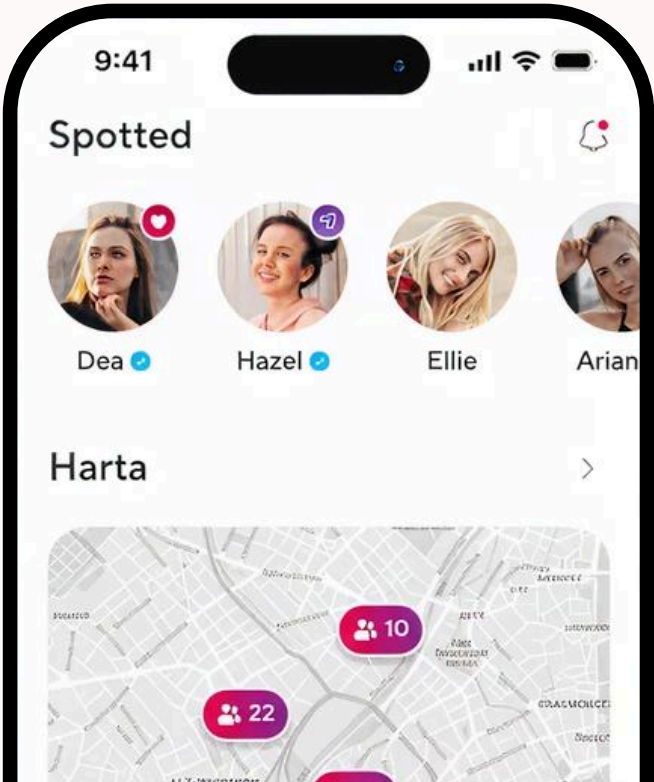


dua.com Reimagines Dating Experiences with Journey-Based Engagement on CleverTap

dua.com is the leading dating app for Albanians worldwide, serving over 1.1 million users who are serious about finding meaningful relationships. As a culturally-focused platform, dua.com needed sophisticated capabilities to understand user behaviour and deliver personalized engagement at scale. With another engagement platform falling short, CleverTap emerged as the answer.



Impact



**20%**
Increase in Message Open Rates

**15%**
Boost in Day 1 Swipe Activity

**10x**
Faster Campaign Launch


**300k+**
Individualized Messages Monthly


What dua.com Faced Before Adopting CleverTap


- **A Fragmented Tech Stack:** The team relied on different products for push notifications, emails, and analytics. This meant manual processes, inconsistent engagement, and no strategic insights.
- **Lack of Autonomy:** Every segmentation and campaign required data team support, limiting marketing’s ability to act quickly on behavioral shifts.

dua.com’s CleverTap Solution


In the dating space where emotions are key and timing is everything, dua.com leverages CleverTap’s advanced capabilities for thoughtful engagement. Here’s how:

- **Real-time Segmentation & Personalization at Scale:** Using CleverTap, the marketing team dynamically segments users and intervenes at the opportune moment:
 - Users are segmented by:
 - Actions such as app opens and swipes
 - Inactive behaviors, like no return visits in X days
 - User properties like gender and diaspora location
 - Intent signals, such as profile views without messaging.
 - Accelerated campaign launches ensure hyper-personalized outreach connects with the right segment swiftly, leaving users delighted.

**The win:** Segmented campaigns are rolled out 10x faster, driving higher conversions.

- **Actionable Insights from a Unified Platform:** The team uses CleverTap’s comprehensive suite to guide daily decisions and continuously enhance user engagement and product development.
 - Funnels reveal drop-offs in key flows like onboarding. A funnel analysis exposed a sharp drop between registration and the first swipe, prompting a product tweak that drove a strong lift.
 - Cohorts track long-term retention across variables.
 - Trends, the most-used feature, provide a real-time view of shifts in user activity.
 - Flows highlight navigation paths, helping remove friction.
 - A/B testing helps refine tone and timing to match user’s emotional states, crucial in culturally nuanced dating scenarios.


**The win:** A 15% lift in Day 1 swipe activity - a critical milestone in dating apps - and 20% higher message open rates.

- **Meeting Users Where They Are With Journeys:** dua.com replaced a fragmented campaign-based approach with CleverTap's Journeys as the engine for lifecycle marketing.
 - Onboarding, conversion, re-engagement, and win-back efforts improved considerably.
 - The team is seeing great results from micro-journeys designed for niche user intents, such as frequent app browsers who don't swipe.
 - Journeys underpin channel optimization:
 - Push notifications lead for immediacy
 - The app inbox supports paywall communication
 - Email sustains long-term engagement and connection
 - For example, when one user views another’s profile and meets predefined criteria, an automated, dynamically personalized email is triggered. With its attractive design and CTA, it sparks curiosity and drives action.

**The win:** Over 300,000 individualized timely messages, driving higher open rates and click-throughs within a month.

What’s Next?

dua.com will double down on journeys, segmentation, and campaigns, and leverage A/B testing to build a culture of experimentation. As the app expands into new markets, CleverTap will be used to localize user experiences intelligently without starting from scratch. The goal is to continue using CleverTap to help people find meaningful relationships.



CleverTap changed the way we see and speak to our community. Before, we couldn't fully understand when or why users were dropping off. Now, we know when someone needs a nudge, a reminder, or even a push toward a life-changing moment. In dating, where timing, emotions, and culture all matter, CleverTap helps us engage with empathy."

Edon Luta
Head of Retention, dua.com

