

# Customer Engagement Benchmarks Report 2022

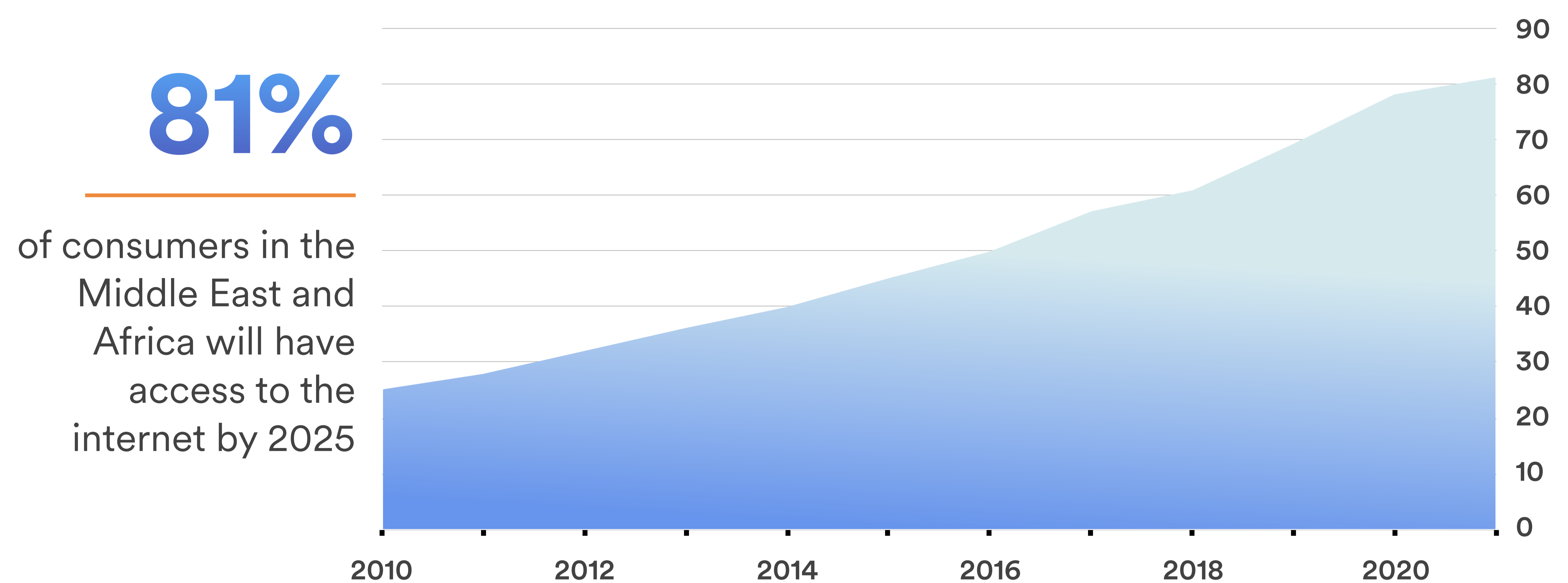
Middle East and Africa



# Introduction

By 2025, more than 81% of consumers in the Middle East and Africa will have access to the internet. As the transition to 5G networks gains momentum in the region, an increasing urgency is setting in enterprises to build personalized micro-moments for the modern consumer.

## Internet Penetration Growth in the Middle East, and Africa



On one hand, increasing mobile growth and internet adoption present an excellent 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 doubling down on customer engagement and retention strategies. By focussing on building loyalty with existing customers, consumer brands can survive this economic downturn and more.

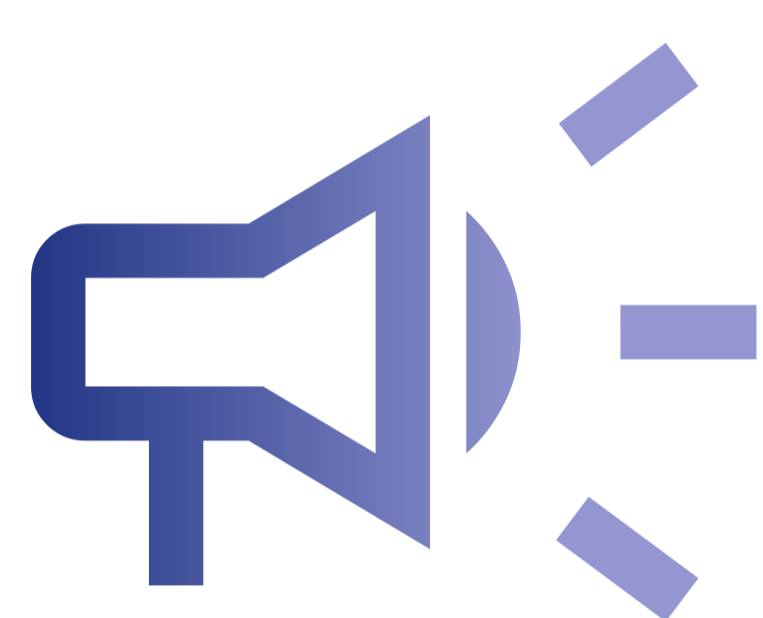
But how do consumer brands win at customer engagement?

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 the region? 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



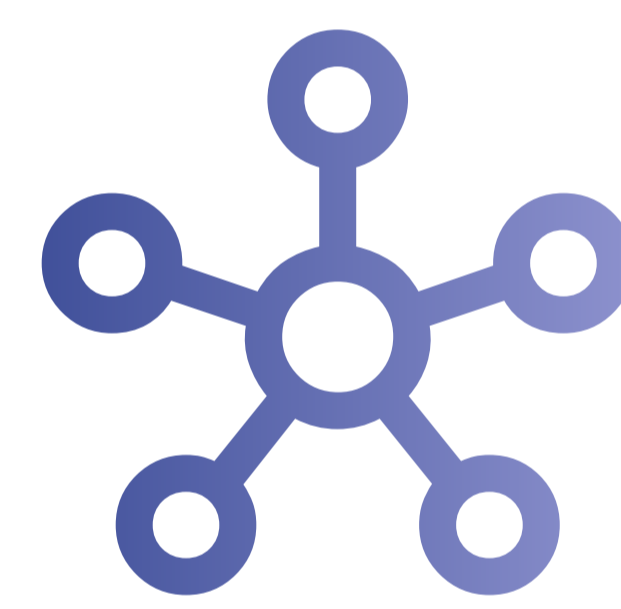
**4 B+**

customer interactions



**3250**

consumers surveyed



**5**

communication channels



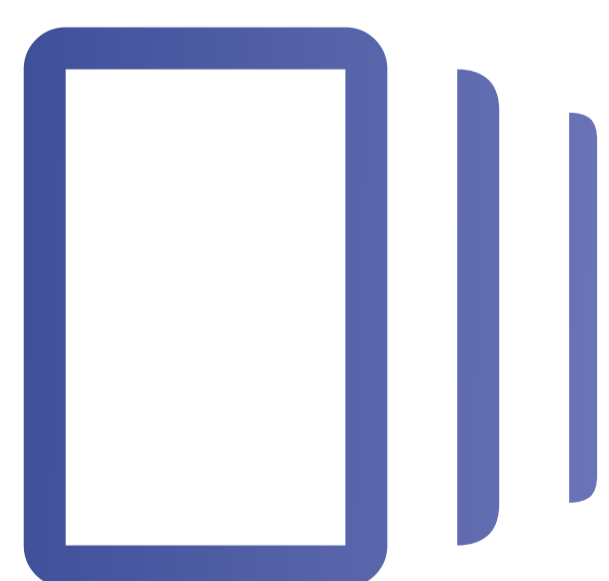
**14**

customer engagement metrics



**62**

customer engagement benchmarks



**4**

primary verticals

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# Media & Entertainment

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

## At a glance :

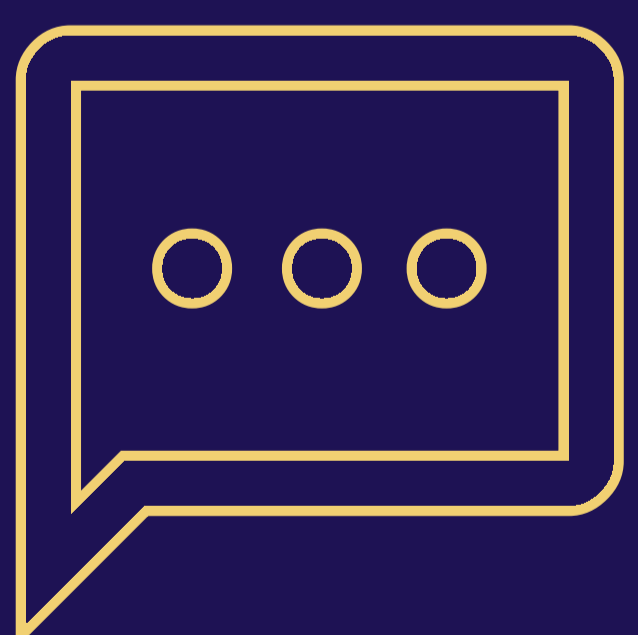
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Consumers want to learn about new TV shows, movies, or music via Social Media

27.6%

Only 27.6% of consumers claim to receive frequent relevant communication of new releases



31.3%

of male consumers prefer to get subscription renewal reminders and alerts via SMS (Text Messages)



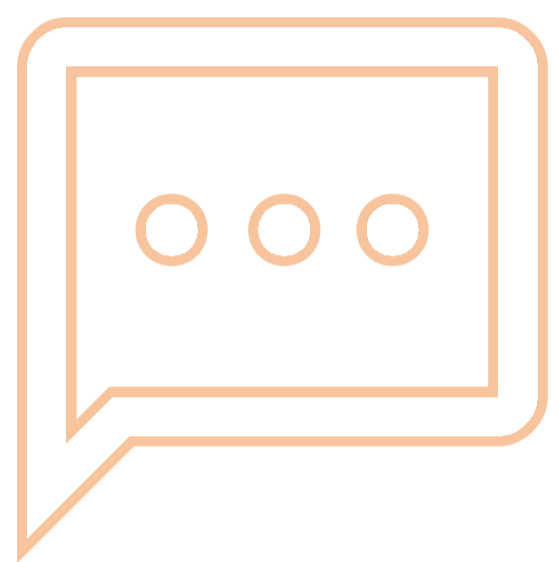
15.8%

of female consumers want to get news alerts or sports updates on Whatsapp

# Voice of the Consumer: Social Media is the Most Preferred Channel to Learn About New TV Shows, Movies, or Music



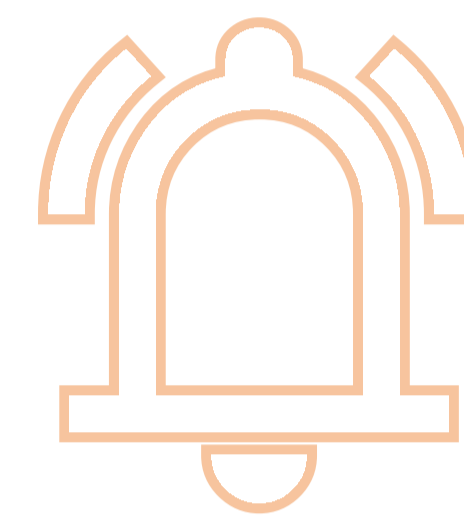
After Social Media, consumers in the Middle East like to get new movies, TV shows, or music updates from mobile In-app Messages and Website Banners



SMS is the fastest growing channel in the Middle East, with

**20.8%**

of consumers relying on SMS to get subscription renewal reminders and alerts



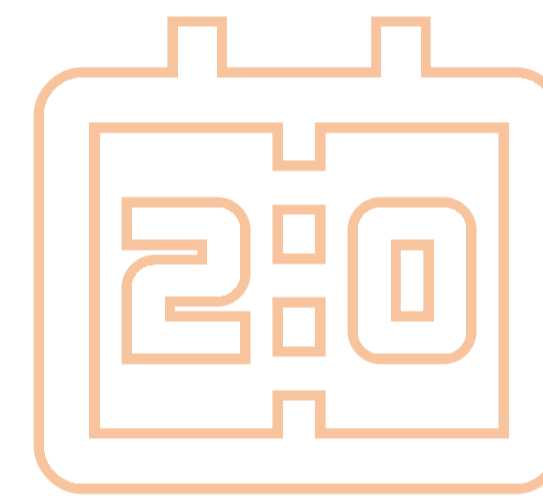
**33.20%**

of consumers in Saudi Arabia want to get subscription renewal reminders and alerts via Email



**16.40%**

of consumers in UAE rely on WhatsApp to get news alerts or sports updates



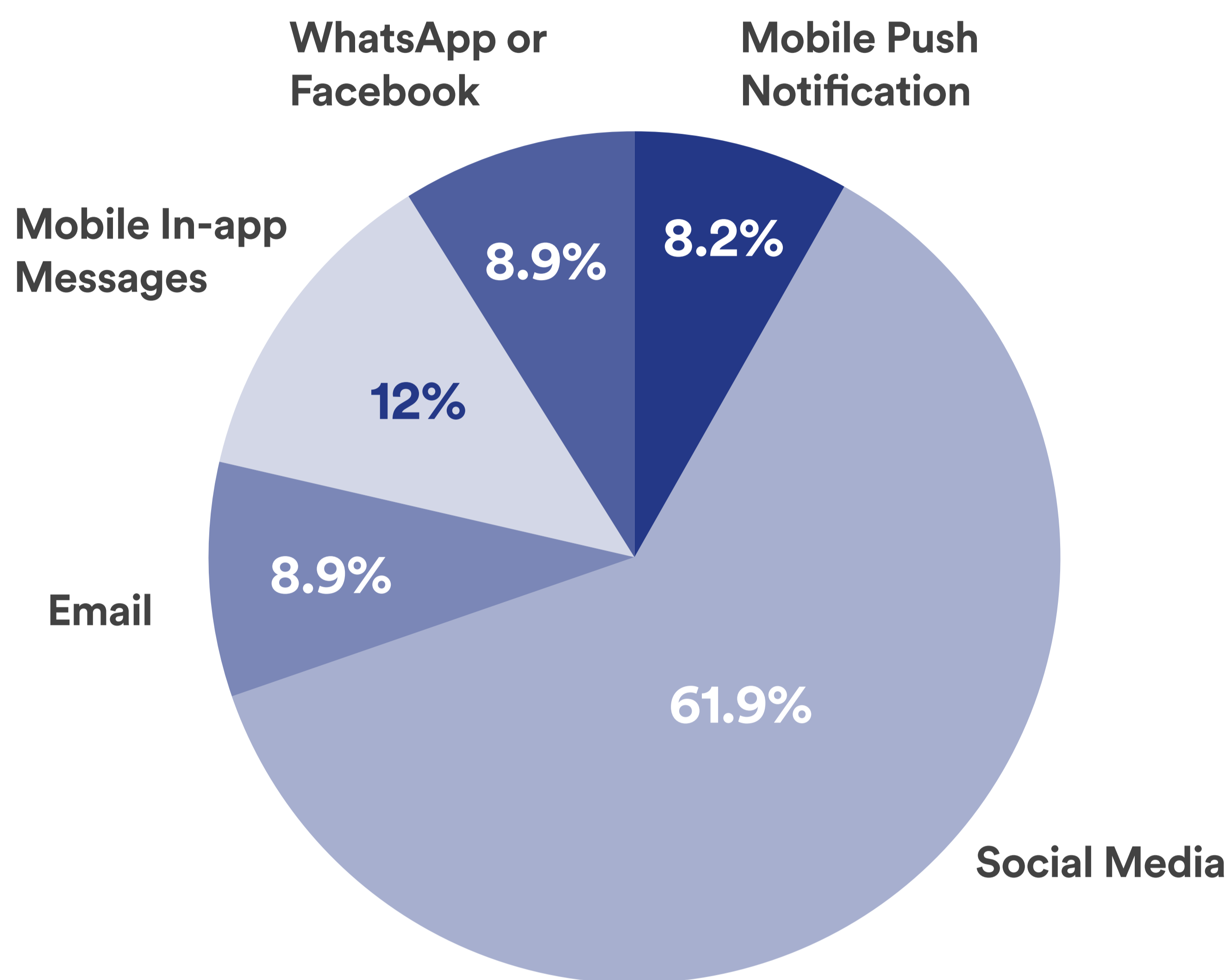
Only

**29.20%**

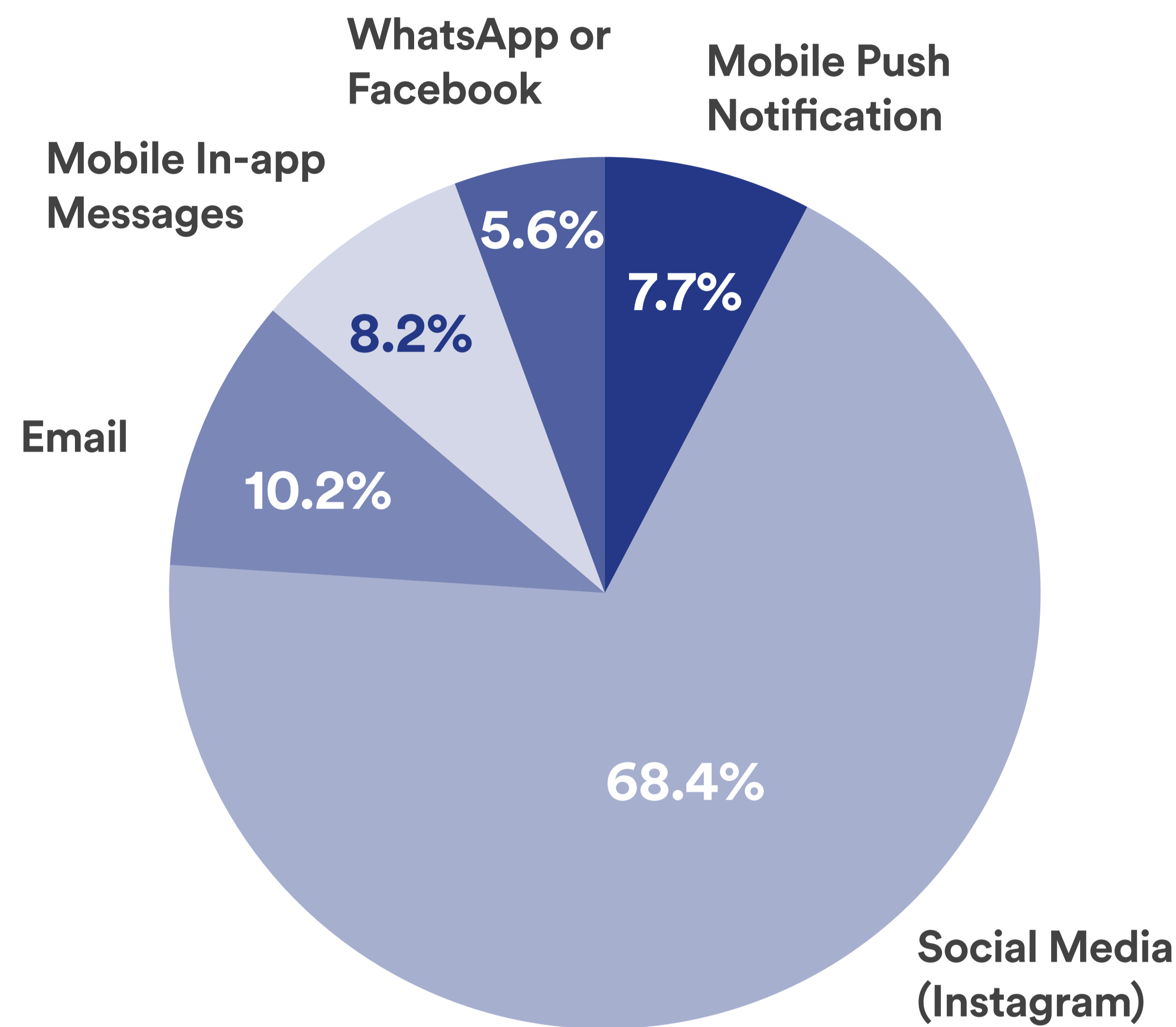
of consumers in the Middle East receive relevant updates about news or sports updates frequently

