

EUROPE EDITION

Customer Engagement Benchmarks Report 2023

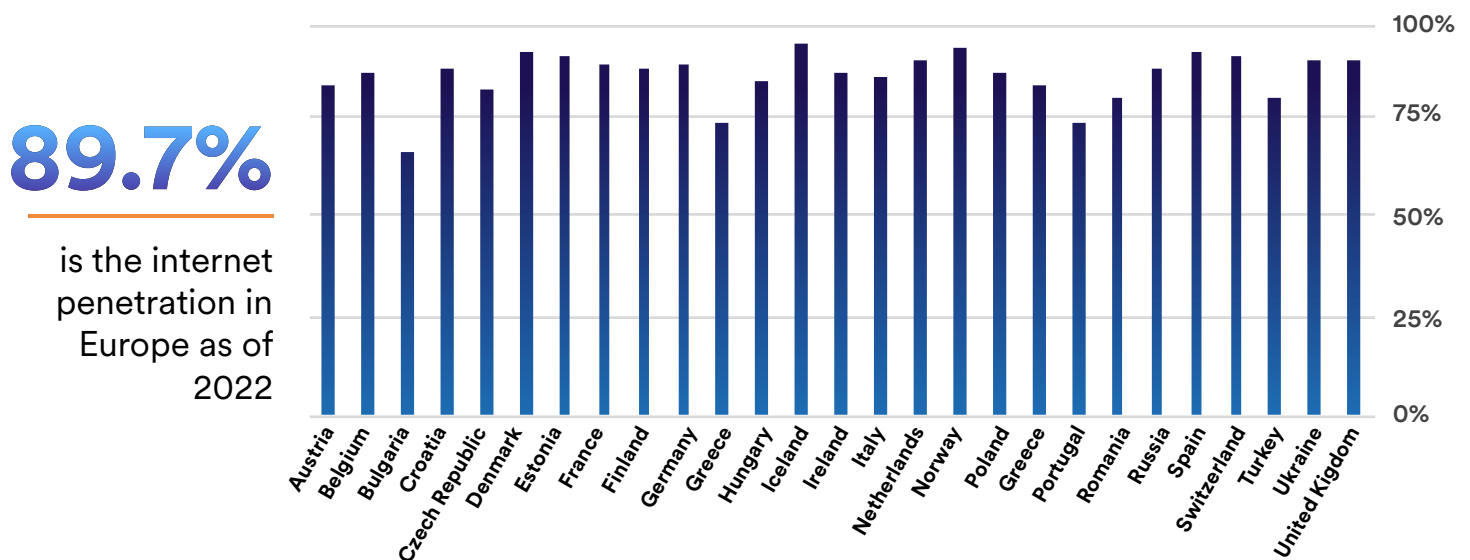


moengage

Introduction

In 2022, Europe has an internet penetration rate of 89.7%. As the adoption of 5G networks has gained momentum in the region, an increasing urgency has been set in enterprises to keep up with the ever-changing preferences of the modern consumer.

Internet Penetration in Europe

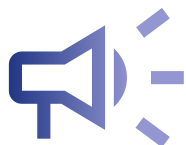


As dependency on third-party data comes to a halt, first-party data has become more essential to increasing the likelihood of a purchase and driving LTV. By leveraging first-party data, brands can understand customer behaviour patterns and determine preferences to serve better recommendations at the 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 the region? How can you best optimise Push Notifications to drive repeat purchases?

In the 2023 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



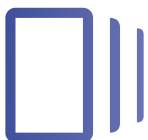
14

customer engagement metrics



62

customer engagement benchmarks



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primary verticals

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Media & Entertainment

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

At a glance :



WhatsApp is the fastest-growing channel for getting subscription renewal reminders and alerts in Germany

64.4%

of European consumers do not receive relevant updates about new movies, TV shows, or music albums frequently



25.6%

of consumers in the UK rely on mobile Push Notifications to receive news and sports updates

69.6%

of European consumers claim not to receive relevant news and sports updates frequently

Voice of the Consumer: Europeans Want Subscription Renewal Reminders and Alerts Via WhatsApp



Social Media is the most-preferred channel for Europeans to get updates about new movies, TV shows, or music updates



64.4%

of European consumers do not receive relevant updates about new movies, TV shows, or music albums frequently



19.60%

of Germans prefer to get subscription renewal reminders and alerts via WhatsApp, 14.80% of consumers in the UK prefer SMS



20.80%

of Germans rely on email to receive sports updates, while 25.60% of consumers in the UK use mobile Push Notifications



69.6%

of European consumers claim not to receive relevant news and sports updates frequently

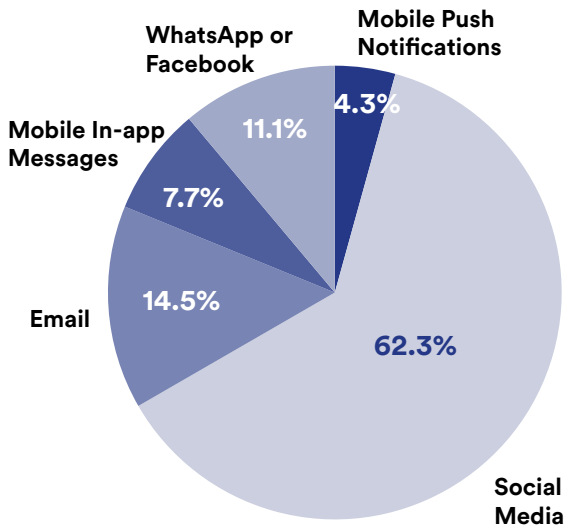


8.35%

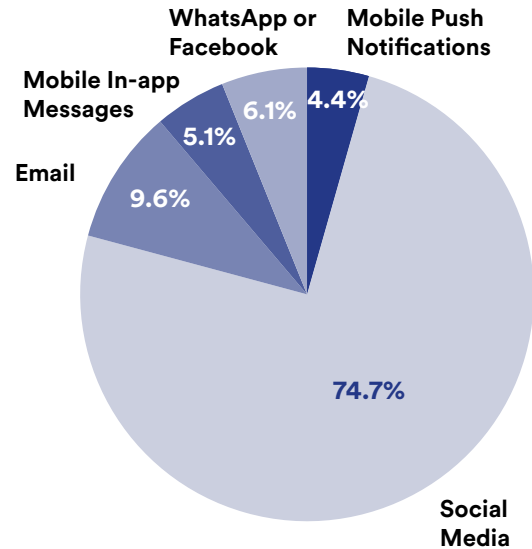
of Europeans below the age of 34 rely on Emails to get content release updates, over 18.7% of Europeans above the age of 35 prefer Emails

How Do Consumers Want to Learn About New Movies, TV Shows, or Music Releases?

