

# Customer Engagement Benchmarks Report 2022

North America





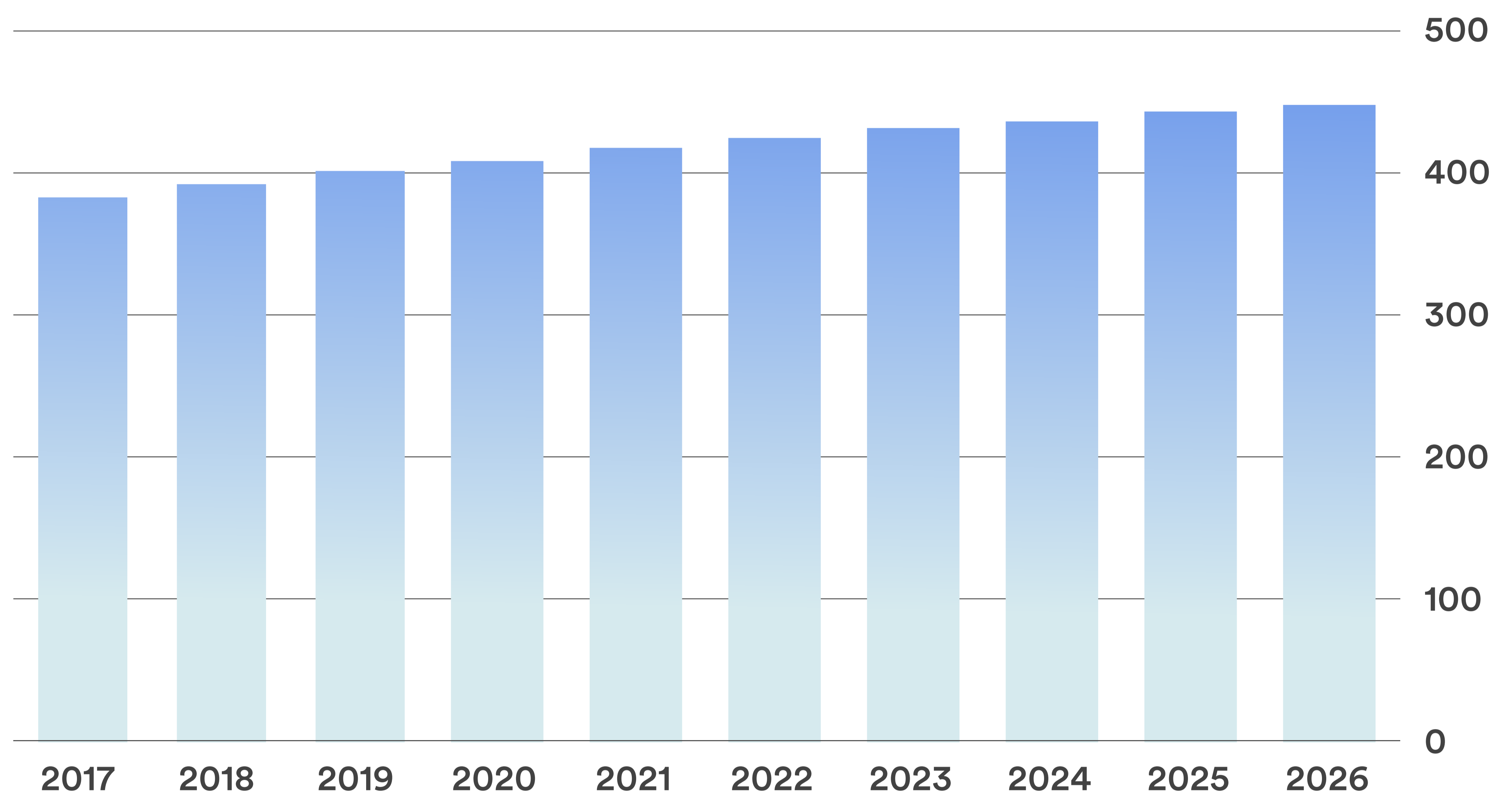
# Introduction

By 2026, 448.55 million consumers in America will be using the internet. 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.

## Growth of Internet Users In North America

**448.55  
Million**

of consumers in America will be using the internet by 2026



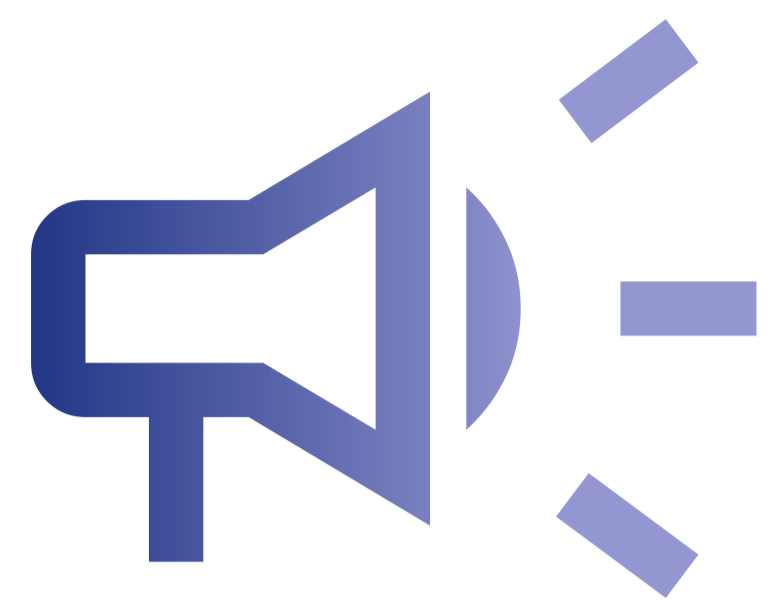
Source: Statista 2022

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 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 SMS play as an emerging communication channel for businesses in the region? How can you best optimize Mobile In-app Messages 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



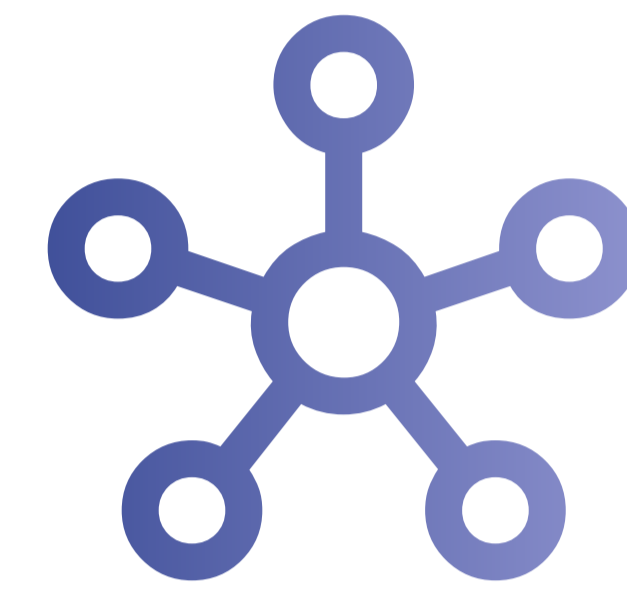
**4 B+**

customer interactions



**3250**

consumers surveyed



**5**

communication channels



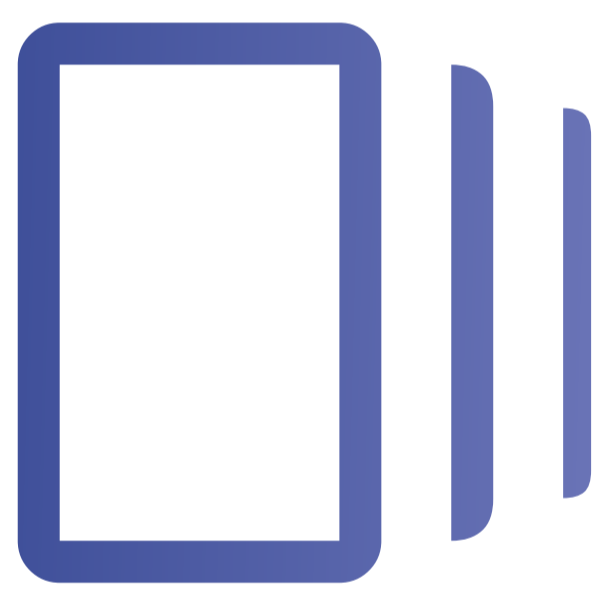
**14**

customer engagement metrics



**62**

customer engagement benchmarks



**4**

primary verticals

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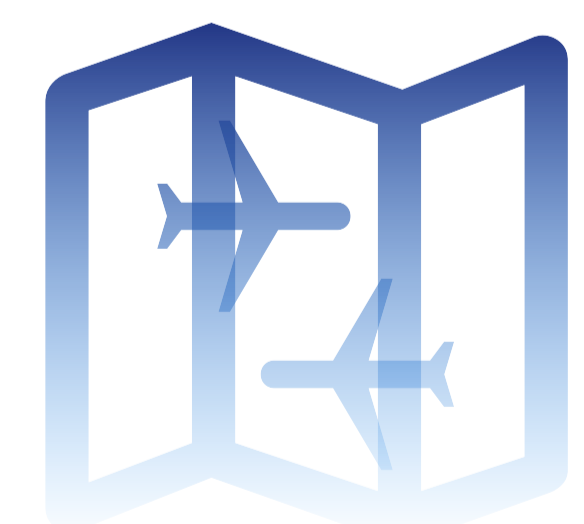


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# Media & Entertainment

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

## At a glance :

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24.4%

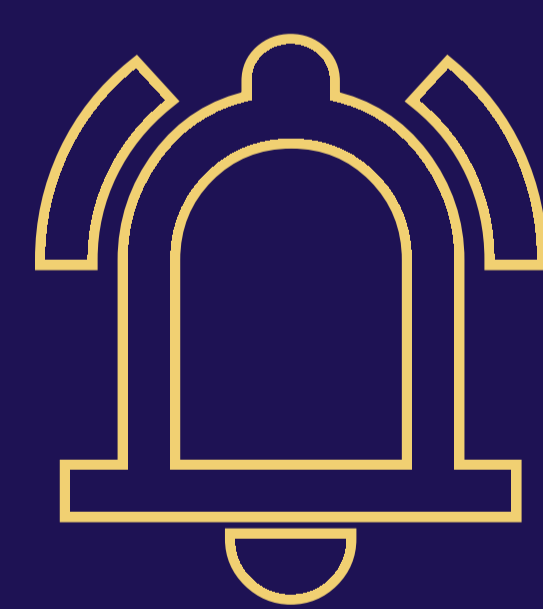
Email is the most preferred channel for receiving subscription renewals and reminders

Only 24.4% of Consumers get personalized recommendations consistently



16.22%

of Americans aged 25-34 want subscription renewals and reminders via WhatsApp



16.67%

of Americans aged 35-44 prefer Push Notifications

2.3x

Brands witness 2.3x more conversions when Emails are personalized based on customer journey

# Voice of the Consumer: Americans Want Subscription Renewal Reminders and Alerts Via Email



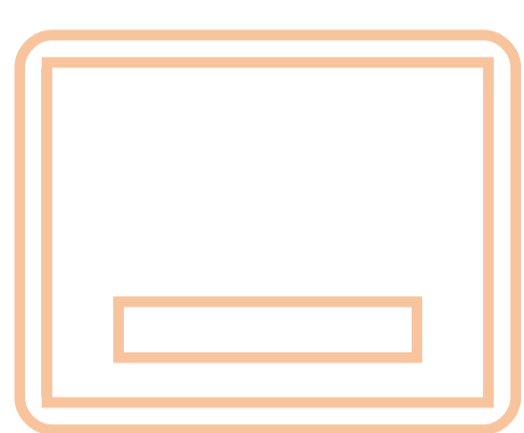
**48.07%**

Email is the most preferred channel to receive subscription renewals and reminders



**63.2%**

Social Media (Instagram, YouTube, Snapchat, Facebook, Reddit) is the biggest source of discovering new TV shows, movies, or music albums



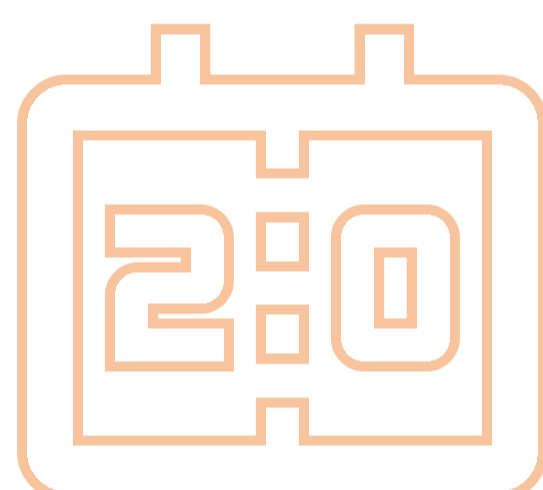
**20%**

of Americans aged 18-24 prefer in-app messages/website banners to learn about new TV show, movie, or music album releases over emails; while all other age groups prefer it the other way around



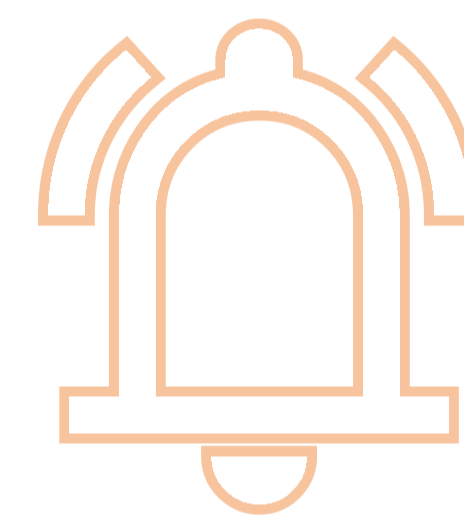
**71.43%**

of Americans above the age of 55 receive personalized TV show, movies, and music albums recommendations less frequently



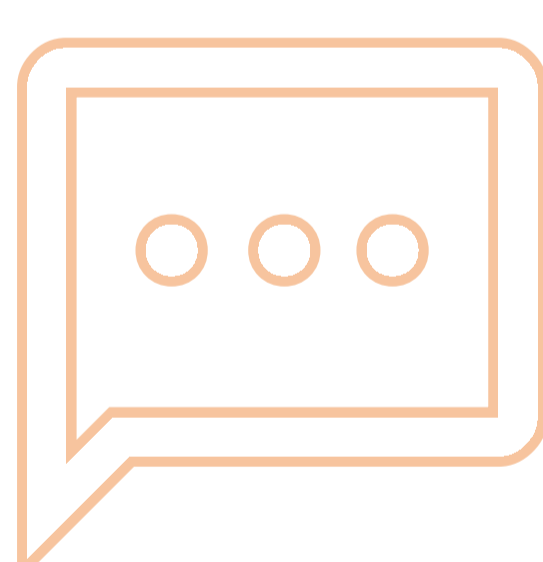
**68.13%**

of Americans above the age of 55 do not receive new or sports updates of their interests frequently



**16.22%**

of Americans aged 25-34 want subscription renewals and reminders via WhatsApp, while 16.67% of Americans aged 35-44 prefer Push Notifications



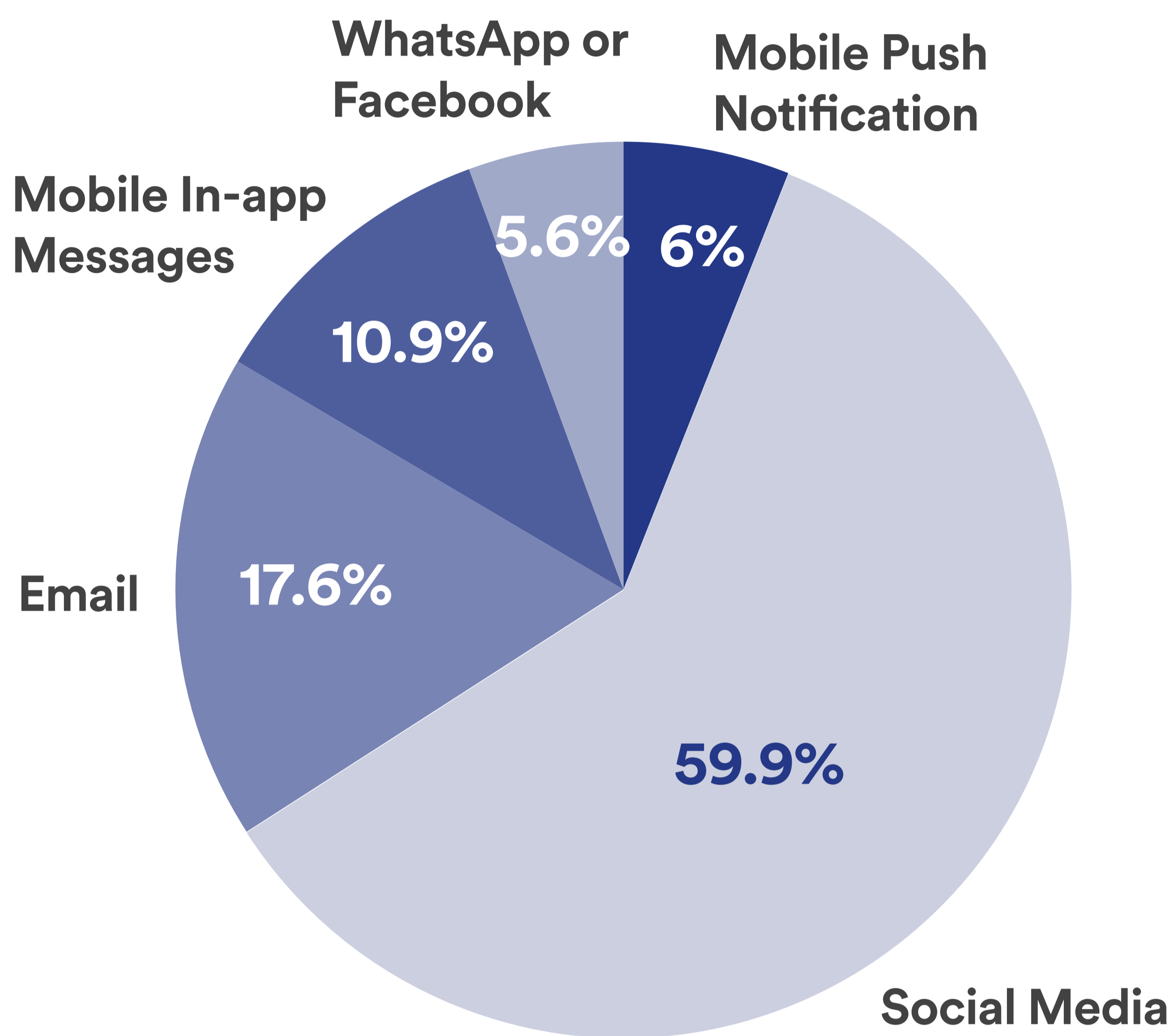
**26.37%**

SMS is the fastest growing channel among Americans aged over 45, with 26.37% preferring it over other channels to receive subscription renewals and reminders

