

aws marketplace

CleverTap

Reviews, tips, and advice from real users



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Product Recap



CleverTap

CleverTap Recap

CleverTap is the modern, integrated, Retention Cloud that empowers digital consumer brands increase customer retention and lifetime value. For brands that understand and value user retention, CleverTap drives context and individualization with the help of a unified, deep data layer, AI/ML powered insights & automation. Our patent pending ARC Engine, was invented to solve for scale, speed and security, which combined with unlimited data storage is the secret sauce to retention success.

With CleverTap, you have a powerful suite of features and capabilities, including

- Real-time analytics to uncover user trends and track behaviors
- Actionable segments to perfect your targeting
- Visually rich way to build and deliver omnichannel campaigns in seconds
- Omnichannel engagement channels across mobile, web, and the in-app experience
- Purpose-built tools for optimizing all of your campaigns

In 2021, customers used CleverTap to send over 1 trillion messages, and create about 9 million campaigns!

To know more about pricing, visit <https://clevertap.com/pricing/>.

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

- ✓ “CleverTap has been really useful for me, and I think I don't need to add anything more.”



Garima Vyas Purohit

Sr manager Corporate Training and Placement at a educational organization with 1,001-5,000 employees

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



Vyas Shubham

Product Analyst at a consultancy with 51-200 employees

✔ “From my experience, CleverTap is doing exceptional work.”



Amar-Kumar

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

What users had to say about valuable features:

“CleverTap helps in enhancing the user experience, increasing engagement, and keeping track of events, for example, which user clicked which event and what actions took place. It even notices which services have not been used for a long time and reminds about it. The analytics is good, and the communication made by CleverTap through emails and SMS is effective. Additionally, push notifications are great, and the segmentation of customers is excellent, including Omnichannel journeys.

“CleverTap has positively impacted my organization by increasing engagement, increasing activation and reactivation. I have seen a plus 30% open rate for push notifications, a plus 3% conversion rate, and a 20% return on investment for growth..”

Carol Gabriel

Senior Software Engineer at Unisys

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“As a developer, I would say the best feature is the capability it provides for the marketing team to run campaigns. For example, when we want to promote something in my mobile application within the QSR zone, I can create a campaign and every user with my application can see in-app notifications and promotions.

As a developer, I am able to see the complete user journey, where users are going, and how many people are currently using my application. If I want to do sampling, I can do sampling based on users. Since I have millions of users, I can do segmentation or sampling. For example, I can target sampling to 100 people whose number ends with 68 only. CleverTap has vast capabilities, and it would take a day to explain every feature, but I have explained the major ones that I use.

CleverTap is impacting my organization in terms of revenue and app stability. I can analyze my application and user behavior. These are the areas that are helping my application stand in a different place in the market and help me generate more revenue. .”

Amar-Kumar

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

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“I believe the best features CleverTap offers are obviously the segmentation and analytics. One of the things that stood out for me was the combination of segmentation and analytics and notification scheduling working together in a structured way. The segmentation feature made it easier to categorize students based on factors such as program or year of study or eligibility of certain placement opportunities. This ensured that communication was more targeted and relevant rather than sending the same update to everyone. The analytics also helped me understand engagement levels, such as how many students were opening the notification or responding to certain announcements. This gave us useful insight into how effective our communication was and where we needed to improve. The notification scheduling feature was helpful because instead of sending messages manually every time, we could plan communication in advance for things such as training sessions or placement drives or important deadlines. Overall, the features helped make my communication with students more organized and timely in every placement.

“CleverTap has very unique and good features which really align with my role, but one thing I would like to highlight is that the platform offers quite strong capabilities when it comes to engagement analytics and campaign management, which is more important. For organizations that manage communication with large groups such as students in our case, it provides a structured way to plan and monitor engagement activities..”

Garima Vyas Purohit

Sr manager Corporate Training and Placement at a educational organization with 1,001-5,000 employees

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“The best features CleverTap provides us are advanced user segmentation, behavioral analysis, and real-time personalization with trigger-based campaigns.

