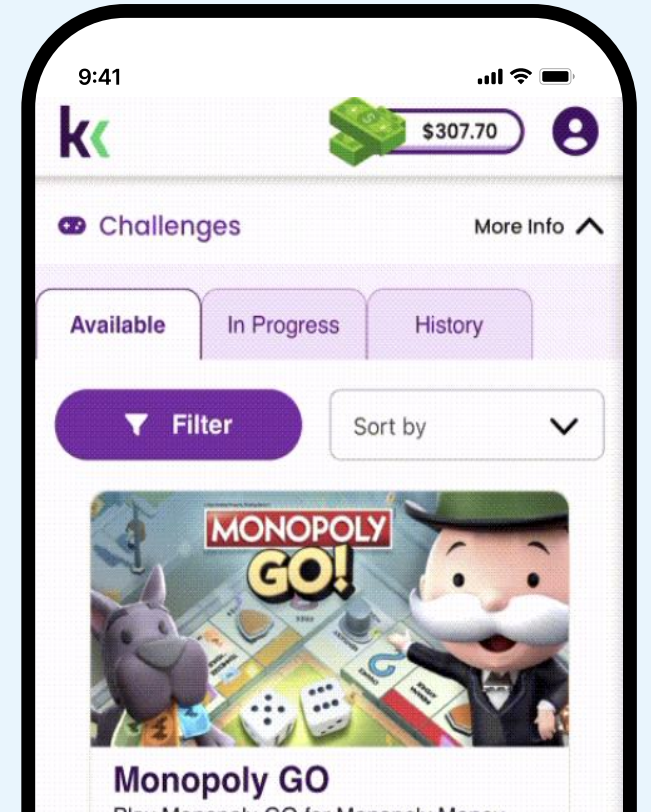
Objectives

- KashKick wanted to improve its user acquisition and retention rapidly.

- It wanted to quickly enhance the personalization of experiences on the platform based on a real-time understanding of user behavior. It found that developing an in-house solution would require considerable resources and delay GTM by 18 months.

- It decided to choose CleverTap, a market-leading all-in-one platform that combined the strengths of a CDP and a CRM, so granular data capture helped precisely tailor and measure all engagement efforts.

Approach

- **Personalization:** CleverTap is integrated into the KashKick App, empowering the team with large volumes of data, enriched through key first and third-party integrations. Kashkick is able to deeply understand user behavior and preferences on the go. This fuels CleverTap's AI-powered suite - Clever.AI to deliver hyper-personalized engagement, across the user lifecycle.

- **Tailored Journeys optimized with Intellinode:** CleverTap's versatile Journeys capability orchestrates tailored journeys based on real-time propensity scores and additional factors, such as preferences, advertiser objectives, and drivers of loyalty toward KashKick. With the powerful **Intellinode feature**, the team optimizes channels, timing, and messaging on the fly. Onboarding journeys dynamically tailored in this manner have boosted early engagement by **2.5X**.

- **A/B testing and AI-powered insights:** Every engagement activity is measured as it happens, allowing the team to test new ideas quickly. The real-time responsiveness to customer preferences has increased user satisfaction and engagement, reflected in the **36% uplift** in engaged sessions in just a month and a **44% surge** in newsletter performance.

Impact

Data-driven personalization sparks a surge in engagement

3.7x
Increase in Return user base

2.3x
Total User growth

4x
Growth in monthly engagement

> "
> We sought a solution provider whose analytics and CRM capabilities were ahead of the market, so we could leapfrog industry standards while scaling our core business. CleverTap enables us to effortlessly harness relevant data to enrich our analytics and glean meaningful insights on the go. Our CRM function has evolved into a synergy of people, process, and technology that delivers stellar results for all stakeholders."

Randy Malluk
EVP, Data & Analytics

> "
> CleverTap's user-friendly interface, real-time segmentation, and personalization tools have significantly boosted our engagement rates. By meeting users where they are, we can incentivize engagement through behavior-based journeys, which has driven both user satisfaction and advertiser ROI."

Stacy Davis
Head of CRM & Retention

CleverTap