



How Boost Uses Personalization to Increase Retention by 5x

The Boost Story

Backed by the Axiata Group, [Boost](#) is one of Malaysia's fastest-growing e-wallet players. They launched in 2017 with a mission to revolutionize the way Malaysians transact and have empowered both merchants and customers with the ease and security of cashless transactions. With Boost Business, merchants are equipped to receive payments and manage cash flow in just one place. In addition to easier business transactions, Boost Business also helps with business visibility and security against counterfeit currency.





Identifying trends
in user behavior



Creating targeted,
personalized communication



Tracking campaign
analytics

Challenges

Boost has seen 50% growth in the number of users over the past year, along with a consistent multi-fold increase in the Gross Transaction Value (GTV) in the past 2 years. This increase in users gave rise to a whole new challenge: how do you engage and retain customers over the long-term? With a vast user base of 7 million customers, tracking both user behavior and marketing ROI became increasingly difficult. Engaging users in a personalized manner across channels is always a top priority for the marketing team at Boost.

Solution

Boost started using CleverTap to analyze their user data at a granular level and create micro-segments, allowing them to optimize communications to specific user groups. They are now able to see how customers respond to their campaigns, and use that insight to continually improve personalization and targeting. They can easily track the metrics that are crucial to their success: engagement rates, open rates, view rates, click rates, conversion rates, and uninstall rates.

KEY RESULTS



increase in 90-day
retention rate



increase in
MAUs

Actionable Analytics

Using [cohort analysis](#), the Boost team identifies important trends among different user groups over time. This helps them work towards improving their customer experience, and in the long run, improve both user engagement and retention.

Omnichannel Messaging

With a combination of in-app messages, push notifications, and emails, Boost engages with its consumers in a personal and contextual manner. Every [channel](#) is used for a specific purpose: in-app messages help them drive awareness and exposure for their most active users, while push notifications and emails encourage action from users who haven't been active on the app.

Individualization at Scale

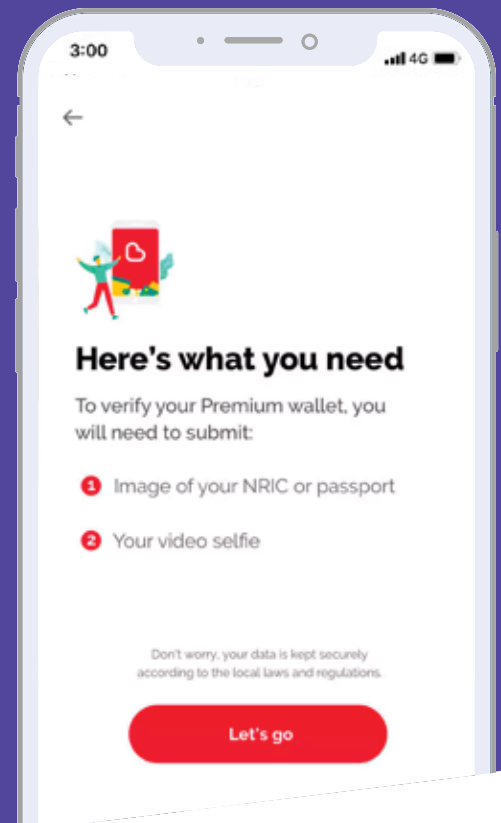
As personalization is an important part of their customer experience, Boost uses [recommendations](#) to help them find meaningful connections in their data and accelerate product discovery for their customers, which in turn boosts engagement rates and customer lifetime value (CLTV).



CleverTap is an easy-to-use and intuitive tool to engage with customers. It has a wide selection of channels, and also detailed analysis tools to help get insights for all your campaigns. We are also very happy and impressed with the support the customer success team provided.

- Maybelle Cheah

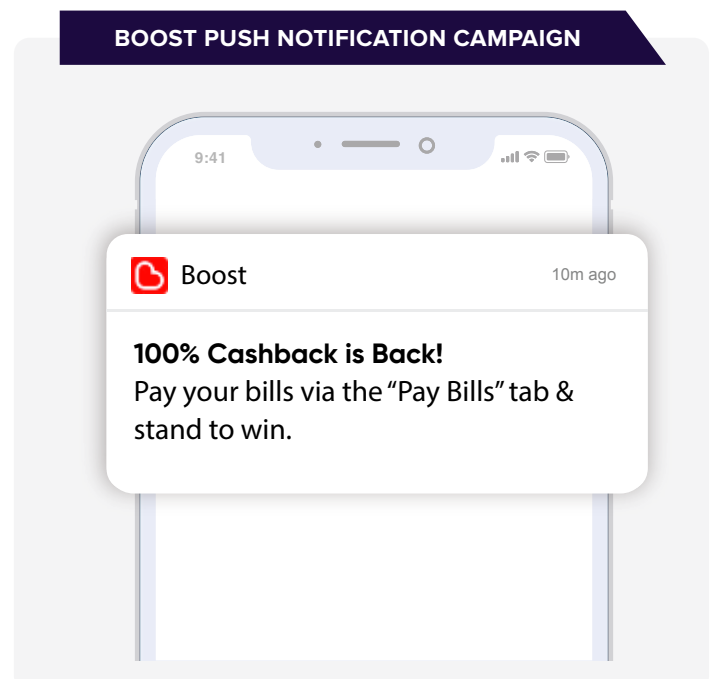
Customer Analytics Team Lead at Boost



What's Next?

As a fast-growing e-wallet company, the marketing team is focusing on building a long-term retention strategy to increase CLTV, encourage brand loyalty, and refine the customer experience. Boost is also highly focused on helping merchants be a part of the digital revolution, especially those from underserved, under-insured, and unbanked sections of society. They are also actively exploring cross-border e-wallet interoperability across the region.

BOOST PUSH NOTIFICATION CAMPAIGN





CleverTap is the world's No. 1 retention cloud that empowers digital consumer brands to increase customer retention and lifetime value. CleverTap drives contextual individualization with the help of a unified and deep data layer, AI/ML-powered insights, and automation, enabling brands to offer hyper-personalized and delightful experiences to their customers. More than 1,300 customers in 100 countries and across 10,000 apps — including Gojek, ShopX, Canon, Electronic Arts, TED, English Premier League, TD Bank, Carousell, AirAsia, Papa John's, Tesco Kotak Mahindra Bank, SonyLiv, Swiggy, PharmEasy, and Dream11 — trust CleverTap to achieve their retention and engagement goals and grow their long-term revenue. Backed by leading investors such as Sequoia India, Tiger Global, Accel, CDPQ, and Recruit Holdings, the company is headquartered in Mountain View, California, with offices in Mumbai, Singapore, Sofia, São Paulo, Bogota, Amsterdam, Jakarta, and Dubai. For more information, visit clevertap.com or follow on [LinkedIn](#) and [Twitter](#).

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16 Billion

Notification sent
everyday

3 Billion

Devices
reached

36 Billion

Data points
ingested everyday

1 Million+

Campaigns created
every month

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