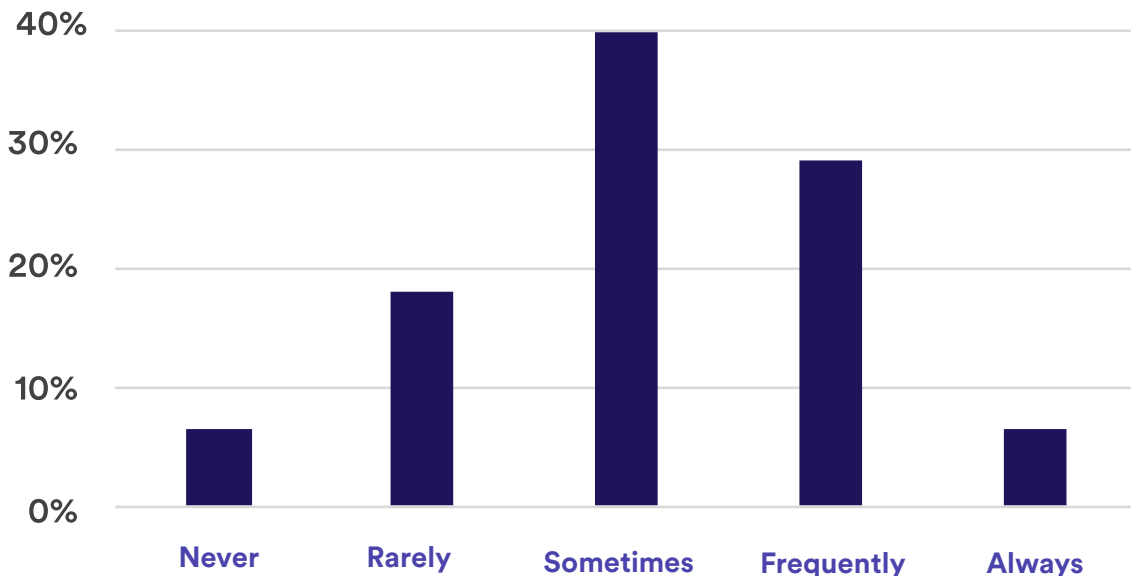
14.5% of Male Consumers Prefer Emails



74.74% of Female Consumers Prefer Social Media

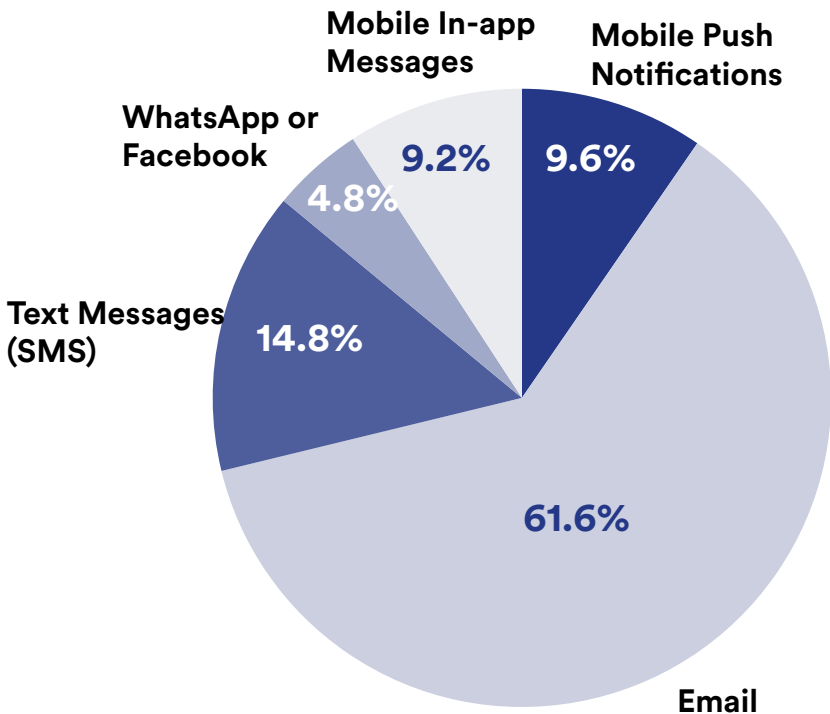
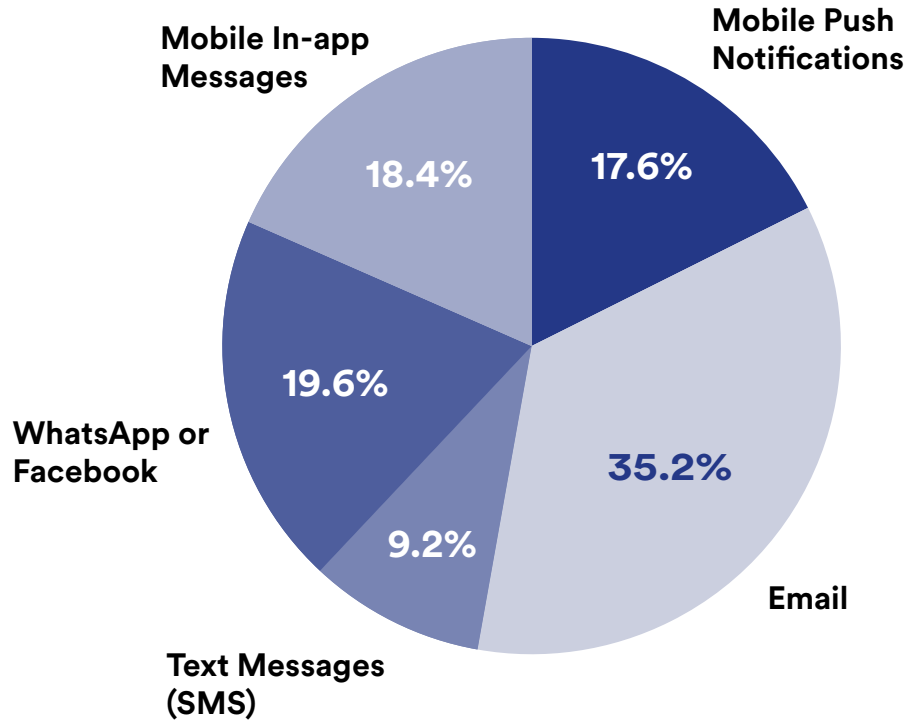


How Often Do Consumers Receive Updates About New Movies, TV Shows, or Music Releases They Like?



How Do Consumers Prefer to Get Subscription Renewal Reminders and Alerts?