# Where Do Consumers Like to Get New Movies, TV Shows, or Music Updates From?

12.5% of Male Consumers Prefer Mobile In-app Messages and Website Banners

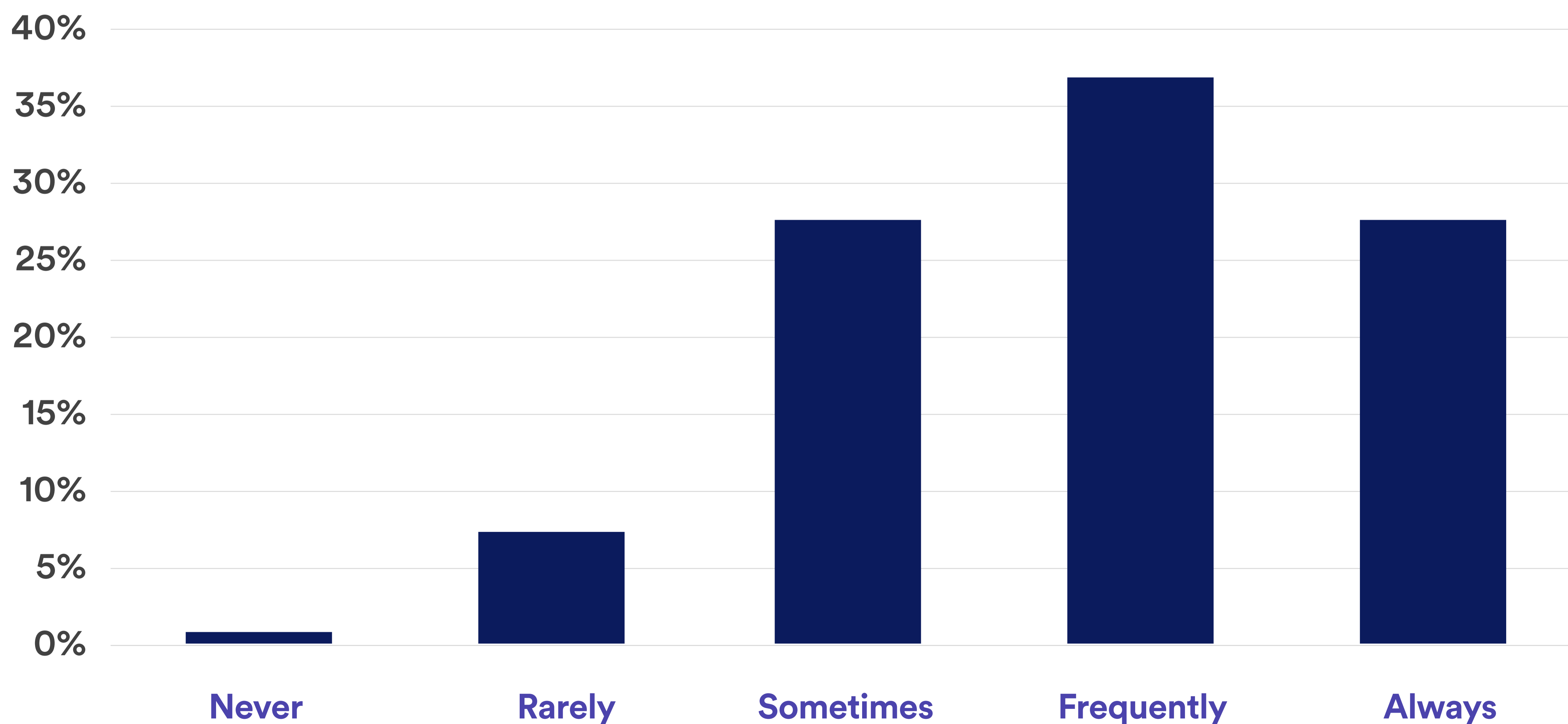


68.4% of Female Consumers Rely on Social Media



## How Often Do Consumers Receive Relevant Communication for New Releases?

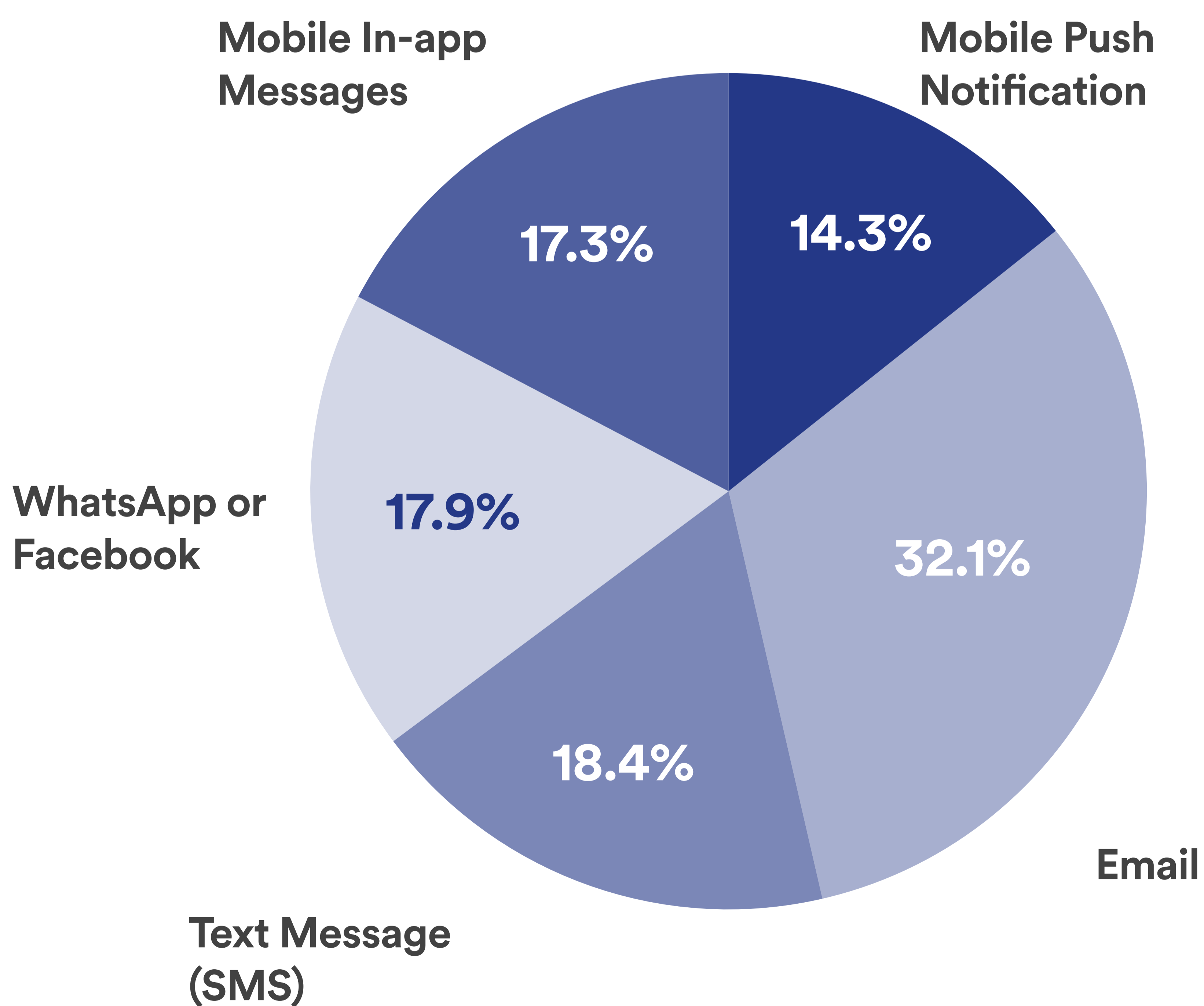
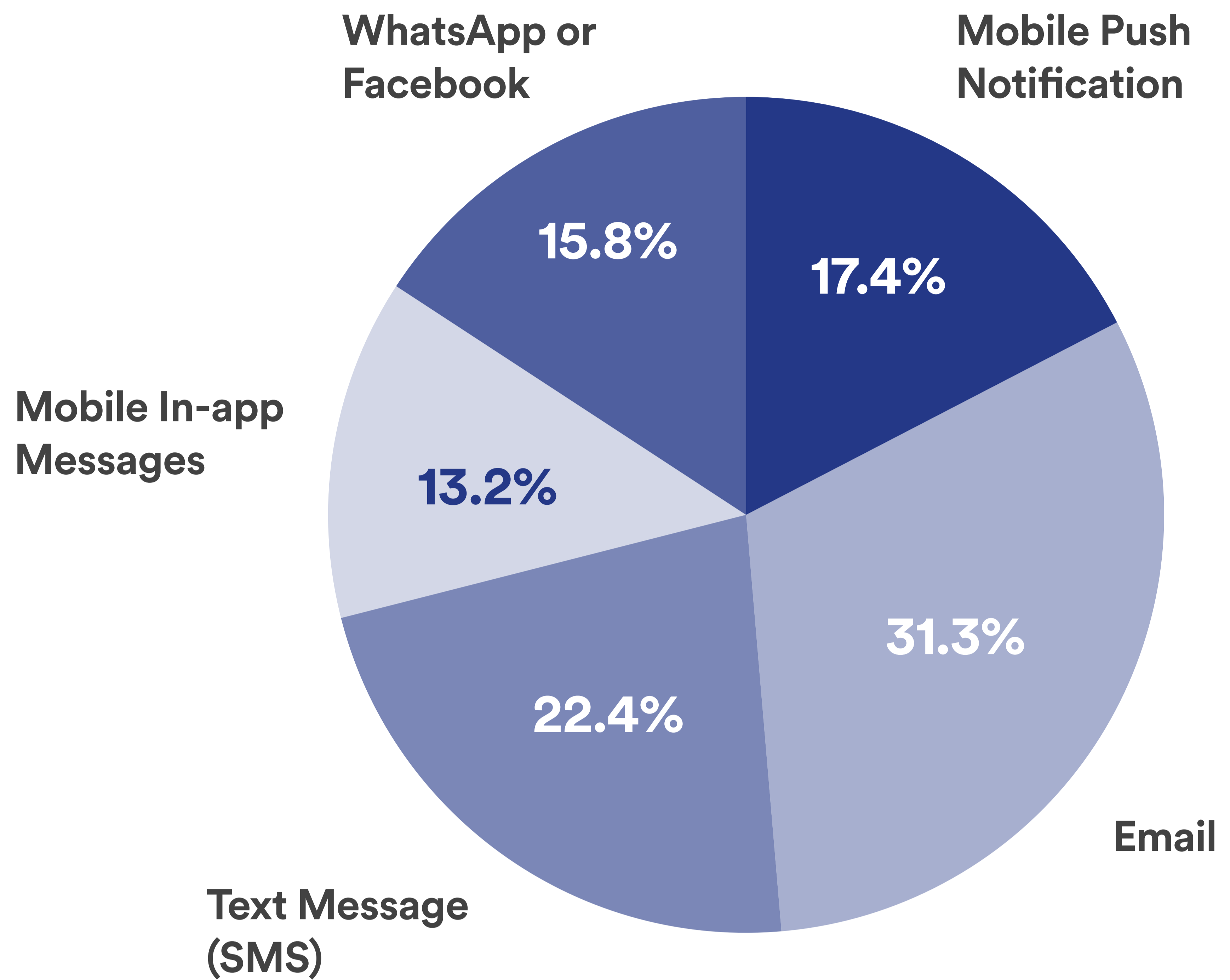
Only **27.6%** of consumers claim to receive frequent relevant communication of new releases





# How do Consumers Prefer to Get Subscription Renewal Reminders and Alerts?

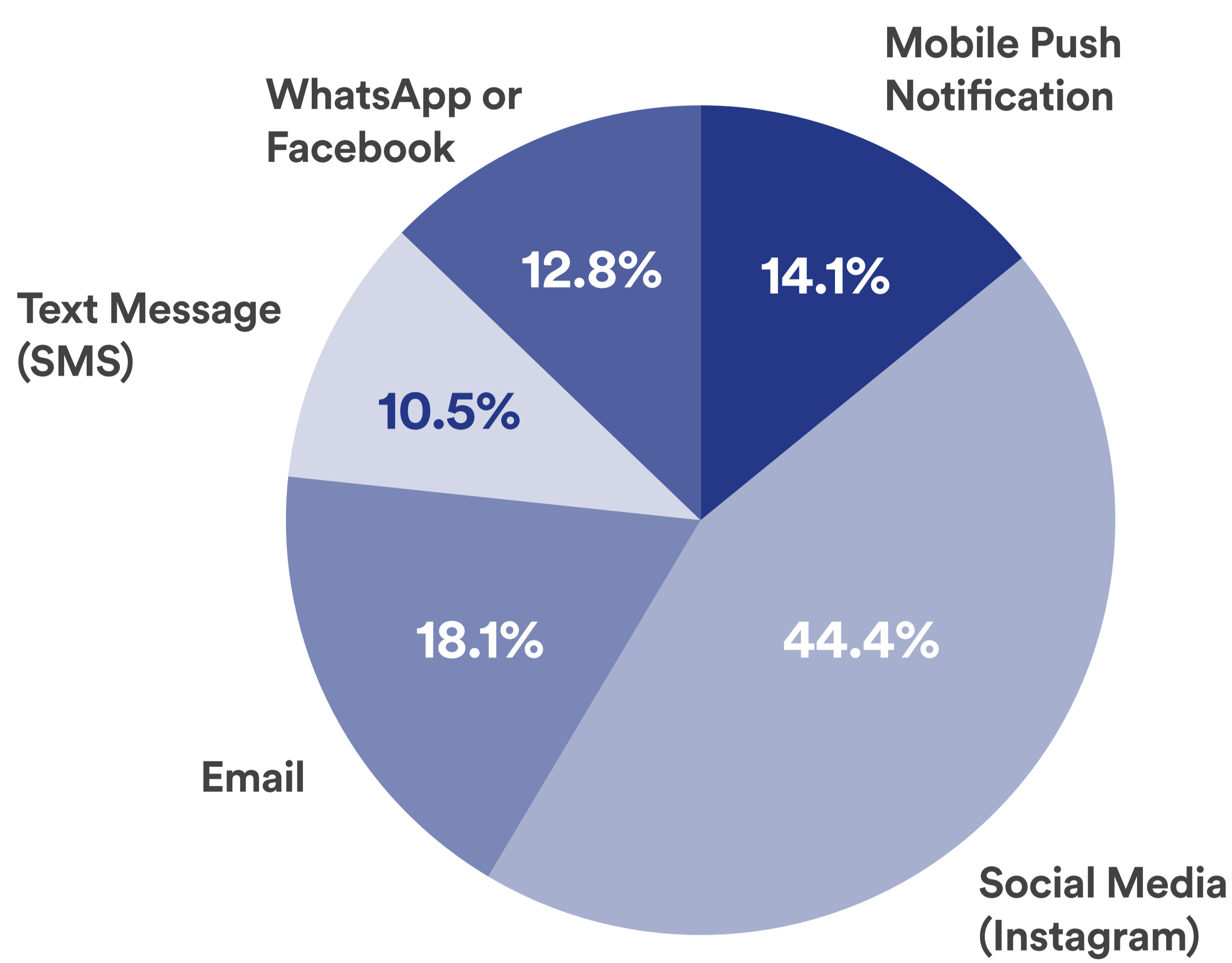
**31.3% of Male Consumers Rely on Emails**



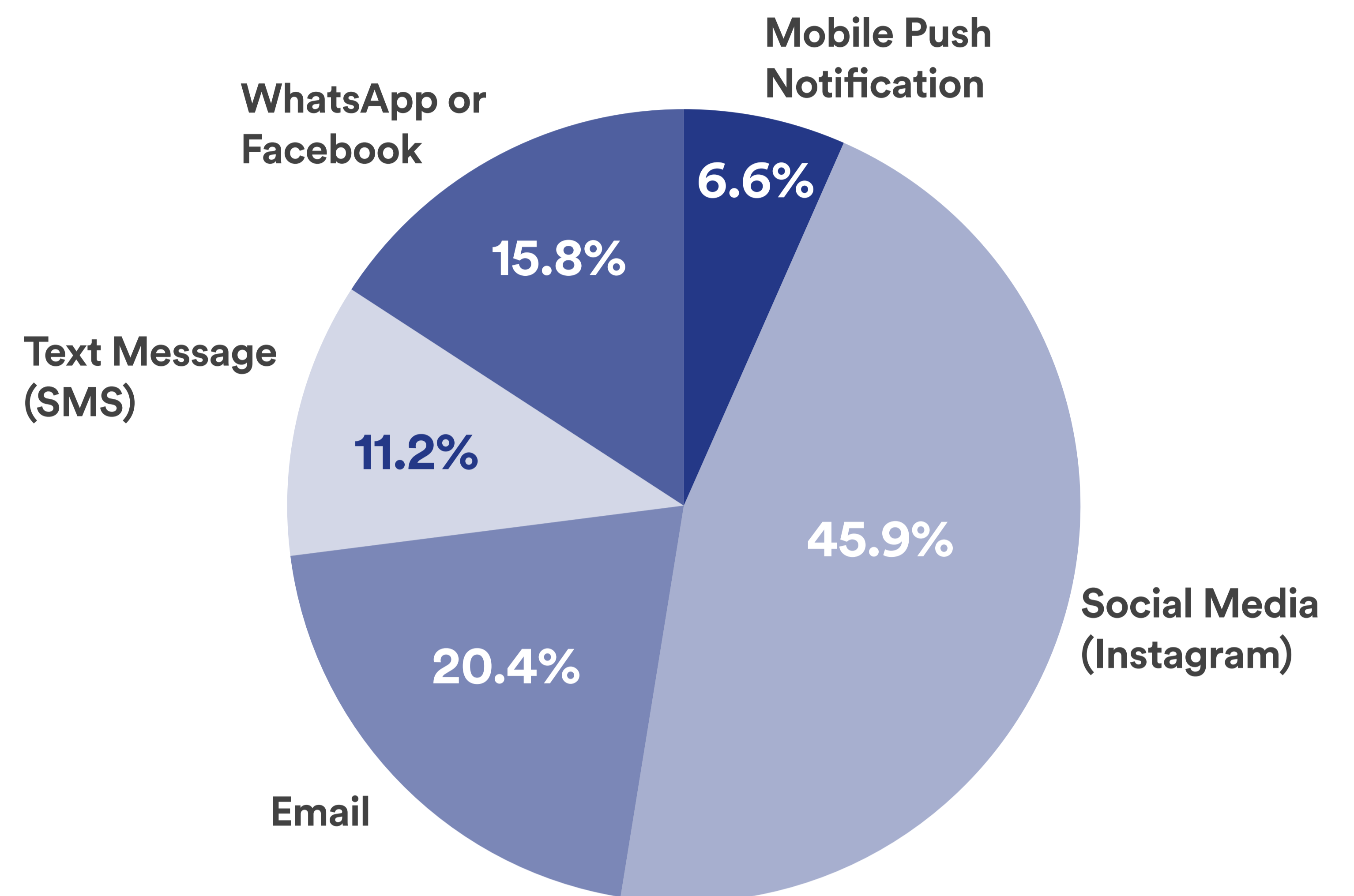
**17.9% of Female Consumers Prefer WhatsApp**

