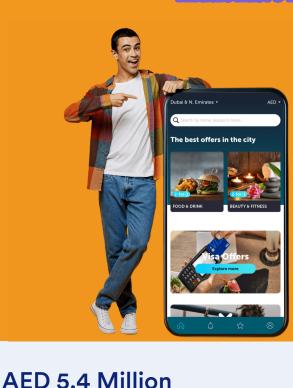
moengage

Middle East's #1 CDEP

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



Reduction in manual work through MoEngage's platform

35%

ENTERTAINER" ENTERTAINER" About

VISA ENTERTAINER

Estimated Savings for Visa customers

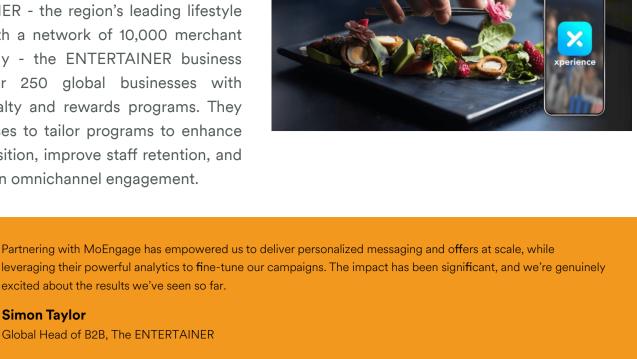
The ENTERTAINER is the largest provider of buy-

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. 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

**Noor Ahmed** 







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

Senior Manager - Data, Engagement and CRM, The ENTERTAINER



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

support.

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

The ENTERTAINER sought to maximize the impact of its Visa partnership by driving activations and

Ensuring the ongoing retention of existing users and fostering a habit of repeat app usage

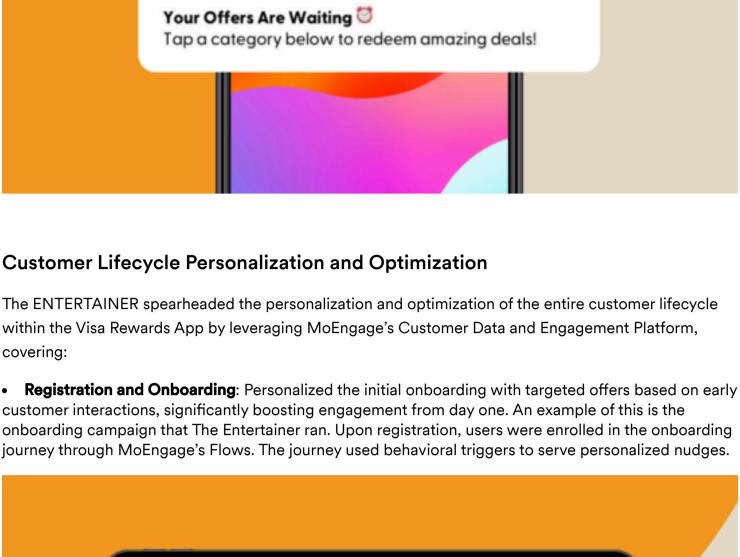
redemptions within the Visa Rewards App. The brand needed a solution to:

## 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.

**Business Goal** 

Monday, June 5

- xperience with the ENTERTAINER

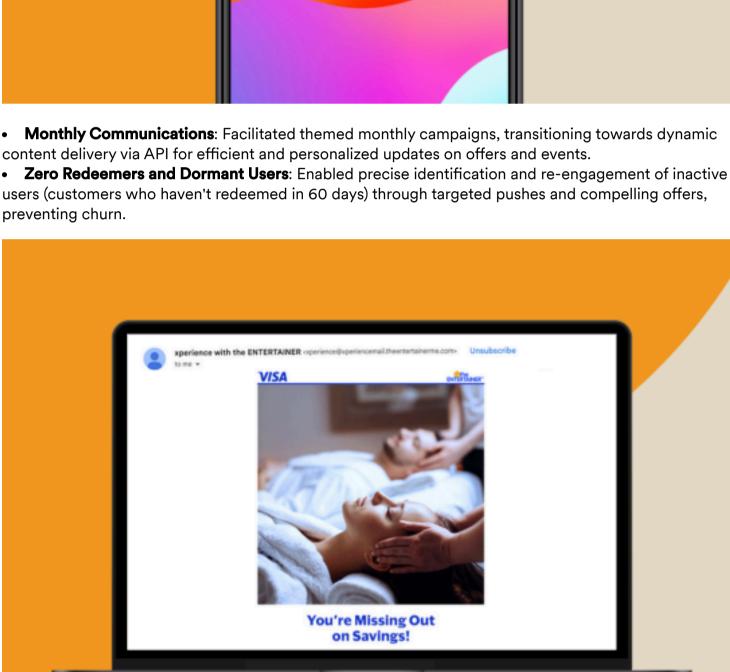


personalization (merchant type, location, Visa tier) and highlighted the "most redeemed" offers.

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

Dine Out for Less





Recent Users

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 Al-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 Al, MoEngage's generative Al engine. Merlin Al crafts diverse, engaging newsletters, saving the team hours and ensuring a consistent

strategic time-of-day deployments for maximum customer receptiveness and immediate conversions.

Beyond detailed segmentation, The ENTERTAINER meticulously optimized campaign timing with

Strategic Campaign Timing and Al-Driven Newsletters

Flavours of the World

brand voice.

growth.

