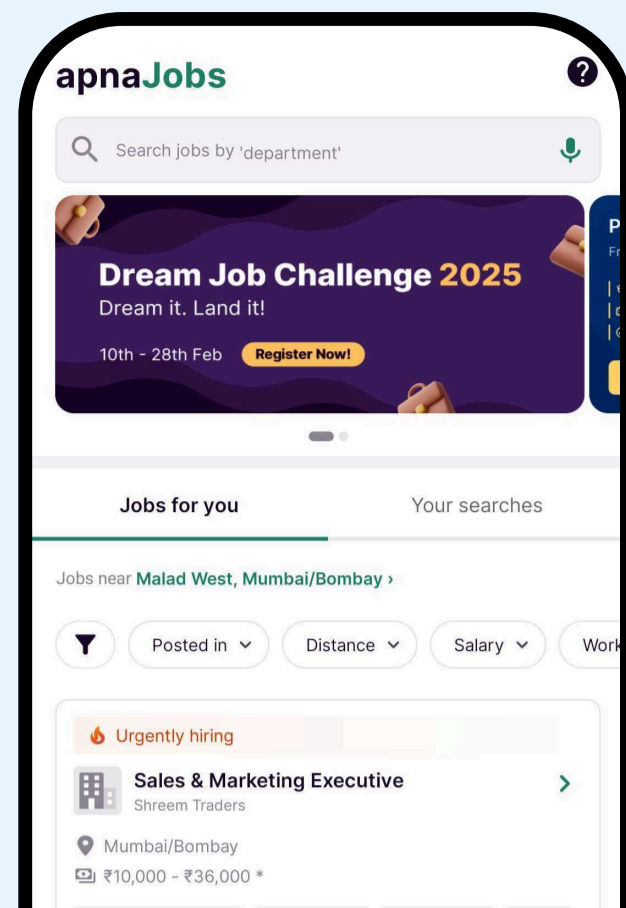


Case Study

Apna activates Email on CleverTap and achieves a 30x YoY growth in Users Engaged

Apna was founded in 2019 with a mission to empower a rising workforce with better professional opportunities. This unique platform offers its users access to job openings and enables professional networking. Employers can access a vast network of candidates and find prospective employees. Within a short span of its launch, it became one of the leading platforms for job-seekers, winning Google Play's 'Best App for Personal Growth 2020' award. Apna has been using CleverTap since 2021 as an engagement platform to orchestrate tailored interactions with candidates and employers.



Objectives

- ❗ The Apna team wanted to activate Email to complement Push Notifications and WhatsApp channels to engage users with relevant and informative content. Email helps establish a direct line with users, widens the user base, and enables broader content formats. It is also a trusted channel of communication for job seekers.
- ❗ Email is also an ideal medium to re-activate dormant users, leading to a large user base to engage. To rapidly scale the Email channel, managing several factors, such as Infrastructure, Domain reputation, List management, and Content personalization, are critical to achieving high deliverability and engagement rates.

Approach

- ✔ Apna leveraged CleverTap's multichannel integration to create a unified user experience across its channels. The platform's automation capabilities and expert insights from the CleverTap team enabled Apna to switch on and ramp up email campaigns quickly.
- ✔ Since the Email channel was set up from scratch, the team developed a customized warm-up plan to ensure optimal functioning. It followed a phased approach - initially, the team planned trigger-based campaigns with personalized, relevant communication.
- ✔ Apna strives to ensure that the user experience is highly personalized. Each user's job feed consists of openings curated based on the user's preferences. The same is true of the messaging, too. With CleverTap's Linked Content capability, message content is dynamically personalized at send-time to ensure users see the most relevant roles. These campaigns achieved a high engagement rate and kept spam complaints low.
- ✔ To prime the channel to handle massive scale, the team attacked on all fronts through multiple initiatives, including optimizing domain usage, list cleaning, and third-party email verification. These efforts ensured negative signals like bounce rate were at minimal levels.
- ✔ As the size of the targeted base scaled up, Apna and CleverTap teams worked collaboratively to constantly monitor critical metrics, such as campaign open and click rates, and maintain domain reputation. The campaigns secured higher engagement metrics with smart segmentation based on job roles and more attributes.

Impact

30x

Scale in Monthly Users reached within a 12-month period

28%

Increase in Open rate achieved while scaling by 30x

88%

Higher Click rates at 30x scale

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At Apna, we started with phone-based onboarding and WhatsApp engagement because of their simplicity. As our candidate base grew larger and more diverse, we needed a more flexible, cost-effective way to keep users engaged and stay top of mind. With help of CleverTap's platform, we built our email channel from scratch and scaled our campaigns by almost 30X in just one year. By delivering relevant, personalized content at a lower cost, we achieved a double-digit increase in user retention. Email has become a vital touchpoint that drives meaningful engagement and ensures users think of us when they need us most.”



Shuvajyoti Ghosh
Head of Growth

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It was fascinating teamwork between the Apna and CleverTap teams on our journey to build a successful email channel. By combining transactional and promotional strategies, we quickly achieved high engagement and bolstered our domain reputation, enabling us to scale rapidly. Through in-depth audience segmentation, personalized recommendations, compelling content, and precisely timed deliveries, we reached peak performance. For some key campaigns, open rates soared to an impressive 3x the industry average. CleverTap's powerful platform and technical expertise played a crucial role in executing these strategies seamlessly, delivering impactful and scalable results.”



Rahul Chadha
Senior Manager, Growth