# Where Do Consumers Like to Get News Alerts or Sports Updates From?

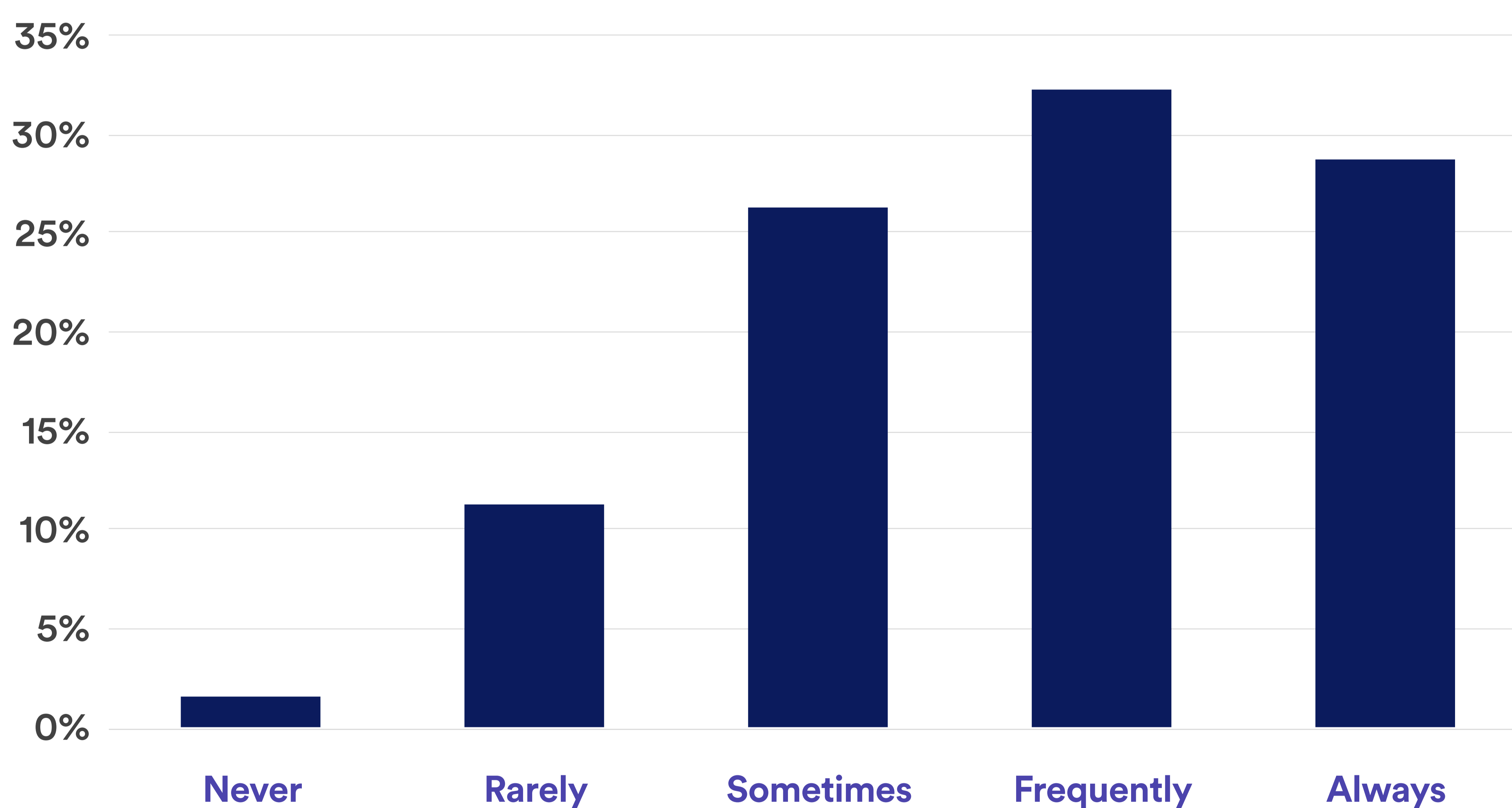
14.1% of Male Consumers Prefer Mobile Push Notifications



11.2% of Female Consumers Rely on SMS (Text Messages)

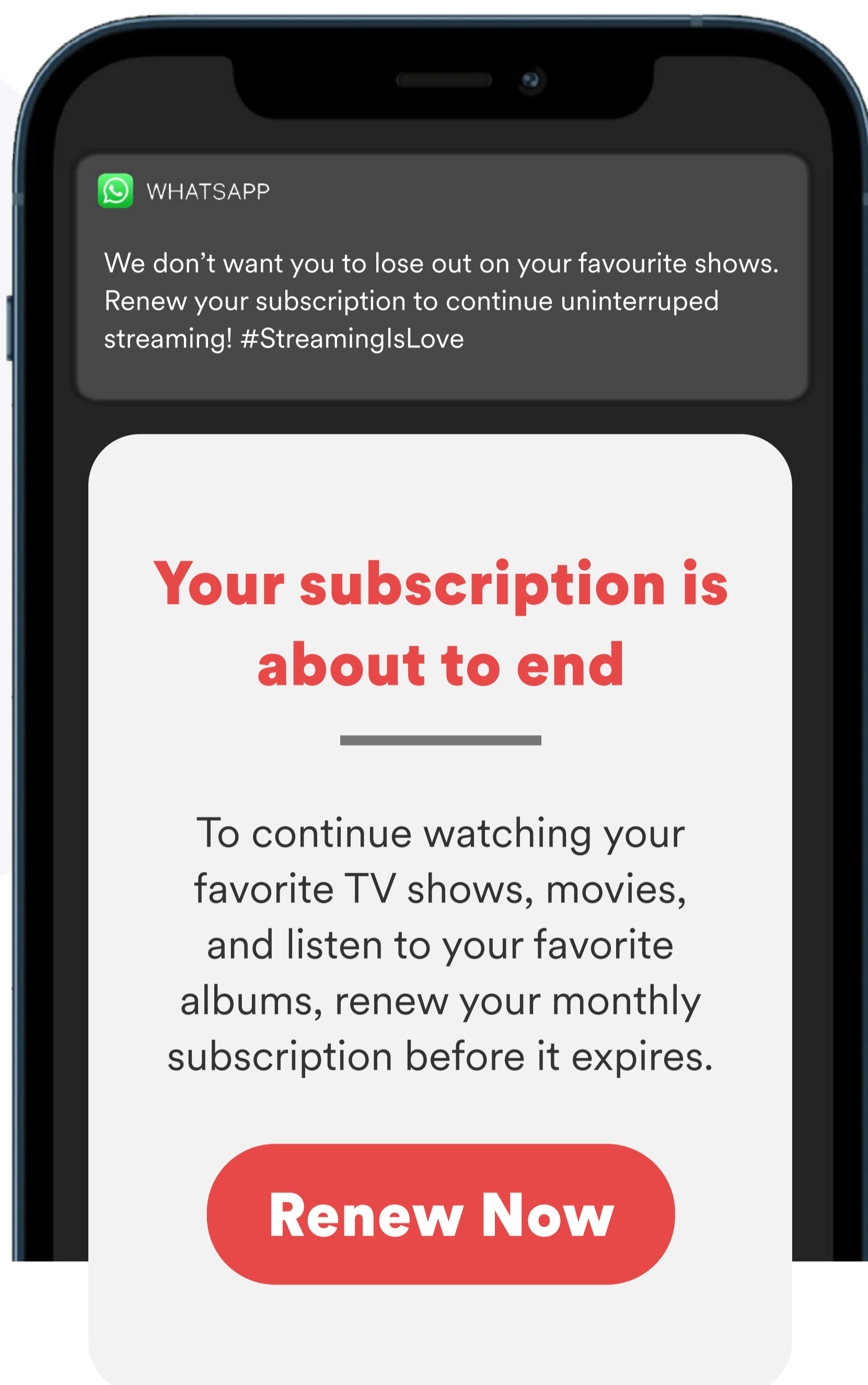
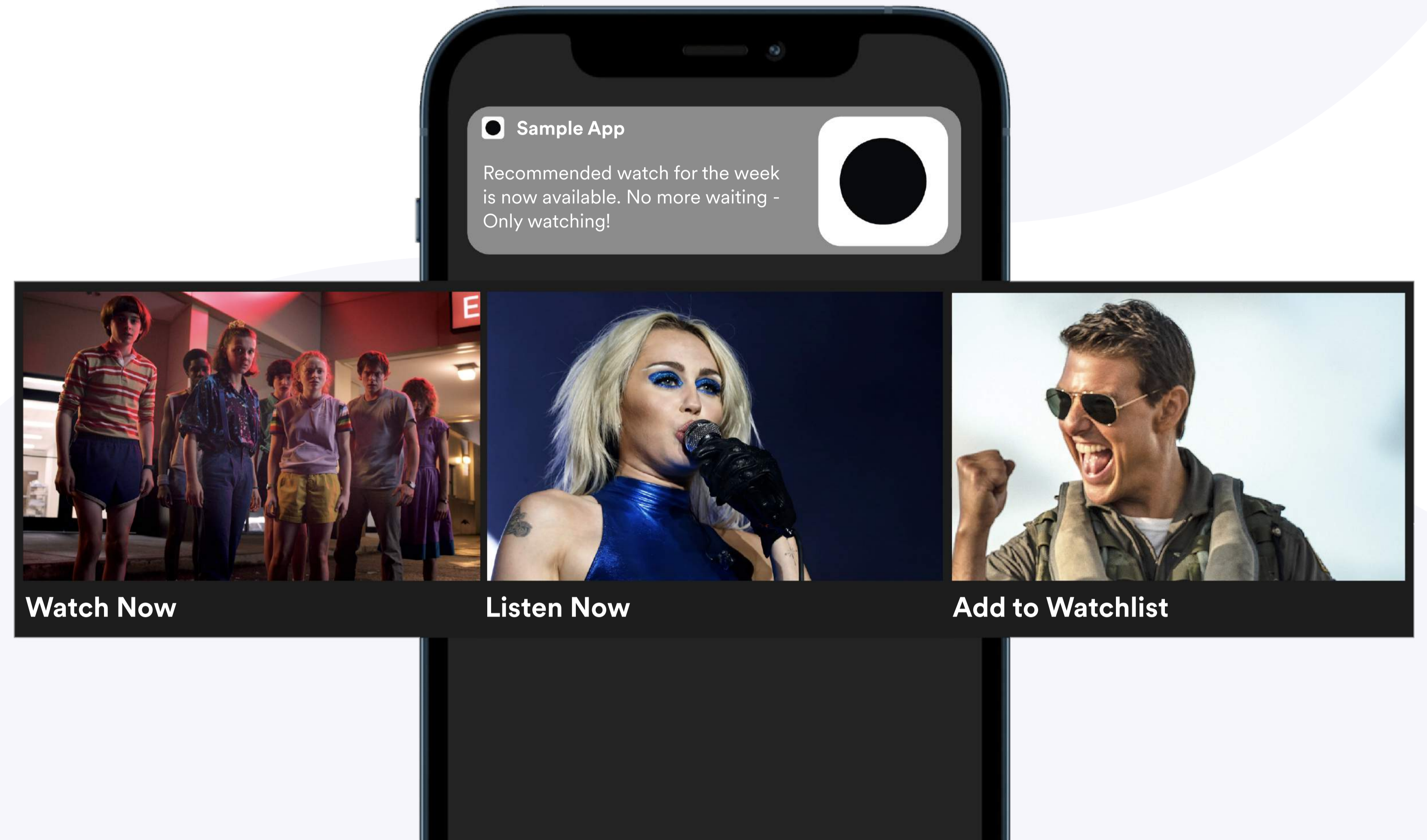


## How Often Do Consumers Receive Relevant Communication for New Releases?



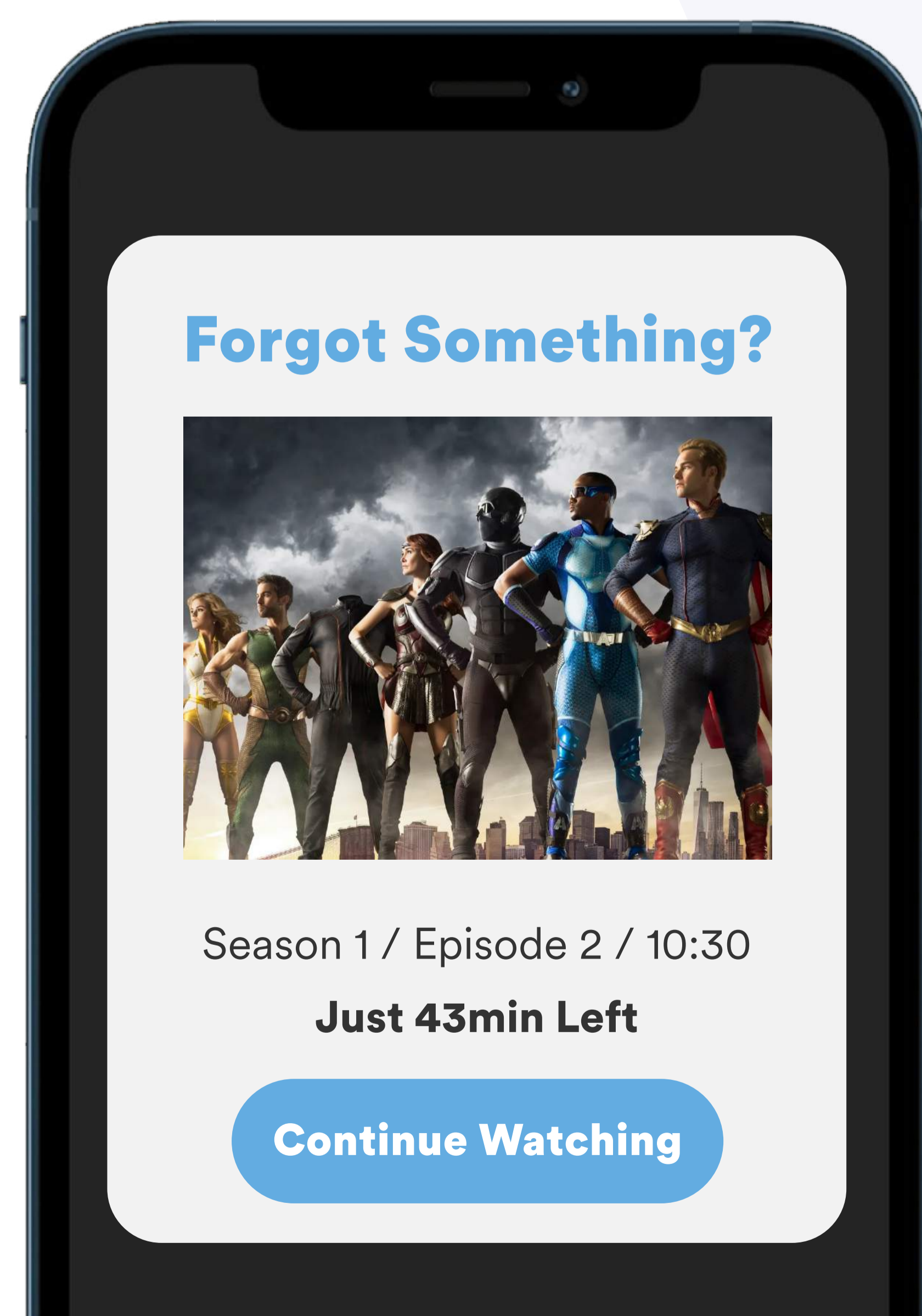
# Next Steps for Media & Entertainment Brands

**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 targeting similar audiences.



**Leverage automated triggers to automatically identify customers** whose subscription is about to end and create a customer segment and send an Email to these customers.

