



#### COMPANY

Paytm pioneered QR-based mobile payments in India. Today, five billion transactions flow through the platform annually. The company delivers comprehensive payment solutions to over eight million merchants, making it three times bigger than any card payments network in India.

#### INDUSTRY

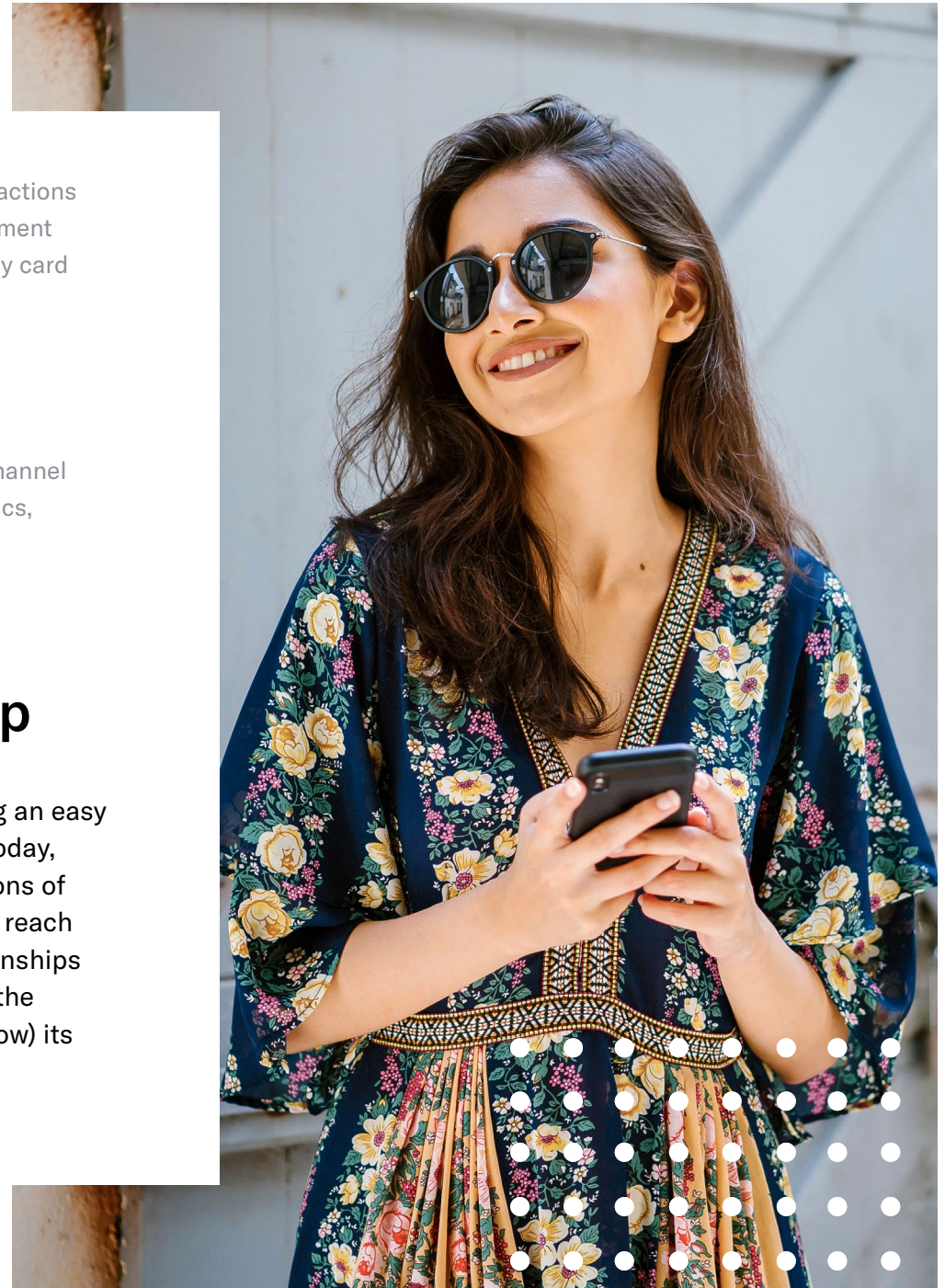
High Tech

#### PRODUCTS

Push Notifications, In-App Messaging, Message Center, Web Notifications, Channel Coordination, Automation, Personalization, Predictive AI, Performance Analytics, Real-Time Data Streaming

## Paytm Nets an **81% Increase** in Premium Subscribers with Airship

Paytm revolutionized the digital-payments industry in India — providing an easy way for people to buy dinner, book travel and send money to friends. Today, over 350 million people use the Paytm app and website, powering billions of transactions annually. With the digital-payments economy expected to reach \$1 trillion by 2023, Paytm is focused on strengthening customer relationships while diversifying its offerings to increase market share. Airship helps the company expand its marketing reach across channels to retain (and grow) its active user base and drive conversions through targeted campaigns.

