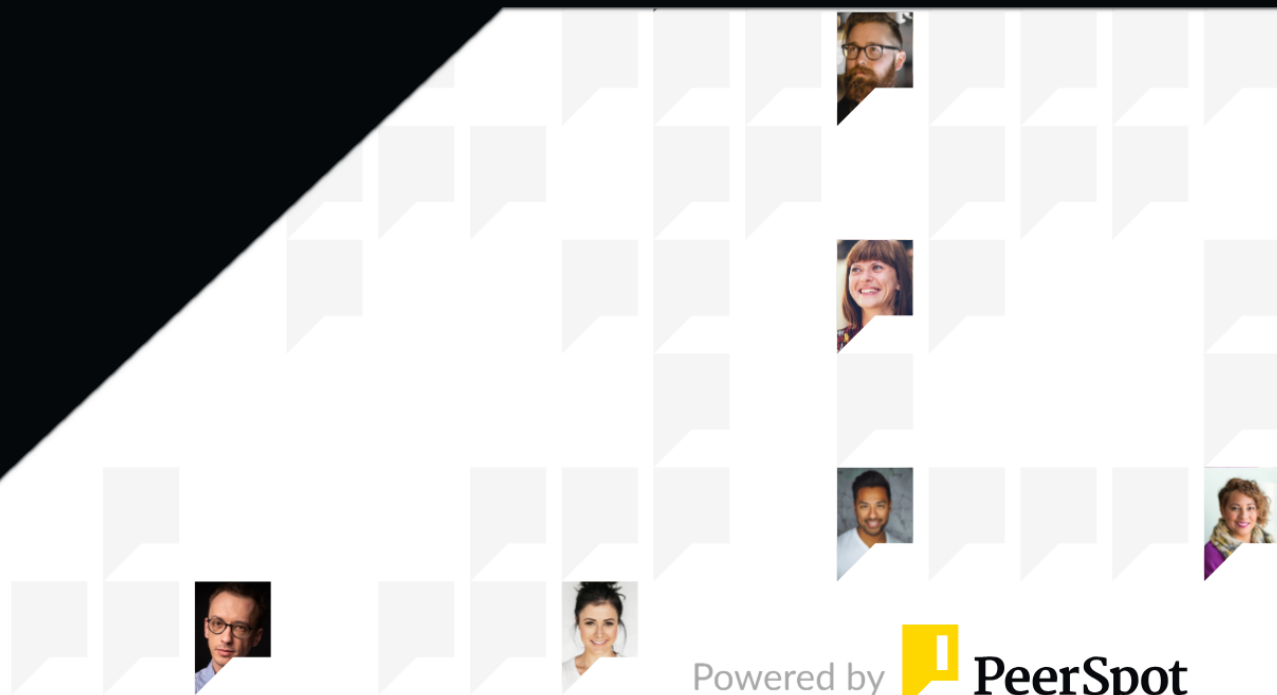




CleverTap

Reviews, tips, and advice from real users



Powered by  **PeerSpot**

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Product Recap



CleverTap

CleverTap Recap

CleverTap is a leading customer engagement and retention platform that empowers businesses to enhance customer experiences through personalized messaging and analytics-driven insights.

CleverTap offers a sophisticated suite designed for modern marketers seeking to deepen engagement and drive growth. The platform enables real-time customer insights and supports advanced segmentation, allowing for precise targeting of user groups. Its analytics tools are integrated with automation capabilities, enabling seamless execution of marketing strategies. CleverTap is trusted across numerous industries for its ability to deliver personalized experiences and to automate marketing tasks efficiently, helping businesses turn data into actionable insights.

What are the standout features of CleverTap?

- **Advanced Segmentation:** Helps in creating distinct user groups based on behavior.
- **Personalized Messaging:** Allows businesses to send tailored content, increasing engagement.
- **Analytics and Reporting:** Offers in-depth insights into user behaviors and campaign performance.
- **Omnichannel Engagement:** Supports outreach through multiple channels for integrated campaigns.

