



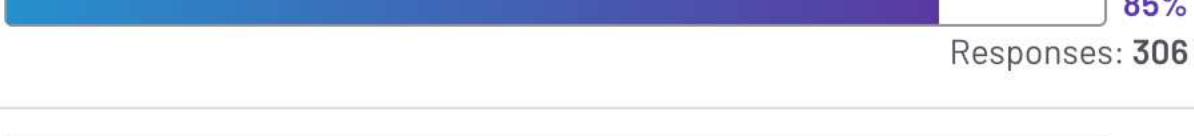

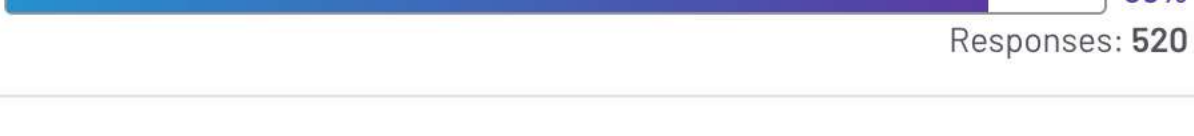
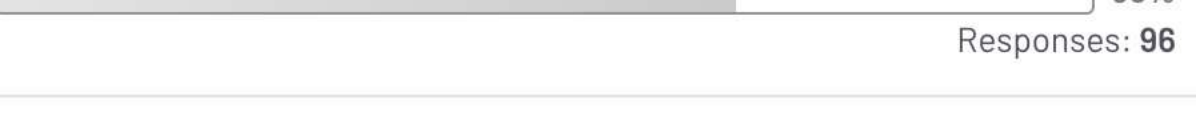

