Application: 4495

CleverTap's No-Code Product Experience Builder

Page: General Information

Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.

Name of Organization/Company

CleverTap

Additional Contacts

I do not wish to list additional contacts

Page: Entry Information

Entry Title

CleverTap's No-Code Product Experience Builder

Category

A04. Technology Breakthrough of the Year - Advertising, Marketing & Public Relations

Technology Breakthrough of the Year Submission Format

Written Answers

a. Briefly describe the organization that achieved the nominated technology breakthrough: its history and past performance (up to 200 words). Required

CleverTap stands at the forefront of customer engagement, offering a revolutionary all-in-one platform that has remarkably transformed how over 2000+ global brands interact with their customers. At its core, CleverTap is not merely a tool but an all-in-one platform, integrating customer data collection, data activation, engagement strategies, and analytics to foster deeper customer relationships and help brands drive informed business decisions. CleverTap assists brands in driving acquisition, stickiness, and long-term retention across the customer lifecycle, therefore maximizing lifetime value. It builds an ecosystem that understands the profound impact of deeply comprehending every customer, engaging with them by leveraging data-driven insights.

CleverTap excelled as a leader in Marketing Automation, securing over 350 prestigious badges from G2. Our dedication to excellence continued throughout the year, culminating in more than 30 awards for exceptional customer service and innovative campaigns with customers. We were recognized for excellence in technology and product innovation by Stevie, the App Growth Awards, Economic Times, Entrepreneur Media, and more

CleverTap is powered by TesseractDB™, industry's first purpose built and extensible platform with 2 granted and 11 Product and Technology patents filed, with deepest AI/ML capabilities to handle 15 Million+ SKU records and run AI models in real time.

b. Outline the nominated technology breakthrough. Be sure to describe it in terms that someone with limited knowledge of the technology can understand and appreciate (up to 250 words). Required

Product Experiences with its Remote Config capability as an immersive no-code offering is a revolutionary technology breakthrough that allows businesses to remotely customize, manage, and configure their mobile applications with minimal development effort, it is an immersive, No-Code Product Experience Builder.

Traditionally, updating an app to reflect changes for promotional events or user experience improvements involved a lengthy process: development, testing, app store reviews, and deployment. This iterative cycle is resource-intensive and inefficient.

Remote Config transforms processes by enabling real-time adjustments to app design, user experience, and workflows without requiring multiple app store updates. These immersive product experiences look to build customer interactions, features, and offers that are personalized, in-moment, and unobtrusively in-flow within their digital products. Businesses can swiftly implement changes across all users or targeted segments, enhancing in-app personalization and user engagement. For example, a retailer can instantly update their app's interface to highlight an end-of-season sale, or a gaming app can introduce in-game events to boost player participation.

Additionally, Product Experiences include robust A/B testing capabilities. This feature allows businesses to experiment with different versions of their app's UI or functionalities, measure performance against key indicators, and deploy the most effective version. By enabling precise and efficient testing and deployment, businesses can optimize user experiences and drive better engagement and conversion rates.

Therefore, a no-code product experience builder empowers all teams to collaborate, build, test, and deploy new features and offers at scale, in real-time, without massive development cost overheads, and with minimal/zero time to market

c. Explain why the technology breakthrough you have highlighted is unique or significant (up to 250 words). Required

'Product Experiences' is a groundbreaking technology no-code, remote config that significantly enhances operational efficiency by democratizing in-app experience management. This unique technology allows growth/product teams to independently manage in-app monetization and personalization without requiring continuous app store updates. By implementing a framework for remote app configuration once, businesses can enable the teams to make continuous changes and optimization to the app's UI/UX across various segments without developer dependencies.

The significance of this technology lies in its ability to liberate engineering teams from the constant backlog of promotional and app configuration tasks. With Remote Config, engineering resources can be redirected towards more critical activities, such as new feature development, thereby driving innovation and enhancing the overall app experience. A no-code product experience builder empowers all teams to collaborate, build, test, and deploy new features and offers at scale, in real-time, without massive development cost overheads, and with minimal/zero time to market.

Product Experiences reduces the setup time for promotions and app configurations by eliminating engineering bottlenecks. The platform's user-friendly interface allows for the creation and analysis of segments in seconds, without the need for SQL or coding expertise. This streamlined process ensures that businesses remain agile and responsive, capable of swiftly implementing changes to meet evolving customer needs and market conditions.

In essence, Product Experiences with its Remote Config capability stands out for its ability to empower non-technical teams, optimize engineering efforts, and accelerate time-to-value, making it a pivotal technology for modern app management and user engagement.

d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional

With the remote configuration capability of Product Experiences, leading brands such as Tesco, TED, and Burger King have observed:

- 318% growth in sign-ups

- 14% increase in revenue

Links to the case studies:

https://www.leanplum.com/customers/gameduell/

https://www.leanplum.com/customers/mobilityware/

https://www.leanplum.com/customers/pixelberry/

https://www.leanplum.com/customers/tesco-2/

Webpage Link

https://www.leanplum.com/customers/gameduell/ (https://www.leanplum.com/customers/gameduell/)

Would you like to add an additional webpage link?

Yes

Webpage Link 2

https://www.leanplum.com/customers/mobilityware/ (https://www.leanplum.com/customers/mobilityware/)

Would you like to add an additional webpage link?

Yes

Webpage Link 3

https://www.leanplum.com/customers/pixelberry/ (https://www.leanplum.com/customers/pixelberry/)

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Web Page Link 4

https://www.leanplum.com/customers/tesco-2/ (https://www.leanplum.com/customers/tesco-2/)

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Supporting Document

No File Uploaded

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