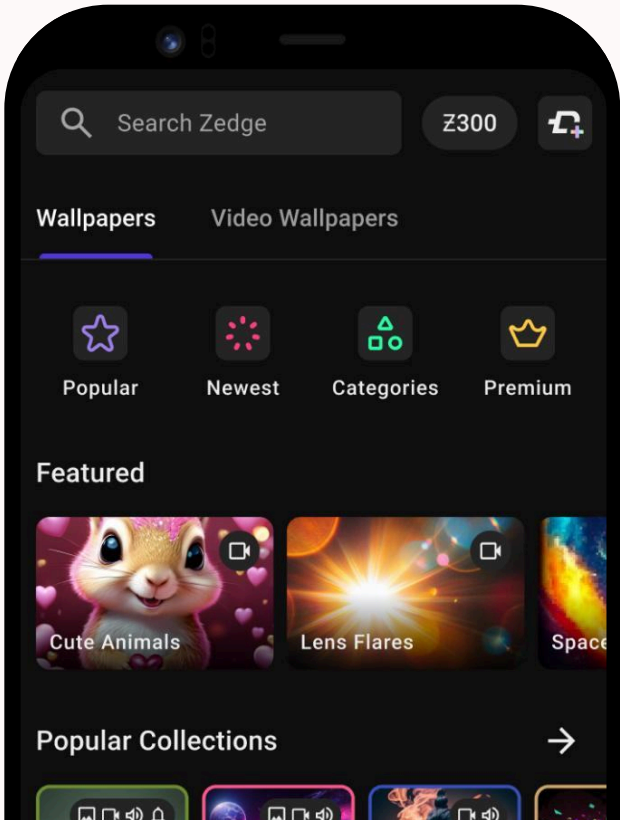


Zedge Enhances Personalization and Doubles CTR with CleverTap

Zedge is a global leader in smartphone personalization, with over 661 million installs and 38 million monthly active users. As a fast-growing brand built on creativity and bold visual expression, Zedge wanted messaging capabilities at scale to match its vibrant identity. The existing platform couldn't deliver this, nor provide the critical real-time analytics required to tailor communication - crucial for a brand built on personalization. After evaluating various solutions, CleverTap's advanced features and real-time capabilities made it the perfect fit.






Impact

**100%+**
Increase in Campaign CTRs

**40%**
Jump in Push Delivery Rates


**12%**
Boost in Push Open Rates



What Zedge Faced Before CleverTap



- **Static Analytics and Segmentation:** With only basic, manual analytics and slow-to-refresh audiences, Zedge couldn't reach its discerning users with timely messaging that connected.
- **Limited Creative Messaging:** The previous engagement platform provided basic notifications with minimal visual customization, not in alignment with user expectations and the brand image.
- **Slow Testing Cycles:** A/B testing required developer support and lacked built-in control groups, creating bottlenecks that slowed campaign optimization in a fast-moving space.


Zedge's CleverTap Solution

With CleverTap's powerful, insights-led engagement engine, Zedge now delivers visually rich, precisely targeted campaigns that resonate. Let's take a closer look:

- **Real-Time Segmentation & Precision Targeting:** Zedge creates and refreshes granular segments instantly using CleverTap, based on interests, behaviours, and usage patterns.
 - Predictive scoring with RFM helps identify at-risk users before they churn, enabling proactive re-engagement.
 - Event-triggered journeys deliver personalized experiences uniquely tailored to each user's preferences and actions within the app.

**The win:** Dynamic segmentation drives messaging that reaches the right user at the right moment, boosting open rates by 12%.
- **On-the-go Analytics & Actionable Insights:** Zedge, powered by CleverTap, effortlessly accesses live insights to continuously improve engagement.
 - Live analytics tied directly to campaigns provide immediate feedback on performance, while built-in funnels, cohorts, and retention analyses offer deeper, valuable insights.
 - Exportable reports with actionable recommendations on the platform enable the marketing team to move fast and with confidence.
 - Multi-variant A/B testing across visuals, copy, and timing executes rapidly, supported by automatic control groups, replacing slower manual efforts.
 - A dashboard with real-time insights helps to make quick, data-driven campaign decisions rather than intuition-based ones.

**The win:** Marketing teams now operate independently with faster learning cycles, boosting campaign performance.
- **Rich Visual Messaging & Brand Expression:** Creativity is at Zedge's core, and it extensively leverages CleverTap to create messaging that reflects this.
 - Zedge uses CleverTap's advanced formats, including expandable visuals, carousel layouts, and multiple call-to-action (CTA) buttons to create engaging, interactive experiences.
 - Utilizing insights on emotional shifts, the team crafts campaigns that connect with users on a more meaningful level, beyond functional notifications.

**The win:** Click-through rates more than doubled, transforming basic notifications into compelling messages that drive action.

What's Next?

Zedge is focused on expanding its use of CleverTap's capabilities to further enhance user retention and lifetime value. The company plans to implement more sophisticated behavioural triggers and explore advanced features, including AI-led decisioning and predictive segmentation, to create even more tailored experiences for its diverse user base. Additionally, it is working on integrating deeper analytics to understand user engagement patterns better and optimize creative offerings.

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As our growth and ambition accelerated, we needed a platform built for engagement at scale. CleverTap was the perfect fit, helping us unlock performance we didn't know we were missing. We've gone from sending messages that “do the job” to ones that delight and drive action. The platform's powerful flexibility allows us to consistently provide the personal touch our global users expect.”

Aistė Jucevičienė
LiveOps & Retention Manager, Zedge Inc.