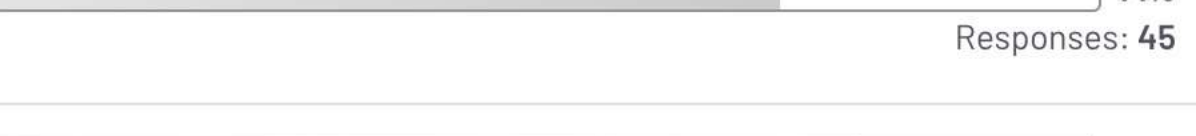




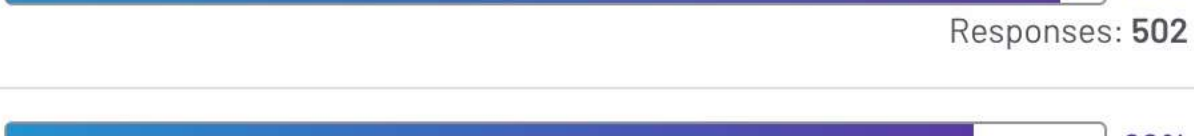




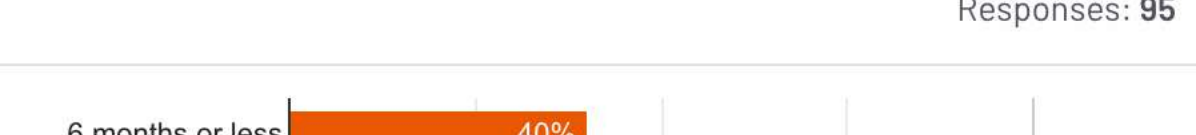















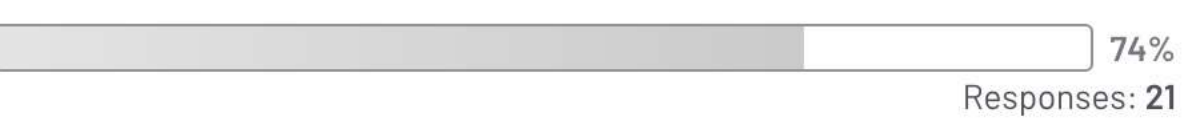






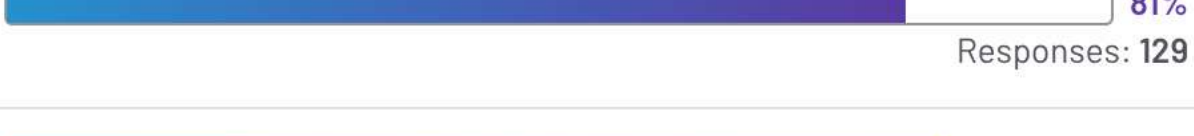
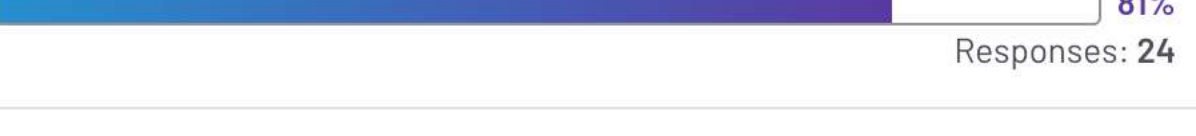
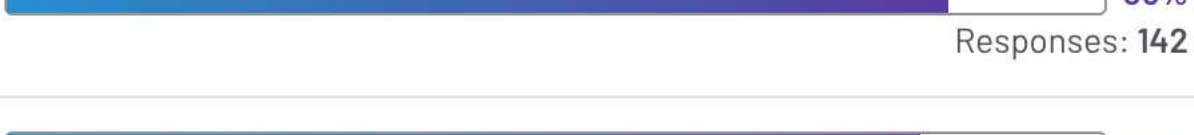
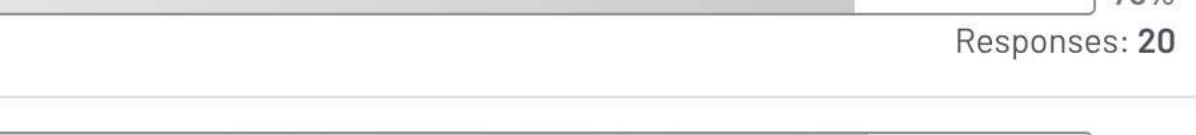















