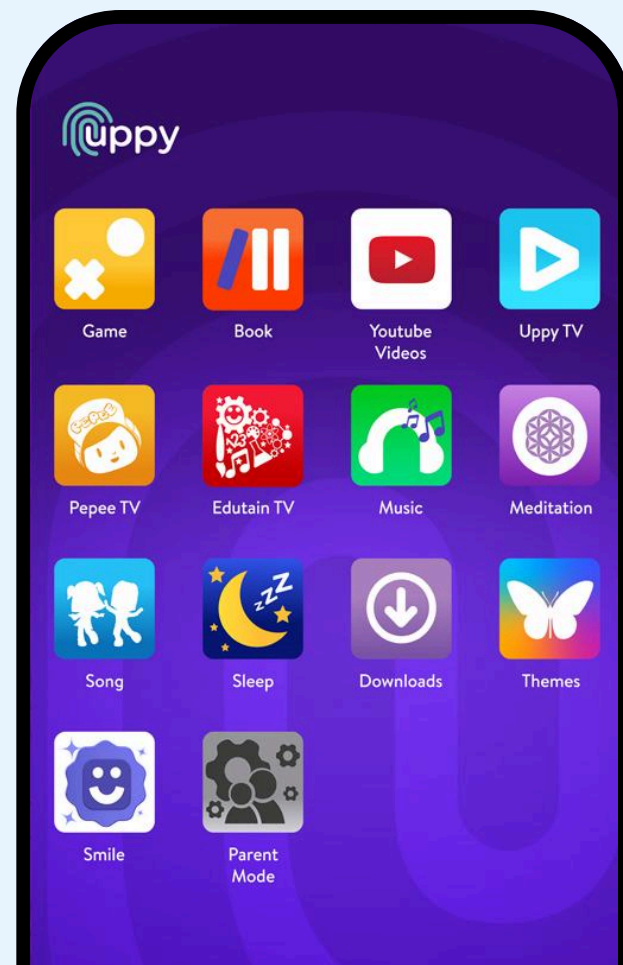


Case Study

Uppy Boosts Subscriptions by 42% at Significantly Reduced Customer Acquisition Cost Using CleverTap

Uppy, an award-winning EduTech app by Düşyeri, serving over 750,000 users globally, specializes in early childhood education and digital safety. Designed for children aged 2-6, Uppy provides a safe and age-appropriate learning environment that bridges the gap between education and entertainment. With its AI-powered tools and engaging content, Uppy supports holistic child development while giving parents peace of mind. Uppy strives to deliver a personalized learning experience. By leveraging CleverTap's All-In-One Engagement Platform, it seamlessly integrates advanced analytics and orchestration to enhance user engagement and satisfaction.



Challenges

After gaining strong initial traction among parents and educators, Uppy realized the battle was only half won. The next step was to increase the percentage of trial users transitioning to loyal subscribers. Understanding user behavior and targeting users based on data-backed insights was crucial and revealed critical challenges:

- ❗ After showing initial enthusiasm, users were dropping off without subscribing. The team identified the need to enhance user engagement with targeting strategies based on richer data leading to better understanding of user behavior.
- ❗ The team also identified the need to improve the timing of reminders, derive compelling cohort-specific offers, and reach users at the right moment to maximize impact.

Approach

Uppy leveraged CleverTap's comprehensive user engagement and analytics platform to enhance user retention and drive conversions through:

- ✅ **Data-Driven Optimization:** The team conducted A/B testing and leveraged real-time analytics to refine messaging, timing, and content, ensuring maximum impact and effectiveness.
- ✅ **Advanced Segmentation:** By using rich behavioral data, Uppy created precise user cohorts and deployed scalable, targeted strategies. For instance, urgency-driven offers were triggered by real-time user actions, strategically motivating trial users to convert.
- ✅ **Omnichannel Personalization:** Uppy delivered personalized, contextually relevant messages via WhatsApp and Push Notifications, creating a seamless and engaging user experience across touchpoints.

Impact

Omnichannel hyper-personalization drives growth and retention

42% Boost in User Subscription Purchases

31% Growth in Trial-To-Subscription Conversions

30% Reduction in Customer Acquisition Cost

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At Uppy, our mission is to provide a personalized and safe learning experience for young learners while instilling confidence and security in parents. CleverTap's advanced segmentation and omnichannel approach allowed us to deliver contextual, timely nudges tailored to each user's journey. This precision targeting delivered a 42% boost in subscription and conversion rates and significantly reduced our marketing costs, enhancing ROI and unlocking long-term growth potential. CleverTap has been instrumental in helping us reach the right audience, at the right time, with the right message.”

Işıl Aydın

Co-Founder and Chief Marketing Officer

