DealsPlus was pleased with the phenomenal results of their push notification campaign via CleverTap's platform.

DealsPlus

Founded in 2006, Sazze, Inc. is the parent company to several popular and fast-growing e-commerce sites, such as ShopLately.com, BlackFriday.fm, Pocketly.

It is the money-saving deals and coupons site where savvy shoppers can find, share, and rate the best offers available online. Launched in 2006, DealsPlus now has over 10 million visitors each month and provides discounts for over 28,000 stores

Challenge

Engage users based on their browsing patterns at different stages on their website and within their mobile app.

Every mobile marketer faces difficulties in driving engagement, increased retention and maintaining on-going mobile app revenue. Sazze wanted to engage the DealsPlus users of their mobile app the same customized way as their e-commerce sites.
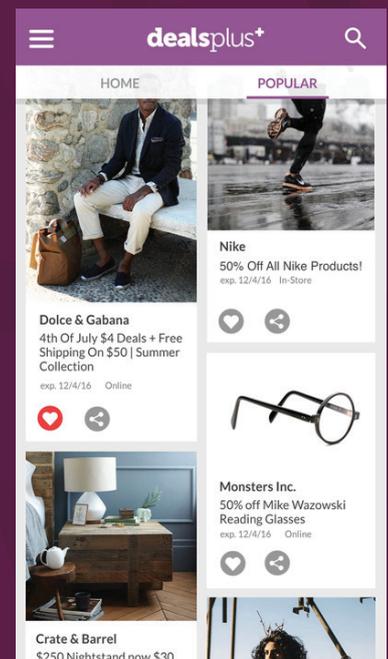
Solution

By using CleverTap's engagement platform, DealsPlus was not only able to optimize push notifications click thru rate but also enhance the user experience on their mobile app.

CleverTap was able to help DealsPlus increase engagement by using our world-class analytics dashboard to process their data on a real-time basis, using targeted notifications and unified user profiles.

CleverTap has proven to be a very valuable (and effective) platform for customized user engagement. Not only is easy to integrate but easy to use. CleverTap requires little to no engineering or development effort. We plan to explore the other avenues of prescriptive campaigns that CleverTap provides and to incorporate CleverTap into all our shopping apps including BlackFriday.fm and Pocketly.

Craig Thayer
Vice President, DealsPlus

For more information check out the [video](#)

Key Results

DealsPlus was pleased with the phenomenal results of their push notification campaign via CleverTap's platform. Not only was it easy to use, but also allowed their marketing team to match users with the content they cared about and provided a more enhanced user experience