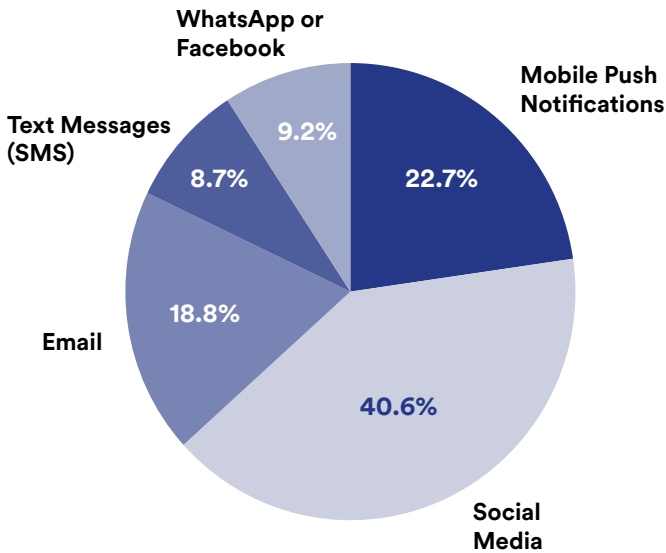
19.6% of German Consumers Prefer WhatsApp



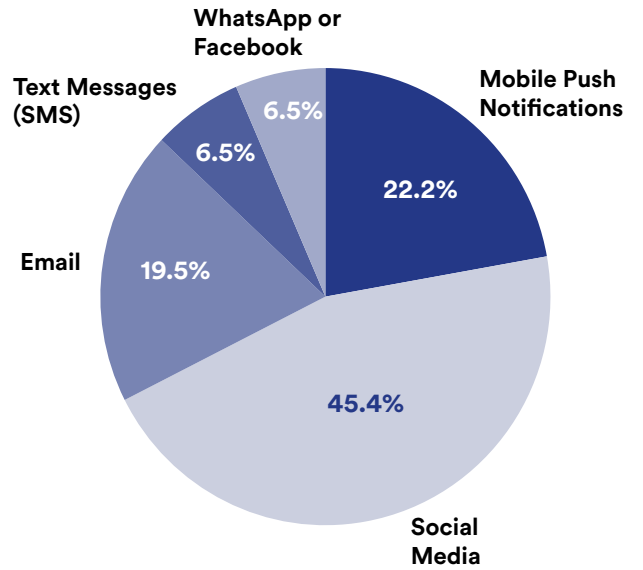
61.6% of Consumers in the UK Prefer Email

How Do Consumers Want to Get News and Sports Updates?

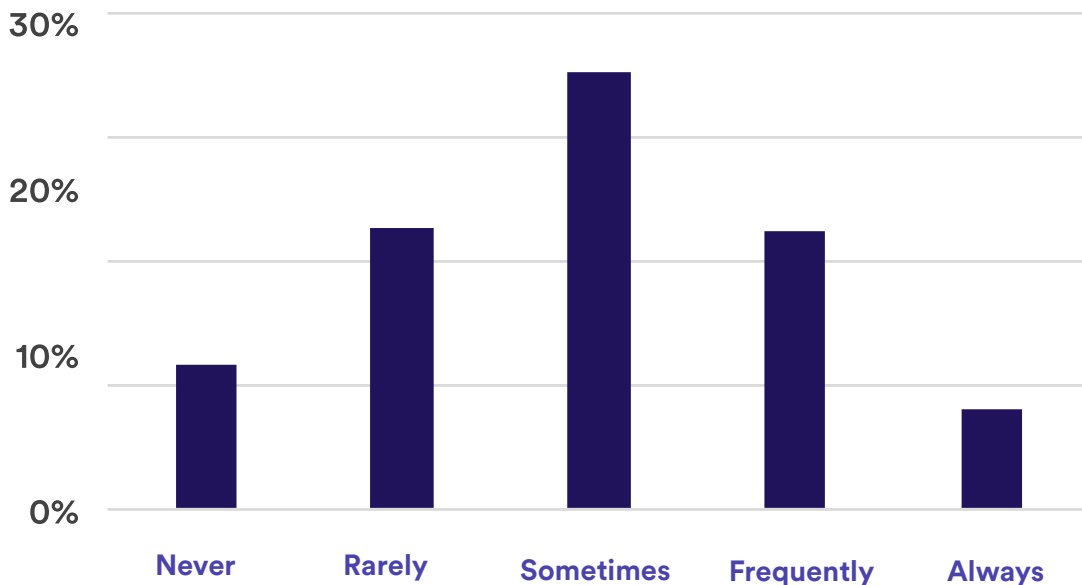
22.7% of Male Consumers Prefer Push Notifications



19.5% of Female Consumers Prefer Email



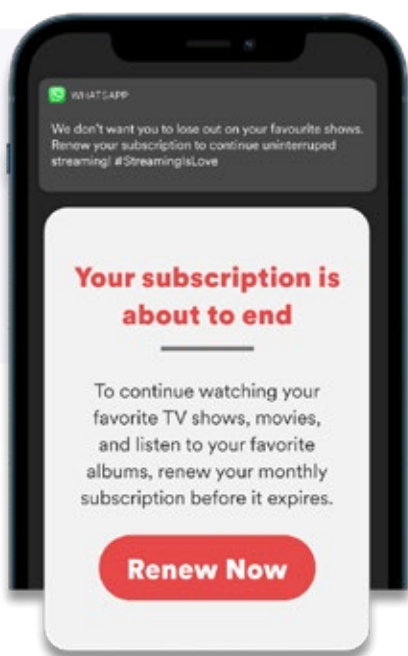
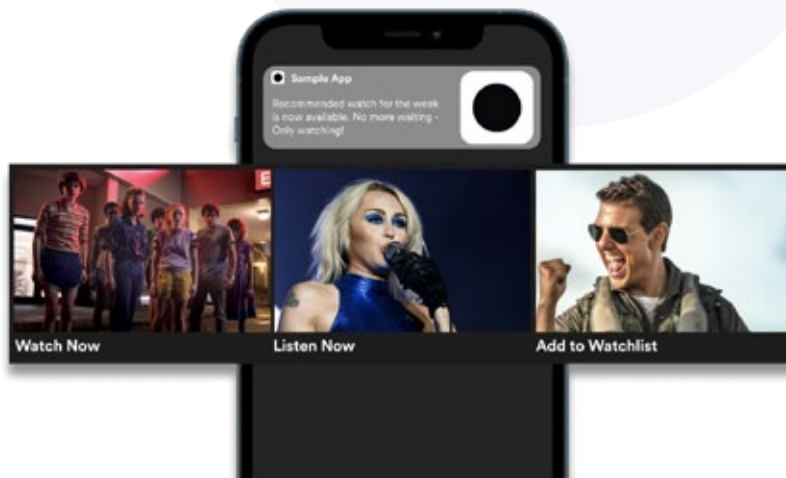
How Often Do Europeans Receive Relevant News or Sports Updates?



Next Steps for Media & Entertainment Brands

Identify top consumed content

(TV shows, movies, songs, or albums) based on the content affinity of different customer segments. Use this insight to run advertisements to acquire new customers and reactivate dormant customers on social media platforms like Facebook, Instagram, and YouTube.

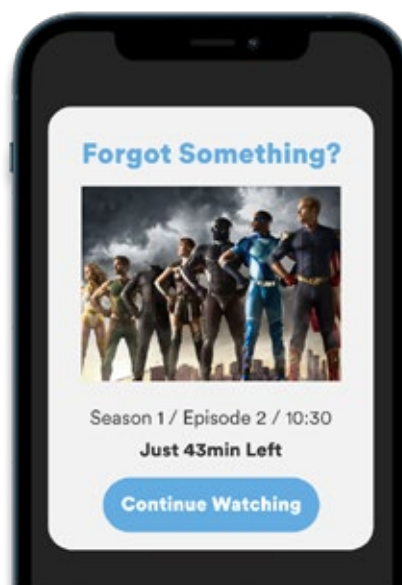


Leverage automated triggers to automatically identify customers

whose subscription is about to end and create a customer segment and send a WhatsApp message to these customers.

