Case Study

JioSaavn Transforms Music Discovery with CleverTap-Powered Personalization

With over 80 million tracks in 16 languages, JioSaavn is a one-stop shop for listeners to find and enjoy their favourite tunes. The trailblazing music streaming platform hosts an extensive catalogue of audio and video content that listeners can enjoy through various subscription packs tailored to their needs. As a long-time CleverTap partner of over four years, JioSaavn has consistently led with strong customer engagement and experience. More recently, they encountered a two-fold challenge: how to deliver perfectly personalized experiences to users with vastly different tastes, languages, and listening habits—all while keeping the content fresh and new. With CleverTap, they found they could do both.
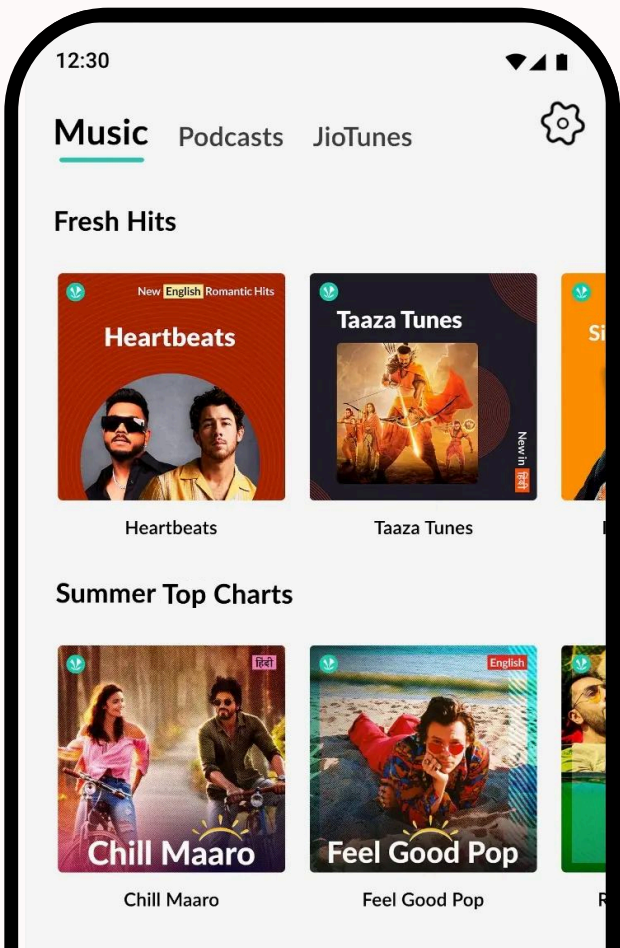
Impact

↗ **67%** Boost in Click-to-Conversion Rates for Campaigns Using Catalogues

↗ **2x** Increase in Email CTR for Promo Code Campaigns With Linked Content

What JioSaavn Faced Before Adopting CleverTap

❗ **Insight-to-Action Gap:** JioSaavn's team had a powerful in-house recommendation engine that could analyze user behavior on the fly. This included preferences such as classical music versus Bollywood hits, or even the artists users frequently listened to. Translating these insights into dynamic personalization at scale demanded a solution that could talk to the engine and other platforms.

❗ **Need for Automation and Scalability:** Engaging a massive user base with individualized experiences required a robust platform. It would have to automate processes as well as personalize on the go.

JioSaavn's CleverTap Solution

JioSaavn operates a sophisticated personalization system, with CleverTap as the central orchestration hub. Let's explore:

✅ **Seamless Integration with the Recommendation Engine:** JioSaavn's in-house recommendation engine continuously evaluates individual listening patterns—such as preferred genres, artists, and playlists—to determine the most relevant content for each user.

Using this analysis, the engine dynamically selects the latest artists or playlists to be recommended to each user. These recommendations are mapped at regular intervals to the platform's catalogue, which is synced with CleverTap to create a powerful closed loop.

- Users are segmented on CleverTap based on their interactions with specific playlists or genres.
- Dynamically tailored communication via push notifications and emails goes out to listeners based on their individual profiles.
- Contextual campaigns (e.g., promoting newly released songs from favorite artists) are quickly designed and delivered.
- A/B testing on CleverTap is used, so users always receive communication that best resonates.
- These campaigns are woven into customized CleverTap Journeys that reinforce to each listener that JioSaavn knows them.

🏆 **The win:** Every user accesses hyper-tailored content at the intersection of their evolving tastes and the latest music, keeping engagement fresh and boosting retention.

✅ **Real-Time Coupon Personalization and Cross-Promotion:** Using CleverTap's Linked Content feature, JioSaavn delivers unique coupon codes in real-time, triggered by recent, specific user actions. The coupon codes are fetched from JioSaavn's backend database and dynamically embedded into personalized emails.

- These coupon codes extend beyond JioSaavn offerings to promote sister Jio brands. To optimize performance, A/B testing within CleverTap is used, experimenting with subject lines for the emails.

🏆 **The win:** Timely, relevant offers deepen engagement and drive value across the Jio ecosystem.

What's Next?

JioSaavn is set to take automation to the next level with CleverTap's Bulletins feature. Every key event, such as an artist collaboration or a trending playlist, automatically triggers scaled and targeted campaigns. As it continues pushing the boundaries of music personalization, the team is focused on turning every JioSaavn listener into a premium subscriber.

> "CleverTap has been integral to our strategy for over four years. Its seamless integration with our in-house recommendation engine allows us to deliver deeply personalized music experiences at scale, while driving meaningful business outcomes across the Jio ecosystem."

Arpit Gupta
Associate Director - Consumer Pay

> "The ability to dynamically sync our content catalogue and utilize features like Linked Content for real-time personalization has transformed our marketing efforts. A/B testing within Journeys helps us continually refine our campaigns, ensuring we're always hitting the right note with our listeners."

Vipul Garg
Associate Manager, Product Marketing

CleverTap