“The first feature is advanced user segmentation because it is one of the strongest capabilities of CleverTap. Its granular and dynamic segmentation engine has allowed us to group users based on their behaviors, demographics, properties, and real-time activities. For an instant example, we create a segment of users who signed up in the last seven days but did not complete a key action and target them immediately. CleverTap supports real-time and psychographic segmentation, enabling highly personalized engagement strategies. From a product standpoint, better segmentation equals better personalization, and better personalization equals higher retention.

“CleverTap also provides a great feature of behavioral analysis. It provides robust analytics tools such as funnels, cohorts, trends, and event analysis. These features help us understand where users are dropping off, which features are driving engagement, and how different user groups behave over time. From a product manager's perspective, this is extremely valuable because it turns assumptions into data-backed product decisions.

“The last feature is real-time personalization and trigger-based campaigns. CleverTap enables us to act on live user behavior. We can trigger a message immediately after a user drops off, recommend features based on recent activities, and send reminders based on inactivity. These real-time capabilities ensure that engagement is contextual and timely, which is far more effective than batch campaigns.

“Out of these features, advanced user segmentation has helped me the most because it directly influences almost every product and engagement decision we make. As a product manager, segmentation is essentially the foundation layer for everything else, whether it is analytics, personalization, or campaign execution. In CleverTap, we use segmentation daily to break down our user base into meaningful and actionable cohorts instead of treating all users the same. For example, we continuously work with segments such as new users who have not completed the onboarding, power users who engage frequently with key features, dormant users at risk of churning, and users who performed a specific action but did not convert.

This level of granularity allows us to prioritize product decisions and engagement strategies more effectively.

“In practical terms, advanced segmentation helps us make better decisions. Whenever we analyze a feature or a drop, we do not look at overall metrics; we look at specific user segment trends. For instance, if a feature adoption rate is low, segmentation helps us answer questions such as whether the issue is with new users or only with existing users, whether it is limited to a specific geographic or device type, or whether there are certain behaviors leading to higher adoption. These questions allow us to move from generic assumptions to precise and data-backed insights..”

Vyas Shubham

Product Analyst at a consultancy with 51-200 employees

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Other Solutions Considered

“Before choosing CleverTap, I evaluated other options. The other options I evaluated are Mixpanel, WebEngage, and Firebase Analytics. Each of these platforms has strong capabilities, but they differ in terms of how well they balance analytics, engagement, and ease of use..”

Vyas Shubham

Product Analyst at a consultancy 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

Product Analyst at a consultancy with 51-200 employees

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“Before exploring CleverTap, most of our communication with students was handled through more basic channels, such as email groups or messaging platforms such as WhatsApp. While these methods worked for simple announcements, they did not provide a structured segmentation or analytics to understand engagement. As our placement activities and training programs expanded, we needed a more organized way to manage communication with different groups of students and track responses. This was one of the reasons we explored platforms such as CleverTap, which offered better segmentation, scheduling, and engagement insights compared to traditional communication methods. We tried to explore different solutions, but CleverTap was outshining all those, and we chose it in the very first go..”

Garima Vyas Purohit

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Sr manager Corporate Training and Placement at a educational organization with 1,001-5,000 employees

“I was exploring other options before using CleverTap. We looked at a few other engagement and communication platforms to understand what options were available. Some of the platforms we briefly considered included MoEngage and WebEngage, as they also offer customer engagement and notification management capabilities. However, our focus was mainly on finding a platform that could help us manage targeted communication, scheduling, and engagement insights in a structured way. CleverTap appeared to align well with those needs, particularly in terms of segmentation and campaign management, which is why we explored it further for our use case..”

