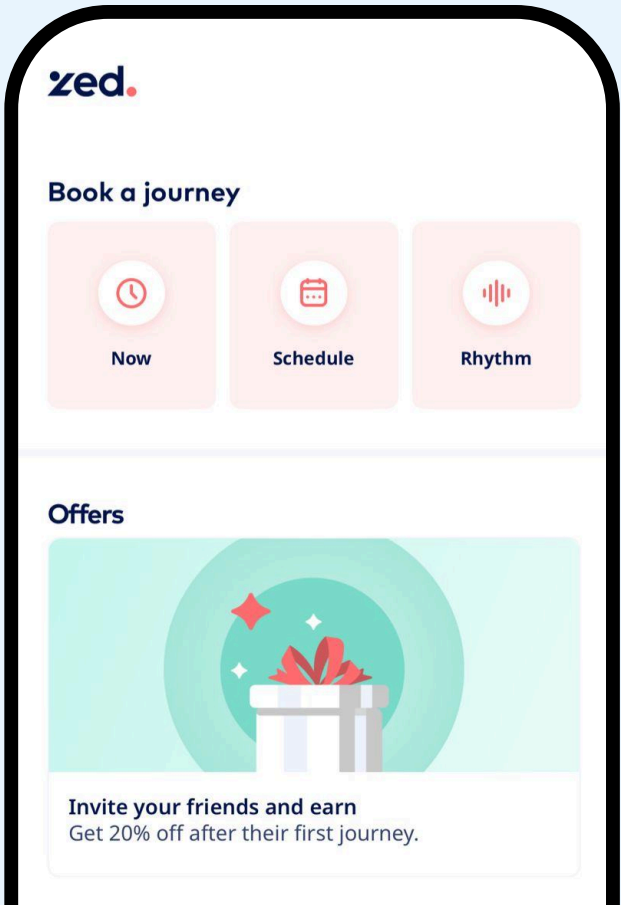


# Zed Drives 2X Conversions with CleverTap’s Industry-Leading WhatsApp Solution

Zed is changing how people experience everyday travel. Unlike regular ride-hailing apps, Zed lets users personalize their journey with features like preferred lighting, quiet rides, and temperature settings. The brand began as a premium limousine service and recently introduced a wider taxi offering for daily commuters.

To deliver more relevant communication and take user engagement to the next level, Zed partnered with CleverTap. The goal was to connect with users in a timely, meaningful way using a unified engagement platform.



## Challenges

As Zed expanded, the team wanted to improve how they engaged different types of users. They identified two key challenges:

- ❗ For some user cohorts, such as new users or those who had become inactive, the team noticed lower engagement rates through channels like push notifications or emails. Zed wanted a more responsive channel to engage these users during key moments, such as morning and evening commutes or weekend travels.
- ❗ Although many users had installed the app, they had not yet booked a ride. The team needed a way to send personalized nudges that would help them take that first step.

## Approach

- ✅ The team used CleverTap’s behavioral analytics to build targeted campaigns for new users, users who have gone dormant, and regular commuters. Each campaign was personalized based on past activity and sent at the right time.
- ✅ Zed used WhatsApp Carousel templates to showcase multiple offerings in one message, while Limited-Time Offer (LTO) templates created urgency with time-bound deals. These formats drove higher engagement, especially when sent during high-intent moments like daily commutes or weekend travels.
- ✅ With CleverTap’s built-in WhatsApp Business Service Provider (BSP), the team was able to create and manage templates effortlessly. The easy-to-use interface, quick template approvals, and seamless integration made campaign execution fast and smooth.
- ✅ WhatsApp campaigns reached 75 to 80 percent of users on average. This was about 50 percent higher than what Zed saw with other channels for these user groups. For these segments, WhatsApp also delivered better results in both clicks and conversions.

## Impact

- 100% Increase in Conversion Rate Through WhatsApp Campaigns
- 56% Higher Reachability Among Targeted User Segments
- 14.66% Conversion Rate Using Limited-Time Offer Templates

“

CleverTap has helped us reach and engage our users more effectively. Their onboarding and customer success teams made it easy to set up the right campaigns from the beginning. They also provided valuable advice on how to improve over time. With WhatsApp, we have been able to connect with more users, especially those we could not reach through other channels. The platform is reliable, the templates are easy to use, and the results have been great.”

Mukul Khurana,  
CRM Lead

