



# Customer Engagement Benchmarks Report

From Data to Dollars with  
Unified MarTech

**mengage**

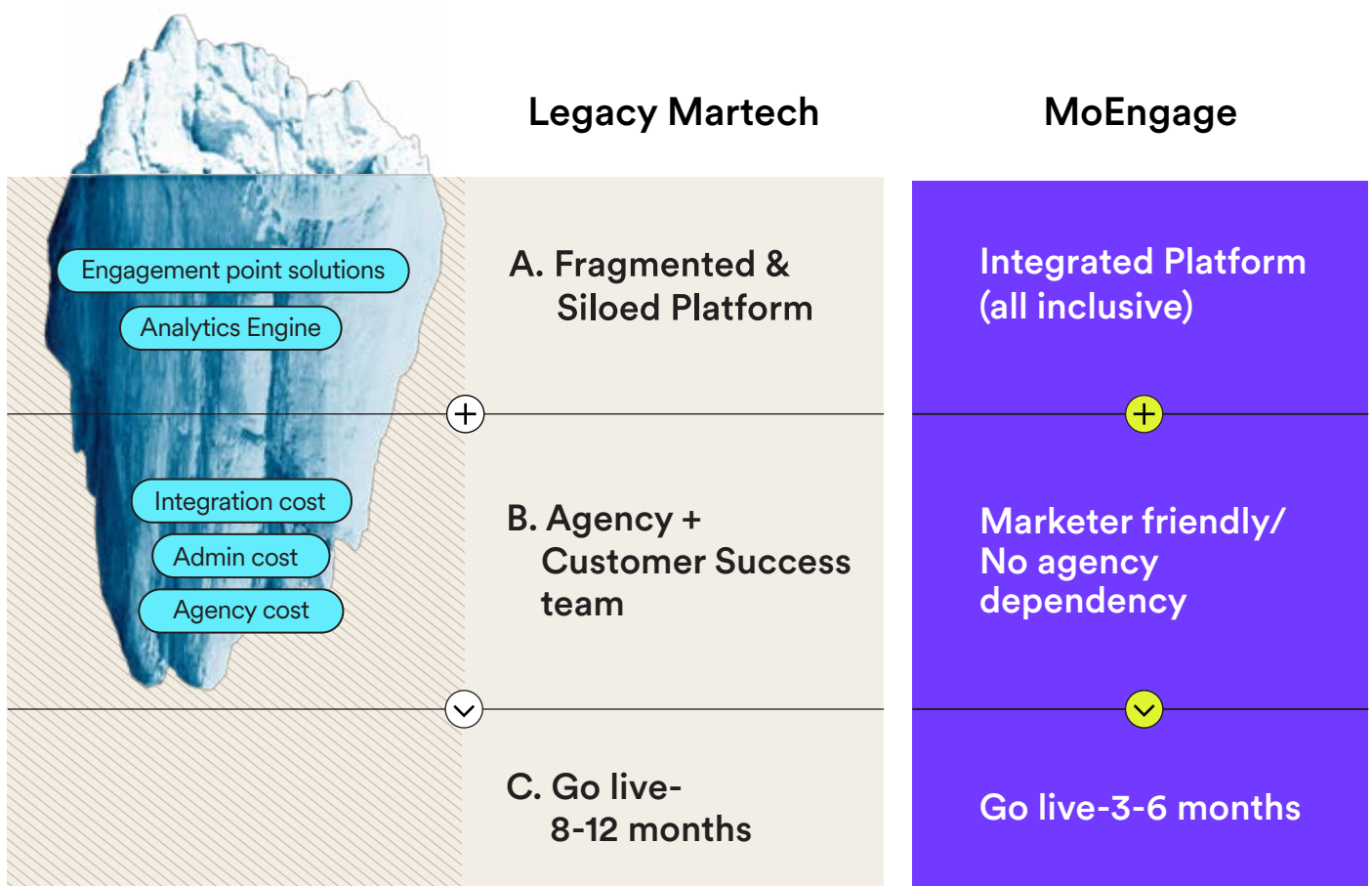


ANZ 2026

# Foreword

Australia and New Zealand’s digital landscape is evolving rapidly, with brands managing vast streams of customer data across multiple touchpoints. Traditional Customer Data Platforms have helped, but often fall short in delivering a fully unified view and agile campaign management.

The real challenge lies not in data collection, but in turning it into actionable insights that drive personalised, scalable engagement — without inflating operational costs. Fragmented tech stacks and dependence on agency-led workflows continue to drive up the Total Cost of Ownership (TCO), resulting in slower go-to-market speeds.

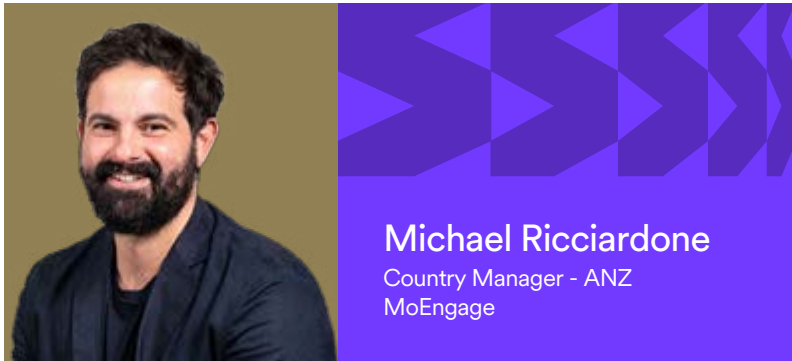


Legacy Martech stack can be

**13x-45x** costlier for consumer brands compared to an agile, consolidated platform.

A streamlined, unified martech platform addresses these challenges with usage-based pricing, native data warehouse integration, and AI-powered adaptability. This enables marketers to confidently manage campaigns in-house, orchestrate real-time personalisation across channels, and maintain a single source of truth for customer intelligence.

This report highlights how consolidated customer data and engagement platforms are delivering measurable improvements in open rates, click-through rates, conversion rates, and overall ROI — backed by success stories from leading global brands.



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# Driving Exponential Engagement and ROI in the New Digital Era

For CXOs and Product Owners leading digital transformation across large enterprises and digitally-migrating organisations, optimising engagement spend and marketing efficiency remains a top priority.

In today's ANZ market, where consumer expectations are high and attention spans are short, a robust engagement strategy built on behavioural insights, actionable data, and market-specific intelligence is crucial.

This Customer Engagement Benchmarks Report 2026 – ANZ Edition draws on billions of customer interaction data points to provide clear, practical benchmarks. With it, you can:

## They provide critical benchmarks across diverse channels, enabling you to:

- Evaluate the performance of your current communication campaigns against industry standards and leading brands within your specific region.
- Identify channels delivering the strongest outcomes, and address under-performance proactively.
- Understand the role of omnichannel personalisation in boosting engagement and Customer Lifetime Value (LTV).
- Leverage data-backed insights to ensure every marketing investment delivers measurable ROI and deeper customer relationships.

By applying these benchmarks, ANZ businesses can confidently chart a course that combines cutting-edge channels with advanced customer intelligence, enabling cost-effective, high-impact engagement at scale.

## Defining Campaign Types

According to cohorts, actions, and lifecycle journey stages

### General Broadcast

These are mass emails sent to a broad segment of the audience, often focusing on general updates, promotions, or newsletters.

### Behaviour-Based

Triggered by specific customer actions or inactions (e.g., website visits, purchase history, app usage), these emails deliver highly relevant and timely messages.

### Journey-Based

These emails are part of a predefined sequence or flow, designed to guide customers through a specific process, such as onboarding, cart recovery, or nurturing leads.

# Key Metric for Success

To effectively evaluate email campaign performance, it's crucial to track key metrics:

## Unique Open Rate (OR)

The percentage of unique recipients who opened the message.

$$\text{OR} = \frac{\text{Number of Unique Opens}}{\text{Number of Messages Sent}} \times 100\%$$

## Click-to-Open Rate (CTOR)

The percentage of recipients who clicked on a link within the message, out of those who opened it. This metric indicates the relevance and engagement of the content.

## Click-through Rate (CTR)

$$\text{CTR} = \frac{\text{Number of Unique Clicks}}{\text{Number of Unique Opens}} \times 100\%$$

## Conversion Rate (CVR)

The percentage of recipients who completed a desired action (e.g., purchase, sign-up, download) after clicking on a link in the message. This metric directly reflects the campaign's impact on business goals.

$$\text{CVR} = \frac{\text{Number of Conversions}}{\text{Number of Unique Click}} \times 100\%$$

## Unsubscribe Rate (UR)

The percentage of recipients who opted out of future emails after receiving the campaign. A high unsubscribe rate can indicate irrelevant content or over-communication.

$$\text{UR} = \frac{\text{Number of Unsubscribes}}{\text{Number of Emails Sent}} \times 100\%$$

# Report Methodology

This ANZ edition analyses aggregated campaign data from MoEngage's clients across key industries — Banking, Shopping (E-commerce and Retail), Media and Entertainment, and Travel and Hospitality.

Benchmarks cover General Broadcast, Behaviour-Based, and Journey-Based strategies, comparing lifts in OR, CTOR, CVR, and UR between automated, targeted campaigns and generic broadcasts.

Here's the volume of communications that we have analyzed for ANZ (across industries):

100Mn

Email

220Mn

Push

10.7Mn

SMS

13Th

OSM

400Th

In-App

# Email Benchmarks by Industry



01

Banking and Finance

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Shopping (E-commerce and Retail)

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Media and Entertainment

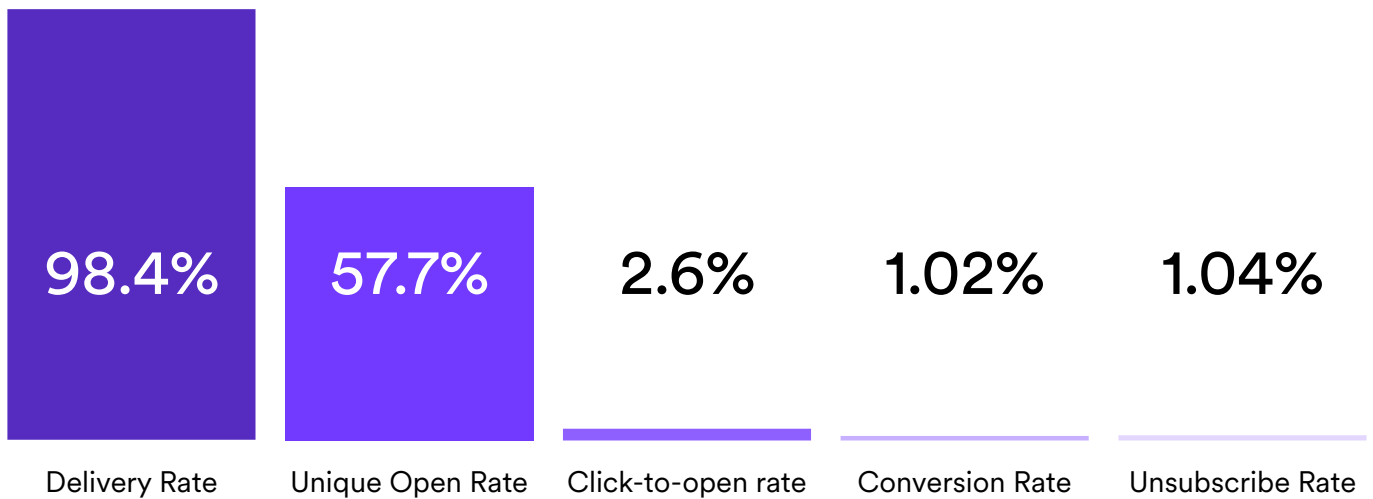
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Travel and Hospitality

# Banking and Finance

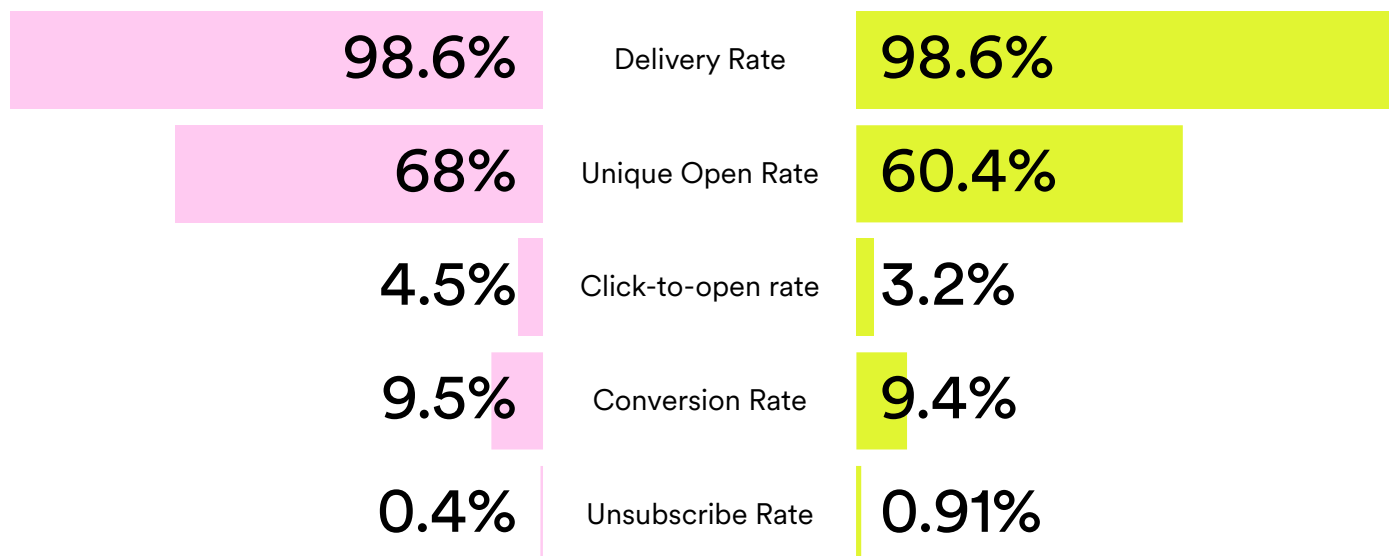
Banks and financial institutions that tailor messaging to customer behaviour see markedly higher engagement and conversion outcomes.

