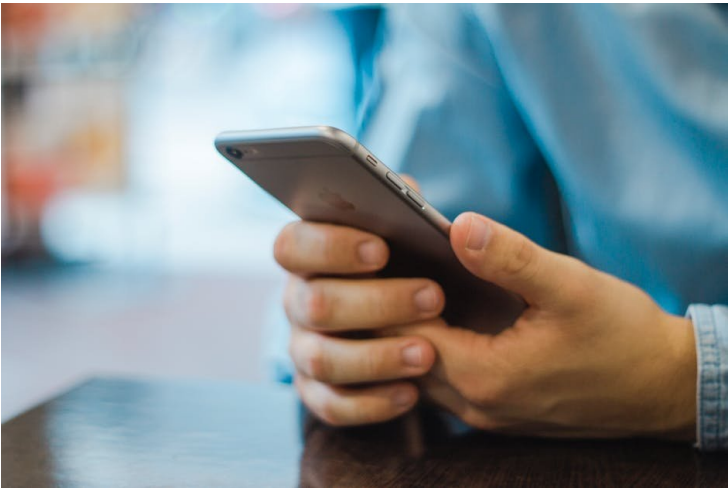


## HealthifyMe to use CleverTap's mobile marketing automation platform

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**HealthifyMe enhances user engagement by targeting users with personalized messaging and plans to use CleverTap's machine-learning driven segmentation feature to target users based on their predominant interests, real-time activity, and app behaviors.**



CleverTap, a leading mobile marketing platform, today announced that HealthifyMe, India's largest and most loved health and fitness app, is using their advanced marketing automation platform to drive growth through personalized user experiences.

Since its inception in 2012, HealthifyMe has seen its user base grow to over 6 million, who rely on it for calorie tracking, water tracking, and cloud-based nutrition and fitness coaching. In addition to these features, the app also uses gamification to keep their users motivated.

Orchestrating strategies that use optimal channels to send the right message at the right time to the right user allows HealthifyMe to engage and retain their users across their entire digital journey. HealthifyMe plans to use CleverTap's automated segmentation and Journeys - a visual campaign workflow to build targeted, omnichannel user engagement campaigns across various channels such as push notifications, in-app messages, and email messages to deliver contextual messages at scale.

HealthifyMe enhances user engagement by targeting users with personalized messaging and plans to use CleverTap's machine-learning driven segmentation feature to target users based on their predominant interests, real-time activity, and app behaviors.

"We at HealthifyMe pride ourselves on being highly data-driven. Using AI, we are able to gain valuable insights on our customers' eating patterns, choice of food, activity levels and intensity of workouts. This helps us offer highly personalised feedback and effective meal recommendations to help customers adopt a healthier lifestyle. We are confident that through our association with CleverTap we can run more contextual campaigns to better engage our users and improve our retention rates," said Anjan Umamaheshwaran Bhojarajan, Head of products and growth at HealthifyMe.

"Expectations from technologies that promote healthier living are at an all time high. In order to become a part of the user's

daily routine, healthcare apps must be personalized, easy-to-use, and offer value to their users. This is important to keep users motivated, or you run the risk of getting uninstalled," said Anand Jain, Co-founder of CleverTap. He further added, "CleverTap's advanced automated segmentation engine helps HealthifyMe run personalized and contextual campaigns focused at retaining users for life. With preventive healthcare set to become a \$106 million industry in India, it's an exciting time for HealthifyMe and we're thrilled to partner with them in their growth story."