



mengage

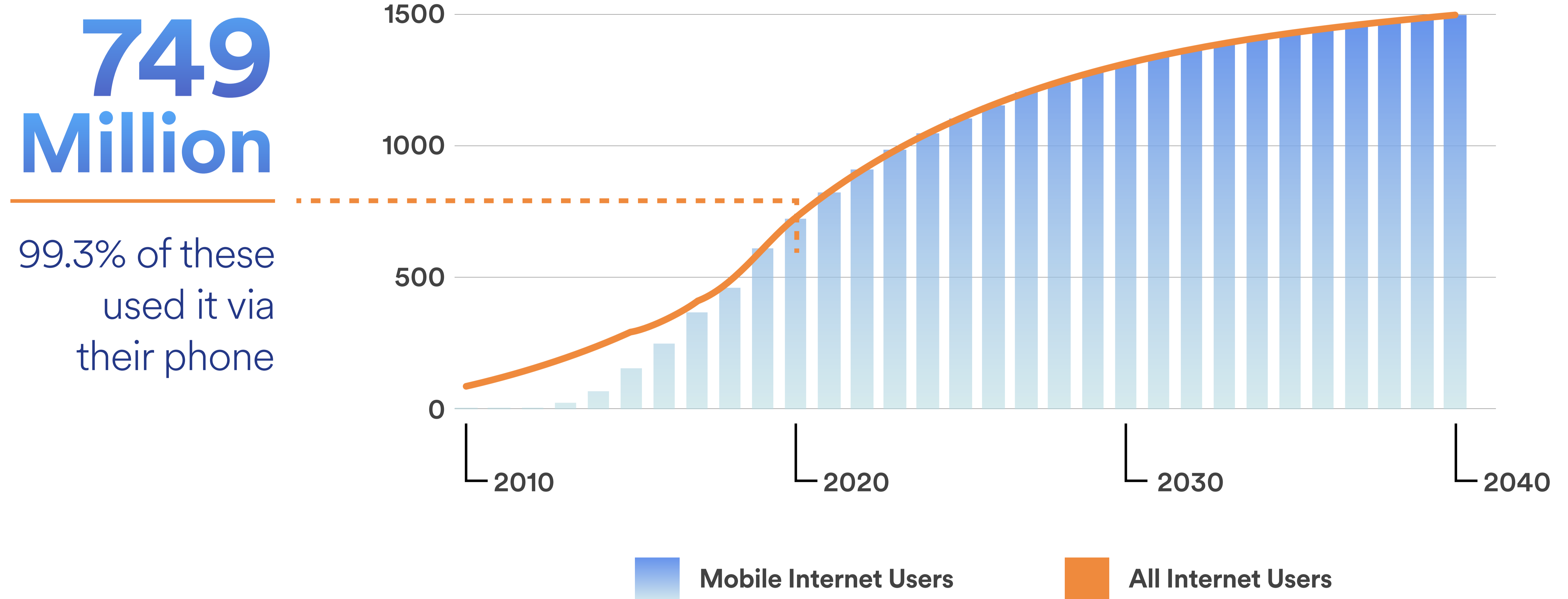
Customer Engagement Benchmarks Report

2022 | India Edition

Introduction

In 2020, India had the world's second-largest internet population, clocking over 749 million internet users. Of these, 99.3% (744 million) accessed the internet via their mobile phones! Statista predicts this figure to reach over 1.5 billion by 2040.

Internet Users in India (in Millions)



Affordable smartphones and internet plans with high speeds have been the primary factors behind the phenomenal growth in the adoption of mobile internet in India across multiple city tiers.

On one hand, this growth presents a great opportunity for consumer brands. On the other, the global economic slowdown due to the recession in 2022 is an increasing cause of concern for many.

As consumer brands navigate their way during this time of crisis, a question that's being commonly asked across all board rooms is, "How do we achieve sustainable growth?"

The answer lies in driving customer engagement and retention efforts. By doubling down on building loyalty with existing customers, consumer brands can survive this economic downturn and more.

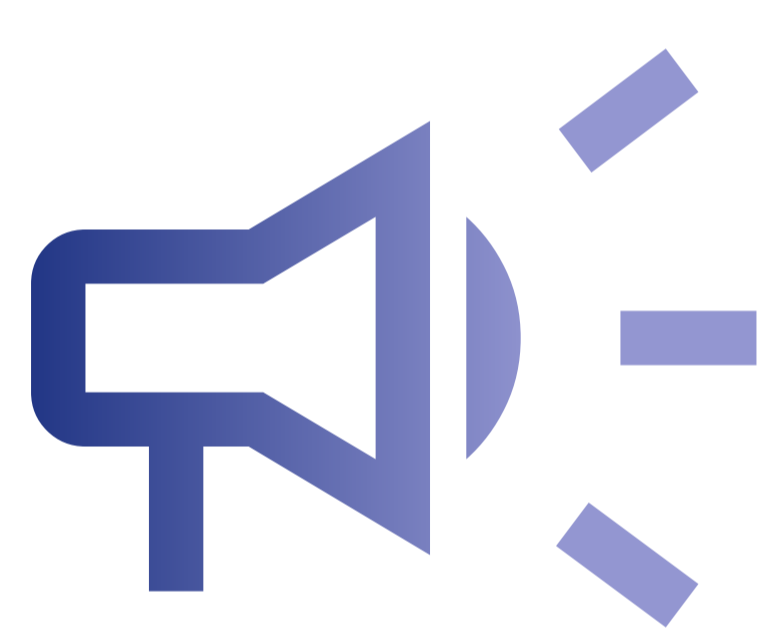
But how do consumer brands win at customer engagement?

As dependency on third-party data comes to a sudden halt, first-party data has become more essential to increasing the likelihood of a purchase and driving LTV. By leveraging first-party data, brands can understand customer behavior patterns and determine preferences to serve better recommendations at the right time and on the right communication channel.

For example, what communication channel does your customer prefer to interact with your brand on? How likely is your customer going to click through your Email to go to your platform? What role does WhatsApp play as an emerging communication channel for businesses in India? How can you best optimize Push Notifications to drive repeat purchases?

In the 2022 edition of the Customer Engagement Benchmarks Report, we answer all these questions and more.

About This Report



20 B+

messages sent over email, push notifications, SMS, mobile in-app, and website banners



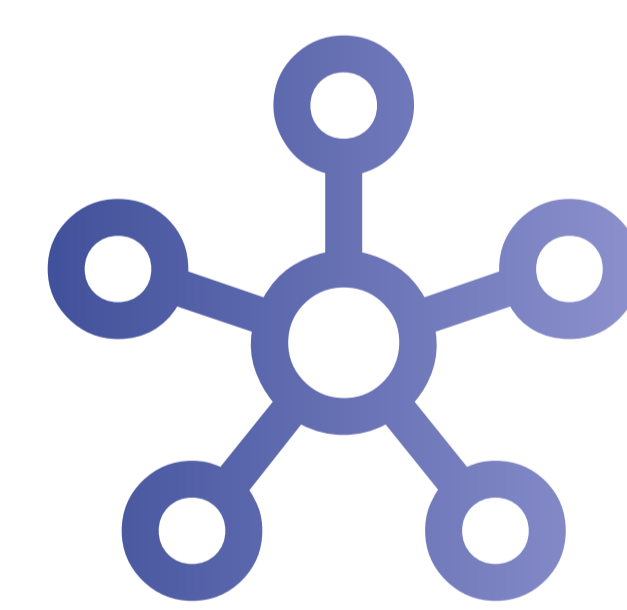
4 B+

customer interactions



3250

consumers surveyed



5

communication channels



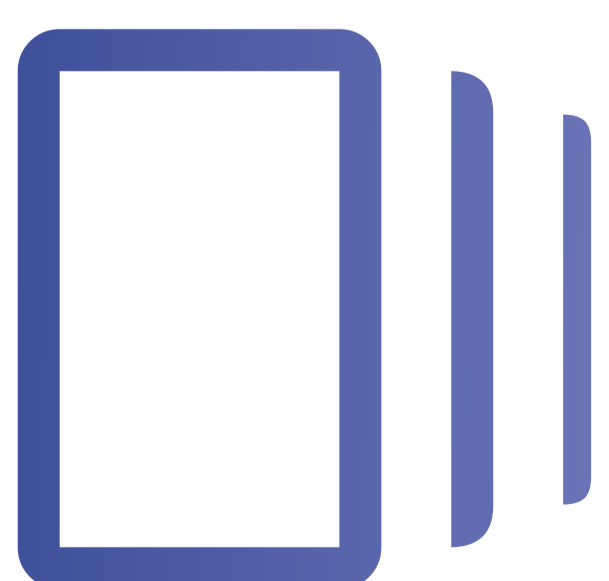
14

customer engagement metrics



62

customer engagement benchmarks



4

primary verticals

Contents

Media & Entertainment 5

Voice of the Indian consumer	6
Email benchmarks	7
Push Notification benchmarks	8
Mobile In-app and Website Banner benchmarks	9
Industry story: Airtel Xstream	10



12



13
14
15
16
17
18

Shopping

Voice of the Indian shopper
Email benchmarks
Push Notification benchmarks
SMS benchmarks
Mobile In-app and Website Banner benchmarks
Industry story: Rentomojo

Banking and Finance 20

Voice of the Indian consumer	21
Email benchmarks	22
Push Notification benchmarks	23
SMS benchmarks	24
Mobile In-app and Website Banner benchmarks	25
Industry story: Ujjivan Small Finance Bank	26



Contents

Travel & Hospitality 28

Voice of the Indian traveler	29
Email benchmarks	30
Push Notification benchmarks	31
SMS benchmarks	32
Industry story: OYO Rooms	33



Conclusion 35

Media & Entertainment

(OTT Audio & Video Streaming, Gaming, Sports, Digital Publications)

At a glance :



SMS is the fastest-growing channel for Indians to get subscription renewal reminders and alerts

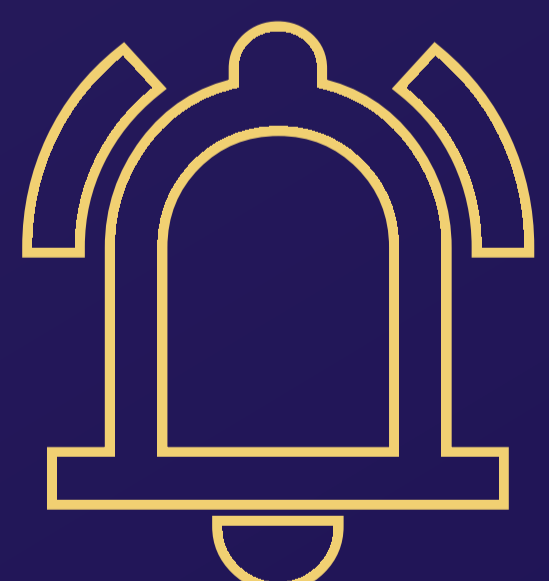
54.8%

of Indians claim they do not get frequent personalized communication about new release updates for movies, TV shows, or music that they like



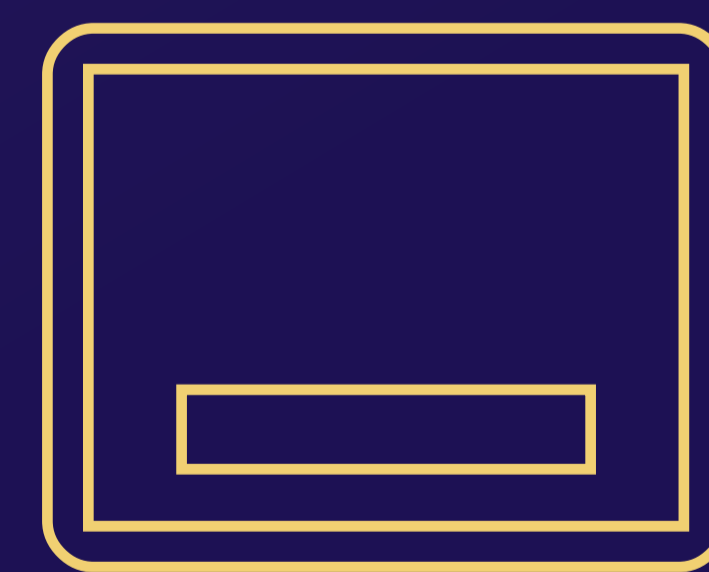
Personalizing emails based on customer behavior boosts open rates by

2.7x



Push Notifications personalized based on customer journey boost click-through rates by

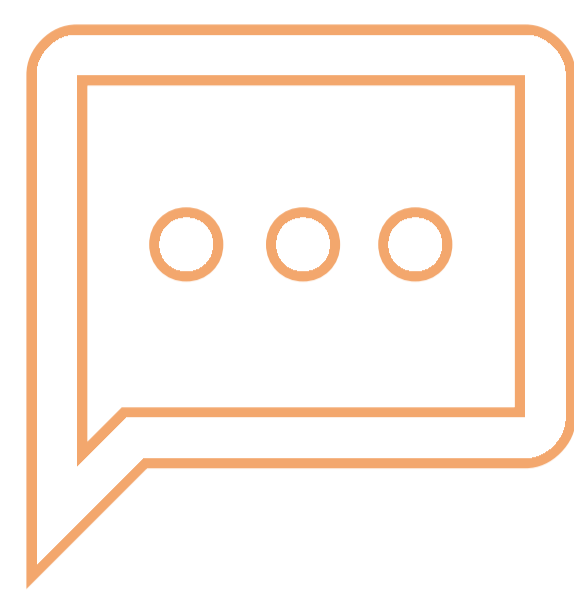
1.32x



Personalization based on customer journey boosts conversions from in-app messages and website banners by

3.81x

Voice of the Consumer: Indians Want to Receive Subscription Renewal Reminders and Alerts Via SMS



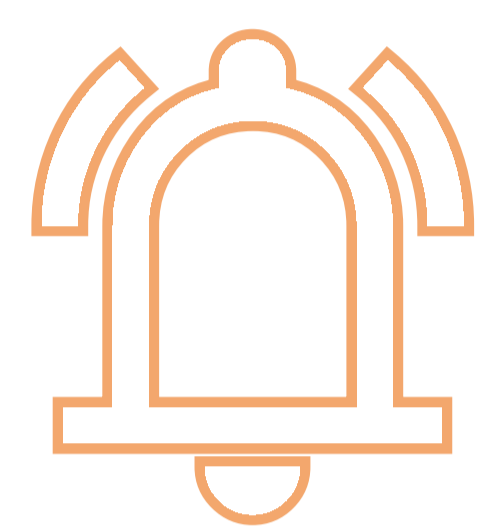
20%

of Indians prefer to get subscription renewal reminders and alerts via SMS (text messages)



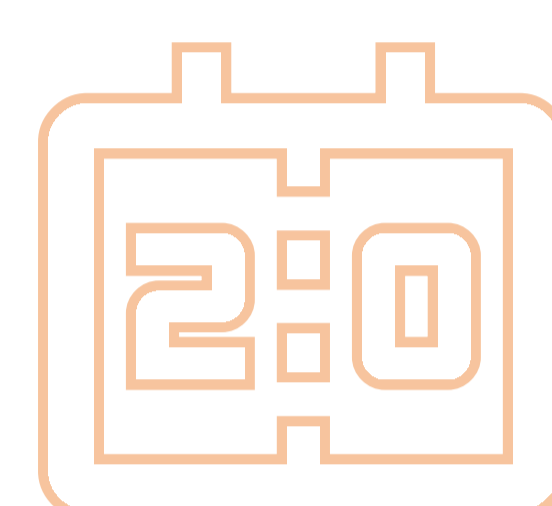
54.8%

of Indians do not get new release updates for movies, TV shows, or music that they like frequently



17.80%

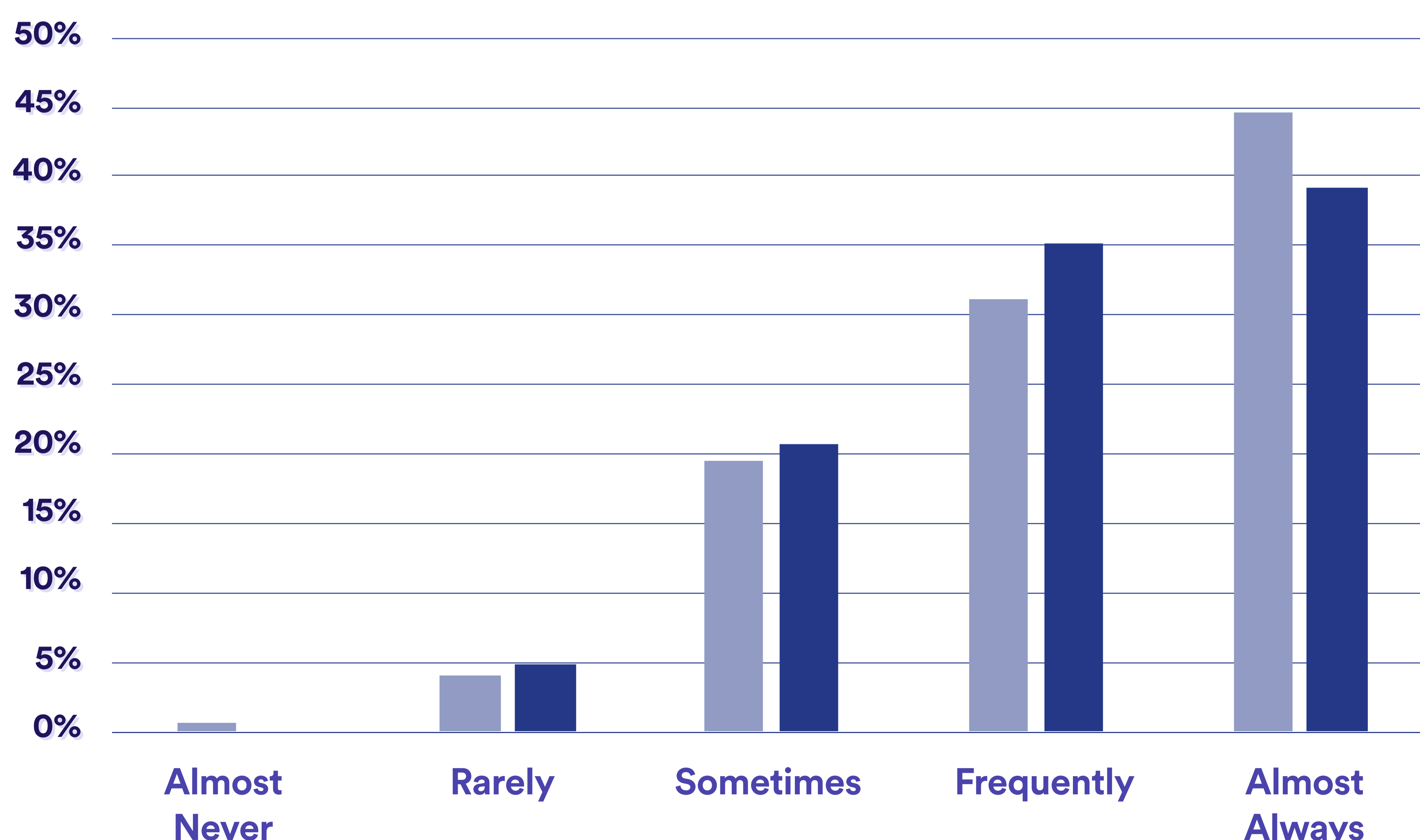
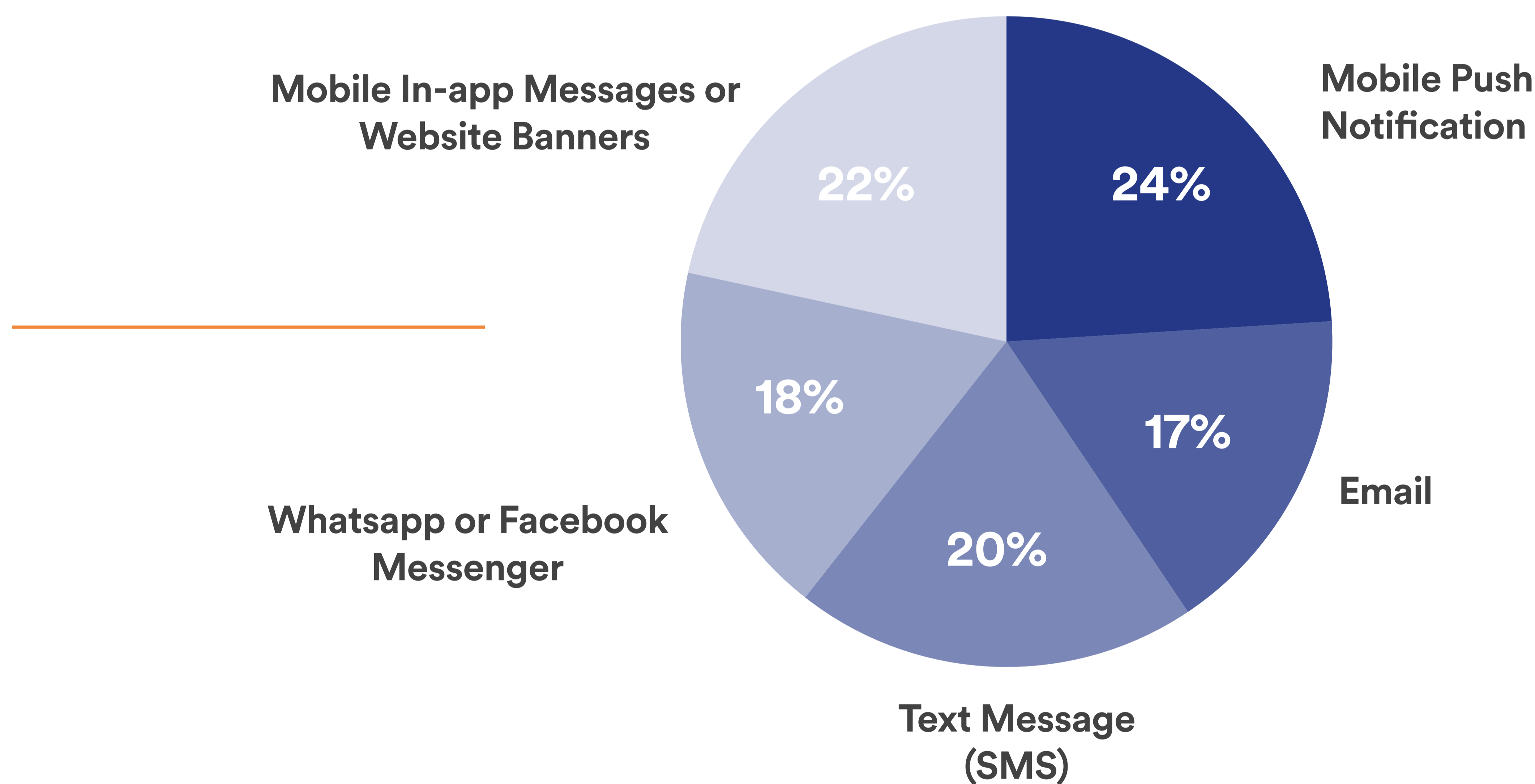
of Indians rely on mobile push notifications to get news alerts or sports updates



Only **42.40%**

of Indians receive relevant news alerts and sports updates frequently

How do Indians prefer to get subscription renewal reminders and alerts?