Garima Vyas Purohit

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Sr manager Corporate Training and Placement at a educational organization with 1,001-5,000 employees

ROI

Real user quotes about their ROI:

“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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“On monetary terms, while I am not the right person, we did not conduct a formal ROI calculation, but we did observe a clear operational value from using the platform. One of the biggest benefits was time saved in managing communication with a large group of students. Earlier, our team had to manually send multiple reminders and updates for training sessions, placement drives, or interview schedules. Now, with CleverTap's campaign, scheduling, and segmentation feature, it works in one go. Much of this communication could be planned in advance, which reduced manual effort for the team by roughly 15 percent to 20 percent during the peak placement period. We also noticed better participation in certain sessions because of the information being shared in a more targeted and timely manner. Overall, even without a strict financial ROI metric, the platform added value by improving communication efficiency and helping our team manage student engagement in a more organized way..”

Garima Vyas Purohit


Sr manager Corporate Training and Placement at a educational organization with 1,001-5,000 employees

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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

Product Analyst at a consultancy with 51-200 employees

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Use Case

“I use CleverTap for multiple purposes including marketing campaign automation, push notification and in-app message handling, user behavior tracking, segmentation, native display, and back-end integration. I have also used it for promotion purposes.

For example, in a recent campaign, I wanted to send a message or in-app notification to customers who placed orders in the last seven days. I also have a use case where I need to determine if it is a customer's first order. If it is their first order, I send specific messages and notifications.

Our organization operates in the QSR domain. When we have a new product, I want every customer to know about it. Using traditional campaigning through social media would not be efficient. With CleverTap, it is much easier to reach active users of my application. I can show them the new product without changing or deploying any new application to the Play Store. .”

Amar-Kumar

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

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“I use CleverTap for behavioral analytics and customer engagement, where I create targeted campaigns for specific segments, analyze campaign performance, and take marketing decisions based on the engagement data.

“I intend to use CleverTap extensively for a campaign, but there are constraints with many features not up to mark or due to broken features. However, the combination of SMS, email, push, and in-app notification makes it a good tool to have.

“I also use CleverTap day-to-day for event tracking for our users, which helps in building cohorts for push notifications and other items. Additionally, our support team uses CleverTap to identify and troubleshoot issues remotely in a great way.

“CleverTap's Omnichannel Journeys feature is used for drip campaigns, trigger-based campaigns, and personalized initiatives, and the marketing automation is very effective..”

Carol Gabriel

Senior Software Engineer at Unisys

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“My main use case for CleverTap was managing communication and engagement with the students around training programs and placement activities. For example, during placement season, I used to send targeted reminders to a specific group of students about upcoming company drives, pre-placement talks, or training sessions. The segmentation feature helped me reach out to only the relevant students based on their eligibility or program, which improved participation and reduced unnecessary communication. I notified those specific groups about all the activities so that the information could reach the relevant student at the right time, and it improved the coordination as well.

“The CleverTap segmentation feature is one of the very useful aspects of the platform. The ability to segment students based on different criteria, such as branch, academic year, or eligibility for a specific placement drive, helped me send more relevant communication instead of broadcasting the same message to everyone. As a result, students received information that was directly applicable to them, which improved response rates and participation in training sessions and placement-related activities.

“One additional aspect I found useful while using CleverTap was the ability to observe engagement patterns. It helped me understand when students were more responsive to notifications and updates, and this allowed me to plan my communication around training sessions or placement drives and deadlines more effectively so that the messages reach students at a time when they are more likely to notice and respond..”

Garima Vyas Purohit

Sr manager Corporate Training and Placement at a educational organization with 1,001-5,000 employees

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“My main use case for using CleverTap as a product manager is to drive user engagement, retention, and lifecycle optimization through data-driven insights and personalized communication. In the product ecosystem, CleverTap serves as a central platform to analyze user behavior and translate those insights into actionable engagement strategies. We use it extensively to track key user events across the product, such as onboarding completion, feature usage, drop-offs, and transaction patterns, which helps me understand how users interact with different parts of the product.

“One of the core use cases is advanced user segmentation. We create dynamic cohorts based on behavioral patterns, engagement frequency, and lifecycle stages. This allows us to design highly targeted campaigns, for example, the onboarding flow for new users, feature adoption nudges for partial engagement users, and re-engagement campaigns for dormant users.