What benefits should users seek in CleverTap reviews?

- **Increased Retention Rates:** Expect an uptick in customer loyalty through smarter engagement strategies.
- **Scalable Solutions:** Benefit from a system that grows with your business needs.
- **Higher Conversion Rates:** Enjoy improved outcomes from targeted marketing and analytics insights.
- **Time Efficiency:** Streamline processes through robust automation features.

CleverTap is implemented in e-commerce, fintech, and media sectors to enhance customer loyalty through targeted campaigns and rich insights. These industries leverage automation and omnichannel capabilities for reduced churn and increased user engagement, showcasing its adaptability and impact.

Valuable Features

Excerpts from real customer reviews on PeerSpot:

- ✓ “Since I started using CleverTap, I have seen some improvements, especially because it has been very efficient and perfect for my organization.”



Carol Gabriel

Senior Software Engineer at Unisys

- ✓ “Before using CleverTap, our sales last month were 57 lakhs, and when we started using CleverTap, the sales automatically increased to 97 lakhs, which is a huge number.”



AnkanSaha

Full Stack Developer at Hoichoi

- ✓ “With the help of CleverTap's decision-making AI, CleverAI, we are able to easily improve our overall customer retention by 25 percent.”



Sumesh Gansar

Product Marketing Manager at Samsung

- ✓ “CleverTap has positively impacted my organization because we were able to increase activation metrics like match start and match completion rates by 18 and 29%, respectively, and we saw an increase in our Play Store ratings, but beyond that, we could not continue our initiatives due to the Unity integration issue.”



Vikrant Chaudhary

Product Manager at a outsourcing company with 51-200 employees

- ✓ “CleverTap has positively impacted my organization as we use it to send communications and generate better revenue from targeting users through various channels.”



Rashmi_Sharma

Senior Executive at a consumer goods company with 1,001-5,000 employees

- ✓ “CleverTap has positively impacted my organization as it helped me to increase my leads volume.”



Verified user

Marketing Specialist (Acquisition & Retention) at a manufacturing company with 10,001+ employees



“We have seen clear measurable return on investment after implementing CleverTap, both in terms of revenue impact and operational efficiency.”



Vyas Shubham

Senior Quality Analyst at a consultancy with 51-200 employees

What users had to say about valuable features:

“We use many analytics features from CleverTap itself, and they are quite useful. I believe the most powerful features are the combination of behavioral analytics and segmentation. There are many CRM messaging tools in our field, and each service has special features. CleverTap's specialty in those aspects is analytics. I can use their features and reports as decent analytics reports without needing another product analytics tool. So far, we are using CleverTap at a certain level and are quite satisfied with it..”

Verified user

[Read full review](#)

Growth Marketer at a computer software company with 51-200 employees

“The best features CleverTap offers are their push notification and pop-up banner, as well as their customer journey capabilities.

These notifications, pop-ups, and customer journey features help me when the customer wants to drop off during the marketing funnel. CleverTap will give the customer a specific push notification that encourages the user to continue their journey or provide the user with a certain voucher to trigger their appetite.

CleverTap has positively impacted my organization as it helped me to increase my leads volume. My leads volume increased by about 20% year-on-year after using CleverTap..”

Verified user

[Read full review](#) 

Marketing Specialist (Acquisition & Retention) at a manufacturing company with 10,001+ employees

“The best part of CleverTap is that we can track the metrics for our campaigns directly from the dashboard. We can download reports from more than 60 days ago from CleverTap and create funnels to check where and how our cohort is performing.

“One of the best features CleverTap offers is the ease of creating journeys. Creating journeys in CleverTap is straightforward for me primarily because of the different types of subsets they provide and the simple automation available.

“CleverTap is very effective for understanding how retention marketing works. The best aspect is the basic user interface where new employees can easily access and understand how CleverTap functions, so there is nothing complex about using CleverTap..”