## General Broadcast Email Performance



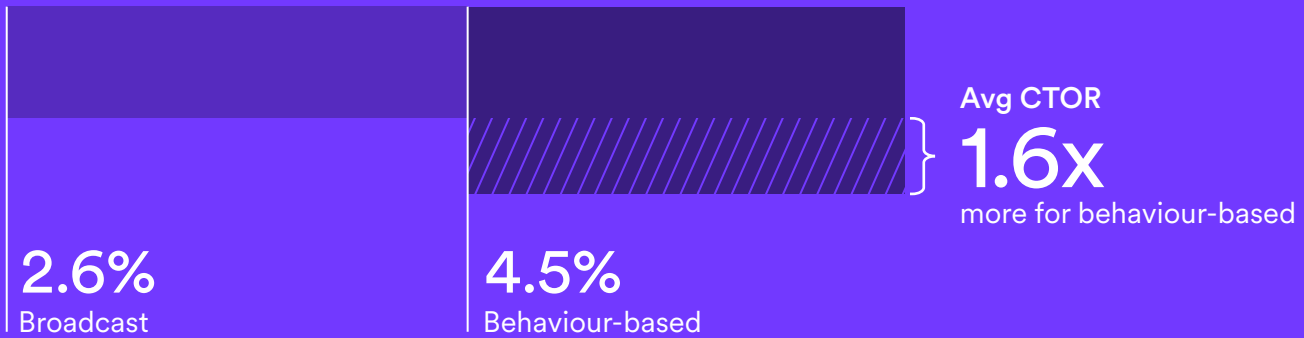
## Behaviour-based and Journey-based Email Performance

Behaviour-based Journey-based

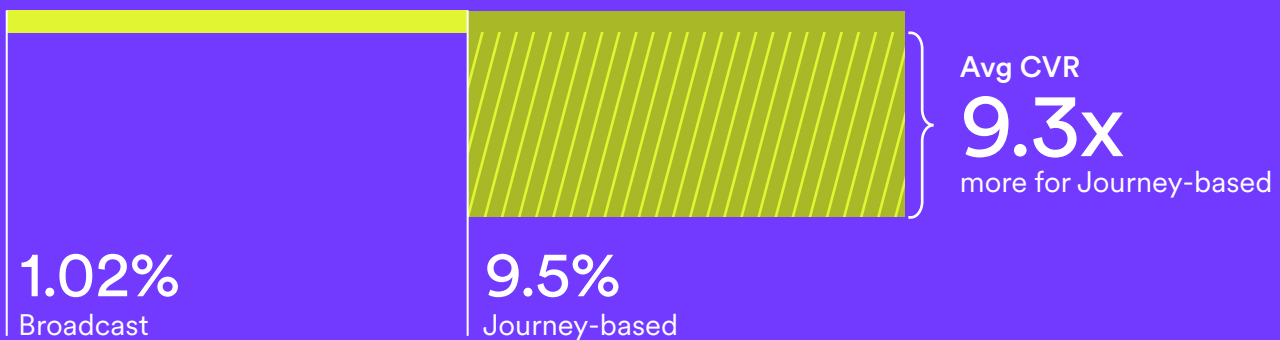


# Banking Industry Analysis and Key Takeaways

## Average Click to Open Rate



## Average Conversion Rate



Behaviour-based emails deliver 1.67x higher CTOR and an exceptional 9.38x uplift in CVR compared to General broadcasts, proving the value of responding directly to recent customer behaviours.

Journey-based campaigns achieve a 3.33x higher CVR, demonstrating their effectiveness in guiding customers through onboarding or service upgrade paths.

# 4x

Email Open Rates

# 3x

CTR

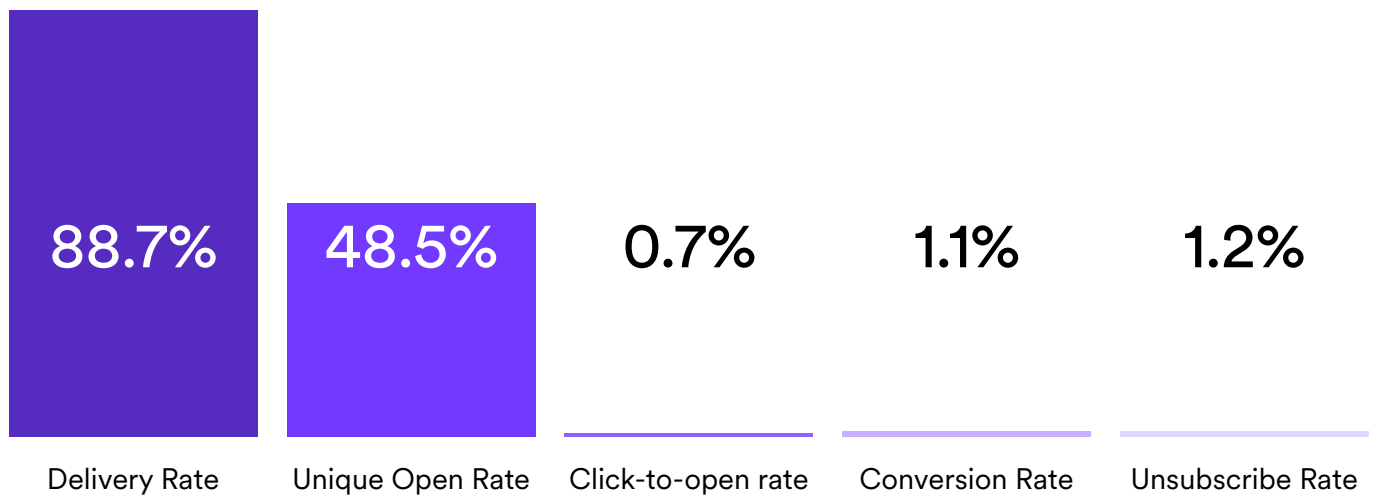
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**Leading Next-Gen Credit Solution** utilized MoEngage’s advanced functionalities, i.e., Affinity Segments to improve email **open rates** by **4X** and **CTRs** by **3X**, emphasizing the importance of reaching the right audience with tailored messaging.

# Shopping (E-commerce and Retail)

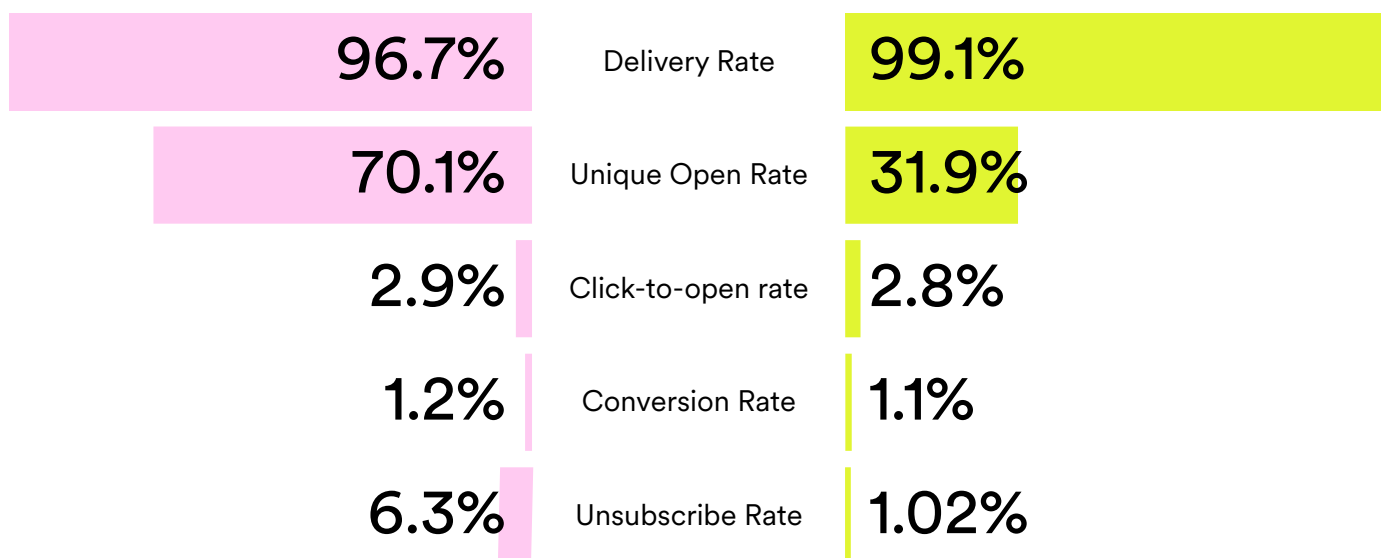
Personalisation plays a crucial role in cutting through the noise in the competitive shopping landscape.

## General Broadcast Email Performance



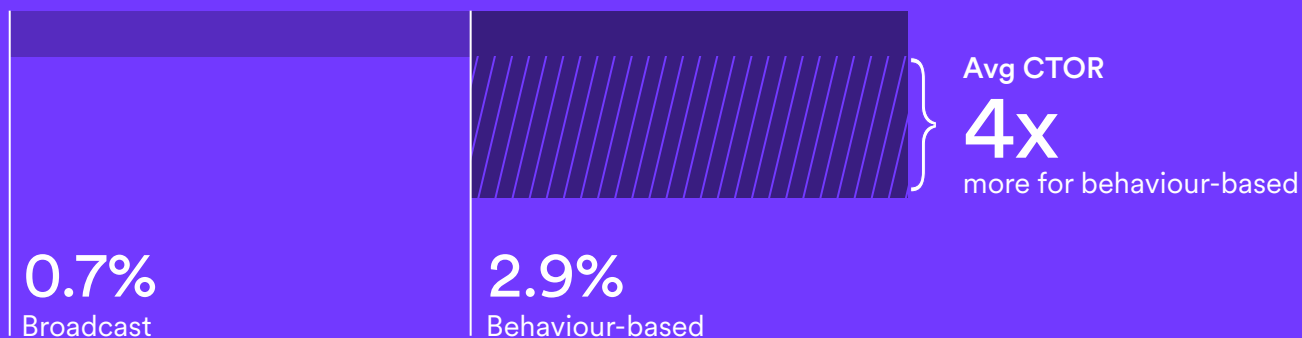
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Behaviour-based Journey-based