How often do Indians receive news or sports updates of your interests?

● Women ● Men

Personalizing Emails Based on Customer Behavior Boosts Open Rates by Indian Consumers by 2.7x

INDUSTRY BENCHMARKS



General Broadcast

Delivery Rate (DR):

99.08%

Open Rate (OR):

13.09%

Unique click-through rate (CTR):

0.82%

Click-to-open rate (CTOR):

7.58%

Conversion rate (CVR):

4.02%

Unsubscription rate:

0.10%

IMPACT OF SEGMENTATION AND PERSONALIZATION

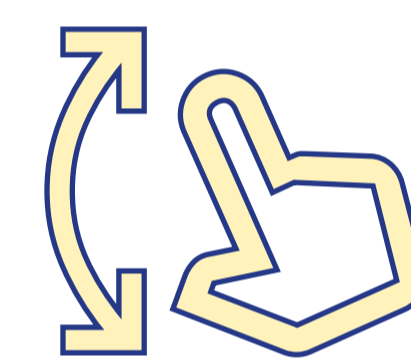


Based on Customer Journey

OR **2.56x** **33.54%**
increase to

CTOR **1.06x** **8.03%**
increase to

Unique CTR **1.06x** **8.03%**
increase to

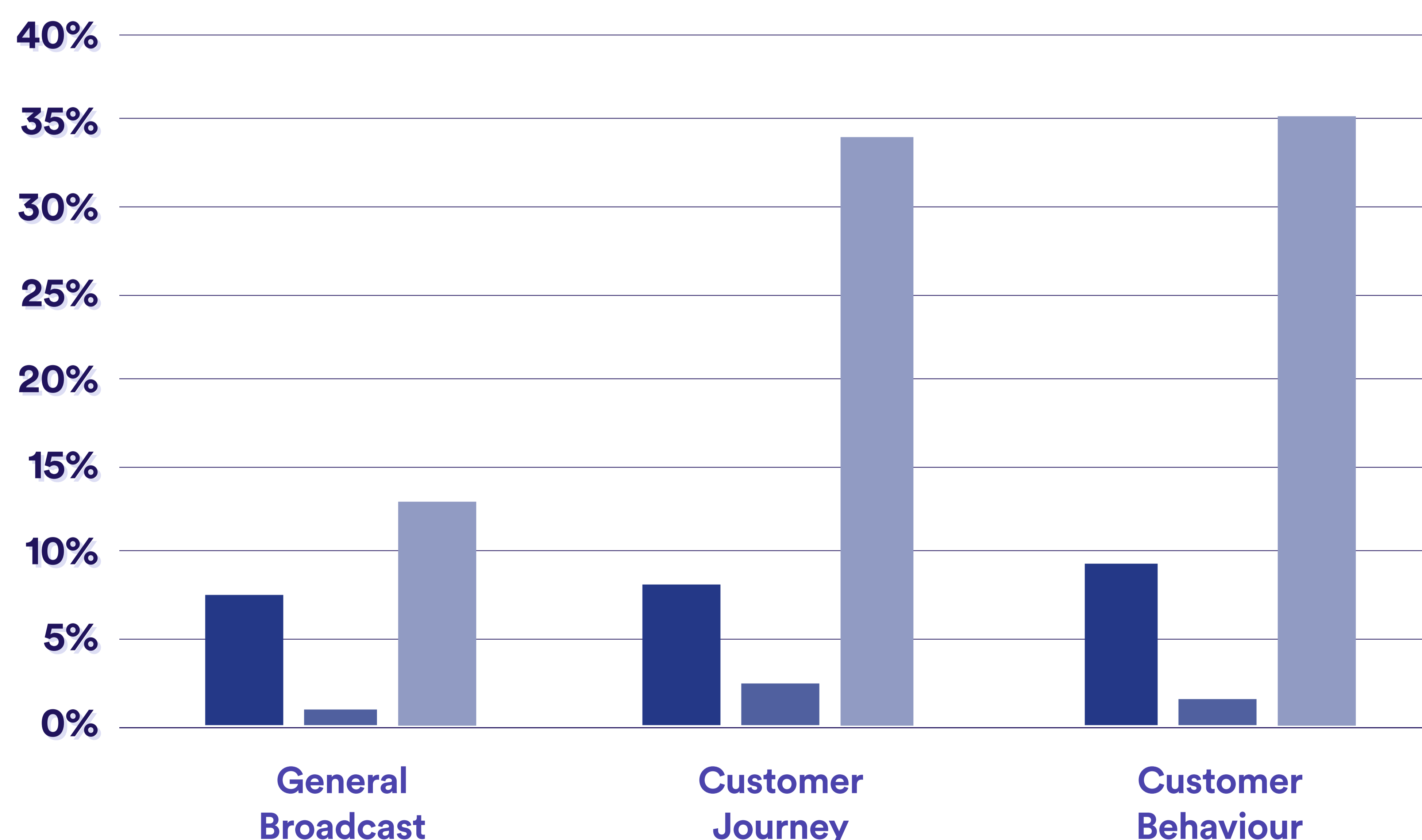


Based on Customer Behavior

OR **2.70x** **35.32%**
increase to

CTOR **1.23x** **9.35%**
increase to

Unique CTR **1.76x** **1.44%**
increase to



How does personalization impact email performance?

- Click-to-Open Rate
- Unique Click-Through Rate
- Open Rate

Push Notifications Personalized Based on Customer Journey Boost Click-through Rates by 1.32x

INDUSTRY BENCHMARKS



General Broadcast

Delivery Rate (DR):
74.69%

Unique click-through rate (CTR):
3.08%

Conversion rate (CVR):
28.50%

IMPACT OF SEGMENTATION AND PERSONALIZATION

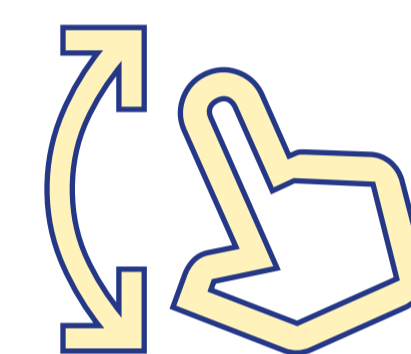


Based on Customer Journey

DR **1.17x** **87.54%**
increase to

CTR **1.32x** **4.08%**
increase to

CVR **1.15x** **32.85%**
increase to

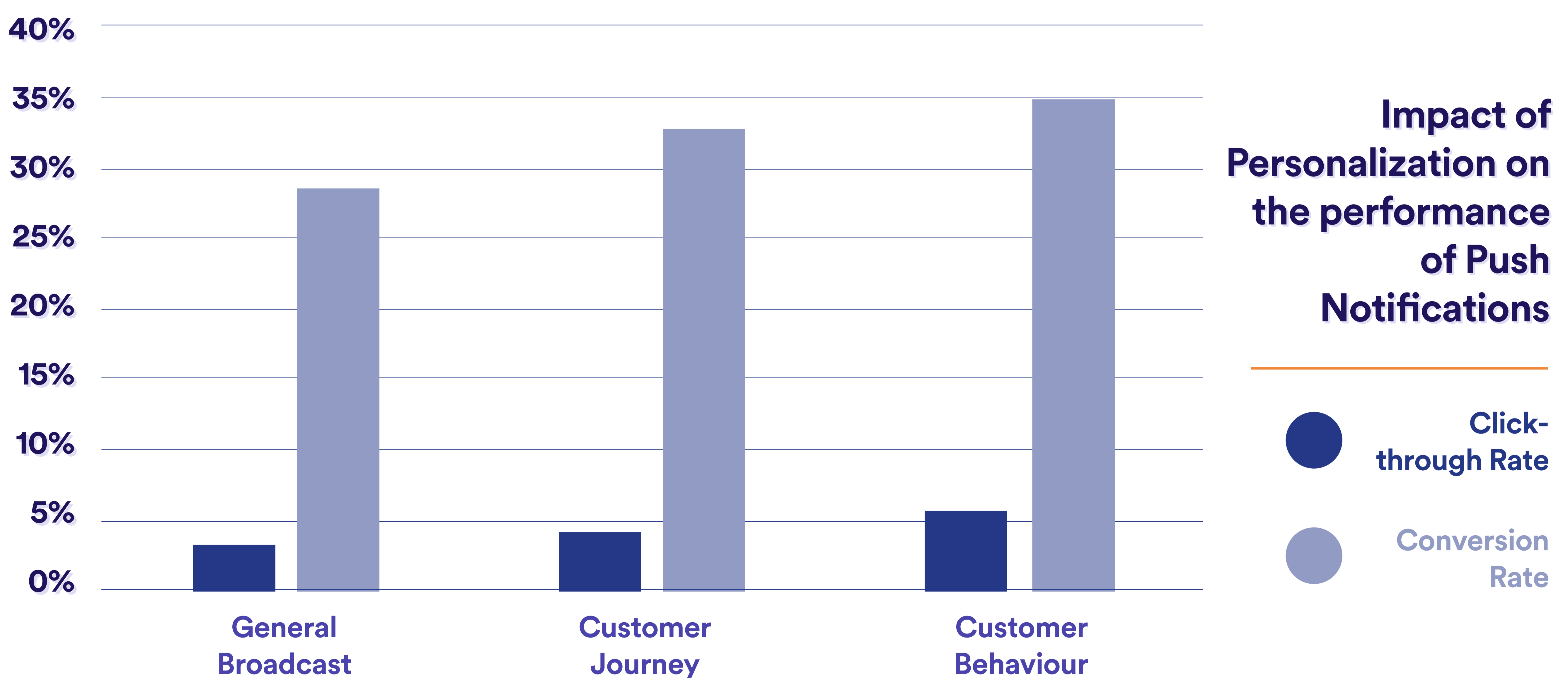


Based on Customer Behavior

DR **1.16x** **86.85%**
increase to

CTR **1.86x** **5.72%**
increase to

CVR **1.22x** **34.72%**
increase to



Personalization Based on Customer Journey Boosts Conversions From Mobile In-app Messages and Website Banners by 3.81x

INDUSTRY BENCHMARKS



General Broadcast

Click-through rate (CTR):

9.61%

Conversion rate (CVR):

0.65%

Unique conversion rate (UCVR):

0.20%

IMPACT OF SEGMENTATION AND PERSONALIZATION

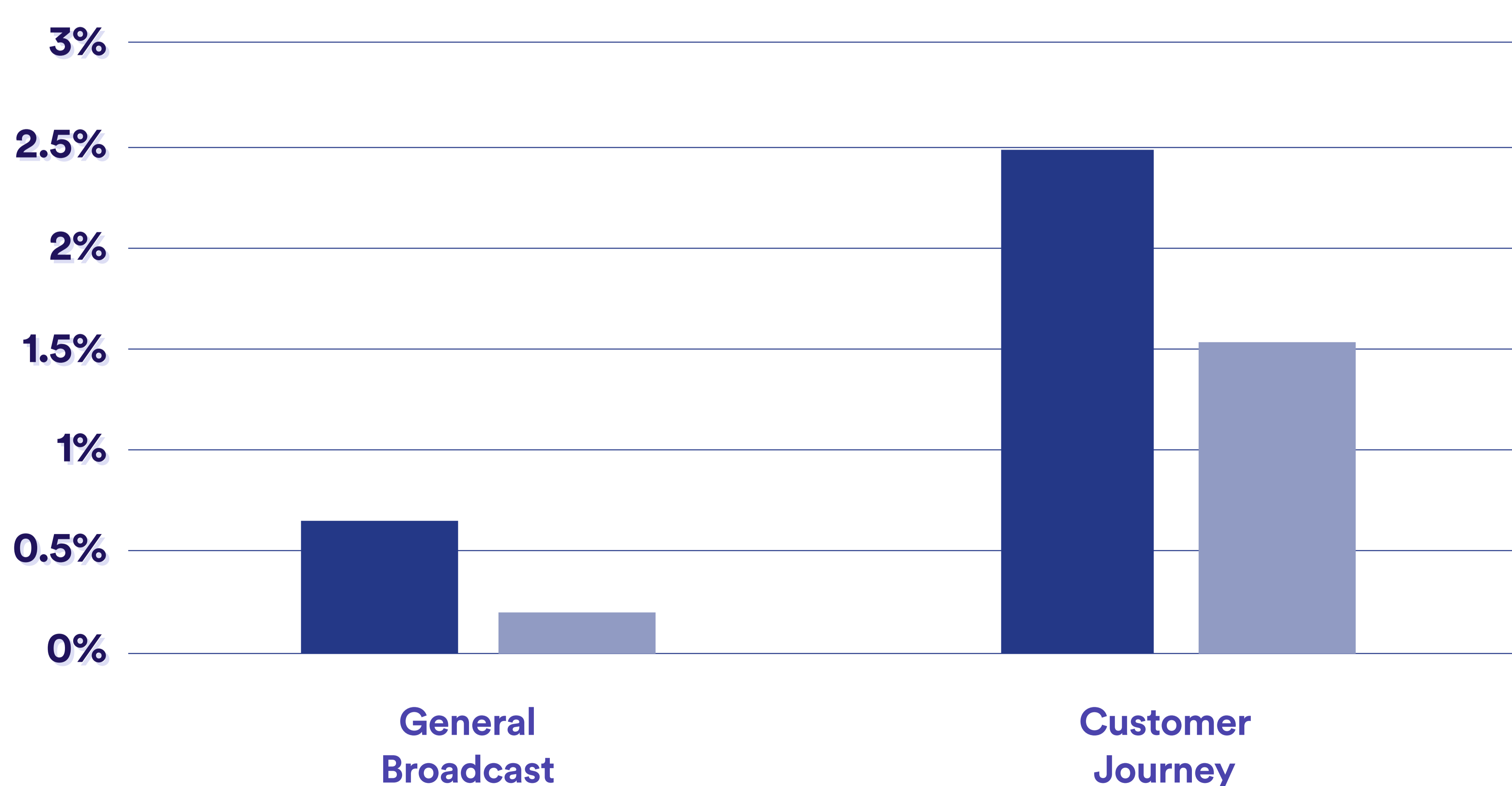


Based on Customer Journey

CTR **2.45x** **24.01%**
increase to

CVR **3.81x** **2.48%**
increase to

UCVR **7.65x** **1.53%**
increase to



How does personalization impact performance of mobile in-app website banners?

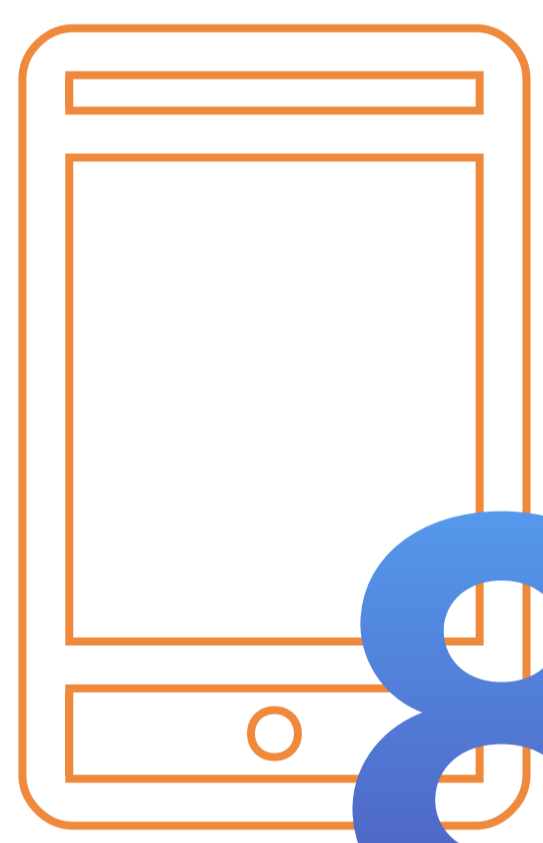
- Conversation Rate
- Conversion Rate

Industry Story

airtel Retains 61.4% of Customers With Advanced Segmentation

Xstream, Airtel’s video streaming platform, caters to the entertainment needs of over 17 million Indians accessing 350+ Live TV Channels, 10000+ Movies, 100+ TV Shows, Originals, and much more on the Xstream iOS and Android mobile apps.

The Growth team at Xstream implemented the RFM model to analyze and segment customers based on their recency and frequency of app usage. This enabled the teams to run data-backed campaigns and win back inactive customers, with the following results:



85.6%

Conversion rate from mobile in-app interstitials



61.4%

User retention rate on mobile platforms



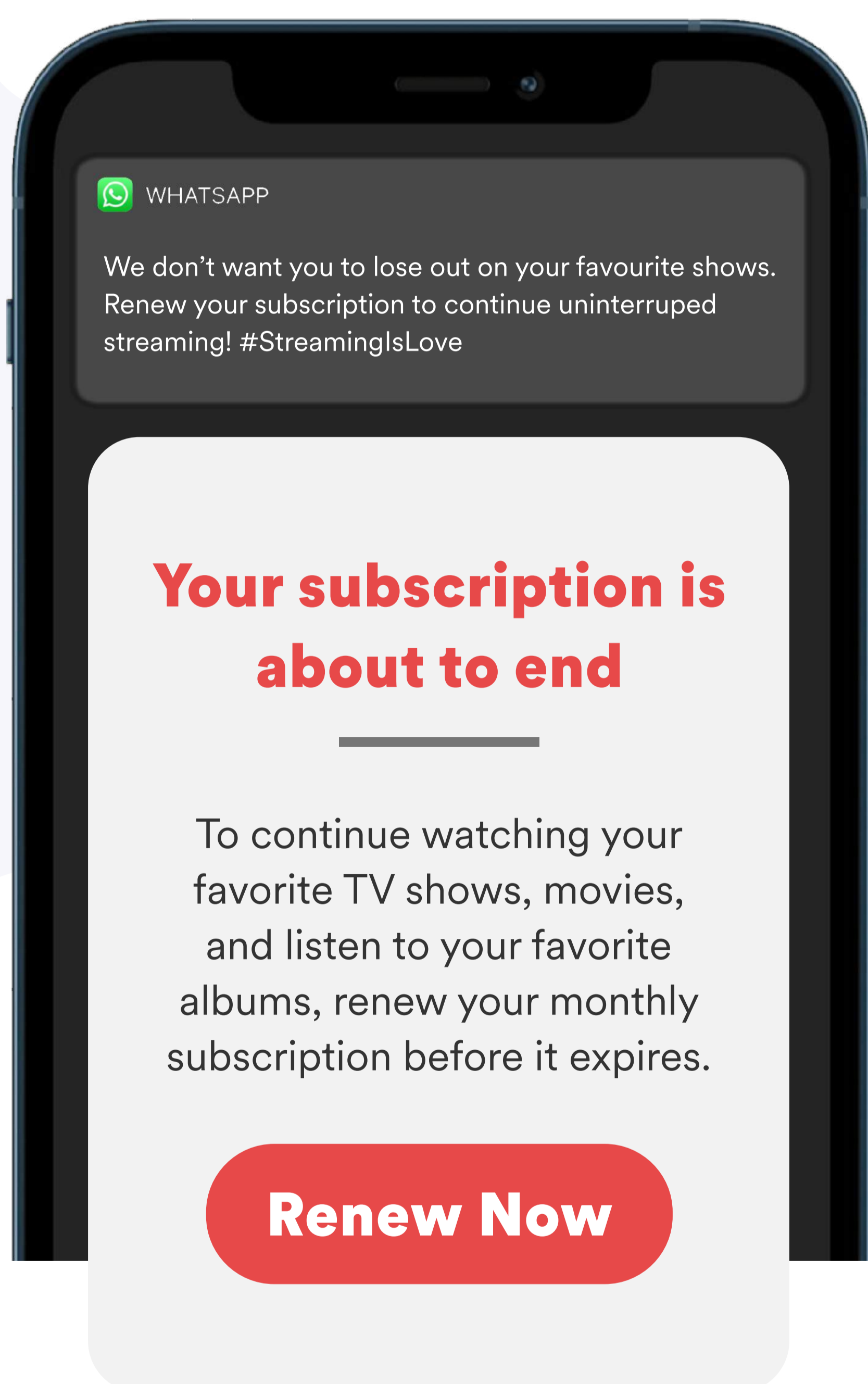
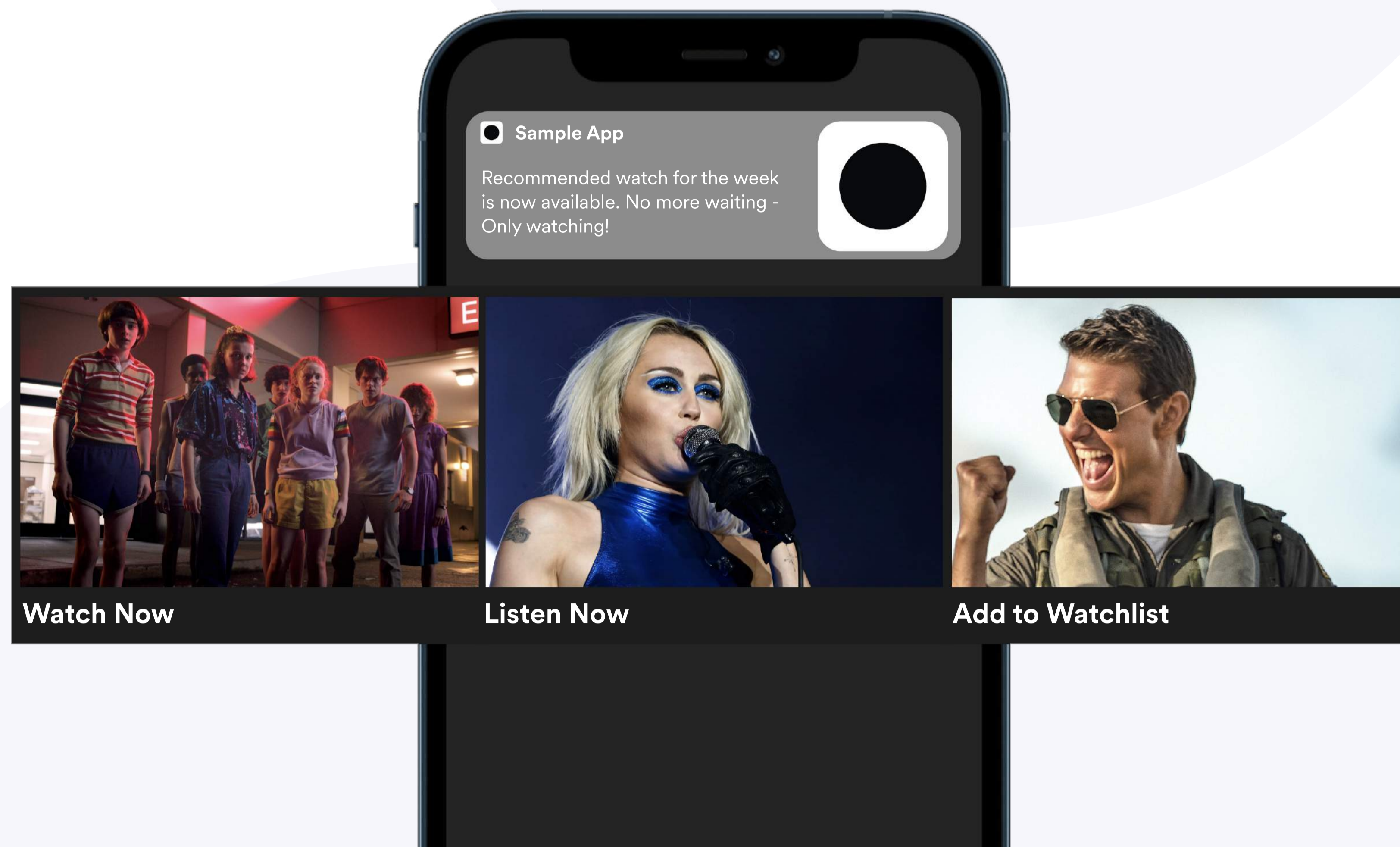
“MoEngage has made a significant impact on our North Star Growth metrics. During the India-Australia cricket series, our streaming statistics were at an all-time high, and we witnessed a retention rate of 61.4% on our mobile platforms.”



