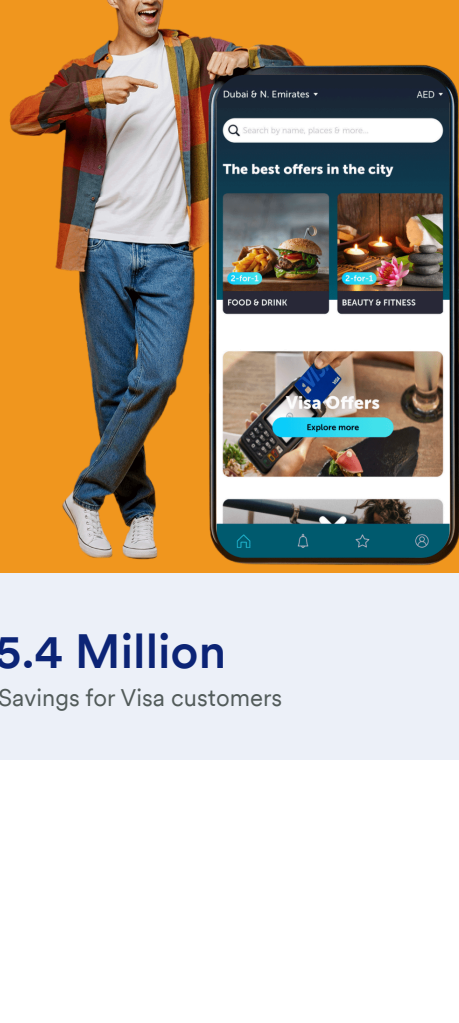


The ENTERTAINER Achieves AED 5.4 Million Savings with 60%+ uplift in Redemptions for Visa Customers Using MoEngage

**35%**

Reduction in manual work through MoEngage's platform

AED 5.4 Million

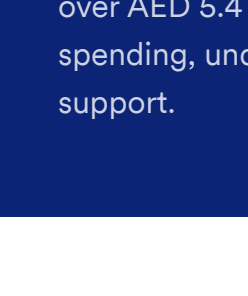
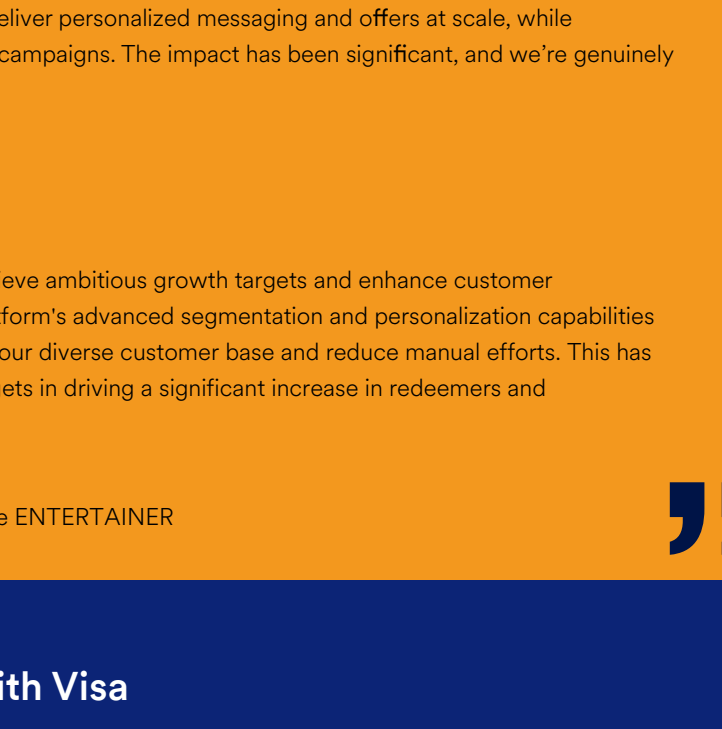
Estimated Savings for Visa customers

About



The ENTERTAINER is the largest provider of buy-one-get-one offers and discounts across the GCC region, partnering with Visa and numerous banks to enhance customer experiences, customer loyalty, and drive card usage.