**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)

## At a glance :

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2.72x

Shoppers want to learn about new products via Email

more likely to open Emails that are personalized based on customer behavior

Push Notifications personalized based on customer behavior get

 1.47x

higher click-through rates

# Voice of the Consumer: Shoppers Want to Learn About New Products Via Email

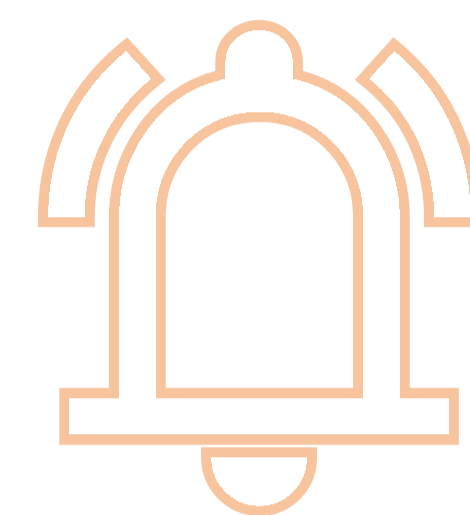


Email is the fastest growing channel for shoppers in the Middle East to get updates on new products from shopping brands



**15.06%**

of shoppers in the Middle East want to get updates of new products from shopping brands from mobile In-app Messages and Website Banners



Only

**27.20%**

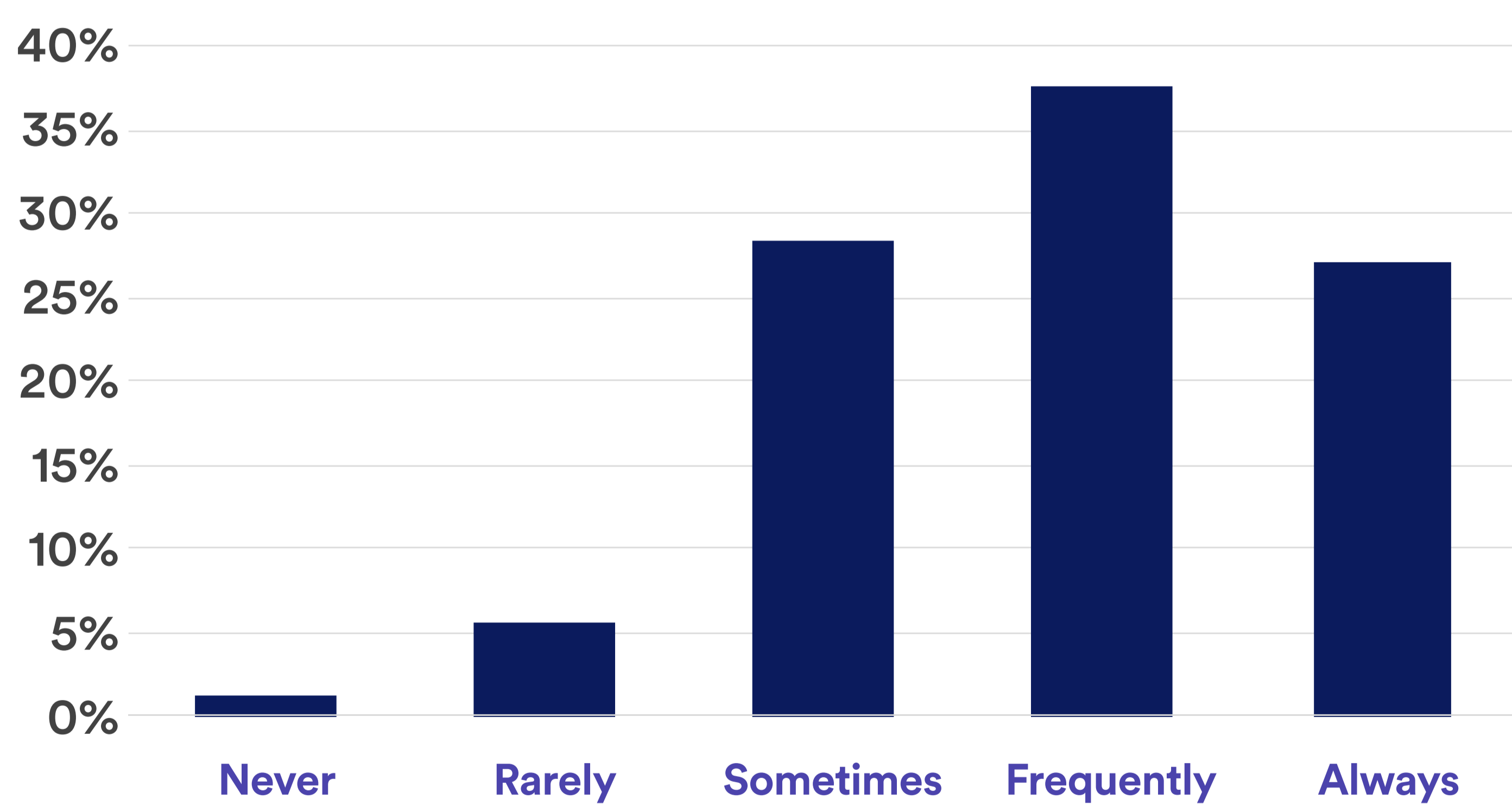
of shoppers in Saudi Arabia get frequent updates from shopping brands about products they like



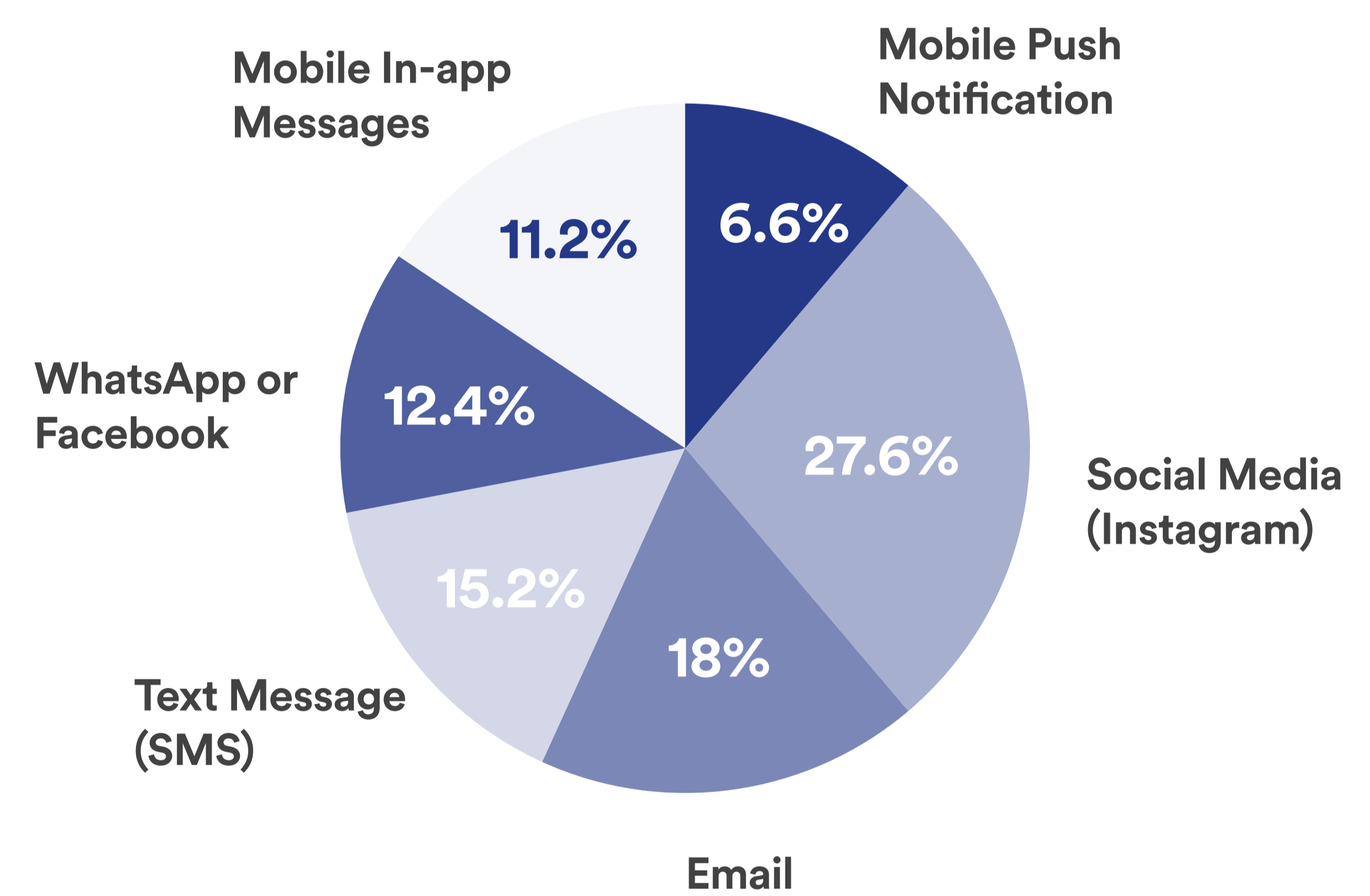
**23%**

of shoppers in Saudi Arabia want to get shipping updates and alerts on SMS

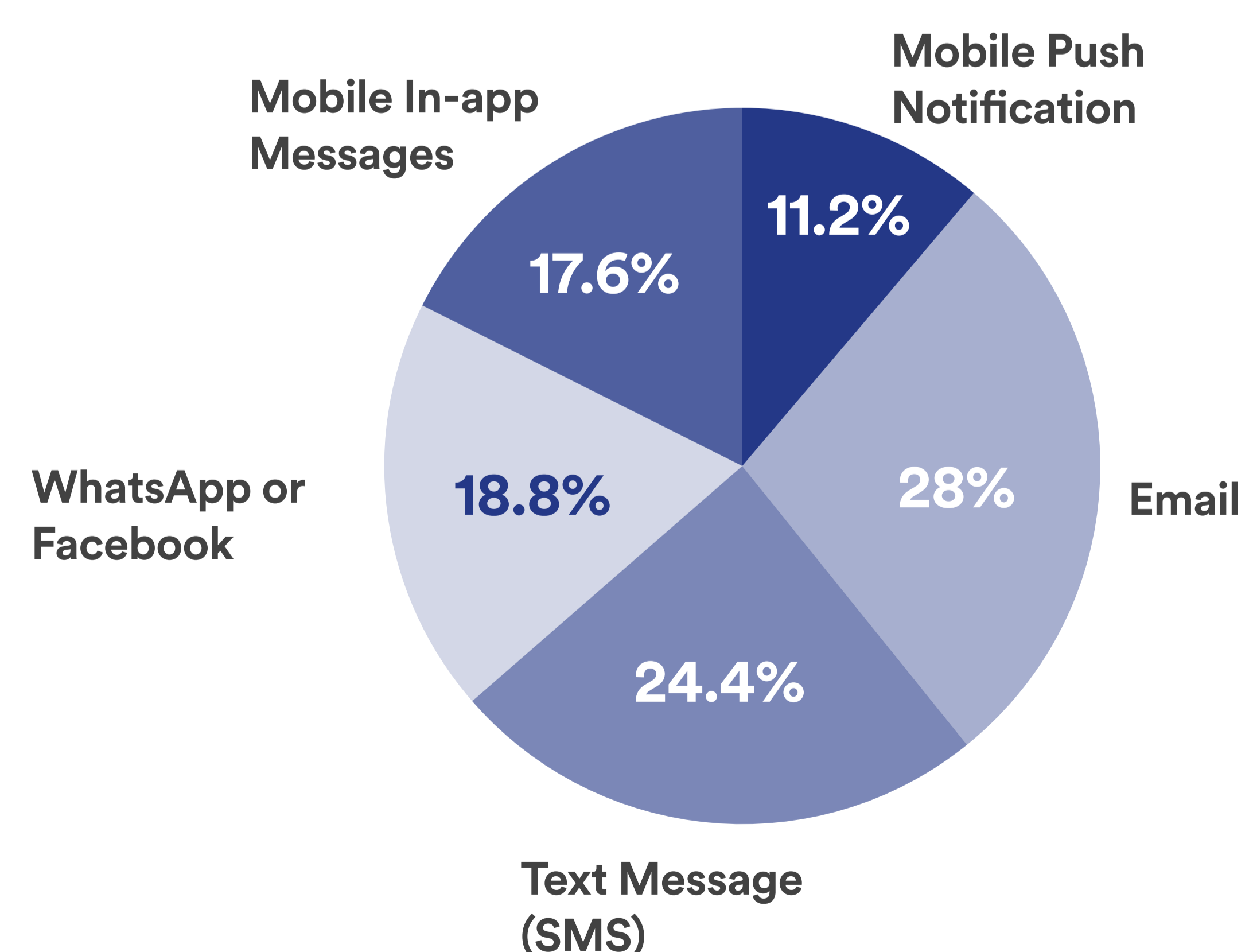
## How often do consumers get updates from shopping brands about products they like?



## How do shoppers like to get updates of new products from shopping brands?



## How do consumers prefer to get shipping updates and alerts?



# Shoppers Are 2.72x More Likely to Open Emails That Are Personalized Based on Customer Behavior

## Industry Benchmarks



### General Broadcast

Delivery Rate (DR):

**98.97%**

Open Rate (OR):

**21.19%**

Unique click-through rate (CTR):

**1%**

Click-to-open rate (CTOR):

**5.22%**

Conversion rate (CVR):

**1.2%**

Unsubscription rate:

**0.22%**

## Impact Of Segmentation And Personalization



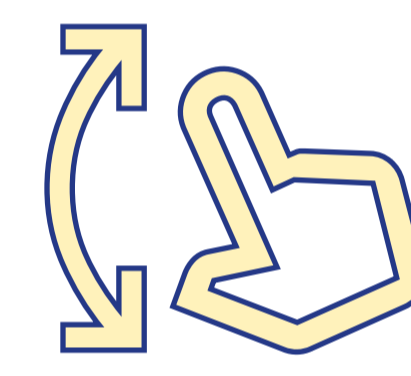
### Based on Customer Journey

OR **1.24x** increase to **26.28%**

Unique CTR **3x** increase to **3%**

CTOR **2.47x** increase to **12.88%**

CVR **1.85x** increase to **2.22%**



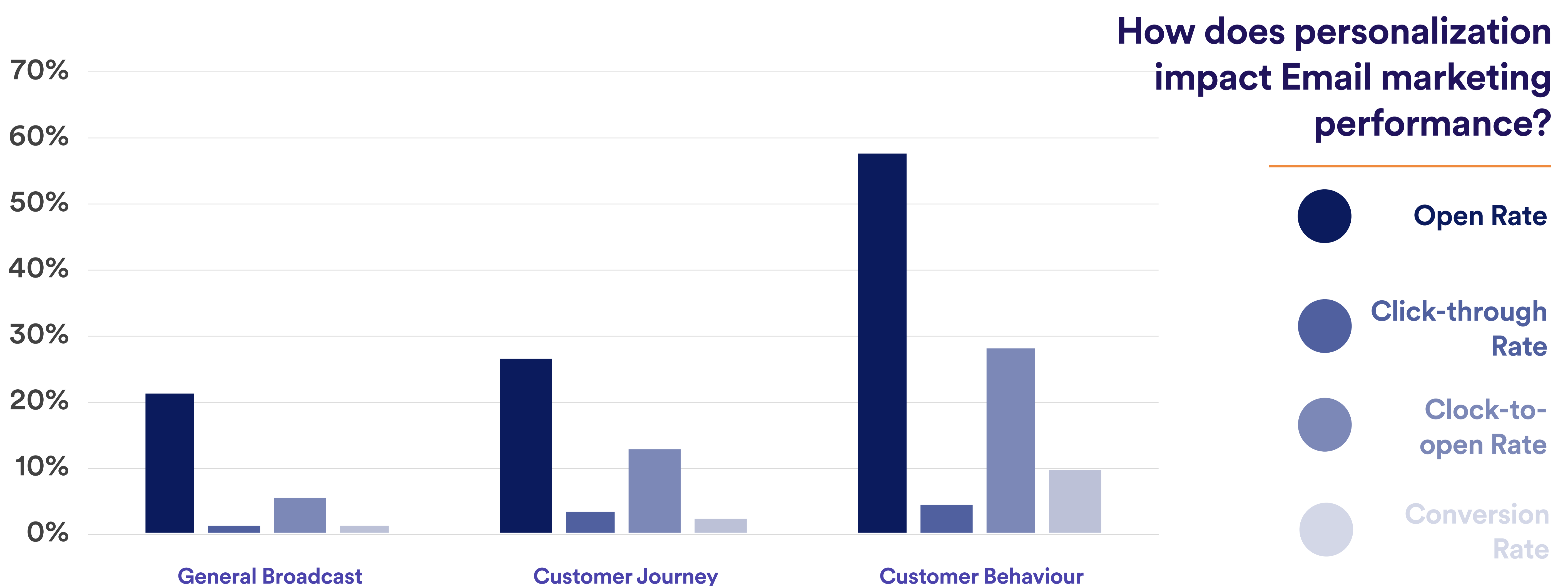
### Based on Customer Behavior

OR **2.72x** increase to **57.63%**

Unique CTR **4.32x** increase to **4.32%**

CTOR **5.4x** increase to **28.18%**

CVR **4.4x** increase to **9.76%**



# Shoppers Are 1.47x More Likely to Click on Push Notifications Personalized Based on Customer Behavior

## Industry Benchmarks



### General Broadcast

Delivery Rate (DR):

**80.30%**

Click-through Rate (CTR):

**6.62%**

Conversion Rate (CVR):

**18.97%**

## Impact Of Segmentation And Personalization



### Based on Customer Journey

DR

**1.1x**



**88.80%**

increase to

CTR

**1.25x**



**23.70%**

increase to



### Based on Customer Behavior

DR

**1.1x**



**88.44%**

increase to

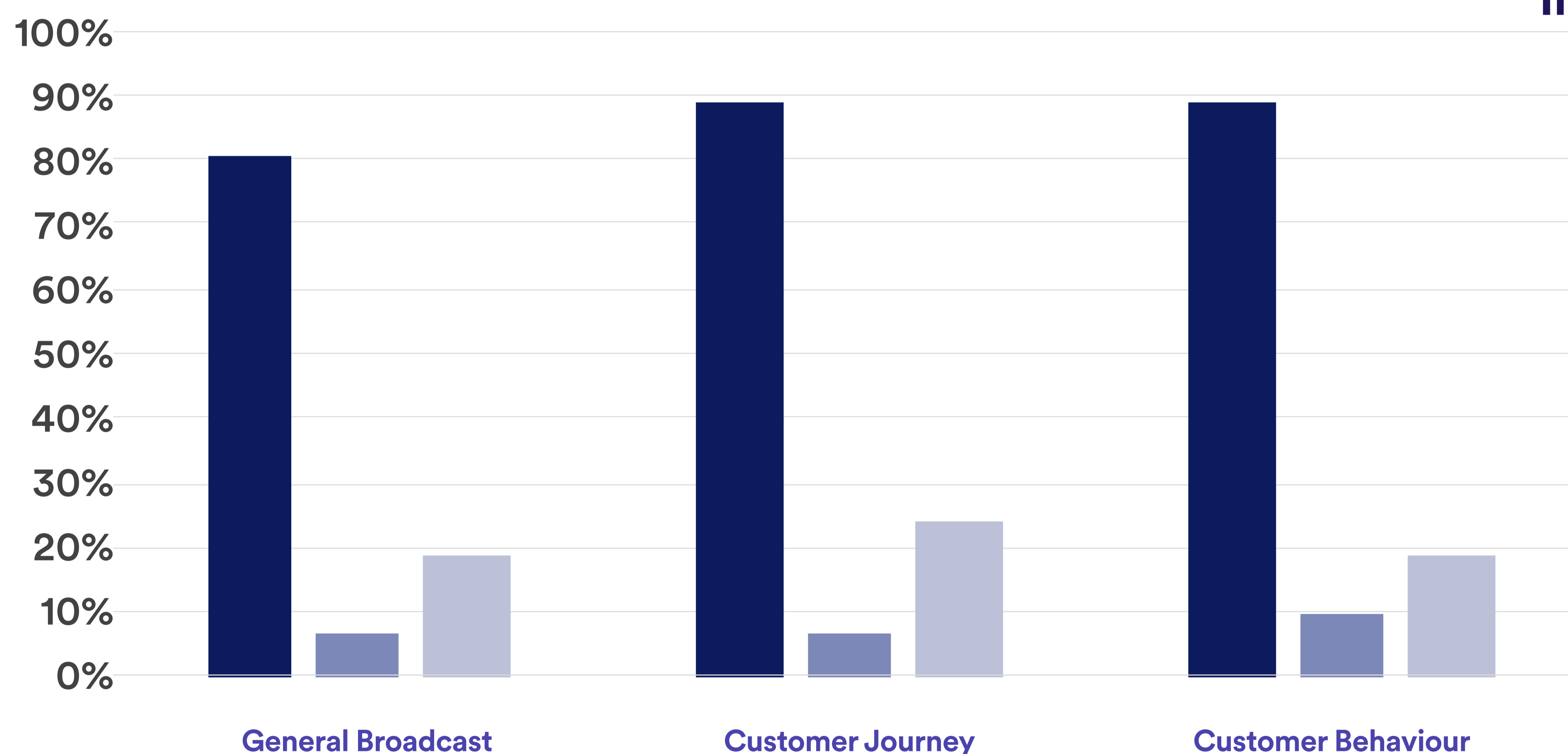
CTR

**1.47x**



**9.78%**

increase to



Impact of personalization on Push Notification performance

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

# Industry Story

## **LANDMARK GROUP Observes 56% Uplift in Purchases With Personalized Communication**

Landmark Group, one of the largest retail and hospitality organizations in the Middle East and Africa, wanted to improve purchases made on the mobile app during the White Wednesday Sale. In order to ensure that maximum offers were being utilized, the team used MoEngage to run focused offers via in-app and push notifications – before, during and after the sale.

