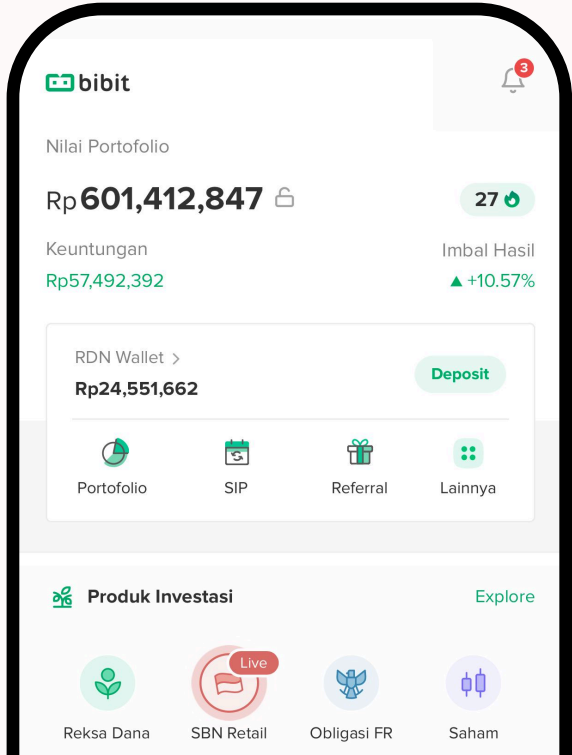


# Bibit Sees a 5X Boost in Engagement and Conversion with CleverTap

With a wide range of products and an intuitive mobile app, Indonesia's leading investment platform, Bibit, caters to investors of all levels. On a mission to increase financial literacy, the fast-growing startup needed a robust engagement platform to boost performance and personalization across time-sensitive campaigns and ongoing communication. While migrating from a competing engagement platform in 2023, CleverTap emerged as the ideal solution.



## Impact

- ↗

5x

Increase in Engagement and Conversion by Refining Segmentation
- ↗

75%

Uplift in WhatsApp Conversion for High-Intent Mutual Fund Segment
- ↗

2x

Growth in Investment Inflow for High-Intent Mutual Fund Segment
- ↗

28%

Higher CTR and 15% Improved CVR Via A/B Testing

## What Gaps Bibit Wanted to Address:

- !

**Deeper Personalization:** With limited flexibility in capturing and using extensive event attributes and user properties, including unlimited data points, it was difficult for Bibit to build precise user segments and deliver timely, personalized communication based on each user’s investment behavior and journey.
- !

**Scalable, Contextual Campaigns:** Without access to real-time user insights and richer data, it was challenging for Bibit to automate messaging across channels in a way that felt timely, relevant, and aligned with each user’s intent.

## Bibit’s CleverTap Solution

With CleverTap's capture of unlimited data points, real-time segmentation, and multi-channel automation, Bibit transformed its engagement strategy. Here’s how:

- ✓

**Sophisticated User Segmentation & Behavioural Targeting:** Bibit leverages CleverTap's dynamic segmentation to create real-time homogeneous segments based on in-app interactions and behavioural patterns like recency and frequency of app opens and page visits.
  - For example, Bibit now has a robust system to identify users most likely to invest. The high-intent users are swiftly engaged with more personalized recommendations, resulting in quick conversion.

**The win:** Up to 5X increase in engagement and conversion rates.

- ✓

**Multi-Channel Automation for Time-Sensitive Campaigns:** For investment products - whether mutual funds, government bonds, or stocks - both timing and consistency are important, depending on each user's investment preferences. Aware of this, Bibit runs automated campaigns on CleverTap, enriching them with timely, contextual messaging. Delivered rapidly along customized journeys, on the most suitable channels, the tailored communication has driven action across high-potential user segments.
  - Push notifications** consistently deliver a strong impact across both automated and ad-hoc campaigns.
  - WhatsApp** has proven effective for high-potential users, especially for time-sensitive messages like quota reminders, cashback offers, payment nudges, and limited-time government bond offers.
  - Email** campaigns are triggered by user behavior and provide in-depth information on market conditions, supporting a well-rounded communication strategy.

**The win:** Context-aware automation turned time-sensitive campaigns into high-impact, ROI-driving engagement.

- ✓

**Advanced A/B Testing & Experiment with Control Group:** Bibit continuously enhances campaign performance through CleverTap's A/B testing, experimenting with different messaging approaches. This is especially useful with paid channels like WhatsApp.
  - WhatsApp Experiment:** Adding a second button instead of a single button significantly improved campaign performance. The two-button format drove more than 3X higher CTR and nearly doubled transaction rates, along with a notable increase in inflow.
  - Automated payment drop-off campaigns led to a **26% increase in conversion rates compared to the control group**, highlighting the effectiveness of timely, personalized nudges in recovering unfinished transactions.

**The win:** Data-driven experiments and smart nudges unlocked growth in fund inflows.

## What’s Next?

Bibit will continue enhancing user communication by leveraging CleverTap’s advanced automation and channel personalization features to build full-funnel journeys. With this partnership, Bibit is well-positioned to accelerate its mission of democratizing investment access across Indonesia.



CleverTap is an intuitive, all-in-one platform that powers our daily CRM operations. Its flexibility and robust analytics have transformed how we communicate with users - making our messaging more relevant, timely, and effective. Additionally, CleverTap’s strong commitment to customer success, openness to feedback, and continuous product development aligned with its roadmap have greatly supported our growth."

**Edeline Ivanna**  
CRM Lead, Bibit