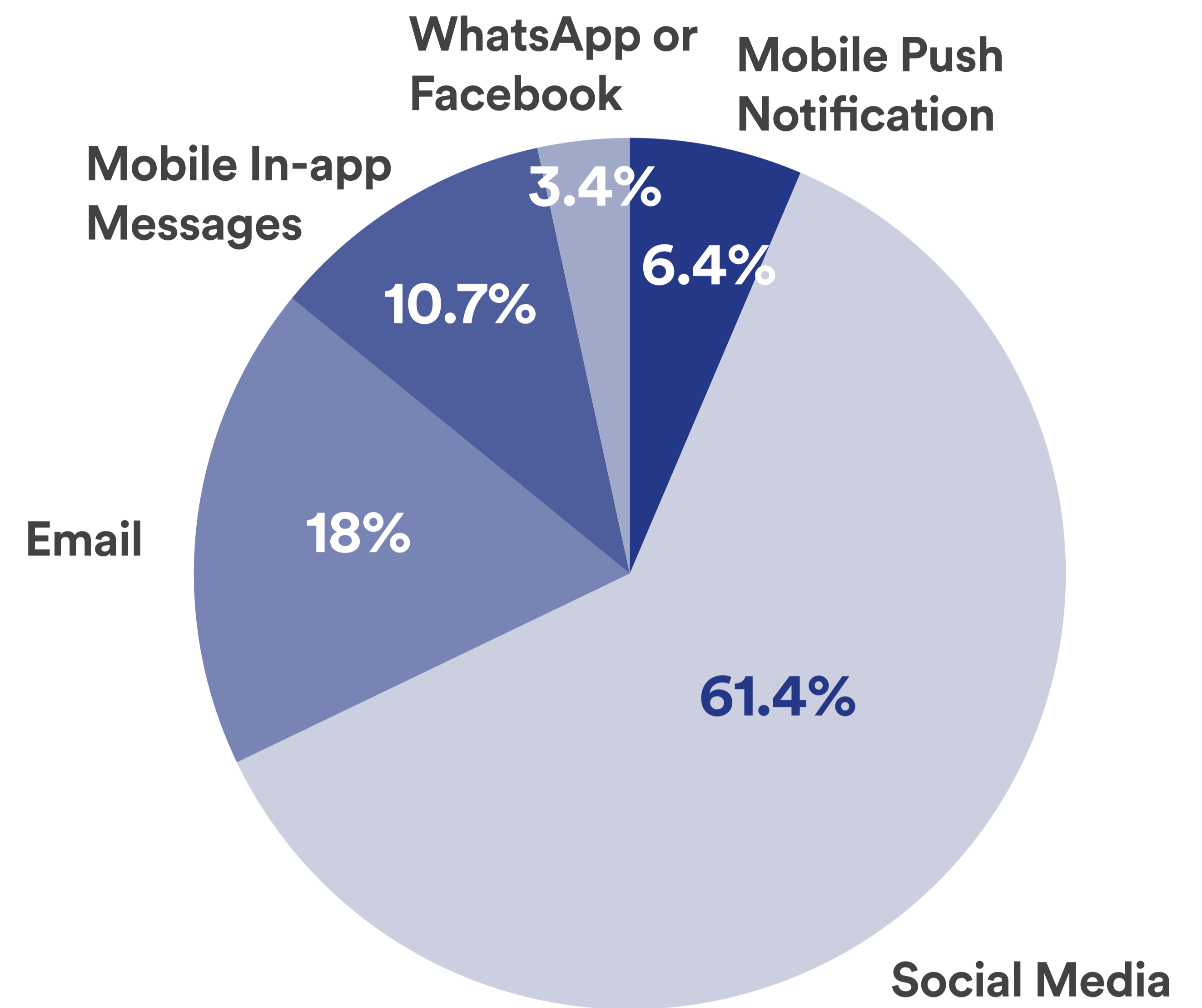


# Where Do Consumers Like to Get New Movies, TV Shows, or Music Updates From?

**59.9% of Male Consumers Prefer Social Media**

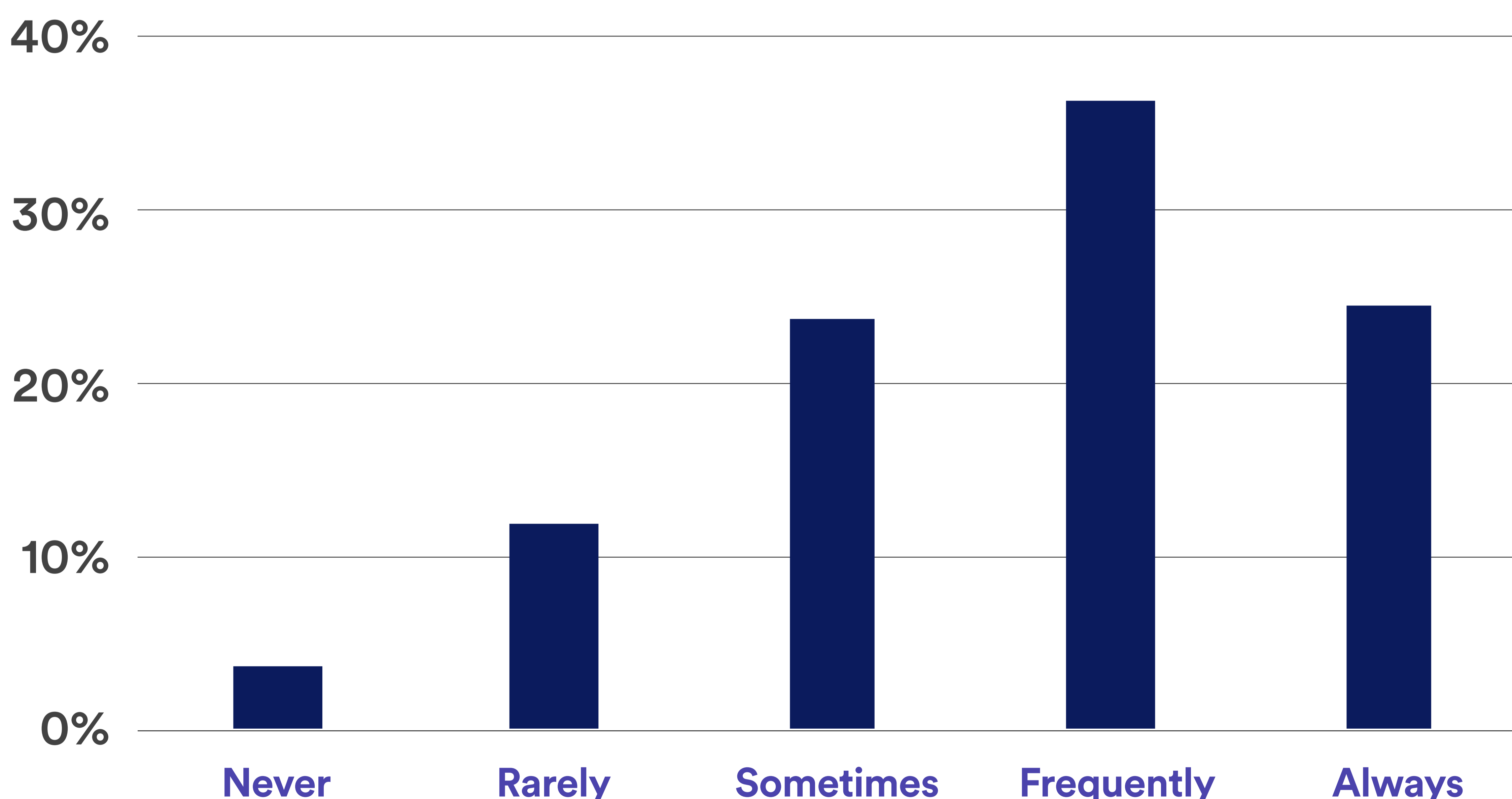


**18% of Female Consumers Prefer Email**



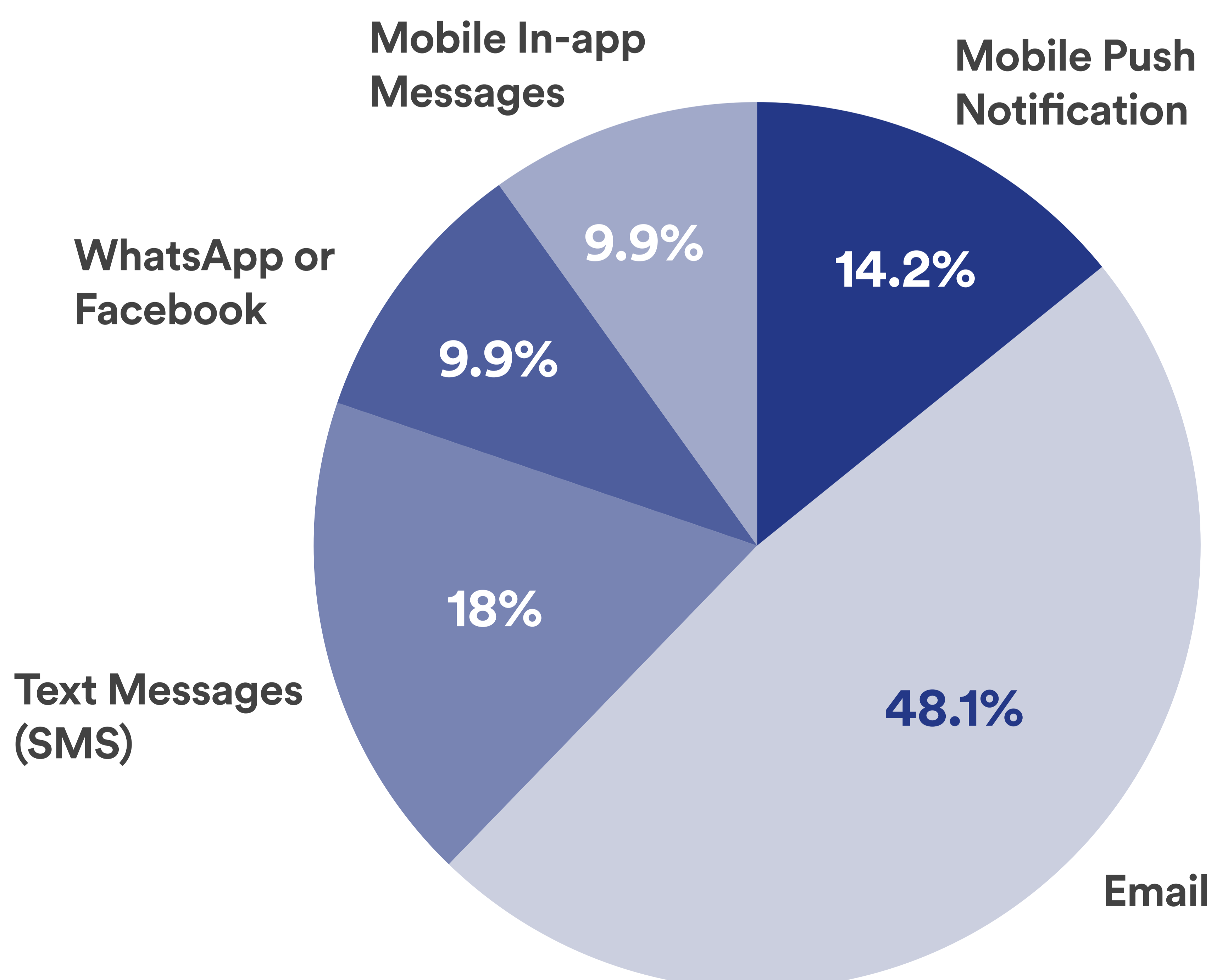
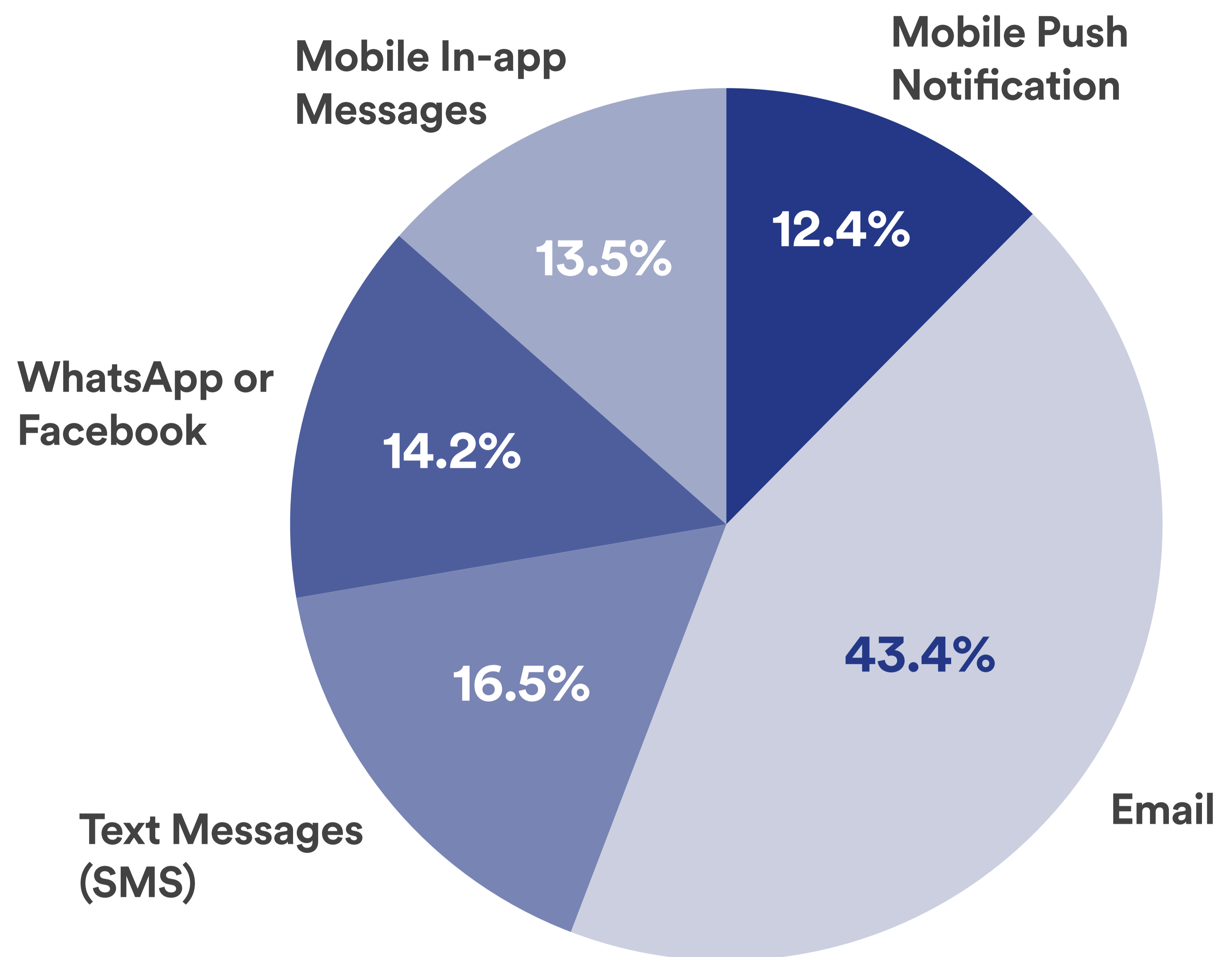
## How Often Do Consumers Receive Relevant Communication for New Releases?

