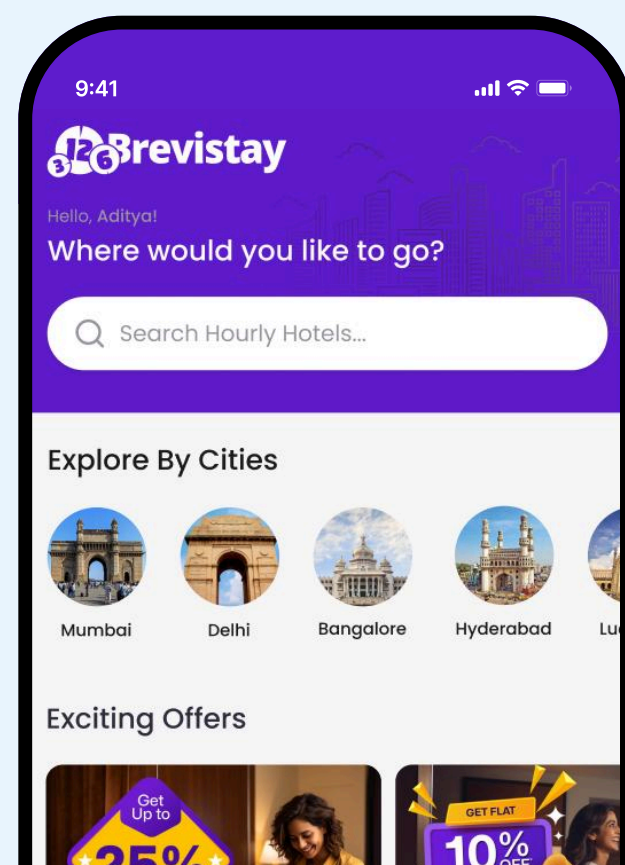


## Case Study

# Brevistay Achieves 15% Increase in Sales and Higher Retention with CleverTap

Brevistay, a leading platform for hourly hotel bookings, provides flexible and affordable stays for urban travelers. Focused on simplifying city stays, it serves a growing user base seeking convenience and value. Looking for a unified approach to user engagement, Brevistay chose CleverTap's advanced analytics and engagement capabilities to personalize interactions and improve retention at key touchpoints like searches and bookings.



## Challenges

As Brevistay expanded its user base, the team identified these areas for improvement:

- ❗ Using multiple tools for analytics and engagement led to inefficiencies. A unified platform was needed for personalized and effective user communication.
- ❗ Users dropped off after adding to cart or performing a search, impacting conversion rates. This prompted the team to refine their re-engagement strategies.
- ❗ The team aimed to leverage promotions strategically to boost bookings. They sought a way to deliver offers to new and returning customers through smarter segmentation to ensure effectiveness.
- ❗ Managing all of these tasks manually would take a lot of time and effort, while also compromising marketing efficiency and ROI.

## Solution

- ✅ Brevistay leveraged CleverTap's Journey's capability to power multiple re-engagement use cases. For instance, readily communicating cashback incentives like the **APP25** offer for existing users and the **NEWGUEST** offer which encouraged new users to sign up and complete their first booking.
- ✅ Advanced segmentation based on customers' booking history, search patterns, and device preferences enabled targeted campaigns that resonated. Combined with a wallet strategy of cashback on bookings, the approach drove an increase in repeat purchases and retention.
- ✅ Customer journey insights in real-time enabled data-driven, multi-channel engagement via Push, Email, and WhatsApp. This ensured contextual communication with users at different stages of their lifecycle.
- ✅ Real-time analytics, including Funnel Analysis and Trends, helped identify drop-offs and optimize campaign timing. This resulted in a better overall user experience and higher conversion rates.

## Impact

**15%** Increase in Overall Sales

**10%+** CTR on WhatsApp



Higher Booking Conversion Rate Through Optimized User Journeys

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*CleverTap transformed how we engage with our customers. Its advanced segmentation and automation capabilities helped us improve retention and even increase bookings by 15%. The platform's campaign management is effortless, saving us valuable time. We also make better decisions by promoting select properties based on field team inputs. Campaign management has become simpler, and their customer success team provides excellent service and guidance.”*

**Aditya Naithani**

Co-Founder and  
Chief Marketing Officer



Check Brevistay at: 