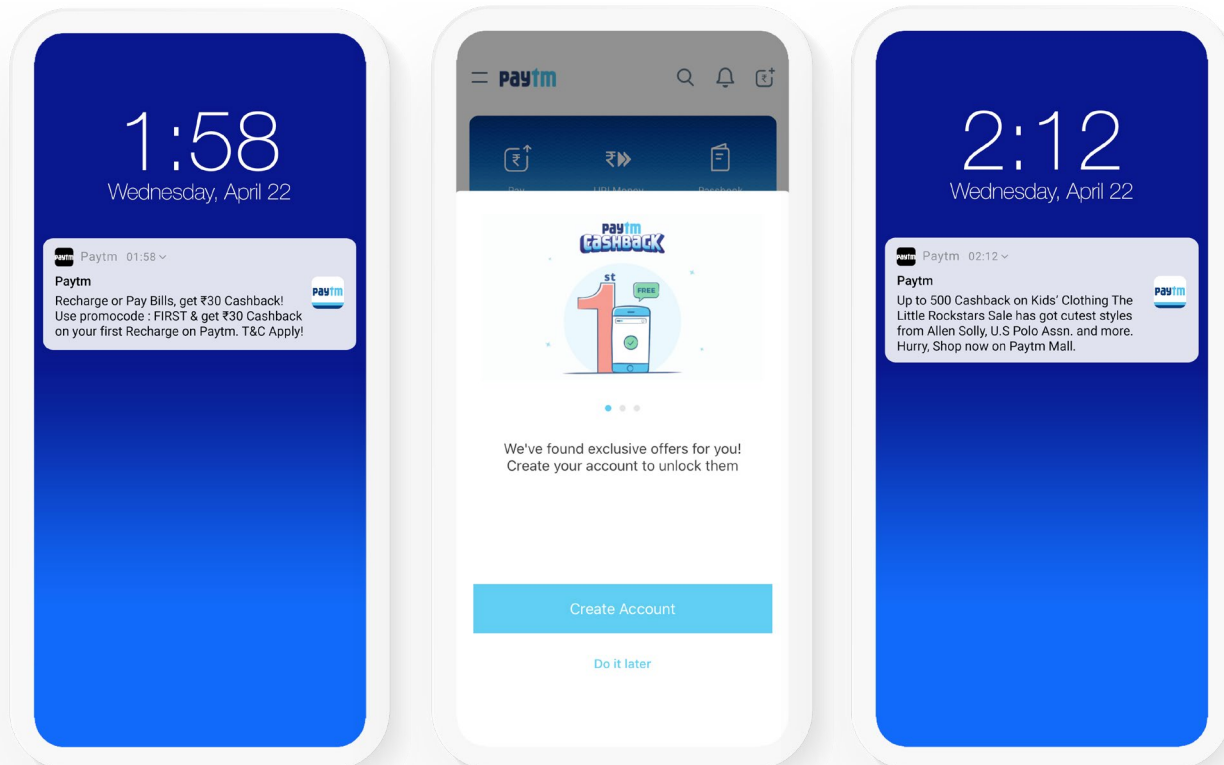


## CHALLENGE

In the midst of tremendous growth and increased competition, Paytm needed a solution that would help the company send targeted messages at massive scale while optimizing performance and increasing retention.

## SOLUTION

- Increased conversion rates by using Airship's built-in analytics and smart segmentation capabilities to target users and personalize messaging based on a variety of factors
- Grew its registered user base after using A/B testing to optimize the sign-up flow
- Reduced churn by using Predictive AI to identify high-risk users and re-engage them with relevant offers



## RESULTS

# 81%

year-over-year  
increase in Paytm  
premium subscribers

# 40+%

increase in  
registrations

## DELIVER RELEVANT MESSAGES ON THE RIGHT CHANNELS AT THE RIGHT TIME

The most effective messages are the ones customers actually interact with. Paytm uses Airship's smart segmentation capabilities to target users and personalize messaging based on a variety of factors — such as region, device type, lifecycle events and recent behavior — and reaches customers on their most active channel at the optimal time. The brand's work with Airship is not only having a big impact on open rates; conversions for its Paytm First subscription-based loyalty program grew 81% year-over-year.

## DRIVE MORE CONVERSIONS THROUGH DEEPER INSIGHTS

With Airship's Performance Analytics and Real-Time Data Streaming solutions, Paytm gets a clearer understanding of user engagement within its app and beyond — driving more successful campaigns and, ultimately, greater ROI. Based on insights from custom reports and real-time event streams in Airship, the brand increased user registrations by optimizing its sign-up flow. A/B testing confirmed that deep linking directly to the registration page vs. the app homepage generates over 40% more conversions.

## PROACTIVELY PREVENT CHURN

Staying top of mind and giving users a compelling reason to return to its app ensures Paytm will drive more long-term revenue. Performance Analytics helps Paytm identify risk factors or behaviors that lead to inactivity or uninstalls while Airship's Predictive AI solution automatically segments high-risk audiences — enabling the company to swiftly re-engage them with relevant offers before they churn.

**“Airship was the only solution that captured and consolidated acquisition, usage and retention data in one place to make an impact at every stage in the customer journey.”**

Gyan Pratap Singh  
Lead Product Growth

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