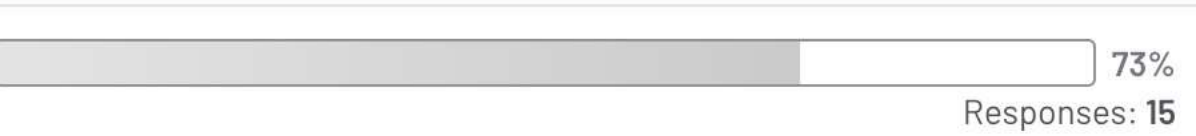

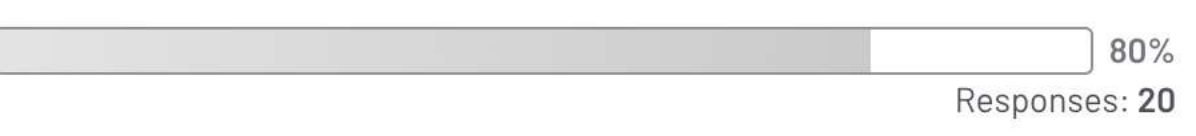








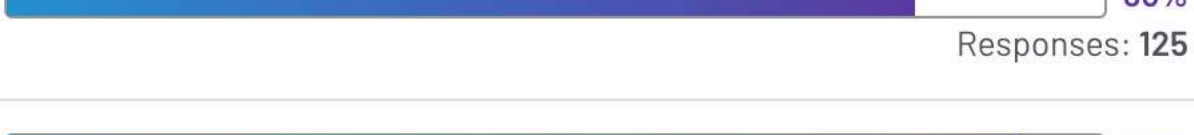

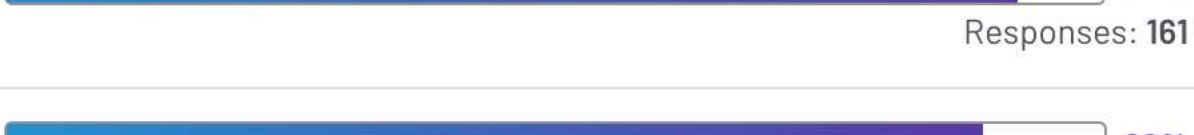
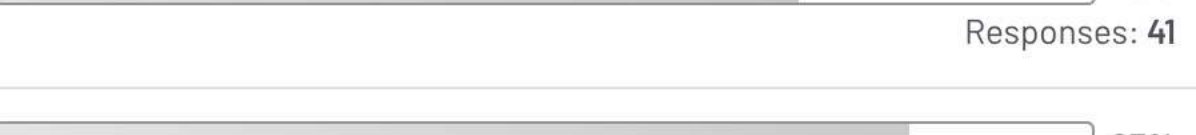




















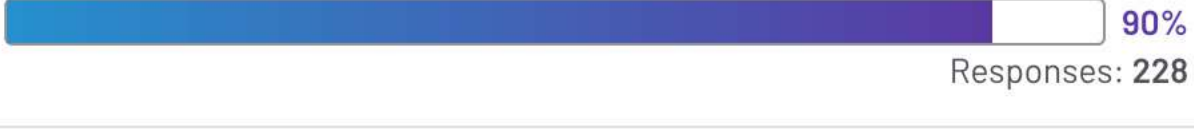






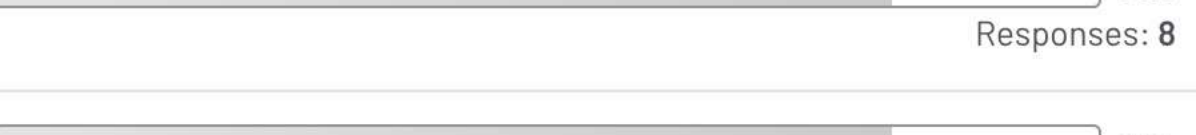




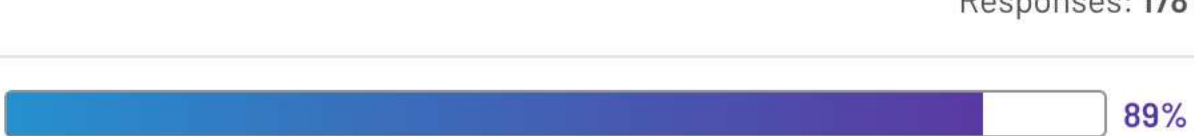












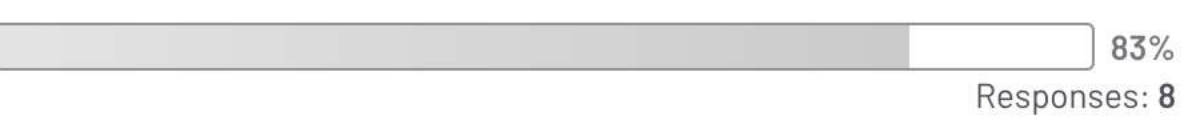






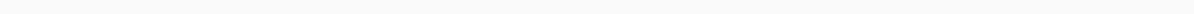
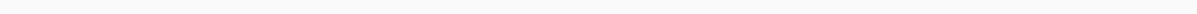