Gather insights on customer behaviour

and send personalised communication automatically to drive content consumption when a customer abandons a TV show or a movie midway.



Shopping

(E-commerce, Retail, D2C, Groceries)

At a glance :



41.20%

of Europeans rely on SMS to get shipping updates and alerts

12%

of Europeans claim to receive relevant updates from shopping brands frequently



3.28x

of European shoppers are more likely to click on Emails personalised based on customer journey



1.55x

of Shopping brands witness more conversions when Push Notifications are personalised based on customer journey



5.96x

of Shoppers are more likely to click on In-app Messages and Website Banners that are personalised based on their behaviour

Voice of the Consumer: Europeans Want Shipping Updates and Alerts on SMS (Text Message)



40%

of shoppers in the United Kingdom prefer to get updates about new products from shopping brands via Email



12%

of Europeans claim to receive relevant updates from shopping brands frequently



41.20%

of Europeans rely on SMS to get shipping updates and alerts



21.26%

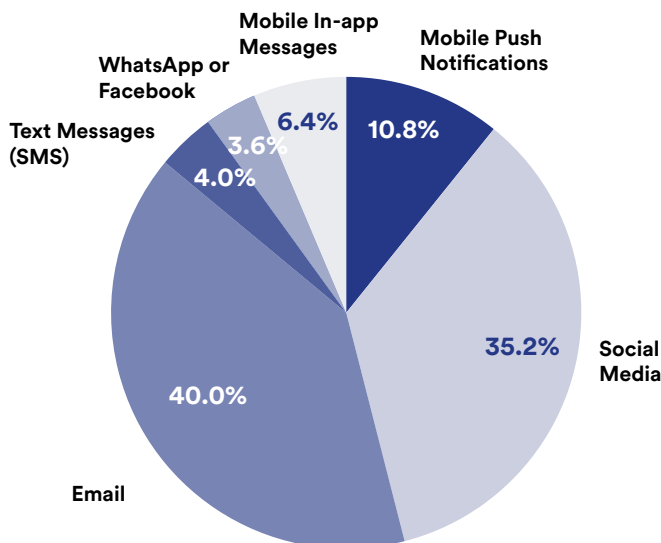
of male and 29.69% of female shoppers prefer to get shipping updates and alerts via SMS



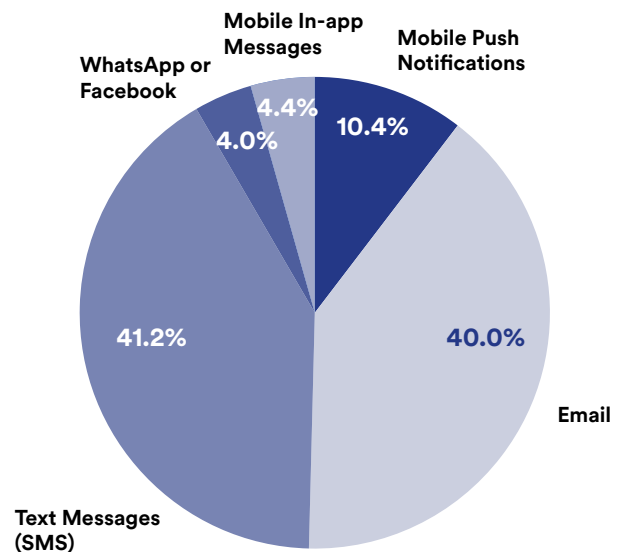
18.4%

of Europeans below the age of 34 prefer to get shipping updates from Push Notifications, 34.04% above the age of 45 rely on SMS

How Do Shoppers in the United Kingdom Want to Learn About New Products?



How Do European Shoppers Want to Get Shipping Updates and Alerts?



European Shoppers Are 3.28x More Likely to Click on Emails Personalised Based on Customer Journey

Industry Benchmarks



General Broadcast

Delivery Rate (DR):

97.33%

Open Rate (OR):

25.03%

Unique click-through rate (CTR):

0.99%

Click-to-open rate (CTOR):

3.18%

Conversion rate (CVR):

3.39%

Unsubscription rate:

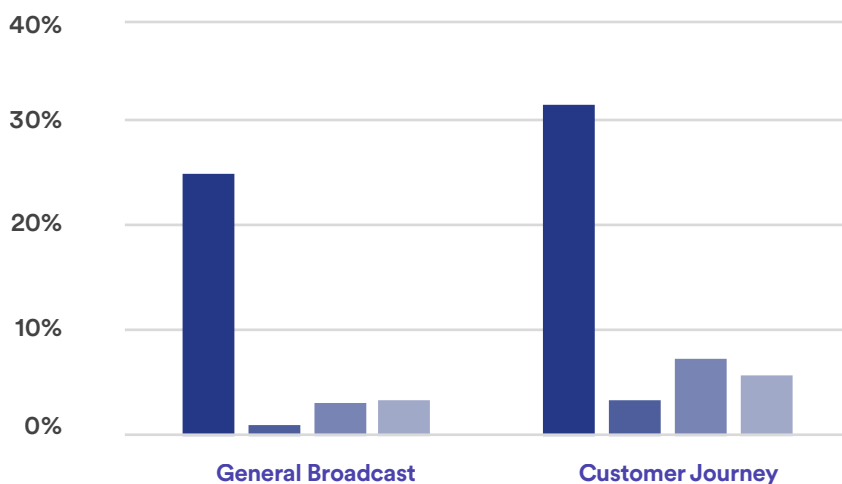
0.35%

Impact Of Segmentation And Personalisation



Based on Customer Journey

OR	1.26x		31.48%
Unique CTR	3.28x		3.25%
CTOR	2.29x		7.27%
CVR	1.64x		5.57%



How does personalization improve Email performance?

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

Shopping Brands Witness 1.55x More Conversions When Push Notifications Are Personalised Based on Customer Journey

Industry Benchmarks



General Broadcast

Delivery Rate (DR):

79.56%

Click-through Rate (CTR):

4.81%

Conversion Rate (CVR):

