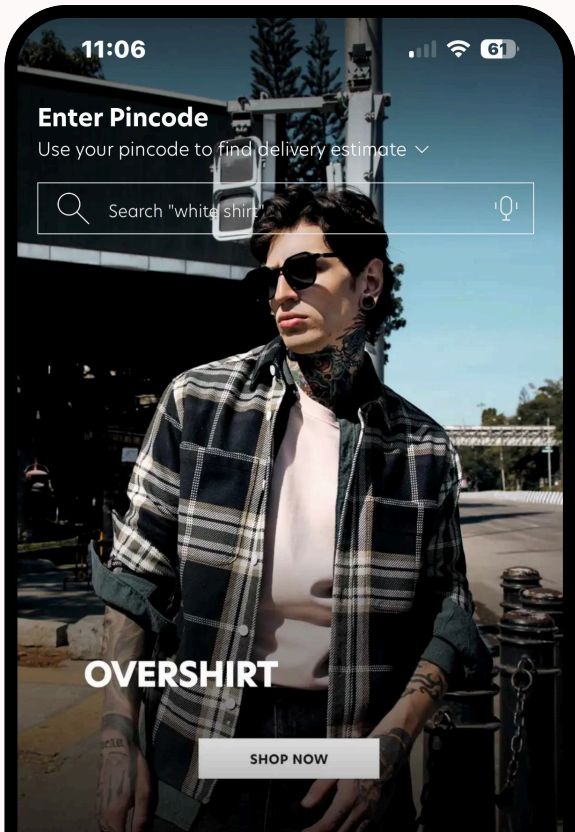



Snitch Achieves 100% Lift in M1 Retention and Boosts Revenue with CleverTap

Snitch is a fast fashion brand that has rapidly carved its niche with fashion-forward collections for men. It navigates the hyper-competitive online fashion world where attention is fleeting and brand loyalty is perpetually tested. In this price and trend-sensitive environment, Snitch recognized the need for a sophisticated, all-in-one CRM platform to build lasting connections across a diverse customer base.







Impact

**~70%**
Increase in Revenue Growth

**22%**
Higher MoM Retention than Planned











**2x**
Achievement in M1 Order Retention

What Snitch Wanted to Tackle

- **Fragmented Customer Data:** Customer data was scattered across multiple touchpoints. Integrating the data was challenging, hampering holistic customer understanding.
- **Timeliness of Engagement:** Messages landing at the inappropriate moment would create irritation in customers’ busy digital lives, pushing them away. Snitch looked for a solution that would prevent this.
- **Crafting Tailored Communication:** Generic messaging for a diverse customer base would cause low engagement and missed conversion opportunities.
- **Low M1 Order Retention:** Repeat purchases in the first month are vital for D2C memorability. Yet persuading customers to buy again when immediate needs are met is tough, and Snitch sought to overcome this.

How Snitch Engages Customers and Keeps Them Coming Back with CleverTap

By leveraging CleverTap’s advanced capabilities, Snitch has transformed its approach to customer engagement in the competitive fast fashion marketplace. Here's how:

- **Unified Customer Profiles:** Snitch uses CleverTap to consolidate customer data from various touchpoints across channels. This unified view provides a foundational understanding of customer details, preferences, and behaviors from day one. It helps the team make sure every piece of communication, starting from the initial one, is relevant and personalized.
- **The win:** More effective targeting and engagement from the first interaction.
- **Granular Segmentation Underpins Hyper-Personalization:** Snitch implemented granular, real-time segmentation on CleverTap to achieve some very specific objectives. For instance, to increase M1 retention, the team targeted high-intent customers who had ordered 10 days prior but hadn't purchased in the last 9 days. Hyper-personalized nudges about new arrivals created a sense of urgency and interest, resulting in twice as many repeat purchases as expected.
- **The win:** Over-achievement of key outcomes.
- **Timely, Tailored Communication:** Continuously learning from the unified profiles, Snitch now crafts personalized messages that speak directly to customers. The use of first names and tailored content based on shopping history makes the communication more relevant and engaging, with the team also using humour and relatable language in the copy.
 - What’s more, automation on CleverTap triggers messaging based on customer actions. This ensures customers receive punctual reminders for exclusive offers or product restocks and more.
- **The win:** A greater likelihood of conversions through well-timed messages and frictionless experiences.
- **Ongoing A/B Testing:** Snitch uses a robust A/B testing framework to test different messages, offers, and timings. This helps successfully identify what resonates best with customers and adapt strategies in real time.
- **The win:** Data-driven optimization boosts marketing ROI.
- **AI-Powered Omnichannel Journeys:** The team has seamlessly woven in campaigns and communication based on real-time AI insights into multi-channel, customized customer journeys on CleverTap. This helped Snitch reach users when they’re most responsive and through their preferred channels of communication.
- **The win:** Building trust and long-term connection by being there when the customer needs you.

Success Story

Bringing together powerful CleverTap capabilities to transform fleeting attention into lasting loyalty and revenue gains, Snitch won the “**Best of Martech in D2C**” award from ET Brand Equity.



What’s Next?

Looking ahead, Snitch will refine omnichannel strategies and hyper-personalization, scale successful campaigns across all products, and implement sophisticated AI-led customer journeys. These efforts will be continuously monitored for their impact on key metrics like Customer Lifetime Value (CLTV), brand loyalty, and revenue growth.

“

For over two years, CleverTap has been a powerful CRM partner. It has given us the ability to truly understand each customer and pinpoint hyper-personalized ways to engage them based on what they intend to do. This has boosted loyalty, lowered our marketing costs, and driven higher sales – all essential for thriving as a D2C brand."

Niketh U
Growth and Product, Snitch

