

Cleartrip converts 5% of the users dropping-off the booking funnel

Introduction

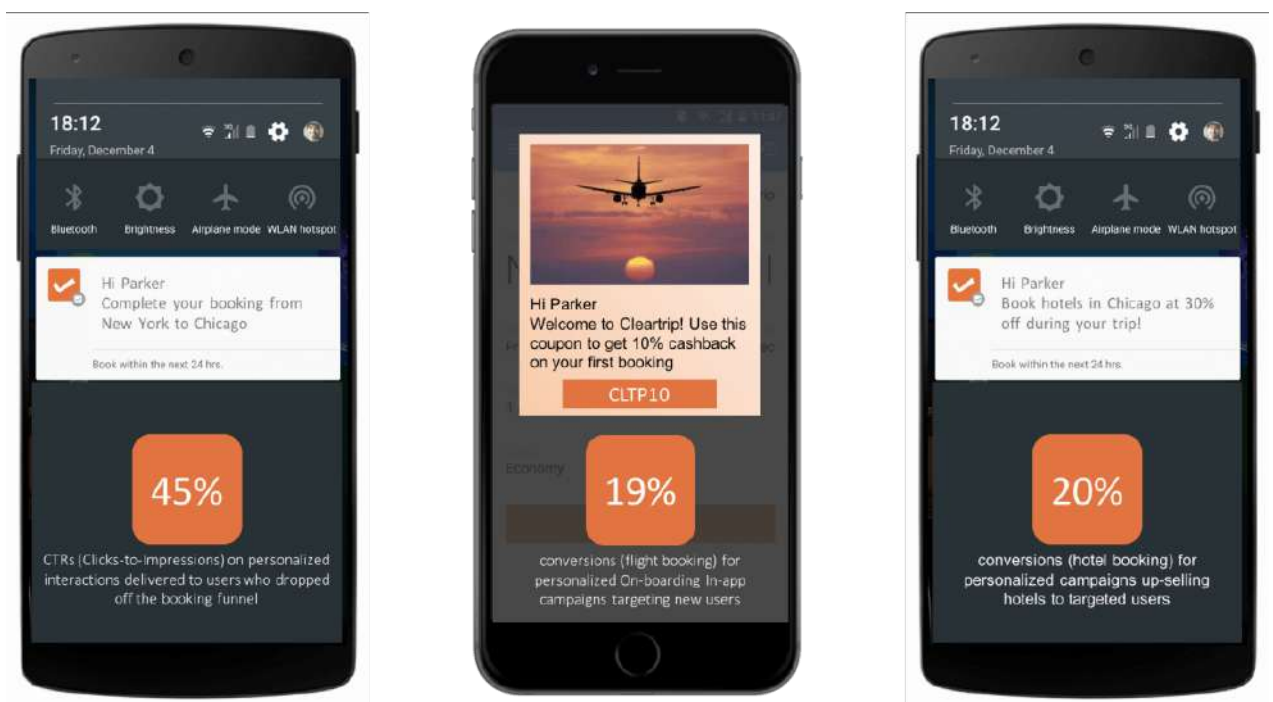
Cleartrip is an Indian online travel company. The company operates an online travel aggregator website for booking flights and train tickets, hotel reservations, and holiday packages in India and the Gulf Region.

Goal

Onboard, Activate and Engage customers with personalized and relevant interactions

Cleartrip wanted to delight their customers through personalized on-boarding and engage each customer based on their in-app behavior.

Key results



Onboard and Activate

Customers who installed the app through different acquisition campaigns were shown personalized and relevant In-App messages. This resulted in an outstanding CTR of **16%** and led to 19% conversions. For customers who installed the App but did not make a booking, a personalized push notification was triggered driving them to make a booking.

19%

Users came back to the app through MoEngage push notifications

Engage

MoEngage's User Intelligence helped Cleartrip identify customer drop-off points and engage them through automated 'Personalized Smart Triggers'. For customers who abandoned a booking, a 'Personalized Smart Triggers' campaign was created resulting in a CTR of 45%. 16% of the customers who interacted completed the booking. Cleartrip delighted targeted customers with personalized hotel deals resulting in **20%** of users booking rooms.

45%

Users clicked on the notifications to come back and complete a booking

"At Cleartrip everything is driven by our focus on providing our users with the best experience possible. So we use Personalized Smart Triggers from MoEngage to send relevant reminders based on user behavior, rather than spamming everyone using the Cleartrip app. We have seen up to 45% CTRs on these interactions with almost 5% of the users who were dropping off in the booking funnel converting."

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About MoEngage

MoEngage enables mobile apps and websites to deliver individual-level personalized interactions via push notifications, in-app recommendations, email, web-push and other retargeting channels to help drive engagement and customer lifetime value.