7.38%

Impact Of Segmentation And Personalisation



Based on Customer Journey

DR **1.1x** **86.72%**
increase to

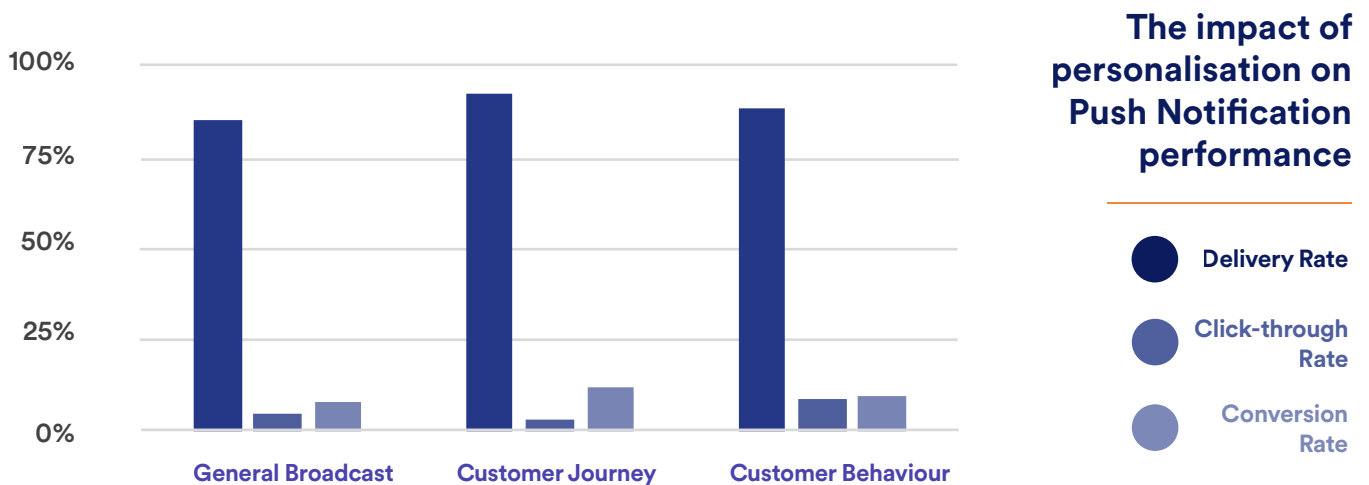
CVR **1.55x** **11.44%**
increase to

Based on Customer Behaviour

DR **1.04x** **83%**
increase to

CTR **1.7x** **8.14%**
increase to

CVR **1.2x** **92%**
increase to



Shoppers Are 5.96x More Likely to Click on In-app Messages and Website Banners That Are Personalised Based on Their Behaviour

Industry Benchmarks



General Broadcast

Click-through Rate (CTR):

8.17%

Conversion Rate (CVR):

7.25%

Impact Of Segmentation And Personalisation



Based on Customer Journey

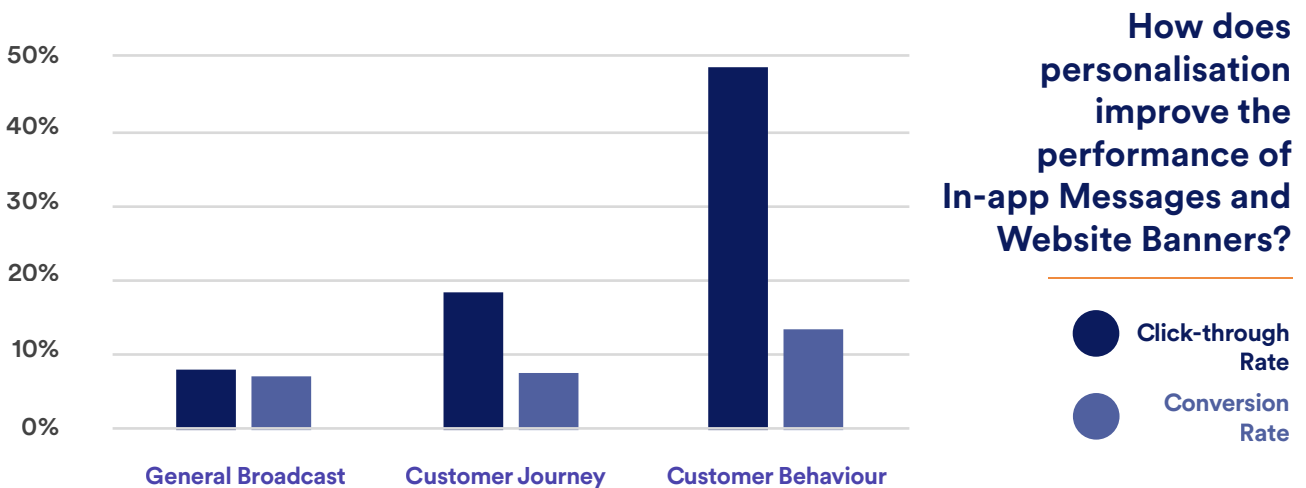
CTR **2.23x** increase to **18.21%**

CVR **1.05x** increase to **7.60%**

Based on Customer Behaviour

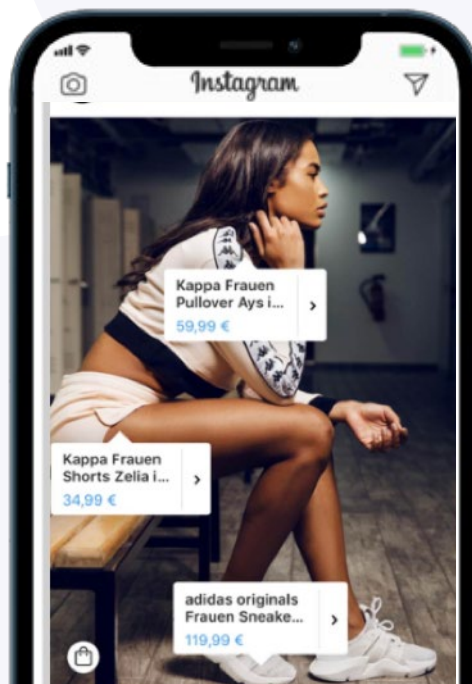
CTR **5.96x** increase to **48.71%**

CVR **1.82x** increase to **13.19%**

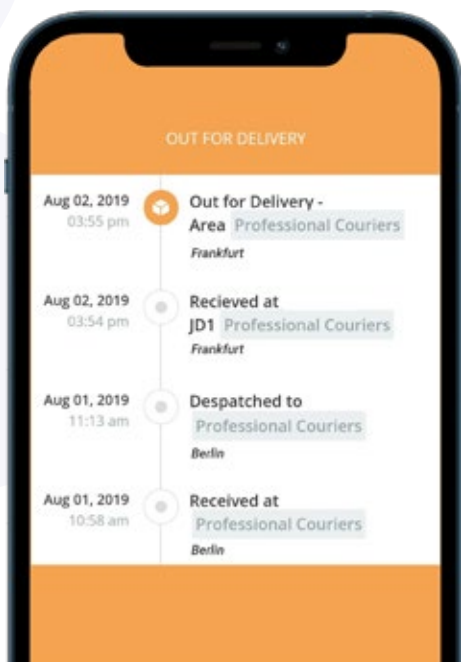


Next Steps for Shopping Brands

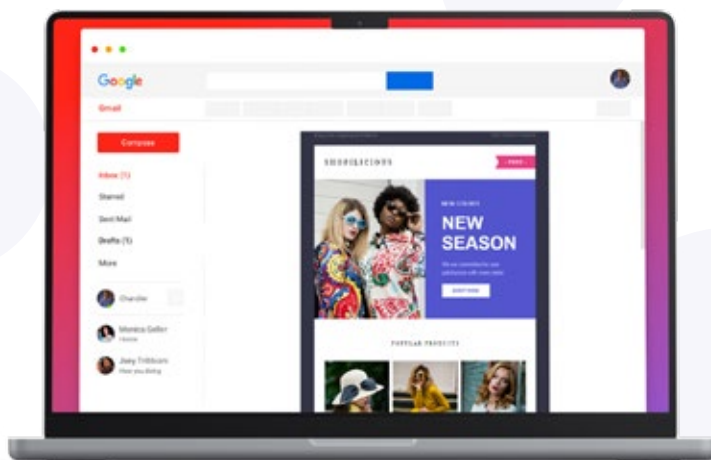
Gather insights into your customers' preferences based on their browsing patterns or purchase history and create segments based on their affinity. Then, send them relevant recommendations of the latest products from your catalogue via Email to increase LTV and repeat purchases.



