



An Integrated Analytics and Engagement Platform Built for Retention

Access the tools needed to build lasting customer relationships with the most powerful, scalable platform on the market. In a world of unlimited choices and constant demands on attention, building relationships with customers requires consistent brand experiences across touchpoints with highly relevant content that is contextual in the moment. CleverTap provides the tools needed to meaningfully connect with customers to maximize retention and LTV.

GROWTH PLAN Everything analytics and engagement	ADVANCED PLAN Take your engagement strategy to the next level	ENTERPRISE PLAN Flexible data management and security options
Powerful behavioral analytics Lifecycle optimization Mobile and web engagement channels Psychographic, behavioral, and live segmentation	Everything in Growth, plus Advanced engagement channels Predictive segmentation Proven individualization tools	Everything in Advanced, plus Comprehensive security controls Complete data management options Advanced access and workflows

Do More With Add-ons

Get even more power to engage and retain customers. Choose the add-ons that are right for your growth.

INSIGHTS Advanced user analytics	ADVANCED EMAIL A full service email solution	PRODUCT EXPERIENCES Optimize the in-app experience	WHATSAPP Engage meaningfully on WhatsApp
Do more with pivots, flows, and cohorts Compare events and trends Analyze data with formulas Identify power users	Inbox preview and code analysis Deliverability and spam reports Domain and IP reputation monitoring Personalize with dynamic content	A/B test visual elements in the app Create unique experiences for different user segments Control feature deployment for specific user segments	Deliver transactional messages Engage in two-way customer support communications Automate responses for common customer queries and out of office replies

Essential Foundations

OUR INFRASTRUCTURE IS BUILT TO SCALE

We are ready to support you

10 billion

data points processed daily

2 billion

communications sent each day

20 million

push notifications delivered in under a minute

YOU CONTROL YOUR DATA

Import and export data via partner integrations or open APIs



BE CONFIDENT IN THE SECURITY OF YOUR DATA

We actively secure global compliance certifications



Compare Plans

Behavioral Analytics	Growth	Advanced	Enterprise
Funnels	✓	✓	✓
Cohorts	✓	✓	✓
Events	✓	✓	✓
Trends	✓	✓	✓
Session Analytics	✓	✓	✓
Uninstall Tracking	✓	✓	✓
Unified Customer Profile	✓	✓	✓
Pivots	Add-on	Add-on	Add-on
Flows	Add-on	Add-on	Add-on

Messaging Channels	Growth	Advanced	Enterprise
Push Notifications	✓	✓	✓
In-App Messages	✓	✓	✓
App Inbox	✓	✓	✓
Web Push	✓	✓	✓
Web Pop-up	✓	✓	✓
Email	✓	✓	✓
SMS	✓	✓	✓
Webhooks	✓	✓	✓
Native Display	-	✓	✓
Google Ads	-	✓	✓
Facebook Audiences	-	✓	✓
WhatsApp	Add-on	Add-on	Add-on

Orchestration	Growth	Advanced	Enterprise
Journeys	✓	✓	✓

Lifecycle Optimization	Growth	Advanced	Enterprise
Lifecycle Optimizer	✓	✓	✓
Campaign Optimization	Growth	Advanced	Enterprise
Message A/B Tests	✓	✓	✓
Best Time to Send	✓	✓	✓
Best Device/Send to All Devices	✓	✓	✓
Email Editor	✓	✓	✓
Push Amplification	✓	✓	✓
Segmentation	Growth	Advanced	Enterprise
Psychographic	✓	✓	✓
Behavioral	✓	✓	✓
Live User	✓	✓	✓
Recency Frequency Monetary	-	✓	✓
Intent-Based	-	✓	✓
Custom List	-	✓	✓
Individualization	Growth	Advanced	Enterprise
Product Recommendations	-	✓	✓
Bulletins	-	✓	✓
Linked Content	-	✓	✓
Liquid Tags	-	✓	✓
Geofencing	-	✓	✓
Catalog Send-Time Personalization	-	✓	✓
Constant Property Campaign	-	✓	✓
Data Management	Growth	Advanced	Enterprise
Import and Export via APIs	✓	✓	✓
CSV Downloads	✓	✓	✓
CSV Uploads	✓	✓	✓
Catalog Data Ingestion	-	✓	✓
GCP Export	-	-	✓
SFTP Data Imports	-	-	✓
Localized AWS Instances	-	-	✓
Batch Data Export to AWS S3	-	-	✓
AWS EventBridge	-	-	✓
Access & Workflows	Growth	Advanced	Enterprise
2-Factor Authentication	✓	✓	✓
Single Sign-on (SSO)	✓	✓	✓
Role-Based Access	✓	✓	✓
Advanced Role-Based Access	-	-	✓
Campaign Approval Workflows	-	-	✓
Customer Success	Growth	Advanced	Enterprise
Online Support	✓	✓	✓
Customizable Support	Available	Available	Available