

BookMyShow doubled users monthly activity and increased retention by 25%



BookMyShow

Founded in 2007, BookMyShow enjoys the distinction of being one of the early pioneers in mobile commerce and is a leader in the entertainment ticketing space in India with 25 million app downloads. Over the years, the company has grown to 250 cities and drives 10 million ticket sales per month across multiple categories such as movies, sports, and events. The company recognized they required a robust mobile engagement platform and identified CleverTap as a premier partner to help spearhead their growth.

Challenge

Every mobile marketer faces difficulties in driving engagement, increased retention and maintaining on-going mobile app revenue. BookMyShow identified targeting first-time users was the biggest challenge they faced in today's competitive landscape.

The company wanted to engage users based on their browsing patterns at various stages on their website and within their mobile app. CleverTap was able to help BookMyShow simplify both procedures by using our world-class analytics dashboard to process their data on a real basis, using targeted notifications and unified user profiles.

Solution

Optimize push notifications response rates and test multiple campaigns across their user base.

The goal was to broadcast automated/scheduled push notification messages based on the customer lifecycle to all active and non-active users. BookMyShow used CleverTap's prescriptive marketing tools for optimizing their current mobile marketing campaigns and updated their messaging strategy.

CleverTap is a trusted partner for BookMyShow. They offer an advanced Mobile CRM Technology, which lets us implement complex yet easy to set-up automated scenarios for our Android, iOS, and Windows app users. The impact of having CleverTap is clearly seen in our conversions and traffic that has increased over 50% in the last several months.



Marzdi Kalianiwala
Vice President, BookMyShow

Key Results

25%

Retention increased

After integrating CleverTap's next gen mobile engagement platform, BookMyShow double users monthly activity and increased retention by 25%