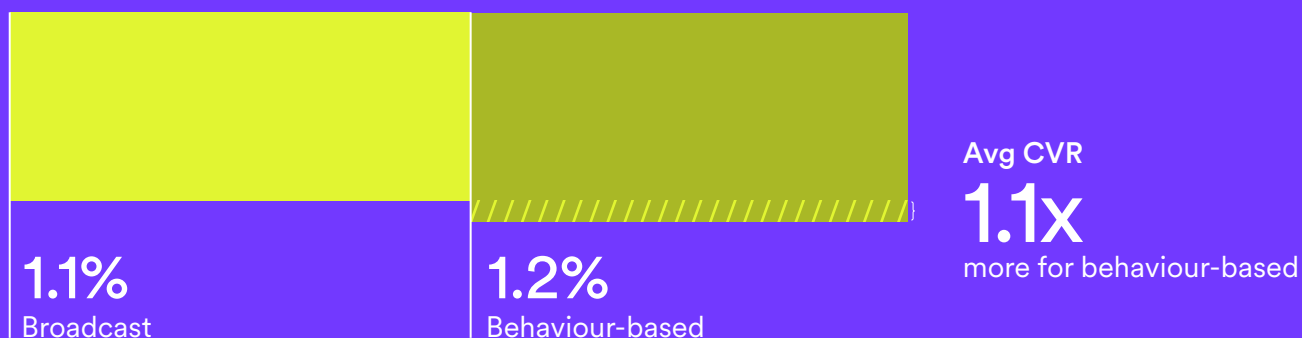


# Shopping (E-commerce and Retail) Industry Analysis and Key Takeaways

## Average Click to Open Rate



## Average Conversion Rate



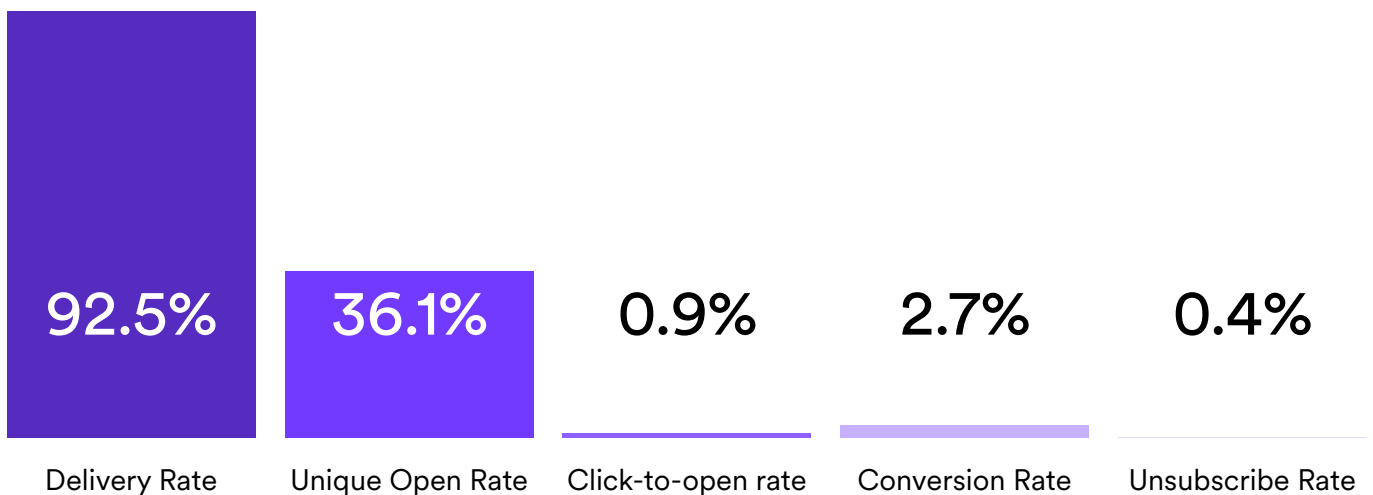
Behaviour-based campaigns deliver a 4.09x higher CTOR and a modest 1.11x CVR uplift.

Journey-based emails achieve strong click-through rates (2.82% CTOR) and are effective for structured flows, such as welcome sequences or seasonal promotions.

# Media and Entertainment

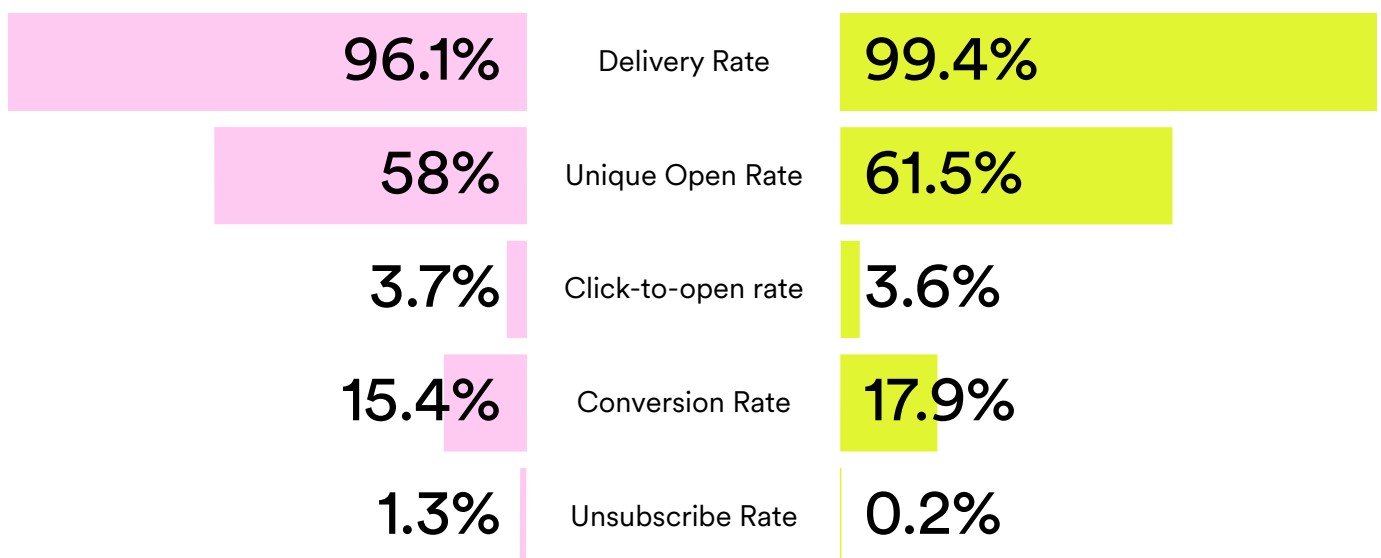
For media brands, relevant and timely content is crucial to sustain viewer or reader engagement.

## General Broadcast Email Performance



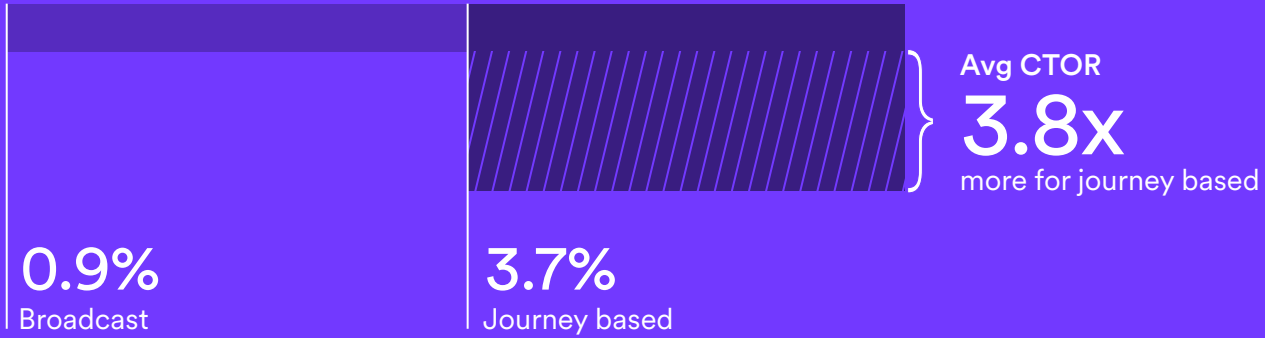
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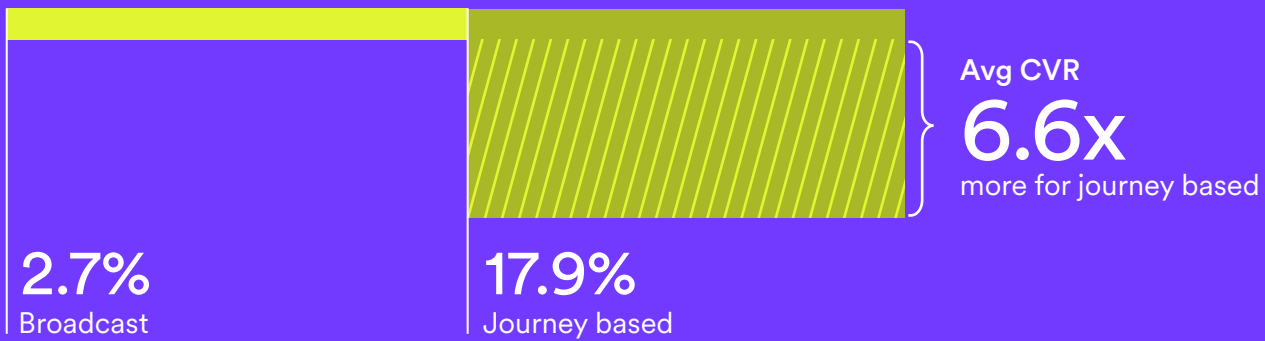


# Media and Entertainment Industry Analysis and Key Takeaways

## Average Click to Open Rate



## Average Conversion Rate



For ANZ media brands, behaviour-based campaigns deliver a 3.82x higher CTOR than broadcasts, driven by timely recommendations based on customer activity.

Journey-based flows produce the largest gains, achieving a 6.6x higher CVR through structured sequences like renewals, episodic alerts, or onboarding guides. Strong delivery and open rates show audiences respond well to sequenced, targeted experiences.

# 92%

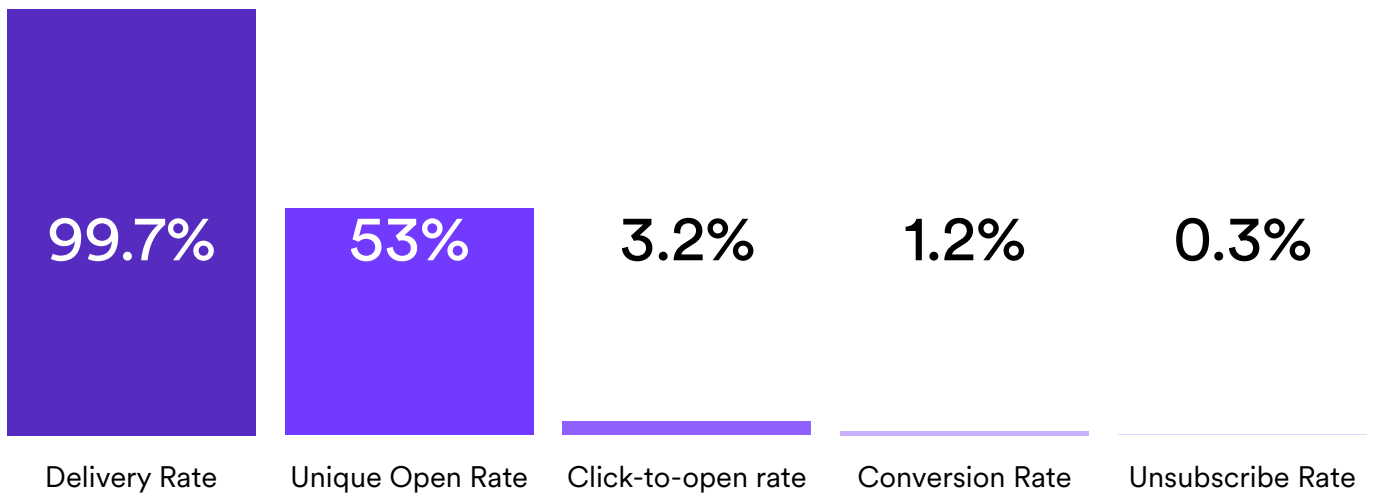
Increase in retention rates

**A leading APAC Media Conglomerate** utilized MoEngage's deep segmentation capabilities across 200+ campaigns via Emails (and other channels) to boost retention rates to **92%** and cut churn by **over 12%**. This highlights the impact of a 360-degree customer view in driving long-term loyalty and growth.

# Travel and Hospitality

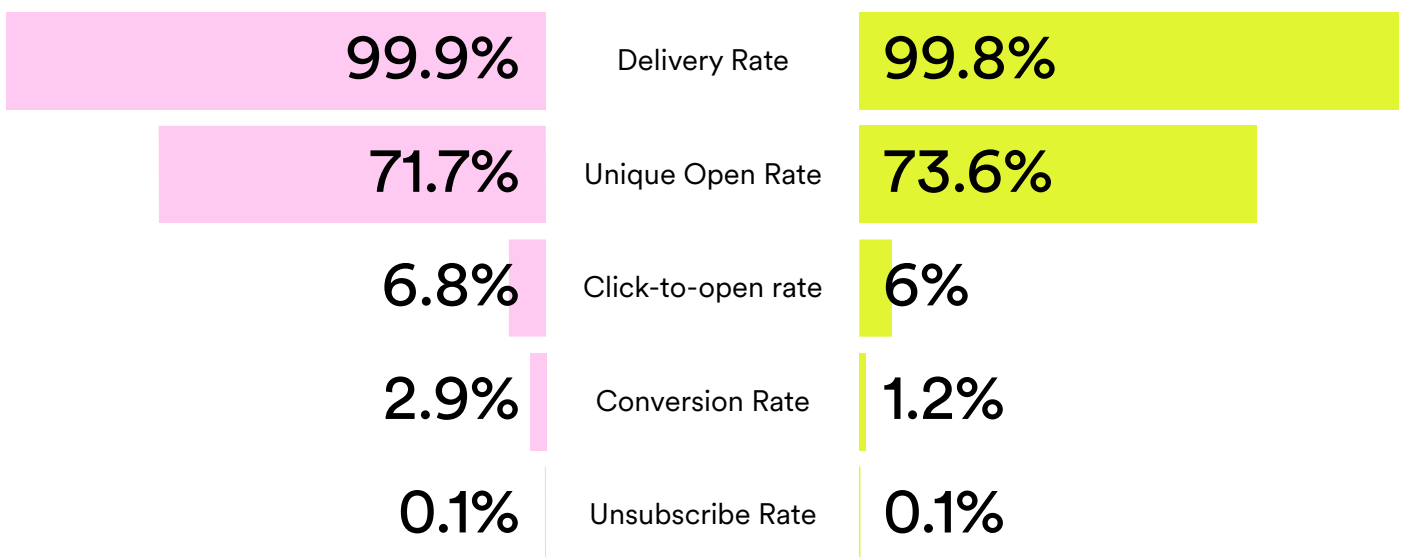
Timely and personalised communications can directly influence booking decisions in the ANZ travel sector.