Rashmi_Sharma

Senior Executive at a consumer goods company with 1,001-5,000 employees

[Read full review](#) 

“The best features CleverTap offers are their push notifications and campaign model, and while the analysis point of view isn't as smooth as Mixpanel, it is still functional and does the job, especially since Mixpanel is a bit costly. Apart from this, cohort analysis and everything works well.

I was able to increase the activation metrics with CleverTap; for the context, it was a cricket game where I improved the activation metrics like match start and match completion rates, plus I ran in-app notifications to capture reviews and direct satisfied users to the Play Store, which helped us increase our overall Play Store ratings as well.

CleverTap has positively impacted my organization because we were able to increase activation metrics like match start and match completion rates by 18 and 29%, respectively, and we saw an increase in our Play Store ratings, but beyond that, we could not continue our initiatives due to the Unity integration issue..”

Vikrant Chaudhary

Product Manager at a outsourcing company with 51-200 employees

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“In my opinion, CleverTap has provided this tracking event style tracker. They also have the dashboard where I can see which event is redeeming, along with percentage and graph data. This is a nice feature. I have seen other tracking tools, and I have tried Churnkey. However, Churnkey has multiple steps to track why a user is canceling a subscription. CleverTap is asynchronous and processes it in the background. The user does not have to interrupt this process.

“I mostly use the dashboard feature. I can see that if a user is opening the payment page, it shows that 60% of users are opening the page. They then show that in that 60% of users, 50% are canceling the event. I can figure out that the most likely reason the event is canceling is because of the payment size. I can then redeem my plan size or include a new small package for that as well.

“The main impact is sales growth, which was not possible for my company before..”

AnkanSaha

Full Stack Developer at Hoichoi

[Read full review](#) 

“One of the best features CleverTap offers is powerful user segmentation and real-time analytics, which are very effective in terms of targeting and creating personalized campaigns.

“We primarily rely on the real-time analytics that CleverTap provides. With it, we ingest data from different sources such as our website, CRM, and application, and we use real-time analytics to get deeper insights and more granular level data to extract user insights and provide more personalized and targeted marketing campaigns. This helps us retain our customers better.

“With the help of CleverTap's decision-making AI, CleverAI, we are able to easily improve our overall customer retention by 25 percent. Year-on-year, we have seen a 25 percent improvement in customer retention purely because of the analytics and data it provides; we can be more proactive rather than reactive and get to our customers in much quicker and more personalized ways.

“We specifically tracked the 25 percent improvement through some dashboards using CleverTap, and year-on-year, we can see an improvement. After the introduction of CleverTap, the number of users that we have retained has increased by 25 percent, directly resulting in us getting more sales out of those customers..”

Sumesh Gansar

Product Marketing Manager at Samsung

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Other Solutions Considered

“I used Churnkey, as I already mentioned, but it was the most annoying thing, and my customers also complained about this. I removed that and used CleverTap instead..”

AnkanSaha

Full Stack Developer at Hoichoi

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“As I am not in charge of the purchase, I only have limited information about that. As far as I know, the pricing of CleverTap is quite competitive compared to the other competitors we reviewed before. I believe it would be reasonable..”

Verified user

Growth Marketer at a computer software company with 51-200 employees

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“We did not evaluate any other options; we knew about CleverTap beforehand because of its good features that suited our requirements, and it was customizable, so we went ahead with it..”

Sumesh Gansar

Product Marketing Manager at Samsung

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“I would definitely choose CleverTap for tracking user events. For tracking, you can use this. It is a very useful tool, rather than Churnkey. You can use it because Churnkey's customer service is very bad, but CleverTap supports very nicely..”

AnkanSaha

Full Stack Developer at Hoichoi

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“Before using CleverTap, we did not use any CRM messaging tools. We wanted to conduct messaging campaigns and see the experience among them, but we could not implement them properly because we had to do all of those things manually on our first-party system. Thanks to CleverTap, we could easily create all of those campaign scenarios and make them happen. We can also see the results and develop them based on those results..”