Segmented campaigns targeting new and existing customers based on their behavior were deployed. Push notifications were personalized and localized to ensure that the customers' preferred language was maintained.

**35%** uplift in subscribers across a span of 28 days

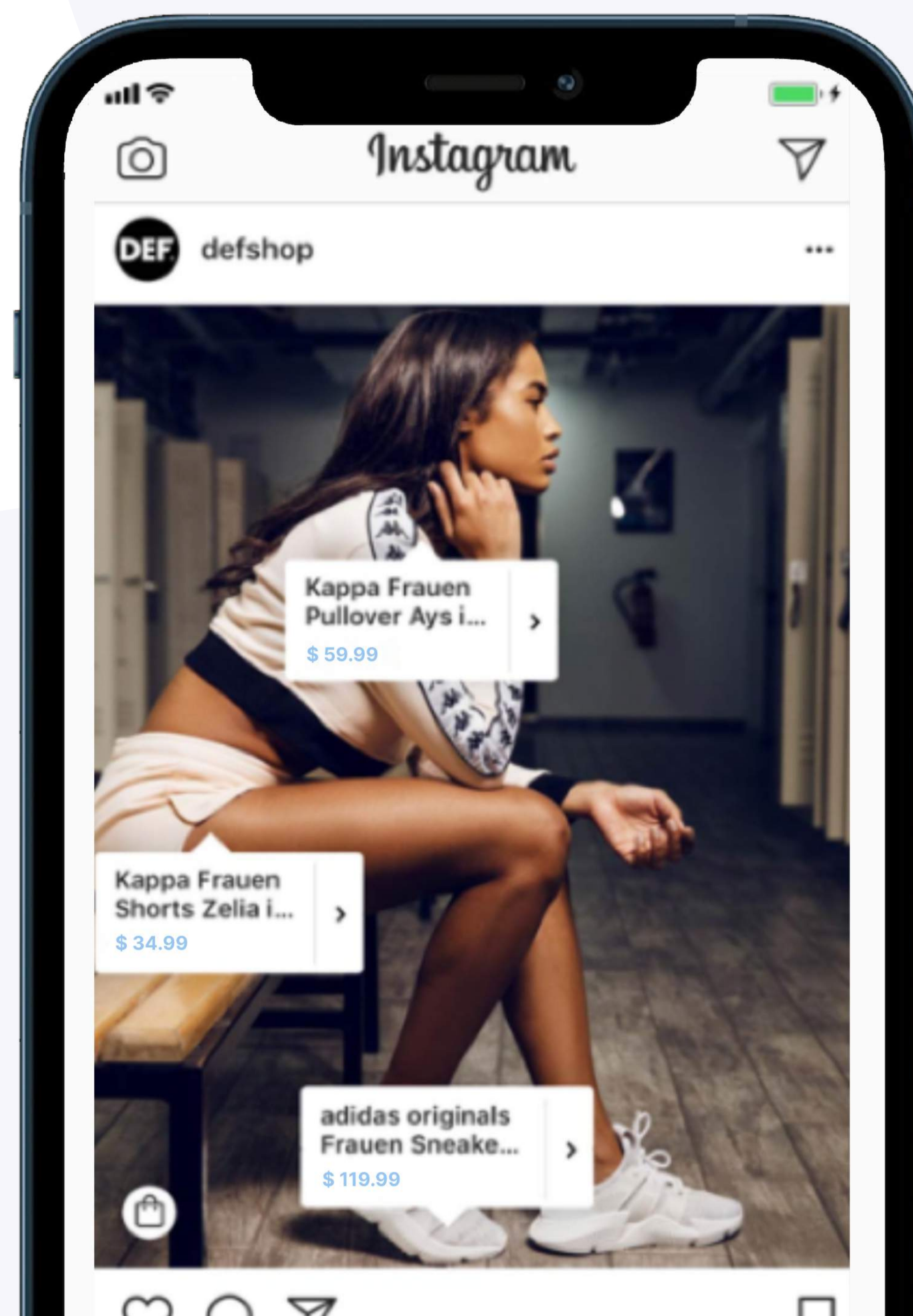
**65%** increase in retention rate of subscribers

**56%** uplift in purchases

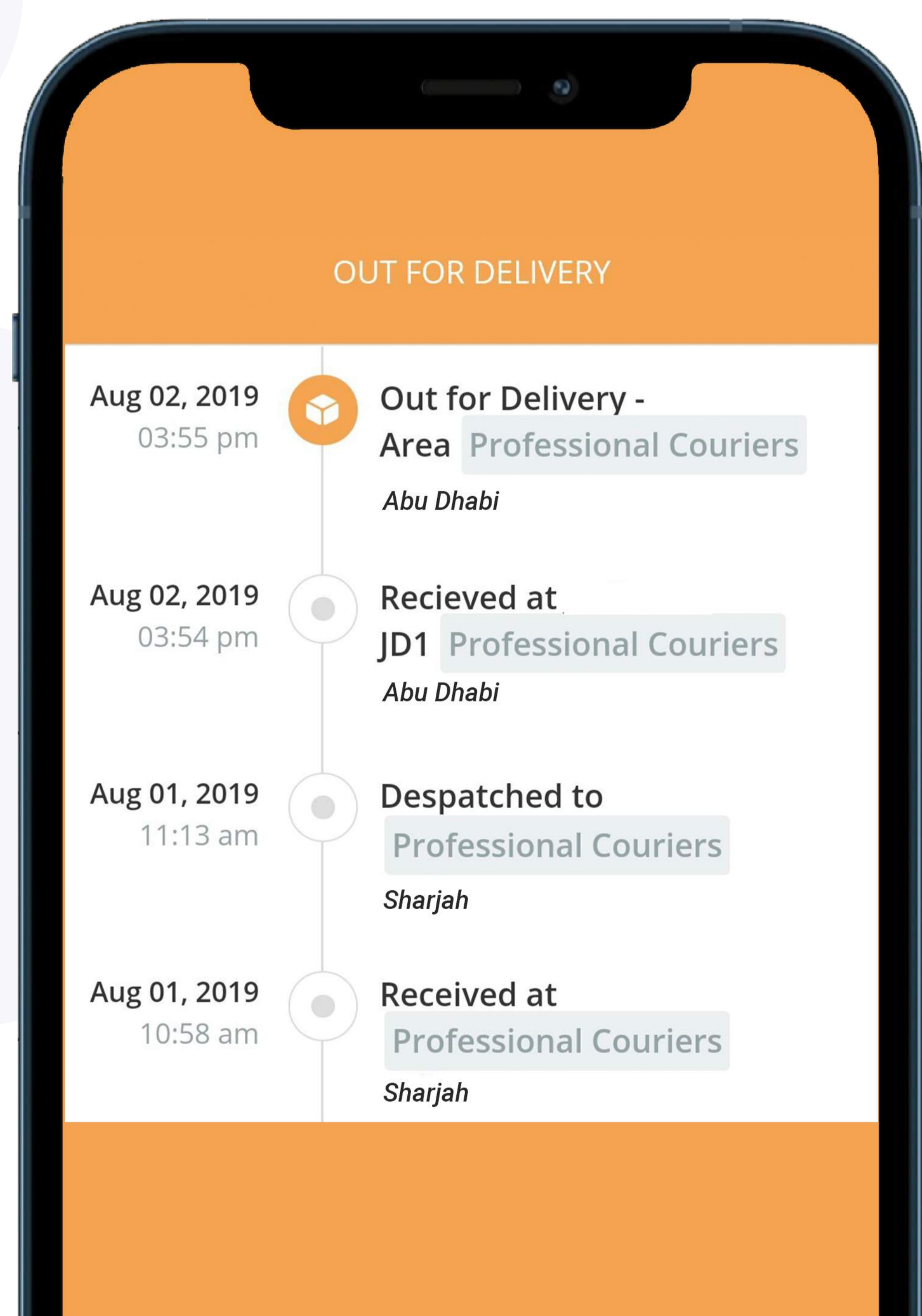


# Next Steps for Shopping Brands

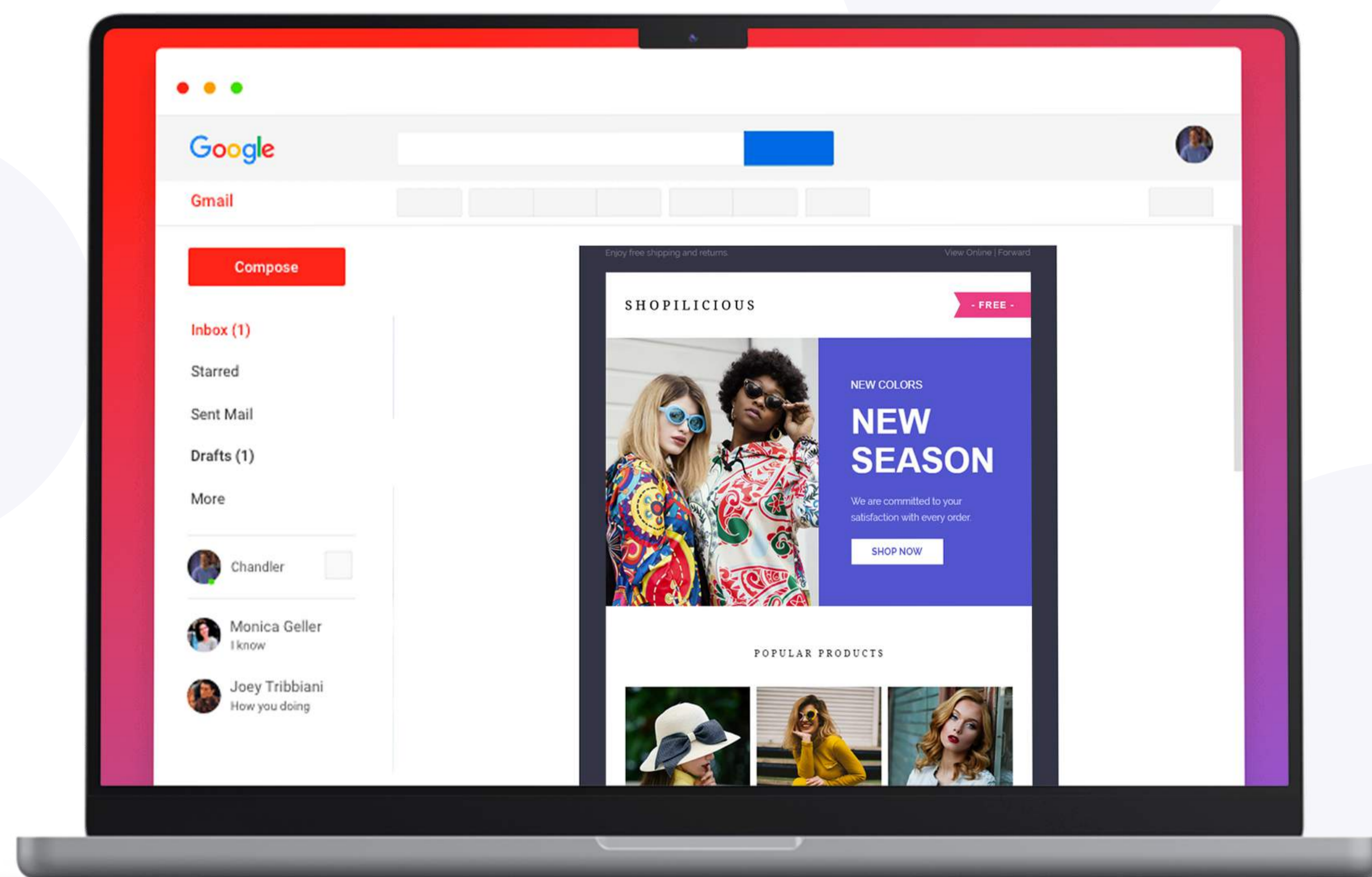
**Gather insights into your customers' preferences** based on their browsing patterns or purchase history and create segments based on their affinity. Then, run advertisements on social media for these segments recommending relevant products to boost ROAS and increase LTV.



**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.

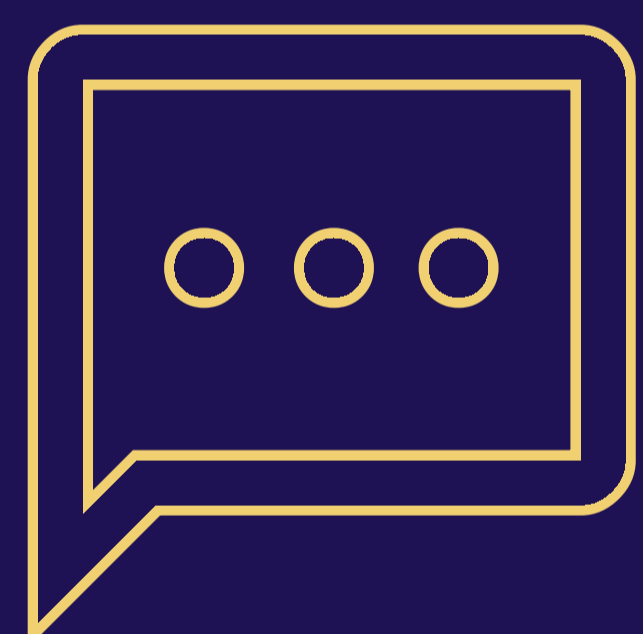


# Banking and Finance

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

## At a glance :

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SMS is a growing channel for consumers to get loan offers and updates from banks

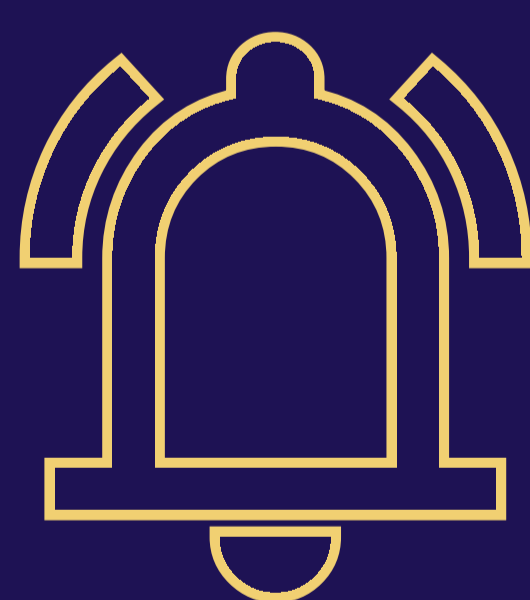


1.81x

Consumers are 1.81x more likely to open Emails when subject lines are personalized based on customer journey

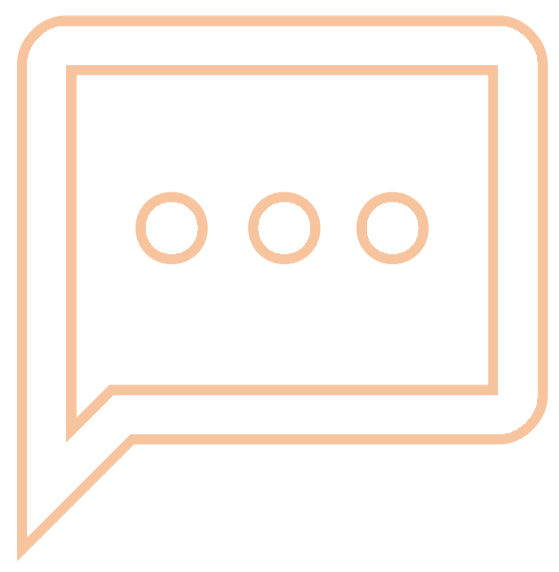
1.44x

Finance brands witness 1.44x more conversions when Push Notifications are personalized based on customer journey



Consumers want to get updates about the stock market and their investment portfolio via Push Notifications

# Voice of the Consumer: SMS Is a Growing Channel for Consumers to Get Loan Offers and Updates From Banks



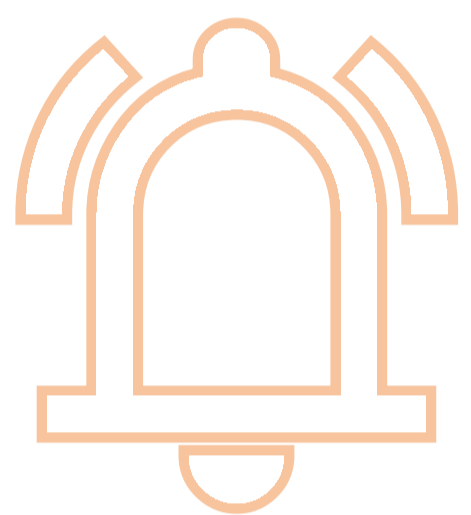
**18.8%**

of consumers in the Middle East want to learn about loan offers and updates via SMS



