



How PayMaya Uses Automated Campaigns to Let More Customers Shop, Stream, Book & Buy

An already growing trend, the popularity of cashless payments has only been accelerated by the Coronavirus pandemic. Not only do digital payments support a more inclusive and accessible cashless ecosystem, they offer greater safety and convenience to consumers needing to complete everyday transactions such as remittances or bill paying. They've also been a very effective way for governments to disburse financial aid to its citizens during the pandemic.

The PayMaya Story

In the Philippines, PayMaya is the only end-to-end digital payments ecosystem enabler with platforms and services that span all sectors: consumers, merchants, communities, and government. PayMaya is also the largest digital payments processor for some of the country's largest retail, food, gas, and eCommerce merchants. On the consumer side, PayMaya provides over 28 million Filipinos with access to financial services through its app and wallet. Customers can pay, add money, cash out or remit through its over 200,000 digital touchpoints nationwide. Additionally, users of PayMaya also can access a physical card that can be used in lieu of credit or debit cards locally and abroad. The app is available in the App Store, Google Play Store, and the Huawei App Gallery. Part of PayMaya's mission is to provide the unbanked with access to digital services. It does this through its nationwide network of over 37,000 partner agent touchpoints which serves as last-mile digital financial hubs in underserved communities. We spoke with Carlo Isles who, as manager and head of performance marketing at PayMaya, takes care of everything digital from user acquisition, paid media, SEO, ASO, content marketing, mobile marketing to CRO (Conversion Rate Optimization). His goals include acquisition (measured in terms of month 1 vs. month 12 and year-over-year), user engagement, and retention. Another important performance indicator for Isles is the movement of customers across the marketing funnel.



Challenges



Meaningfully connect with customers

Initially, PayMaya used another tool for marketing automation. Over time, the teams utilizing the tool realized they needed an integrated analytics and engagement platform to better segment users and create journeys in order to strengthen their relationship with their users. So they chose CleverTap.



Improve the customer experience

Being customer-centric is very important to PayMaya. Isles understands the importance of customers having a great in-app experience, along with the monetary consequences of a single bad experience.



Increase the customer lifetime value

PayMaya needed a way to upsell and cross-sell to champion users on the platform and increase the average transaction value. Additionally, they also wanted to reactivate dormant users and engage them.

Key Results

5-10%



Lift in average transaction value

18%



Boost in reactivations month-over-month

PayMaya maximizes the customer lifetime value of champion users by upselling and cross-selling, resulting in a 5-10% lift in average transaction value. With campaigns to improve user experience, reduce drop off and drive product adoption, PayMaya has seen a 10x increase in monthly launches than the industry average.

For dormant users who have not opened the app in over two months, the team deployed a journey combining push notifications, emails, and remarketing via contextual ads on Facebook and Google. This single-handedly resulted in an 18% boost in reactivations month-over-month.



Tailored Segmentation Using RFM and User Behavior

PayMaya uses CleverTap to segment users based on where the user is in the **AARRR Framework** (acquisition, activation, revenue, retention, referral). Then, these users are grouped based on **behavior**; recency, frequency, and monetary value (RFM) analysis; and features explored in the app.

Combining these parameters results in a customer scorecard where users are scored from 0-100. Customer 0 would be a user who just activated their account, while customer 100 is a champion that transacts weekly with PayMaya and actively uses features like paying bills or buying prepaid mobile load.

PayMaya's segmentation model is also effective in increasing customer engagement by building user habits, nudging users to perform desired actions, cross-selling and upselling, and reactivating dormant users — all toward turning loyal customers into brand advocates.

PayMaya also uses **RFM** for churn analysis. By identifying at-risk users, the team can then actively engage them. They also maximize the customer lifetime value of champion users by upselling and cross-selling, resulting in a 5-10% lift in average transaction value.



Campaigns to Engage Across the Customer Lifecycle

PayMaya uses CleverTap to reach users contextually across multiple messaging channels, such as push notifications, in-app notifications, app inbox, native display, and email.

In addition to bringing more users into the app month-over-month, PayMaya's team of performance marketers needs to identify users who transact once they open the app. For transactions, users need to add money to their accounts. PayMaya relies on **campaigns** to drive app opens and remind users to transact.

PayMaya's performance marketing team has created a campaign that directs users to their **app inbox**. Messages in the app inbox remain in the app, enabling users to access these messages any time they want. Additionally, users can see all important messages in one place.

For instance, payments due are promoted using push notifications, which redirect the user to the app inbox where messages can be retrieved and permanently stored. Once users click on the CTA, they are taken directly to the bill payment dashboard to complete their payment.

By creating campaigns across different channels, PayMaya aims to improve the user's app experience, reduce drop-offs, and educate users on app functionality to drive further adoption. These measures have paid off well for PayMaya, resulting in a 10x higher number of monthly app launches than the industry average.

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A/B testing campaigns give the performance marketing team insights into whether the messaging elicits the expected response. The team tests the effectiveness of various **emojis** and phrases, and the **best time** feature lets them optimize send times based on when a user is most active in the app.