Verified user

Growth Marketer at a computer software company with 51-200 employees

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“As a product manager, I have previously used different solutions. I have used a combination of multiple tools rather than a single unified platform. Previously, my stack included a product analytics tool and a separate engagement platform for push notifications and emails. The challenges with our previous approach were that user behavior was scattered across different tools, and it was difficult to connect behavioral analytics with engagement actions. Decision-making often required manual data manipulation. These challenges prompted me to switch to CleverTap to overcome these issues..”

Vyas Shubham

Senior Quality Analyst at a consultancy with 51-200 employees

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ROI

Real user quotes about their ROI:

“I cannot state the absolute number of the ROI itself, but I have no information about the purchase. However, we have set certain goals for our retention campaigns via CleverTap, and we are currently achieving those goals. I assume the ROI is satisfactory..”

Verified user

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Growth Marketer at a computer software company with 51-200 employees

“We have definitely seen a return on investment in terms of the customers we have retained, with a 25 percent improvement in customer retention, resulting in a 20 percent overall revenue growth for us..”

Sumesh Gansar

[Read full review](#) 

Product Marketing Manager at Samsung

“Since I started using CleverTap, I have seen some improvements, especially because it has been very efficient and perfect for my organization. It saves manual work with automation, helps in real-time marketing, and also saves time and cost because of the automation..”

Carol Gabriel

Senior Software Engineer at Unisys

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“We have seen clear measurable return on investment after implementing CleverTap, both in terms of revenue impact and operational efficiency. From our internal observation, we have seen a double-digit improvement in retention, roughly a ten percent to fifteen percent uplift, and an increase in feature adoption directly contributed to higher user lifetime values. Re-engagement campaigns helped recover a portion of otherwise churned users. These improvements translated into better conversion rates and more consistent revenue growth. From an industry perspective, this aligns with broader findings of organizations using CleverTap. Our organization has reported improvements of up to thirty percent in customer retention and around a rough estimate of a thirty-five percent increase in conversion rates, with even a five hundred sixty-one percent overall return on investment over a compositing study period. Campaign creation and execution time reduced by roughly thirty to forty percent, and the team can now launch and optimize campaigns much faster. We have also saved around eight hours per day on campaign operations due to automation..”

Vyas Shubham

Senior Quality Analyst at a consultancy with 51-200 employees

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Use Case

“We typically create campaigns for retention and reactivation using app push and email. Our general approach with CleverTap involves creating certain cohorts based on the date when users become detached from our service within a specific period. We then send messages based on particular campaign scenarios to bring them back to our service..”

Verified user[Read full review](#) 

Growth Marketer at a computer software company with 51-200 employees

“I use CleverTap for my CRM software, retargeting, and automation. Using CleverTap for retargeting and automation saves my time because it works in real time and gives me a better ROI..”

Verified user[Read full review](#) 

Marketing Specialist (Acquisition & Retention) at a manufacturing company with 10,001+ employees

“My main use case for CleverTap is planning personalized push notifications as well as funnel analysis data. A specific example of how I used CleverTap for push notifications is that I created different journeys for activation and engagement. Similarly for push notifications, I tried sending push notifications to different cohorts of users at different frequencies and communication times..”

Vikrant Chaudhary

Product Manager at a outsourcing company with 51-200 employees

[Read full review](#) 

“My main use case for CleverTap is targeting users to retain them or acquire new users by using different channels such as SMS, push notifications, WhatsApp, and RCS.

“A specific example of how I have used CleverTap to target and retain users is through one-time campaigns or journeys that target users based on their behavior. We primarily use push notifications for business-as-usual communications and send WhatsApp messages to major targets where the cohorts demonstrate intent..”

Rashmi_Sharma

Senior Executive at a consumer goods company with 1,001-5,000 employees

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“CleverTap serves as an all-in-one engagement platform for us, allowing us to build a 360-degree customer view by integrating data from different sources such as our website, our CRM, and our application. We conduct data analysis on this integrated information to retain more customers and provide a more personalized experience to our users.