## General Broadcast Email Performance



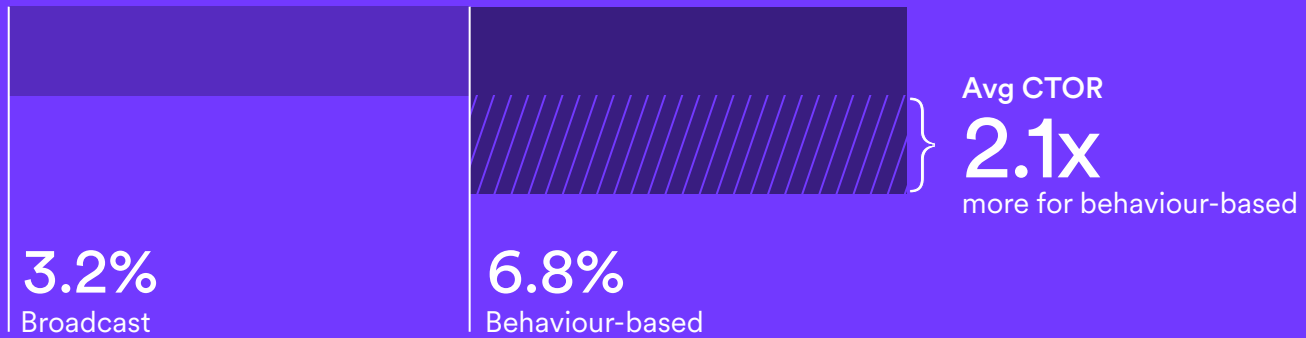
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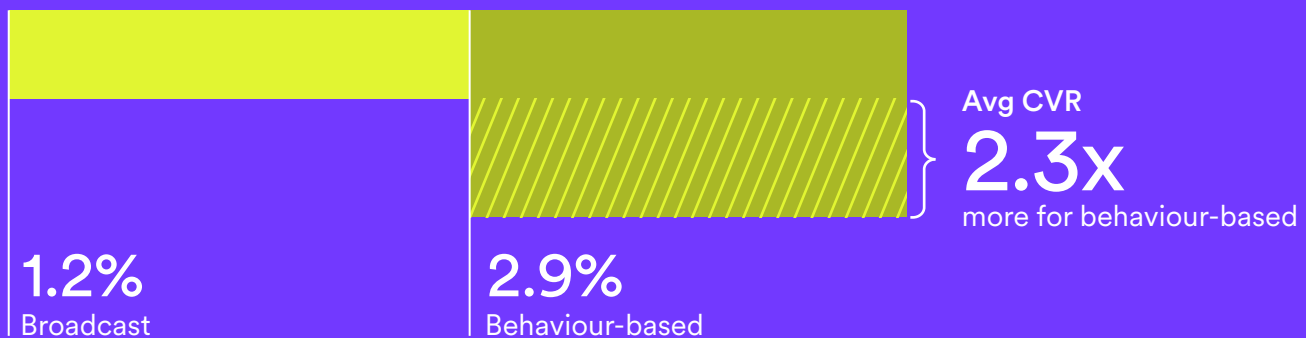


# Travel and Hospitality Industry Analysis and Key Takeaways

## Average Click to Open Rate



## Average Conversion Rate



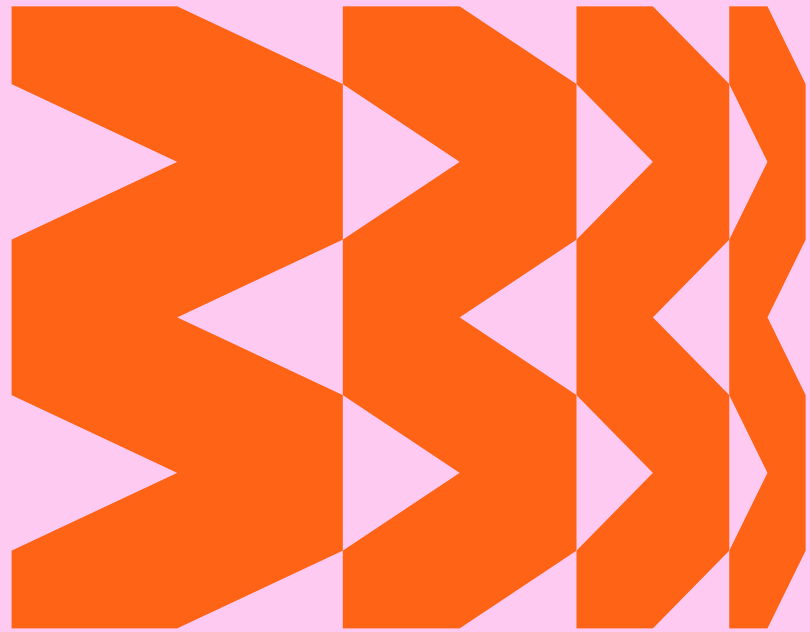
Behaviour-based emails deliver 2.1x higher CTOR and 2.35x higher CVR, making them ideal for high-impact booking campaigns triggered by recent searches or enquiries.

Journey-based emails, while delivering smaller conversion rate gains, maintain strong engagement — a valuable asset for lifecycle campaigns, from planning to post-trip follow-up.

## 20% Increase in rental bookings

**A leading prop-tech platform** utilized MoEngage's real-time, behaviour-based triggers to automatically email users at critical funnel drop-off points. This strategy boosted **room rental bookings** by **20%** and improved email **CTRs** by **30%**, effectively recovering potentially lost conversions.

# Push Notification Benchmarks by Industry



Banking and Finance

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Shopping (E-commerce and Retail)

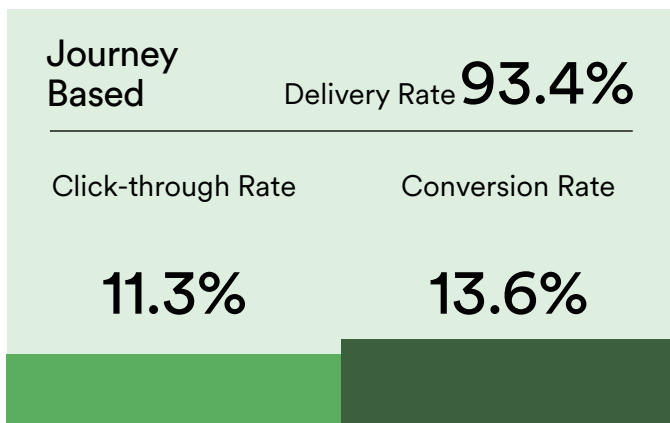
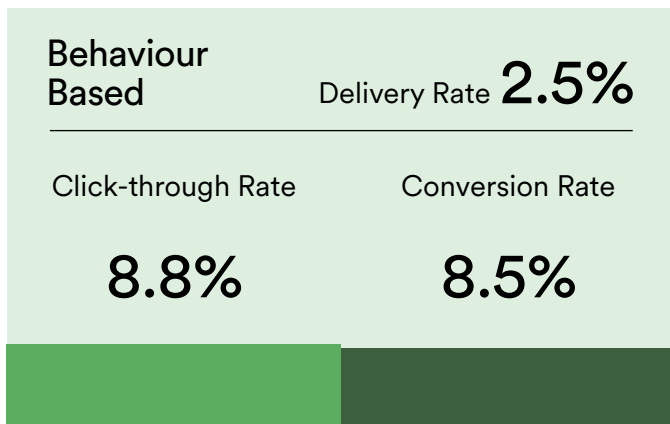
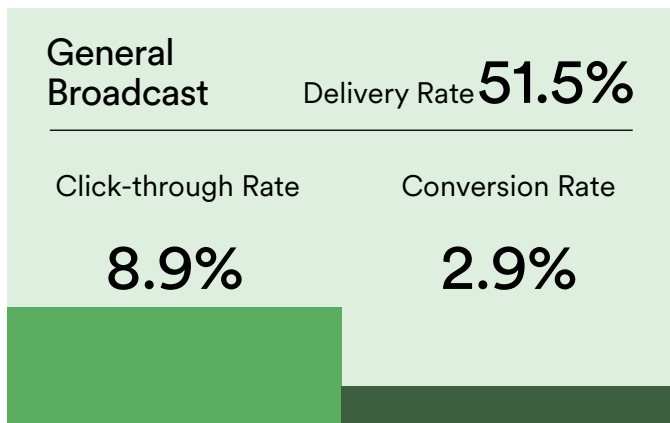
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Media and Entertainment

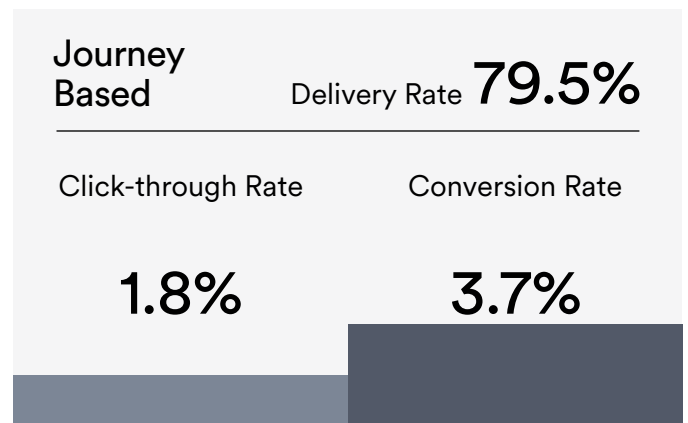
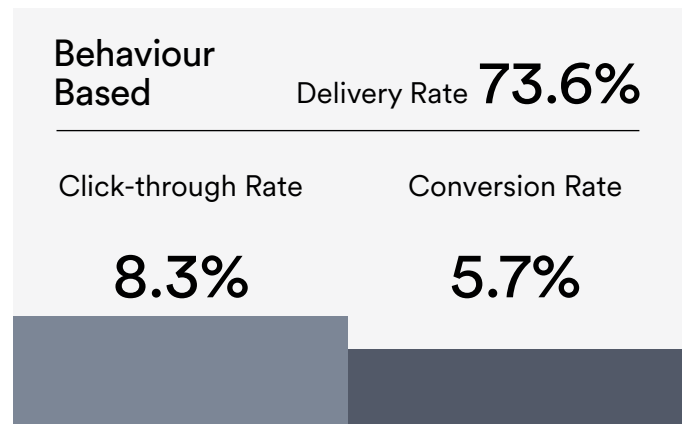
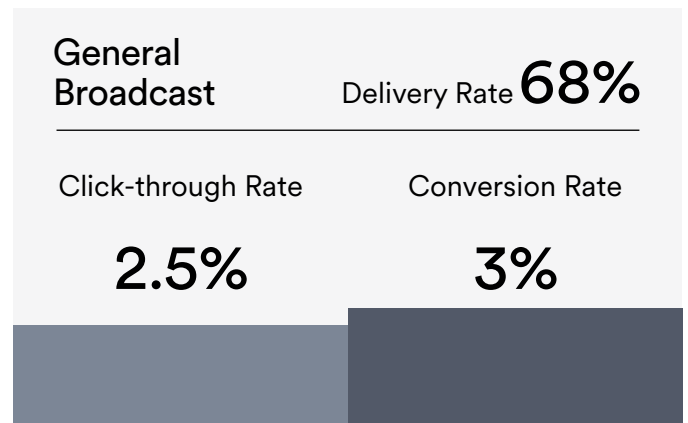
# Banking and Finance

Personalised communication combined with AI-driven, micro-segmented offers has provided a 30% uplift in digital sales with a 20% boost in customer satisfaction, highlighting the importance of contextual personalisation via push notifications.

## Android



## iOS



# Banking Industry Analysis and Key Takeaways

1.2x

Higher CTR

4.6x

More CVR

On Android, Journey-based campaigns deliver the strongest results, with a CTR uplift of 1.27x and a CVR uplift of 4.61x compared to general broadcasts.

These flows excel in guiding customers through multistep banking actions, such as loan applications or credit card onboarding.