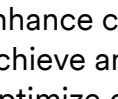
About the ENTERTAINER business: Powered by the ENTERTAINER - the region's leading lifestyle savings app with a network of 10,000 merchant partners globally - the ENTERTAINER business empowers over 250 global businesses with customised loyalty and rewards programs. They enable businesses to tailor programs to enhance customer acquisition, improve staff retention, and drive data-driven omnichannel engagement.



Partnering with MoEngage has empowered us to deliver personalized messaging and offers at scale, while leveraging their powerful analytics to fine-tune our campaigns. The impact has been significant, and we're genuinely excited about the results we've seen so far.

Simon Taylor

Global Head of B2B, The ENTERTAINER



MoEngage has been instrumental in helping us achieve ambitious growth targets and enhance customer engagement within the Visa Rewards App. The platform's advanced segmentation and personalization capabilities have enabled us to deliver highly relevant offers to our diverse customer base and reduce manual efforts. This has ensured that we're on track to overachieve our targets in driving a significant increase in redeemers and redemptions.

Noor Ahmed

Senior Manager - Data, Engagement and CRM, The ENTERTAINER



About the ENTERTAINER's Partnership With Visa

The partnership between The ENTERTAINER and Visa, powered by MoEngage's Customer Data and Engagement Platform, has achieved remarkable success since launching the Visa Rewards App for GCC Premium Cardholders in 2021. Redemptions increased by 45% in 2023 and a further 75% by YTD June 2025, compared to previous years. This consistent high performance has driven increasingly ambitious goals, including a 60% increase in redeemers targeted for 2024. In 2024 alone, the initiative generated over AED 5.4 million in estimated savings for app users and approximately AED 13 million in Visa card spending, underscoring Visa's confidence in The ENTERTAINER's value delivery with MoEngage's support.

Business Goal

The ENTERTAINER sought to maximize the impact of its Visa partnership by driving activations and redemptions within the Visa Rewards App. The brand needed a solution to:

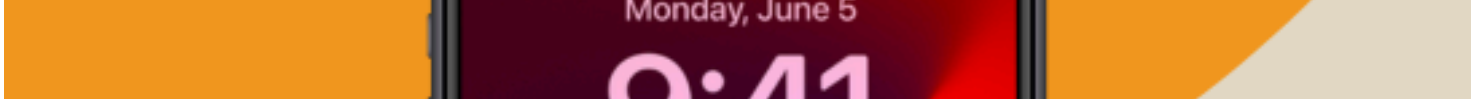
- Enhance customer engagement and personalize offers to its diverse customer base.
- Achieve ambitious growth targets set with Visa for activations and redemptions.
- Optimize campaign efficiency while managing complex segmentation and personalization strategies across various regions and bank partnerships.
- Ensuring the ongoing retention of existing users and fostering a habit of repeat app usage



Customer Lifecycle Personalization and Optimization

The ENTERTAINER spearheaded the personalization and optimization of the entire customer lifecycle within the Visa Rewards App by leveraging MoEngage's Customer Data and Engagement Platform, covering:

- Registration and Onboarding:** Personalized the initial onboarding with targeted offers based on early customer interactions, significantly boosting engagement from day one. An example of this is the onboarding campaign that The Entertainer ran. Upon registration, users were enrolled in the onboarding journey through MoEngage's Flows. The journey used behavioral triggers to serve personalized nudges.



Another example is the Post-first Redemption campaign. After a user's first redemption, a follow-up campaign was triggered to encourage a second action within 72 hours. The messaging used personalization (merchant type, location, Visa tier) and highlighted the "most redeemed" offers.