**14.80%**

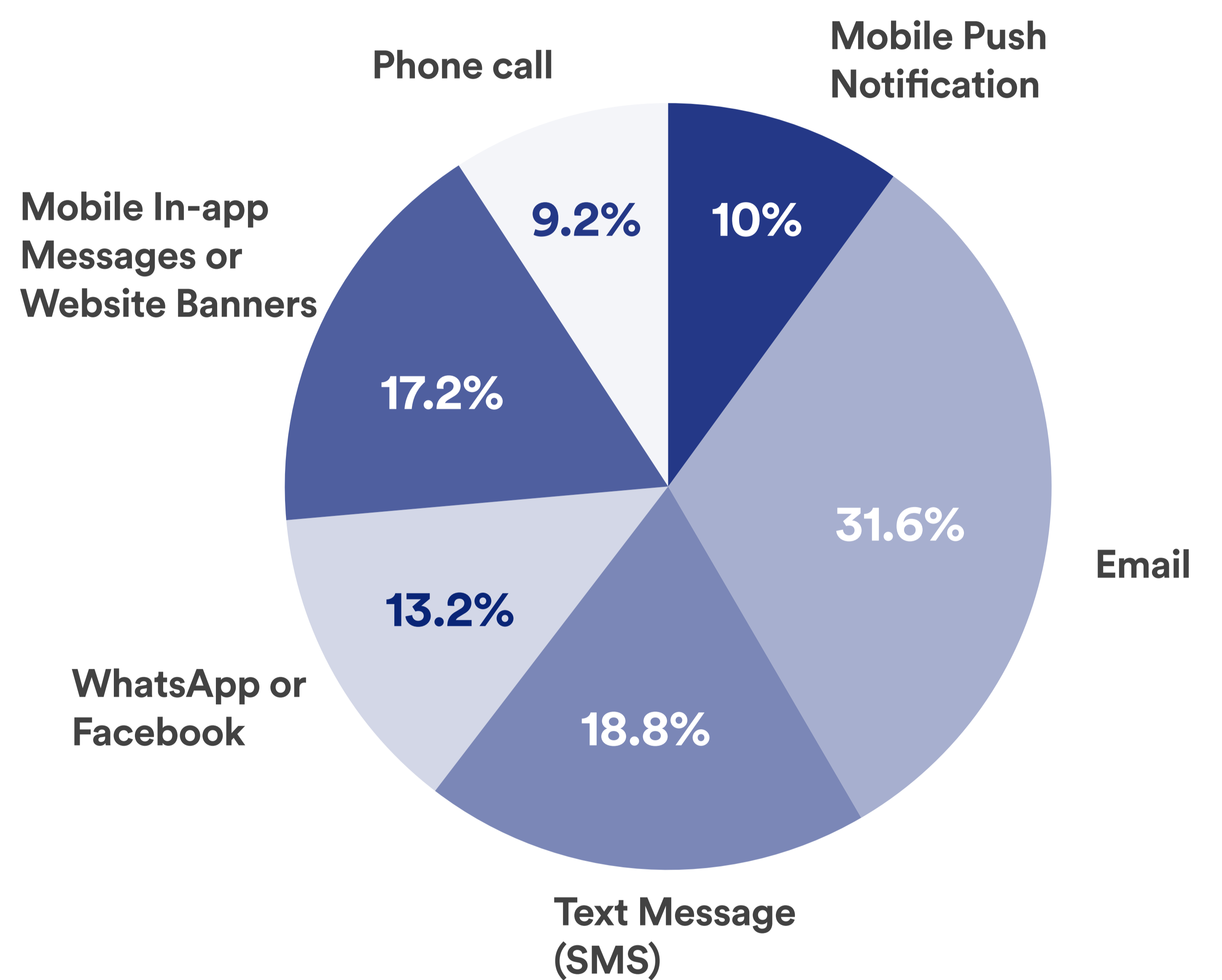
of consumers in the Middle East rely on WhatsApp to get KYC (Know Your Customer) updates and alerts



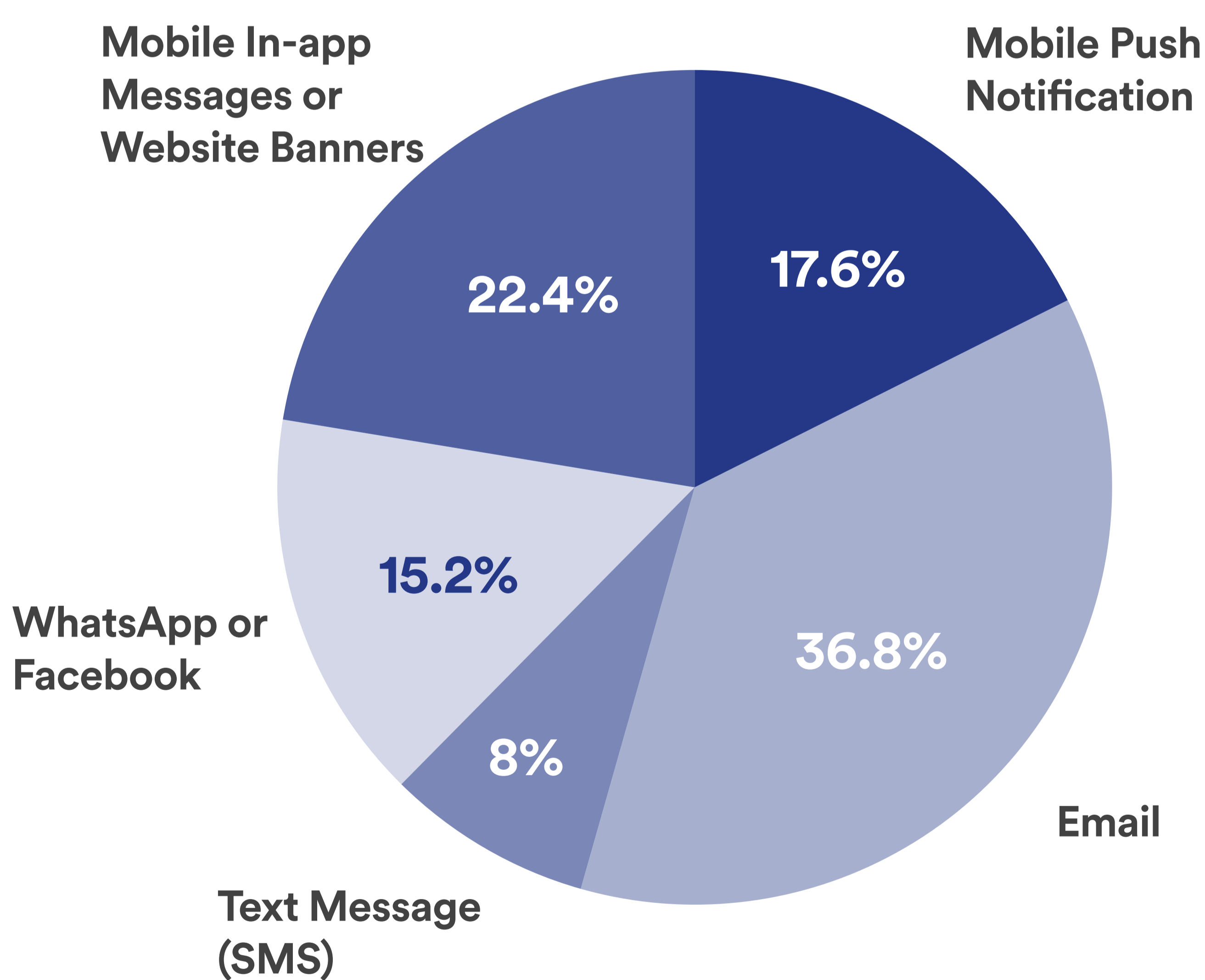
**17.60%**

of consumers in UAE get updates about the stock market and their investment portfolio via Push Notifications

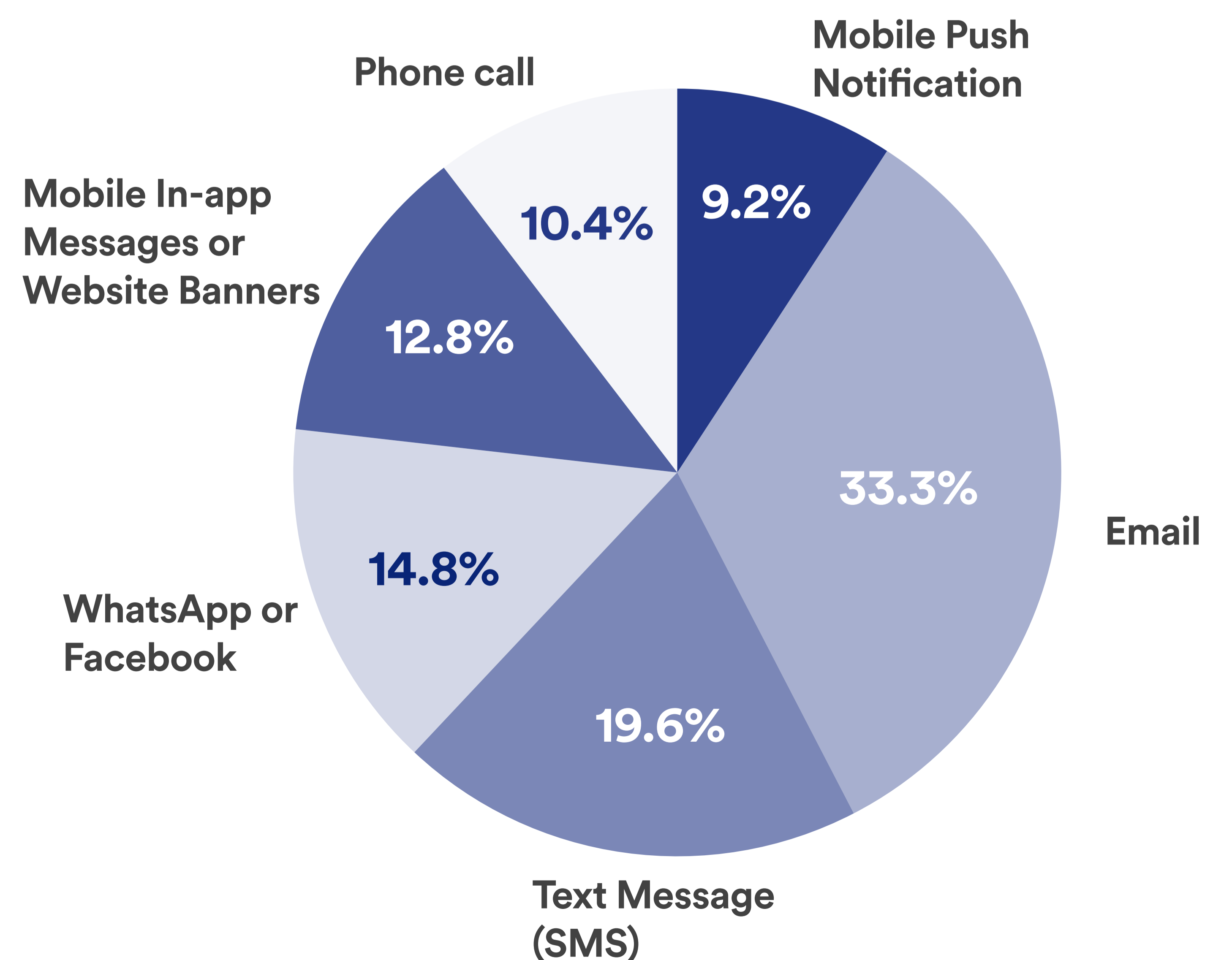
## How do consumers want to learn about loan offers and updates?



## How do consumers want to learn about latest updates to the stock market or your investment portfolio?



## How do consumers prefer to get KYC (Know Your Customer) updates and reminders?



# Consumers Are 1.81x More Likely to Open Emails When Subject Lines Are Personalized Based on Customer Journey

## Industry Benchmarks



### General Broadcast

Delivery Rate (DR):

**94.14%**

Open Rate (OR):

**20.57%**

Unique click-through rate (CTR):

**5.20%**

Conversion rate (CVR):

**1.82%**

Unsubscription rate:

**0.64%**

## Impact Of Segmentation And Personalization

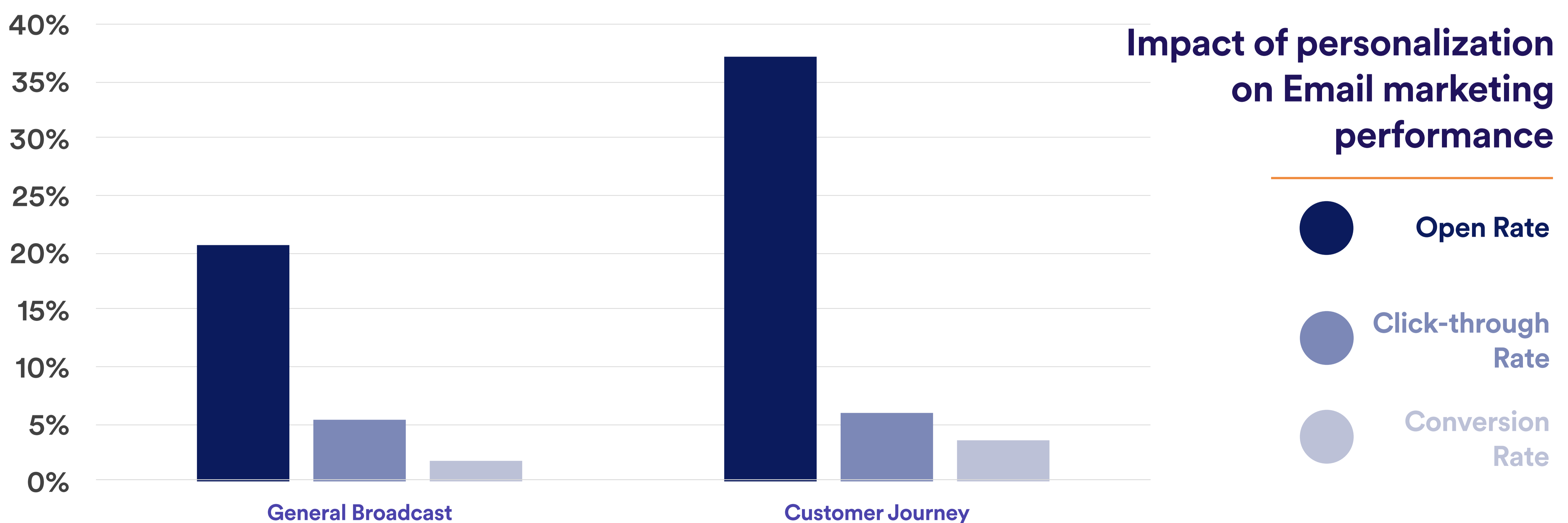


### Based on Customer Journey

OR **1.81x** **37.25%**  
increase to

CTR **1.13x** **5.87%**  
increase to

CVR **1.93x** **3.51%**  
increase to



# Finance Brands Witness 1.44x More Conversions When Push Notifications Are Personalized Based on Customer Journey

## Industry Benchmarks



### General Broadcast

Delivery Rate (DR):

**79%**

Click-through Rate (CTR):

**6.75%**

Conversion Rate (CVR):

**20.26%**

## Impact Of Segmentation And Personalization

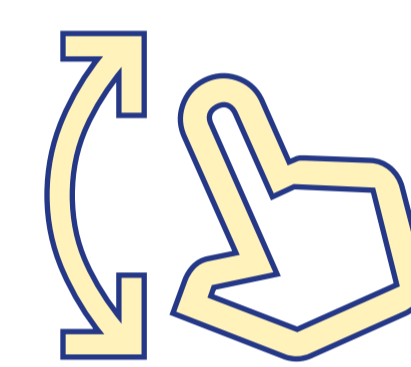


### Based on Customer Journey

DR **1.06x** **83.77%**  
increase to

CTR **1.17x** **7.92%**  
increase to

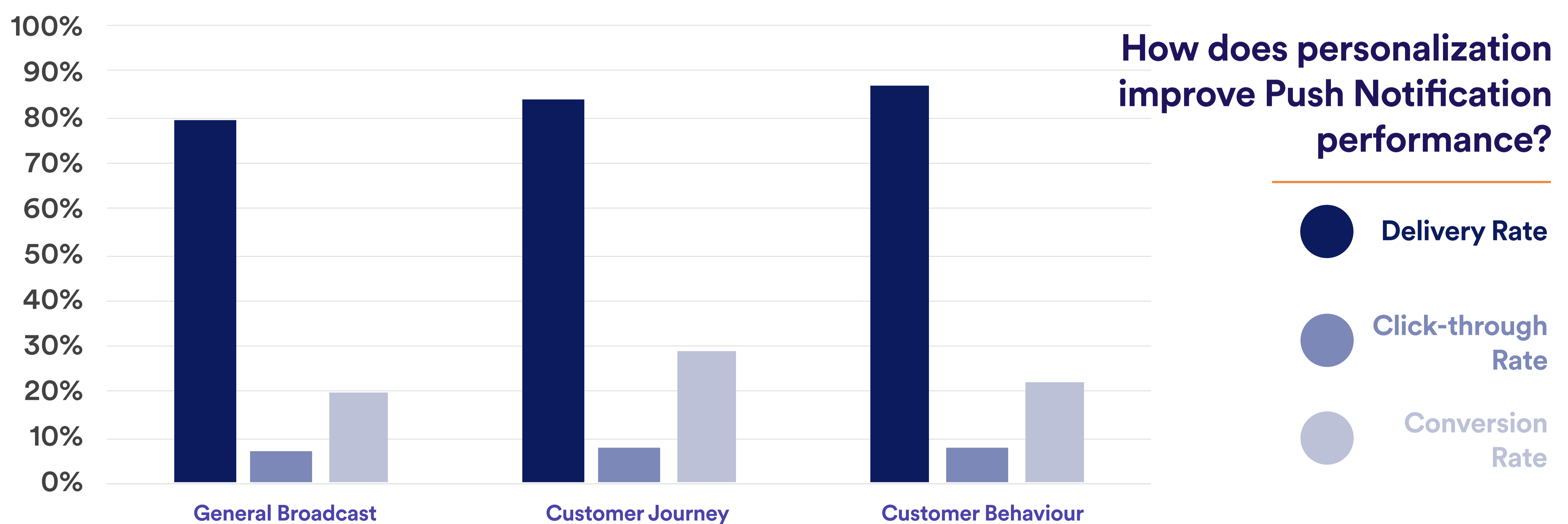
CVR **1.44x** **29.24%**  
increase to



### Based on Customer Behavior

DR **1.1x** **86.98%**  
increase to

CTR **1.17x** **8.01%**  
increase to



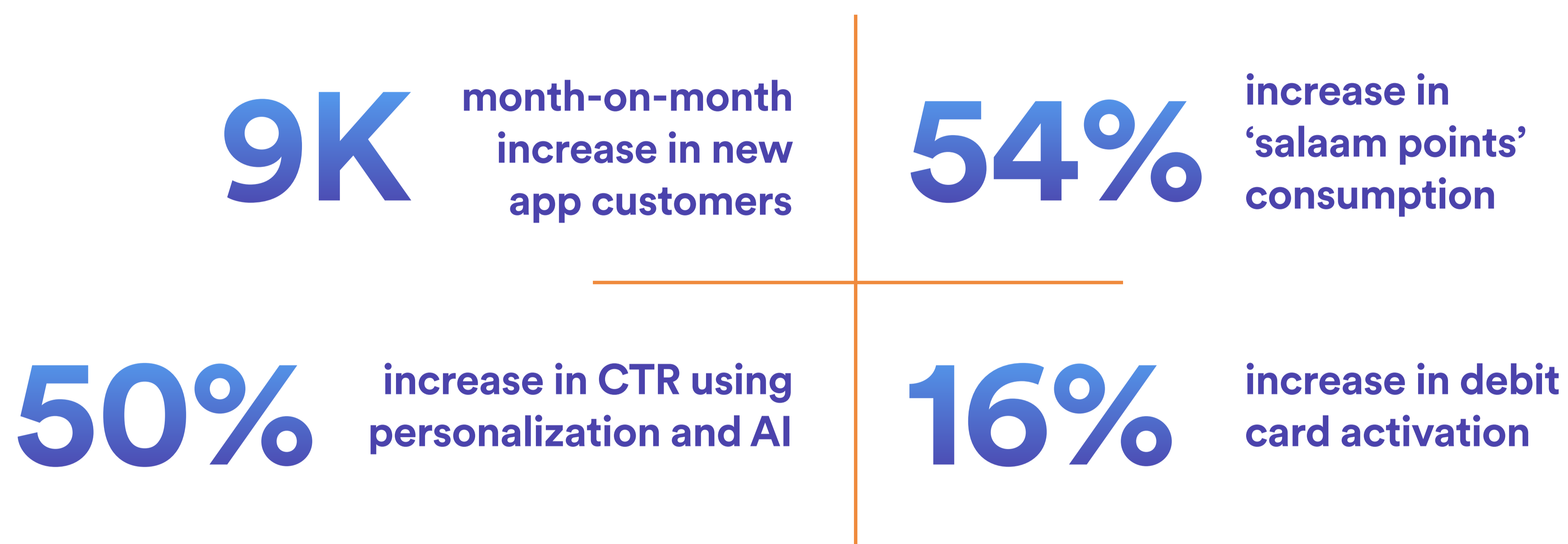
# Industry Story



## Boosts Debit Card Activation by 16% With Advanced Segmentation

Mashreq is a leading financial institution in the Middle East. Their digital banking app - Mashreq Neo - offers a personalized banking experience where customers can create instant bank accounts, initiate payments, and more.