Sahil Bhojwani
Growth Marketing Manager

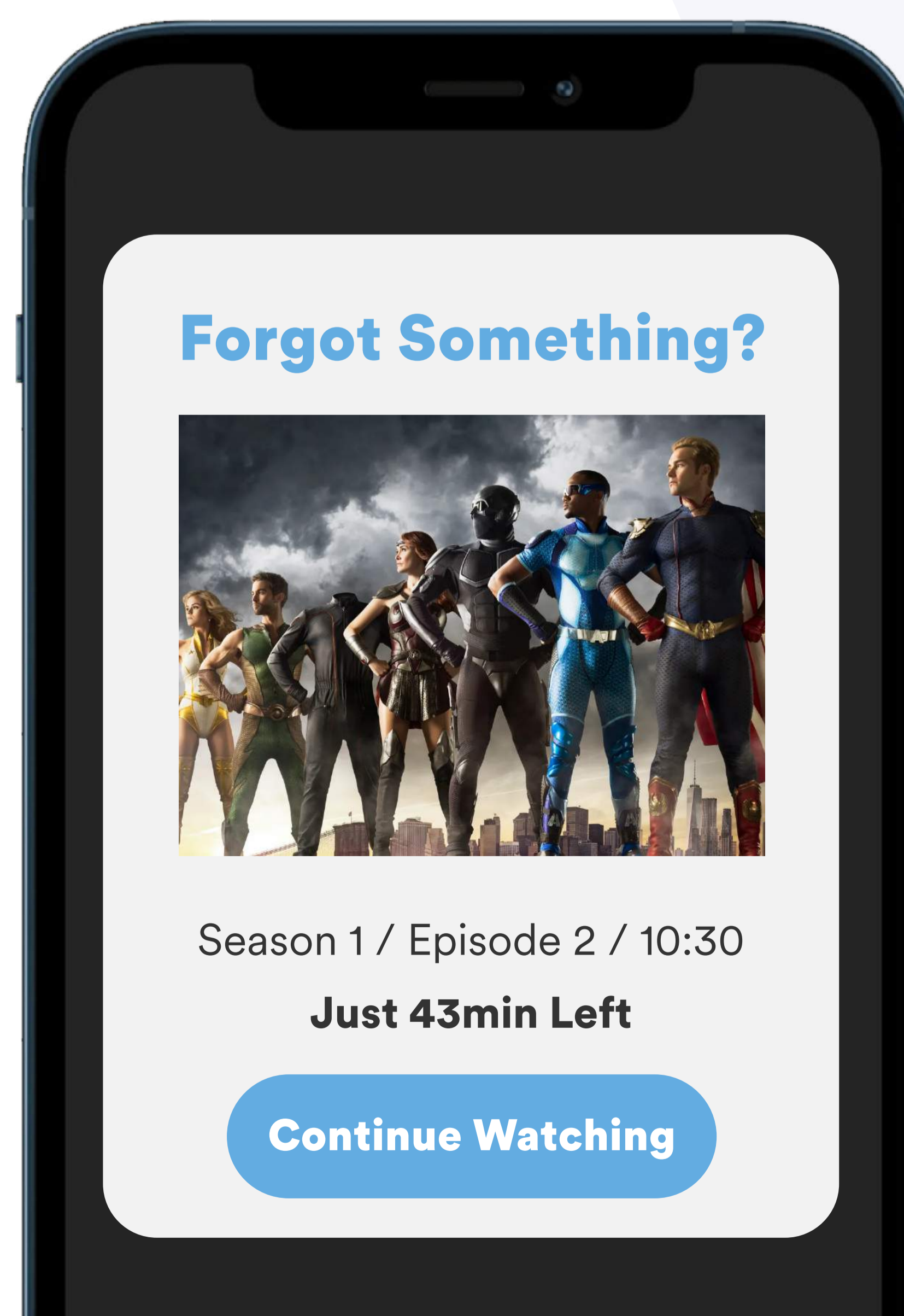
Next Steps for Media & Entertainment Brands

Personalize content recommendations (TV shows, movies, songs, or albums) and sports/news updates by creating customer segments based on content affinity.



Leverage automated triggers to automatically identify customers whose subscription is about to end and create a customer segment. Check the average Push Notification delivery rate for this segment and if it is below the benchmark score, send a WhatsApp message or an Email to these customers instead.

Gather insights on customer behavior and send personalized communication automatically to drive content consumption when a customer abandons a TV show or a movie midway.



Shopping

(E-commerce, Retail, D2C, Groceries, Furniture Rentals)

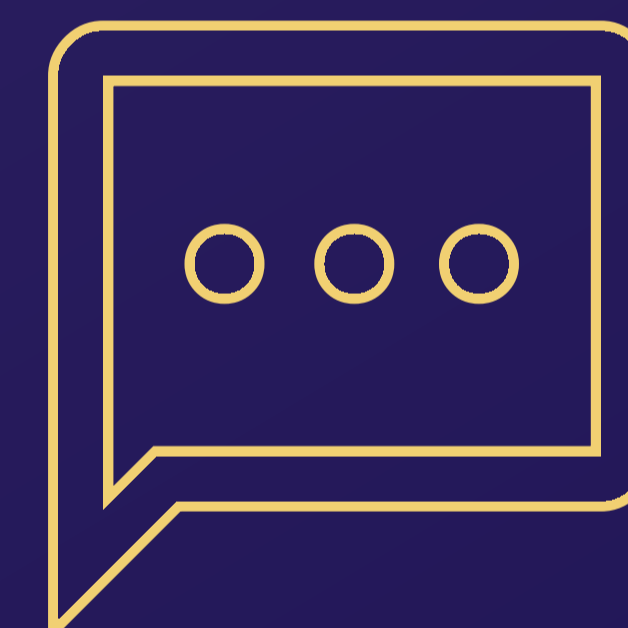
At a glance :



WhatsApp is the fast-growing channel in India to get shipping updates and alerts

56.2%

of Indian shoppers do not get frequent updates from shopping brands about products that they like

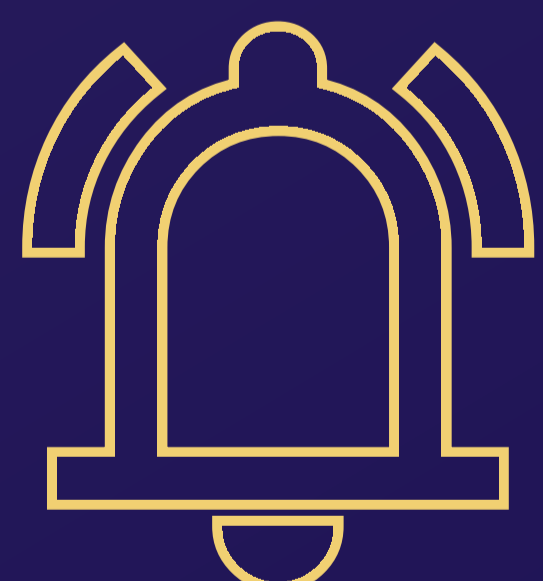


Text Messages (SMS) personalized based on Customer Behavior leads to **1.72x** more conversions among Indian shoppers



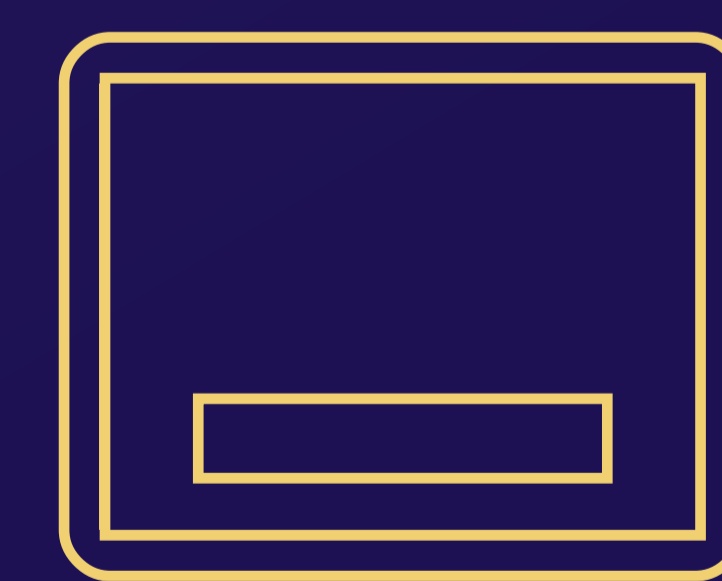
Emails personalized based on customer behavior boost purchases by Indian shoppers by

1.71x



Indian shoppers are 3.27x more likely to click on push notifications personalized based on their journey

3.27x



Indian Shoppers are 1.63x more likely to click when in-app messages and website banners are personalized

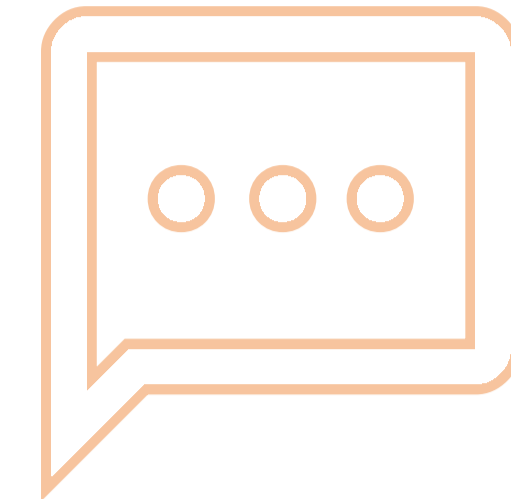
1.63x

Voice of the Consumer: Indian Shoppers Prefer to Get Shipping Updates and Alerts on Whatsapp



14.2%

of Indians prefer brands to send shipping updates and alerts via WhatsApp, making it the fastest-growing channel to get this information



26.8%

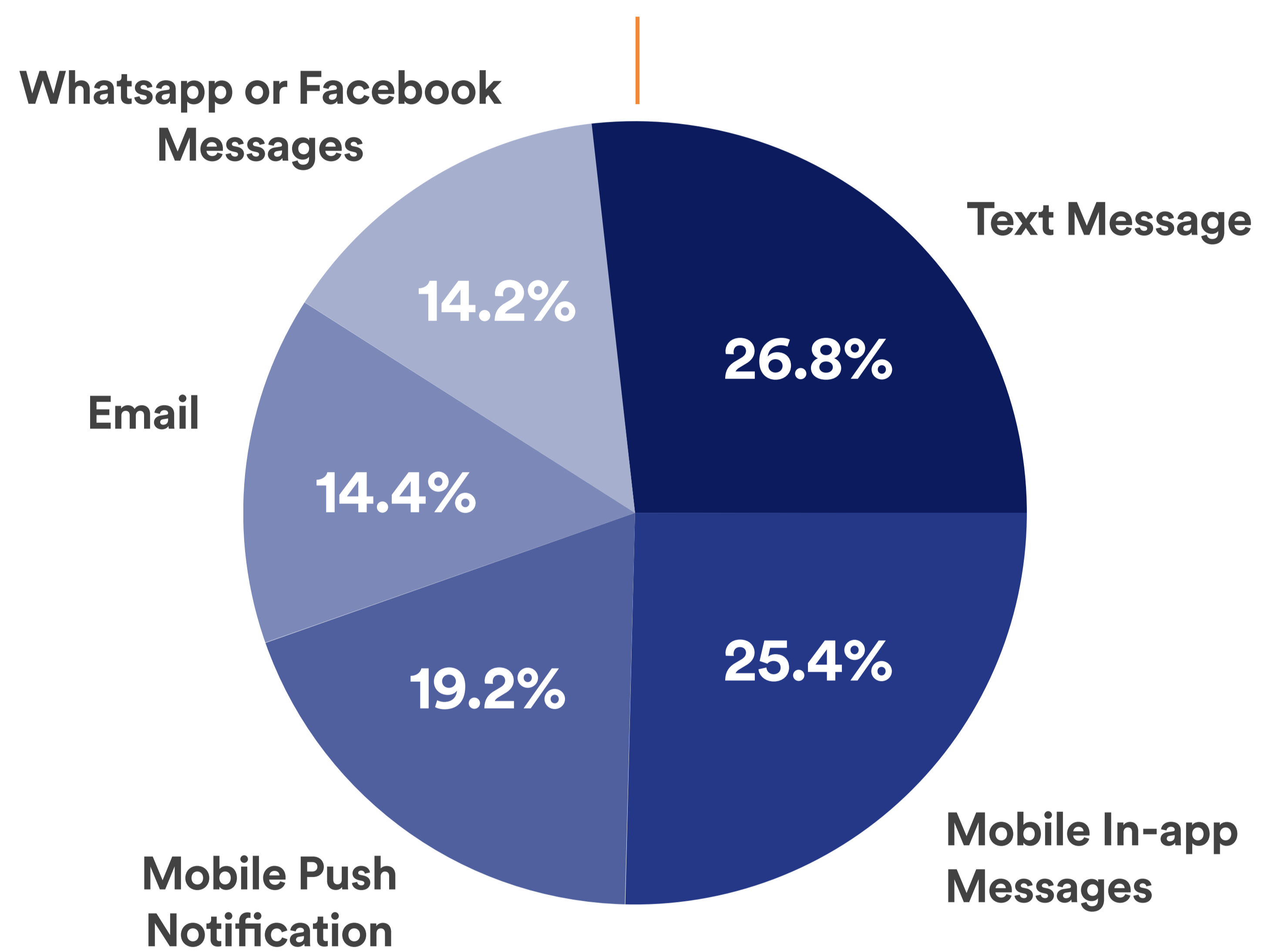
of Indian shoppers want to get shipping updates and alerts via SMS



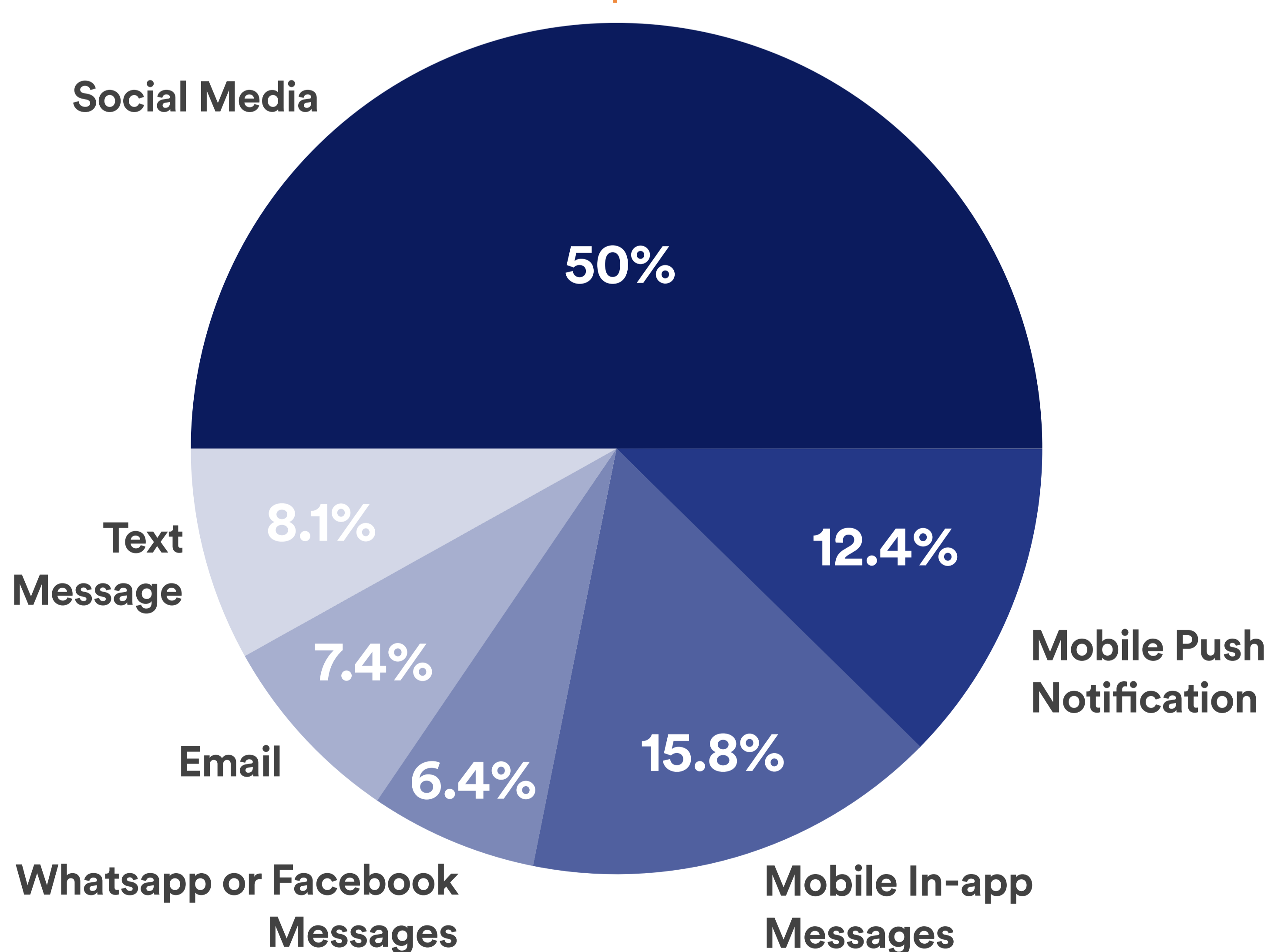
56.2%

of Indian shoppers do not get updates from shopping brands about products that they like frequently

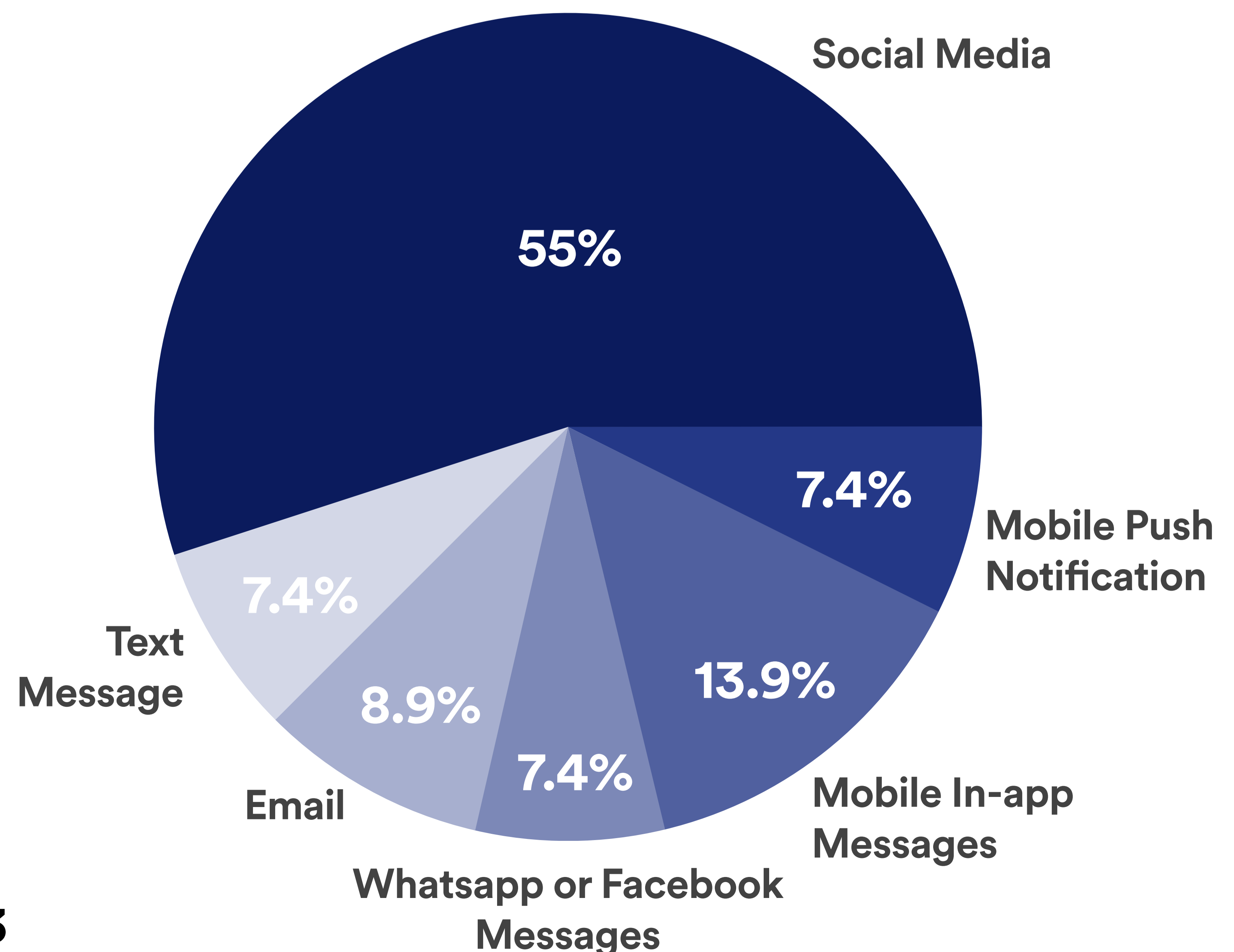
How do you prefer to get shipping updates?



What is the favorite way to get updates of new products from shopping brands for Indian men?



What is the favorite way to get updates of new products from shopping brands for Indian women?



