gradeup

CODE BREW

EdTech StartUp With $ 7 Million Funding

GradeUp started with an aim to build a community for students preparing for various competitive exams. With the help of an advanced edtech app, they have been successfully providing abundant learning resources & mentoring

15M	$780K	2.5M+	$4.8M
Registered Users	Revenue Generated	Monthly Active Users	Clocking Run-Rate

This exponential growth is resultant of right business decisions taken with the help of data-driven insights. Gradeup trusted the right tech partner, Code Brew, to get a customized analytics solution-Retainlytics.

Launched 2015 → **2M Users** 2017 → **15M Users** 2019

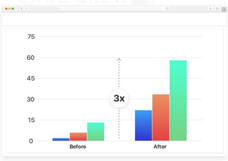
Custom Analytics Helped Reducing Cost Of Operations

Challenge : Gradeup was spending high cost on resources for setting up the analytics with their internal team.

Solution : Code Brew helped them setting an environment for handling data flux along with custom analytics. Using Amazon Redshift for data warehousing and AWS Mobile SDK for data gathering, we created a scalable environment for them.

Impact : It helped Gradeup handle tremendous amount of data at a very minimal cost. Meanwhile, they were able to reduce the operational cost by 73%.

Get Your Custom Dashboard ›



Data Driven Reports To Boost Engagement

Challenge : Gradeup was facing problem in retaining their users and keeping them engaged.

Solution : The expert analysts at Code Brew studied the patterns of users for Gradeup. We provided them with bi-monthly reports on the factors impacting retention and conversion rate.

Impact : The reports helped Gradeup taking right steps to boost engagement through different means. They were able to retain their users by 3X in just two months.

Increase User Engagement ›

A Roadmap To Reduce Churn Rate

Challenge : Higher churn rate was turning out to be a big challenge for Gradeup.

Solution : Code Brew conducted a complete drill down analysis for the 0 day issue. Bi-monthly reports along with suggestions including additions and restructuring of the UI (for new version off app) was provided to Gradeup.

Impact : A significant improvement in retention was found, taking the churn graph from 70-80% to 40-45%.

Reduce Churn Rate Significantly ›

Campaign	Source	Total Cost	Net Installs	Net Activations	Success Target
App Installs-SSC-Custom Audience-6014945915262	Facebook	13639	5385	3569	75.18
SSC - App Installs v3-6014945315862	Facebook	12887	6012	4415	85.3
14.00 DI160	Google Search	8088	3181	1332	66.88
SSC - Custom Audience v2-6015994965125	Facebook	9968	2452	2032	63.79
CATS - App Installs-6014943779222	Facebook	9170	2834	3032	58.65
App Installs - Back - Custom Audience-6015945785921	Facebook	4980	1775	2054	73.82

Integrating Attribution Improves Retention

Challenge : Gradeup was using no attribution channel to monitor acquisition.

Solution : Code Brew added an attribution channel integrating with AppSalar. It empowered Gradeup with the most vital insights to drive greater ROI. While they were able to determine the success of different campaigns, they could compare their results & ROI.

Impact : With the correct insights available, Gradeup was able to increase retention rate by 44% in the first quarter.

Boost Customer Retention ›

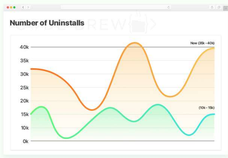
Engagement Campaigns To Increase Active Users

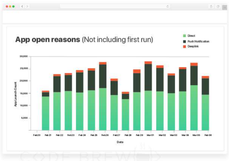
Challenge : Understanding user psychology & reasons for increasing number of uninstalls was another challenge.

Solution : Code Brew created an uninstall tracking tool for gathering data of users uninstalled with help of Amazon SNS. We provided them with user segmentation based on app usage, exam selected, attribution of user campaign, etc. The same was used to create custom/ automated engagement campaigns for dormant users.

Impact : While they were able to reduce the uninstalling rate by 37%, it leads to rise in the number of daily active users from 10-15K to 35-40K.

Increase Daily Active Users ›





Tracking KPIs Helps Improving Strategy

Challenge : Gradeup was unable to capture custom KPIs in the application.

Solution : We created a custom dashboard to help Gradeup understand sources for application launch and onboarding failures clearly. Code Brew studied the maximum engagement hour of the app and increased the rate of relevant push notifications on the max-1 and max+1 time.

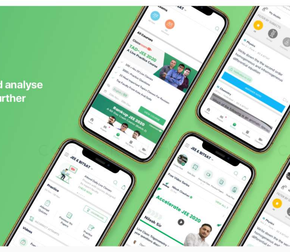
Impact : Gradeup was able to track the loss of users due to various reasons and boost engagement upto 54%.

Engage More Customers ›

Results

With help of Retainlytics, Gradeup could analyse data and visualize it in simpler form. It further helped them by,

- Providing clearer insights through data visualization
- Encouraging better decision-making



Want An Intelligence Suite To Take Informed Decisions Quickly?

Let Us Build Your Dashboard As Per Your Business Need & Help Your Business Grow Smartly

Get In Touch

We'd Love To Get In Touch

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