Identify customers who have recently made a purchase but have not received an order yet, and show live tracking and shipping updates via SMS (Text Message) to this segment alone.



Boost key email metrics such as open rates, click rates, and conversion rates by sending emails at a time when they are most likely to respond positively to your communication



Banking and Finance

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

At a glance :



Email is the most-preferred channel to get KYC (Know Your Customer) updates and reminders



14%

of Germans use Push Notifications to get the latest updates about the stock market or investment portfolio



30.4%

of consumers in the UK prefer mobile in-app messages or website banners for stock market updates



3.75%

of Female Europeans want to receive latest loan offers via phone calls

Voice of the Consumer: Europeans Want KYC Updates and Reminders Via Email



19.20%

of Germans learn about loan offers and updates via mobile in-app messages or website banners



59%

of Europeans want to get KYC (Know Your Customer) updates and reminders via Emails



16.40%

of Germans use WhatsApp to learn about latest updates to the stock market or investment portfolio, 30.40% of consumers in the UK prefer mobile in-app messages or website banners



3.75%

of Female Europeans want to receive latest loan offers via phone calls; they'd rather prefer to get this info via Emails (58.36%)



60.47%

of Europeans over the age of 55 prefer to learn about latest updates to the stock market or investment portfolio via Email

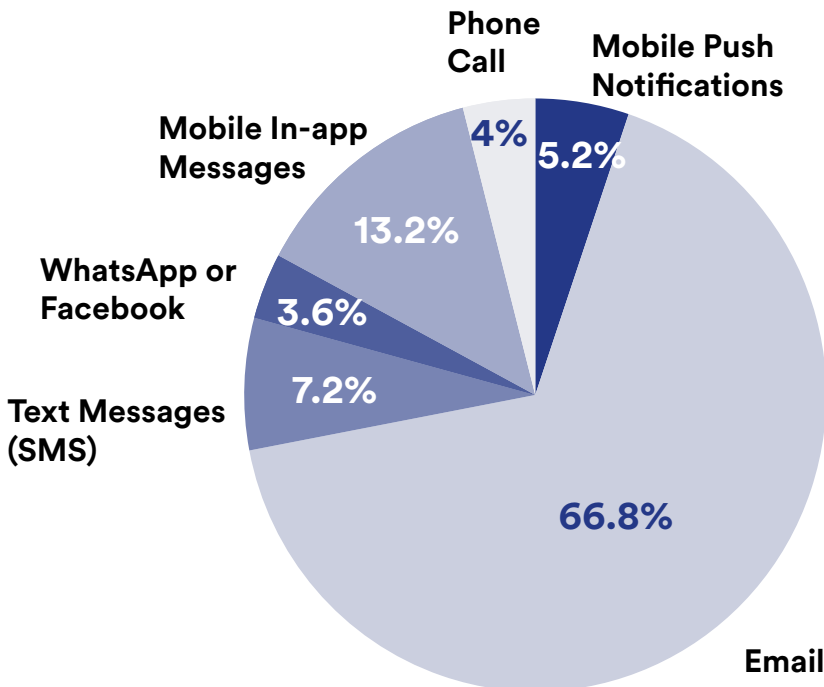
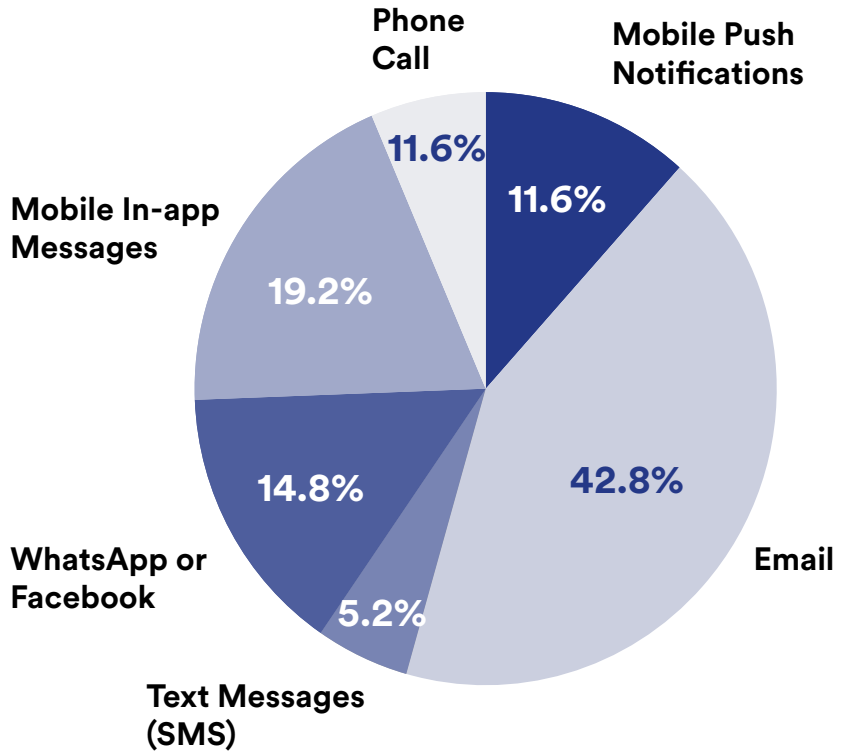


28.39%

of Europeans below the age of 54 prefer mobile in-app messages or website banners

How Do Europeans Want to Learn About Loan Offers and Updates?