“One practice we regularly employ with CleverTap is grouping our customers into different buckets. With the best-in-class automated segmentation model that CleverTap provides, we are able to easily segment our customers into different profiles such as champion customers, loyal users, or users at risk. Based on the data, we segment this to provide personalized experiences and engagements to our end users so that our ultimate goal is to help retain the customers. We also use email marketing along with CleverTap and AI agents as chatbots and other communication mediums.

“This is how we use CleverTap: with the data that we get from it, we do analysis and build a 360-degree customer view..”

Sumesh Gansar

Product Marketing Manager at Samsung

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“I am using CleverTap mainly for recording customer events, such as when a user opens my payment page or initiates a payment to track user dropoffs. If users come to my website and navigate to the payment page, then initiate a payment and instantly go back, I record the event so that my customer team can reach out to them to convince them to give discount prices and make the sales.

“I noticed many changes. Looking at my previous data without CleverTap, the revenue was very low. After using CleverTap, this revenue is increasing day by day. My platform is an OTT platform with a subscription price of 600 rupees per month. When a user comes to my site and logs in, they create an account with their mobile number, then go to the payment section and try to make a payment. However, when they see that the amount is expensive, they immediately cancel the payment and go back. Without CleverTap, I could not track that the user was backing out from the page because of the prices. CleverTap has the feature that tracks the event when a user has canceled the payment, so my customer team can reach out to the customer and ask what the problem is. Then they can give the customer a certain amount of discount, such as 25% or 30%, to make them a special customer and encourage them to buy the plan. This has reduced my sales drop from 100% to 50%.

“I have the numbers to support this. Before using CleverTap, our sales last month were 57 lakhs. When we started using CleverTap, the sales automatically increased to 97 lakhs, which is a huge number. The main cases are that when a user sees the large amount of 600 rupees, they cancel the payment. CleverTap helps us track that the customer is canceling for this reason.

“I use CleverTap mostly for this purpose only. I have not tried other features yet..”

AnkanSaha

Full Stack Developer at Hoichoi

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Setup

The setup process involves configuring and preparing the product or service for use, which may include tasks such as installation, account creation, initial configuration, and troubleshooting any issues that may arise. Below you can find real user quotes about the setup process.

“The setup is very easy. CleverTap is a very simple platform to use. I would rate it a 10 out of 10. Starting from the beginning, the integration of CleverTap is very easy. From the last few conversations, I was discussing the marketing campaign, which is straightforward to set up..”

Amar-Kumar

[Read full review](#) 

Technical Lead at a tech services company with 501-1,000 employees

“CleverTap's pricing is primarily based on monthly active users, data points, and events tracked, along with add-ons and channels. For example, in my company, which is a startup, the plan can start around seventy-five dollars per month as a rough idea for smaller monthly active user tiers, but pricing scales significantly as the user base and usage grows in my organization. CleverTap uses a tier-based licensing system rather than strict per-seat pricing. The team can allocate user tiers, and billing is calculated based on average monthly usage of licensed users. For example, if usage exceeds the allocated tier, it moves to the next pricing tier. This provides flexibility, but it also means that the organization needs to actively manage user access and usage to stay within the budget..”

Vyas Shubham

[Read full review](#) 

Senior Quality Analyst at a consultancy with 51-200 employees

Customer Service and Support

“CleverTap's customer service is quite good because we are currently holding regular meetings with the AE and the CSM from CleverTap. They regularly gather our feedback and conduct question-and-answer sessions about that. We are quite satisfied with this level of service..”

Verified user

[Read full review](#) 

Growth Marketer at a computer software company with 51-200 employees

“CleverTap is very supportive, but unfortunately, they don't have local support in Indonesia.

If CleverTap has customer support in your area, I think that you should use CleverTap. However, if not, you can probably ask if they can hire local customer support so you can have support with local context..”