The Neo team created customer cohorts on MoEngage to map customer journeys that were reducing revenue. Post this, the team identified peak drop-off points and built workflows to boost card activation and drive participation in loyalty programs.



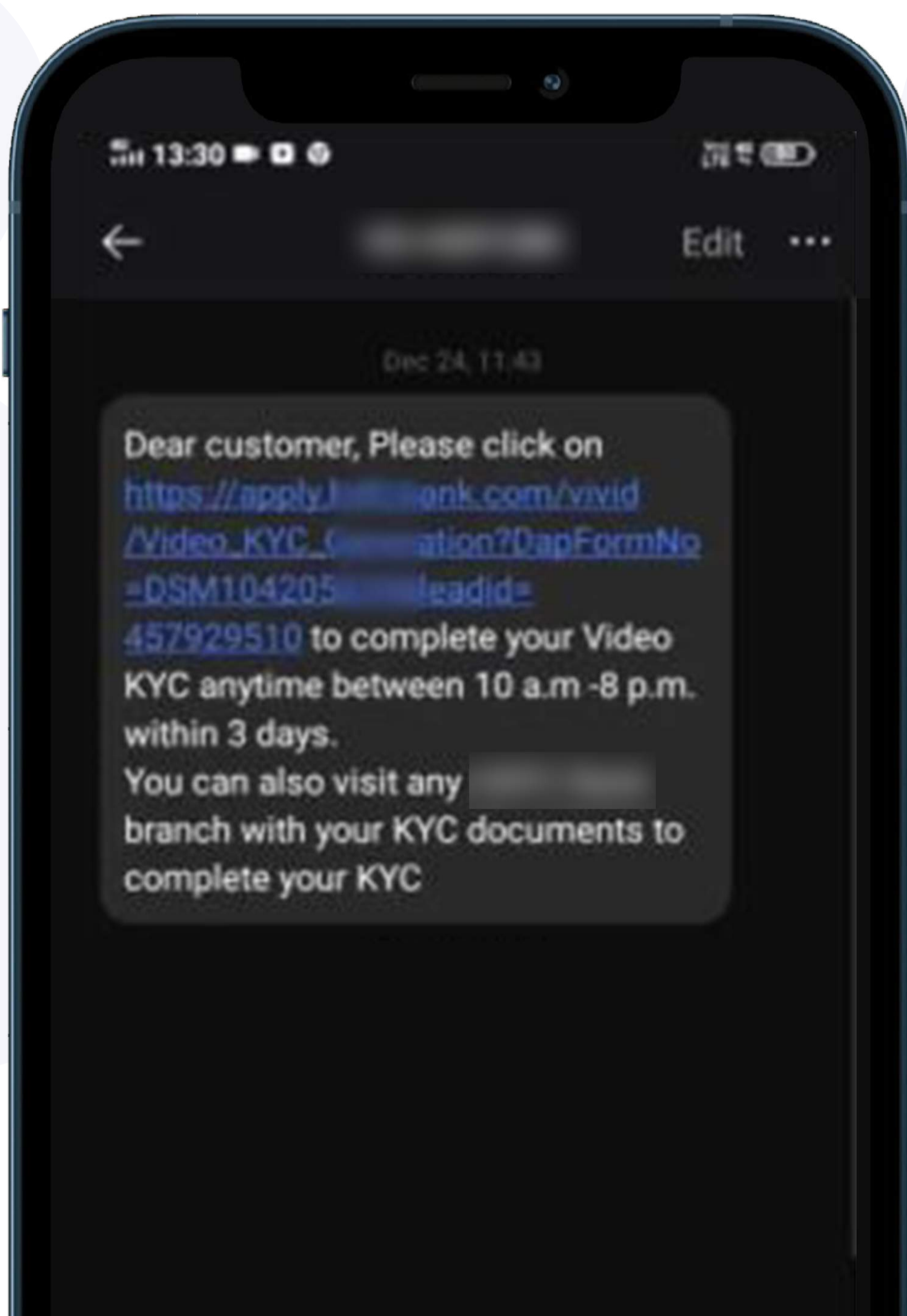
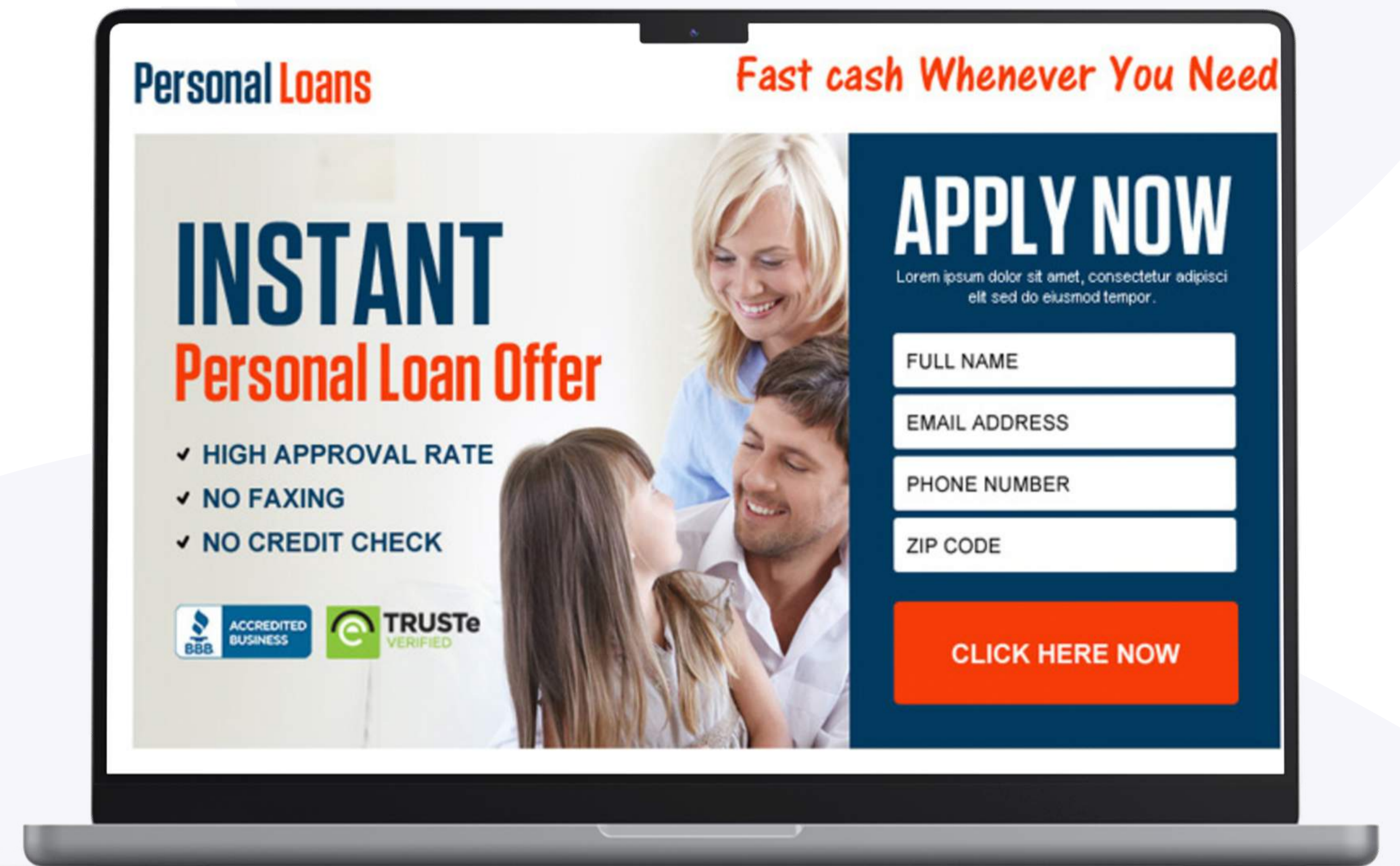
We have partnered with MoEngage over the past three years to leverage 'Sherpa' which is an intelligent customer engagement platform. This application has enabled Mashreq Neo to better understand customer behavior thereby allowing us to make proactive decisions through the use of artificial intelligence.



**Sridhar Iyer**  
Executive Vice President & Head, Mashreq Neo

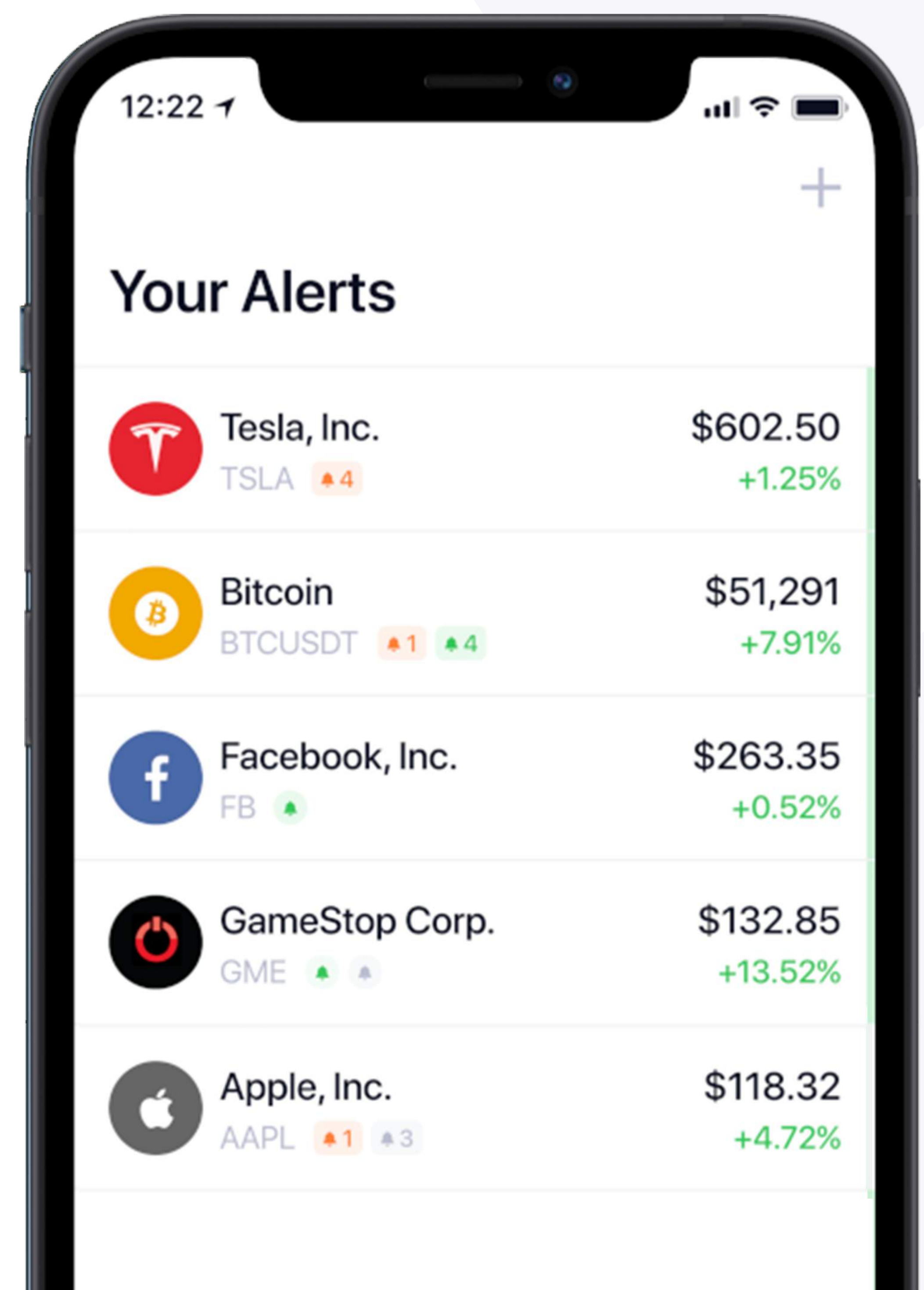
# Next Steps for Banking and Finance Brands

**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 :

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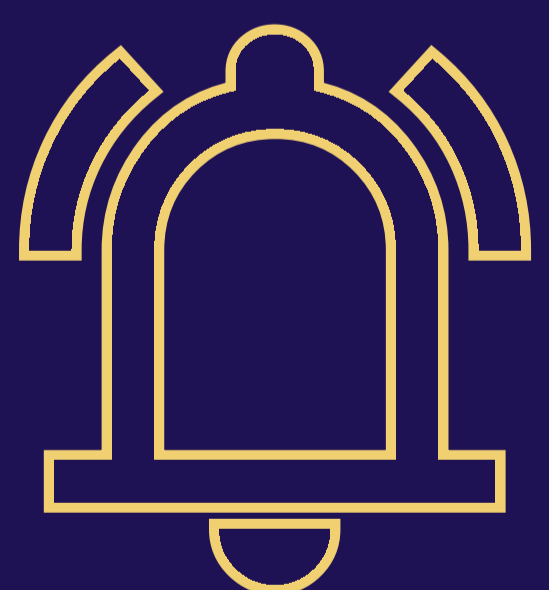


Travelers prefer to get travel and stay information from Mobile In-app Messages or Website Banners



1.9x

Travelers are 1.9x more likely to open Emails personalized based on customer journey

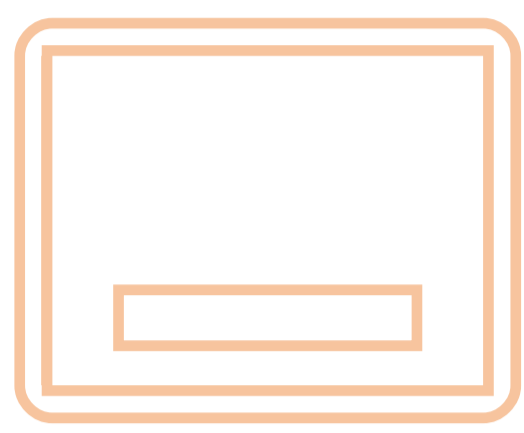


2.45x

Travelers are 2.45x more likely to click on Push Notifications personalized based on customer behavior



# Voice of the Consumer: Travelers Prefer to Get Travel and Stay Information From Mobile In-app Messages or Website Banners



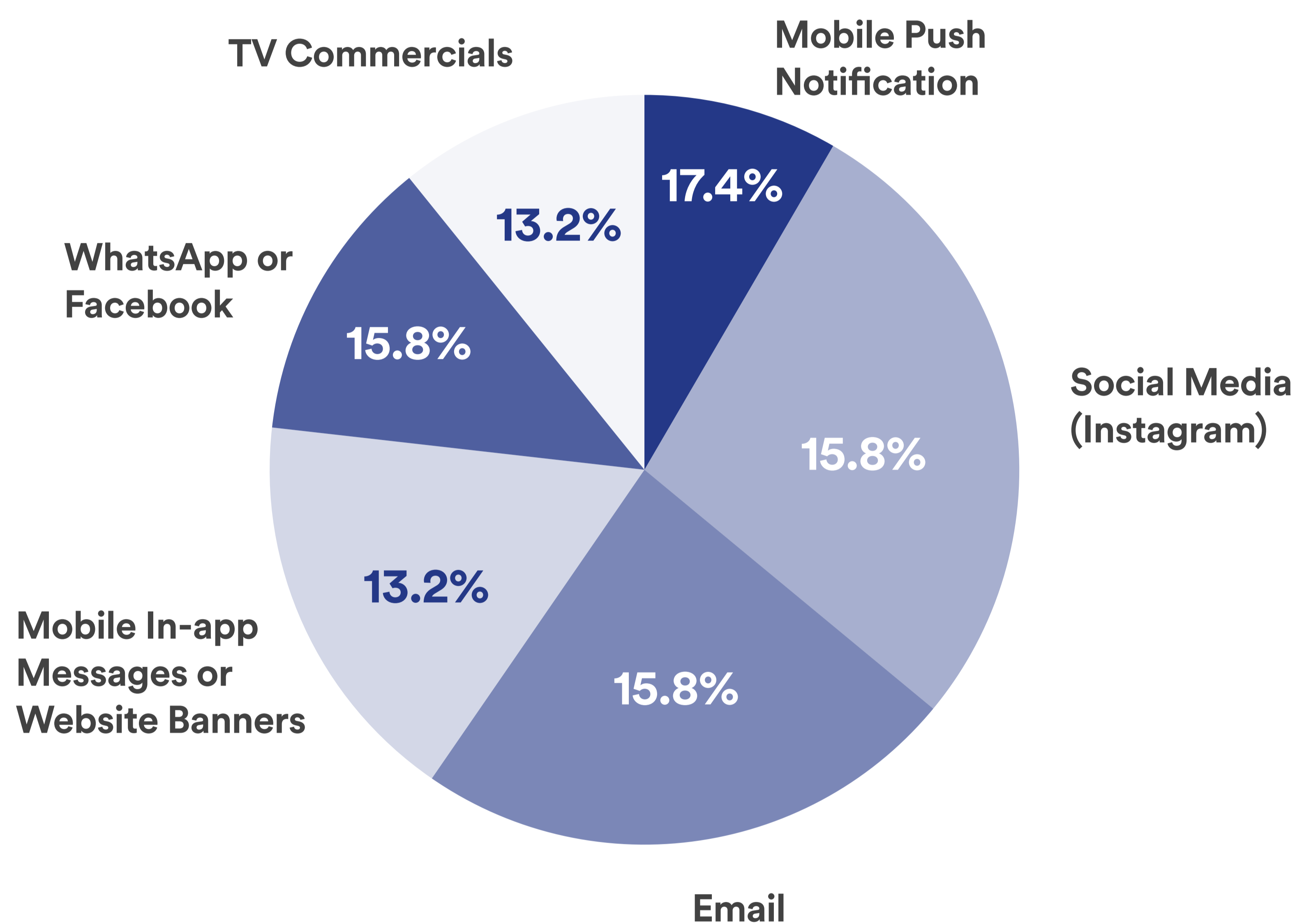
**17.2%**

of travellers in UAE prefer to get travel information and hotel regulations for their stay from mobile In-app Messages or Website Banners



