



How Boost Uses Personalization to Increase Retention by 5x

The Boost Story

Backed by the Axiata Group, [Boost](#) is one of Malaysia's fastest-growing e-wallet players. They launched in 2017 with a mission to revolutionize the way Malaysians transact and have empowered both merchants and customers with the ease and security of cashless transactions. With Boost Business, merchants are equipped to receive payments and manage cash flow in just one place. In addition to easier business transactions, Boost Business also helps with business visibility and security against counterfeit currency.





**Identifying trends
in user behavior**



**Creating targeted,
personalized communication**



**Tracking campaign
analytics**

Challenges

Boost has seen 50% growth in the number of users over the past year, along with a consistent multi-fold increase in the Gross Transaction Value (GTV) in the past 2 years. This increase in users gave rise to a whole new challenge: how do you engage and retain customers over the long-term? With a vast user base of 7 million customers, tracking both user behavior and marketing ROI became increasingly difficult. Engaging users in a personalized manner across channels is always a top priority for the marketing team at Boost.

Solution

Boost started using CleverTap to analyze their user data at a granular level and create micro-segments, allowing them to optimize communications to specific user groups. They are now able to see how customers respond to their campaigns, and use that insight to continually improve personalization and targeting. They can easily track the metrics that are crucial to their success: engagement rates, open rates, view rates, click rates, conversion rates, and uninstall rates.

KEY RESULTS



increase in 90-day retention rate



increase in MAUs

Actionable Analytics

Using [cohort analysis](#), the Boost team identifies important trends among different user groups over time. This helps them work towards improving their customer experience, and in the long run, improve both user engagement and retention.

Omnichannel Messaging

With a combination of in-app messages, push notifications, and emails, Boost engages with its consumers in a personal and contextual manner. Every [channel](#) is used for a specific purpose: in-app messages help them drive awareness and exposure for their most active users, while push notifications and emails encourage action from users who haven't been active on the app.

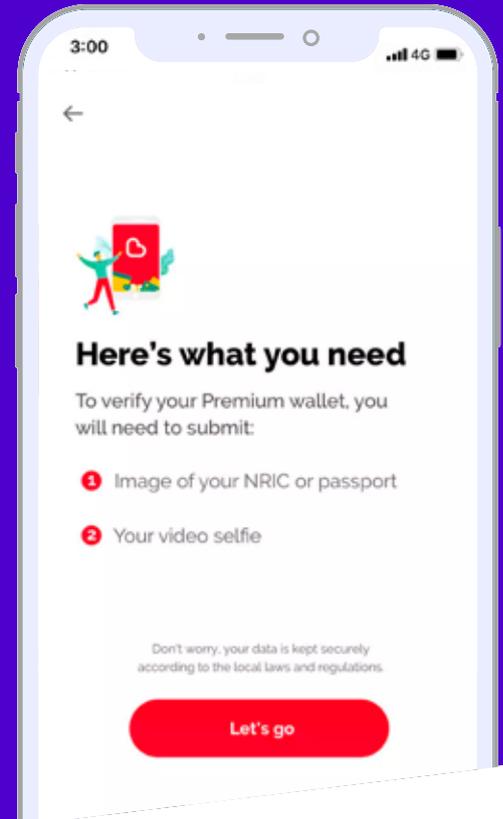
Individualization at Scale

As personalization is an important part of their customer experience, Boost uses [recommendations](#) to help them find meaningful connections in their data and accelerate product discovery for their customers, which in turn boosts engagement rates and customer lifetime value (CLTV).



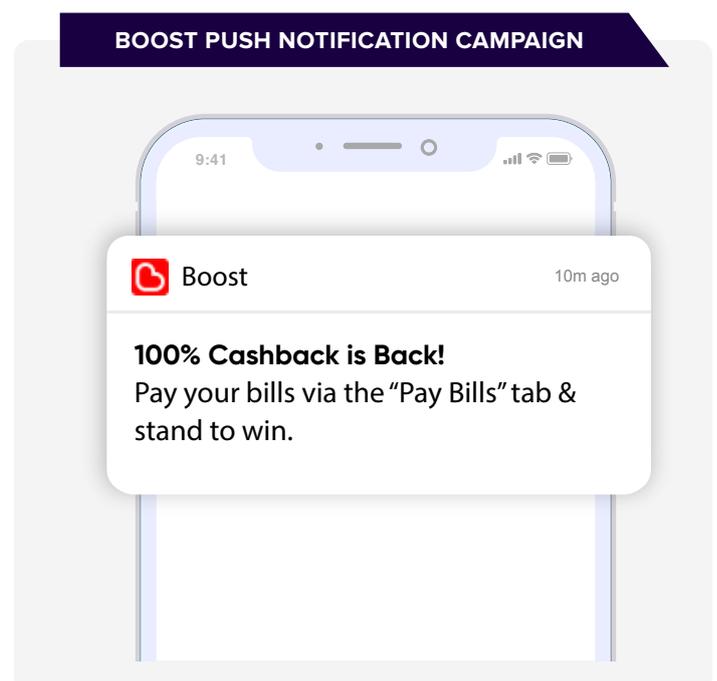
CleverTap is an easy-to-use and intuitive tool to engage with customers. It has a wide selection of channels, and also detailed analysis tools to help get insights for all your campaigns. We are also very happy and impressed with the support the customer success team provided.

- **Maybelle Cheah**
Customer Analytics Team Lead at Boost



What's Next?

As a fast-growing e-wallet company, the marketing team is focusing on building a long-term retention strategy to increase CLTV, encourage brand loyalty, and refine the customer experience. Boost is also highly focused on helping merchants be a part of the digital revolution, especially those from underserved, under-insured, and unbanked sections of society. They are also actively exploring cross-border e-wallet interoperability across the region.



About CleverTap

CleverTap is the leading customer engagement and retention platform that helps brands maximize user lifetime value. CleverTap moves beyond outdated marketing automation tools to provide organizations of all sizes with deep insights into user behavior and usage trends across web and mobile. The result is a custom user experience based on real-time product and app usage—not a static user profile—that dramatically increases engagement and conversions while reducing customer churn. Over 8,000 consumer brands around the world, including Vodafone, Disney+ Hotstar, Sony, Discovery, Carousell, and Gojek trust CleverTap to help them improve user engagement and retention thereby growing long term revenue. CleverTap is backed by leading venture capital firms including Sequoia India, Tiger Global Management, Accel, and Recruit Holdings, and operates globally with regional offices around the world.

Trusted by 8,000+ Brands Globally



Transform Your Customer Engagement With CleverTap

1 Billion

Devices Reached

\$2 Billion

Incremental Revenue Delivered

20 Million

Campaigns Sent

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