Emails Personalized Based on Customer Behavior Boost Purchases by Indian Shoppers by 1.71x

INDUSTRY BENCHMARKS



General Broadcast

Delivery Rate (DR):

98.85%

Open Rate (OR):

7.23%

Unique click-through rate (CTR):

0.35%

Click-to-open rate (CTOR):

6.65%

Conversion rate (CVR):

2.90%

Unsubscription rate:

0.09%

IMPACT OF SEGMENTATION AND PERSONALIZATION

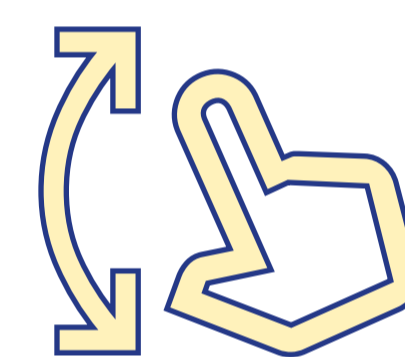


Based on Customer Journey

OR **1.86x** **13.46%**
increase to

Unique CTR **2.69x** **0.94%**
increase to

CVR **1.59x** **4.62%**
increase to



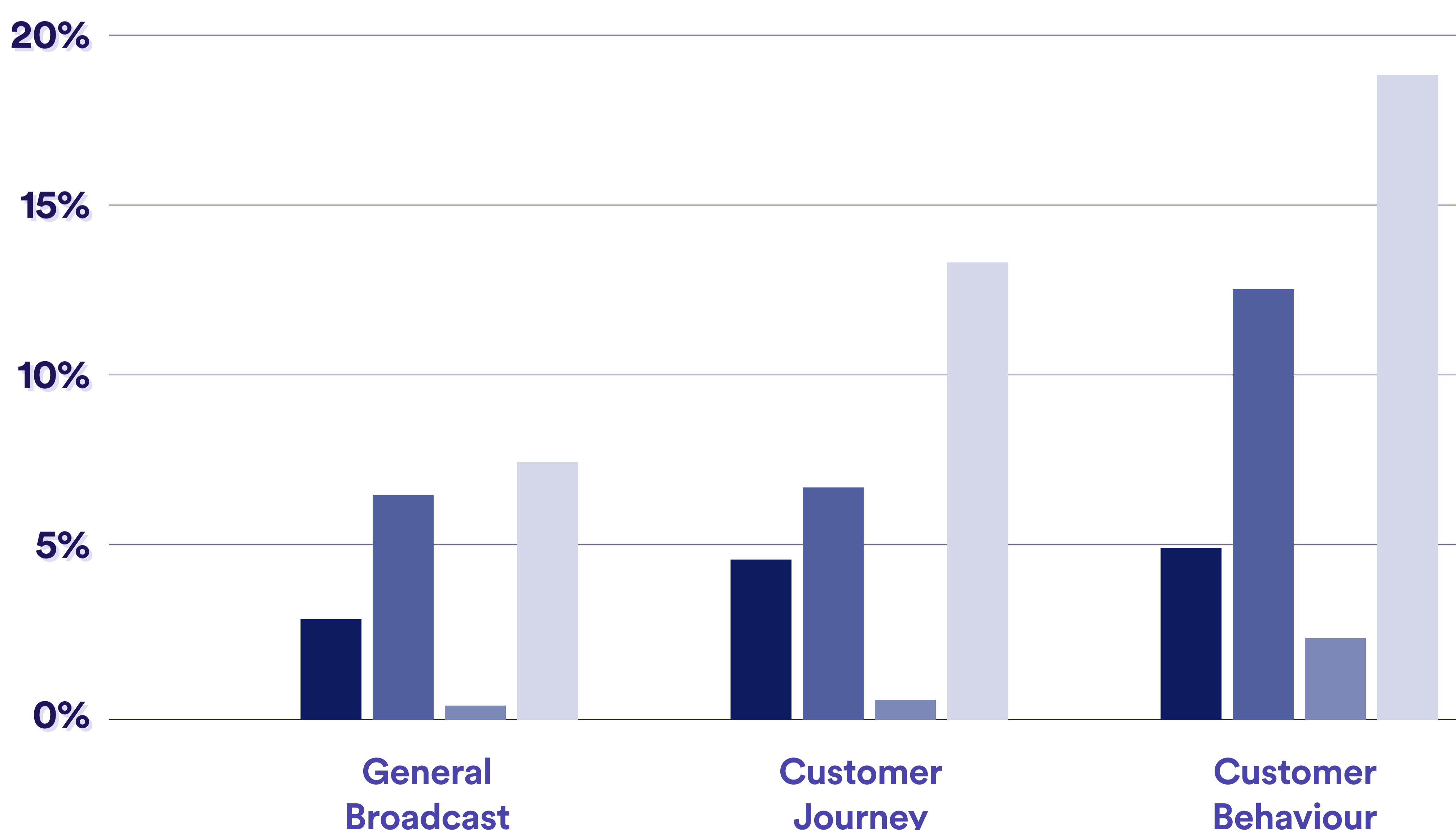
Based on Customer Behavior

OR **2.57x** **18.59%**
increase to

CTOR **1.95x** **12.98%**
increase to

Unique CTR **7.11x** **2.49%**
increase to

CVR **1.71x** **4.95%**
increase to



What is the impact of personalization on email performance?

- Conversion %
- Click-to-open Rate
- Unique Click-Through Rate
- Open Rate

Indian Shoppers Are 3.27x More Likely to Click on Push Notifications Personalized Based on Their Journey

INDUSTRY BENCHMARKS



General Broadcast

Delivery Rate (DR):

72.81%

Unique click-through rate (CTR):

1.69%

Conversion rate (CVR):

12.53%

IMPACT OF SEGMENTATION AND PERSONALIZATION

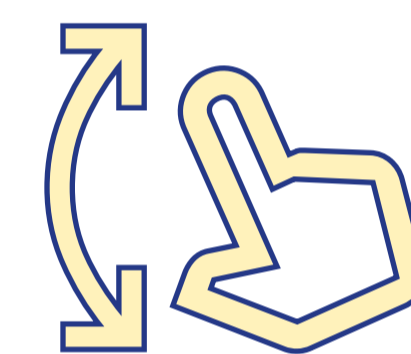


Based on Customer Journey

DR **1.18x** **86.11%**
increase to

CTR **1.5x** **2.54%**
increase to

CVR **1.05x** **13.16%**
increase to

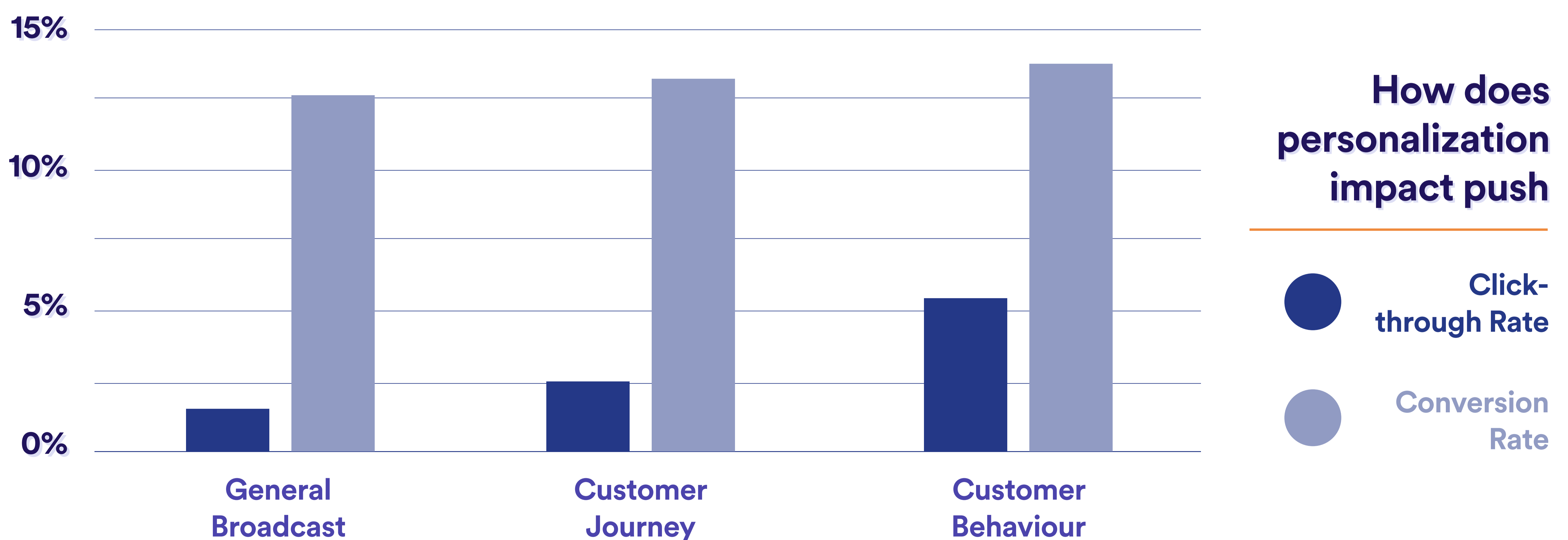


Based on Customer Behavior

DR **1.2x** **87.71%**
increase to

CTR **3.27x** **5.53%**
increase to

CVR **1.1x** **13.59%**
increase to



Text Messages (SMS) Personalized Based on Customer Behavior Leads to 1.72x More Conversions Among Indian Shoppers

INDUSTRY BENCHMARKS



General Broadcast

Unique click-through rate (CTR):

2.38%

Conversion rate (CVR):

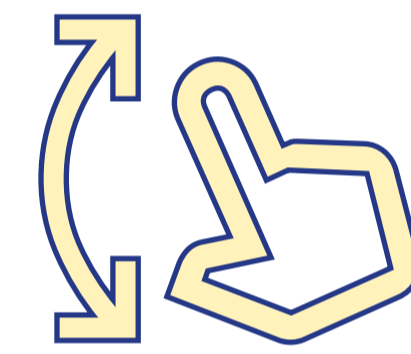
0.18%

IMPACT OF SEGMENTATION AND PERSONALIZATION



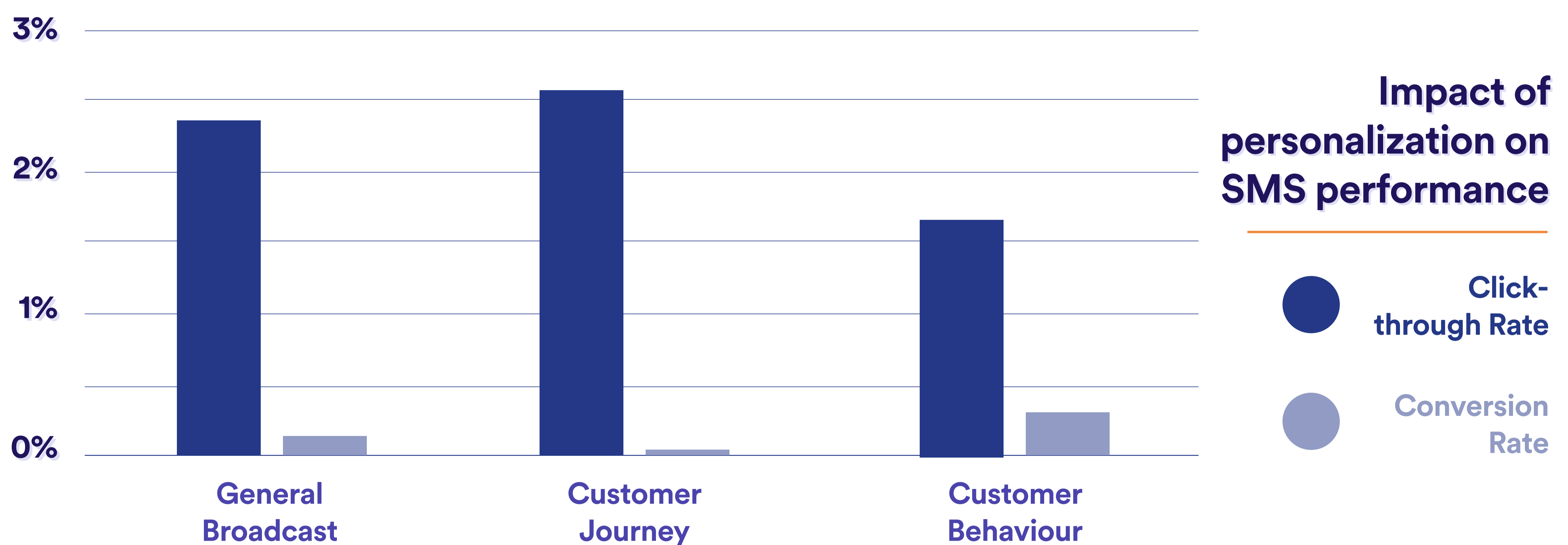
Based on Customer Journey

CTR **1.07x** **2.55%**
increase to



Based on Customer Behavior

CVR **1.72x** **0.31%**
increase to



Indian Shoppers Are 1.63x More Likely to Click When In-app Messages and Website Banners Are Personalized

INDUSTRY BENCHMARKS



General Broadcast

Click-through rate (CTR):

6.64%

Conversion rate (CVR):

1.14%

Unique conversion rate (UCVR):

0.69%

IMPACT OF SEGMENTATION AND PERSONALIZATION

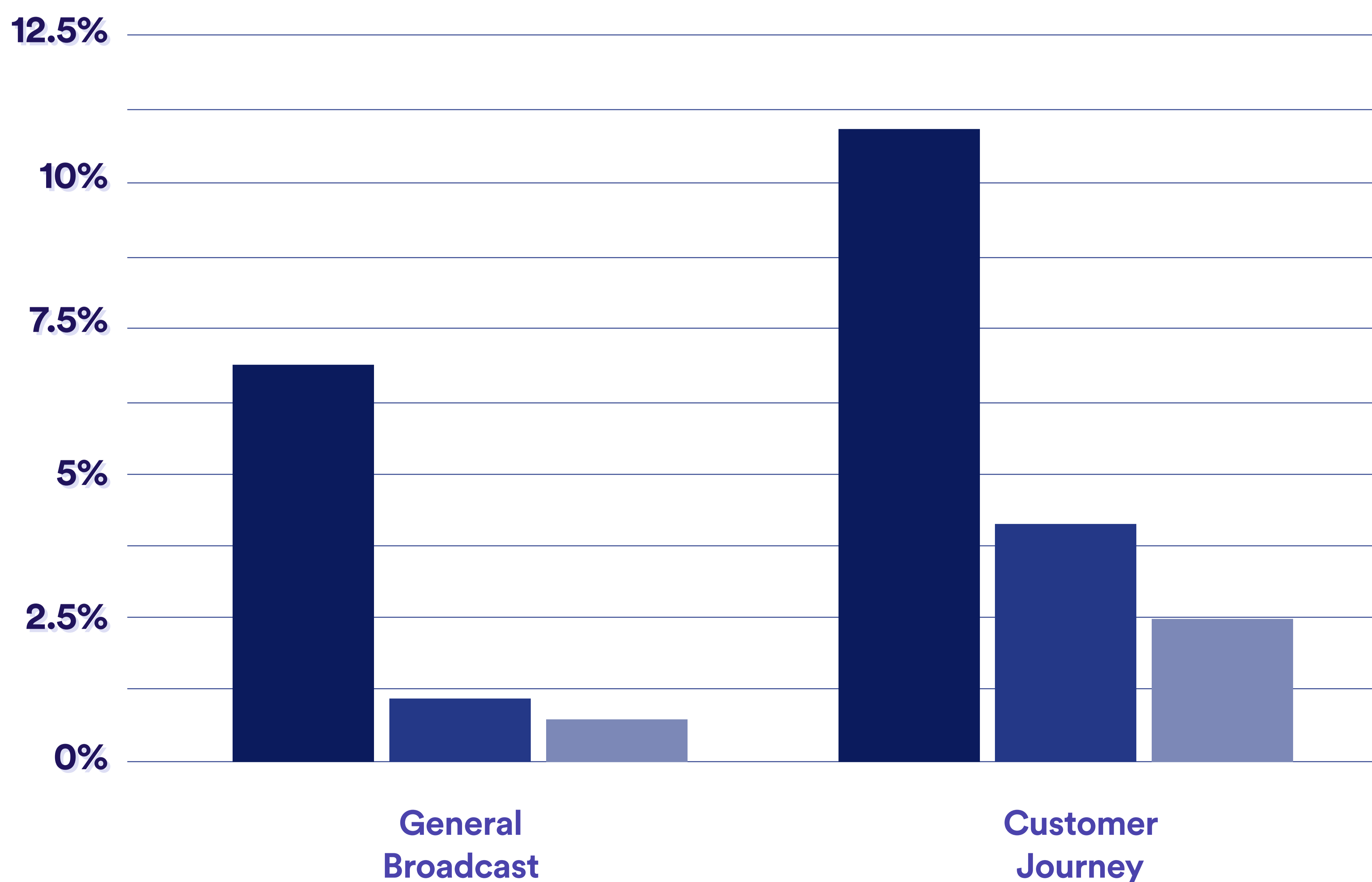


Based on Customer Journey

CTR **1.63x** **10.82%**
increase to

CVR **2.92x** **3.34%**
increase to

UCVR **3.58x** **2.47%**
increase to



Impact of personalization on mobile in-app message with website banner performance