Let Your Tastebuds Travel

Ramadan Kareem Spend this blessed month with family and friends, while enjoying special Iftar & Suhoor offers. Browse Offers 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

Email In-app Messaging

**Products Used** 

Merlin Al

- The Result ✓ **AED 5.4 Million** in Estimated Savings for Visa customers, with approximately **AED 13 million** spent
- combines data from multiple sources to help brands gain a 360-degree view of their customers. MoEngage Analytics arms marketers and product owners to build a unified customer profile with insights into customer behavior, their journey, product usage, preferences, and interests. Brands leverage

Gallery, Azadea, Botim, Gathern, Jazeera Airways, Mobily Pay, The ENTERTAINER, Othaim Markets,

optimize campaigns and channels that boost engagement, and reduce campaign go-live times.

Engaging, contextual communications that match customer behavior and preferences Accelerate engagement and motivate action on mobile, through contextually personalized, in-app messages. Push Templates (Cards) Deliver impactful content right into inboxes and personalized feeds with Deliver impactful content right into inboxes and personalized feeds with cards. Push Notification

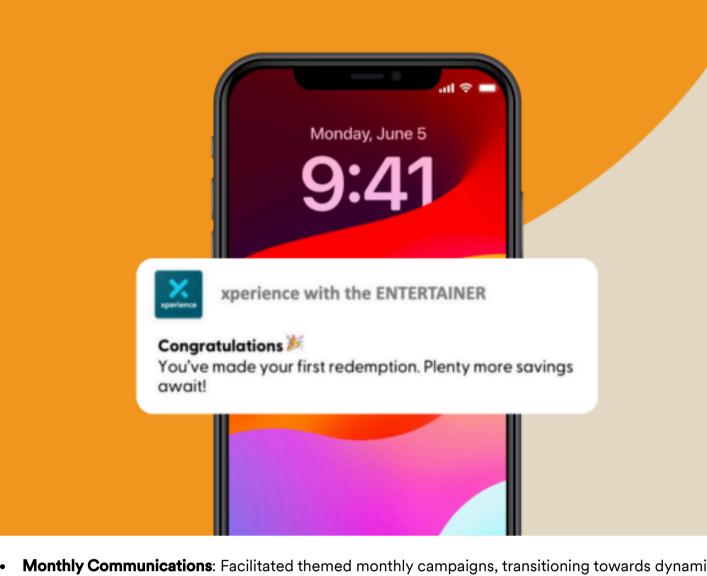
independently while overcoming creative blocks.

**About MoEngage** MoEngage is the Middle East and Africa's #1 Customer Data and Engagement Platform (CDEP), trusted by over 1,350 global consumer brands, including Galadari Brothers, DP World, Jumia, Homzmart, Alsaif

- Seera Group, Tyme Bank, BFL, Apparel Group, Telda, Riva Fashion and Dukhan Bank. MoEngage
- For over a decade, consumer brands in 60+ countries have been using MoEngage to power digital experiences for over a billion monthly customers. With offices in 15 countries, MoEngage is backed by Goldman Sachs Asset Management, B Capital, Steadview Capital, Multiples Private Equity, Eight Roads, F-Prime Capital, Matrix Partners, Ventureast, and Helion Ventures. MoEngage was the only vendor to be named a Customers' Choice Vendor in the Gartner Peer Insights™ Voice of the Customer: Email Marketing Report 2025, Contender in The Forrester Wave™: Real-Time

Interaction Management, Q1 2024 report, and Strong Performer in The Forrester Wave™ 2023 report. MoEngage was also featured as a Leader in the IDC MarketScape: Worldwide Omni-Channel Marketing

covering: Haven't Used Your 2-for-1 Offers? Let's Change That!



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

**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

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

A Multi-Layered Segmentation Engine

every campaign is precisely targeted and relevant. This includes:

xperience with the ENTERTAINER Start Saving Again! Tap to redeem your Buy 1 Get 1 Free offers today! Potential

Price Sensitive

Champions

Enjoy 3-for-1 dishes across the glide — without leaving your city. From spiry street food to comfort classics, taste the world for half the price. 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 Al-driven content empowers The

xperience with the ENTERTAINER

Enjoy quality time with your loved ones and take advantage of Iftar

Ramadan Kareem

& Suhoor offers at QD's, Vyne & more!

ENTERTAINER to engage customers with unparalleled precision, driving loyalty and significant business

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. Dubai & N. Emirates . 60% The best offers in the city growth targets achieved

FOOD & DRINE

Merlin AI combines the creative genius of LLM with campaign performance to create data-driven copy and compelling visuals, enabling marketers to to maximize engagement and deliver more impactful campaigns

- Reach customers at the right time using AI-powered, targeted, push notifications. Omnichannel Flows Create connected experiences at every stage of customer journey across channels using Omnichannel Flows. on Visa cards. ✓ Significant increase in offer opens and time spent in-app ✓ High redemption rates, particularly in the UAE ✓ 35% reduction in manual work through MoEngage's platform Successful engagement of a large and diverse user base across 40+ bank partnerships
- MoEngage to orchestrate customer journeys and build 1:1 experiences across the website and mobile (with MoEngage Personalize), email, social, and instant messaging channels. MoEngage Inform, the transactional messaging infrastructure, helps brands unify their promotional and transactional communication to a single platform for better insights and lower costs. MoEngage's Al Agents help marketers develop winning copies and creatives, build customer segments, craft relevant journeys,
- Platforms for B2C Enterprises 2023. To learn more, visit www.moengage.com.