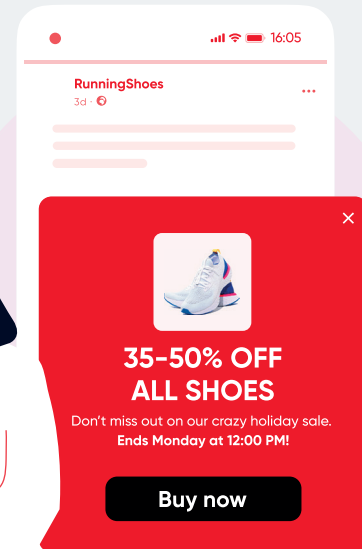


Trusted measurement,
increased engagement,
unlimited growth



Make campaign choices that drive acquisition, engagement, and retention

Developing marketing campaigns that create maximum app growth requires deep marketing analytics, advanced segmentation capabilities, and the right engagement tools.

By bringing together AppsFlyer's industry leading marketing measurement with CleverTap's innovative engagement and retention platform, you get a smart, comprehensive solution for building effective campaigns, and optimizing your ROI and ad spend.

The combination of AppsFlyer's mobile measurement data and CX & deep linking suite, with tailored messaging and personalized journeys created via CleverTap, gives you the perfect formula for optimizing engagement throughout the entire customer lifecycle.



"Being one of the largest esports and online gaming companies, we needed advanced platforms that could do justice to our scale of marketing and user engagement campaigns. We partnered with AppsFlyer & CleverTap, which are the best in business, and they helped us to improve our growth metrics across businesses and geographies."

Arpit Awasthi

Vice President, Growth Marketing, MPL



[Read the full story →](#)

NEW: Seamless Email-to-App Experience

Drive higher conversions, LTV, engagement and gain visibility into the full mobile journey, from email opens to in-app events.

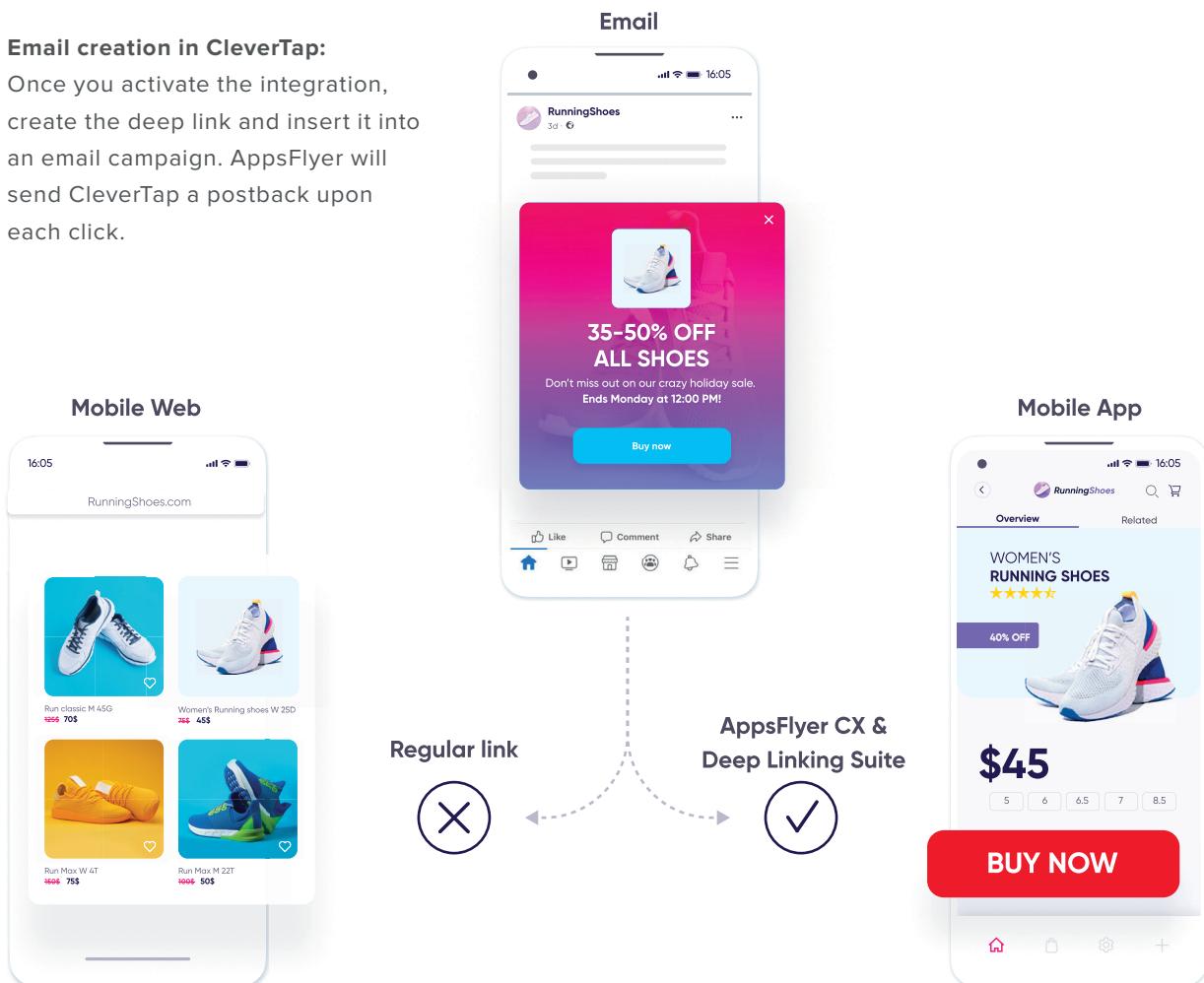
Use CleverTap ESP Integration with AppsFlyer's CX and deep linking suite to leverage the power of deep linking in emails, through branded links, and eliminate any potential issues resulting from link wrapping. Provide a seamless user journey, as well as full measurement data with visibility into clicks and boost email-to-app conversions.