# User Satisfaction Ratings

All reviews were collected as of August 17, 2025

	 CleverTap	 Oracle Responsys
Star Rating	★★★★☆ 618 reviews	★★★★☆ 124 reviews

Ratings		
Ease of Admin	 90% Responses: 239	 64% Responses: 45
Ease of Setup	 85% Responses: 306	 57% Responses: 43
Ease of Use	 89% Responses: 520	 68% Responses: 96
Has the product been a good partner in doing business?	 93% Responses: 238	 71% Responses: 45
Likelihood to Recommend	 92% Responses: 597	 79% Responses: 121
Avg. Go Live Time (months)	 Average 2 Months	 Average 3 Months
Product Direction (% positive)	 96% Responses: 502	 72% Responses: 95
Meets Requirements	 88% Responses: 518	 80% Responses: 97
Quality of Support	 90% Responses: 510	 65% Responses: 95
Avg. ROI (months)	 Average 11 Months	 Average 11 Months
A/B Testing	 91% Responses: 155	 78% Responses: 47
Automated Alerts and Tasks	 87% Responses: 131	 82% Responses: 30
Automated Email Responses	 88% Responses: 140	 81% Responses: 44
Basic Reporting	 90% Responses: 155	 79% Responses: 45
Breadth of Partner Applications	 83% Responses: 129	 78% Responses: 17
Building and Personalizing Emails	 90% Responses: 160	 83% Responses: 45
CRM Lead Integration	 88% Responses: 128	 81% Responses: 28
Customization	 87% Responses: 147	 74% Responses: 21
Data Import & Export Tools	 87% Responses: 150	 76% Responses: 21
Data Quality Management	 87% Responses: 130	 76% Responses: 34
Dynamic Content	 88% Responses: 147	 80% Responses: 46
Event / Webinar Marketing	 81% Responses: 129	 81% Responses: 24
Integration APIs	 86% Responses: 142	 78% Responses: 20
Internationalization	 83% Responses: 115	 80% Responses: 14
Landing Pages and Forms	 82% Responses: 121	 70% Responses: 18
Lead Nurturing	 86% Responses: 128	 81% Responses: 25
Lead Scoring and Grading	 84% Responses: 115	 74% Responses: 21
Manage Email Deliverability	 89% Responses: 152	 80% Responses: 45
Marketing Lead Database	 89% Responses: 131	 80% Responses: 16
Mobile Optimized	 91% Responses: 147	 75% Responses: 38
Online Behavior Tracking	 86% Responses: 139	 76% Responses: 26
Output Document Generation	 86% Responses: 114	 73% Responses: 15
Performance and Reliability	 88% Responses: 135	 80% Responses: 20
Program Management	 88% Responses: 140	 83% Responses: 41
ROI Analytics	 84% Responses: 140	 75% Responses: 26
Revenue Analytics	 85% Responses: 134	 74% Responses: 26
Sandbox / Test Environments	 86% Responses: 121	 84% Responses: 17
Search Tracking and Optimization	 83% Responses: 125	 77% Responses: 33
Segmentation	 92% Responses: 161	 73% Responses: 41
Sending Outbound Emails	 89% Responses: 153	 83% Responses: 45
User, Role, and Access Management	 92% Responses: 145	 73% Responses: 22
Web Analytics	 84% Responses: 143	 79% Responses: 25
Workflow Capability	 87% Responses: 129	 79% Responses: 20
A/B Testing	 89% Responses: 231	 67% Responses: 8
Audience Insights	 88% Responses: 230	 75% Responses: 8
Campaign Performance	 89% Responses: 243	 85% Responses: 8
Customize	 90% Responses: 233	 75% Responses: 8
Integrations	 88% Responses: 210	 71% Responses: 8
Personalization	 90% Responses: 239	 67% Responses: 8
Retarget	 89% Responses: 234	 86% Responses: 7
Rich Notifications	 90% Responses: 228	 71% Responses: 7
Scheduling	 93% Responses: 246	 88% Responses: 8
Segmentation	 92% Responses: 250	 83% Responses: 8
Triggered Notifications	 93% Responses: 234	 81% Responses: 8
Application Attribution	 86% Responses: 183	 81% Responses: 8
Audience Segmentation	 93% Responses: 182	 89% Responses: 6
Bulk SMS	 88% Responses: 178	 86% Responses: 7
Campaign Analysis	 89% Responses: 219	 85% Responses: 8
Coupons and Promotions	 86% Responses: 156	 85% Responses: 8
Custom Dashboards	 89% Responses: 167	 78% Responses: 6
Integrations - Mobile Marketing	 89% Responses: 187	 88% Responses: 8
Internationalization	 86% Responses: 164	 85% Responses: 8
Optimization	 88% Responses: 191	 88% Responses: 8
Proximity Marketing	 85% Responses: 180	 83% Responses: 8
Push Notifications	 93% Responses: 227	 75% Responses: 8
Two-Way Text Messaging	 83% Responses: 142	 81% Responses: 7
Uninstall Tracking	 88% Responses: 168	 86% Responses: 6