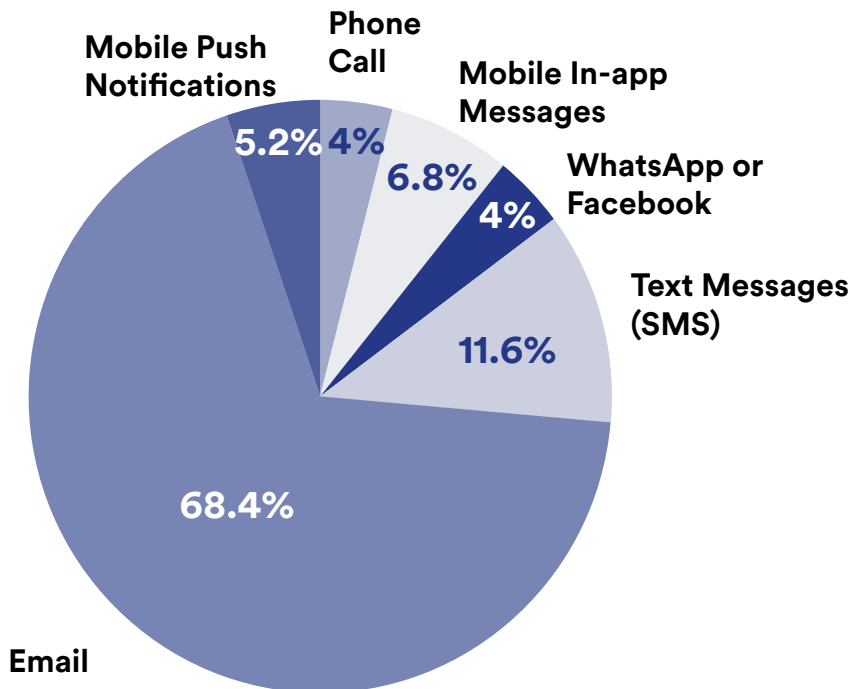
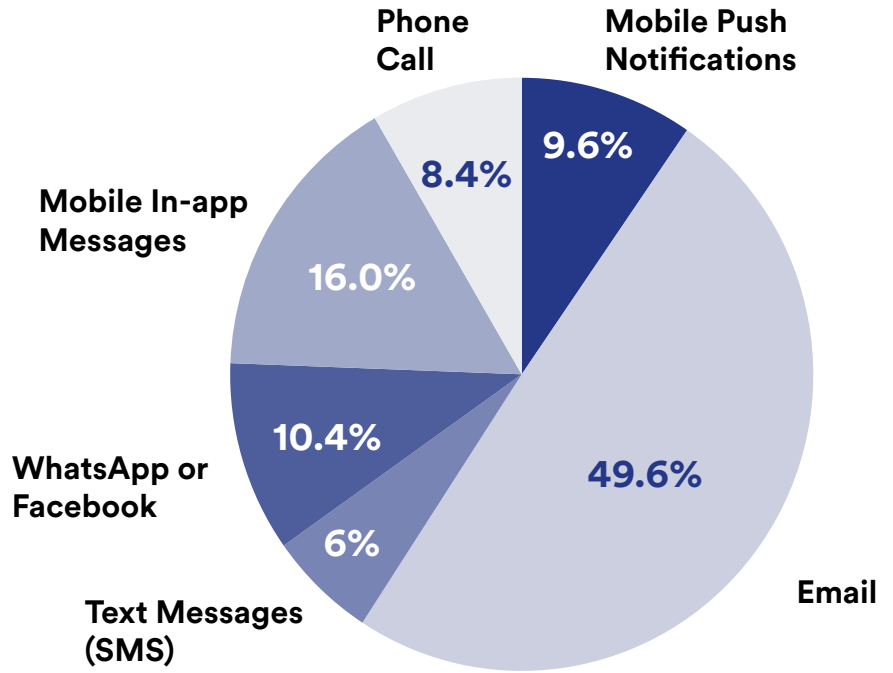
19.2% of Germans Prefer Mobile In-app Messages and Website Banners



66.8% of Consumers in the UK Prefer Email

How Do Europeans Prefer to Get KYC Updates and Reminders?

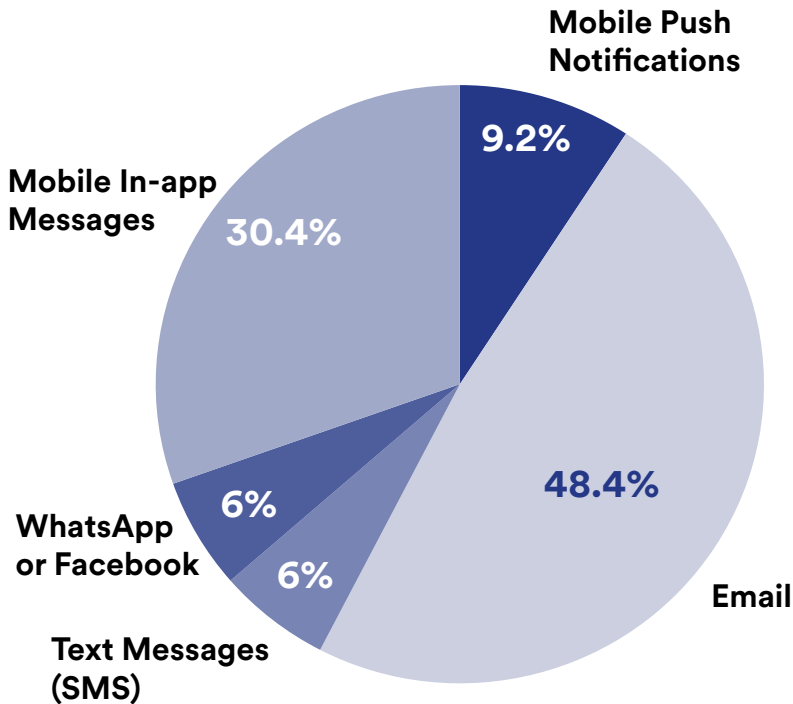
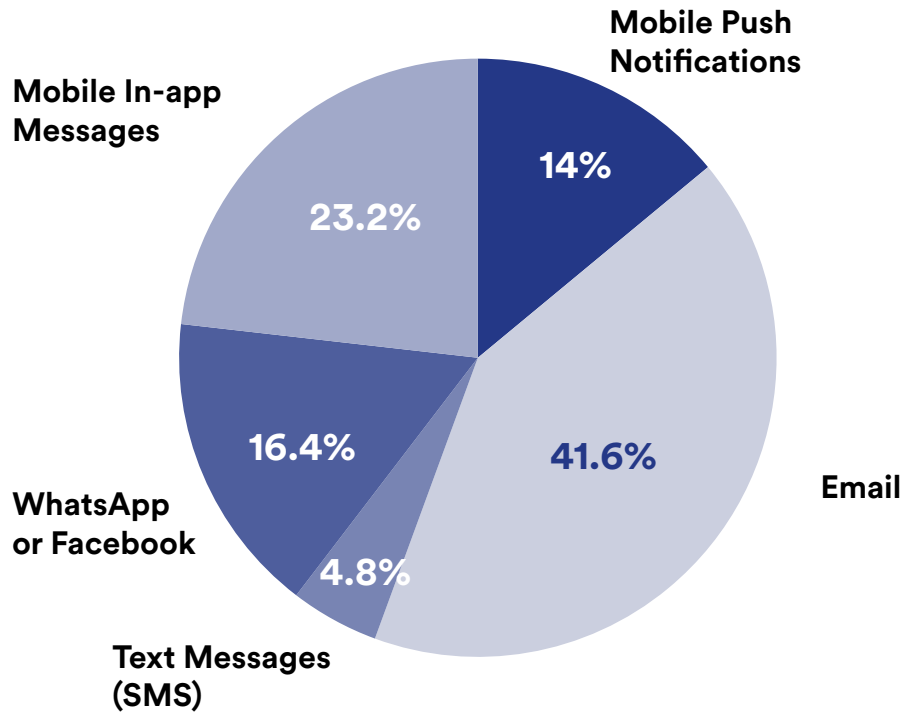
10.4% of Germans Prefer WhatsApp



68.4% of Consumers in the UK Prefer Email

How Do Europeans Want to Get Latest Updates About the Stock Market or Investment Portfolio?