“I can provide a quick example of how we use CleverTap in practice. A realistic, product-driven re-engagement campaign example demonstrates our typical usage. Our use case is the re-engagement of dormant users. One of the most impactful campaigns we run using CleverTap focused on re-engaging users who had become inactive after initial onboarding. We observed that a significant percentage of users were dropping off within seven to ten days after sign-up. While they completed the onboarding, they were not constantly returning to use the core features of the product. This was directly affecting our retention and long-term user values.

“First, we identified the target segment. Using CleverTap's segmentation capabilities, we created a cohort of users who signed up in the last thirty days, completed the onboarding, and had no activity for the last seven days. We further refined this segment by analyzing the last active actions, which helped us understand where users were losing interest. We then researched behavioral insights. From CleverTap's event and funnel analysis, we discovered that many users drop off after exploring only one to two features. A key feature had very low adoption, and users who engaged with that feature had significantly higher retention rates. This insight shaped our entire campaign strategy.

“Finally, we delivered measurable improvements, including an increase in the

reactivation rate among dormant users. We saw a significant uplift in feature adoption for the target features and an improvement in fourteen and thirty-day retention metrics. The campaign was fully automated and required minimal ongoing manual efforts, making our features highly scalable..”

Vyas Shubham

Product Analyst at a consultancy with 51-200 employees

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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

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

“We are using CleverTap in public cloud deployment since it is a cloud-based platform, and it is convenient for our team to access it from different locations without needing any on-premises infrastructure. This made it easier to manage communication campaigns and engagement activities without worrying about technical setup or maintenance on our side..”

Garima Vyas Purohit

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Sr manager Corporate Training and Placement at a educational organization with 1,001-5,000 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

Product Analyst at a consultancy with 51-200 employees

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Customer Service and Support

“I hardly had a chance to connect with the customer support, but we had limited but generally positive interactions with CleverTap's support team. Most of the queries were related to understanding certain features and configuring engagement campaigns. The responses were fairly prompt, and the team was helpful in guiding us through the steps needed to use specific functionalities. In most cases, the documentation and support resources were also useful in resolving basic questions..”

Garima Vyas Purohit

Sr manager Corporate Training and Placement at a educational organization with 1,001-5,000 employees

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“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

Product Analyst at a consultancy with 51-200 employees

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Other Advice

“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

Product Analyst at a consultancy with 51-200 employees

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“I would like to give others looking into using CleverTap the advice that this is a wonderful platform, and it makes your work easier. You can use this platform for engagement and communication. CleverTap offers a range of powerful features such as segmentation, campaign scheduling, and analytics. Organizations can definitely get the most value when they have a clear engagement strategy in place. I would also recommend spending some time understanding the segmentation and analytics capabilities early on, as these features can significantly improve how you target different user groups for teams that are new to such platforms. Investing a little time in onboarding and exploring the available resources can help you make better use of the platform's capabilities. I would rate my overall experience with CleverTap as an eight out of ten..”

Garima Vyas Purohit

Sr manager Corporate Training and Placement at a educational organization with 1,001-5,000 employees

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“I would rate CleverTap a nine out of 10 based on my positive experience.

“I chose 9 out of 10 because it should include more tutorials for new users to learn how to use it faster. The reason why I rated a nine is that it allowed me to easily create segments within my database and schedule campaigns on a daily basis for different areas of the company. It also allowed me to ramp up communication with my customers easily.

“I would recommend CleverTap to others because it is a great tool that is suitable for platforms like ours where I want our users to stay engaged with the business. It provides proper communication, helps in creating automated campaigns for various platforms and event-triggered functionality, and even offers templates to design as per my needs. I want the data management through it to be improved.

“CleverTap has fit really well in my marketing department schedule and is used by many users. The approval for campaigns is also very easy and flexible, which can be done on the go by any user with the appropriate credentials. My overall review rating for CleverTap is nine out of ten..”