- Click-through Rate
- Conversion Rate
- Unique Conversion Rate

Industry Story

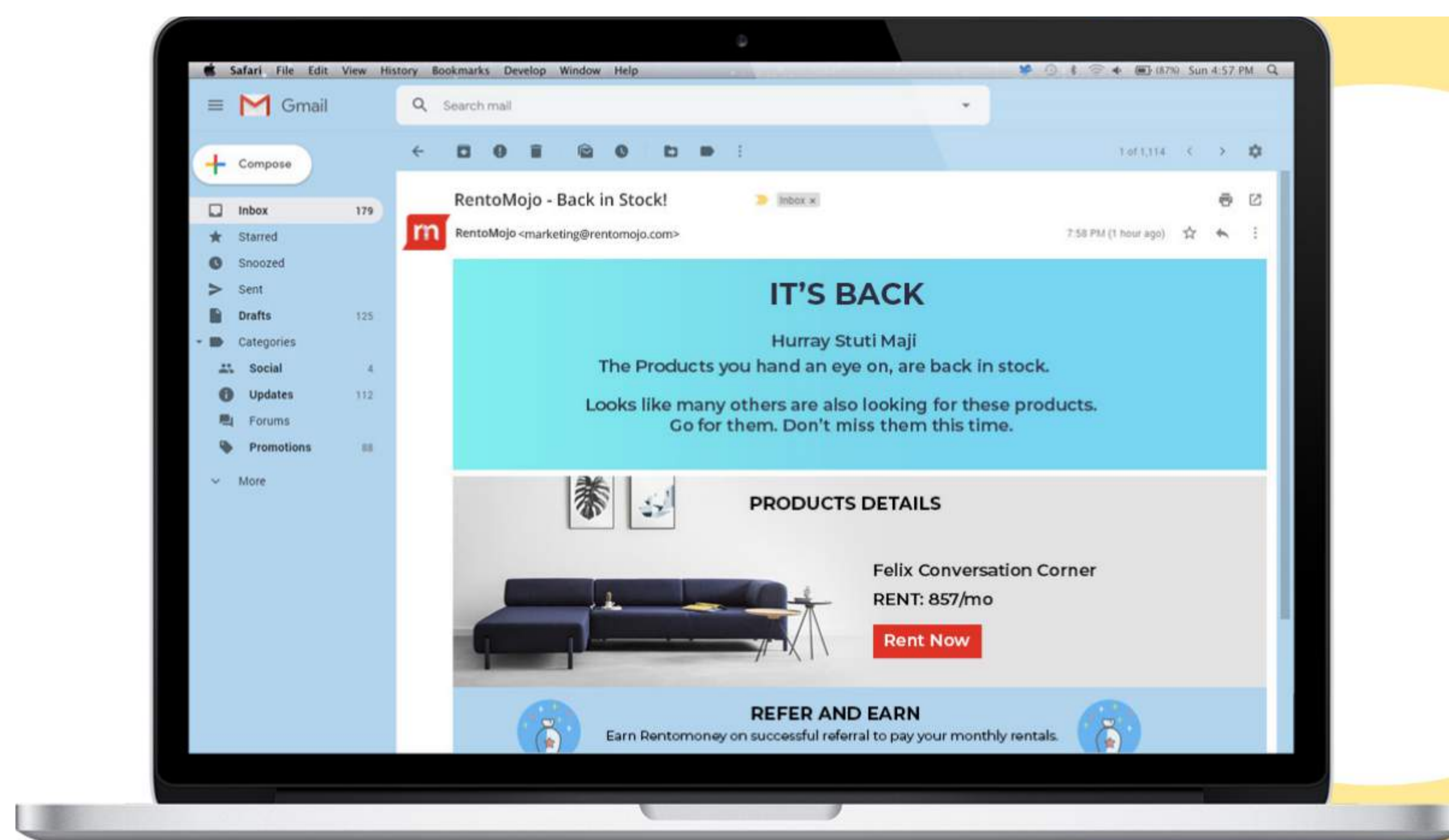
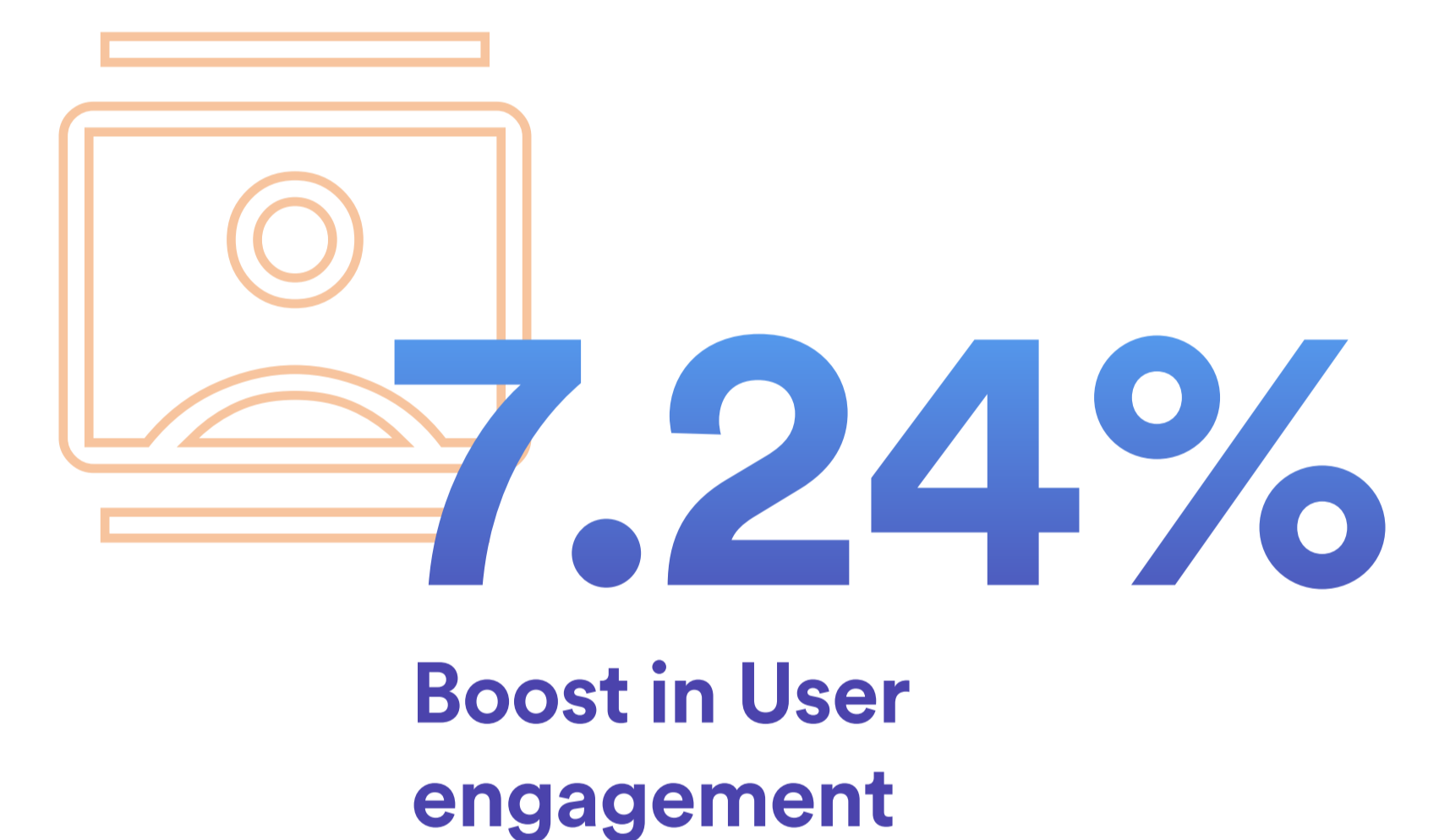
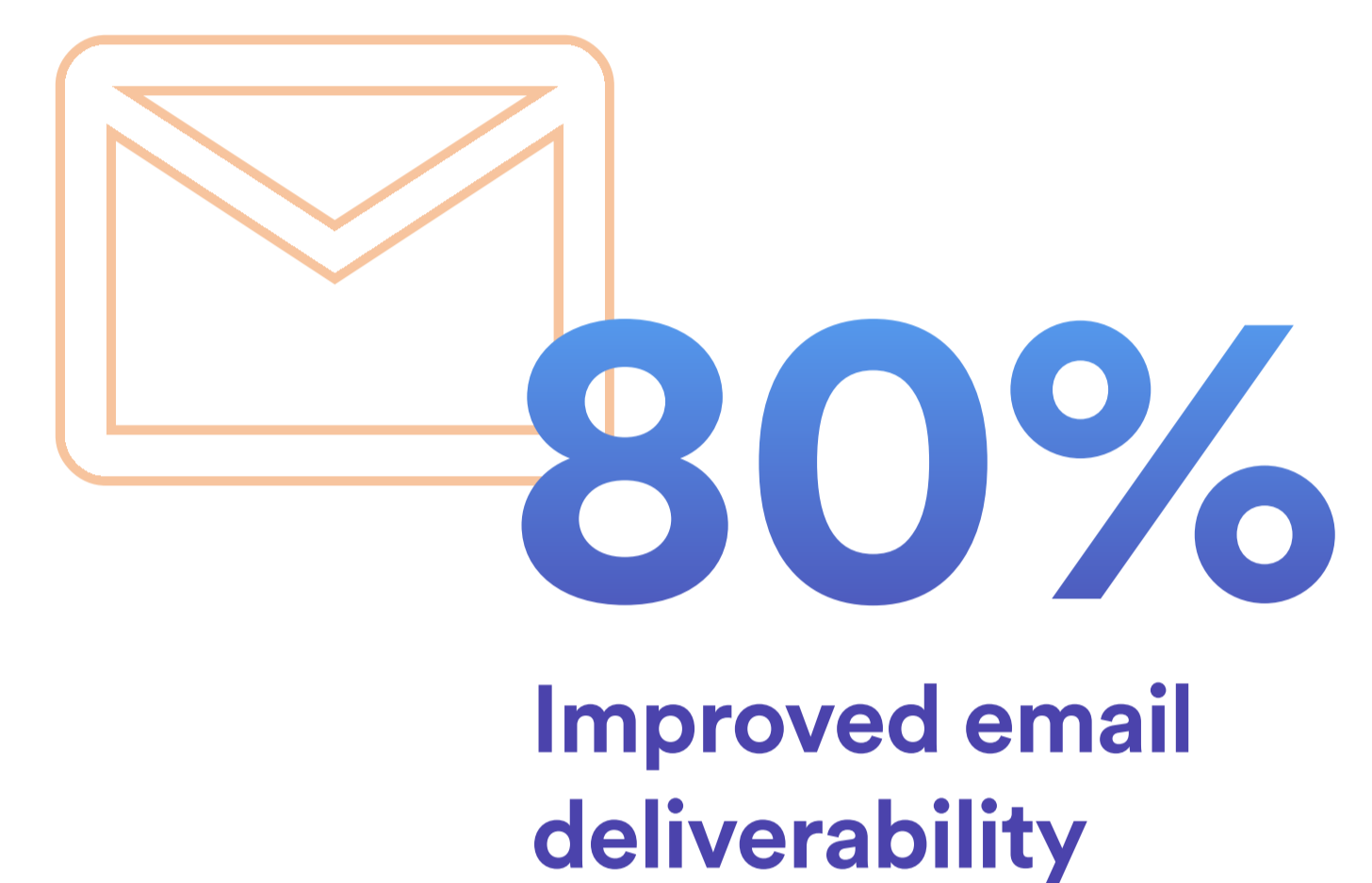


Witnesses a 20% Increase in Purchase Rate With Dynamic Personalization

RentoMojo, a leading home furnishing rental service in India, aims to provide a vast selection of affordable furnishing to working professionals and the on-the-move populace of India.

The Marketing team at RentoMojo wanted to engage more customers with contextual communication, reach more email inboxes, and drive higher purchases on their platform.

After sending email communication personalized based on customer behavior, Rentomojo observed the following results:



“MoEngage helped us automate the way we approach remarketing to our customers in an entirely different and unique way. While automating some crucial activities and enhancing customer journeys across all platforms, MoEngage enabled our organization to take Personalization to another level, which in turn had a positive impact on not just customer engagement but also on the orders/ revenue as well.

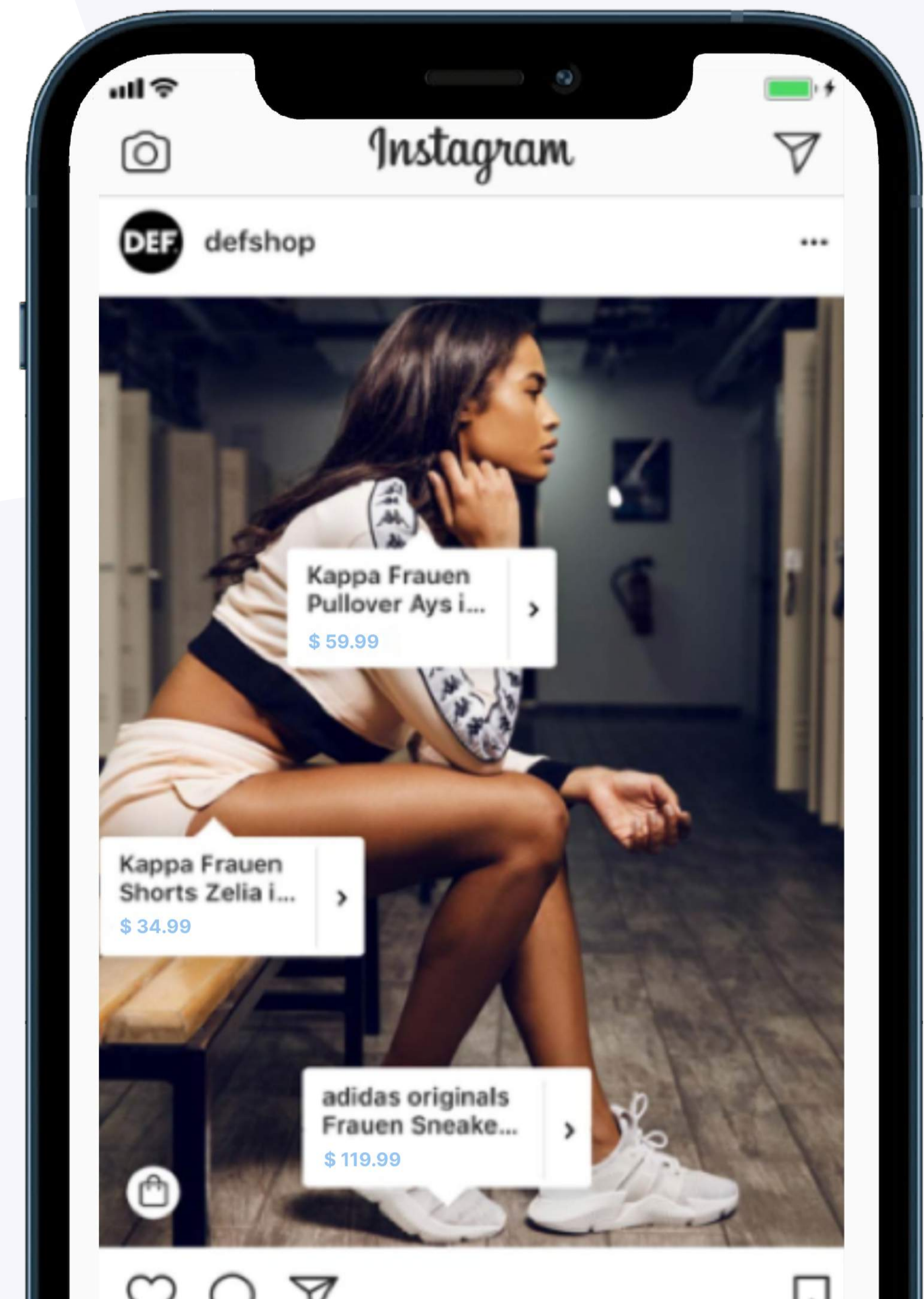


Akash Deep
Product Manager, RentoMojo

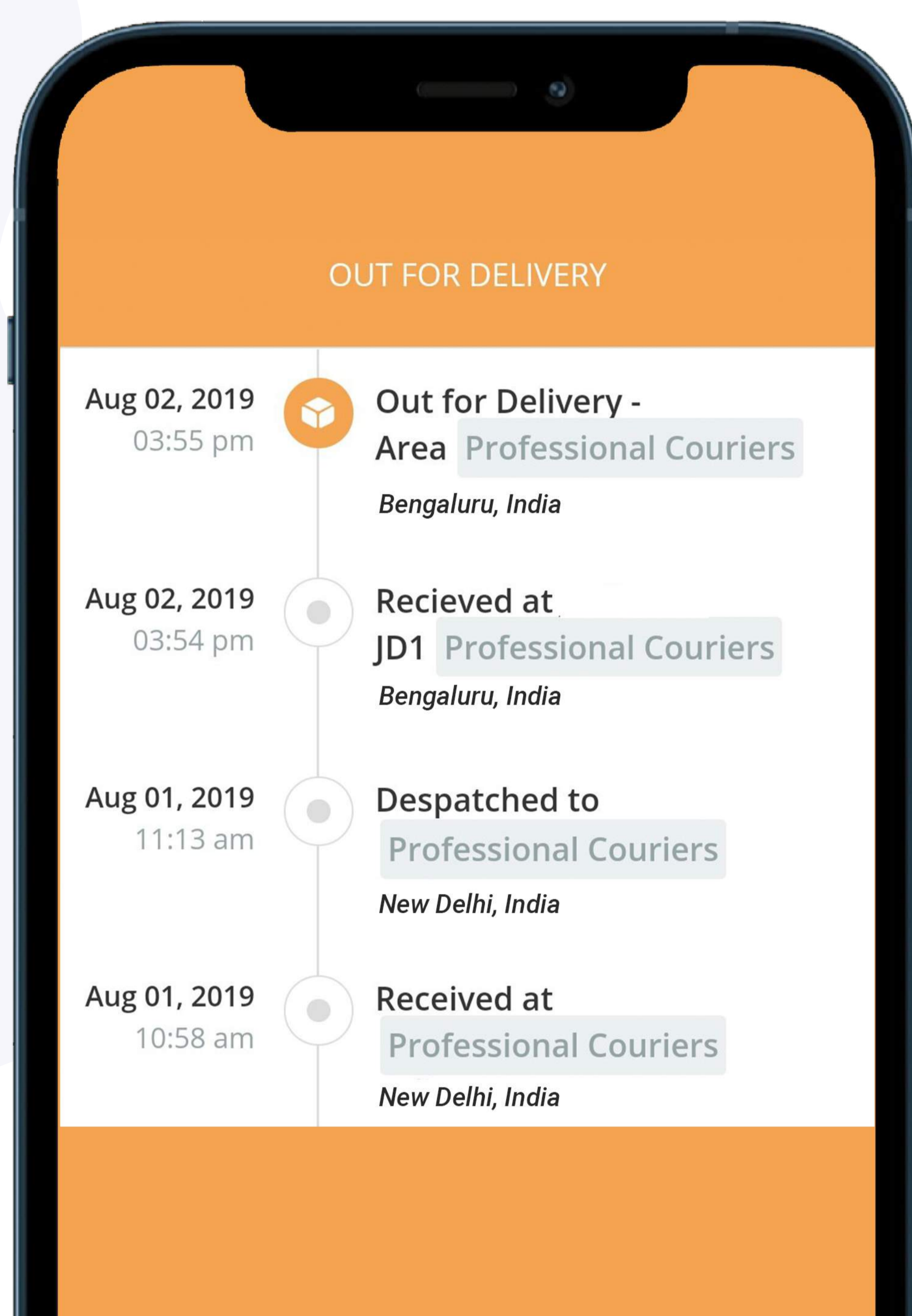


Next Steps for Shopping Brands

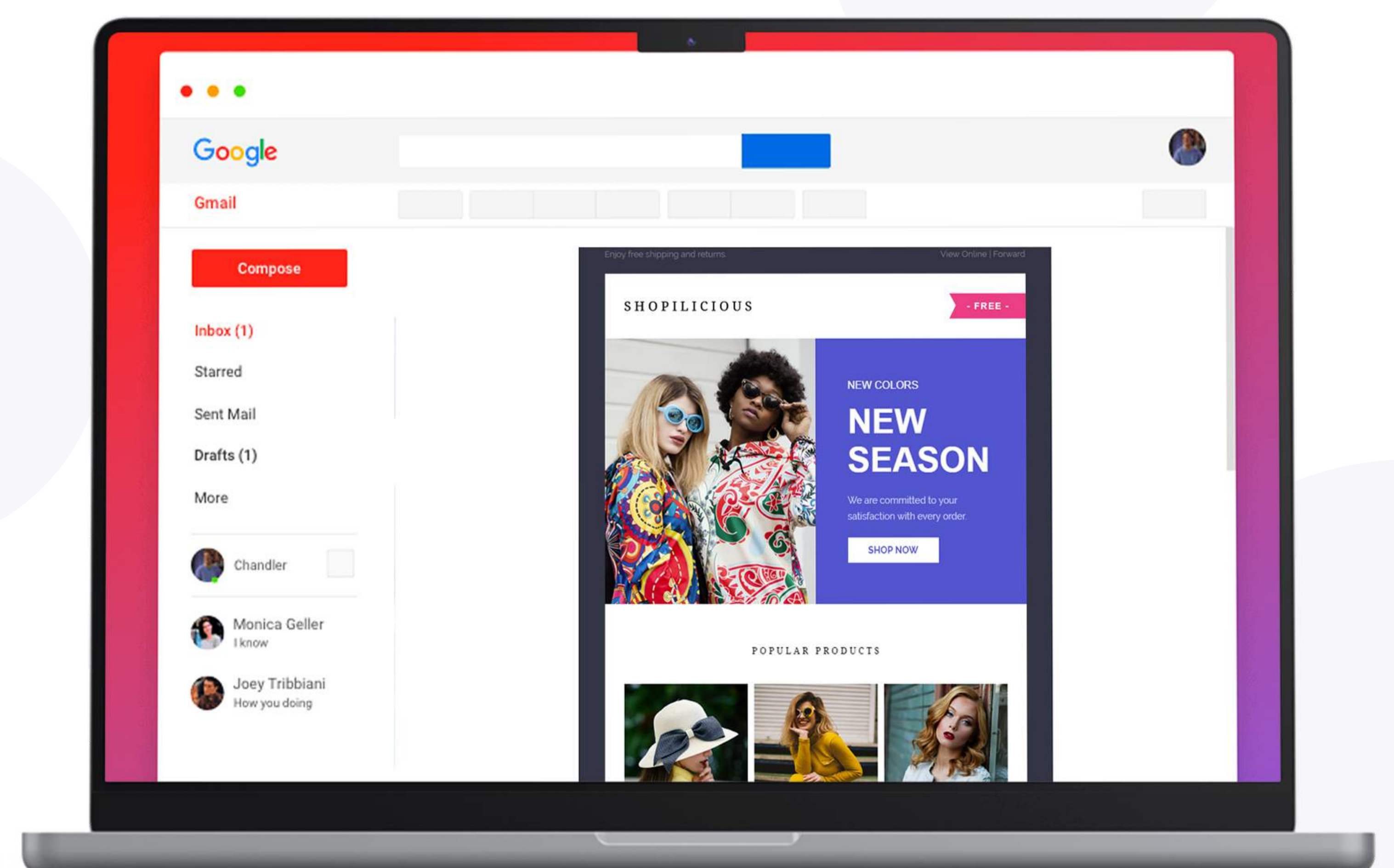
Gather insights into your customers' preferences based on their browsing patterns or purchase history and create segments based on their affinity. Then, run advertisements on social media for these segments recommending relevant products to boost ROAS and increase LTV.



Identify customers who have recently made a purchase but have not received an order yet, and show live tracking and shipping updates via Mobile in-app messages and Website Banners to this segment alone.



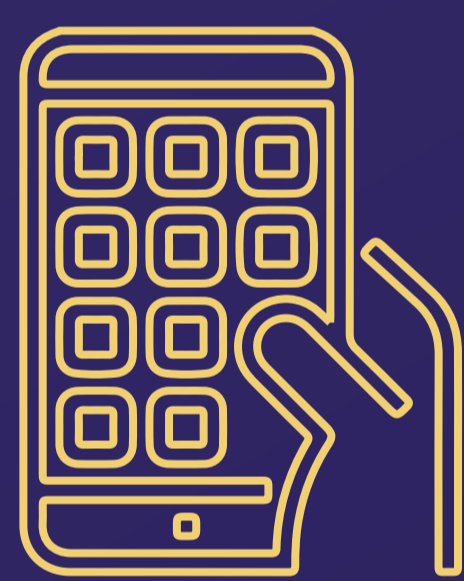
Boost key email metrics such as open rates, click rates, and conversion rates by sending emails at a time where they are most likely to respond positively to your communication. Leverage these moments for product recommendations and for upsell opportunities.



Banking and Finance

(Online and Traditional Banks, Fintech, Insurance, Peer-to-Peer Lending, Crypto)

At a glance :



Mobile in-app messages and website banners are the most preferred channel for Indians to get the latest updates on the stock market or their investment portfolio



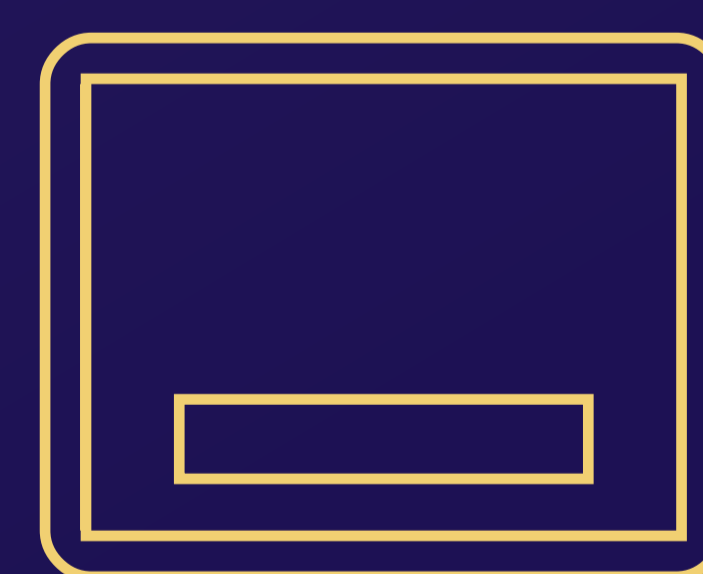
When Banking and Finance brands personalize Text Messages (SMS) based on customer journey, they witness 6x more conversion



Indians are 3.48x more likely to click on banking and finance emails when they're personalized based on customer journey



Push Notifications personalized based on customer behavior lead to 5.47x more clicks from Indian consumers



Indian consumers are 3.86x more likely to click on personalized mobile in-app messages and website banners

3.48x

5.47x

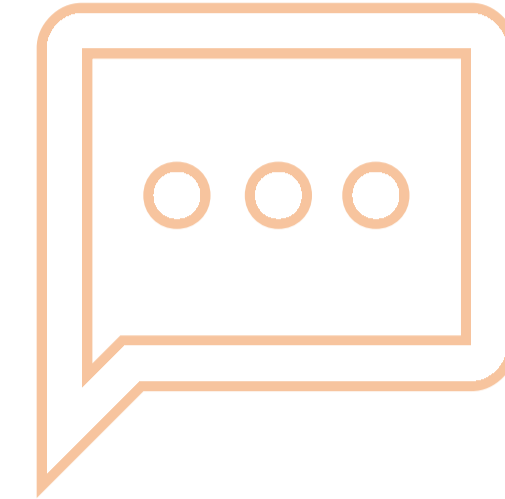
3.86x

Voice of the Consumer: Indians Want to Get Updates on the Stock on Mobile In-app Messages and Website Banners