14% of Germans Prefer Mobile Push Notifications

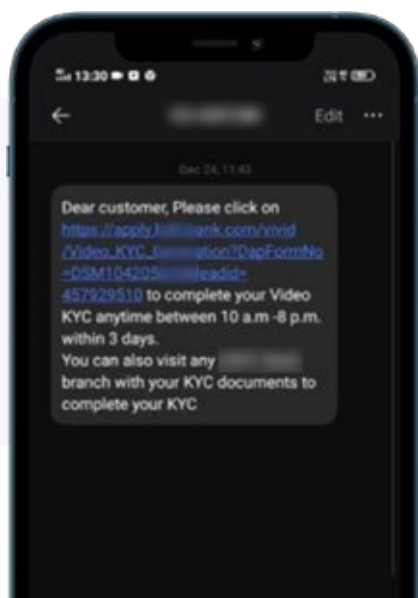


30.4% of Consumers in the UK Prefer Mobile In-app Messages and Website Banners

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, personalise recommendations by sending loan and credit card offers in vernacular content.

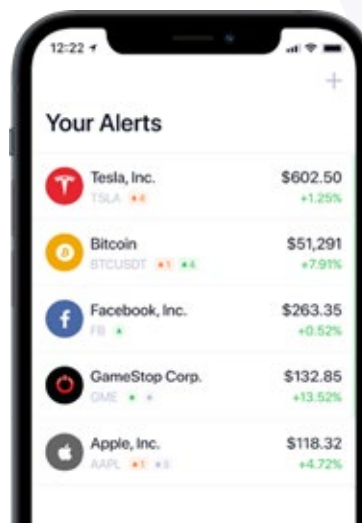


When a new customer signs up on your platform

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' favourite (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 :



56%

of Germans prefer to get travel information and hotel regulations for stays by Email



41.2%

of consumers in the UK prefer to get travel information and hotel regulations for stays by Email



12.52%

of Europeans below the age of 44 prefer mobile in-app messages or website banners to get travel information

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



56%

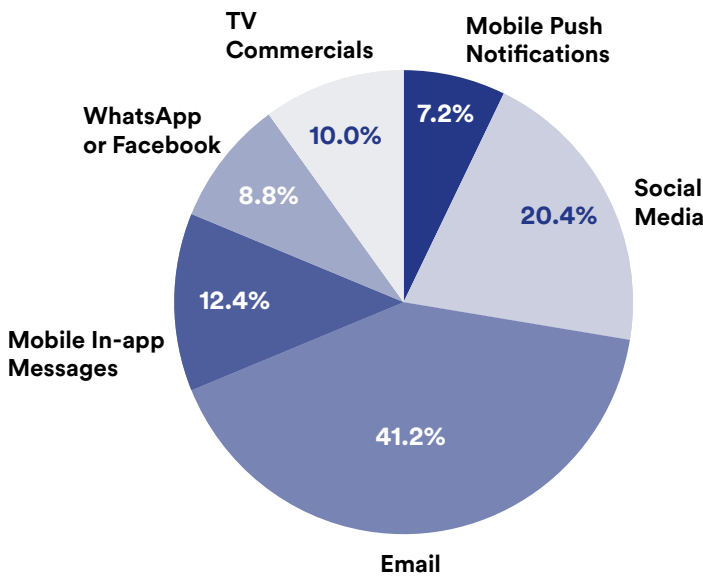
of Germans and 41.20% of consumers in the UK prefer to get travel information and hotel regulations for stays by Email



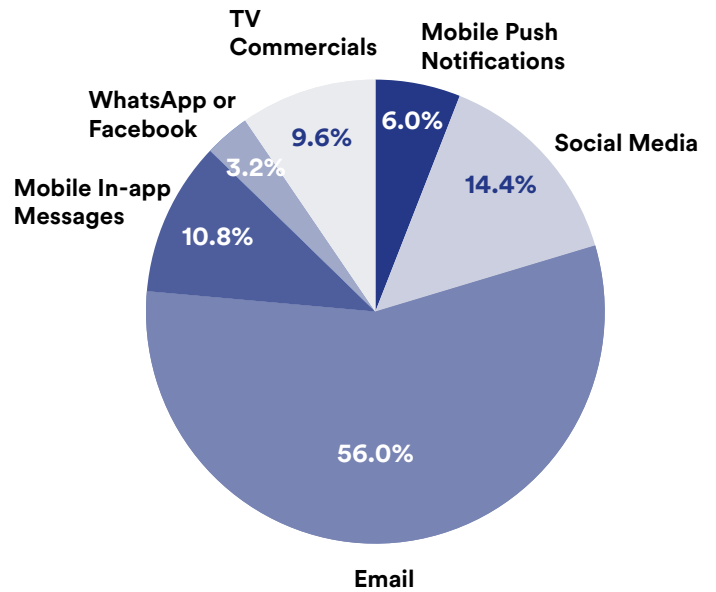
12.52%

of Europeans below the age of 44 prefer mobile in-app messages or website banners to get travel information, while only 6.08% above the age of 45 use the same channel

How do Germans Want to Get Travel and Stay Information?

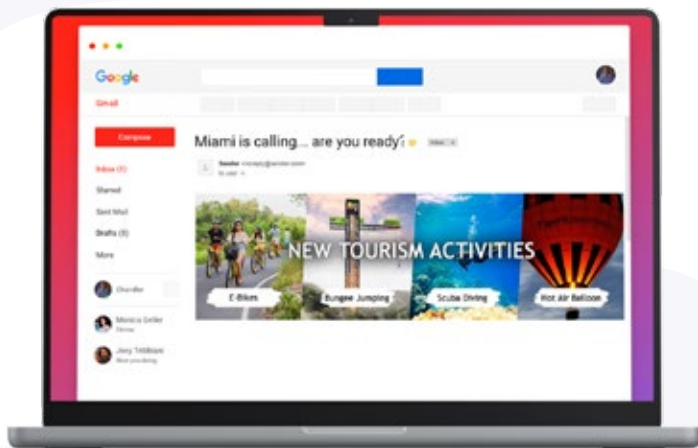


How do travellers in the UK Prefer to Get Travel and Stay Information?



Next Steps for Banking and Finance Brands

Segment customers based on their browsing or search behaviour and send Emails with personalised 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 opened your Email but is active on your mobile app or website, show them a relevant Mobile In-app Message or a Website Banner.

Conclusion

Personalisation Is the Way Forward for Consumer Brands in Europe

Creating personalised micro-moments at every customer touchpoint is the way forward for consumer brands in 2023 and beyond. Personalisation 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 WhatsApp is the fastest-growing channel for getting subscription renewal reminders and alerts in Germany, Emails are highly favoured for recommendations from Shopping brands about the next product to buy. On one hand, consumers want to get KYC (Know Your Customer) updates and reminders via email, and on the other, Mobile In-app Messages and Website Banners are the fastest-growing channels for travellers below the age of 44 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 necessary criteria of personalisation are :

The two key criteria of personalisation are

Customer Behaviour – Actions performed by your customers on and off your platform, such as browsing behaviour, 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



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Talk to us about Sustainable Growth



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



Yash Reddy
Chief Business Officer, MoEngage
yashwanthreddy@moengage.com



Jason Smith
Vice President, Europe
jason.smith@moengage.com



Shalini Devji-Jethwa
Director, Europe
shalini@moengage.com



Maike Haberkorn
Senior Digital Growth Manager, Europe
maike@moengage.com