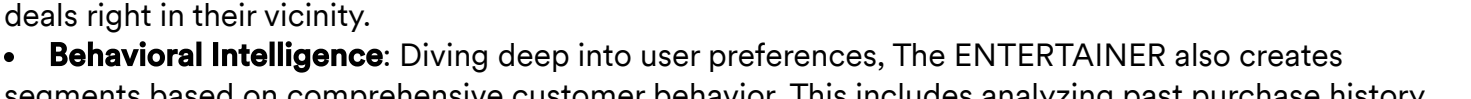
- Monthly Communications:** Facilitated themed monthly campaigns, transitioning towards dynamic content delivery via API for efficient and personalized updates on offers and events.
- Zero Redeemers and Dormant Users:** Enabled precise identification and re-engagement of inactive users (customers who haven't redeemed in 60 days) through targeted pushes and compelling offers, preventing churn.



A Multi-Layered Segmentation Engine

At the heart of The ENTERTAINER and Visa's success lies its sophisticated, multi-layered segmentation strategy. The brand meticulously segments its customer base into numerous dynamic cohorts, ensuring every campaign is precisely targeted and relevant. This includes:

- Tier-Based Personalization:** Recognizing that not all offers resonate with every customer, The ENTERTAINER segments customers based on their Visa tiers, such as Platinum, Signature, and Premium. This ensures that only relevant, exclusive offers are presented to the appropriate cardholders, maximizing engagement and offer redemption.
- Hyper-Local Relevance:** To deliver truly impactful experiences, the brand also precisely segments app users by region, aligning offers and communications with what's available and popular in specific geographical areas. This hyper-localization ensures that customers receive timely notifications about deals right in their vicinity.
- Behavioral Intelligence:** Diving deep into user preferences, The ENTERTAINER also creates segments based on comprehensive customer behavior. This includes analyzing past purchase history, offers viewed, and product affinity, allowing them to anticipate needs and proactively recommend experiences users are most likely to enjoy.



Strategic Campaign Timing and AI-Driven Newsletters

Beyond detailed segmentation, The ENTERTAINER meticulously optimized campaign timing with strategic time-of-day deployments for maximum customer receptiveness and immediate conversions. They understood that the 'when' is just as critical as the 'what.' This strategic initiative ensured their messages cut through the noise, driving immediate action and higher conversion rates by reaching customers exactly when they are most likely to act. An example of this is the **Flavours of the World campaign**, where an A/B test comparing a human-written vs **AI-generated content led to a 106.28% increase in redemptions, from 4,778 to 5,078 in just 10 days.**

Furthermore, The ENTERTAINER excels in maintaining consistent, high-value communication through their monthly newsletters. These are highly thematic and tailored to specific regions, reflecting cultural nuances and timely events, such as offers on Iftars during the Ramadan month for the GCC region. This personalized content, delivered at scale, is powered by **Merlin AI, MoEngage's generative AI engine. Merlin AI crafts diverse, engaging newsletters, saving the team hours and ensuring a consistent brand voice.**



Some of the monthly newsletters that performed really well are the Ramadan ones. Regionally personalized Ramadan newsletters highlighted Iftar buffets and dining deals in key cities across the GCC region. This campaign saw the highest open rates of the year, i.e., 62%, and a spike in redemptions during week 2 of Ramadan.

This holistic use of segmentation, trigger pushes, timing, and AI-driven content empowers The ENTERTAINER to engage customers with unparalleled precision, driving loyalty and significant business growth.



Impact of Partnering with MoEngage:

- Significant KPI Growth:** On track to exceed Visa's ambitious 60% growth target for 2025, to achieve uplifts in redeemers and redemptions.
- Enhanced Customer Engagement:** Drove substantial increases in offer opens and time spent in-app through targeted campaigns and personalized messaging.
- Increased Redemptions:** Achieved high redemption rates, particularly in the UAE, demonstrating strong user stickiness and the effectiveness of personalized offers.
- Improved Campaign Efficiency:** Streamlined campaign management with hyper-personalization and audience segmentation, and reduced manual work by approximately 35% using MoEngage's platform.
- Expanded Reach:** Successfully engaged a large and diverse customer base across multiple regions and bank partnerships, with over 40 banks participating in the program.