Only **24.4%** of consumers get personalized recommendations consistently



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

**43.4% of Male Consumers Prefer Emails**

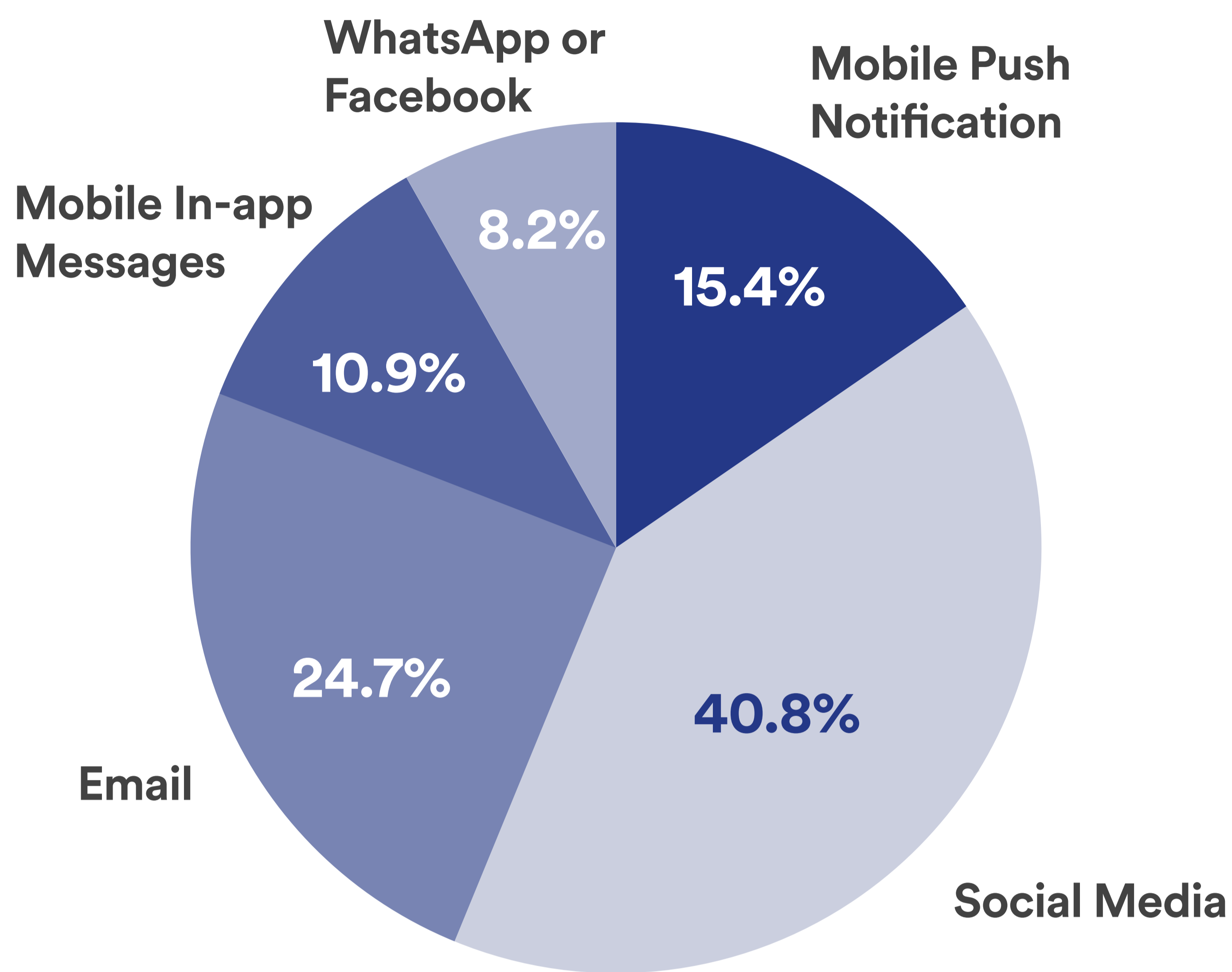


**18% of Female Consumers Prefer SMS (Text Messages)**

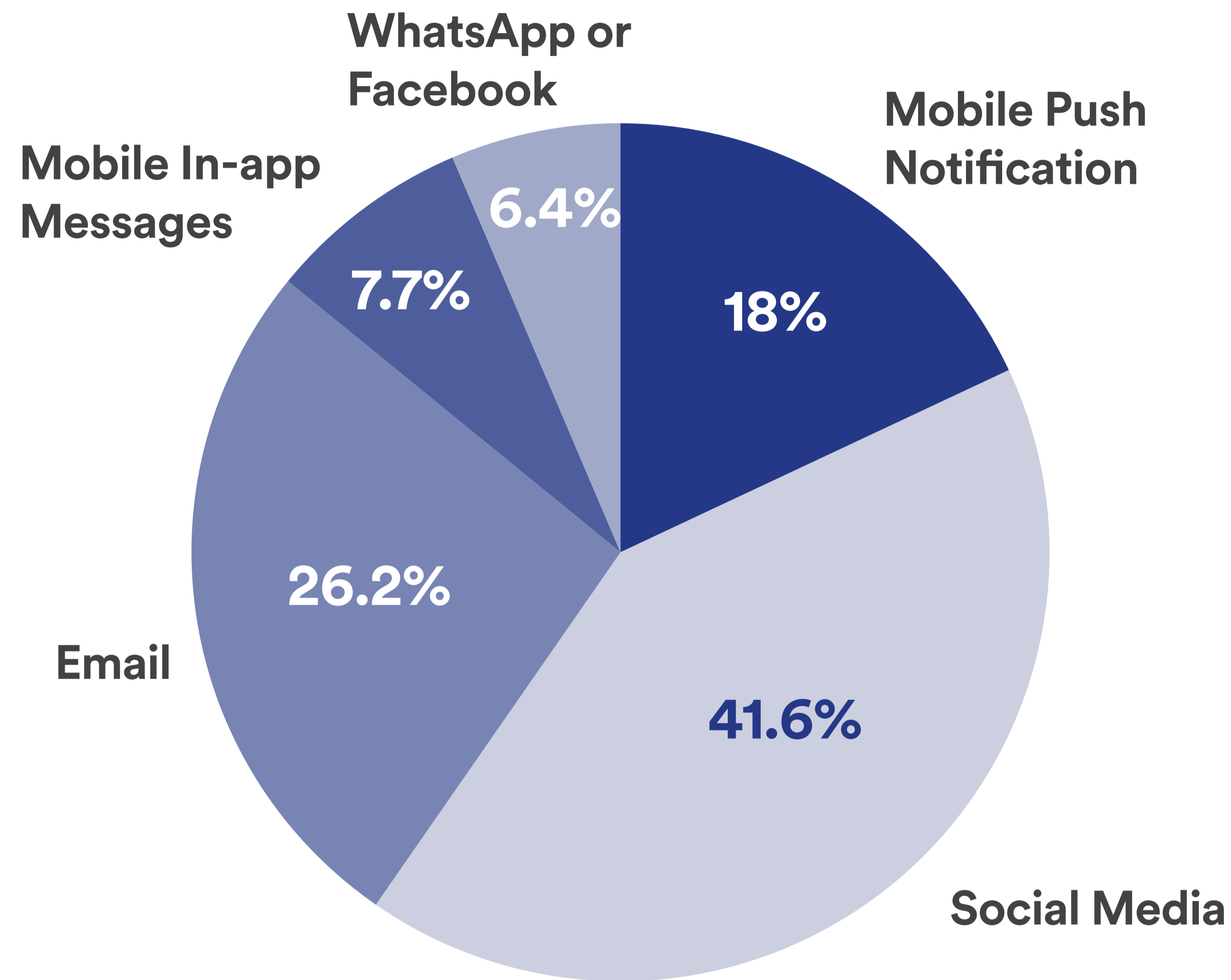


# Where Do Consumers Like to Get News Alerts or Sports Updates From?

**24.7% of Male Consumers Prefer Emails**

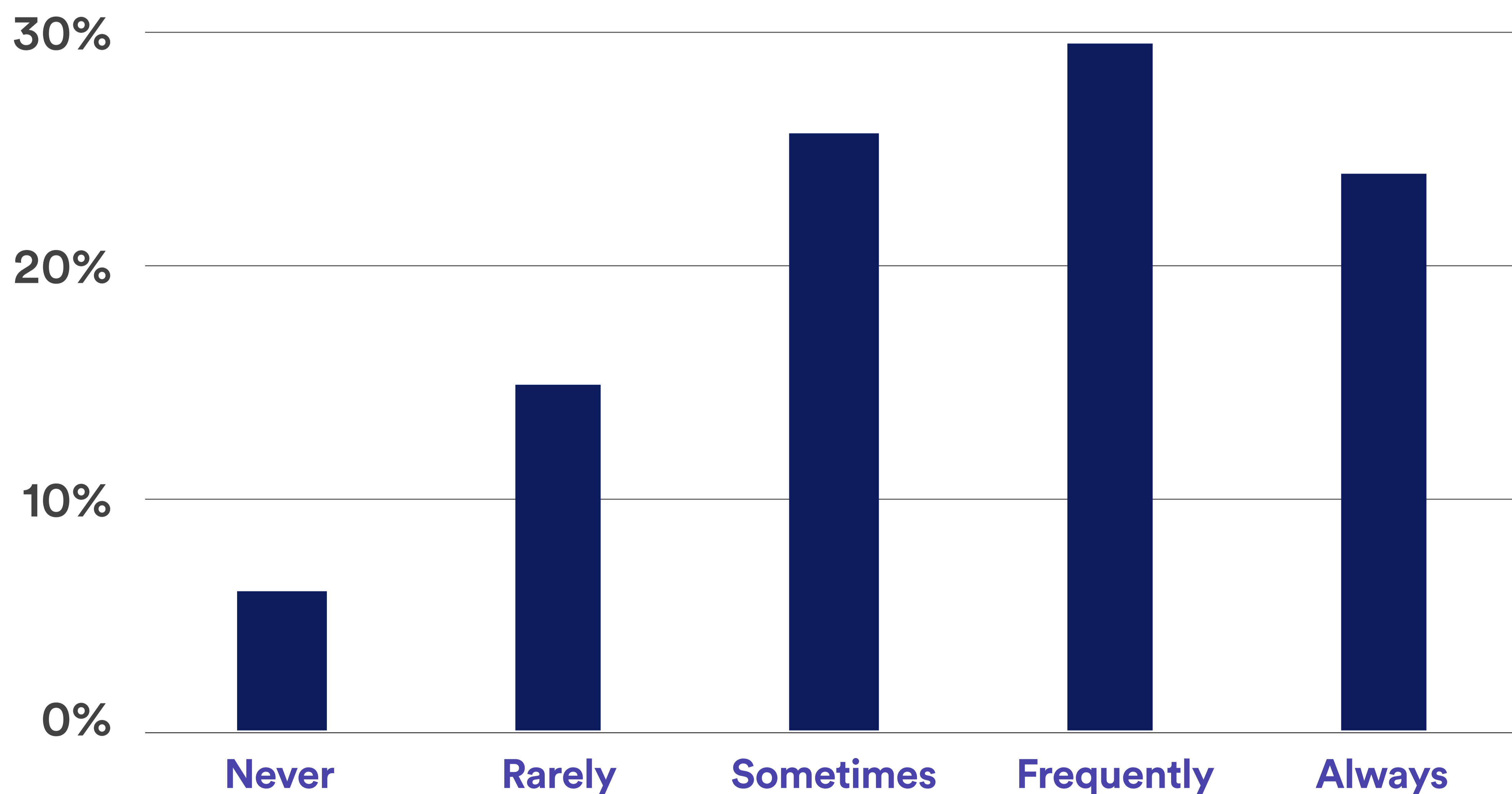


**18% of Female Consumers Prefer Push Notifications**



## How Often Do Consumers Receive News or Sports Updates of Their Interest?

Only **29.6%** of Consumers Get Relevant Sports and News Updates Frequently





# Brands Witness 2.3x More Conversions When Emails Are Personalized Based on Customer Journey

## Industry Benchmarks



### General Broadcast

Delivery Rate (DR):

**97.28%**

Open Rate (OR):

**22.75%**

Unique click-through rate (CTR):

**1.98%**

Click-to-open rate (CTOR):

**3.5%**

Conversion rate (CVR):

**2.21%**

Unsubscription rate:

**0.47%**

## Impact Of Segmentation And Personalization



### Based on Customer Journey

OR **1.73x** **39.45%**  
increase to

Unique CTR **1.2x** **2.3%**  
increase to

CTOR **1.5x** **5.21%**  
increase to

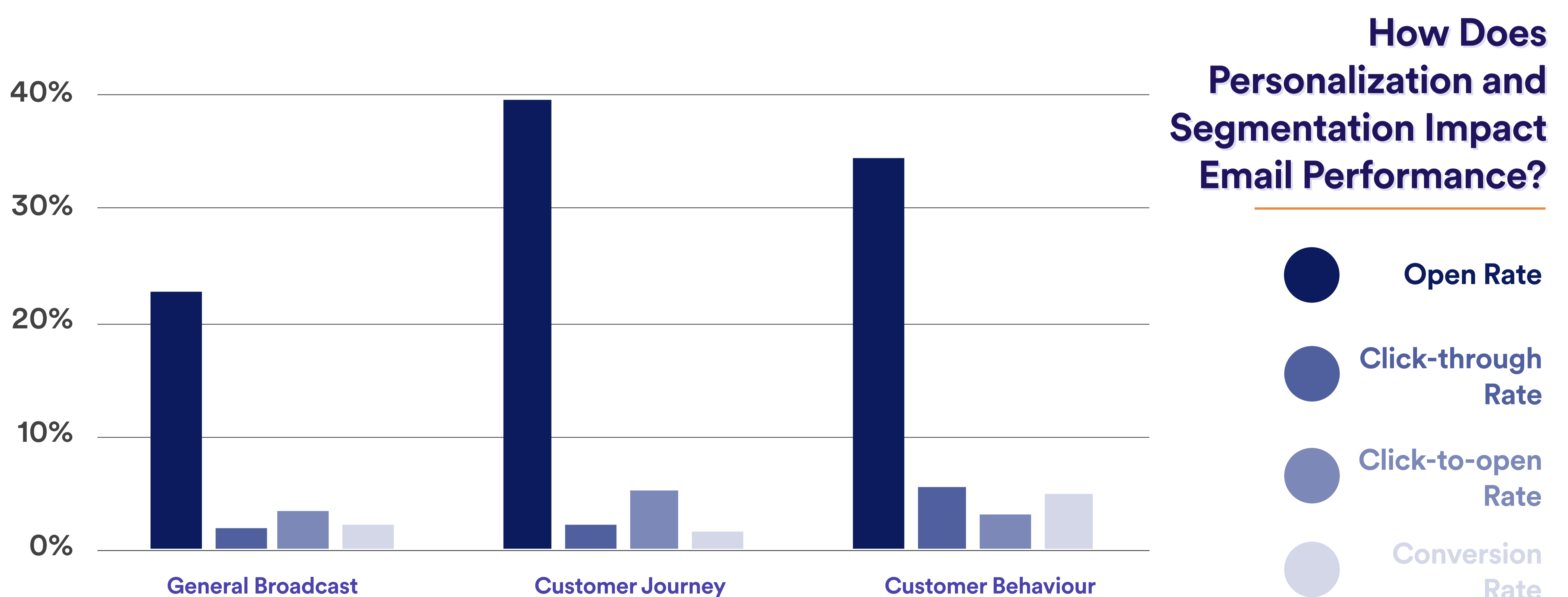


### Based on Customer Behavior

OR **1.5x** **34.41%**  
increase to

Unique CTR **2.88x** **5.7%**  
increase to

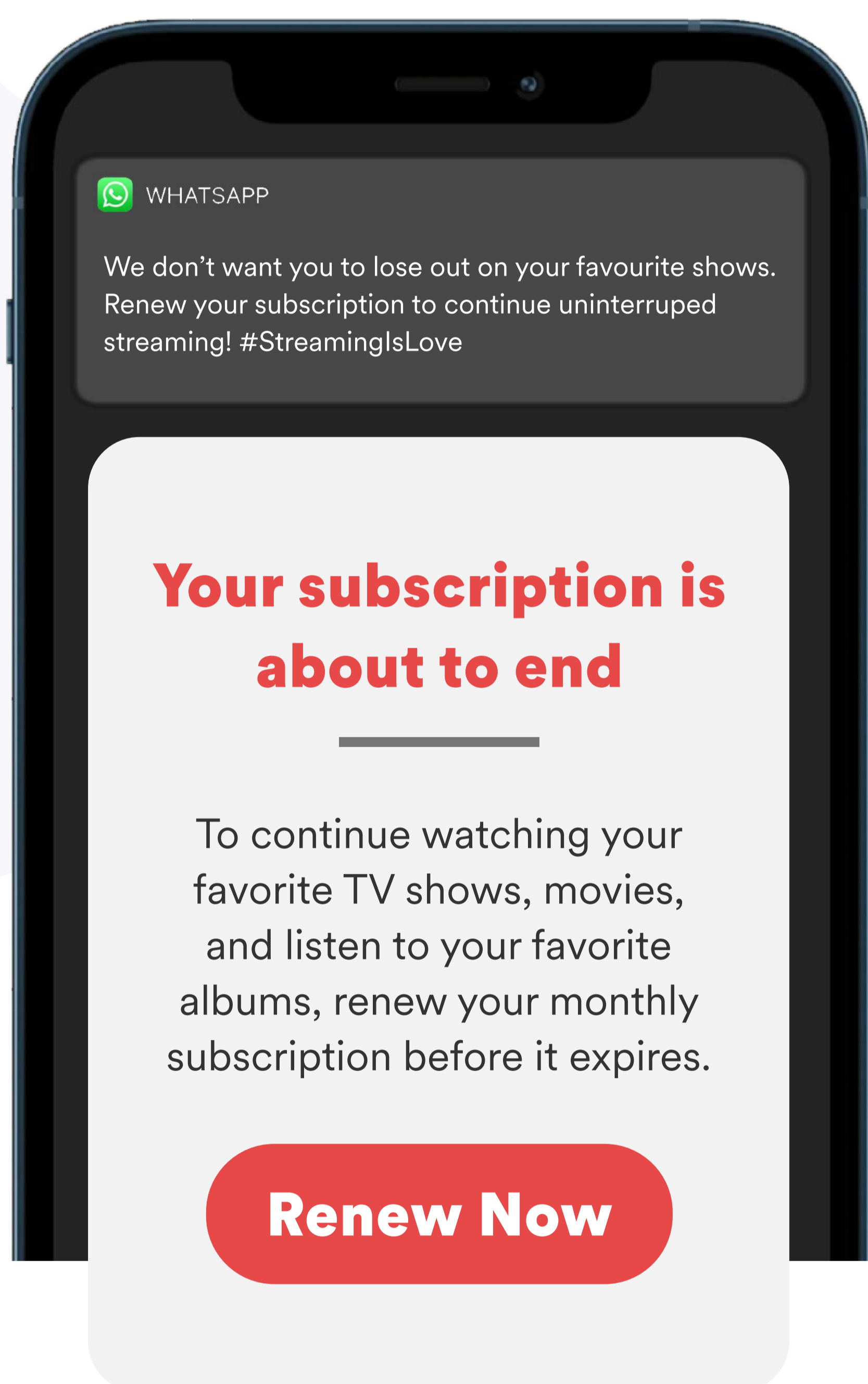
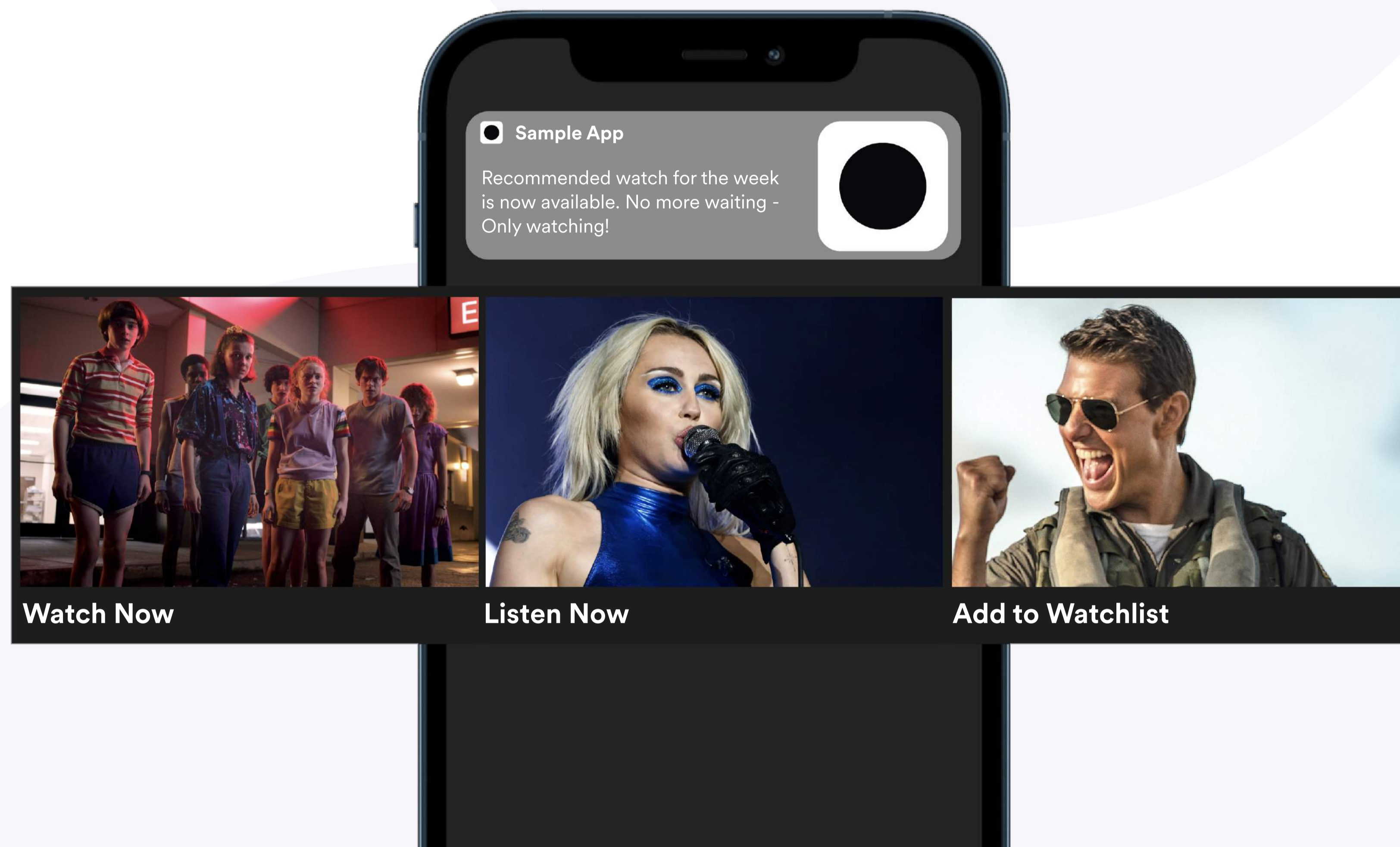
CTOR **2.3x** **4.83%**  
increase to