Sample scenario: retail

A potential customer that abandoned their cart receives an email about shoes they had previously searched for, whose price has now been reduced. The user clicks on the CTA in the mobile email and is automatically directed to complete their purchase in the app's checkout page.

Email creation in CleverTap:

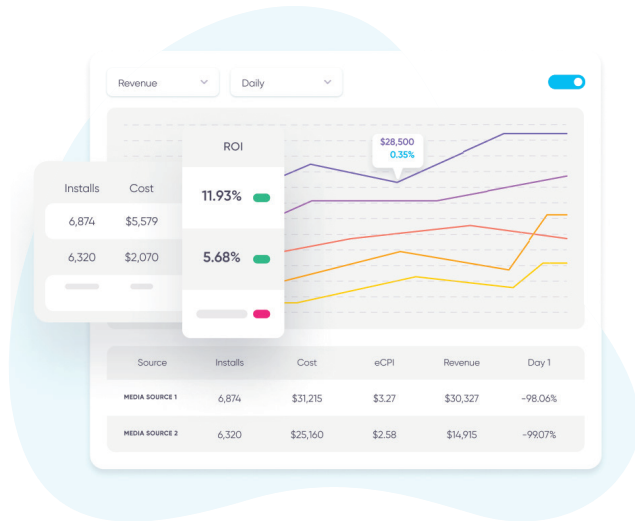
Once you activate the integration, create the deep link and insert it into an email campaign. AppsFlyer will send CleverTap a postback upon each click.



A broken experience, that first takes the user to the mobile website resulting in a frustrated customer and lost business without email and app attribution metrics.

Seamless deep linking that provides your app users with the best possible experience by taking them directly to in-app content in a secure, contextual, and smooth way.

