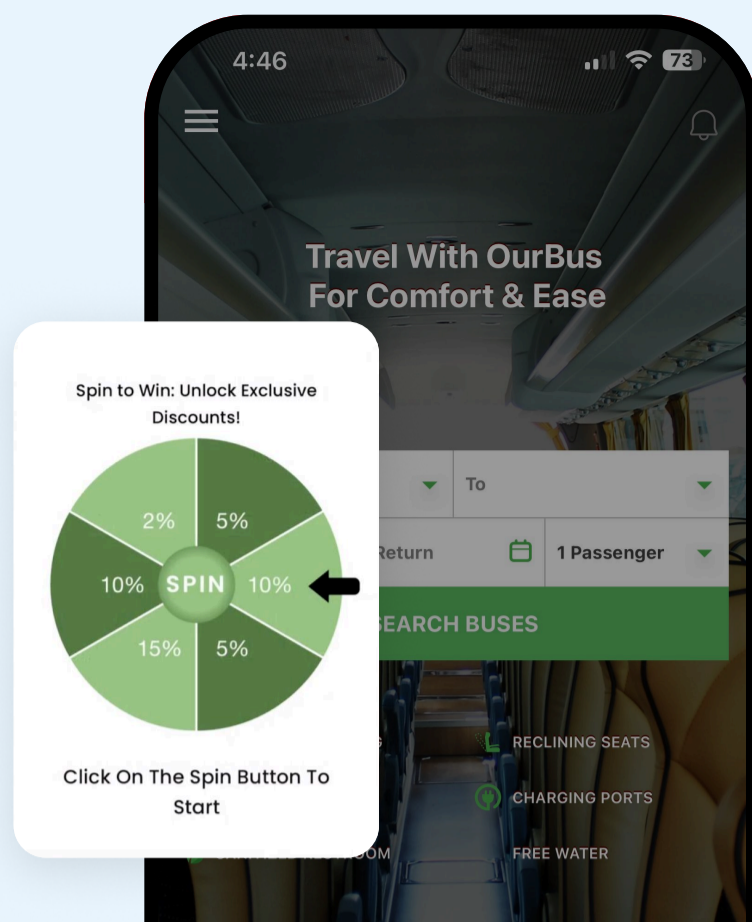


Case Study

OurBus Leverages CleverTap to Gamify User Experience and Achieve 2X CRM Revenue

OurBus is a travel-tech company offering affordable and comfortable intercity bus services across the United States. To provide an engaging user experience and boost the effectiveness of their CRM campaigns, the team looked to move beyond traditional outreach channels to create more immersive, in-context moments for users. Using CleverTap's In-App popups, they launched interactive, personalized campaigns that delivered a smoother user experience and drove stronger conversions.



Challenges

- ❗ Traditional engagement channels like Push Notifications and Emails had limited reach for certain user segments. Phone settings, battery optimization features, and user opt-outs further impacted the overall reachability.
- ❗ Coupon codes shared via Push or Email required users to switch back and forth between the app and their inbox or notification tray to retrieve coupon codes, which increased user drop-offs.
- ❗ Time-sensitive messages often get lost among other alerts and content within the notification tray or inbox, hence creating a need to increase visibility of these messages and drive up the overall rate of redemption.

Approach

- ✅ To build a more immersive engagement experience, Ayush, Growth Product Manager at OurBus, led the app gamification implementation using CleverTap's In-App HTML popups to deliver personalized campaigns directly within the app interface. It allowed them to create fully customized and interactive campaigns without requiring app releases and engineering overhead.
- ✅ The team introduced hyperpersonalized gamified experiences such as "Spin the Wheel," "Catch the Santa," "Match the Card," and "Scratch and Win." These campaigns revealed a coupon code upon completion, which users could copy with a single tap, eliminating the need to switch between notifications, emails, or other apps.
- ✅ These campaigns were triggered for non-returning user segments, allowing the team to incentivize and engage them at the right time. These nudges increased the likelihood that they would take the desired action.
- ✅ The flexibility of CleverTap's platform to support HTML-based interactive campaigns, combined with its advanced analytics and segmentation capabilities, enabled OurBus to drive targeted engagement at scale.

Impact

100%

Increase in CRM-Driven Revenue

40%

Growth in Overall Campaign Engagement

20%

Improvement in Coupon Code Redemption Rates

“

We wanted to simplify how users interact with offers and promotions, and CleverTap helped us do that. With customizable In-App campaigns, we brought the entire journey into one place, reducing drop-offs and making offers more visible and engaging. CleverTap's advanced analytics and segmentation capabilities let us target users better. The interactive In-App experiences have helped us double our CRM-driven revenue and have significantly improved user engagement. It's been a game-changer for creating seamless, high-converting experiences in the app.”

Ayush Arora

Growth Product Manager