3.2x

Higher CTR

On iOS, Behaviour-based campaigns stand out for click engagement (3.24x higher CTR) and strong conversions (1.91x higher CVR) than broadcasts.

This reflects the value of triggering messages based on recent app activity or service interactions.



Leading **Fintech Platform** boosts **conversions** by **22%** and **CTR** by **40%** using AI-Powered, persistent Push Notifications!

40%

Improvement in CTRs

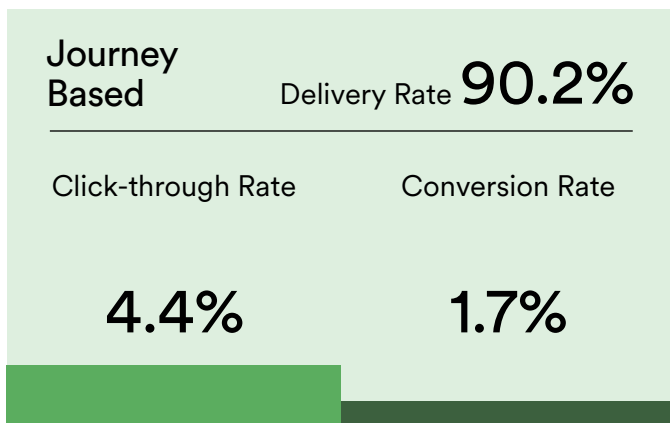
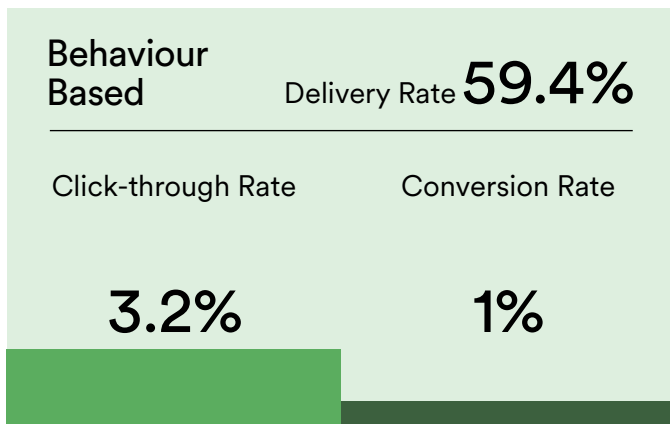
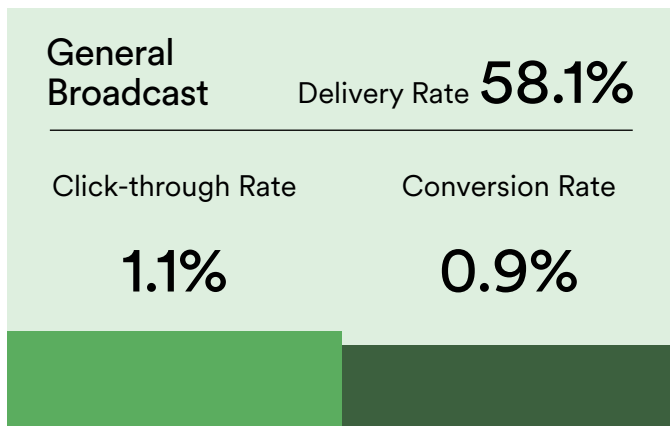
22%

Increase in conversions

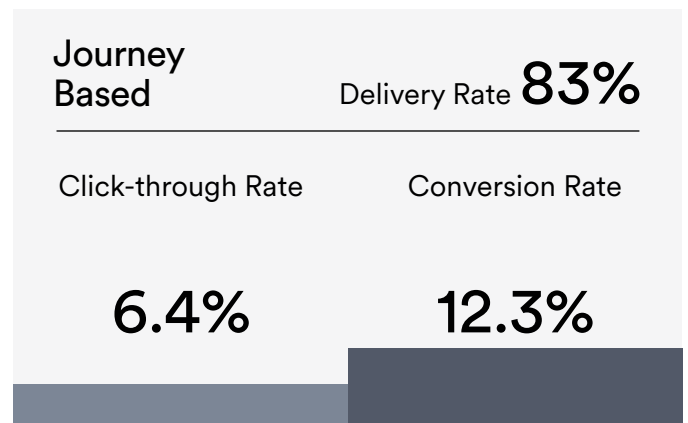
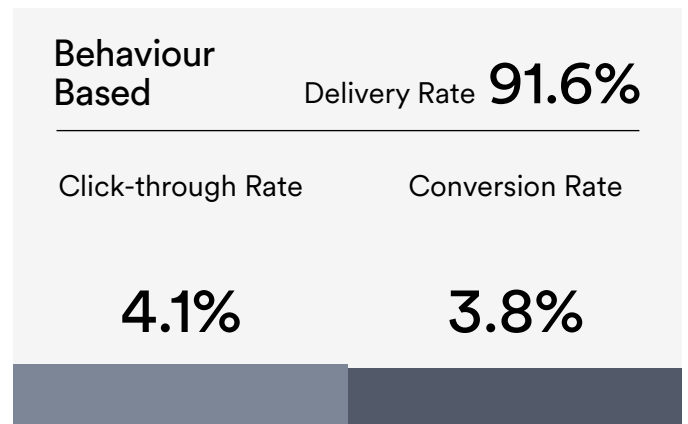
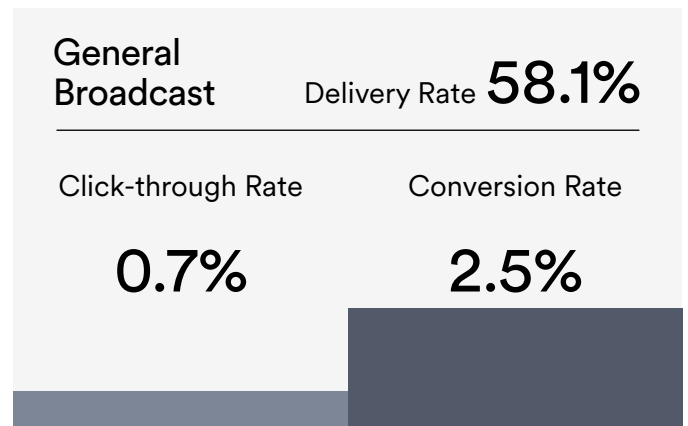
# Shopping (E-commerce and Retail)

In Australia and New Zealand's competitive retail and e-commerce sector, push notifications deliver instant, personalised updates that can influence purchase decisions, recover abandoned carts, and encourage repeat transactions. Well-timed, tailored messaging is key to cutting through consumer noise and boosting sales.

## Android



## iOS



# Shopping (E-commerce and Retail) Industry Analysis and Key Takeaways

3.8x

Higher CTR

1.8x

Higher CVR

For Android audiences, Journey-based campaigns excel with 3.87x higher CTR and 1.83x higher CVR than General broadcasts, proving highly effective for guiding customers along a structured purchase path.

8.5x

Higher CTR

4.8x

Higher CVR

On iOS, Journey-based pushes deliver standout results, with 8.65x higher CTR and 4.82x higher CVR, showing the power of sequential, personalised messaging for Apple users.

Behaviour-based campaigns also yield strong engagement uplifts across platforms — particularly on iOS, where CTR jumps 5.49 times from broadcasts, supported by precise trigger timing and individualised offers.



33.6%

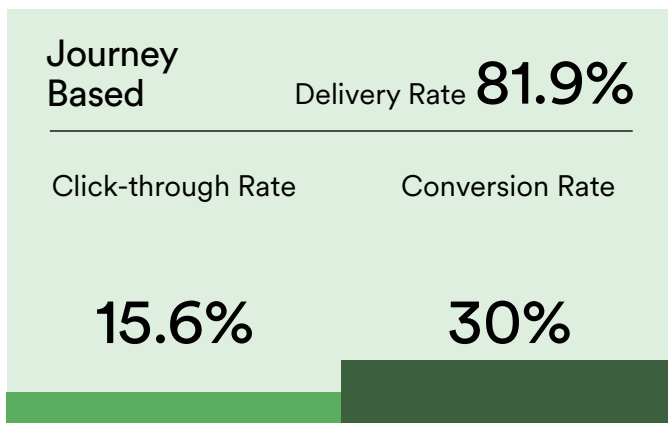
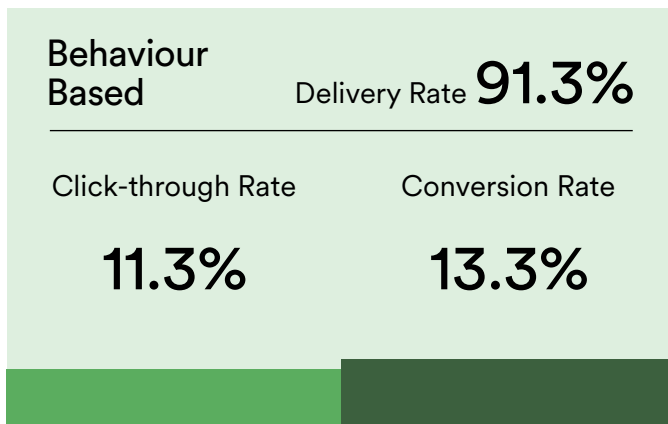
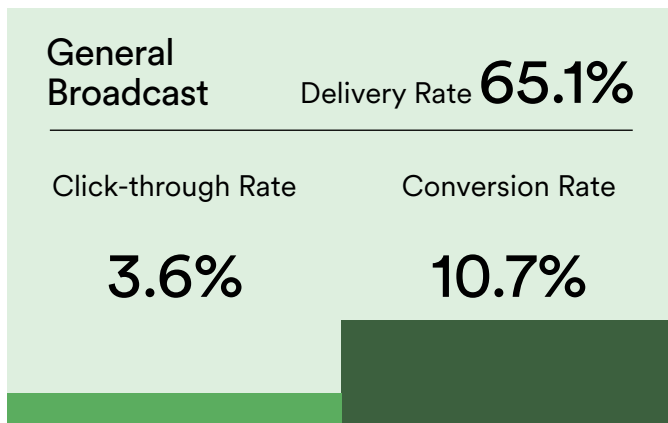
Increase in CTR

A leading direct-to-consumer (D2C) watch retailer achieved a **33.6% increase in Click-Through Rate (CTR)** for their push notification campaigns. By leveraging MoEngage's generative AI engine, Merlin AI, the brand drove this effort with hyper-personalised content, resulting in significantly higher engagement compared to their standard, non-AI-generated campaigns.

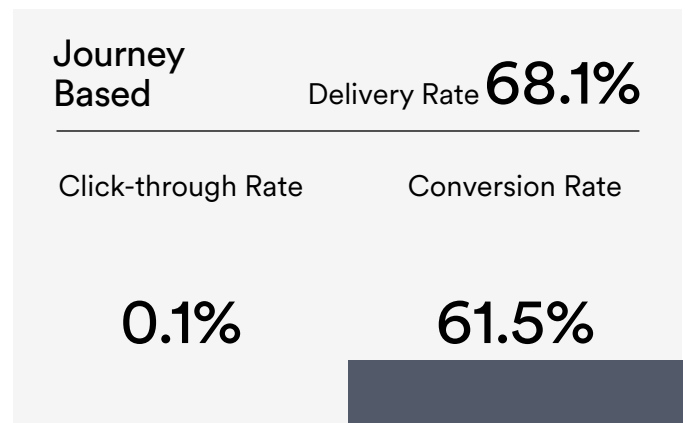
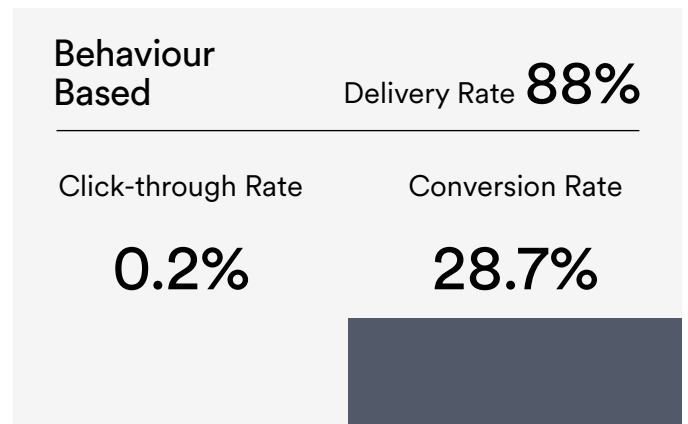
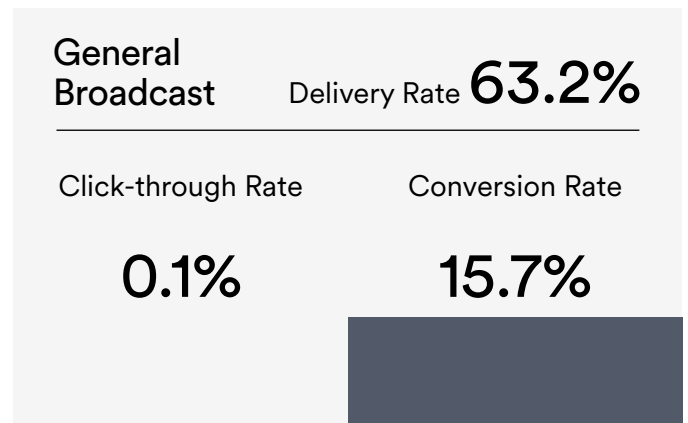
# Media and Entertainment

For media and entertainment platforms in Australia and New Zealand, push notifications are a critical channel for driving content discovery, re-engaging lapsed viewers, and increasing subscription renewal rates. Personalised recommendations and timely alerts can directly influence watch time and user loyalty.

