

20.05.2022 – 13:59 Uhr

Retention Cloud Leader CleverTap Acquires Leanplum



Mountain View, Calif, & Mumbai, India (ots) -

New combined entity to significantly accelerate user engagement and retention capabilities for digital brands globally

[CleverTap](#), the world's No.1 retention cloud, today announced it has signed definitive agreements to fully acquire San Francisco based [Leanplum](#), a leading multi-channel customer engagement platform, for an undisclosed amount.

This acquisition will make CleverTap a truly global company with development centers and customer-facing and success teams across North America, Europe, Latin America, India, South East Asia and the Middle East. Combining the product stack of the two organizations, this acquisition will enhance CleverTap's capabilities and take its total customer base to over 1200 customers in more than 100 countries around the world. The deal is expected to close in Q2 of 2022.

Together CleverTap and Leanplum will work with digital brands to help increase their users' engagement, retention and lifetime value by making every user experience hyperpersonalized, relevant and contextual at scale in real time. As more businesses become digital-first, brands need to serve their users with delightful moments where they are, when they want and on their preferred channel. CleverTap and Leanplum will now bring real-time hyper-personalization, A/B testing and increased scalability to its omnichannel engagement, analytics and segmentation product lines. As a result, growth and marketing teams globally will now be able to utilize the only end-to-end user engagement and retention cloud platform, enabling them to break down user communication silos and increase the overall lifetime value of each user.

"We are seeing a seismic shift in the marketing technology landscape," says Sunil Thomas, CleverTap Co-founder and Executive Chairman. "Users today demand to be treated as individuals, and this has forced brands to change how they engage with them. CleverTap and Leanplum have both purposely built for a mobile-centric omnichannel world." The acquisition, he says, combines platforms and teams to deliver the best behavior analytics, segmentation, and engagement tools that will enable digital brands to build valuable, long-term relationships with their users. "Our combined strength will be a game-changing force for user engagement, retention and monetization, creating tremendous value for our customers. I am very excited to welcome Leanplum to the CleverTap family."

"When we started Leanplum, our vision was to meet customers' real-time needs at the cutting edge of technology," says Momchil Kyurkchiev, Co-founder and Chief Product Officer, Leanplum. "We have succeeded in that, but as the market has matured, to fully meet the increasing demands put on brands today, we needed to bring in the best analytics, segmentation, and engagement tools, to help our customers build valuable, long-term relationships with their customers. This is why joining forces with CleverTap makes the most sense, and I am excited about the combined capabilities we will now bring to Leanplum customers worldwide."

"I am looking forward to the journey with Leanplum. This coming together with Leanplum marks a monumental moment across the marketing technology landscape," says Sidharth Malik, CleverTap Chief Executive Officer. "This bridges the gap created by multiple martech tools and customer data platforms and will meet the growing needs of user-obsessed digital brands in a much more efficient way. Our 'better together' vision is about integrating our cumulative strengths around people, process and technology to cement our position as the global leader in the user engagement and retention space. Joining forces allows us to bring advanced product and technology capabilities as brands strive to do live segmentation, anticipate user intentions and actions, automate and deploy real-time campaigns for the highest possible conversions, all from one single dashboard."

About CleverTap

CleverTap is the modern, integrated retention cloud that empowers digital consumer brands to increase customer retention and lifetime value. For brands that understand and value user retention, CleverTap drives context and individualization with the help of a unified and deep data layer, AI/ML powered insights and automation. Customers around the world representing over 10,000 apps, including Vodafone Idea, SonyLIV, Daimler, Gojek, Carousell, and Premier League, trust CleverTap to achieve their retention and engagement goals, growing their long term revenue. Backed by leading venture capital firms including Sequoia India, Tiger Global Management, and Accel, the company is headquartered in Mountain View, California, with offices in Mumbai, Singapore, and Dubai. For more information, visit clevertap.com or follow on [LinkedIn](#), [Twitter](#), [Facebook](#) and [YouTube](#).

Forward-Looking Statements

Some of the statements in this press release may represent CleverTap's belief in connection with future events and may be forward-looking statements, or statements of future expectations based on currently available information. CleverTap cautions that such statements are naturally subject to risks and uncertainties that could amount in the actual result being absolutely different from the results anticipated by the statements mentioned in the press release. Factors such as the development of general economic conditions affecting our business, future market conditions, our ability to maintain cost advantages, uncertainty with respect to earnings, corporate actions, client concentration, reduced demand, liability or damages in our service contracts, unusual catastrophic loss events, war, political instability, changes in government policies or laws, legal restrictions impacting our business, impact of pandemic, epidemic, any natural calamity and other factors that are naturally beyond our control, changes in the capital markets and other circumstances may cause the actual events or results to be materially different, from those anticipated by such statements. CleverTap does not make any representation or warranty, express or implied, as to the accuracy, completeness or updated or revised status of such statements. Therefore, in no case whatsoever will CleverTap and its affiliate companies be liable to anyone for any decision made or action taken in conjunction with the information and/or statements in this press release or any related damages.

Contact:

Contact Details

Sony Shetty

sony@clevertap.com

Company Website

<https://clevertap.com/>

Medieninhalte



Sunil Thomas, Co-founder, Executive Chairman, CleverTap / Editorial use of this picture is free of charge. Please quote the source: "obs/News Direct"

Original content of: News Direct, transmitted by news aktuell

Diese Meldung kann unter <https://www.presseportal.de/en/pm/152041/5227891> abgerufen werden.