Verified user

[Read full review](#) 

Marketing Specialist (Acquisition & Retention) at a manufacturing company with 10,001+ employees

“My experience with the support team is quite good. They are knowledgeable and always happy to help us. One point that stands out is that CleverTap does not provide only basic support. It offers a dedicated customer success structure, which includes onboarding managers, customer success managers, and technical account managers. They also provide implementation guidance, strategic advisory, and training in webinars. This structural approach helps the team get up to speed faster and extract value from the platform. They are very responsive with day-to-day support. The support team is generally responsible and knowledgeable. They are helpful in resolving common issues related to campaigns, segmentation, and integration. From my experience, the support team is quite supportive for our issues..”

Vyas Shubham

Senior Quality Analyst at a consultancy with 51-200 employees

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Other Advice

“CleverTap's AI capabilities regarding accuracy and reliability of output are pretty good because they are consuming our database behavior, so they can give some recommendations.

CleverTap is deployed in my organization using a public cloud, and we use [AWS](#) as our cloud provider. I would rate this review a 7 out of 10..”

Verified user

Marketing Specialist (Acquisition & Retention) at a manufacturing company with 10,001+ employees

[Read full review](#) 

“My advice to those looking to use CleverTap is to start from basics. Approach CleverTap not just as a marketing or engagement tool, but as a strategic product growth platform. Before implementation, spend time defining key user events, important user properties, and success metrics aligned with product goals. Create a well-structured tracking plan to get better insights, more accurate segmentation, and more effective campaigns. Fixing event structure later can be complex, so getting this right early is critical. Also, define the product user journeys and key performance indicators. I would rate my overall experience with CleverTap as an eight out of ten..”

Vyas Shubham

Senior Quality Analyst at a consultancy with 51-200 employees

[Read full review](#) 

“I would definitely urge others to start using products such as CleverTap due to the

pure data analytics offered; it gives us a view of our customers that we did not know of before, helping us be more proactive rather than reactive, which is the need of the hour in today's market scenario.

“Everything is great with CleverTap; I hope it continues.

“The interview was great. I give this product a review rating of ten out of ten and encourage you to keep up the good work..”

Sumesh Gansar

Product Marketing Manager at Samsung

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“Regarding CleverTap's AI capabilities, its governance and security are completely sound, and we have never felt our data was being shared with other organizations.

“The accuracy and reliability of CleverTap's AI output is good.

“I would advise others looking into using CleverTap by sharing the benefits and the creativity that CleverTap enables. I would definitely recommend CleverTap to others.

“I give this review a rating of nine out of ten..”

Rashmi_Sharma

Senior Executive at a consumer goods company with 1,001-5,000 employees

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“I rate CleverTap a seven out of ten. I choose seven out of ten because it's useful in terms of overall funnel analysis and push notifications, but there is scope for improvement as I suggested earlier.

CleverTap's AI capabilities governance and security are pretty good, though we didn't deep dive into them. We were not able to check CleverTap's AI capabilities thoroughly; we just saw a few things in beta, but since our core analysis issues were not resolved, we could not analyze it further.

I did not purchase CleverTap through the [AWS Marketplace](#).

If you're into gaming and you are on Unity, I think you can consider other tools, but if you are on another tech stack, I think you can give CleverTap a try..”

Vikrant Chaudhary

Product Manager at a outsourcing company with 51-200 employees

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“There are several features that we are aiming for with our CRM campaigns using CleverTap, and most of those features have improved compared to what we could not do before. I would rate CleverTap eight out of ten. I typically do not give a ten to any service I have experienced unless it truly feels perfect. I personally consider the maximum to be a nine. The reason I subtract one from the nine is that there was some struggling involved.