## Android



## iOS



# Media and Entertainment Industry Analysis and Key Takeaways

# 3.12x

Uplift in CVR

On Android, Journey-based campaigns lead performance with 4.28x higher CTR and an impressive 2.86x CVR uplift compared to broadcasts, turning discovery alerts and episodic reminders into substantial conversion opportunities. Behaviour-based pushes also deliver strong engagement, more than tripling CTR over broadcasts.

# 1.95x

Uplift in Conversion

On iOS, conversion rates in Journey-based campaigns are exceptional (3.91x higher CVR than broadcasts), even with modest CTRs. Behaviour-based campaigns notably improve CVR (1.83x uplift) by leveraging recent viewing or interaction history.



# 80%

Higher Delivery rates

A leading digital entertainment platform prioritized customer reachability to enhance personalised content discovery and successfully onboard new users. To drive this effort, they used push notifications as a core communication channel. By leveraging MoEngage's proprietary **Push Amplification™ Plus** technology, the platform supercharged its delivery for customers on Android, resulting in a **80% surge** in push notification delivery rates. This enhanced deliverability was critical for their new user onboarding journey, where a series of targeted push notifications successfully welcomed new customers and helped gauge their content preferences from the moment they installed the app.

# On-site Messaging Benchmarks by Industry



Banking and Finance

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Shopping (E-commerce and Retail)

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Media and Entertainment

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Travel and Hospitality

# Banking and Finance

## General Broadcast On-site Messaging Performance

Click-through Rate

1.9%

Conversion Rate

0.2%

## Behaviour-Based On-site Messaging Performance

Click-through Rate

7.3%

Conversion Rate

3.7%

## Journey-Based On-site Messaging Performance

Click-through Rate

7.8%

Conversion Rate

1.5%

# Banking Industry Analysis and Key Takeaways

3.8x | 16.5x

Higher CTR

More CVR

Behaviour-based campaigns deliver the most compelling uplift in conversions, achieving 16.5x higher CVR and 3.8x higher CTR compared to broadcasts. This reinforces the value of targeting in-session behaviours — e.g., specific product views or incomplete form submissions.

Journey-based messages show similar CTRs to behaviour-based, but lower conversion performance, suggesting they work best for guiding awareness or ongoing engagement, rather than immediate transactions.



A **leading digital financial services provider** utilized MoEngage's on-site messaging to solve the challenge of engaging its primarily online customer base post-pandemic. By deploying dynamic banners that greeted users upon login, the company presented them with highly relevant offers in real time. This on-site messaging strategy proved highly effective, playing a key role in driving **campaign performance** and achieving **click-through rates** that consistently surpassed their **historical benchmarks**.

# Shopping (E-commerce and Retail)

## General Broadcast On-site Messaging Performance

Click-through Rate

4.1%

Conversion Rate

5.5%

## Behavior-Based On-site Messaging Performance

Click-through Rate

7.5%

Conversion Rate

9%

## Journey-Based On-site Messaging Performance

Click-through Rate

14%

Conversion Rate

14.8%

# Shopping (E-commerce and Retail) Industry Analysis and Key Takeaways

# 2.6x

Higher Conversion Rate

Journey-based campaigns outperform broadcasts, delivering a 3.42x higher CTR and a 2.65x CVR uplift.

This demonstrates an exceptional impact for staged shopping experiences, such as guided onboarding, bundle promotion flows, or post-purchase upsell journeys.

# 1.8x

Higher Click-Through Rate

Behaviour-based efforts also outperform, particularly in driving purchase completion, with 1.83x higher CTR and 1.61x CVR uplift over broadcasts.



# 7.2% CTR | 5K+ Leads each month

Leading **jewelry brands** deployed **lead-gen campaigns** through **highly contextual on-site messaging** campaigns with **high-intent CTAs**, resulting in a **7.2% click-through rate**, 5% fill rate, and an **average of 5000+ leads each month!** This helped the jewelry brand convert prospects (browsing the website) into customers.

# Media and Entertainment

## General Broadcast On-site Messaging Performance

Click-through Rate

**8%**

Conversion Rate

**15.9%**

## Behaviour-Based On-site Messaging Performance

Click-through Rate

**9.1%**

Conversion Rate

**20.4%**

## Journey-Based On-site Messaging Performance

Click-through Rate

**15.8%**

Conversion Rate

**16%**

# Media and Entertainment Industry Analysis and Key Takeaways

1.9x

Higher CTR

1.2x

Higher CVR

Journey-based on-site messaging produces the highest click engagement (1.98x CTR uplift) compared to broadcasts, making it particularly useful for multi-stage content discovery flows, subscription onboarding, or series promotion campaigns.

Behaviour-based approaches lead to conversion gains (1.28x CVR uplift) by offering contextually relevant recommendations or timely renewal offers triggered from recent content interactions.



25%

Increase in paid subscribers

To overcome low on-site engagement (CTRs <9%), a **leading digital news publisher** used MoEngage to deliver personalised content and subscription offers based on real-time reader behaviour. This targeted strategy was a major success, boosting Click-Through Rates by **300%** and driving a **25% increase in paid subscribers**.

# SMS Benchmarks by Industry



Banking and Finance

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Shopping (E-commerce and Retail)

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Media and Entertainment

# Banking and Finance

## General Broadcast SMS Performance

Click-through Rate

**2.5%**

Conversion Rate

**7.1%**

## Behaviour-Based SMS Performance

Click-through Rate

**3.3%**

Conversion Rate

**7.3%**

## Journey-Based SMS Performance

Click-through Rate

**1.3%**

Conversion Rate

**8.3%**

# Banking and Finance Industry Analysis and Key Takeaways

1.3x

Higher CTR

1x

More CVR

Behaviour-based campaigns improve CTR by 1.31x and CVR by 1.03x compared to broadcasts, making them effective for action-triggered updates such as transaction alerts, payment reminders, or personalised product offers.

1.1x

Uplift in Conversion

Journey-based campaigns deliver higher CVR (1.17x uplift) despite lower CTR than broadcasts, indicating their strength in guiding customers through structured processes like onboarding or product upgrades.

Consistently solid CVRs across all formats highlight the channel's efficiency in prompting immediate customer action.



A **leading fintech firm**, facing the post-pandemic challenge of connecting with its digital-first customers, utilized MoEngage to enhance its outreach. As part of a multi-channel strategy, they employed targeted SMS campaigns (alongside email and in-app notifications) to effectively tap into their customer base. This cohesive approach proved highly successful, contributing to an overall campaign performance that surpassed historical benchmarks in both click-through rates and conversions.

# Shopping (E-commerce and Retail)

## General Broadcast SMS Performance



## Behaviour-Based SMS Performance



## Journey-Based SMS Performance



# Shopping (E-commerce and Retail) Industry Analysis and Key Takeaways

6.5x | 1.3x

Higher CTR | Uplift in CVR

Behaviour-based campaigns record 6.51x higher CTR and 1.39x higher CVR than broadcasts — driven by triggers such as abandoned cart follow-ups or category-specific promotions.

1.7x

Uplift in Conversion

Journey-based campaigns achieve the highest conversions with 1.75x CVR uplift, despite CTR being lower than behaviour-based pushes. This demonstrates their ability to secure outcomes at key lifecycle points, such as post-purchase engagement or loyalty program sign-ups.

The data underlines the importance of blending both approaches — behaviour targeting for click engagement, and journey sequences for conversion optimisation.

# Media and Entertainment

## General Broadcast SMS Performance

Click-through Rate

**0.6%**

Conversion Rate

**2.6%**

## Behaviour-Based SMS Performance

Click-through Rate

**4.6%**

Conversion Rate

**7.5%**

## Journey-Based SMS Performance

Click-through Rate

**0.8%**

Conversion Rate

**6.4%**

# Media and Entertainment Industry Analysis and Key Takeaways

7.4x

Higher CTR

2.8x

Higher CVR

Behaviour-based SMS dramatically lifts CTR (7.43x increase) and CVR (2.82x increase) compared to broadcasts, making it highly effective for re-engaging subscribers with personalised content recommendations or renewal prompts.

2.3x

Higher CVR

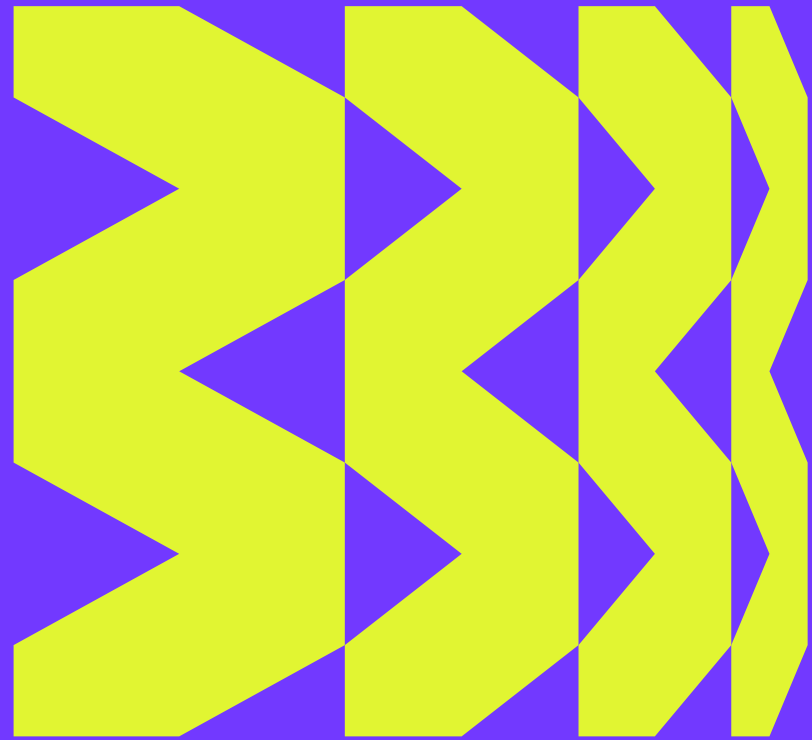
Journey-based campaigns surpass broadcasts in conversion (2.38x CVR uplift) but have modest CTRs, indicating they are more suited to deep-funnel actions rather than top-funnel engagement.

Both targeted formats can deliver meaningful results when aligned with major content releases, trial-to-paid conversion paths, or churn-prevention initiatives.



**Leading media and entertainment platform** leveraged MoEngage's omnichannel engagement capabilities and rich templates to accelerate subscriptions. They did so using creative user journey Flows to tap user behaviour and connect them across channels, including **SMS**, thus converting **free users** to **paid** customers. Their action-triggered campaigns delivered effective communication at the right time to drive **higher clicks** and **CTR**.

# In-app Benchmarks by Industry



Banking and Finance

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Shopping (E-commerce and Retail)

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Media and Entertainment

# Banking and Finance

## General Broadcast In-app Performance

Click-through Rate

**5.4%**

Conversion Rate

**24.7%**

## Behaviour-Based In-app Performance

Click-through Rate

**7.7%**

Conversion Rate

**34.4%**

## Journey-Based In-app Performance

Click-through Rate

**9.7%**

Conversion Rate

**43.3%**

# Banking and Finance Industry Analysis and Key Takeaways

# 6.5x

Higher CVR

Behaviour-based messages drive exceptional conversion improvements — 6.55x CVR uplift over broadcasts — with comparable CTRs, making them ideal for prompting actions such as account upgrades, service activations, or loan applications while the user is already engaged in the app.

# 1.7x

Higher CVR

Journey-based campaigns show moderate lifts in conversion (1.77x higher CVR) but lower click engagement compared to broadcasts, suggesting they are more suited to sustained educational or nurturing flows rather than immediate conversions.



A leading **peer-to-peer lending service**, leveraged data to find its highest-converting channel. After identifying In-App messaging as the top performer, they focused their strategy there for a major sales event. By using **personalised in-app campaigns** to engage diverse audiences, the company successfully achieved its **all-time highest sales**.