17.80%

of Indians want to learn about loan offers and updates via Email



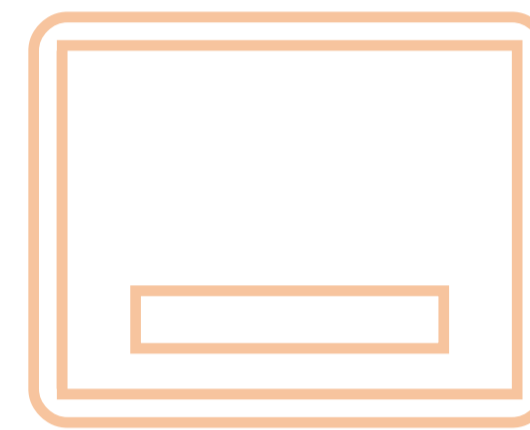
17.60%

of Indians want to learn about loan offers and updates via SMS



26.20%

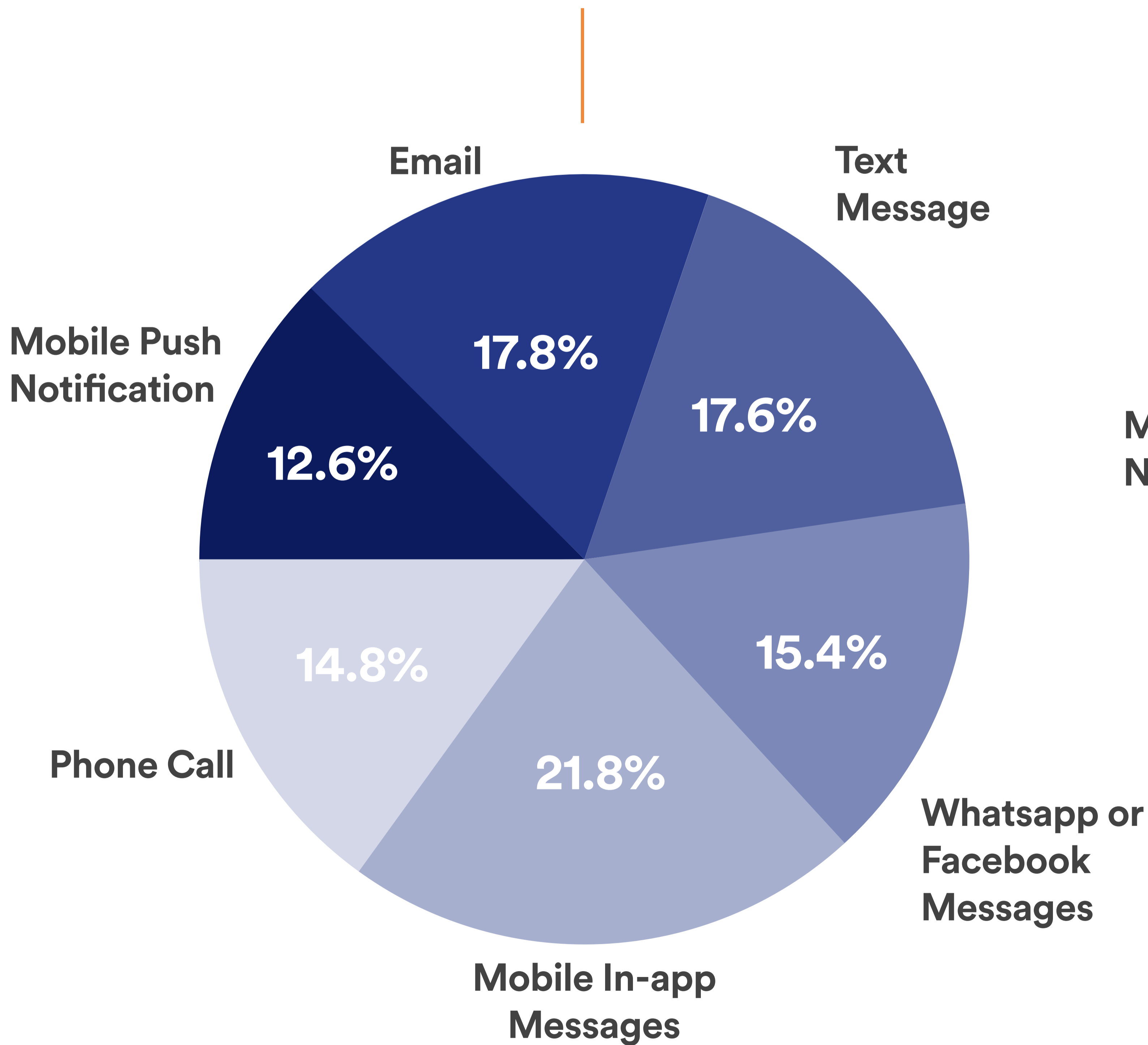
of Indians prefer to get KYC (Know Your Customer) updates and reminders from SMS



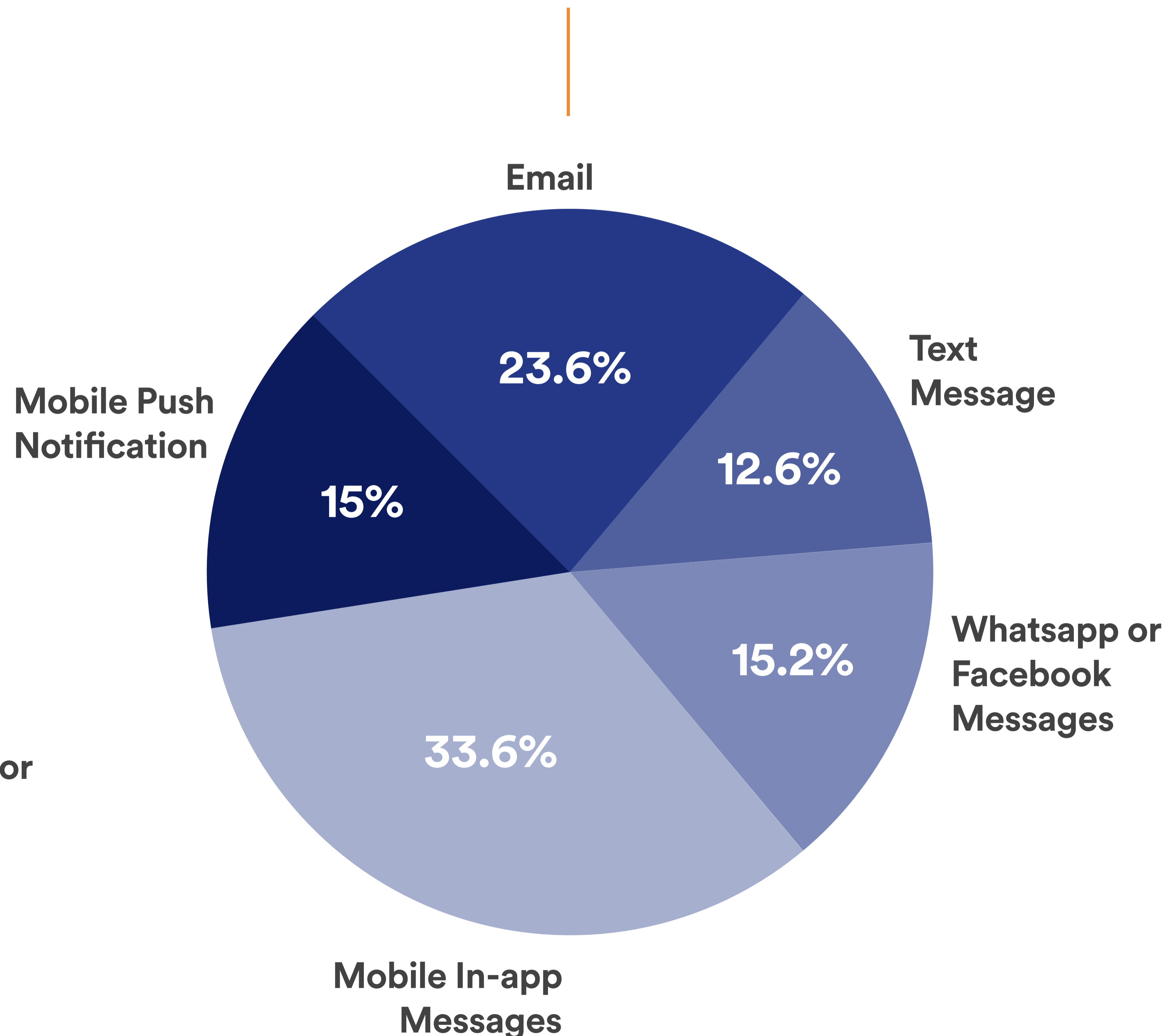
33.60%

of Indians learn about the latest updates to the stock market or their investment portfolio from Mobile In-app Messages or Website Banners

What is the favorite way to learn about loan offers and updates?



What do you use to learn about latest updates to the stock market or your investment portfolio?



Indian Consumers Are 3.48x More Likely to Click on Emails When They're Personalized Based on Customer Journey

INDUSTRY BENCHMARKS



General Broadcast

Delivery Rate (DR):

98.72%

Open Rate (OR):

13.87%

Unique click-through rate (CTR):

0.31%

Click-to-open rate (CTOR):

2.16%

Conversion rate (CVR):

19.71%

Unsubscription rate:

0.14%

IMPACT OF SEGMENTATION AND PERSONALIZATION

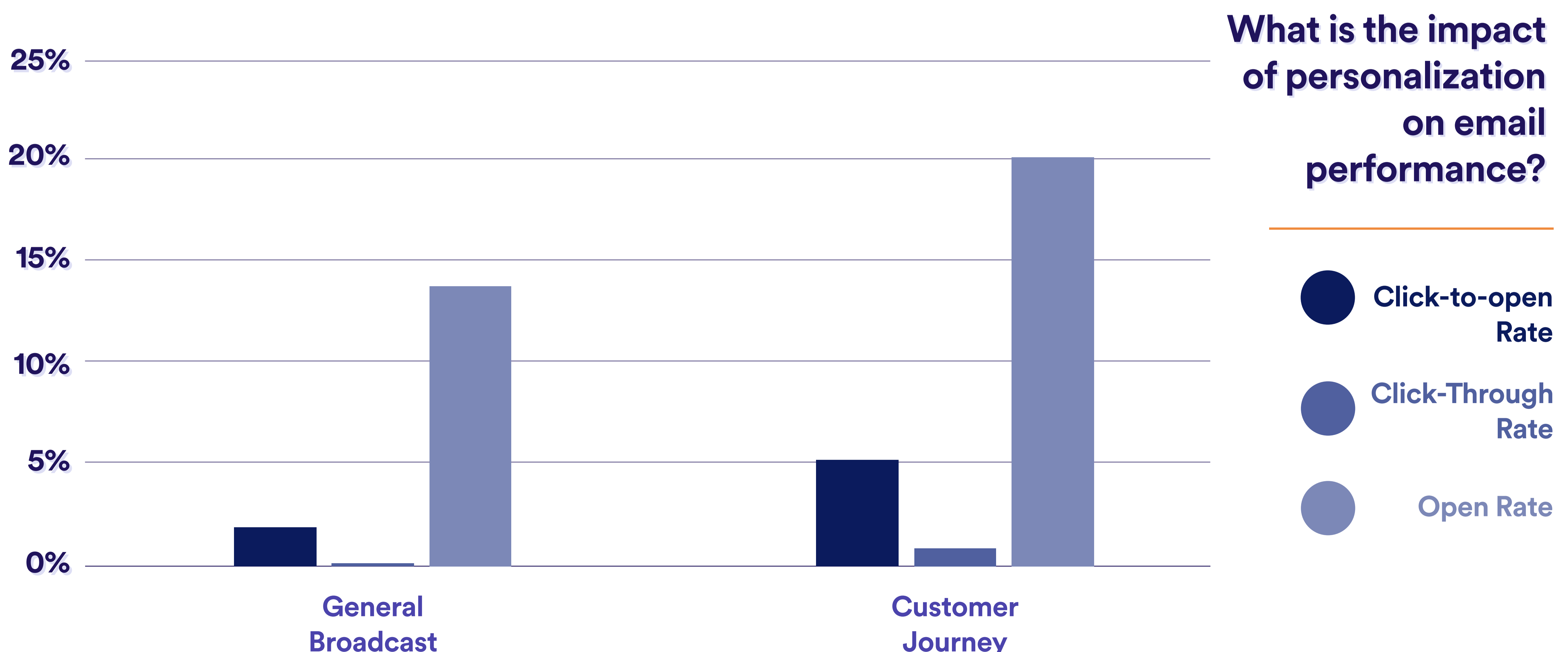


Based on Customer Journey

OR **1.64x** **20.80%**
increase to

Unique CTR **3.48x** **1.08%**
increase to

CVR **2.38x** **5.14%**
increase to



Push Notifications Personalized Based on Customer Behavior Lead to 5.47x More Clicks From Indian Consumers

INDUSTRY BENCHMARKS



General Broadcast

Delivery Rate (DR):

77.04%

Unique click-through rate (CTR):

3.48%

Conversion rate (CVR):

16.41%

IMPACT OF SEGMENTATION AND PERSONALIZATION

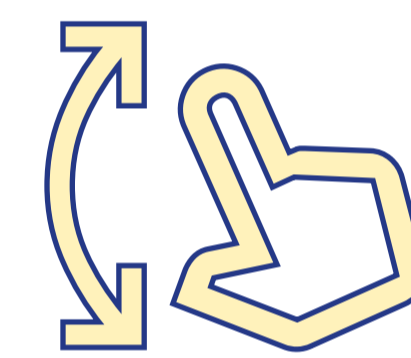


Based on Customer Journey

DR **1.06x** **81.92%**
increase to

CTR **1.85x** **6.44%**
increase to

CVR **1.36x** **22.42%**
increase to

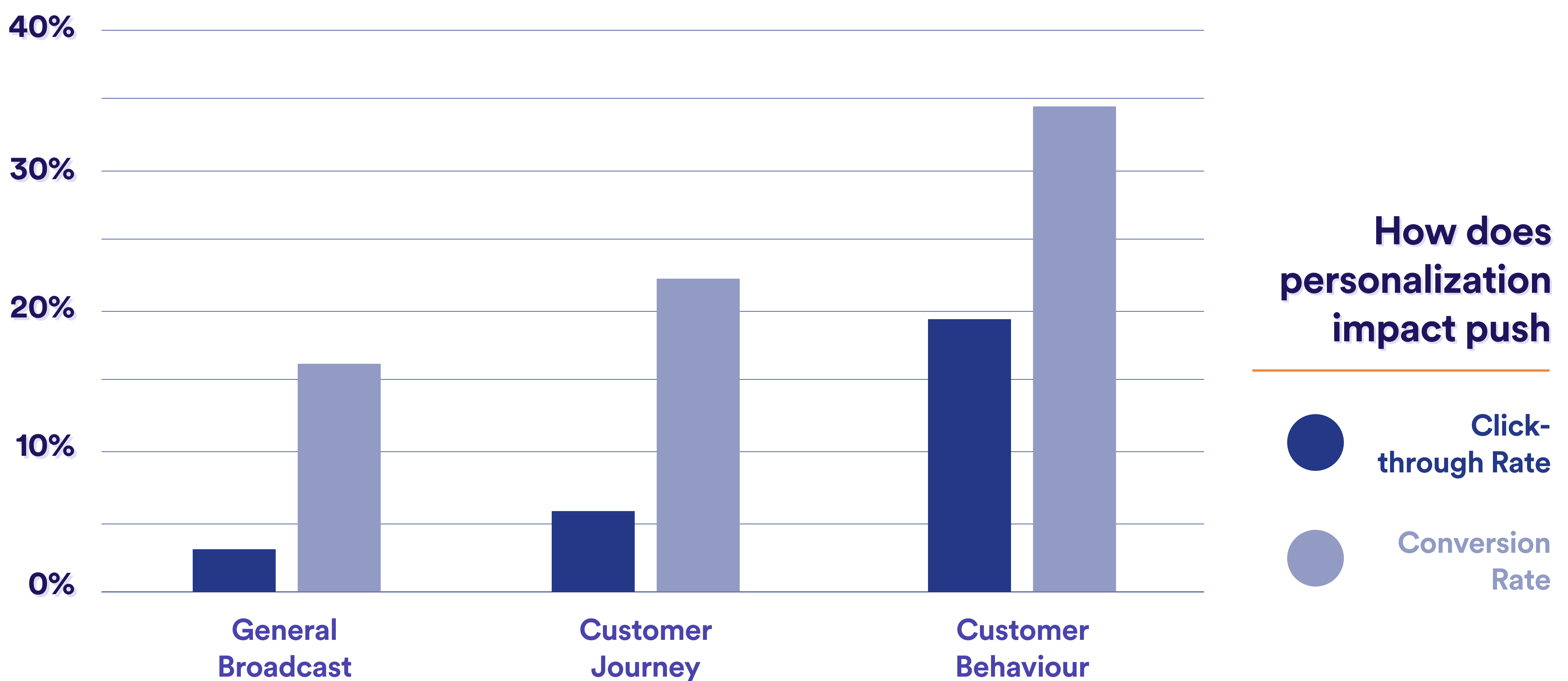


Based on Customer Behavior

DR **1.17x** **90.02%**
increase to

CTR **5.47x** **19.05%**
increase to

CVR **2.09x** **34.24%**
increase to



Text Messages (SMS) Personalized Based on Customer Journey Lead to 6x More Conversions

INDUSTRY BENCHMARKS



General Broadcast

Unique click-through rate (CTR):

2.15%

Conversion rate (CVR):

0.06%

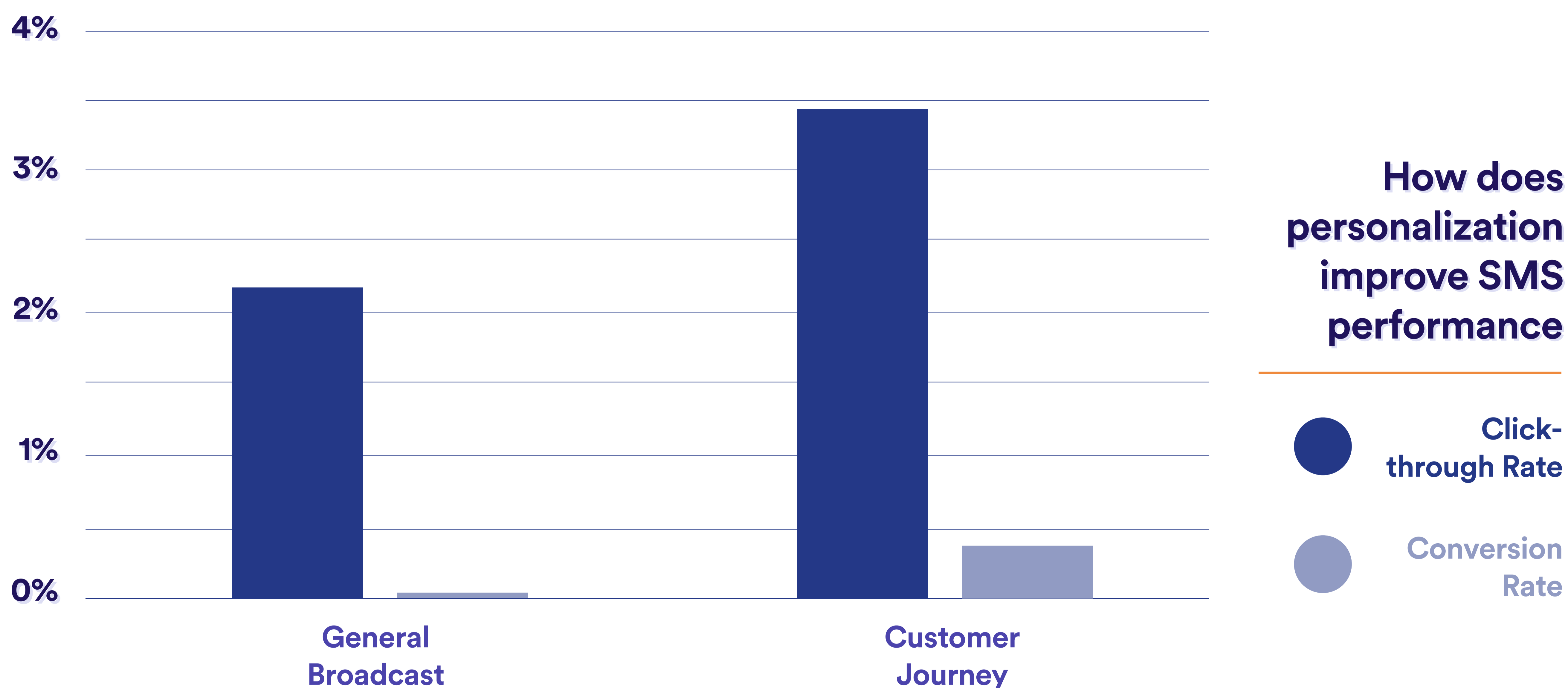
IMPACT OF SEGMENTATION AND PERSONALIZATION



Based on Customer Journey

CTR **1.6x** **3.44%**
increase to

CVR **6x** **0.36%**
increase to



Indian Shoppers Are 1.63x More Likely to Click When In-app Messages and Website Banners Are Personalized

INDUSTRY BENCHMARKS



General Broadcast

Click-through rate (CTR):

2.46%

Conversion rate (CVR):

3.68%

Unique conversion rate (UCVR):