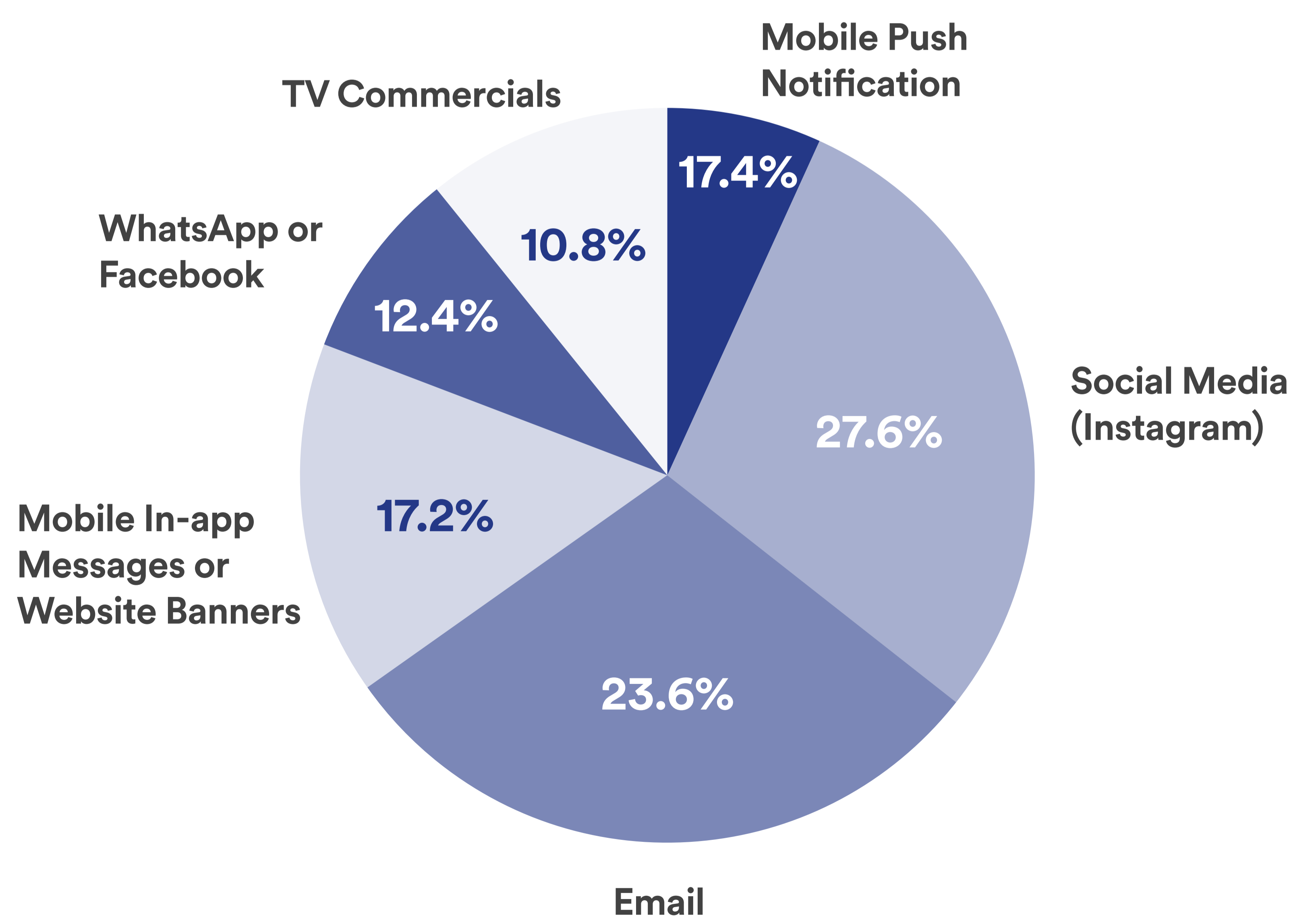
**29.60%**

of travellers in Saudi Arabia want to get travel and stay information through Emails



**Where do consumers in UAE want to get travel information and hotel regulations for their stay from?**

**Where do consumers in Saudi Arabia want to get travel information and hotel regulations for their stay from?**



# Travelers Are 1.9x More Likely to Open Emails Personalized Based on Customer Journey

## Industry Benchmarks



### General Broadcast

Delivery Rate (DR):

**94.38%**

Open Rate (OR):

**16.34%**

Unique click-through rate (CTR):

**3.68%**

Conversion rate (CVR):

**1.23%**

Unsubscription rate:

**0.21%**

## Impact Of Segmentation And Personalization

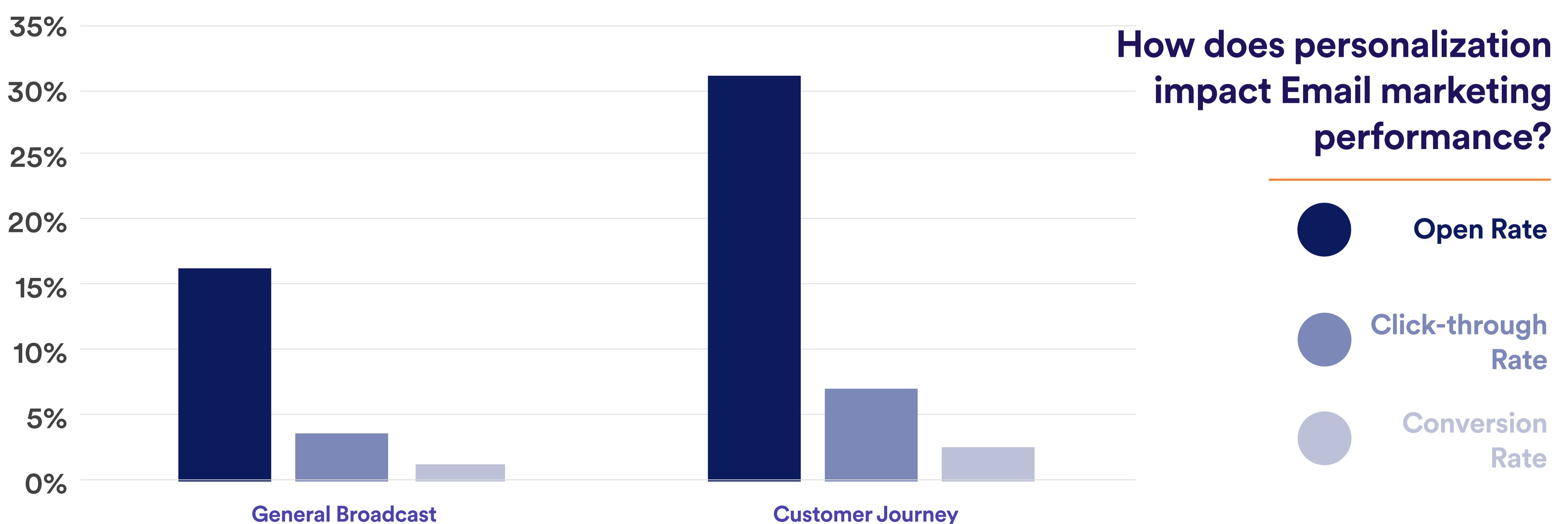


### Based on Customer Journey

OR **1.9x** **31.18%**  
increase to

CTR **1.92x** **7.08%**  
increase to

CVR **2.05x** **2.52%**  
increase to



# Travelers Are 2.45x More Likely to Click on Push Notifications Personalized Based on Customer Behavior

## Industry Benchmarks



### General Broadcast

Delivery Rate (DR):

**81.42%**

Click-through Rate (CTR):

**4.35%**

Conversion Rate (CVR):

**13.63%**

## Impact Of Segmentation And Personalization



### Based on Customer Journey

CTR **1.47x** **6.39%**  
increase to

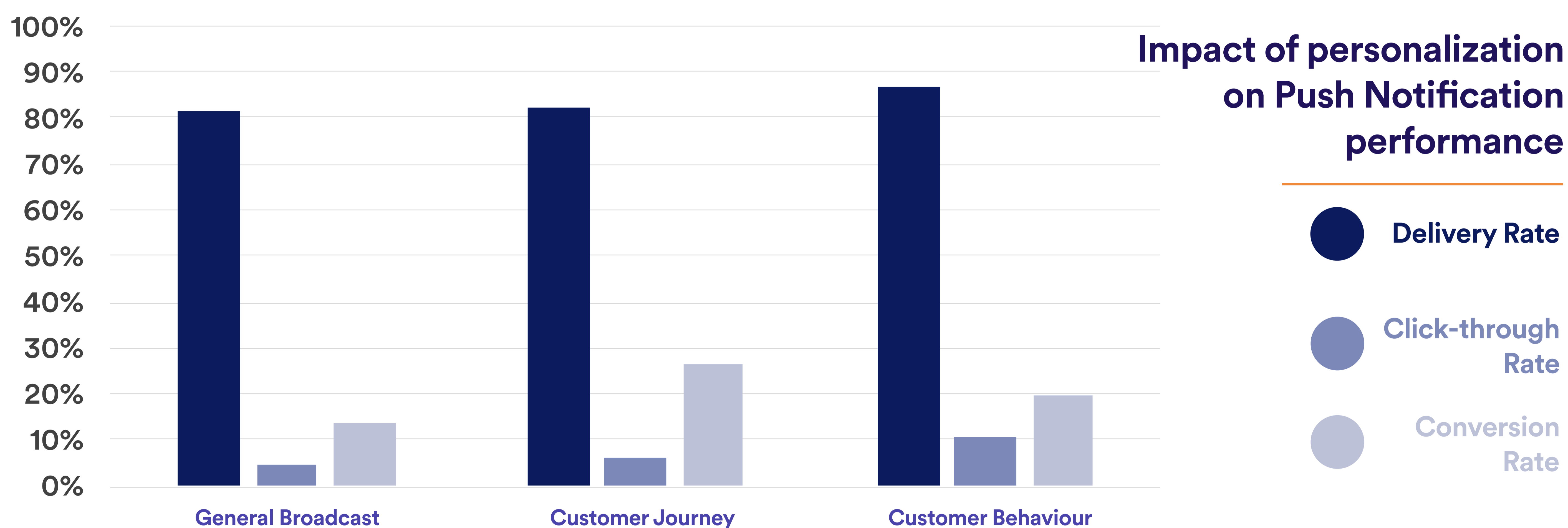
CVR **1.92x** **26.26%**  
increase to



### Based on Customer Behavior

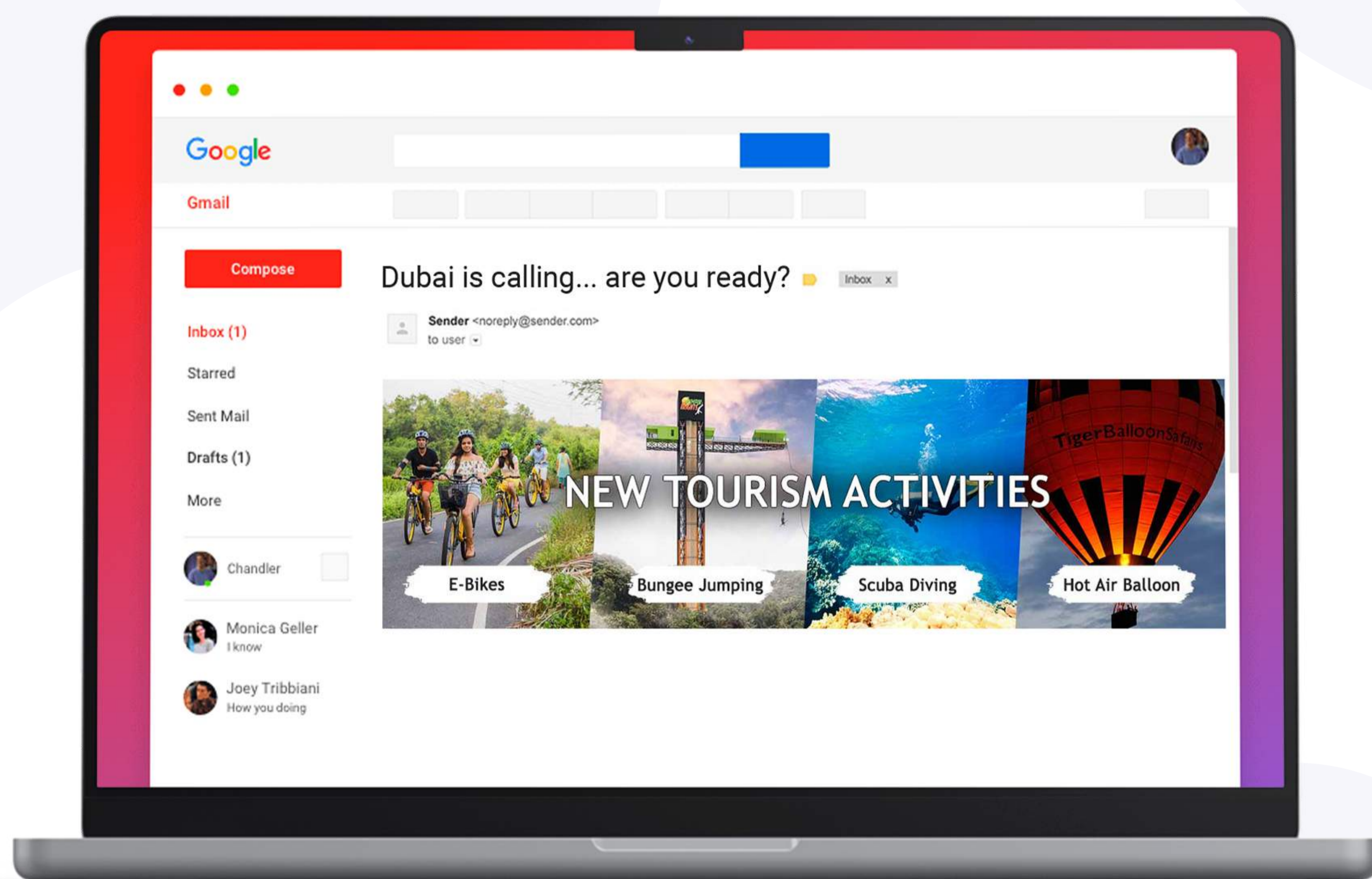
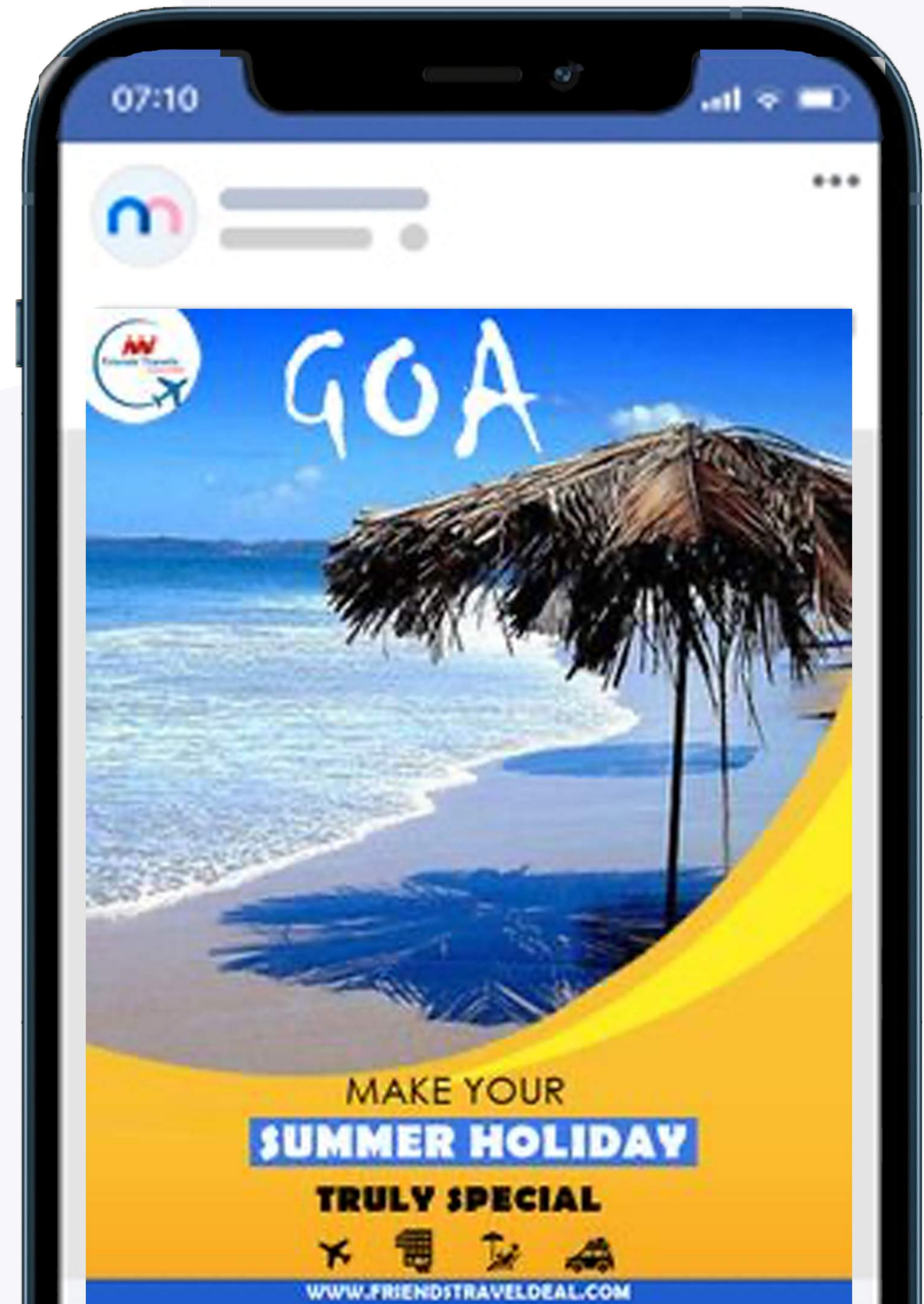
CTR **2.45x** **10.62%**  
increase to

CVR **1.46x** **19.85%**  
increase to



# 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 Enterprises in the Middle East and Africa

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 consumers prefer to get subscription renewal reminders and alerts via SMS (Text Messages), shoppers want to get updates of new products from shopping brands via Email. On one hand, consumers want to get updates about the stock market and their investment portfolio via Push Notifications, and on the other, travelers prefer to get travel and stay information from Mobile In-app Messages or Website Banners.

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**.

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# Talk to us about Sustainable Growth



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