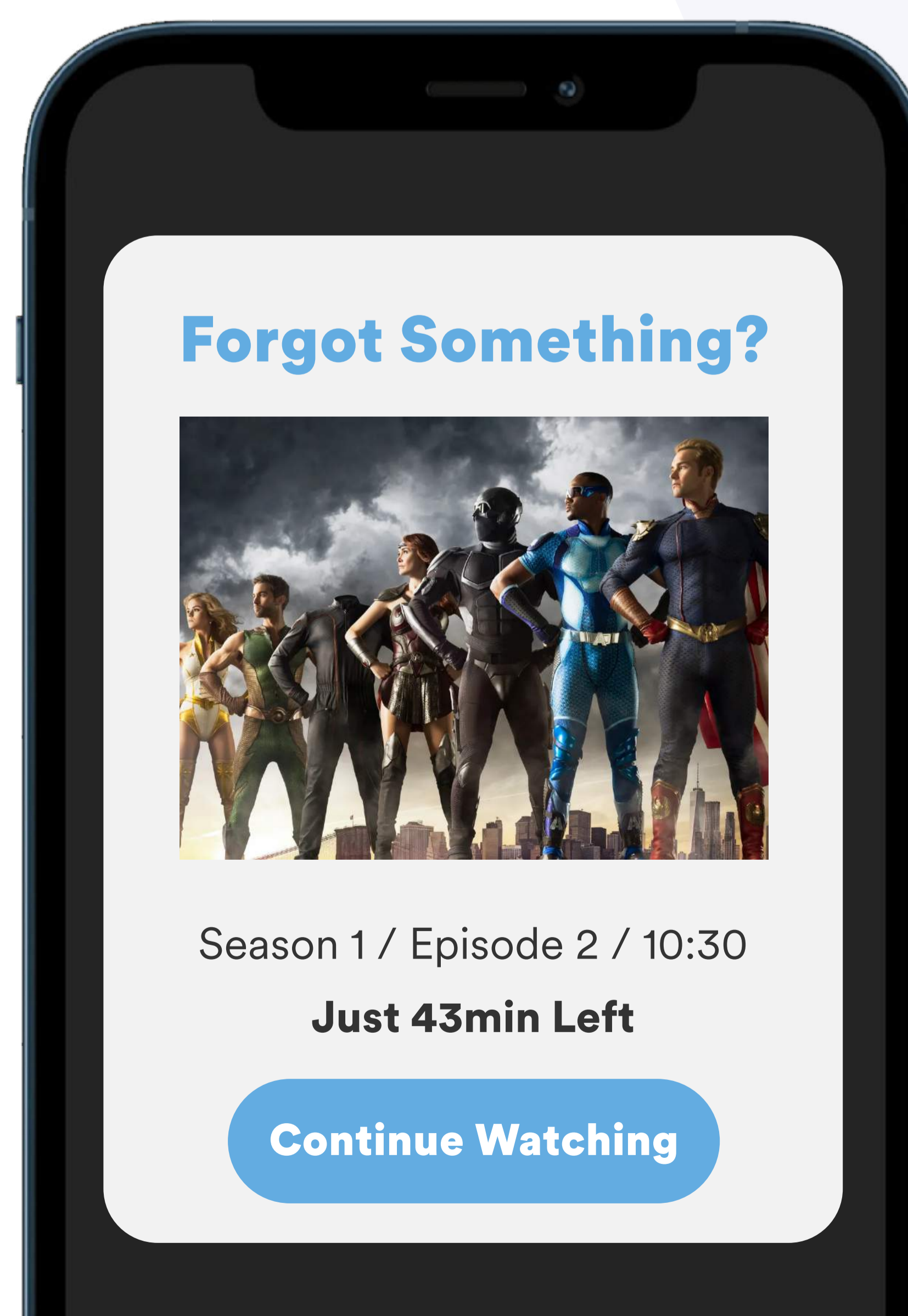
# Next Steps for Media & Entertainment Brands

**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.



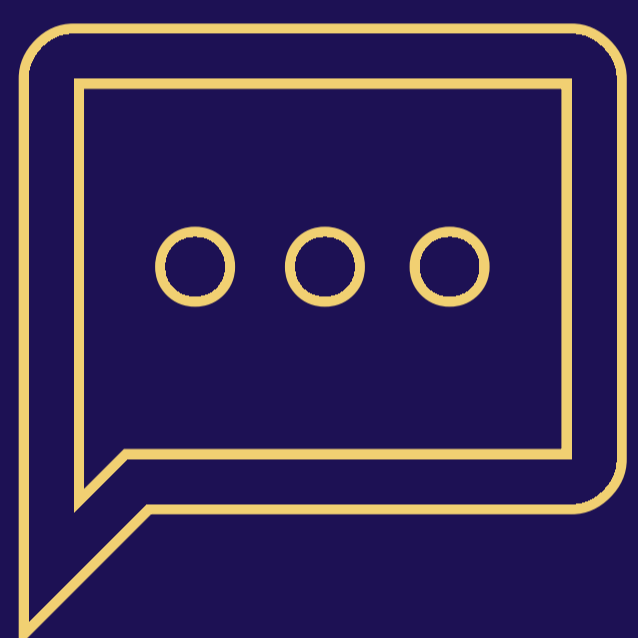


# Shopping

(E-commerce, Retail,  
D2C, Groceries)

## At a glance :

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SMS (Text Message) is the most preferred channel to get shipping updates and alerts

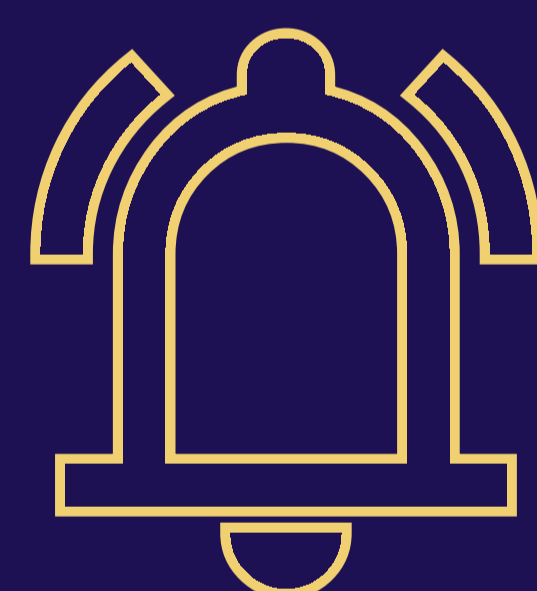
25.8%

of Americans want to receive shipping updates via SMS while 12.8% prefer Push Notifications



4.2x

Shoppers are 4.2x more likely to click on Emails that are personalized based on customer behavior

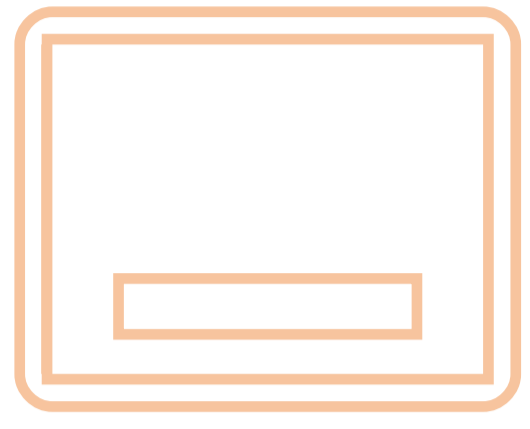


1.56x

Shopping brands witness 1.56x more conversions when push notifications are personalized based on customer journey

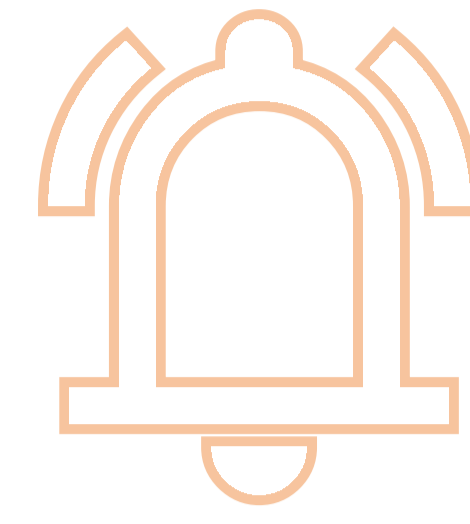


# Voice of the Consumer: Americans Want Shipping Updates and Alerts on SMS (Text Message)



**25.8%**

of Americans want to receive shipping updates via SMS while 12.8% prefer Push Notifications



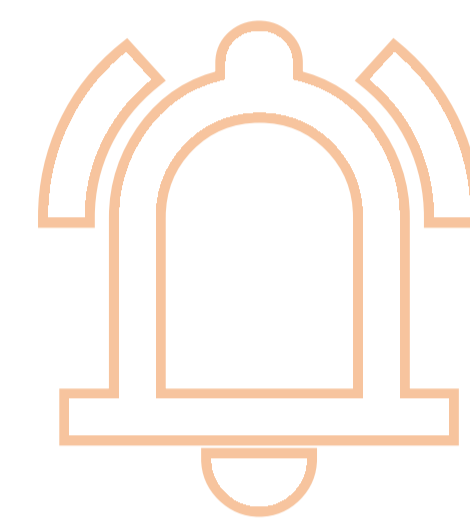
**33.6%**

of Americans want to learn about new shopping products from their favorite brands over email



**41.44%**

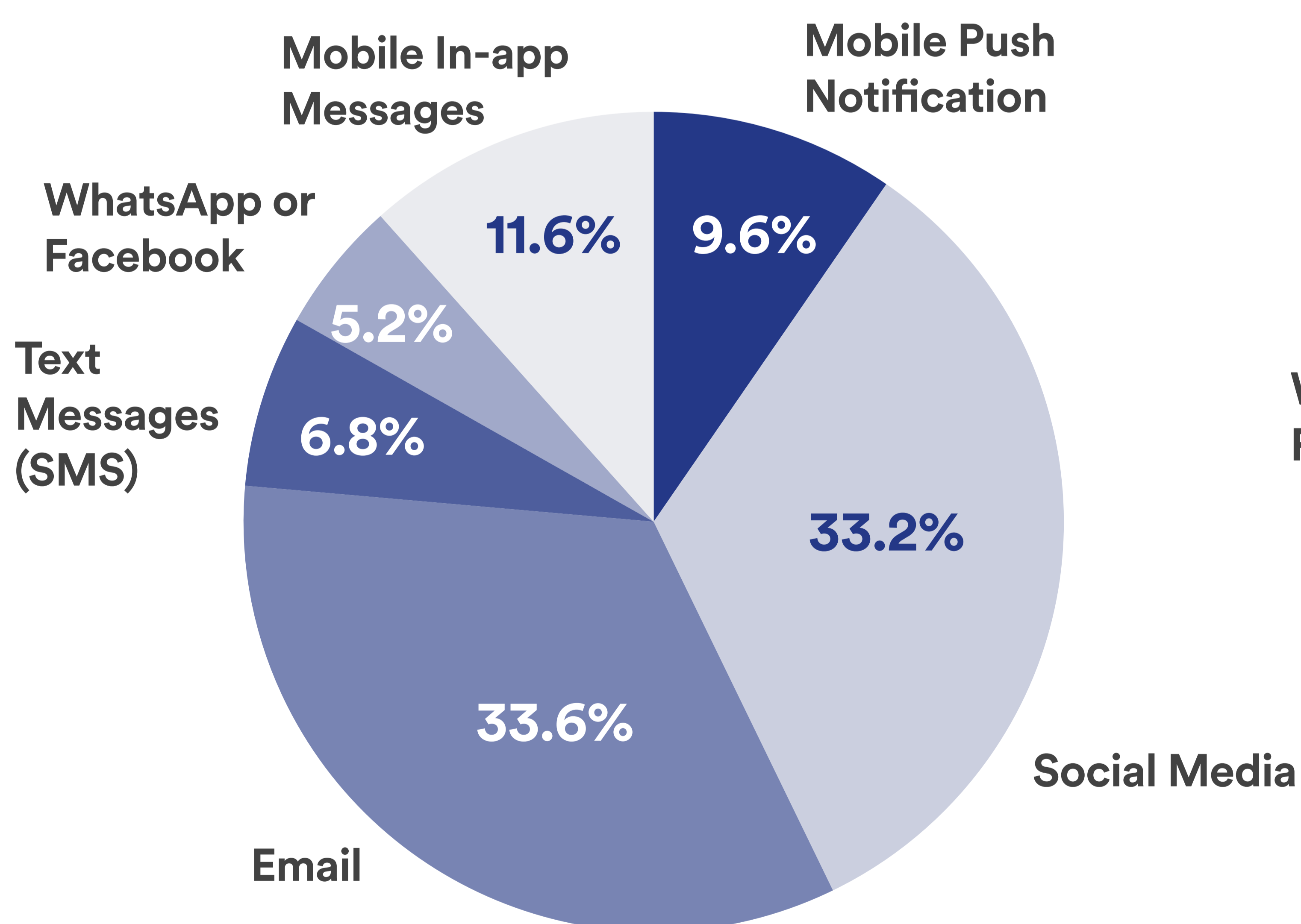
of Americans below the age of 35 prefer Social Media (Instagram, YouTube, Snapchat, Facebook, Reddit) over other channels to learn about new shopping products from their favorite brands



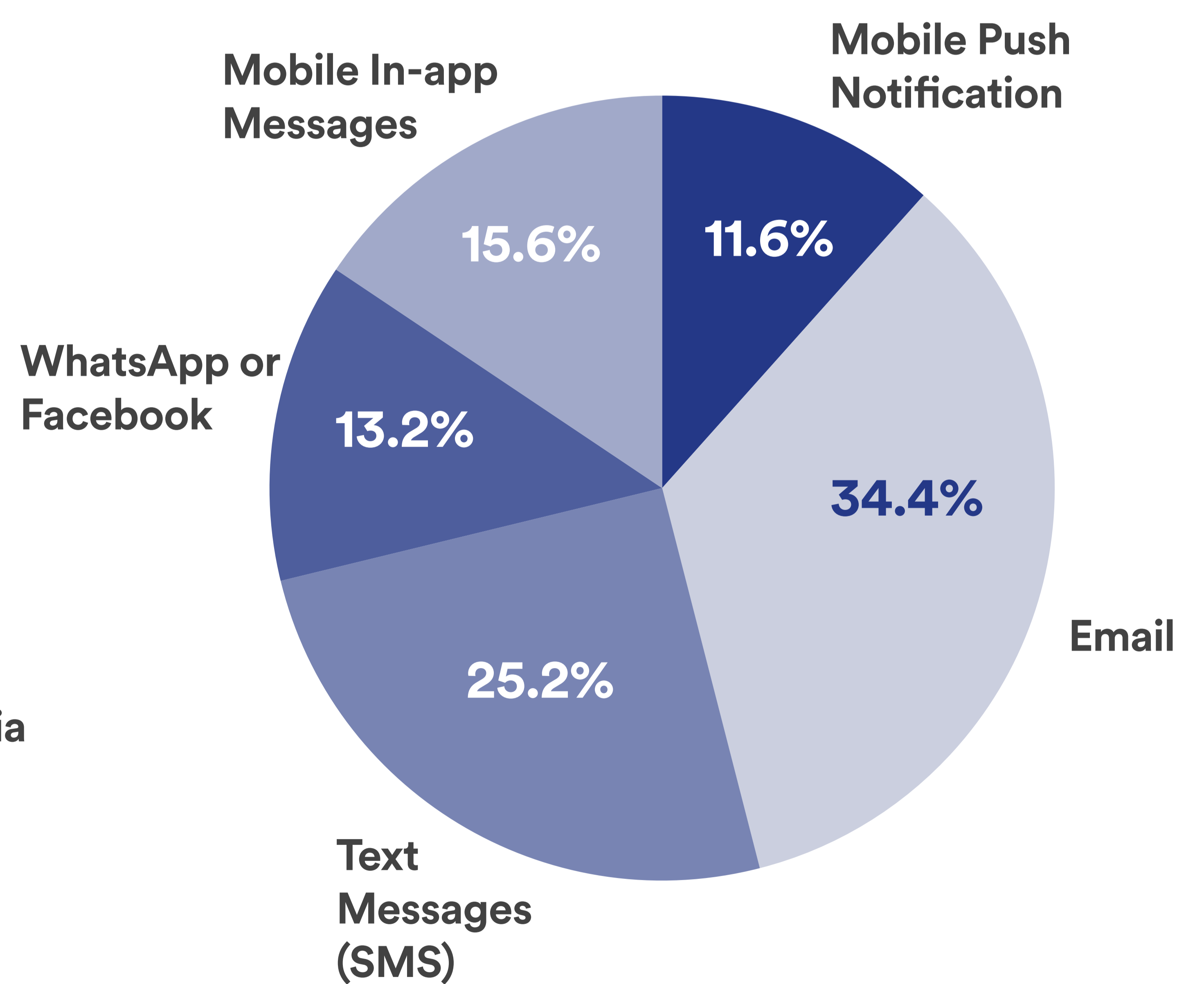
**56.04%**

of Americans above the above of 55 receive irrelevant product updates frequently

**How do Consumers Want to Get Updates of New Products From Shopping Brands?**



**How do Consumers Prefer to Get Shipping Updates and Alerts?**





# Shoppers Are 4.2x More Likely to Click on Emails That Are Personalized Based on Customer Behavior

## Industry Benchmarks



### General Broadcast

Delivery Rate (DR):

**97.14%**

Open Rate (OR):

**28.05%**

Unique click-through rate (CTR):

**0.58%**

Click-to-open rate (CTOR):

**2.31%**

Conversion rate (CVR):

**2.05%**

Unsubscription rate:

**0.25%**

## Impact Of Segmentation And Personalization



### Based on Customer Journey

Unique CTR

**2.46x**

increase to

**1.43%**

CTOR

**1.56x**

increase to

**3.60%**



### Based on Customer Behavior

Unique CTR

**4.2x**

increase to

**2.44%**

CTOR

**3.6x**

increase to

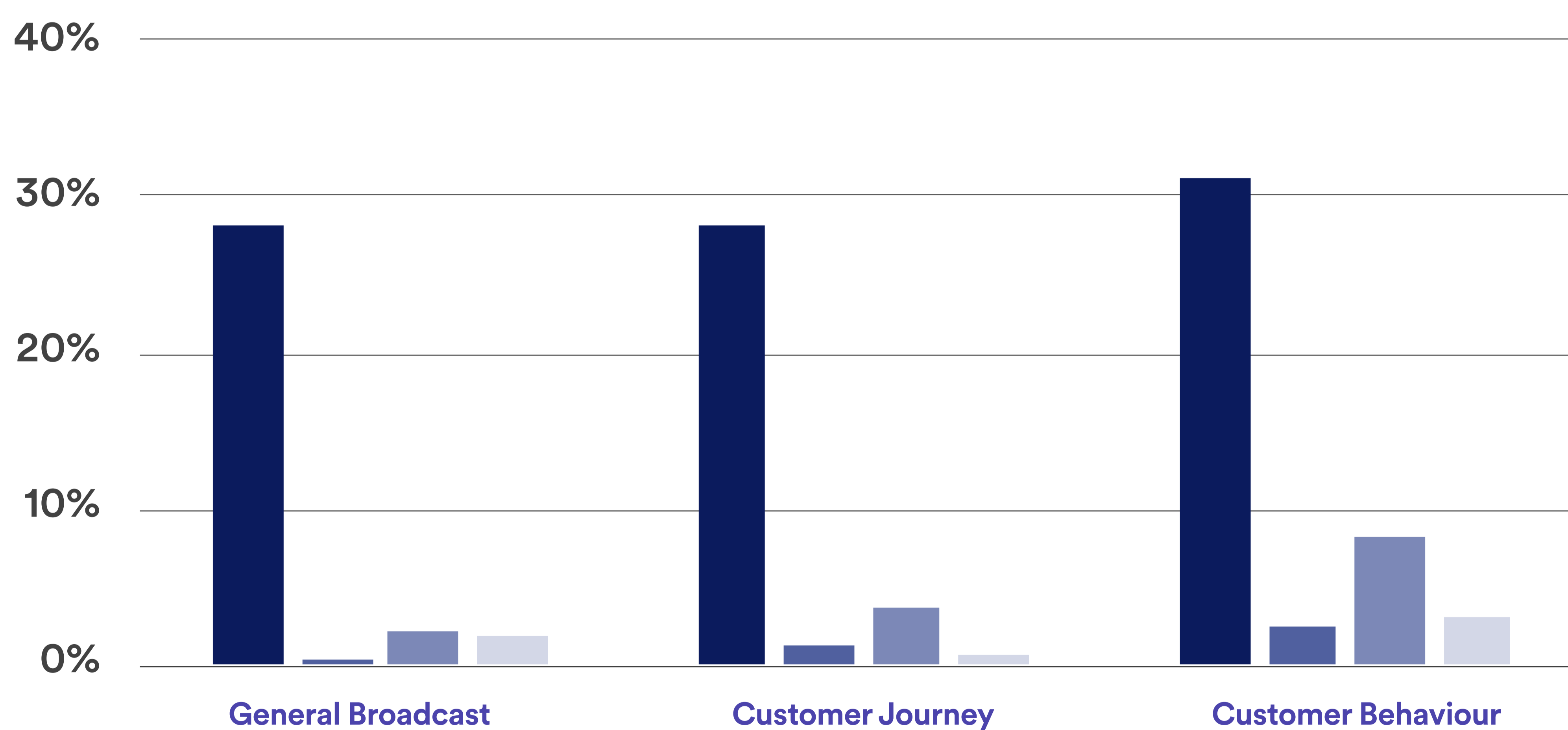
**8.32%**

CVR

**1.46x**

increase to

**3%**



### What is the Impact of Personalization and Segmentation on Email Performance?

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



# Shopping Brands Witness 1.56x More Conversions When Push Notifications Are Personalized Based on Customer Journey

## Industry Benchmarks



### General Broadcast

Delivery Rate (DR):

**92.70%**

Click-through Rate (CTR):

**21.61%**

Conversion Rate (CVR):

**10.22%**

## Impact Of Segmentation And Personalization

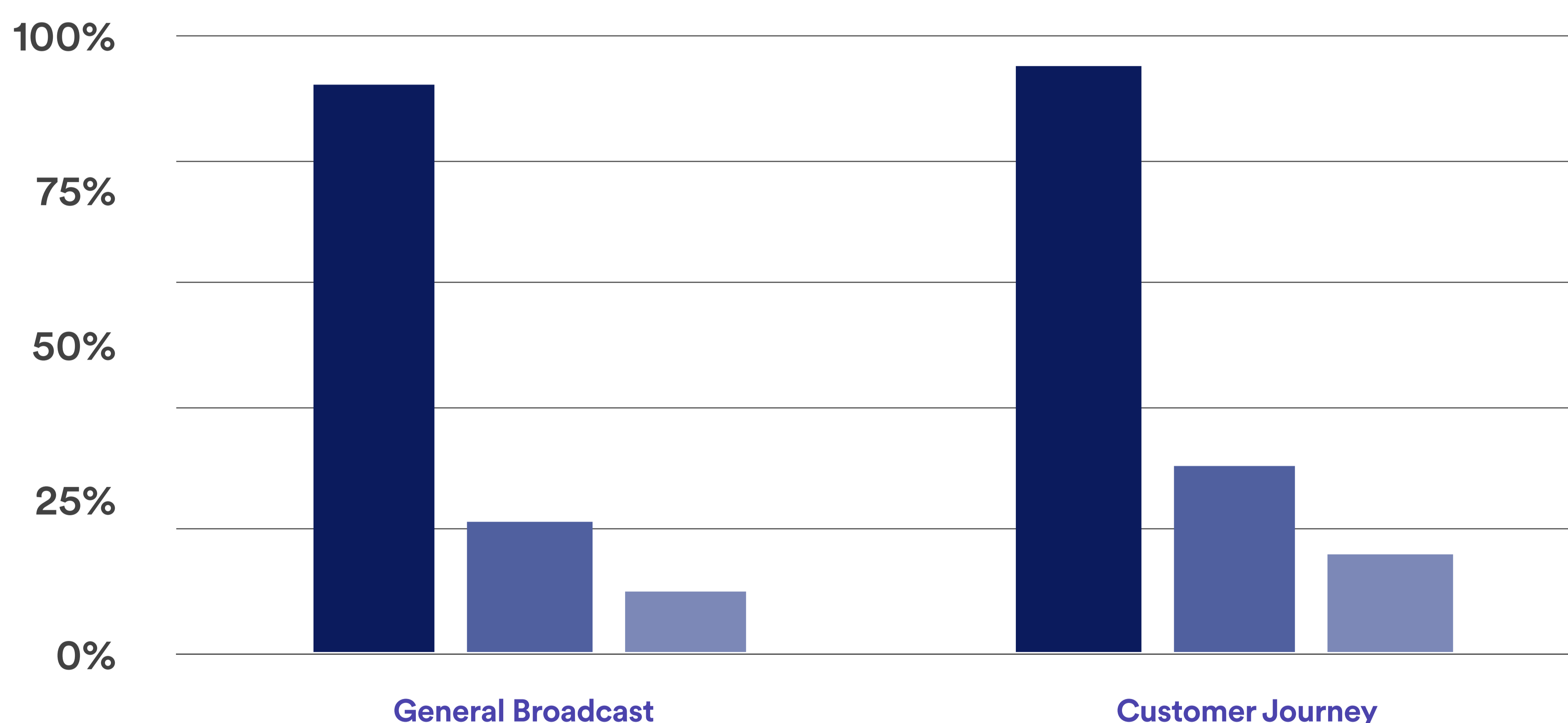


### Based on Customer Journey

DR **1.02x** **95.14%**  
increase to

CTR **1.4x** **30.07%**  
increase to

CVR **1.56x** **15.94%**  
increase to



**What is the Impact of Personalization and Segmentation on Push Notification Performance?**

- Delivery Rate
- Click-through Rate
- Conversion Rate



# Shoppers Are 1.66x More Likely to Click on Mobile In-app Messages and Website Banners Personalized Based on Customer Behavior

## Industry Benchmarks



### General Broadcast

Click-through Rate (CTR):

**39.29%**

Conversion Rate (CVR):

**1.95%**

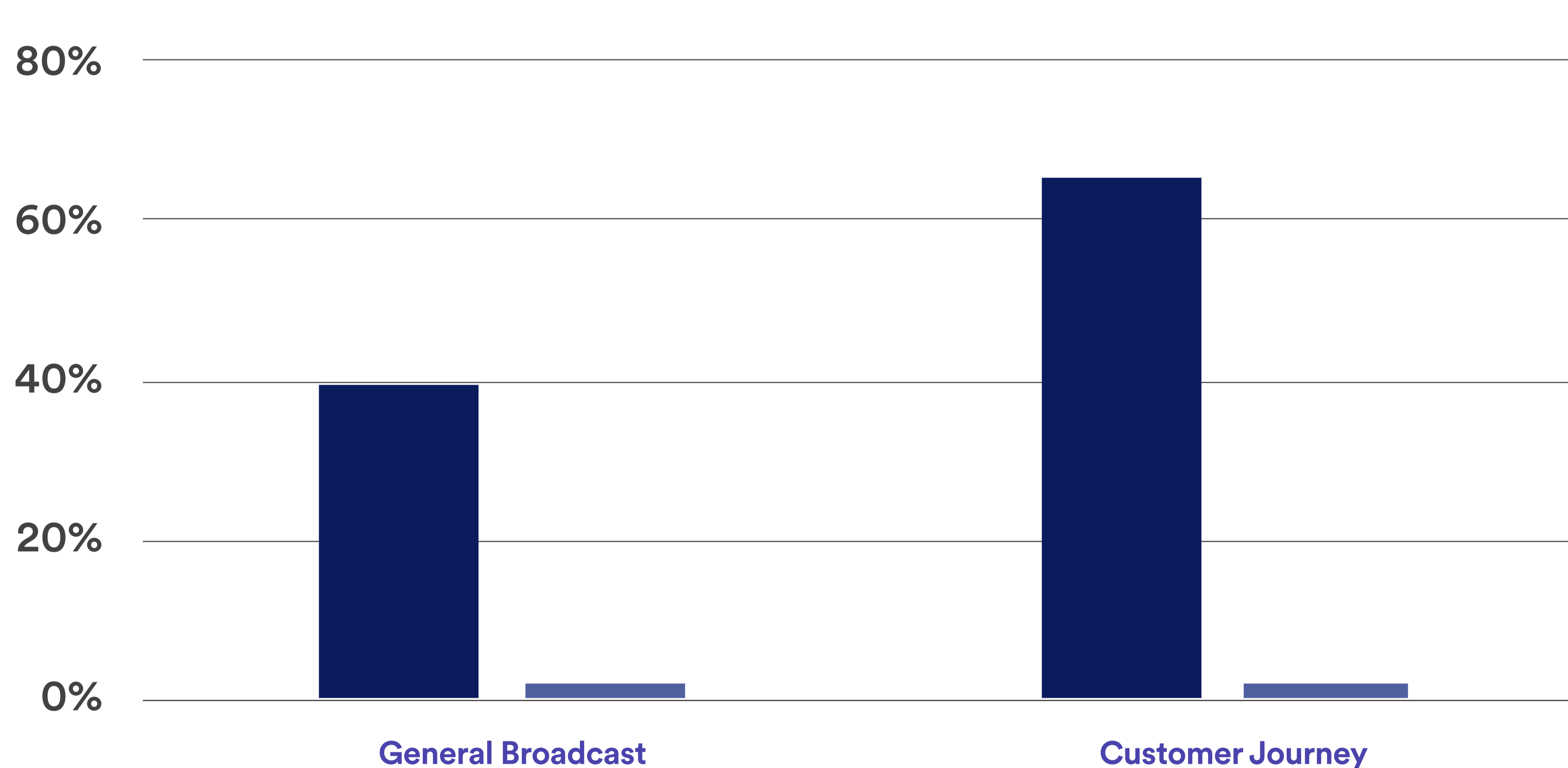
## Impact Of Segmentation And Personalization



### Based on Customer Journey

CTR **1.66x** **65.16%**  
increase to

CVR **1.04x** **2.04%**  
increase to



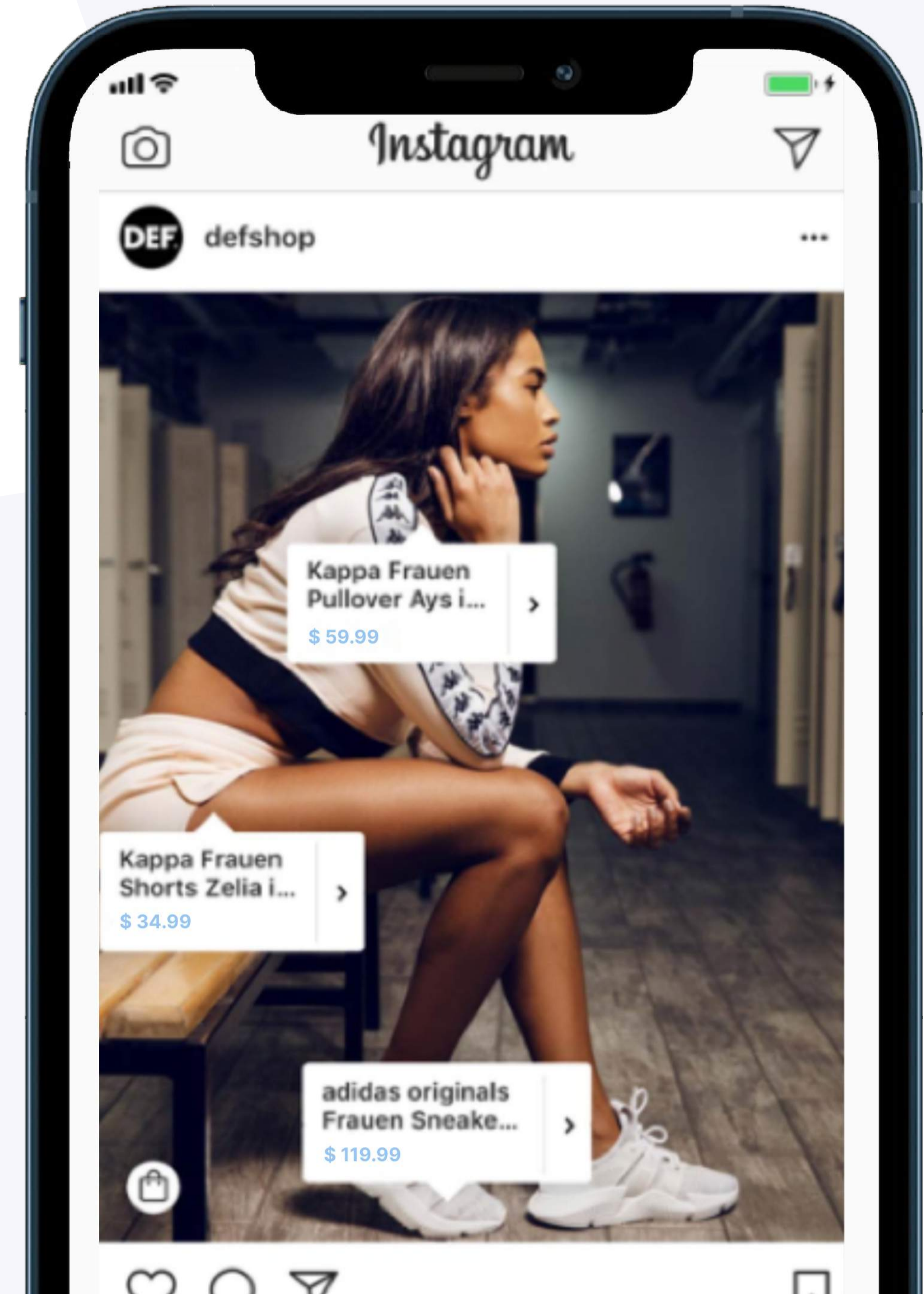
**How Does Personalization and Segmentation Impact Mobile In-app Message and Website Banner Performance?**