1.71%

IMPACT OF SEGMENTATION AND PERSONALIZATION

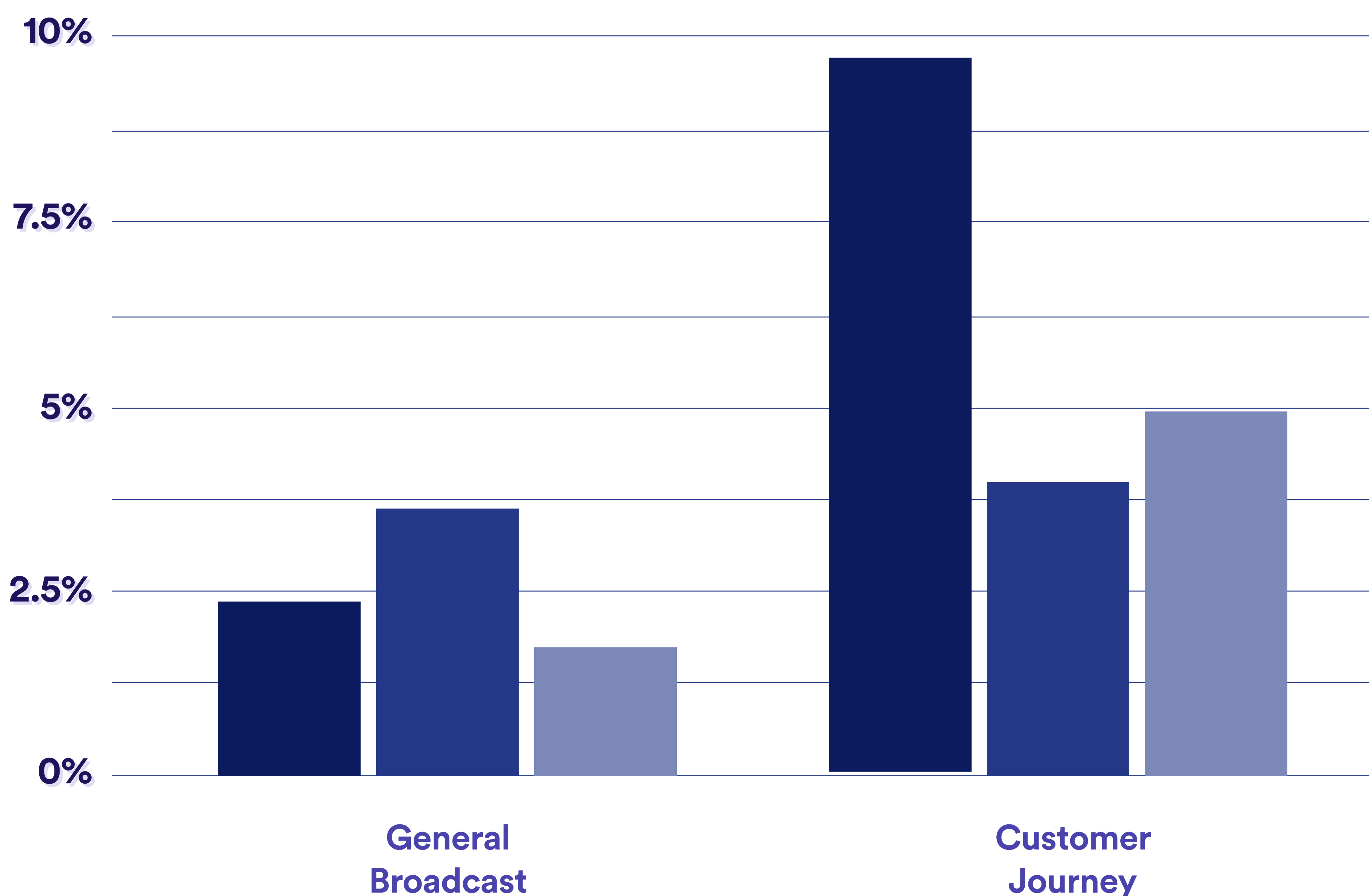


Based on Customer Journey

CTR **3.86x** **9.51%**
increase to

CVR **1.06x** **3.91%**
increase to

UCVR **2.91x** **4.98%**
increase to



Impact of personalization on performance of mobile in-app and website banners

- Click-through Rate
- Conversion Rate
- Unique Conversion Rate

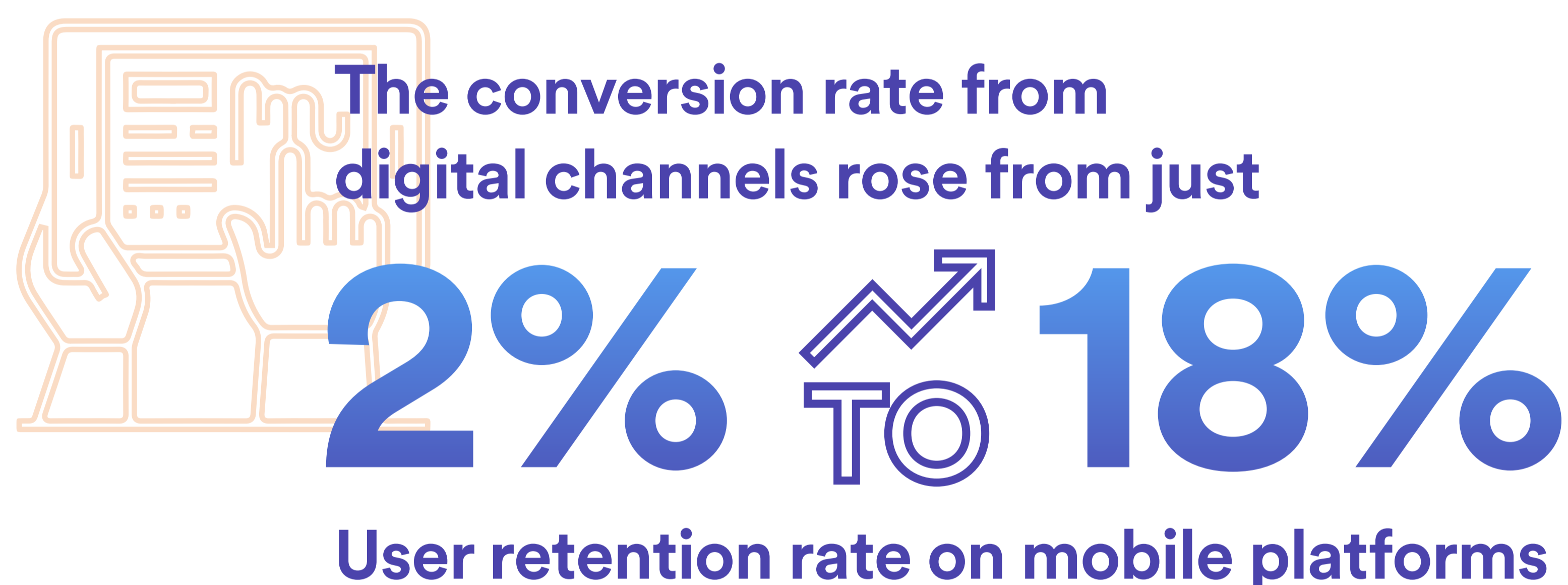
Industry Story

UJJIVAN Small Finance Bank Increases Conversions by 9x With Behavioral Segmentation

With more than 5.7 million customers, Ujjivan Small Finance Bank is a state-of-the-art, mass-market bank for the unserved and underserved customers who are currently outside the formal banking system in India.

The Digital team at Ujjivan Small Finance Bank created different segments of customers based on their recent expenditure pattern (R), frequency of change of average monthly balance (F), and monthly average balance (M). This approach of RFM modeling helped them identify champion customers, loyal customers, potential loyal customers, and more.

The team then encouraged higher deposits and bill payments by incentivizing customers with offers, resulting in the following success:



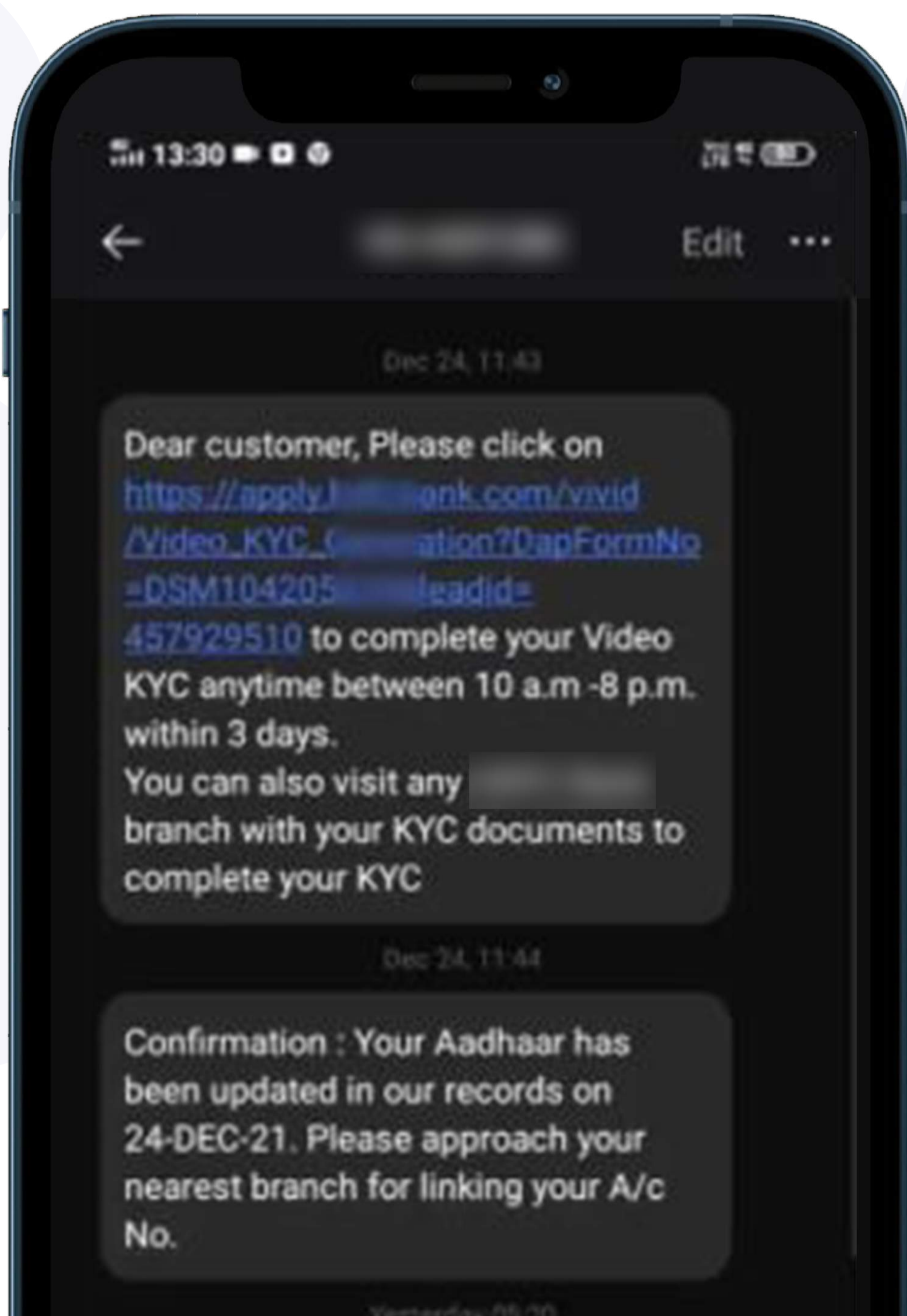
MoEngage plays a critical part in our marketing and automation strategy by helping us consolidate and analyze customer data, provide a 360-degree customer view, and orchestrate campaigns across all of our touchpoints and real estate.



Sriram Srinivasan
Head Of Digital Banking,
Ujjivan Small Finance Bank Limited

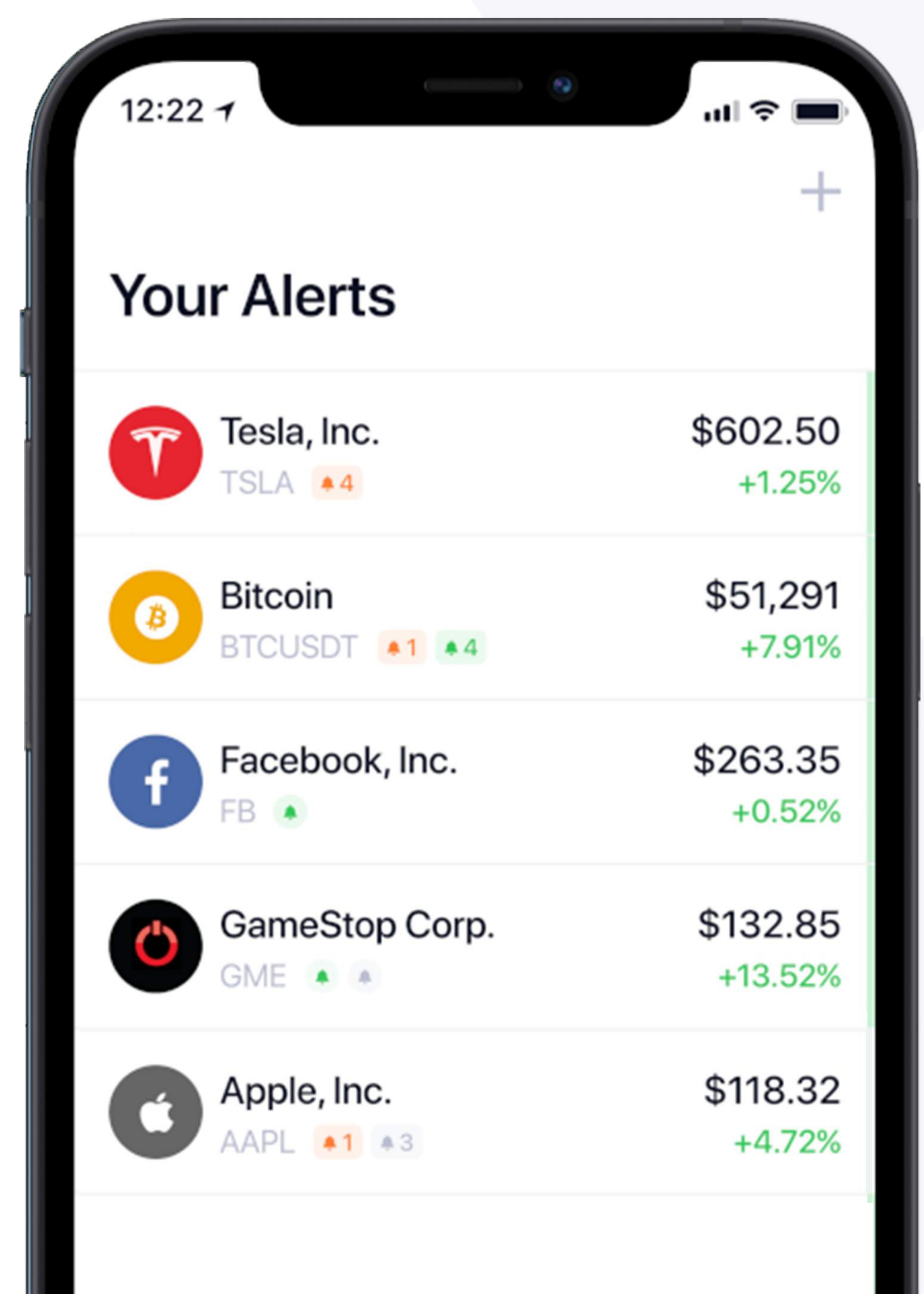
Next Steps for Banking and Finance Brands

Based on customer attributes such as geographic location, city tier, and preferred language on the mobile app or website, personalize recommendations by sending loan and credit card offers in vernacular content.



When a new customer signs up on your platform, kickstart the Know Your Customer (KYC) process as a part of their onboarding. Create a journey to automatically check when a step in this process takes more than 24 hours to complete and send reminders over Text Messages (SMS), WhatsApp, and Email.

Create affinity-based customer segments depending on your customers' favorite (or the most viewed) stocks and set up mobile in-app messages or website banners to send relevant information as soon as your customers log in to your platform.



Travel & Hospitality

(Hotels and Homestays, Online Travel, Room Rentals)

At a glance :

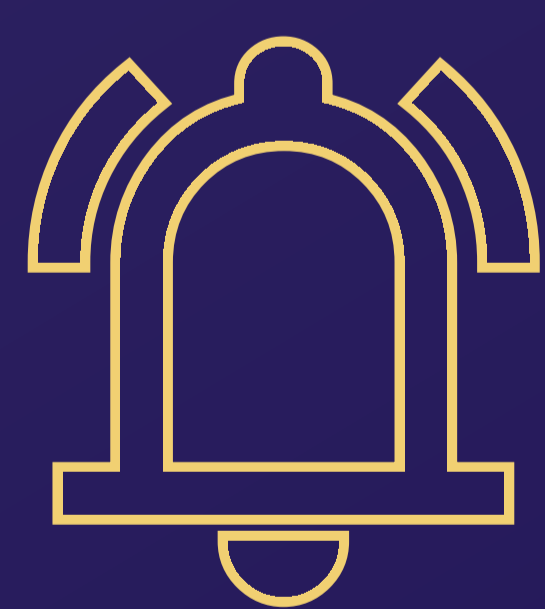


Email is the fastest-growing channel for Indian travelers to get information on travel and stay

Indian travelers are

2.35x

more likely to open an email when it is personalized based on their behavior



Travel & Hospitality brands see 2.2x more conversions when Push Notifications are personalized based on customer journey

2.2x



Indian travelers are 1.34x more likely to click on Text Messages (SMS) personalized based on customer journey

1.34x

Voice of the Indian Consumer: Travelers Want to Get Information on Travel and Stay Via Email



While social media remains a preferable channel

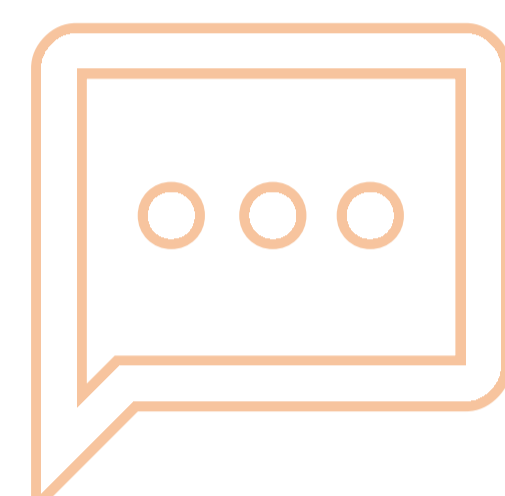
37.8%

for Indians to get their travel information and hotel regulations for their stay,



14.6%

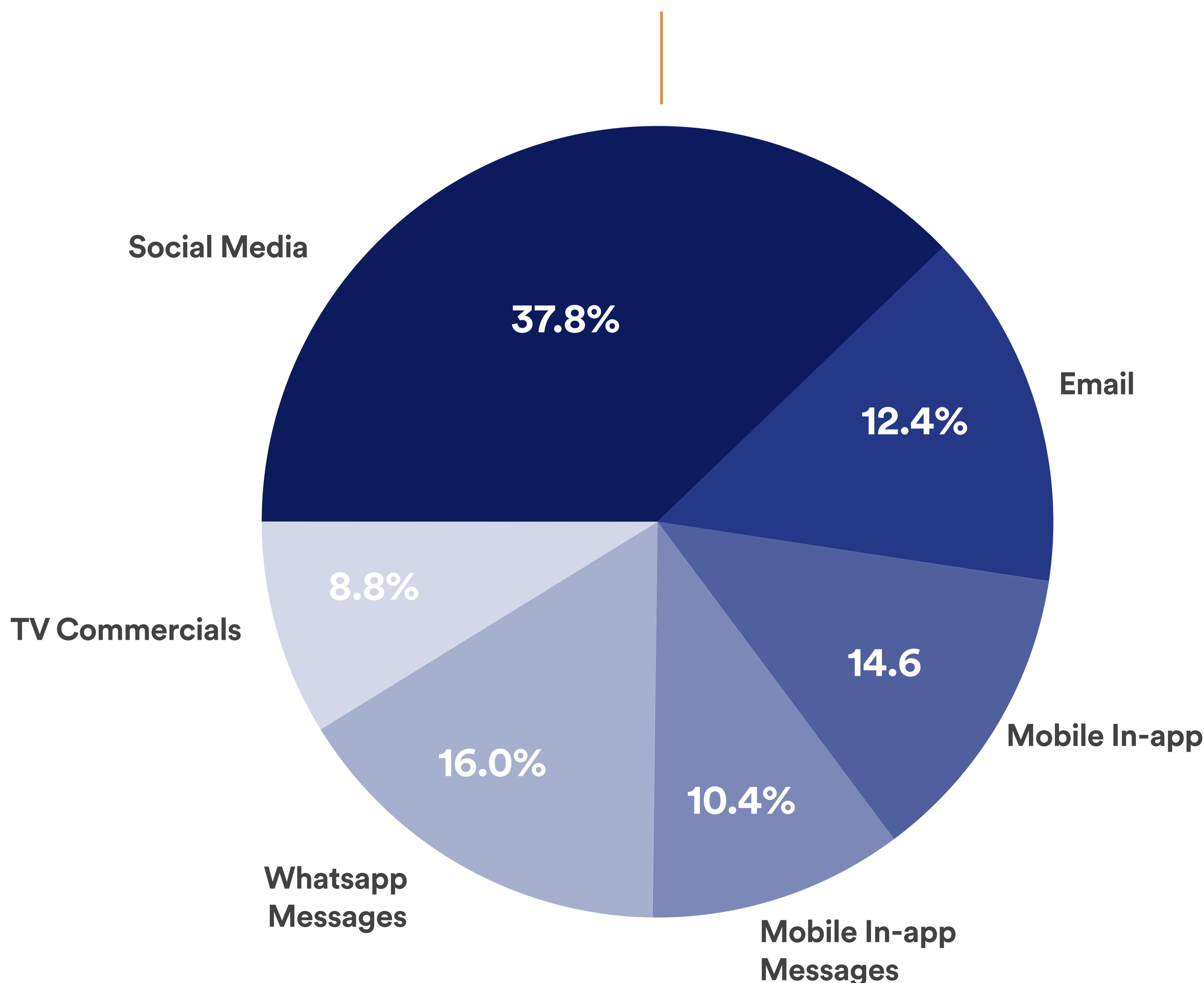
of travelers prefer Email



10.4%

of Indian travelers want brands to send them travel information and hotel regulations for their stay over WhatsApp

Where do you prefer to get travel information from



Indian Travelers Are 2.35x More Likely to Open an Email When It Is Personalized Based on Their Behavior

INDUSTRY BENCHMARKS



General Broadcast

Delivery Rate (DR):

99.03%

Open Rate (OR):

16.79%

Unique click-through rate (CTR):

0.98%

Click-to-open rate (CTOR):

3.04%

Conversion rate (CVR):

4.76%

Unsubscription rate:

0.21%

IMPACT OF SEGMENTATION AND PERSONALIZATION



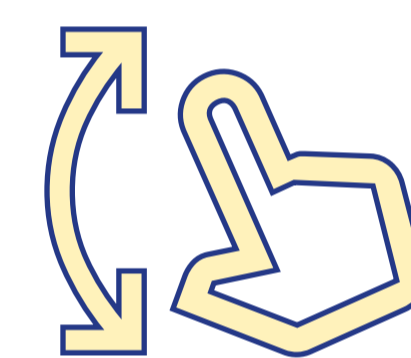
Based on Customer Journey

OR **2.27x** **38.18%**
increase to

Unique CTR **2.66x** **2.61%**
increase to

CTOR **1.36x** **4.62%**
increase to

CVR **3.34x** **15.91%**
increase to



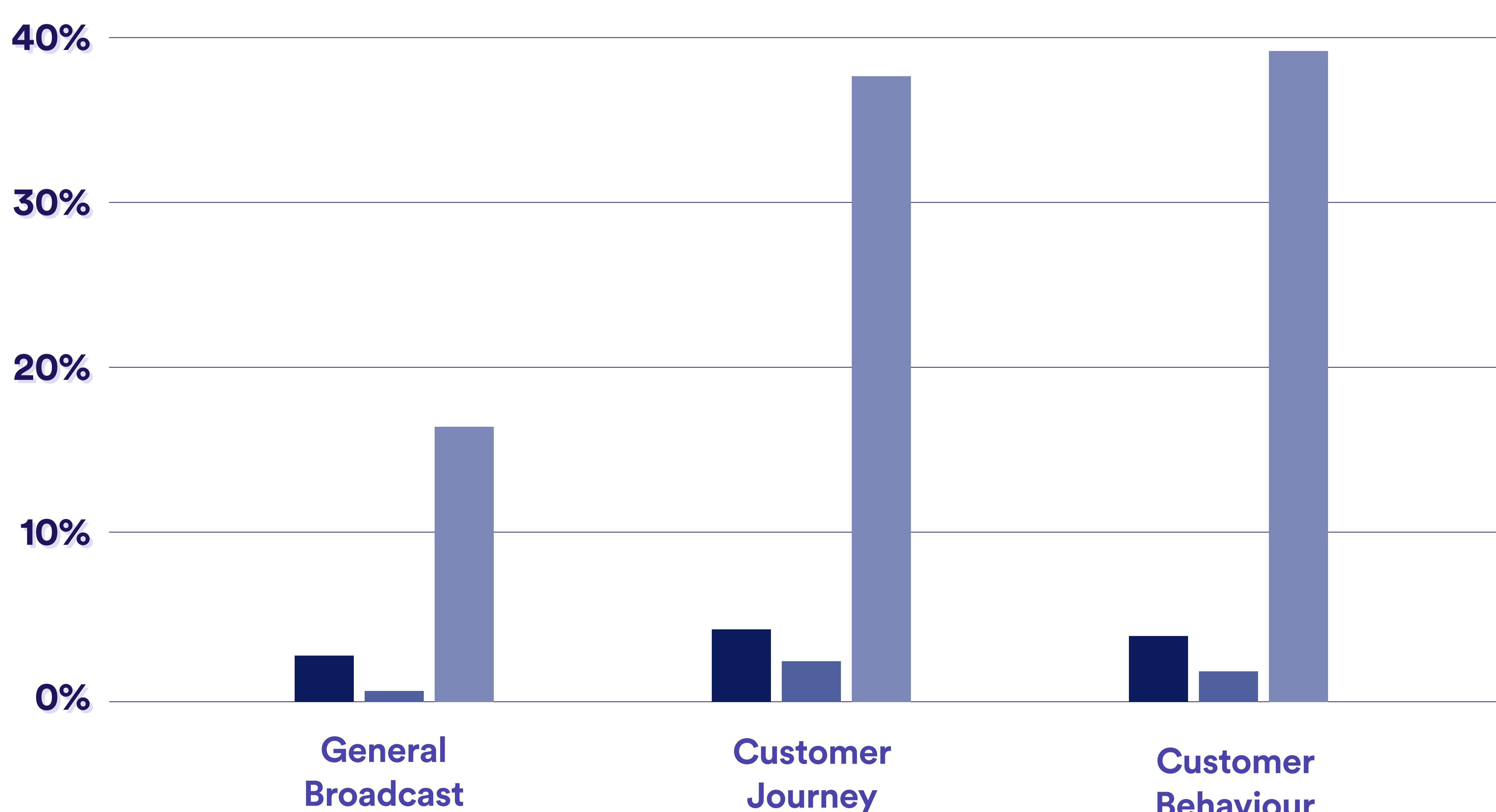
Based on Customer Behavior

OR **2.35x** **39.40%**
increase to

CTOR **1.24x** **4.21%**
increase to

Unique CTR **1.86x** **1.82%**
increase to

CVR **1.71x** **4.95%**
increase to



What is the impact of personalization on email performance?