Customer-First Approach By Automation

CleverTap's **Marketing Automation** feature saves a lot of manual effort and helps the PayMaya team focus on improving the customer experience with consistent messaging.

CleverTap also helps in PayMaya's Conversion Rate Optimization (CRO) strategy. The performance marketing team can now automatically nudge users wherever they are in the customer journey — be it guiding acquired users to create an account or nudging users to add money to their existing account. Once a user adds money, they will be more likely to spend it and become an active user.

In cases where users have dropped out of a conversion funnel, PayMaya has two sets of messages automatically triggered: one for users who started a step but haven't completed it, and the other for users who missed a step entirely.

Using **funnel analysis**, they can see how users are interacting with the app. By visualizing the user journey as a funnel, they know if the existing CRO strategy is working or needs modifications.

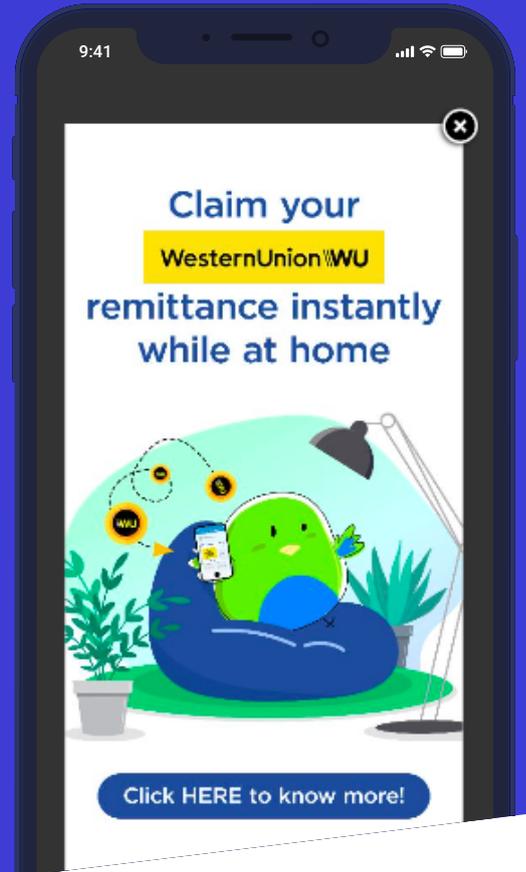
Cohorts help the team get granular in understanding user behavior and drop-offs during onboarding, registration, and uninstalls. Overall, it helps them assess if PayMaya is retaining users week-over-week and month-over-month.

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With our direct messaging campaigns, we've seen a lift in our engagement. That's why we are happy to use CleverTap. Additionally, CleverTap's customer success team is very friendly and helpful.

- Carlo Isles

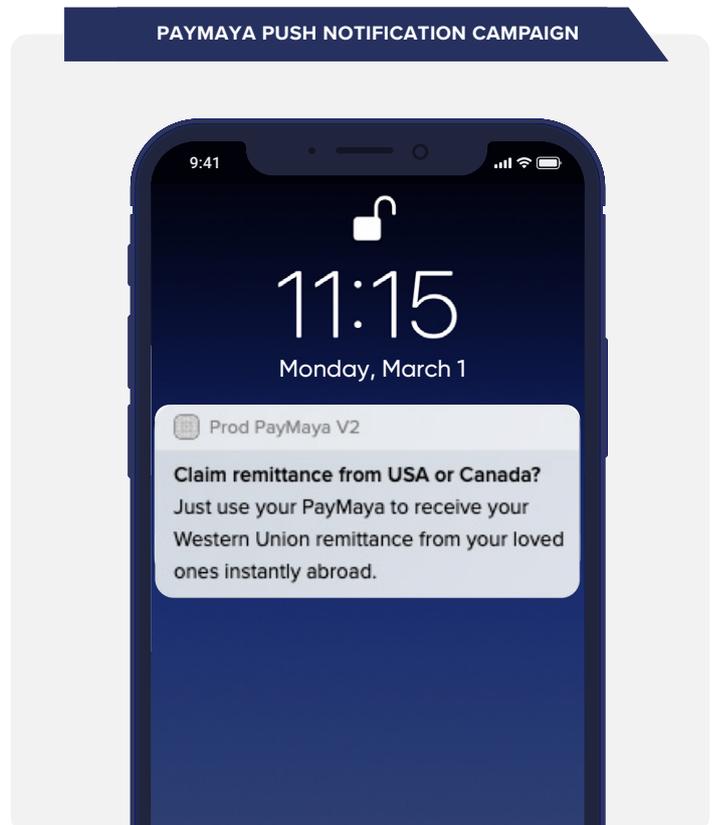
Head of Performance Marketing, PayMaya



What's Next?

COVID-19 has brought an increased awareness and adoption of cashless transactions. PayMaya has experienced a surge in user acquisitions, app usage, transactions, and retention as Filipinos embrace cashless payments. CleverTap is proud to partner with PayMaya as they emerge as the leading digital payment platform in the Philippines. Readers wishing to learn more about PayMaya should visit www.PayMaya.com.

PAYMAYA PUSH NOTIFICATION CAMPAIGN



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, 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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