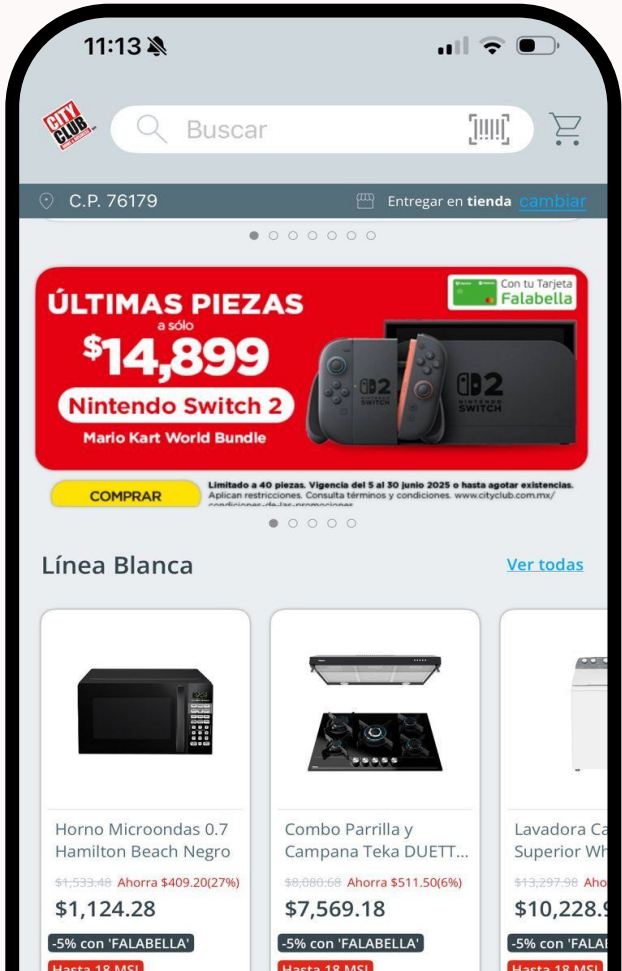


City Club by Soriana Personalizes at Scale With CleverAI, Unlocks 19x Growth in Active Users

City Club México, part of the Soriana Organization, is a value-priced club chain offering products for home and business needs. Founded in 2002, City Club delivers great value to members via in-store and online purchase options to over 15,000 high-quality products, often in business-ready or multi-pack formats. With an average sales floor of 8,000 m², City Club caters to families and businesses alike. As the brand sought to evolve its digital engagement, it partnered with CleverTap to build more relevant, timely, and data-driven customer interactions.



Impact

**19x**
Increase in Active Users on Push Channel

**93.71%**
Increment in Open Rates

**5-7%**
Lift in Abandoned Cart Recovery

Challenges in Scaling Personalized Engagement

- **Generic Communication:** The team found it difficult to tailor messages with customer names, preferences, and behavior. This made the communication feel impersonal, reducing the ability to garner clicks or engagement.
- **Manual Campaign Execution:** With increasing digital growth, campaign setup became complex and time-consuming, especially around key use cases like birthday wishes or membership expiration.
- **Limited Partner Insights:** Inadequate reporting made it difficult to understand how partners were engaging with the platform. This limited the team's ability to measure reach and improve retention effectively.

CleverTap in Action

With automated segmentation and AI-powered tools, City Club by Soriana enhanced personalization and optimized key customer touchpoints.

- **AI-Led Personalization Engine:** CleverTap enabled City Club to segment users dynamically and trigger highly personalized and automated campaigns based on behavior, such as reminders for expiring memberships or birthday greetings.
 - Scribe feature helped City Club automate the creation of personalized and emotionally engaging content for push notifications, emails, and WhatsApp messages.
- **The win:** Enhanced message relevance and emotional connection, leading to increased member engagement.
- **Journey Optimization with IntelliNODE:** By implementing IntelliNODE, City Club conducted multivariate testing within customer journeys, allowing for real-time optimization of engagement strategies. This approach enabled the identification of the most effective communication paths, enhancing overall campaign performance.
 - With multiple channels integrated in one platform, the marketing team executed and measured communication more effectively.
- **The win:** Improved conversion rates and more efficient customer journey flows.
- **Enhanced Partner Reporting:** CleverTap's advanced analytics gave City Club better insights into how partners were engaging with the platform. This helped them make smarter, data-driven decisions to improve partner reach and retention.
- **The win:** Strengthened partner relationships and more effective co-marketing efforts.

What's Next?

City Club plans to adopt more use cases and make greater use of CleverTap's AI capabilities, such as product recommendations, to keep their messages relevant for different user groups and drive stronger engagement and loyalty.

“Understanding what messages should be sent versus what can be sent is a tricky balance, but with CleverTap, we've found the right partner to get it right. The platform enables us to deliver highly relevant and timely communications that truly resonate with our users. With intelligent segmentation and automation, we're now engaging users more effectively and efficiently. The CleverTap team's support has been exceptional, helping us turn strategy into action.”

María Fernanda
Marketing Automation and Owned Media Manager, City Club by Soriana