# Shopping (E-commerce and Retail)

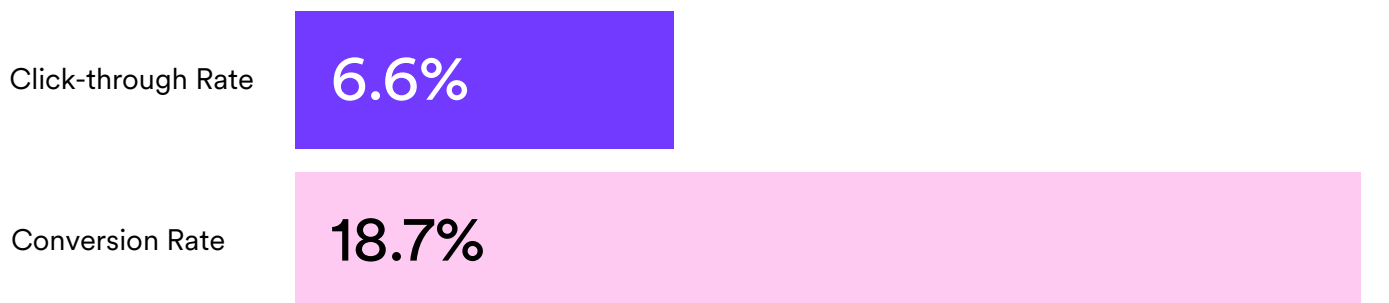
## General Broadcast In-app Performance



## Behaviour-Based In-app Performance



## Journey-Based In-app Performance



# Shopping (E-commerce and Retail) Industry Analysis and Key Takeaways

# 2.8x

Higher CVR

Journey-based campaigns deliver the best overall results, with CTR slightly above broadcasts and a 2.80x CVR uplift, showing their effectiveness for structured upsell flows, loyalty programme prompts, and cross-sell journeys.

Behaviour-based campaigns match real-time intent, lifting CVR by 1.40x despite lower click rates — valuable for limited-time offers or personalised promotions triggered during browsing activity.



# 3.3%

Conversion Rate

Much loved **jewellery brand** used the long purchase cycles to their advantage by **nudging cart abandoners** through **in-app campaigns**. They reminded users about items left behind in their carts by displaying pictures of the products (left in their carts), ultimately inducing FOMO around the products. These campaigns were very well received by the prospects and achieved a **3.37% conversion rate!**

# Media and Entertainment

## General Broadcast In-app Performance

Click-through Rate

17.9%

Conversion Rate

0.3%

## Behaviour-Based In-app Performance

Click-through Rate

19.3%

Conversion Rate

2.1%

## Journey-Based In-app Performance

Click-through Rate

24.9%

Conversion Rate

1.4%

# Media and Entertainment Industry Analysis and Key Takeaways

# 6.9x

Higher CVR

Behaviour-based campaigns drive a 6.93x CVR uplift compared to broadcasts, proving their value for converting engaged viewers with targeted recommendations or subscription offers.

# 1.3x

Higher CVR

Journey-based flows achieve the highest CTR (1.39x higher than broadcasts), ideal for episodic content alerts, onboarding sequences, or engagement series designed to keep customers active in-platform.

The disparity between CTR and CVR in journey-based campaigns suggests they're highly effective for click engagement but may require stronger conversion hooks to maximise post-click impact.



# 19.9%

Higher CTR

# 85.6%

Higher CVR

**Top video streaming platforms** utilized MoEngage's in-app functionality to inform logged-in customers about the ongoing India-Australia cricket series, successfully redirecting customer attention to the live event. **Click-through rates** of in-app communication reached as high as **19.9%** with **conversion rates** reaching as high as **85.6%**, for these campaigns.

## NEED OF THE HOUR

# A Comprehensive Customer Data and Engagement Platform



Businesses today grapple with fragmented customer data, siloed communication channels, and complex campaign orchestration coupled with inter-functional dependency (on technology, engineering, and data teams). All of these factors often hinder the delivery of consistent and personalised experiences.

And as the benchmarks (across industries) suggest, personalised experiences (across channels) are non-negotiable!

The need of the hour, now, is a comprehensive and consolidated platform designed to address the multifaceted challenges of data unification and seamless campaign orchestration.

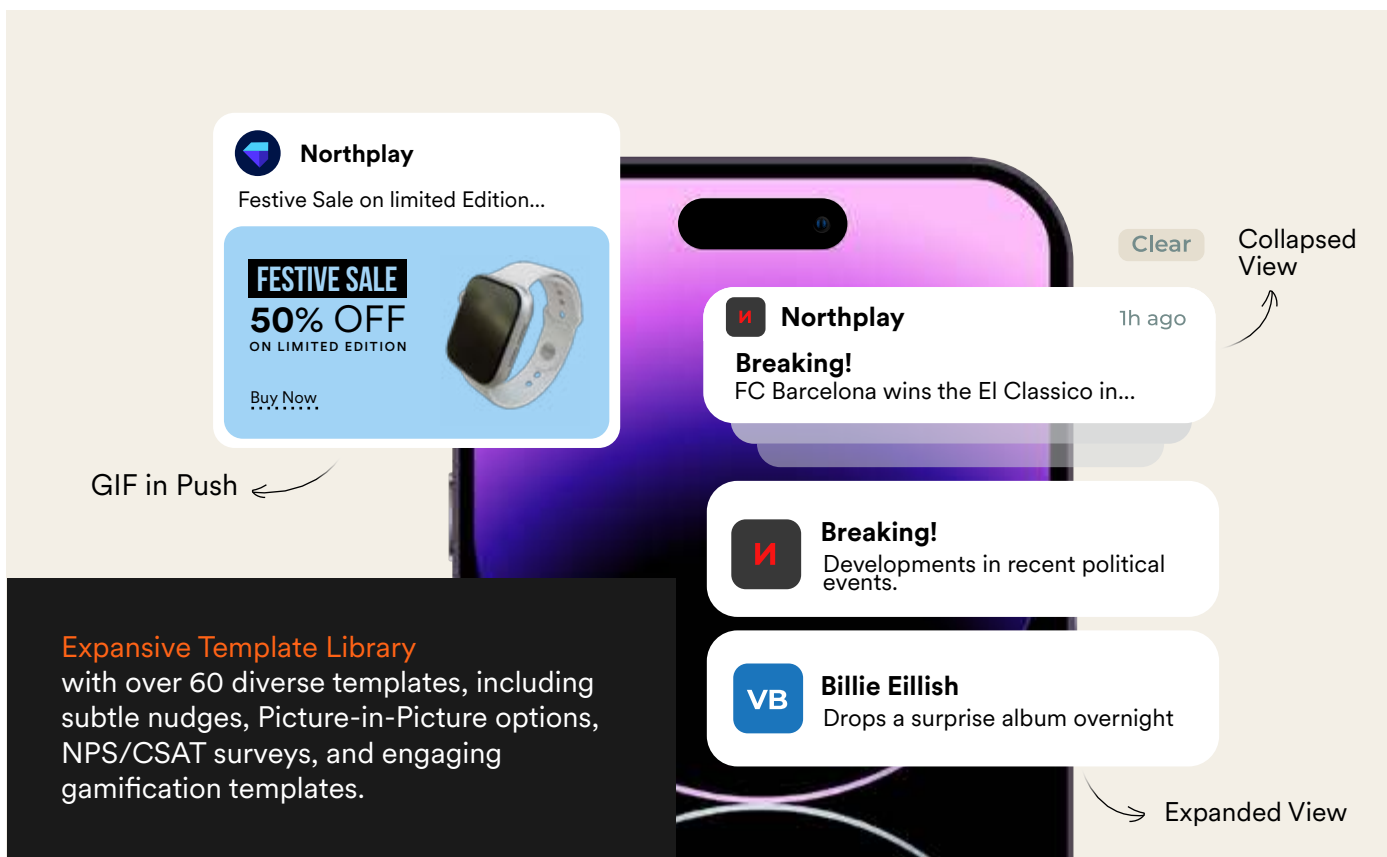
This is where MoEngage's foundational commitment to a holistic customer view comes into play. The ability to unify customer data, optimise cross-channel journeys, and leverage AI for enhanced personalisation and efficiency will help consumer businesses build stronger customer relationships and drive measurable business growth.

Here's a quick glance at our value propositions (across every customer touchpoint) and how they translate into loyalty and measurable business growth:

## Push Notifications

Extensive push notification capabilities built to simplify complexity and provide you with robust, self-sufficient functionality. We understand that every interaction is crucial, and our focus is on delivering impactful, user-friendly experiences that resonate with your audience.

What sets **us** apart



**Expansive Template Library** with over 60 diverse templates, including subtle nudges, Picture-in-Picture options, NPS/CSAT surveys, and engaging gamification templates.

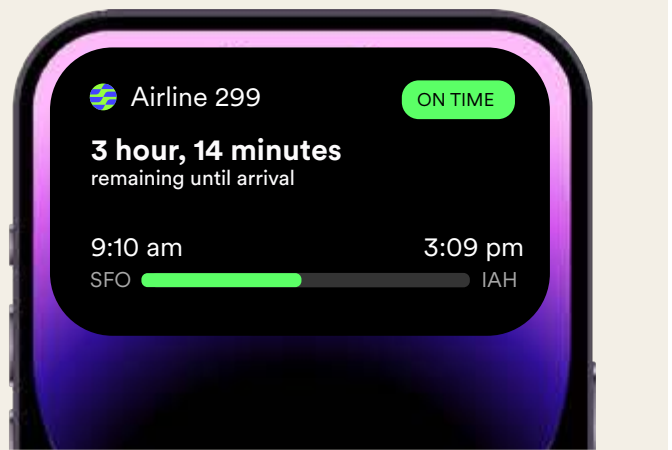
**User-Centric Design Philosophy** non-intrusive nudges that contribute positively to the customer journey.

**Maximized Reach:** with advanced amplification features engineered to boost the visibility and delivery of messages, ensuring reach to a broader audience.

**Responsive Engagement:** equipped with real-time event triggers and offline push capabilities, enabling engagement when it matters the most, even consumers are not actively online!

### Live Activities:

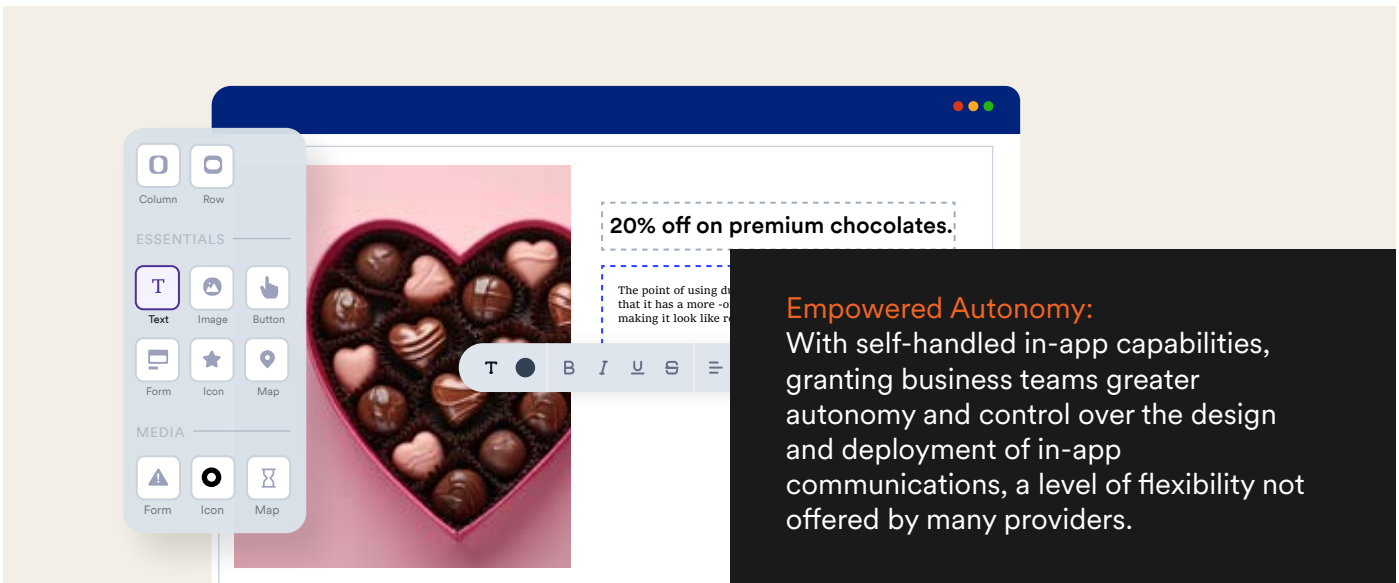
provide immense value by transforming standard, one-off alerts into a single, persistent widget that stays highly visible on a customer's lock screen and dynamic island, allowing brands to deliver real-time updates for critical, one-to-one events like flight status or sports scores through a customizable, on-brand interface, ensuring their most important information is always front-and-center



## In-app Messaging

Powerful in-app messaging solutions that facilitate rich, contextual interactions directly within the app. The overall strength of MoEngage, combined with AI capabilities, ensures a more robust and highly customizable in-app experience.