- Click-through Rate
- Conversion Rate

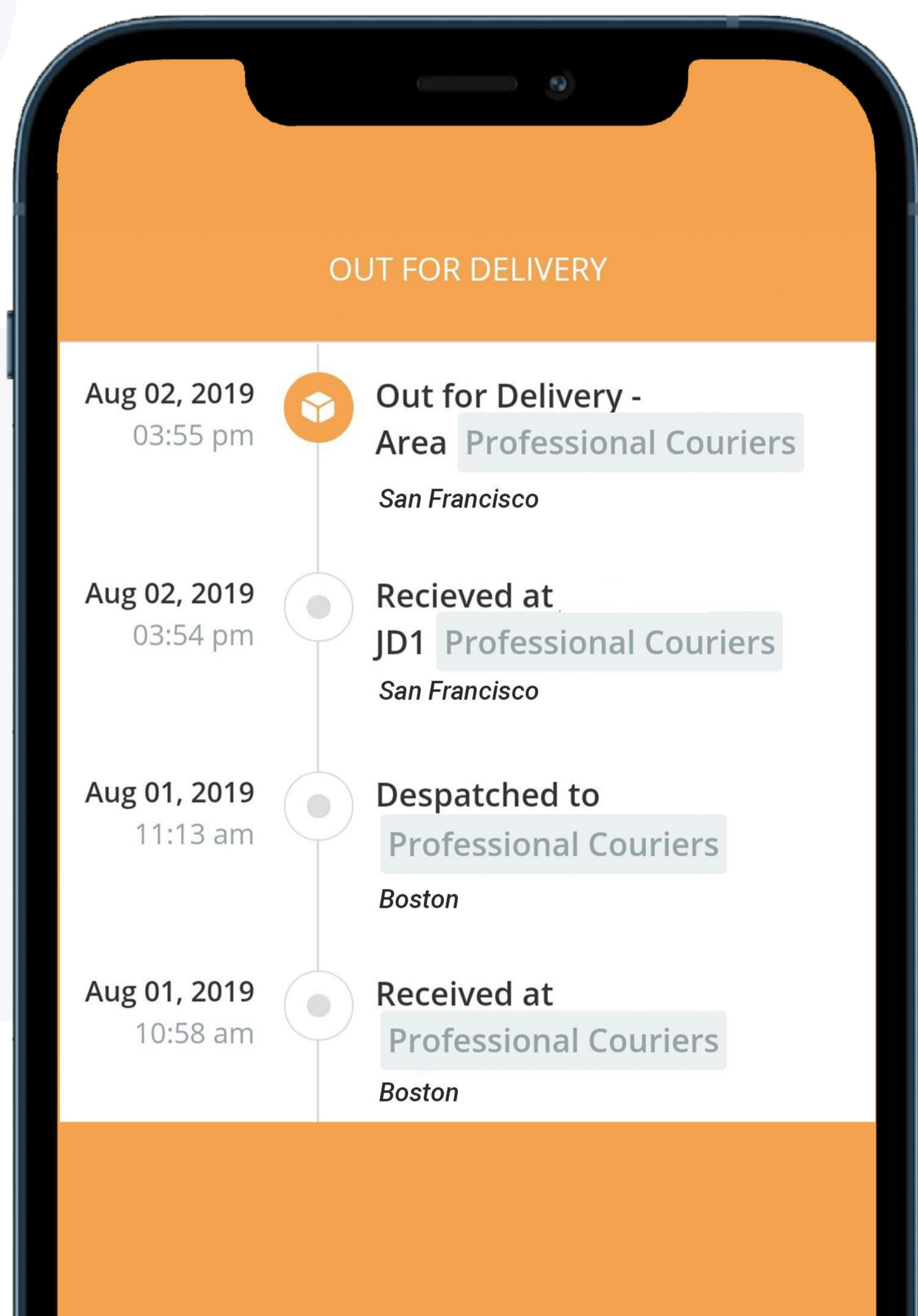


# Next Steps for Shopping Brands

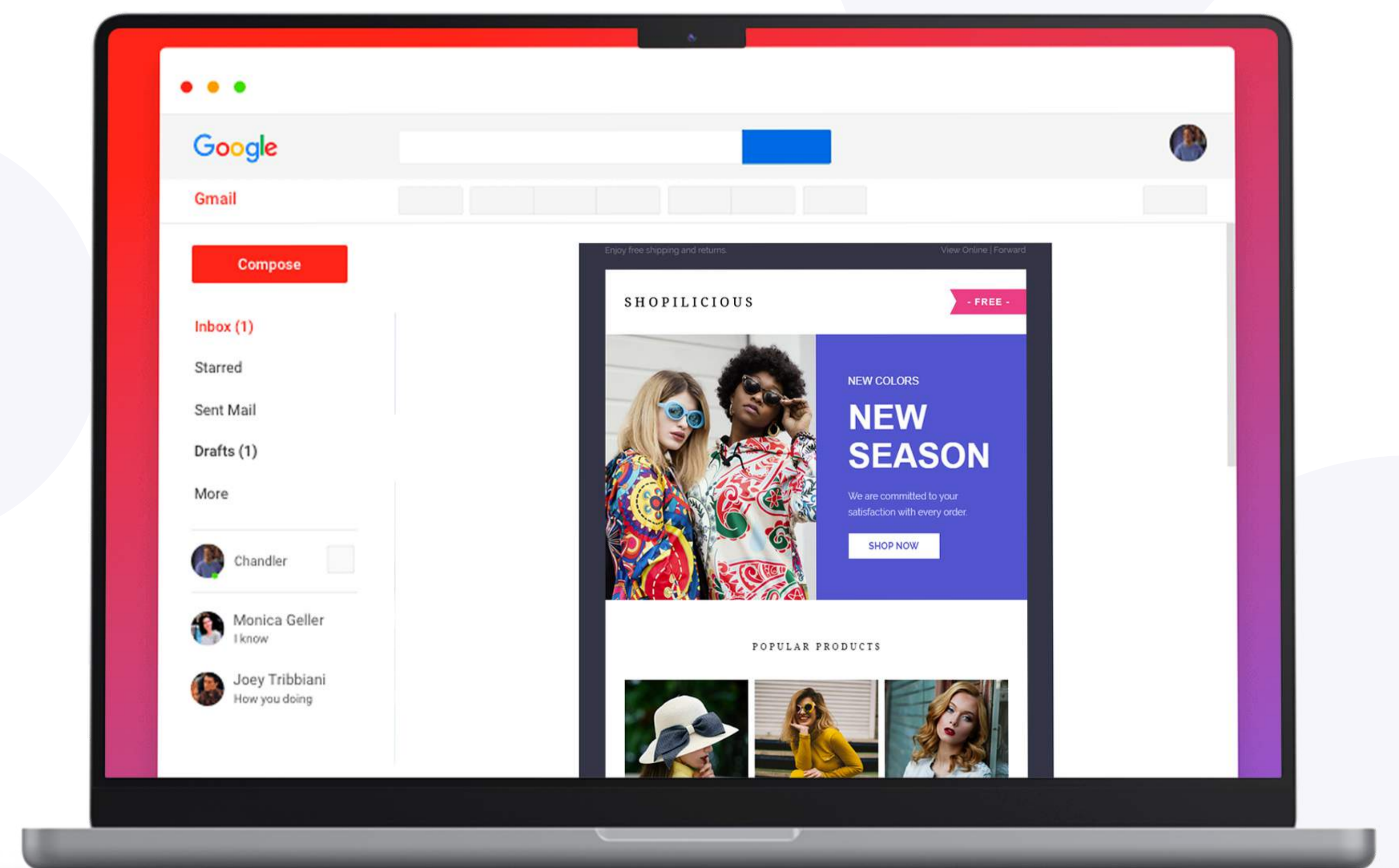
**Gather insights into your customers' preferences** based on their browsing patterns or purchase history and create segments based on their affinity. Then, run advertisements on social media for these segments recommending relevant products to boost ROAS and increase LTV.



**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.



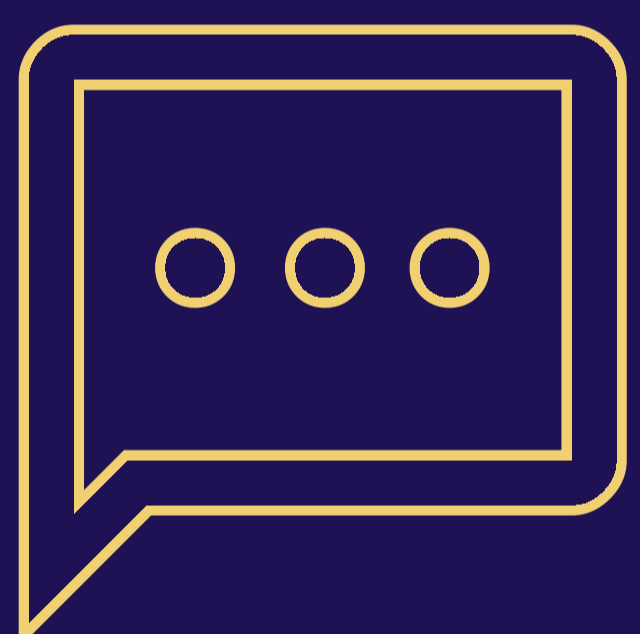


# Banking and Finance

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

## At a glance :

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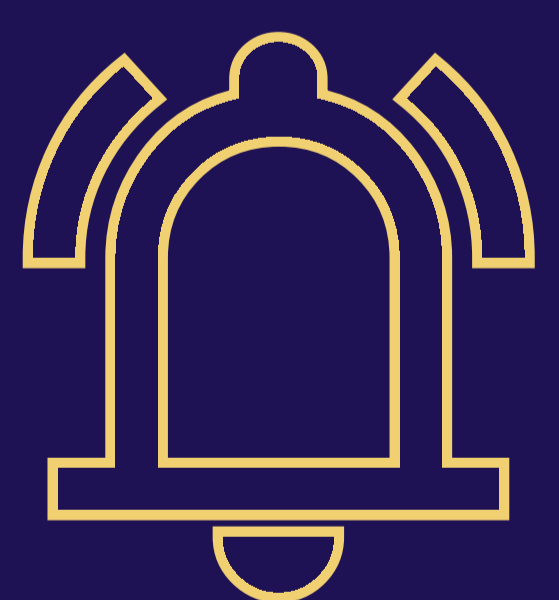


Mobile In-app Message and Website Banner is the fastest growing channel to get stock market updates



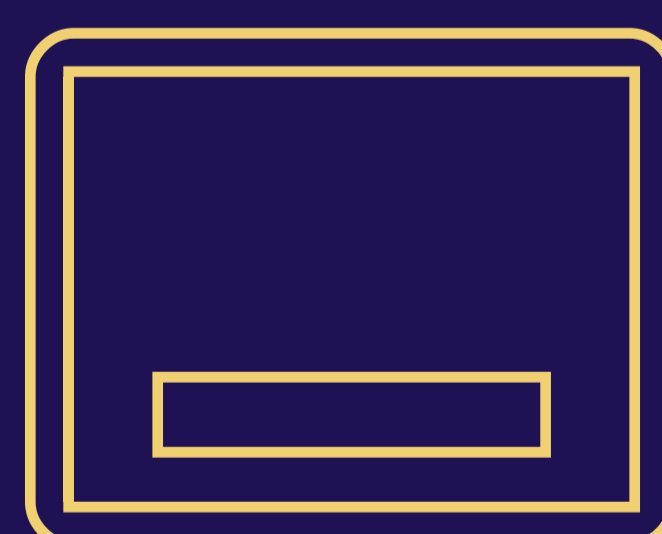
1.27x

Brands witness 1.27x more conversions when Emails are personalized based on customer journey



3.5x

Consumers are 3.5x more likely to click on Push Notifications personalized based on their journey



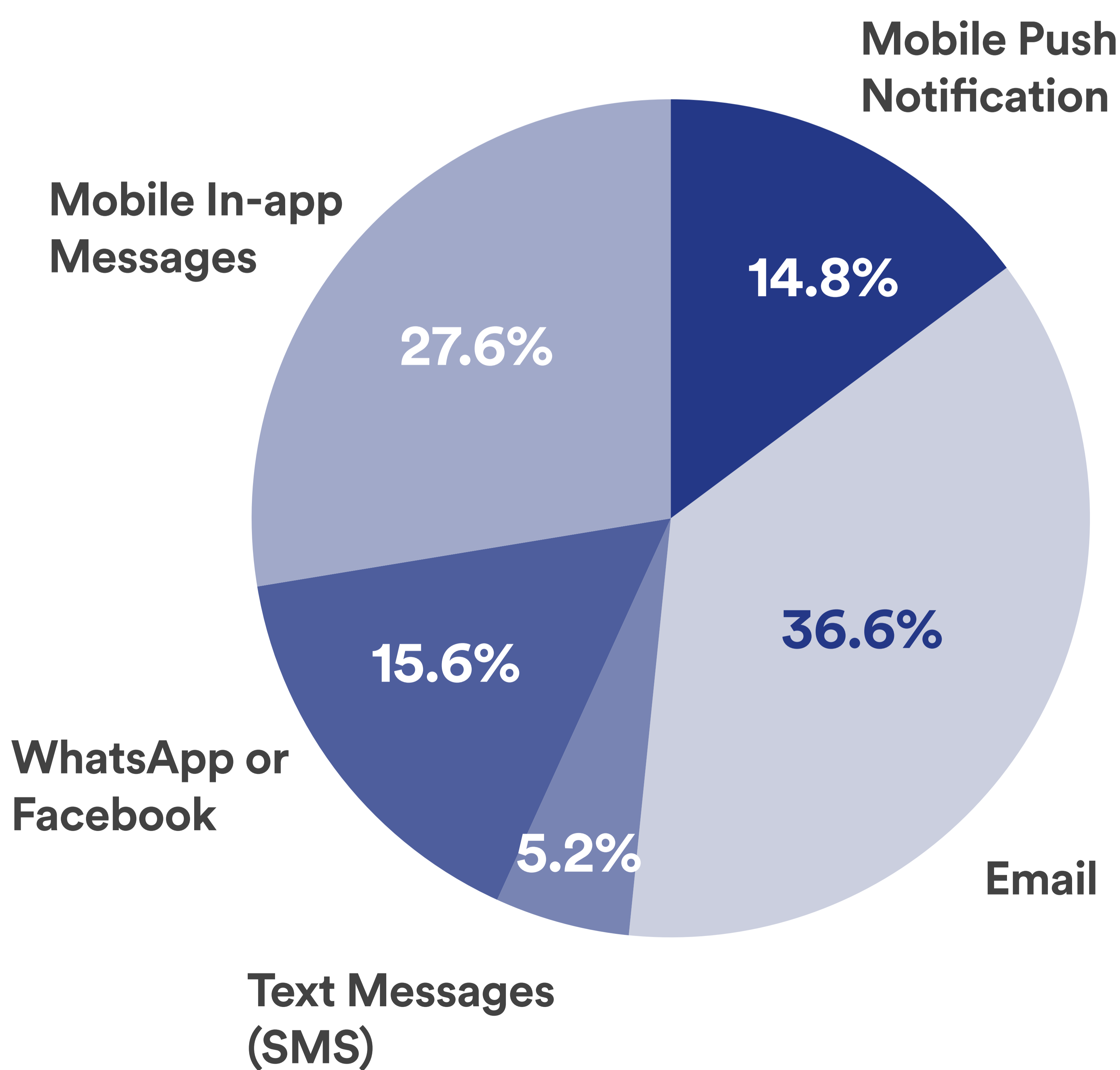
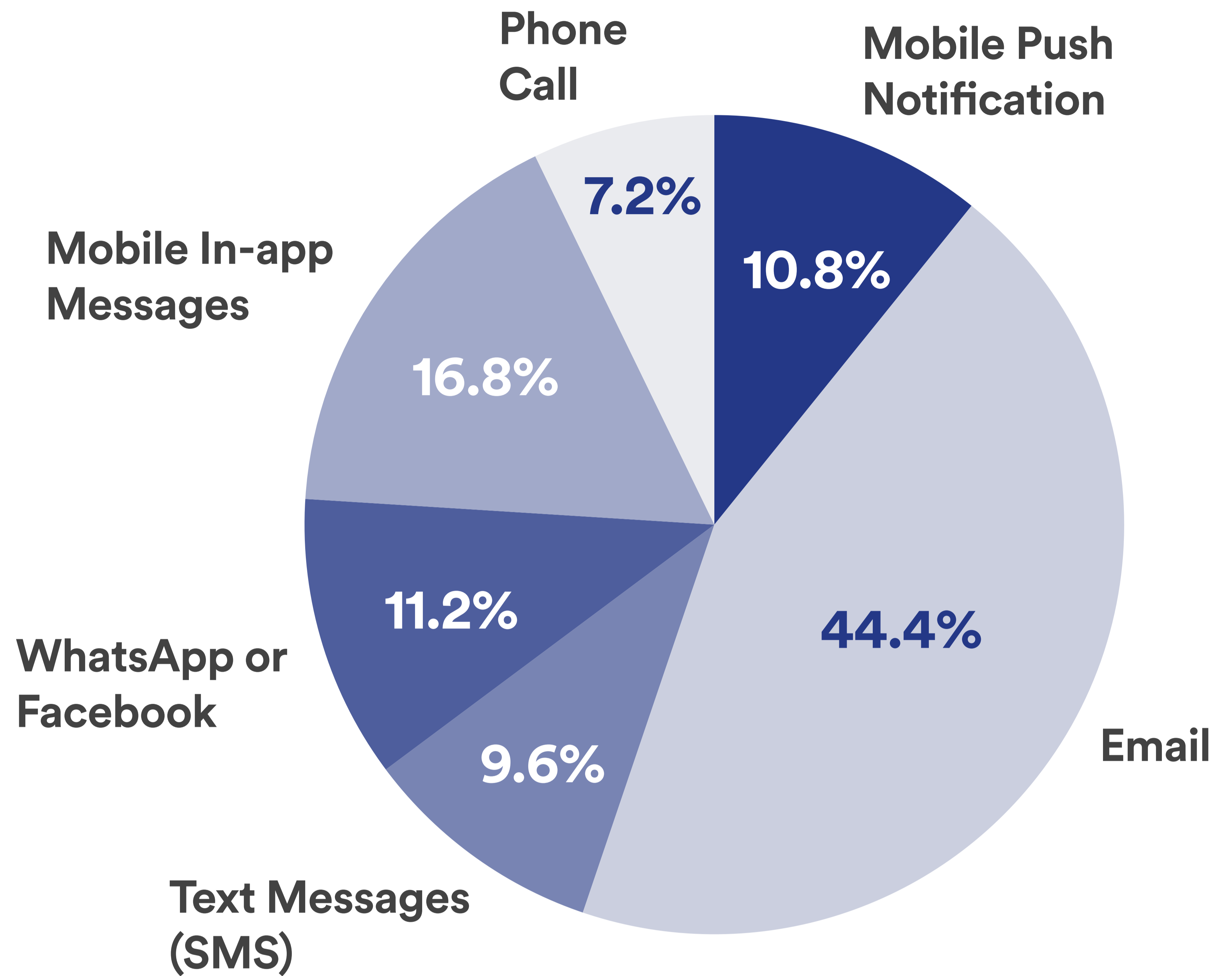
27.6%

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



# Voice of the Consumer: Americans Want Banks to Send Them the Latest Loan Offers Via Email

**How do Consumers Want to Learn About Loan Offers and Updates?**



**How do Consumers Want to Learn About the Latest Updates to the Stock Market or Investment Portfolio?**



# Brands Witness 1.27x More Conversions When Emails Are Personalized Based on Customer Journey

## Industry Benchmarks



### General Broadcast

Delivery Rate (DR):

**98.81%**

Open Rate (OR):

**24.19%**

Unique click-through rate (CTR):

**1.3%**

Click-to-open rate (CTOR):

**3.14%**

Conversion rate (CVR):

**22.13%**

Unsubscription rate:

**0.47%**

## Impact Of Segmentation And Personalization



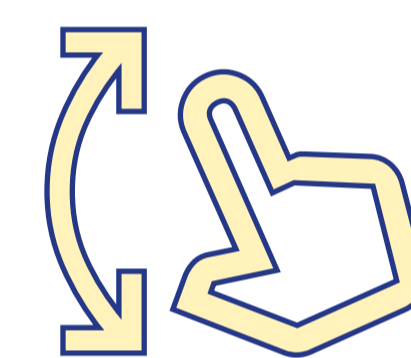
### Based on Customer Journey

OR **1.3x** increase to **21.57%**

Unique CTR **1.92x** increase to **2.5%**

CTOR **2.75x** increase to **8.63%**

CVR **1.27x** increase to **28.22%**

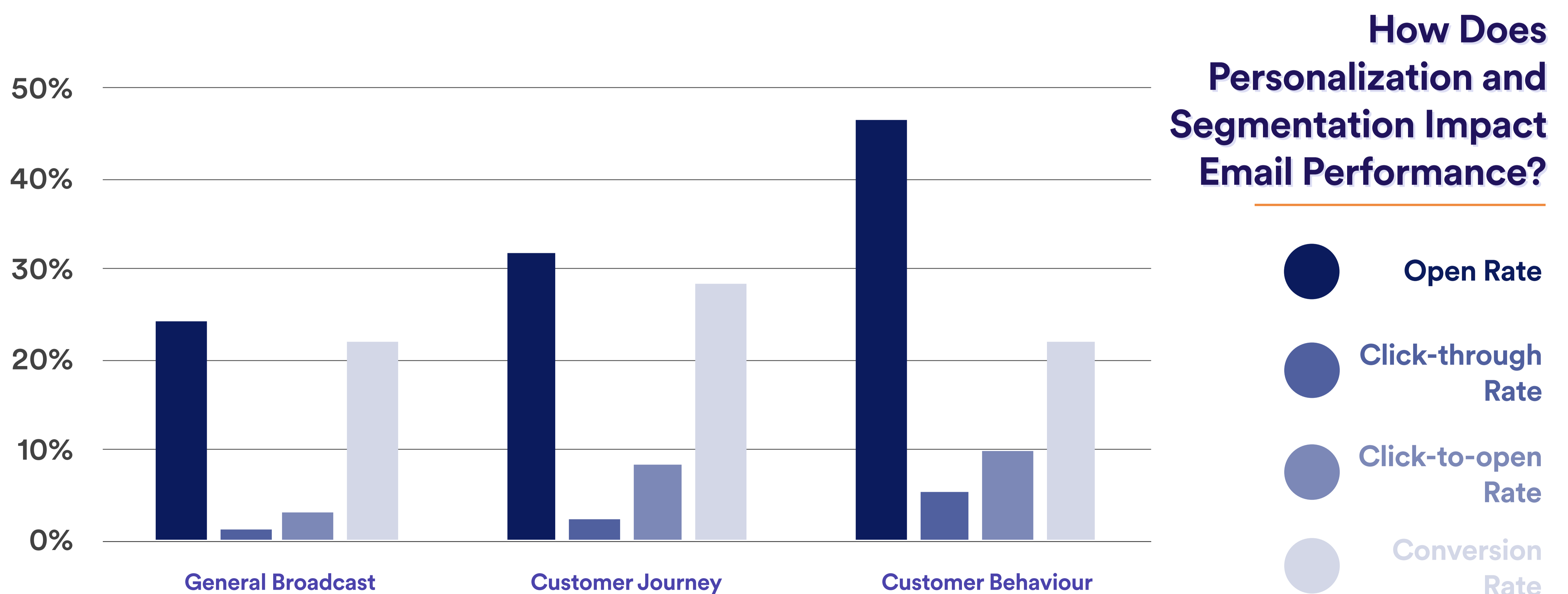


### Based on Customer Behavior

OR **1.91x** increase to **46.31%**

Unique CTR **4.07x** increase to **5.3%**

CTOR **3.15x** increase to **9.9%**





# Consumers Are 3.5x More Likely to Click on Push Notifications Personalized Based on Their Journey

## Industry Benchmarks



### General Broadcast

Delivery Rate (DR):

**92.75%**

Click-through Rate (CTR):

**1.59%**

Conversion Rate (CVR):

**10%**

## Impact Of Segmentation And Personalization

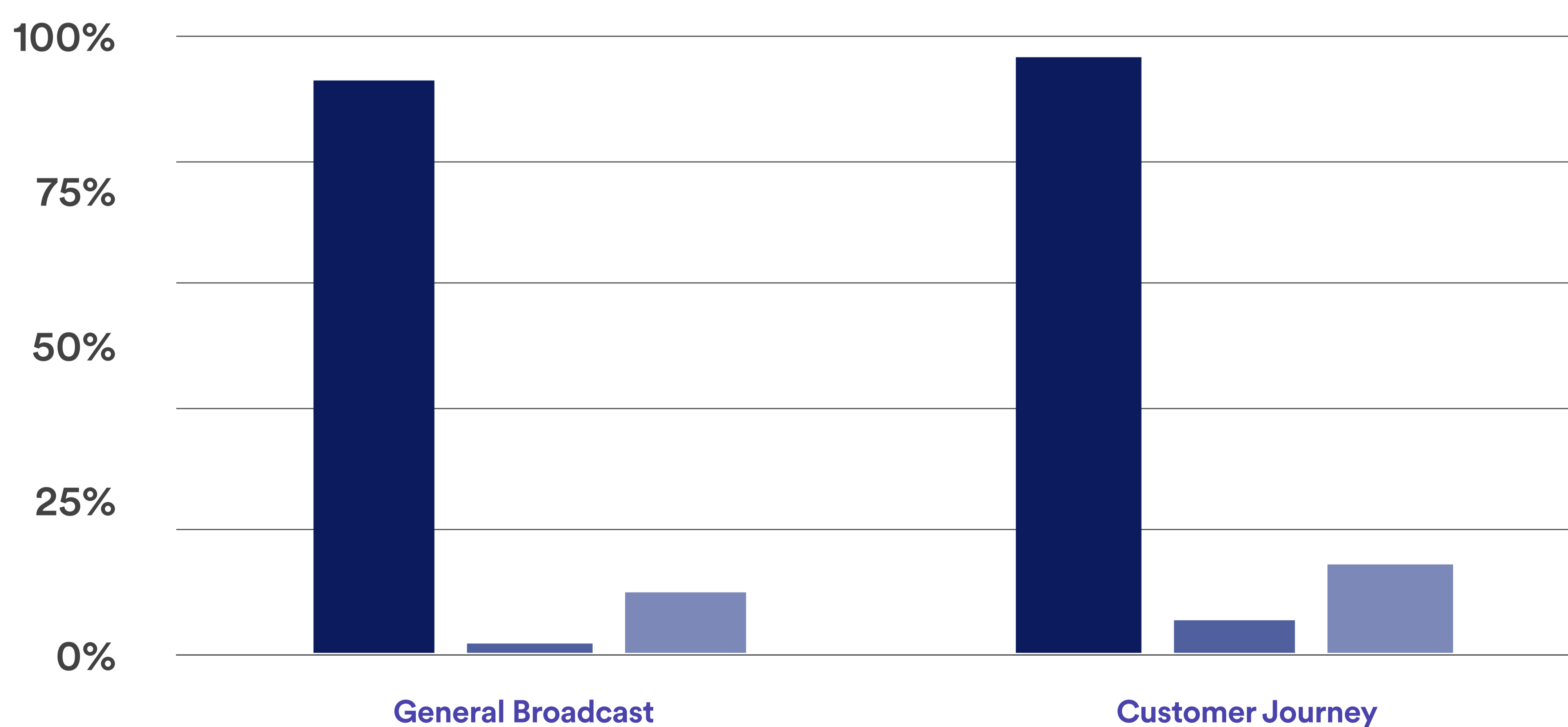


### Based on Customer Journey

DR **1.04x** **96.83%**  
increase to

CTR **3.55x** **5.65%**  
increase to

CVR **1.49x** **14.9%**  
increase to

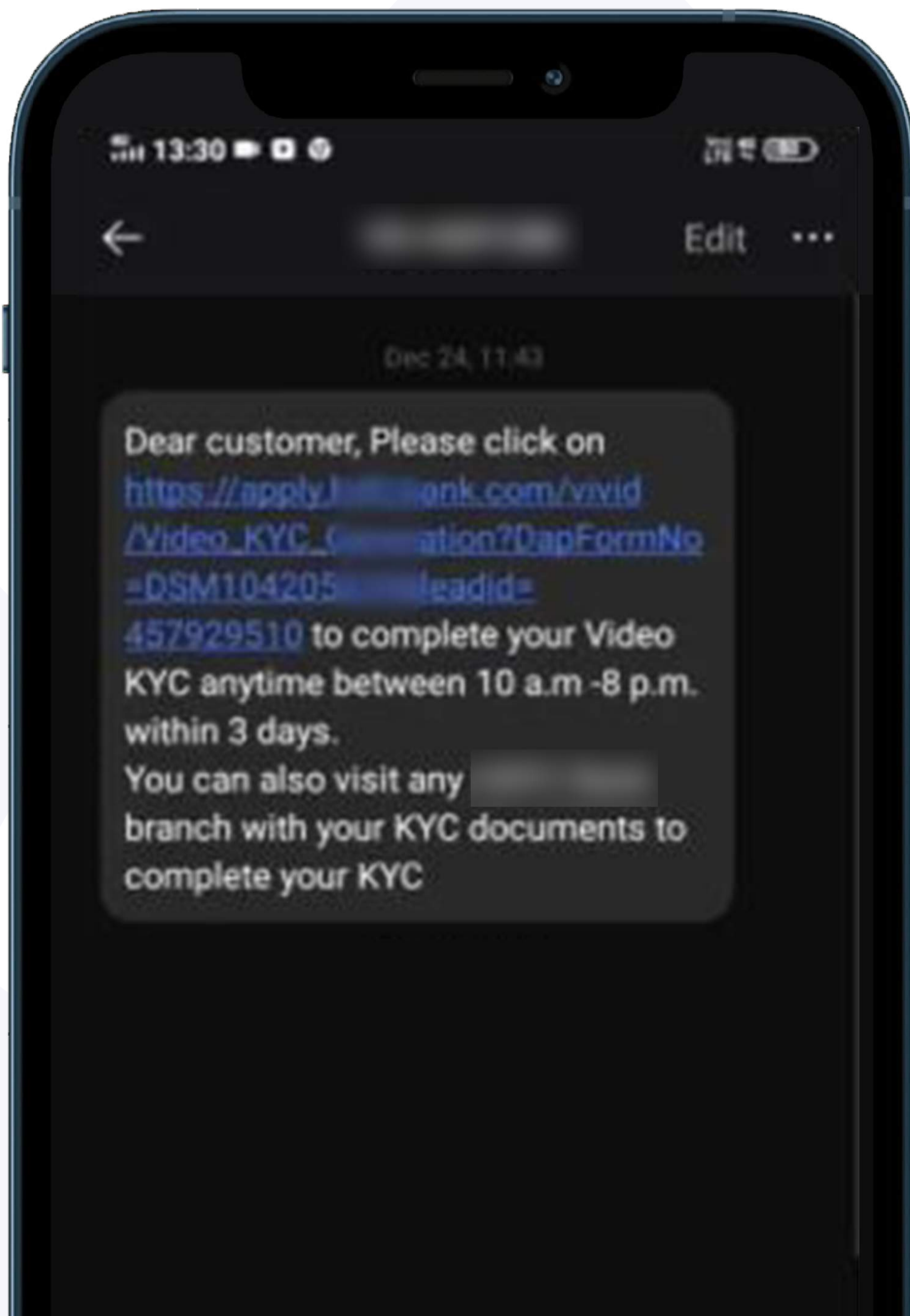


### What is the Impact of Personalization and Segmentation on Push Notification Performance?

- Delivery Rate
- Click-through Rate
- Conversion Rate

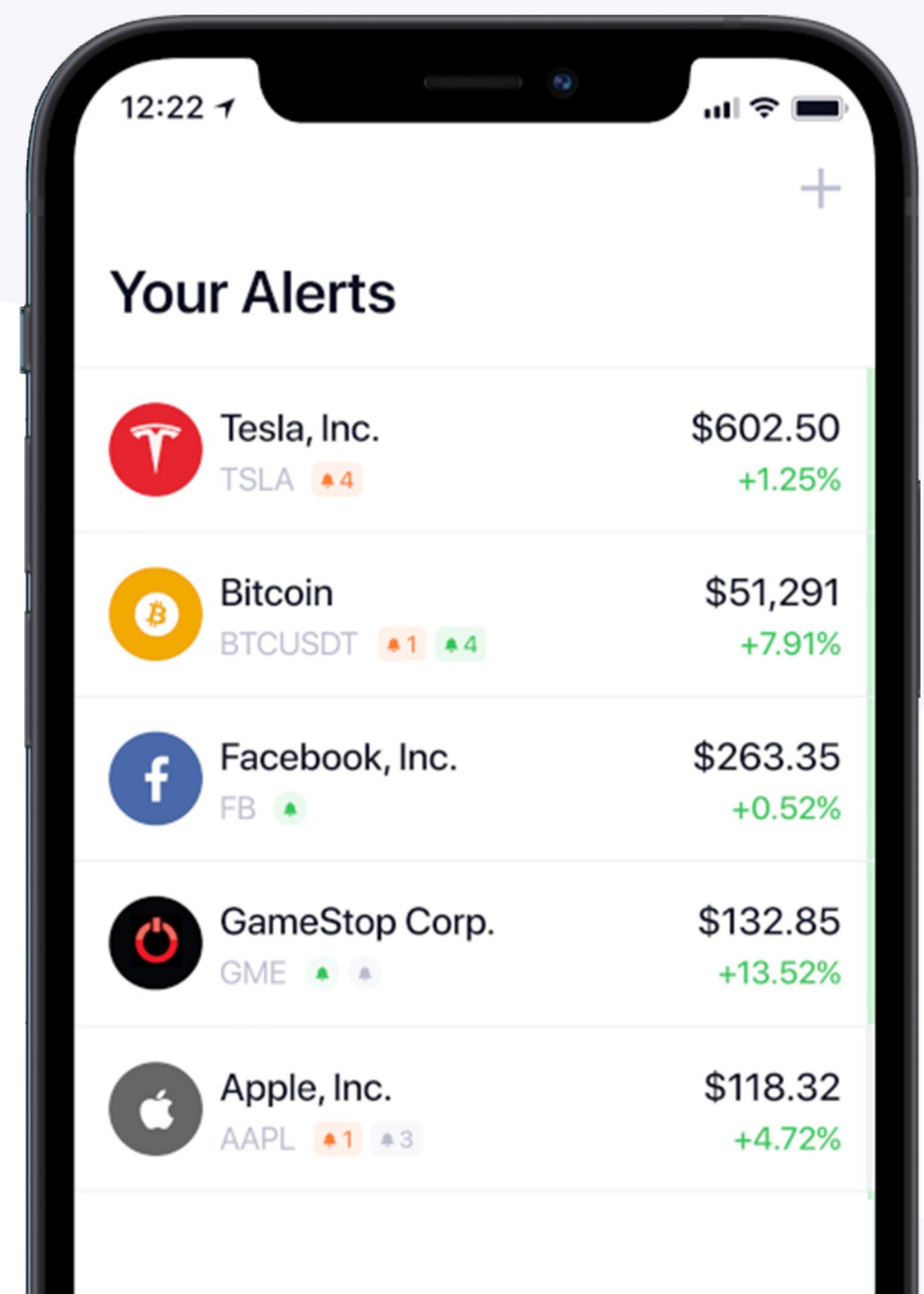


# Next Steps for Banking and Finance Brands



**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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40.2%

of Americans want to get travel information and hotel regulations for their stay via Emails



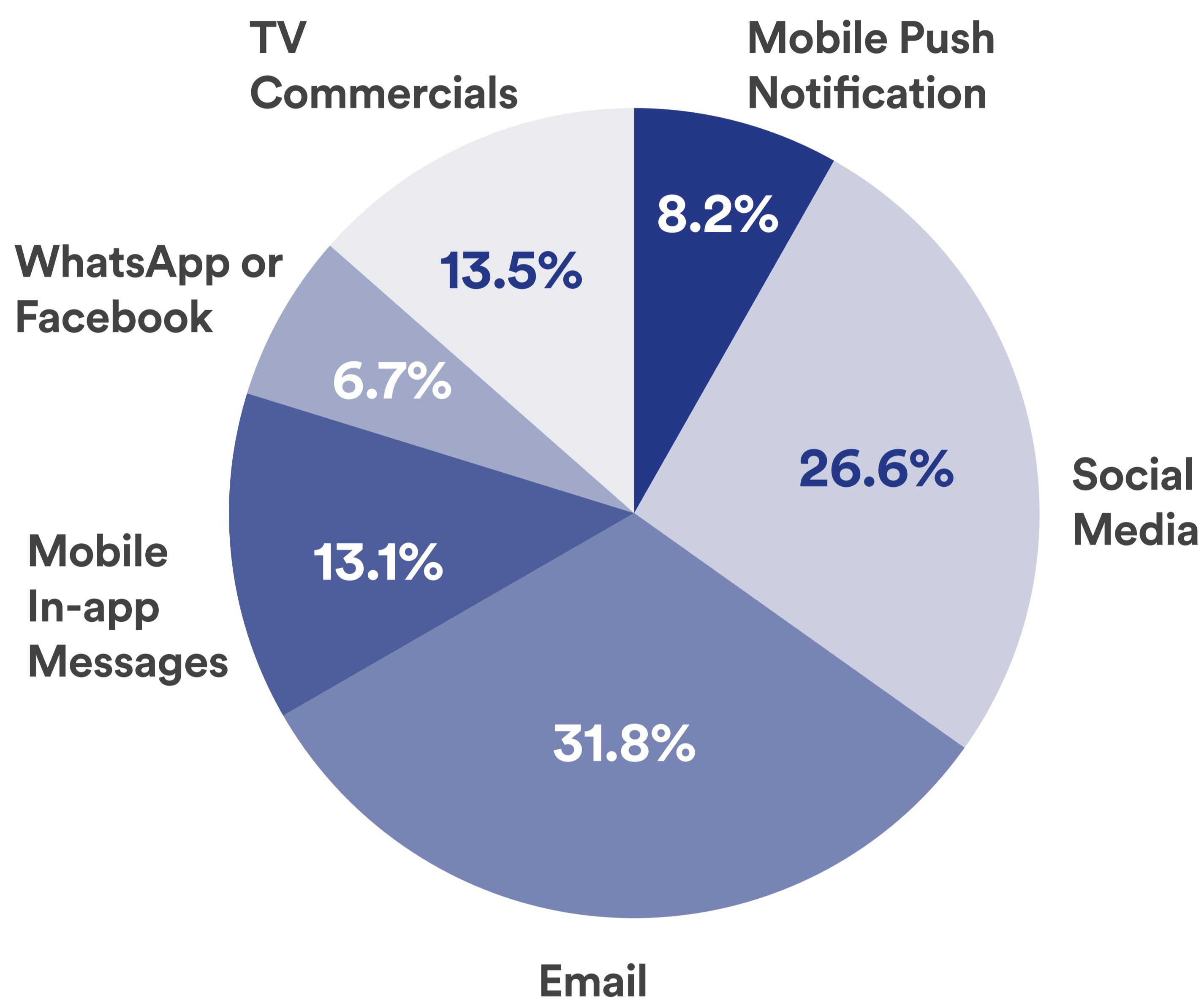
13.51%

of Americans prefer mobile in-app messages/ website banners to get travel information and hotel regulations for their stay

