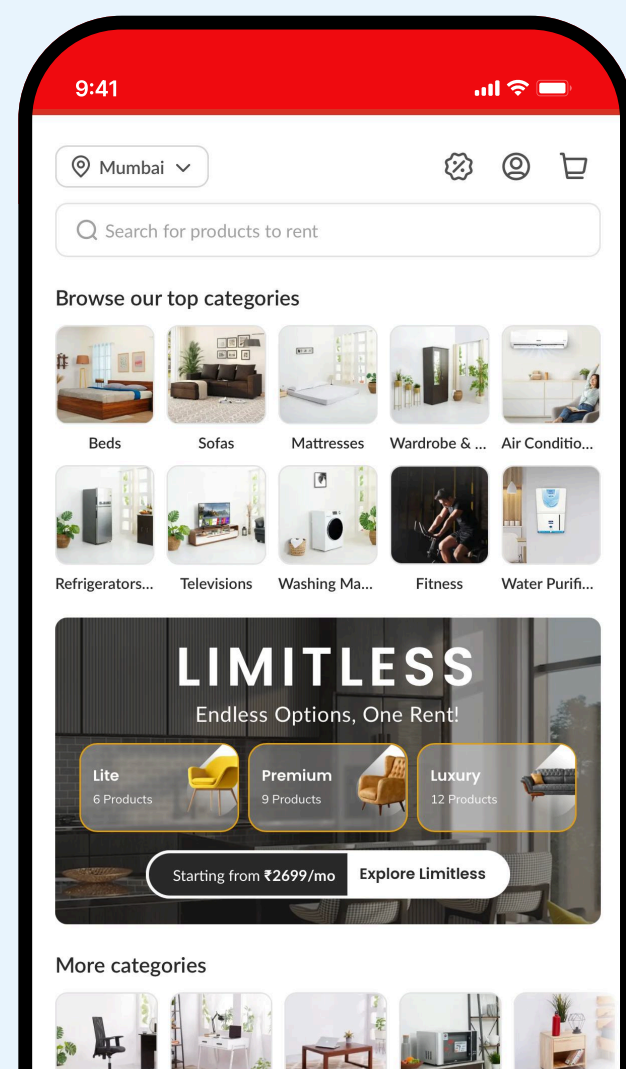


Rentomojo Maximizes Reach: CleverTap Outperforms Competition with 73% Higher Push Deliverability & Best-in-Class Performance

RentoMojo is India's leading rental platform, offering flexible rental solutions for furniture, home appliances, and electronics. Operating across 21 cities, it caters to millions of urban millennials and professionals seeking cost-effective, hassle-free options. With next-day delivery, flexible tenures, free repair and maintenance, easy upgrades, and relocation services, RentoMojo provides unmatched convenience and affordability to its users. Leveraging CleverTap's All-In-One engagement platform, Rentomojo boosts conversions, drives repeat purchases, and enhances user engagement with personalized push notifications at scale.



Challenges

Push notification is a critical channel for RentoMojo to engage with users across various cohorts. However, ensuring consistent push deliverability and effectiveness is a challenging task. This is primarily due to multiple factors affecting the reliability and reach of push notifications, especially in the context of the Indian market. The challenges include:

- ❗ Impacted delivery on devices in inactive states or devices with network issues.
- ❗ Mobile devices have functionality pre-installed to suppress notifications for the purpose of battery optimization. This impacts deliverability and user engagement.
- ❗ With each update to the Push Notification channel, for example, changes in Android permission protocols, there is a need to ensure that reach and rendering do not get impacted.

Approach

- 🕒 Rentomojo conducted an in-depth study comparing CleverTap with a direct competitor to assess push deliverability and reachability, targeting identical user segments on both platforms.
- 🕒 The team took care to eliminate bias and normalize any advantages. Users were randomly selected, and tests were conducted over multiple iterations at different times and days.
- 🕒 The study demonstrated that CleverTap's advanced functionalities consistently outperformed the competitor, owing to its advanced push deliverability and rendering mechanisms - Pull Notifications and RenderMax.
- 🕒 Pull Notifications: CleverTap's Pull Notification feature optimizes delivery to devices that miss receiving notifications, ensuring messages reach users even under challenging conditions.
- 🕒 RenderMax: CleverTap's proprietary technology, RenderMax, maximizes the likelihood of notifications being displayed on every device by adapting to device states like battery optimizations and ensuring notifications display effectively.
- 🕒 By leveraging these innovative functionalities, Rentomojo significantly improved push notification reach, deliverability, and engagement within the same audience, effectively driving more conversions.

Impact

36% Higher Reachability for Same User Segment

73% Boost in Deliverability for Targeted Users

26% Increase in Open Rates Across App and Web

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We conducted a thorough, unbiased comparison between CleverTap and its direct competitor, specifically evaluating push reachability and deliverability. CleverTap clearly outperformed the competition, thanks to its advanced features. We looked at actual reach closely and found that the competitor platform's numbers were far lower. CleverTap's reliable analytics and personalized automation have been crucial to our growth. Moreover, the CleverTap team has consistently been supportive, helping us drive better engagement and client retention at Rentomojo.”

Dhruv Wahal
AVP Growth & Revenue