- Click-to-open Rate
- Click-through Rate
- Open Rate

Travel & Hospitality Brands See 2.2x More Conversions When Push Notifications Are Personalized Based on Customer Journey

INDUSTRY BENCHMARKS



General Broadcast

Delivery rate (DR):

83.68%

Unique click-through rate (CTR):

3.96%

Conversion rate (CVR):

8.17%

IMPACT OF SEGMENTATION AND PERSONALIZATION

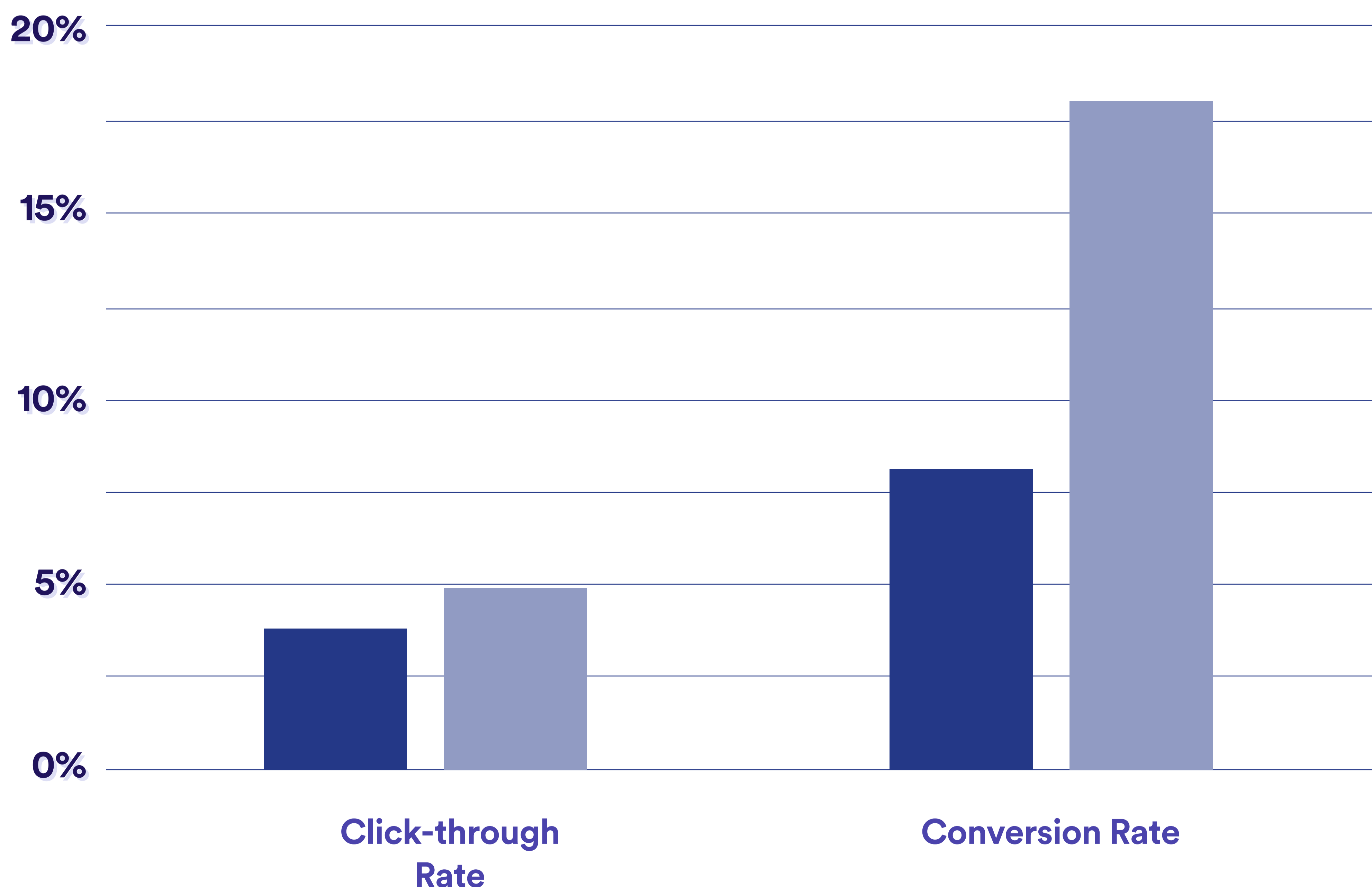


Based on Customer Journey

DR **1.06x** **88.93%**
increase to

CTR **1.25x** **4.96%**
increase to

CVR **2.2x** **18.03%**
increase to



How does personalization boost Push Notification?

- General Broadcast
- Customer Journey

Indian Travelers Are 1.34x More Likely to Click on Text Messages (SMS) Personalized Based on Customer Journey

INDUSTRY BENCHMARKS



General Broadcast

Unique click-through rate (CTR):

5.63%

Conversion rate (CVR):

0.22%

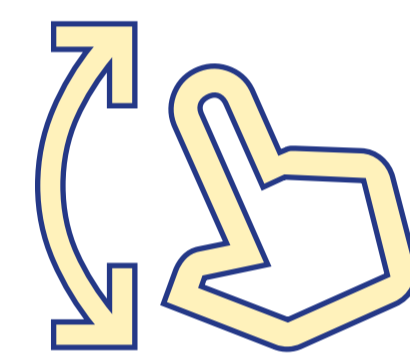
IMPACT OF SEGMENTATION AND PERSONALIZATION



Based on Customer Journey

CTR **1.34x** **7.78%**
increase to

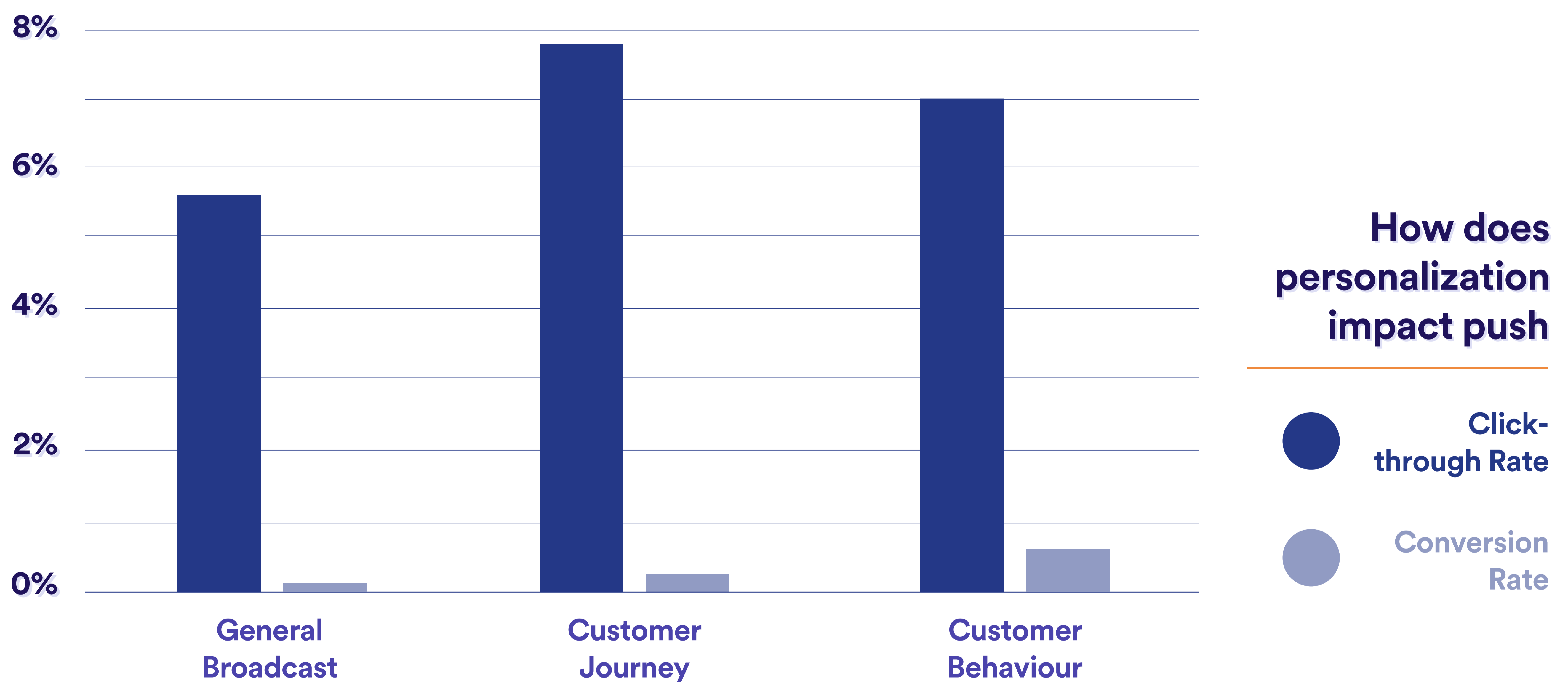
CVR **1.63x** **0.36%**
increase to



Based on Customer Behavior

CTR **1.25x** **7.02%**
increase to

CVR **3.1x** **0.68%**
increase to



Industry Story



Increases Customer Engagement by 8x With Personalization

OYO is the world’s leading chain of hotels and homes, operating in over 800 cities in 80 countries, including the U.S., Europe, U.K., India, Middle East, Southeast Asia, and Japan. OYO’s Marketing team wanted to build a seamless omnichannel customer experience that resonates with OYO’s brand identity and offer personalized hotel recommendations and price offers.

The team identifies customer segments based on their past booking behavior, browsing patterns, and price preferences. This helps the team send customers hyper-personalized offers and hotel recommendations through push notifications, SMS, and emails.



increase in engagement campaigns



increase in CTR



“MoEngage’s insights-led engagement platform helped us run seamless customer engagement campaigns across multiple channels.”

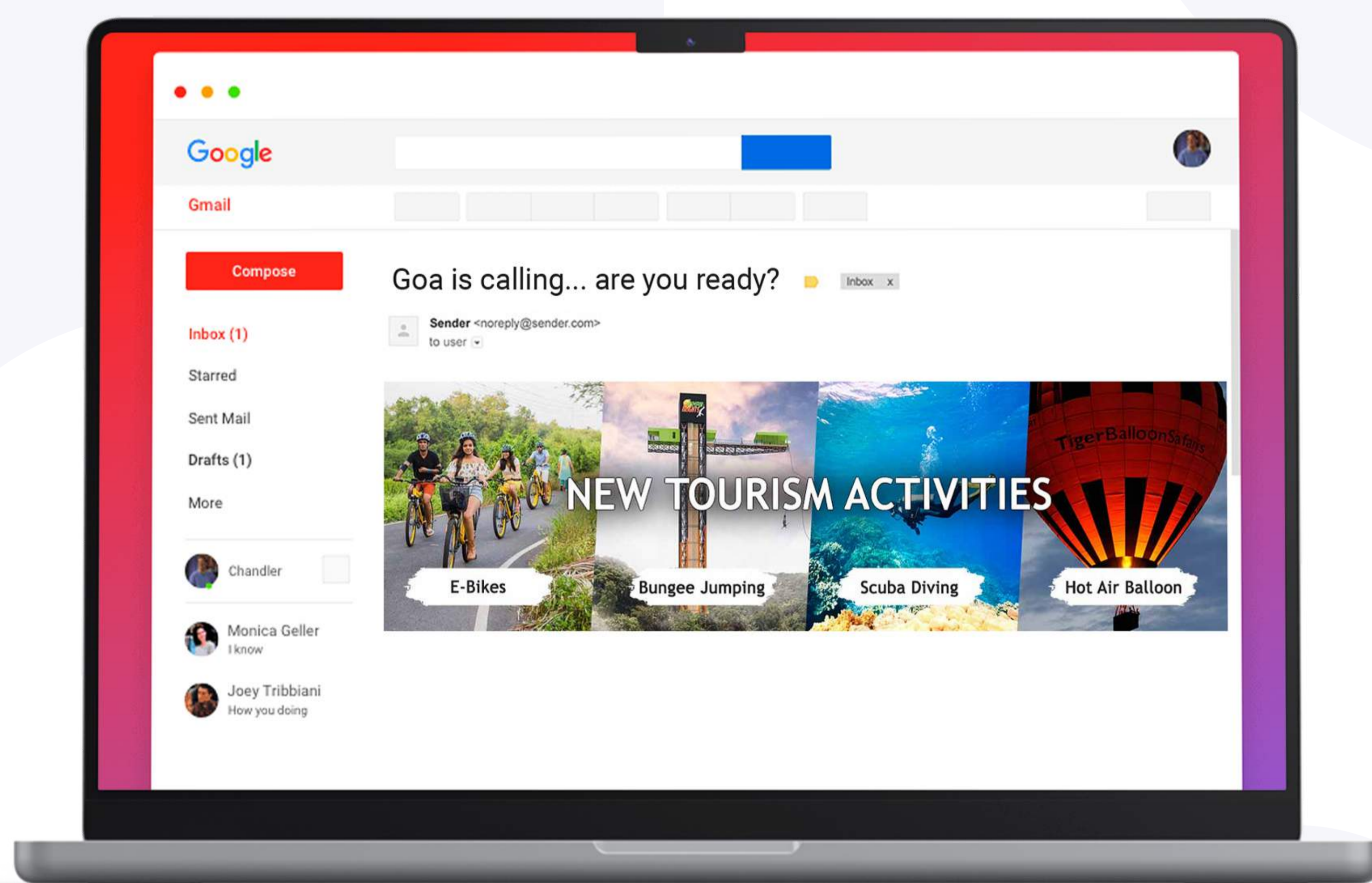
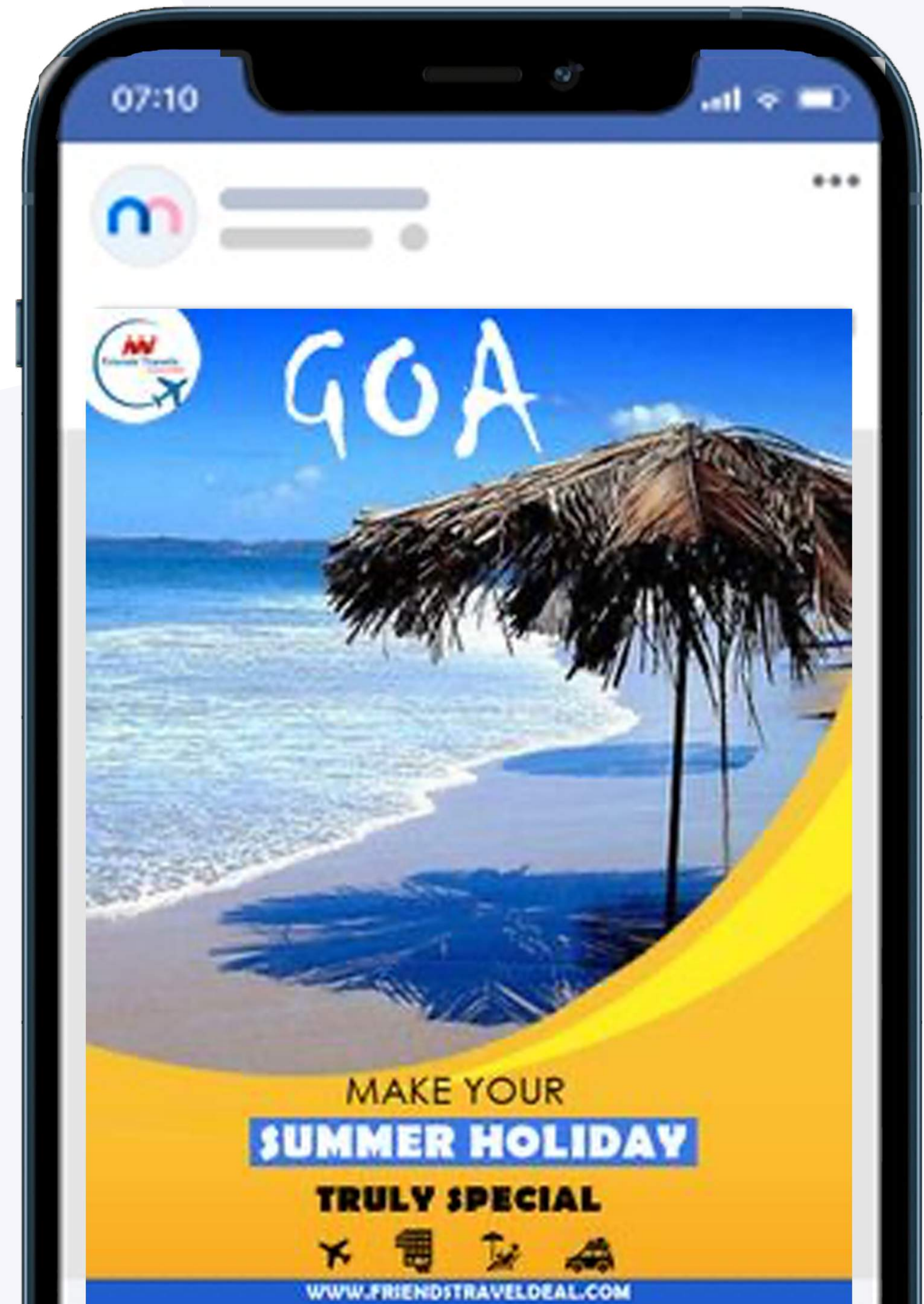


Pranav Kumar
CRM Head, OYO



Next Steps for Travel & Hospitality Brands

Segment customers based on their browsing or search behavior and run advertisements on Social Media platforms to share personalized travel and stay information with your customers.



Create an omnichannel journey that covers multiple touchpoints with your customers. For example, if a customer has not interacted with your advertisements on Social Media, send them an email to remind them about the trip they were planning.

Conclusion

Personalization Is the Way Forward for Consumer Brands in India

Creating personalized micro-moments at every customer touchpoint is the way forward for consumer brands in 2022 and beyond. Personalization directly impacts customer retention, leading to higher brand loyalty and ultimately to an increase in Lifetime Value (LTV) and revenue.

Knowing what communication channels work for different goals is the first step in understanding your customers' preferences. For example, while SMS is the fastest-growing channel for Indians to get subscription renewal reminders and alerts, Whatsapp is highly favored to get shipping updates and alerts. On one hand, Indians rely on Mobile In-app Messages and Website Banners to get updates on the stock market or investment portfolio, and on the other, Email is the fastest-growing channel for Indian travelers to get information on travel and stay.

After you understand these preferences, learn how to create memorable moments on each of these channels.

The two key criteria of personalization are

- **Customer Behavior** – actions performed by your customers on and off your platform, such as browsing behavior, time of the day when your mobile app is opened the most, email interactions, purchasing history, and more;
- **Customer Journey** – the complete sum of experiences, touchpoints, and lifecycle stages of your customer with your product and brand such as onboarding, first purchase, repeat purchase, reactivation, and more

About moengage

MoEngage is an insights-led customer engagement platform that enables hyper-personalization for customer-centric brands based on behavior and journey. With industry-breaking AI capabilities and automation, Fortune 500 brands and Enterprises across 35+ countries such as Deutsche Telekom, Samsung, Ally Financial, Vodafone, and McAfee and internet-first brands such as Flipkart, Ola, OYO, Bigbasket, and Tokopedia use MoEngage to orchestrate efficient Customer Engagement and achieve sustainable growth.

MoEngage was recognized as a Leader in the **Gartner Magic Quadrant 2020 for Mobile Marketing Platforms** and a **Strong Performer in The Forrester Wave™ Report** for Cross-Channel Campaign Management (Independent Platforms), Q3 2021. G2 also named MoEngage a **Leader in the Fall 2020 Grid® Report**, and the **#1 Mobile Marketing Platform in the Spring 2021 Momentum Report**.

Gartner



Gartner
peer insights™

FORRESTER®



[Schedule a Demo](#)

Talk to us about Sustainable Growth



Raviteja Dodda
CEO & Co-Founder, MoEngage
[LinkedIn](#)



Yash Reddy
Chief Business Officer, APAC and EMEA
yashwanthreddy@moengage.com



Narasimha Rao
General Manager, India, Middle East
narasimha.rao@moengage.com



Shivangi Boghani
Assistant Vice President, India, Middle East
shivangi@moengage.com



Dhruv Vats
Associate Director, India, Middle East
dhruv@moengage.com