Styl increased their click-through rate by 200% and doubled their conversions by engaging the right users at the right time with CleverTap's pre-built marketing campaigns.

STYL

Styl is a mobile app that lets you book and pay for salon appointments in under three minutes. Styl wants to become the go-to app for booking hair appointments and exploring current style trends.

Challenge

Increase click-through rate, conversions and minimize uninstalls

Styl had three distinct challenges:

- Educate users on Day 1 to get them hooked on Styl's easy-to-use model.
- Increase the Click through and Conversion rates via email.
- Track and minimize uninstalls.

Solution

CleverTap's Clever Campaigns

With CleverTap's analytics, Styl determined that sending an email eight hours after installation generated the strongest engagement. Using CleverTap's pre-built marketing 'Welcome User' campaigns, they sent a pleasant on-boarding email with a coupon explaining the benefits of the Styl app.

They were also able to compare o ers and determine that conversion rates were higher with an "Add a Coupon" CTA versus asking the user to immediately book an appointment. Using 'Tackle the uninstall' Campaigns, they reached out to users who uninstalled their app and generated positive responses.

> *CleverTap helped us understand our users better and smarter. The Clever Campaigns feature especially saves a good amount of time in setting up campaigns, segmenting and targeting the users. A great tool for analytics & marketing automation.*

Srikanth CH
Product & Strategy, STYL

Key Results

200%

Increased in click-through rate (CTR)

34% CTR and 46% Conversion rates on repeat bookings (via Push Notification reminders).

The Call-to Action – "Add a Coupon" resulted in fewer uninstalls because once a user added a coupon, their tendency to uninstall the app became much less and below their 38% goal.

For app uninstalls, sending a well-written and earnest email from the CEO resulted in receiving Opens at a staggering rate of 81% with users responding with their specific pain points