

Tradeling’s Playbook for 2X Growth with CleverTap

Connecting a large base of registered buyers to an extensive network of sellers, Tradeling is the MENA region’s leading business-to-business marketplace. It supports large and small corporations and empowers buyers and sellers to improve their operations through tailored product offerings and customised tools. As a customer-focused company strategically shifting to an app-first model, it decided to transition from CRM tools with limited functionalities to a powerful, all-in-one platform like CleverTap.



Impact

3.7x Boost in Push Notification CTR

57% Increase in Conversions via Emails

4k New App Users Monthly via Web Pop-Ups

2x Increase in Orders Through Automated Journeys

What Tradeling Faced Before Adopting CleverTap

- Generic Communication:** The team found it hard to tailor messages with customer names, preferences, and behaviour. This made the communication feel impersonal, not garnering clicks or engagement.
- Slow Manual Work:** The team earlier had to manually create and upload customer lists for targeting messages, which took a lot of time. Tasks like converting email designs were also not automated, reducing the team’s operational efficiency.
- Missing out on Context:** Communication following customer actions such as “add to cart” lacked rich contextual detail. Hence, it did not engage and even lost opportunities to convert.
- Limited Customer/Lifecycle Engagement:** Tradeling wanted to engage customers throughout their lifecycle. Two other functionalities it sought were a good recommendation mechanism and automated journeys to nurture customers and provide timely support.

CleverTap Unlocks Deeper Customer Engagement

Within six months, Tradeling leveraged CleverTap’s extensive features to deliver measurable improvement.

- Enhanced Personalisation with Liquid Tags:** The Tradeling team uses CleverTap's flexible Liquid Tags feature to personalise push notifications and emails in real-time throughout the customer journey.
 - The messages are personalised using customer names, personas, and behaviour. The content now includes helpful links for quick actions and dynamically pulled-in product details, such as names and images, based on catalog data and recently viewed items.
 - Tradeling also values the new capability to tailor post-transactional engagement. Personalised order push notifications and post-delivery feedback emails are strengthening customer connect after a purchase.

The win: More meaningful communication that gets customers to click, engage, and buy.
- Improved Targeting with Actionable User Segments:** Tradeling helps a huge customer base fulfil large-ticket, wholesale requirements. So it used CleverTap’s segmentation engine to categorise customers into personas to deliver consistently contextualised communication.
 - Other kinds of granular segmentation are also used. For example, past behaviour segmentation triggers the sharing of relevant coupons to re-engage churned customers.
 - Timely replenishment reminders based on purchase intervals segmentation help the team create effective replenishment journeys.
 - Lists of customers to engage for any campaign or communication can now be created with a single click from the relevant segments.

The win: More efficient campaign operations and customer action, reduced churn, and improved replenishment.
- Elevating Engagement with Richer Experiences:** To maximise every interaction with the customer, Tradeling is making all its engagement more timely and interesting.
 - Gmail Promotional Annotations help visually showcase offers with the Tradeling logo. AMP email is being implemented for interactive content. CleverTap’s flexibility, including direct HTML conversion, has made it much easier to build and send out relevant and visually appealing mails.
 - During the shift to an app-first model, the team used CleverTap’s web pop-up features to guide users through downloading the app and engaging with it.
 - Campaign creation is now quick and intuitive, with real-time analytics boosting the outcomes.

The win: Lift in conversion rates and app customer acquisition.

What’s Next?

Continuing to make engagement more relevant and contextual, Tradeling will integrate rich media notifications for communication to iOS users. Bulletins and Linked Content will help enrich engagement and drive formats that effectively communicate price drops, new arrivals, and more.

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Partnering with CleverTap gives us the tools and insights to deeply understand user behaviour and personalise communication, transforming engagement and retention to deliver tangible impact. This offers us a clear strategic edge as we scale our business.”

Safvan Vali
Director of Marketing



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The six-month journey with CleverTap has been transformative. Its powerful features, backed by exceptional support, have been key in increasing our operational efficiency and strengthening customer connections. As we transitioned to an app-first model, their web popups and push notifications helped us drive app downloads and build a high-value mobile user base.”

Hamza Sattar
Senior Performance Marketing Manager



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The platform has delivered on its promise, helping us remodel our customer communication. CleverTap's intuitive interface simplifies campaign creation, and its real-time analytics helps us make faster, data-backed decisions. Overall, CleverTap has improved the impact of our engagement efforts.”

Purva Gupta
Performance Marketing Specialist

