Nomination: 18594

CleverTap: The All-In-One Pioneer in Customer Engagement and Retention Solutions in B2B.

Page: General Information
Name of Organization / Company CleverTap
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Web Site Address https://clevertap.com/ (https://clevertap.com/)
Page: Entry Information
Entry Title CleverTap: The All-In-One Pioneer in Customer Engagement and Retention Solutions in B2B.
Category P01 - P15 - Award for Innovation in Product Design and Development > P01. Award for Innovation in Business-to-Business Products & Services
Submission Format An Essay of up to 625 Words

Essay

CleverTap's Pioneering Innovations in B2B Products as an All-In-One Customer Engagement Platform.

CleverTap is at the forefront of customer engagement, transforming how over 2000+ global brands interact with their customers. It's not just a tool but an all-in-one platform that integrates data collection, activation, strategies, and analytics, deepening customer relationships and driving informed business decisions. CleverTap enhances acquisition, stickiness, and retention across the customer lifecycle, maximizing lifetime value by deeply understanding and meaningfully engaging with customers.

1. Performance and Speed:

TesseractDB™, the industry's first purpose-built platform, is at the heart of CleverTap's technological excellence. It processes over 12+ million messages per minute, handles 15 million+ SKU records, and runs AI models in real time. TesseractDB™ Generation 3 is powered by the Network Columnar Format (NCF), drawing inspiration from RCFile, Apache ORC, and others. CleverTap holds proprietary patents for TesseractDB, showcasing its commitment to innovation.

Render Max optimizes notification impact significantly and boosts push notification render rates. It maximizes customer engagement, helping businesses achieve 25% higher conversion and a 10% increase in retention.

CleverTap is built for scale and helps businesses to engage in real-time automation for a record-breaking number of customers (200 Mn+) concurrently for multiple brands during global sporting mega-events like the FIFA World Cup, Indian Premier League, Asian Games, English Premier League and more.

2. Innovation in Technology:

Post-July 2021, CleverTap launched a suite of innovative solutions, including Clever.AI, Render Max, Scribe, IntelliNODE™, and Generation 3 of Tesseract's DB.

-Clever.AI harnesses predictive, generative, and prescriptive AI for emotionally resonant and personalized customer engagement strategies, prescribing actions to maximize campaign conversion.

-Scribe, powered by Clever. AI, is the industry's first Emotionally Intelligent, Generative AI-powered, writing assistant, which personalizes content and enhances campaign effectiveness.

-IntelliNODE™, powered by Clever. AI, maximizes ROI with precision A/B testing and journey optimizations, crafting up to 35 experiment variants in a single journey.

-CleverTap acquired Leanplum and Patch, enhancing its Lifecycle Marketing & LiveOps promotions capability and multi-channel user acquisition.

3. Security - Enterprise-Grade Data Handling:
CleverTap ensures data privacy and security, complying with GDPR, CCPA, SOC 2 Type II, ISO 27001, and HIPAA. Robust security measures, including two-factor authentication, role-based access, and restricted IP access, coupled with data encryption at rest, offer comprehensive protection.

4. Customer Success and Support - Strategic Partnership Model:
CleverTap's customer service model aligns with each customer's core priorities. Highlights include 100% of accounts having an assigned customer success manager, 24x7 global technical support with a CSAT of 98%, and comprehensive solutioning coverage by Technical Account Managers.

5. Return on Investment - Forrester's Total Economic Impact Study:
The Forrester's Total Economic Impact Study quantifies CleverTap's impact on ROI, demonstrating a 561% return on investment, 20% cost savings by retiring internal point solutions, and notable improvements in customer retention, CTR, conversion rates, and campaign efficiency.

6. Ease of Use:
CleverTap offers a seamless user experience with ready-to-use templates and a No-Code solution for campaigns. The All-in-One engagement platform ensures easy operationalization of insights. Dedicated dashboards provide actionable analytics, and the ability to create custom metrics and composite events to enhance execution and decision-making.

CleverTap serves esteemed brands across sectors, demonstrating the platform's versatility and effectiveness.

Awards & Recognition:
CleverTap has received numerous awards, including the App Messaging Platform at the App Growth Awards and MarTech Solution Provider of the Year at the Economic Times Brand Equity's MartEquity Awards 2023. CleverTap was also recognized for its excellence in providing 'Best Customer Service' at the Entrepreneur Awards, 2023.

CleverTap garnered 350 + badges across G2 and Gartner in FY '23, G2 has recognized CleverTap as a Leader in 8 other categories, including Marketing Automation, Marketing Analytics and Personalization.

CleverTap's all-in-one engagement platform addresses diverse business requirements across all sizes. It excels in enhancing customer lifecycle management with a focus on flexibility, customization, security, and value realization.

For this category please provide

An essay of up to 625 words describing the nominated innovation's concept, value, delivery, and impact since July 1 2021, **OR** a video of up to five (5) minutes in length illustrating the same.

Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges. These uploads and links might include product demonstration videos, product reviews, images, etc.

Do You Have Supporting Files You Would Like to Upload?

Yes

Audio (Mp3), Documents (PDFs, Word, PowerPoints), Images (PNG, JPG, TIF), and Video (Mp4)

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