

ixigo.com got a **54% email open rate** using CleverTap's pre-built marketing campaigns that were sent as soon as a user signed up



## ixigo

ixigo is India's go-to travel platform and helps more than 6 million customers with information tailored to help them book the perfect trip. Cabs, trains, flights, and hotel bookings? It's all systems go, with ixigo!

## Challenge

### Increase the user activity post app install

Convincing new users to stay loyal isn't an easy challenge. Indeed, ixigo was looking for a way to provide a great onboarding experience to new users and retain them for the long-term.

## Solution

### CleverTap's Clever Campaigns

Ixigo leveraged CleverTap's Clever Campaigns ("Welcome to new users") to reach out to newly signed up users. They created these campaigns with dynamic graphics and captivating visuals, which left a lasting impression on their customers to come back and engage with their app. A good first impression indeed goes a long way!

*"CleverTap is the perfect platform for any growth hacker in the industry. It is not just about analytics and segments, but they work with you on suggesting clever campaigns, optimization and how to better use your data! They are very strong on tech and have perhaps the best client support team with regards to deep dive and issue resolutions. Always a pleasure working with them:)"*



Himanshu Periwal,  
Vice President - Growth

## Key Results

# 54%

### Open rate

Their onboarding email campaigns generated an Open Rate of 54% and Click Through Rate of 3%

