

## Case Study

# Parco Achieves 28% Boost in Prime Subscriptions and Enhances User Retention with CleverTap

Parco, a mobility app, is designed to simplify urban commuting by allowing users to pay for parking tickets seamlessly through their smartphones. Serving over 1.5 million users across 220+ parking lots, Parco has become a trusted solution for hassle-free parking. With ambitions to expand across Mexico and Latin America, it continues to innovate and enhance user experiences. With CleverTap's All-In-One Engagement Platform, Parco delivers personalized user experiences and drives growth through contextual targeting.



## Challenges

As Parco expanded its mobility solutions across geographies, it faced challenges in boosting conversions, retaining users and driving contextual engagement at scale.

- ❗ Parco aimed to effectively retarget new users who dropped off after their first interaction.
- ❗ It was also crucial to bring back previously active users who had become inactive to improve retention.
- ❗ To drive revenue growth, the team wanted to encourage existing users to subscribe to Prime Membership.
- ❗ They also prioritized gathering NPS feedback to enhance the overall user experience and boost NPS scores.

## Solution

Parco utilised CleverTap's advanced segmentation and omni-channel orchestration capabilities to enhance user engagement, increase retention, and drive growth through:

- ✔ **Personalized User Journeys:** The team created tailored user journeys utilizing Email, In-App and Push Notification channels to re-engage with inactive users across communication channels, encouraging them to book parking again.
- ✔ **Advanced Segmentation:** By analyzing rich behavioral data and using advanced analytical functionalities like RFM and Funnels, Parco identified valuable user segments. This enabled them to craft compelling and targeted communication to maximize engagement and drive higher conversions to Parco Prime subscriptions.
- ✔ **User Experience Optimization:** Parco leveraged CleverTap's NPS functionality to collect feedback from users on their experience. The feedback was acted upon to enhance user experience and improve overall NPS.

## Impact

**28%** Boost in Parco Prime Subscriptions

**17%** Uplift in NPS Score

**12%** User Conversion Rates

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*CleverTap has been instrumental in transforming our user engagement strategy. With its advanced segmentation, personalized orchestration, and actionable insights, we've successfully reactivated dormant users, increased Prime subscriptions by 28%, and improved our NPS score by 17%. The ability to target users with relevant, data-driven campaigns has not only boosted retention but also helped us better understand our users and maximize ROI. CleverTap's omni-channel capability allows us to connect with users across multiple touchpoints, creating a seamless experience that truly resonates with our audience.*

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