Carol Gabriel

Senior Software Engineer at Unisys

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“From my experience, CleverTap is doing exceptional work. I would not say there is anything negative to pinpoint about CleverTap, as it is doing an awesome job overall. I would rate it a 10 out of 10.

I have already explained the features including marketing campaigns, native display, and sampling using segmentation. With segmentation, we can do A/B testing and test user behavior. We can also do promotion work. We can integrate CleverTap with both the back-end and front-end very easily.

If you want to make your product different from others, you should use CleverTap,

as it has great capability in marketing, promotion, and analyzing user behavior.

Multiple teams use CleverTap. I am from the development team and use CleverTap frequently to analyze my application. We have a product team that analyzes the product, an analytics team that analyzes everything, and a revenue team that observes the revenue from CleverTap. We use it on a daily basis.

We can see real-time data. As a developer, I can see the real-time data, which is critical for monitoring performance. In a single term, marketing is the most important aspect. Every product success requires marketing, so marketing campaigns are the best feature. Additionally, if we are able to track user behavior or do sampling with users, we can easily upgrade our application. These are the best parts of CleverTap.

I would rate this review a 10 out of 10 overall. .”

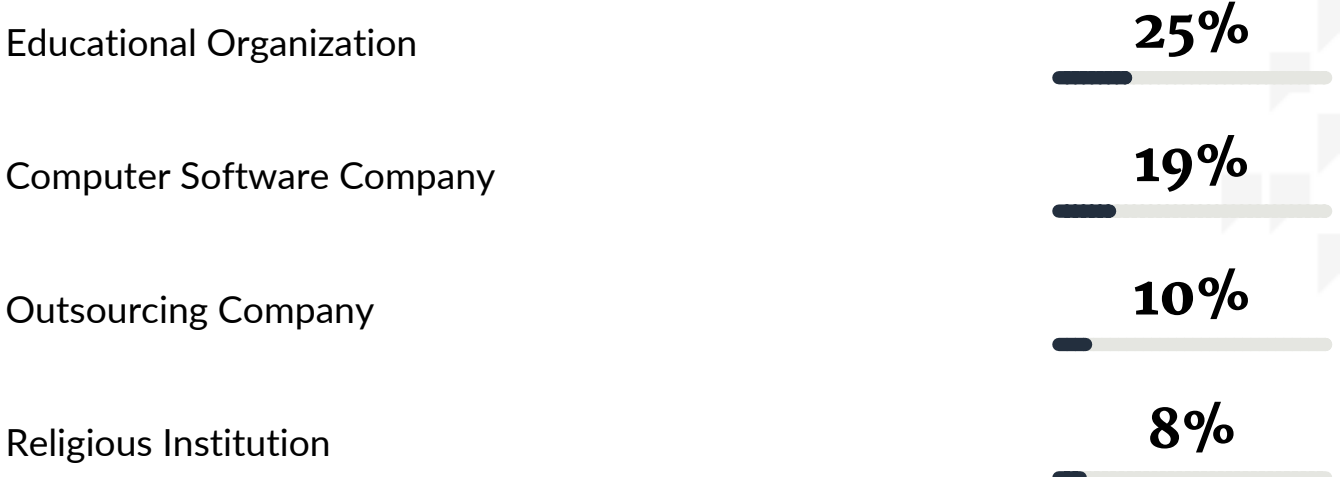
Amar-Kumar

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

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Top Industries

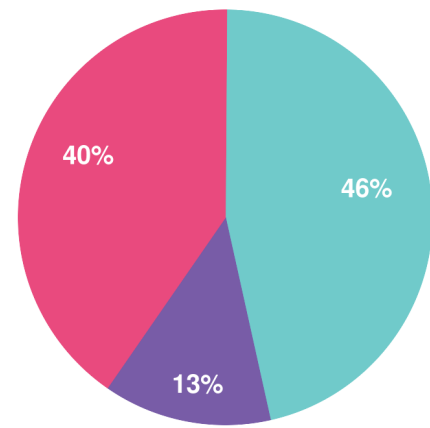
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Company Size

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Large Enterprise Midsize Enterprise Small Business

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