“I actually do not use much of the AI features in CleverTap itself. However, I can see that CleverTap is trying to adapt and put AI features into their product, and it will get improved. To be honest, I do not have any expectations for AI features that are built into any product. I do not use them separately, so I do not have much information to provide feedback about them. I have no idea how the purchase of CleverTap was done as I was not in charge of it. I would recommend CleverTap primarily to B2C companies with a strong mobile or digital product presence, like us. It is particularly useful for e-commerce, gaming, or other subscription-based services where user behavior and retention are very important. My overall review rating for CleverTap is eight out of ten..”

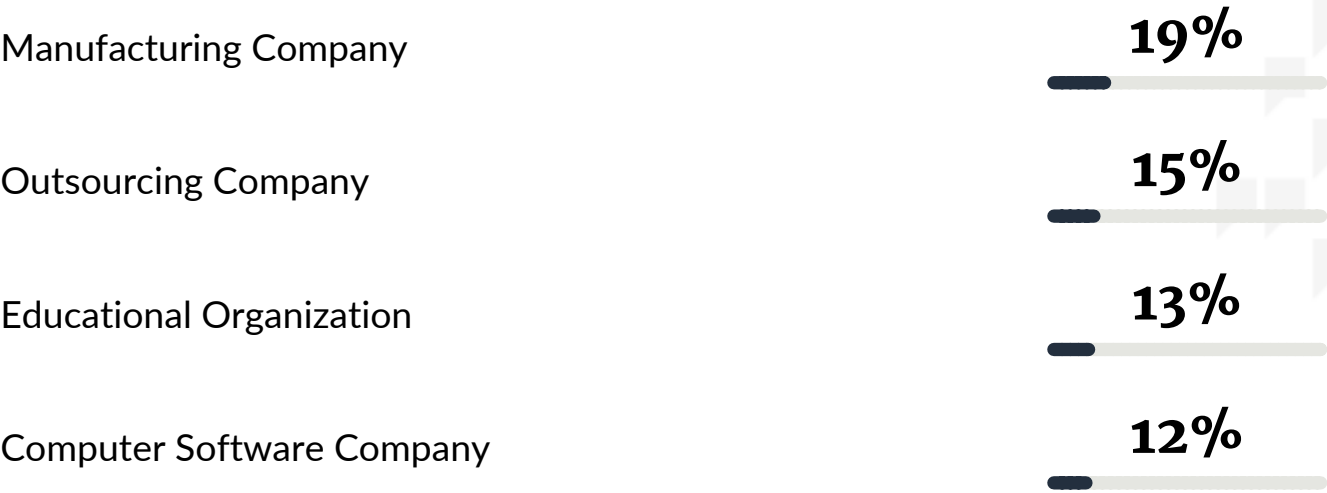
Verified user

Growth Marketer at a computer software company with 51-200 employees

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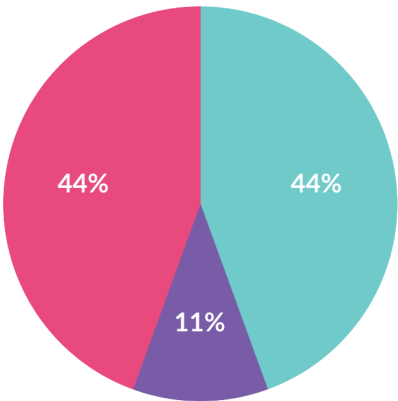
Top Industries

by visitors reading reviews

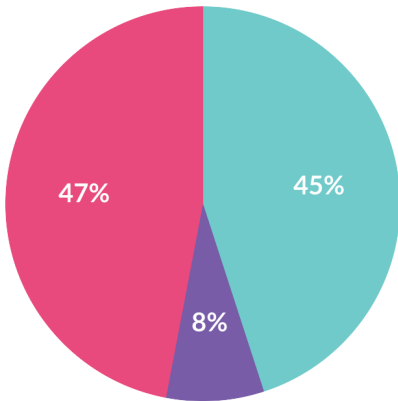


Company Size

by reviewers



by visitors reading reviews



Large Enterprise Midsize Enterprise Small Business

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