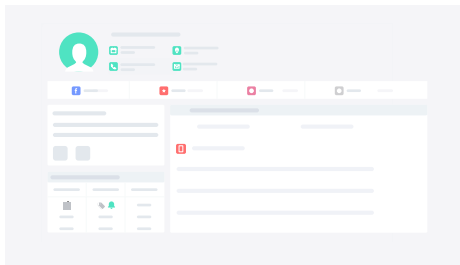
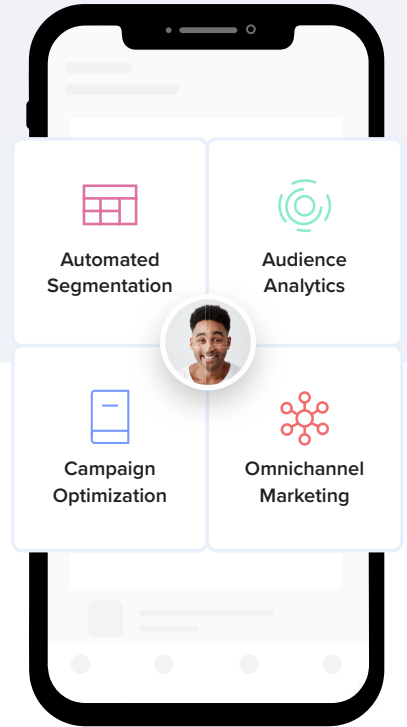




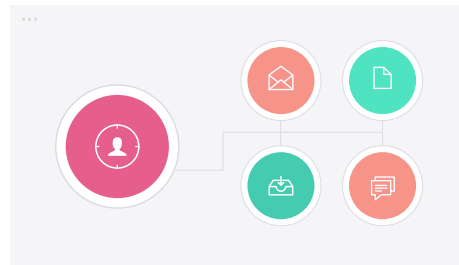
## CleverTap is a Customer Engagement & Lifecycle Management Platform for High-Growth Mobile Apps

CleverTap offers unique capabilities including audience analytics, automated segmentation, omni-channel engagement and campaign optimization.



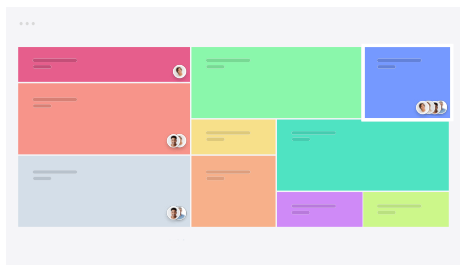
### Unify Customer Profiles

Break down data silos to combine user data in CleverTap from multiple sources – mobile phones, tablets, call centers, POS systems and more.



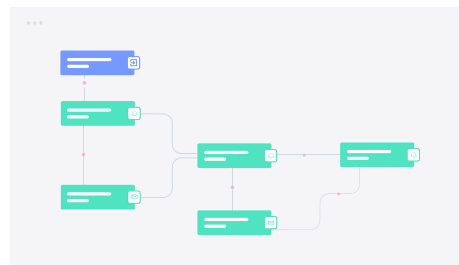
### Maximize User Transactions with Segments

Utilize real-time segmentation based on user interests, psychographics and intent-based behaviors.



### Automate Segmentation with RFM

Our AI automatically segments users based on recency, frequency and monetization (RFM), so you can target the right users.



### Increase Engagement with Journeys

Deliver a consistent marketing message as your users switch between devices. Easily build and deliver omni-channel campaigns across 12 unique channels.

Our Clients:



**8K+**

Mobile Apps Powered

**\$2 Billion**

Incremental Revenue Delivered

**1 Billion**

Devices Reached

**20 Million**

Campaigns Sent