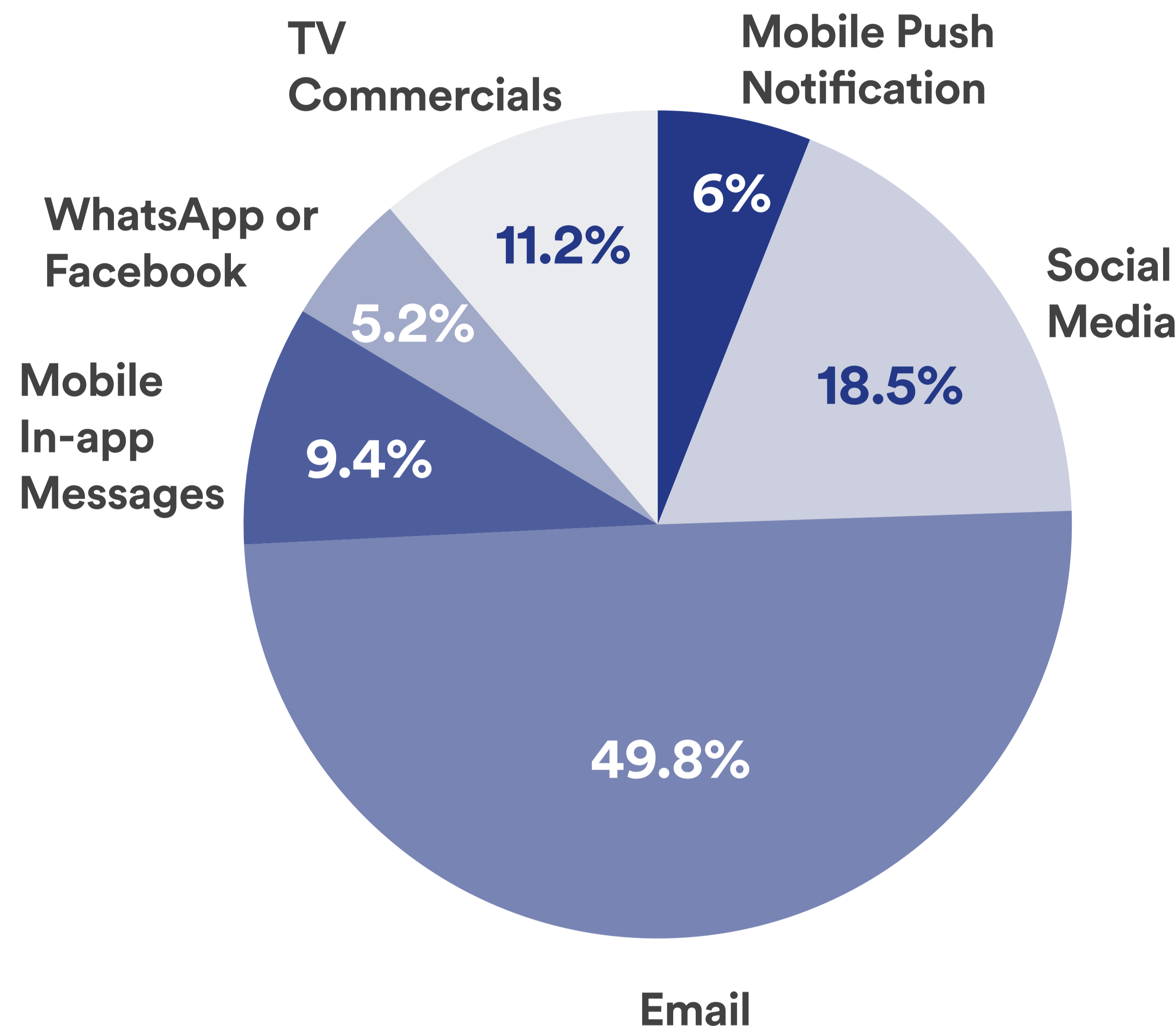


# Voice of the Consumer: American Travelers Want to Get Travel Information on Email

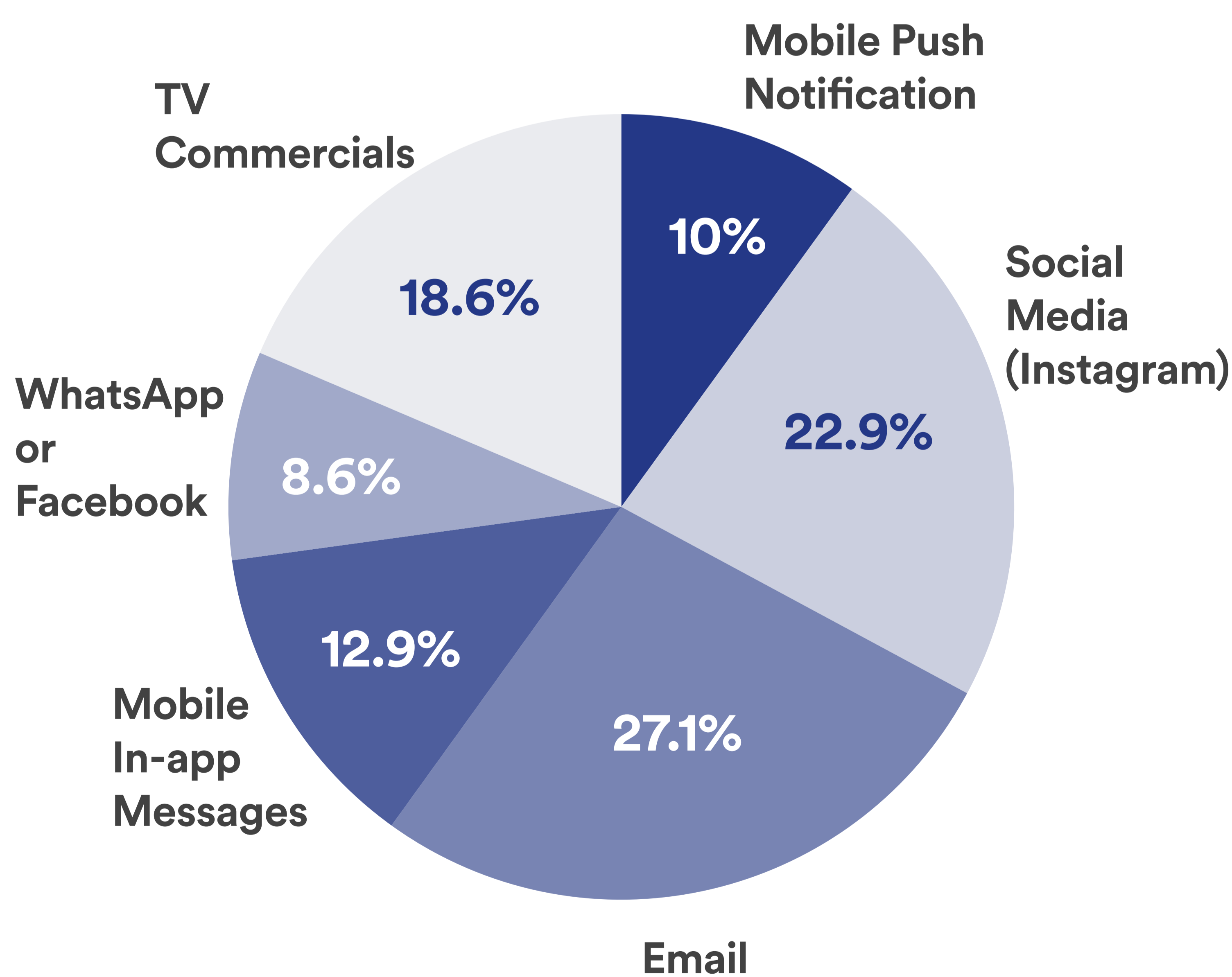
**26.6% of Male Consumers Prefer Social Media**



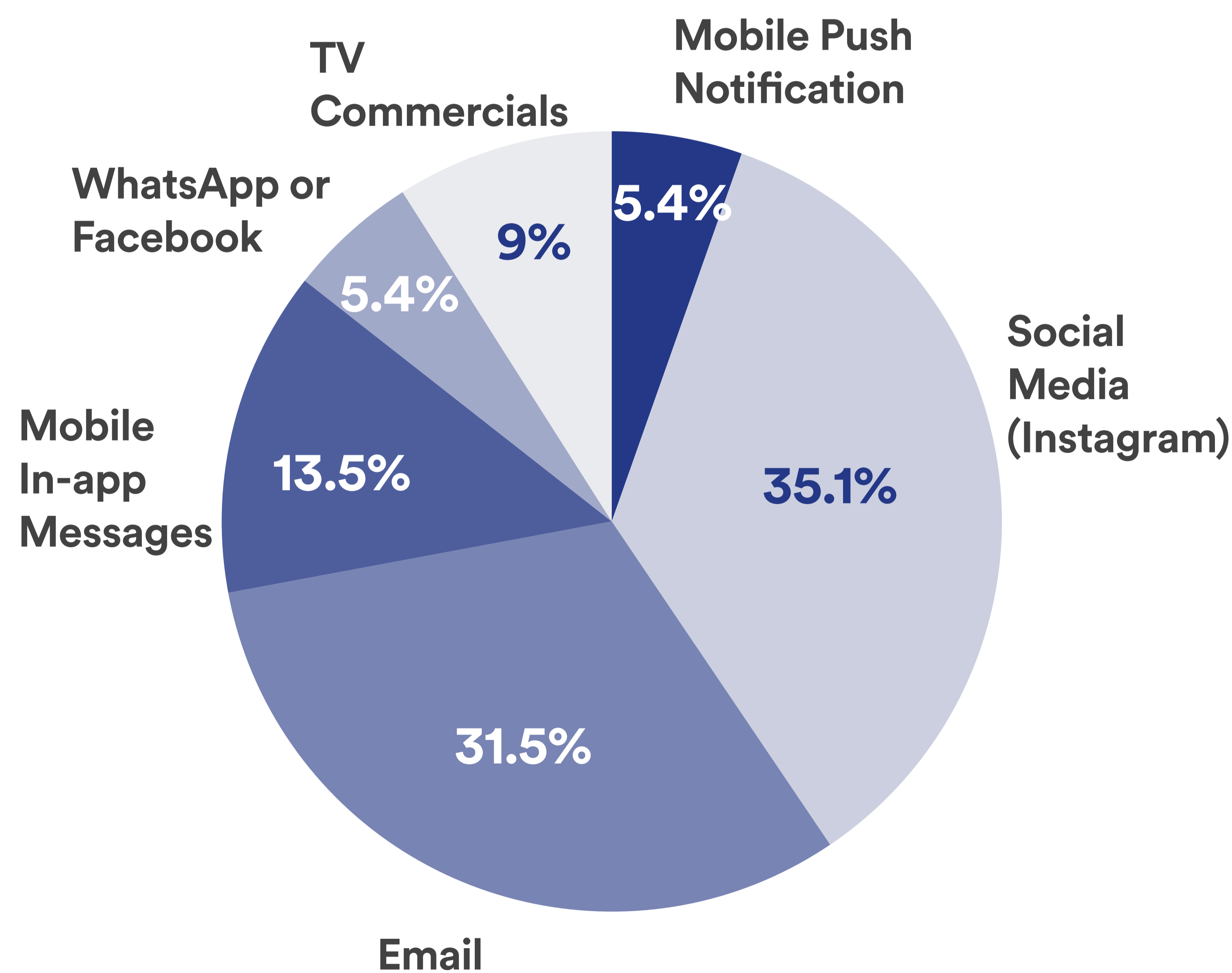
**49.8% of Female Consumers Prefer Email**



**18.6% of Consumers Aged 18-24 Prefer TV Commercials**



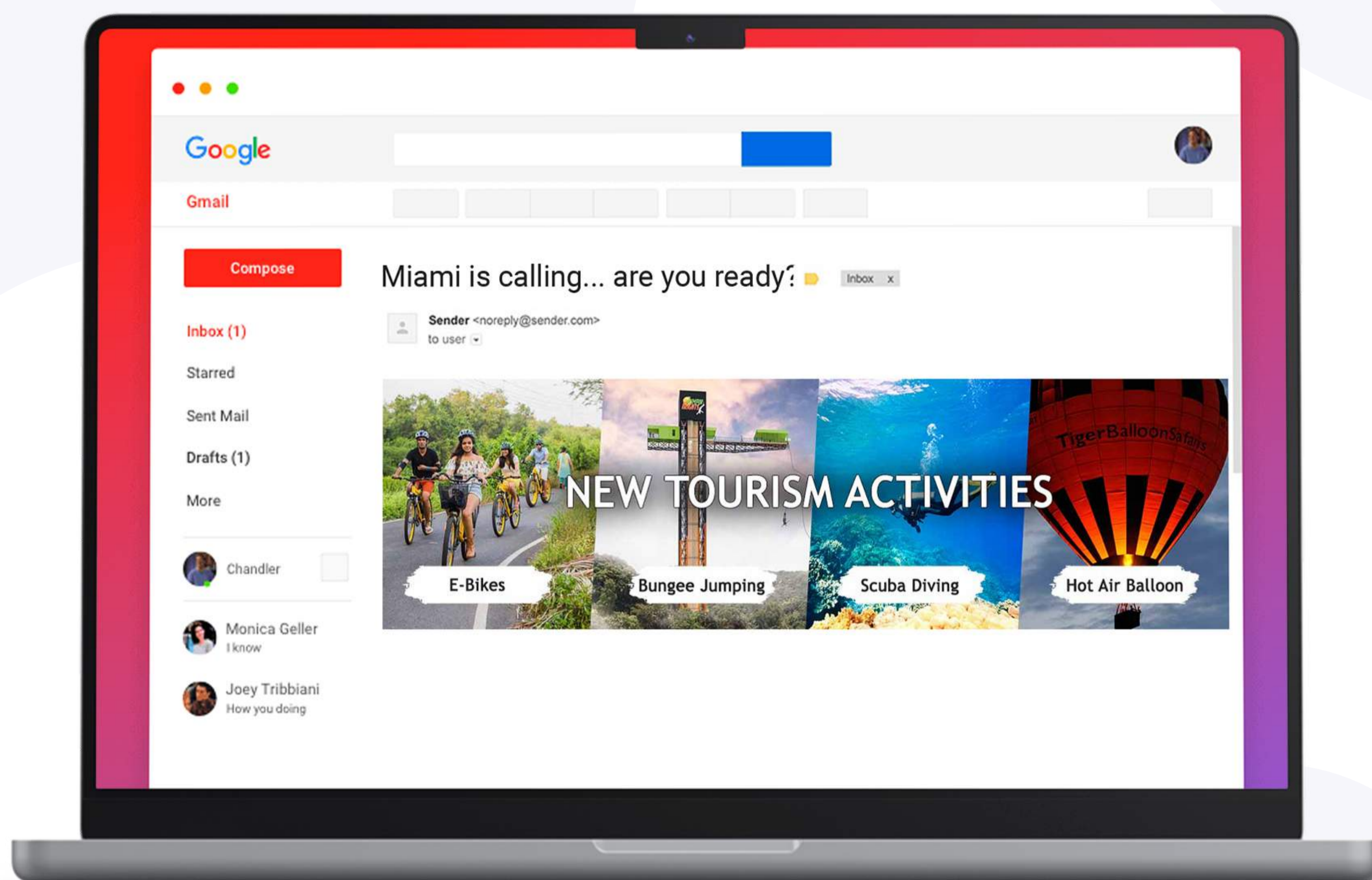
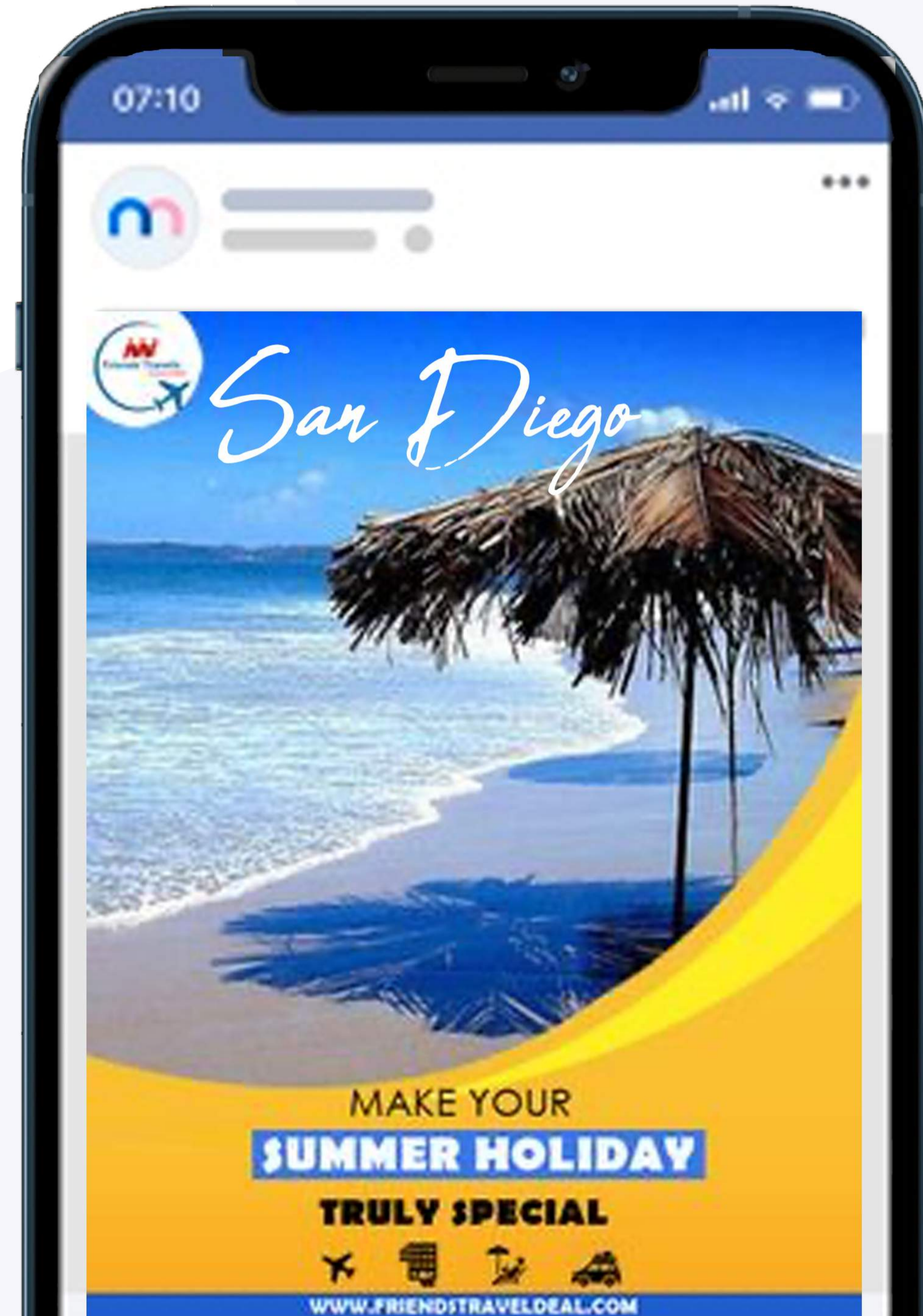
**13.5% of Consumers Aged 25-34 Prefer Mobile In-app Messages and Website Banners**





# 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 North America

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 Email is the most-preferred channel for consumers in North America to get subscription renewal reminders and alerts, SMS (Text Message) is highly favored for getting shipping updates and alerts.

After you understand these preferences, learn how to create memorable moments on each of these channels. The two necessary criteria of personalization are :

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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