Clear insights that drive better engagement for your mobile apps

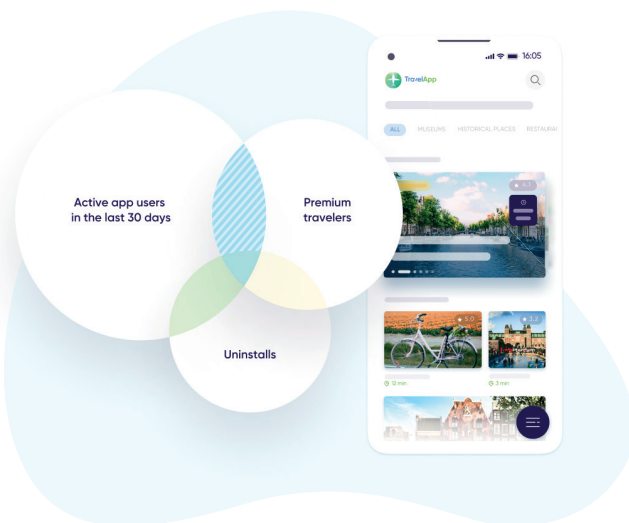
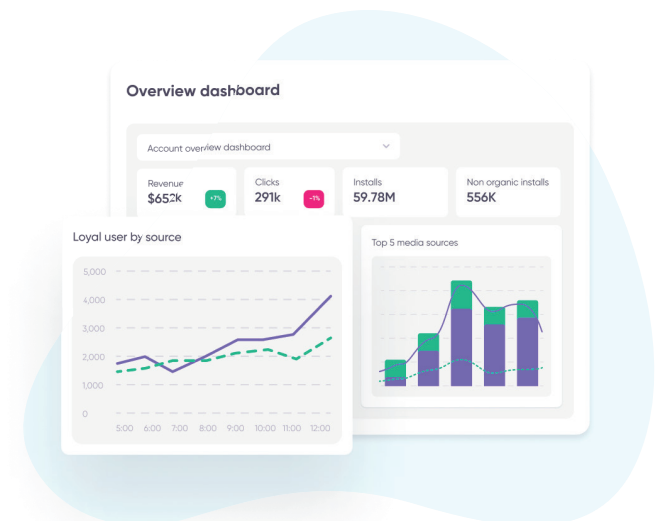


Identify your most valuable install sources

- ✓ Identify the long-term value, retention, and conversion rates for different app install sources, including owned media measurement
- ✓ Optimize ad spend based on post-install user behavior to increase ROI and user LTV
- ✓ Understand the quality of acquisition by subsequent uninstall rates

Analyze end-to-end user LTV

- ✓ Measure the overall lifecycle for users based on the channel that they were acquired from
- ✓ Identify the acquisition channels that deliver the most engaged users for increased retention
- ✓ Create custom dashboards and funnels based on comprehensive app install data to identify conversion trends



Personalize remarketing using acquisition data

- ✓ Build real-time segments to engage users based on their acquisition sources and the in-app events they performed
- ✓ Create cross-channel engagement campaigns with tailored messaging and seamless experiences
- ✓ Leverage A/B testing to build high-performing campaigns and journeys

Ready to boost your app growth?

[Contact CleverTap](#) → [Contact AppsFlyer](#) →

About CleverTap

CleverTap is the World's #1 Retention Cloud that helps app-first brands personalize and optimize all consumer touch points to improve user engagement, retention, and lifetime value. It's the only solution built to address the needs of retention and growth teams, with audience analytics, deep-segmentation, multi-channel engagement, product recommendations, and automation in one unified product.

The platform is powered by TesseractDB™ - the world's first purpose-built database for customer engagement, offering both speed and economies of scale.

Backed by leading investors such as Sequoia India, Tiger Global, Accel, and CDPQ the company is headquartered in Mountain View, California, with presence in San Francisco, New York, São Paulo, Bogota, London, Amsterdam, Sofia, Dubai, Mumbai, Singapore, and Jakarta.

For more information, visit clevertap.com or follow on [LinkedIn](#) and [Twitter](#).

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