Nomination: 18636

Times of India and CleverTap: Pioneering AI-Powered Personalization Behind the News Headlines

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Page: General Information

Name of Organization / Company

Times of India & CleverTap

Logo

Download File (https://asiastevieawards.secure-
platform.com/file/27382/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoyNzM4MiwiYWxsb3dOb3RaWduZWRVcmwiOiJGYWxzZSIsImlnbm9y
0t_CG-Ij7QFRjO88Zl6kT8eZSg4?CT%20%26%20TOI.png)

Web Site Address

https://clevertap.com/ (https://clevertap.com/)

Page: Entry Information

Entry Title

Times of India and CleverTap: Pioneering AI-Powered Personalization Behind the News Headlines

Category

F55 - F62 - Award for Innovation in Apps > F59. Award for innovation in General Information Apps

Submission Format

A Video of up to 5 Minutes

How Will You Provide Your Video to Us?

Link to an Online Video

URL of Your Video

https://vimeo.com/905500883/4ef8abe7cc?share=copy (https://vimeo.com/905500883/4ef8abe7cc?share=copy)

For this category please provide

An essay of up to 625 words describing the app and the innovative aspect of the app since July 1 2021 that you are nominating, **OR** a video of up
to five (5) minutes in length illustrating the same.

If you provide a written essay, you must also provide a a demonstration video about the app of up to three (3) minutes in length. You must attach
the demonstration video to your entry through our attachment/link uploading tool. If you provide a video instead of a written essay, the additional
video is not required.

Optionally, you may list creative and production credits for your app - a list of the people and organizations that contribute to its development.

Credits

Do You Have Supporting Files You Would Like to Upload?

No

Do You Have Website URLs you would like to link to

Yes

URL 1

https://brandequity.economictimes.indiatimes.com/news/industry/how-times-of-india-achieved-100-subscriber-growth-via-personalization/94098929
(https://brandequity.economictimes.indiatimes.com/news/industry/how-times-of-india-achieved-100-subscriber-growth-via-personalization/94098929)

URL 2

https://timesofindia.indiatimes.com/ (https://timesofindia.indiatimes.com/)

URL 3

https://clevertap.com/ (https://clevertap.com/)

URL 4
URL 5
URL 6
URL 7
URL 8
URL 9
URL 10
By your submission of this entry to The Stevie Awards you verify that you have read and agree to abide by the regulations, terms and conditions of the competition (http://asia.stevieawards.com/rules-and-terms-conditions-competition).
Terms and Conditions I Agree