What sets **us** apart



### Empowered Autonomy:

With self-handled in-app capabilities, granting business teams greater autonomy and control over the design and deployment of in-app communications, a level of flexibility not offered by many providers.

### Visually Engaging Experiences:

With animation support for in-app message appearance, adding a layer of visual appeal and dynamism guaranteed to capture attention more effectively.

### In-session behaviour:

Based on session behaviour, in-apps can be triggered without moving to the next session. If someone checks out shoes - the discounts (on said shoes) can be shown in the same session.

### Merlin AI

For campaign copy and image generation with stylized product images. The marketer (product owner) simply needs to upload the item image and click 'Generate' to create an image featuring a consumer showcasing the item.

# On-site Messaging (Website Push)

Comprehensive on-site messaging and web push notifications solutions, specifically designed to capture visitor attention and drive engagement directly on the business website.

What sets **us** apart

### Unparalleled Template Versatility:

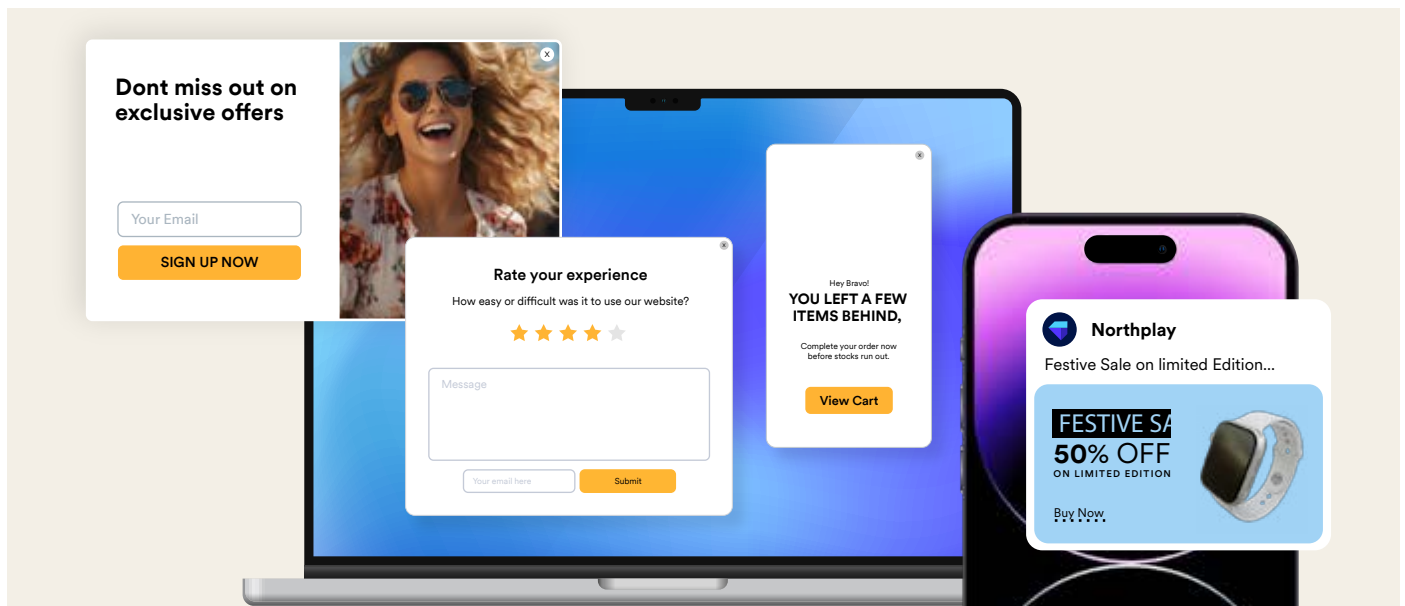
with access to 50+ templates, over 30 customizable elements, and more than 50 use cases, including gamification, surveys, ratings, banners, timers, and more, all through a user-friendly drag and drop editor. This provides extensive flexibility to create diverse and compelling on-site engagement experiences tailored to the audience.

### Seamless Customer Journeys:

with on-site interactions seamlessly integrated with other customer touchpoints, fostering a consistent and holistic brand experience.

### Merlin AI:

for campaign copy and image generation with stylized product images. The marketer (product owner) simply needs to upload the item image and click 'Generate' to create an image featuring a consumer showcasing the item.



# Email

Maximizing the performance of email campaigns through advanced deliverability and optimisation tools, ensuring business messages land in inboxes and drive results.

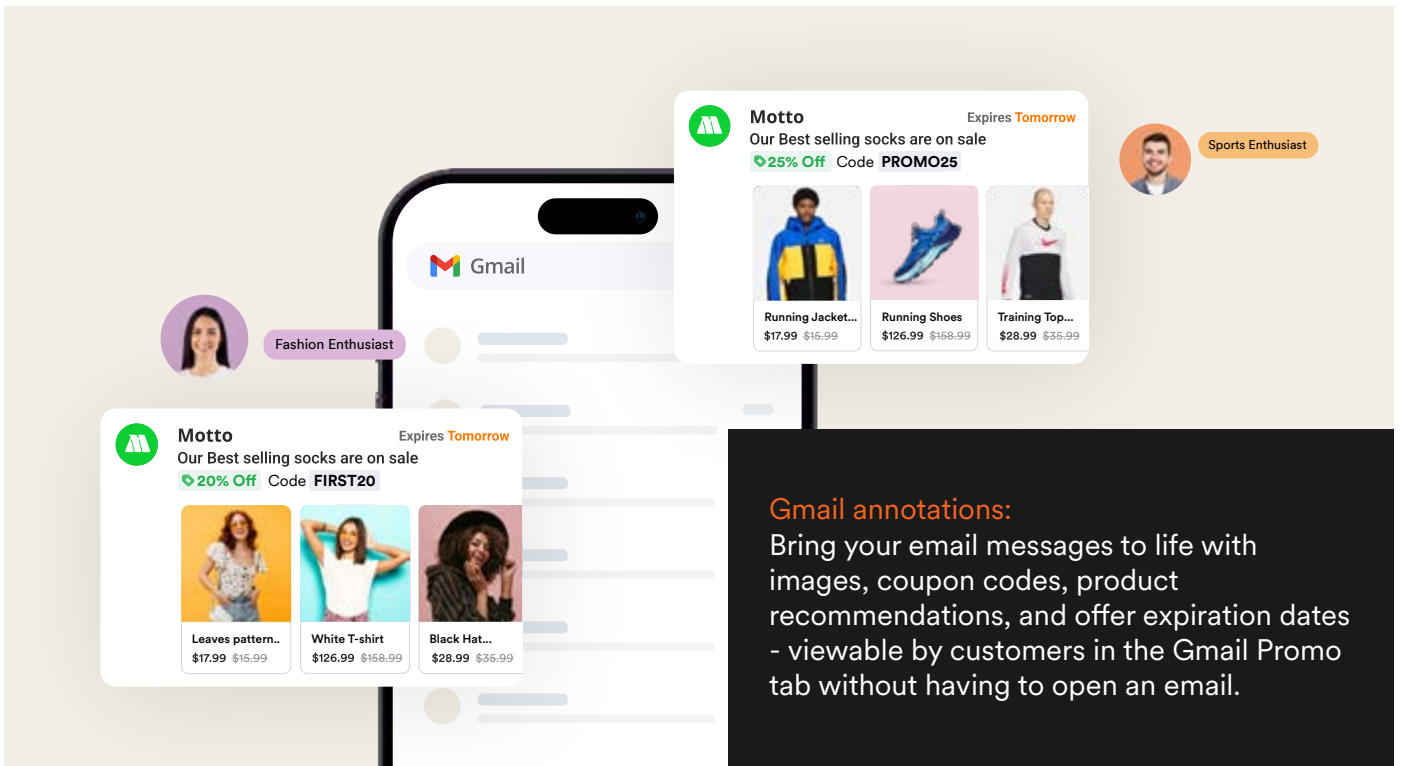
What sets **us** apart

### Excellence in Deliverability & Optimization:

With guided warm-up plans and AI-enabled (Sherpa AI) A/B testing capabilities, ensuring high deliverability rates and continuous performance improvement.

### AI-Powered Optimization:

With access to the proprietary Generative AI (Merlin AI) Subject Line feature, which harnesses artificial intelligence to craft compelling subject lines, significantly boosting open rates and overall email engagement.



Choose your preferred bot interaction Sensitivity and Metrics view

**Engagement**  
Adjusted Opens  
**8.5K**  
Adj. open rate 33.6%

**Bot Interaction Sensitivity**

Low Sensitivity

High Sensitivity (Recommended)

Show Adjusted Metrics only  include Adjusted Metrics only & Current Metrics

**Engagement**

Opened **12.8K** Open rate 36.1% Adj open rate 33.6%

Clicked **1.4K** CTR 4.7% CTOR 10.7%

Campaign Name	Type	Status	Created	Campaign Performance	Global & Engagement
High Sensitivity - Show Adjusted Metric Only High	Email (One Time)	Sent 25 Feb 2025, 5:10 pm	25 feb 2025, 5:10 pm	Sent: 36823 Adjusted open: 8500 Clicks: 1367	<b>36.19%</b> Overall open rate <b>4.71%</b> Click Through rate

**Filtering bot opens:**  
By filtering out bot activity, the Adjusted Email Opens provides brands with a clear and accurate picture of genuine customer engagement. This enables marketing teams to reliably assess campaign performance (ROI-wise) and build more effective follow-up strategies based on how customers are truly interacting with their emails.

# SMS

Reliable SMS delivery and click tracking, providing a fundamental yet essential channel for direct customer communication. MoEngage's strength lies in integrating SMS within a broader, cohesive omnichannel strategy.

What sets **us** apart

### Advanced Messaging:

With RCS (with rich cards) support and multiple CPaaS integrations, enabling businesses to send visually engaging and interactive messages beyond standard SMS, thereby enhancing the overall customer experience.

## How about Personalisation, Analytics, and Campaign Management?

What sets **us** apart

### Profound Personalisation:

with AI-powered capabilities driving advanced, data-driven personalisation by anticipating customer needs and delivering hyper-relevant content, ensuring every interaction feels unique.

### Intuitive Planning, Effortless Creation, and Streamlined Workflows:

with simplified scheduling and a centralised overview of all engagement initiatives, a marketer-friendly drag-and-drop editor streamlining content creation (regardless of technical expertise), and the ability to use re-usable content blocks, enhancing efficiency, allowing teams to build campaigns faster, maintain brand consistency, and free up time for strategic thinking.

### Holistic Performance Tracking:

with access to analysis for multiple conversions, and comprehensive revenue (and other models) attribution, allowing deep understanding of campaigns' effectiveness and optimizing strategies, ensuring efforts drive real business value.

Cross-Channel Marketing Made Easy



## How to make the best of MoEngage: **Actionable Recommendations for Marketers and Product Owners**

### **Harness AI for Unparalleled Personalisation:**

Dive deep into our Merlin AI capabilities, particularly the AI-powered subject line optimization, and explore how AI can drive dynamic content and hyper-personalisation across all your campaigns.

#### **Benefit**

Witness significant improvements in open rates, click-through rates, and overall engagement by delivering content that resonates deeply with each individual customer.

#### **Metrics to Track**

A/B test results for AI-generated subject lines, conversion rates of personalized campaigns.

### **Elevate In-app and Push Experiences with Rich Template Library:**

Fully leverage our extensive library of over 60 templates for push notifications and diverse in-app messaging options, including gamification and NPS/CSAT. Experiment with our animation features for visually captivating in-app messages.

#### **Benefit**

Create delightful user experiences, guide users towards specific in-app actions, gather invaluable feedback, and significantly boost customer retention.

#### **Metrics to Track**

In-app conversion rates, NPS scores, feature adoption rates, push notification engagement (opens, clicks).

### **Optimize Email Deliverability and Performance with Confidence:**

Implement guided warm-up plans for new email segments and consistently utilize Email-Sherpa A/B testing for continuous optimization. Ensure our double opt-in features are configured for robust list hygiene.

#### **Benefit**

Achieve superior email deliverability, minimize spam complaints, and maximize the return on investment from your email marketing efforts.

#### **Metrics to Track**

Email open rates, click-through rates, conversion rates, and sender reputation.

### Embrace a Truly Omnichannel Strategy:

Utilize MoEngage's comprehensive omnichannel capabilities to design and execute seamless customer journeys that span push, in-app, on-site, email, and SMS.

#### Benefit

Deliver a consistent and unified brand experience across all touchpoints, fostering deeper customer satisfaction and long-term loyalty.

#### Metrics to Track

Cross-channel conversion paths, customer journey completion rates.

### Drive Re-engagement with Real-time and Offline Triggers:

Configure real-time event triggers for immediate, contextual responses to user actions (or inactions) and leverage offline push capabilities to effectively re-engage inactive users.

#### Benefit

Capture user attention at pivotal moments, effectively reduce churn, and drive conversions by reaching customers precisely when they are most receptive.

#### Metrics to Track

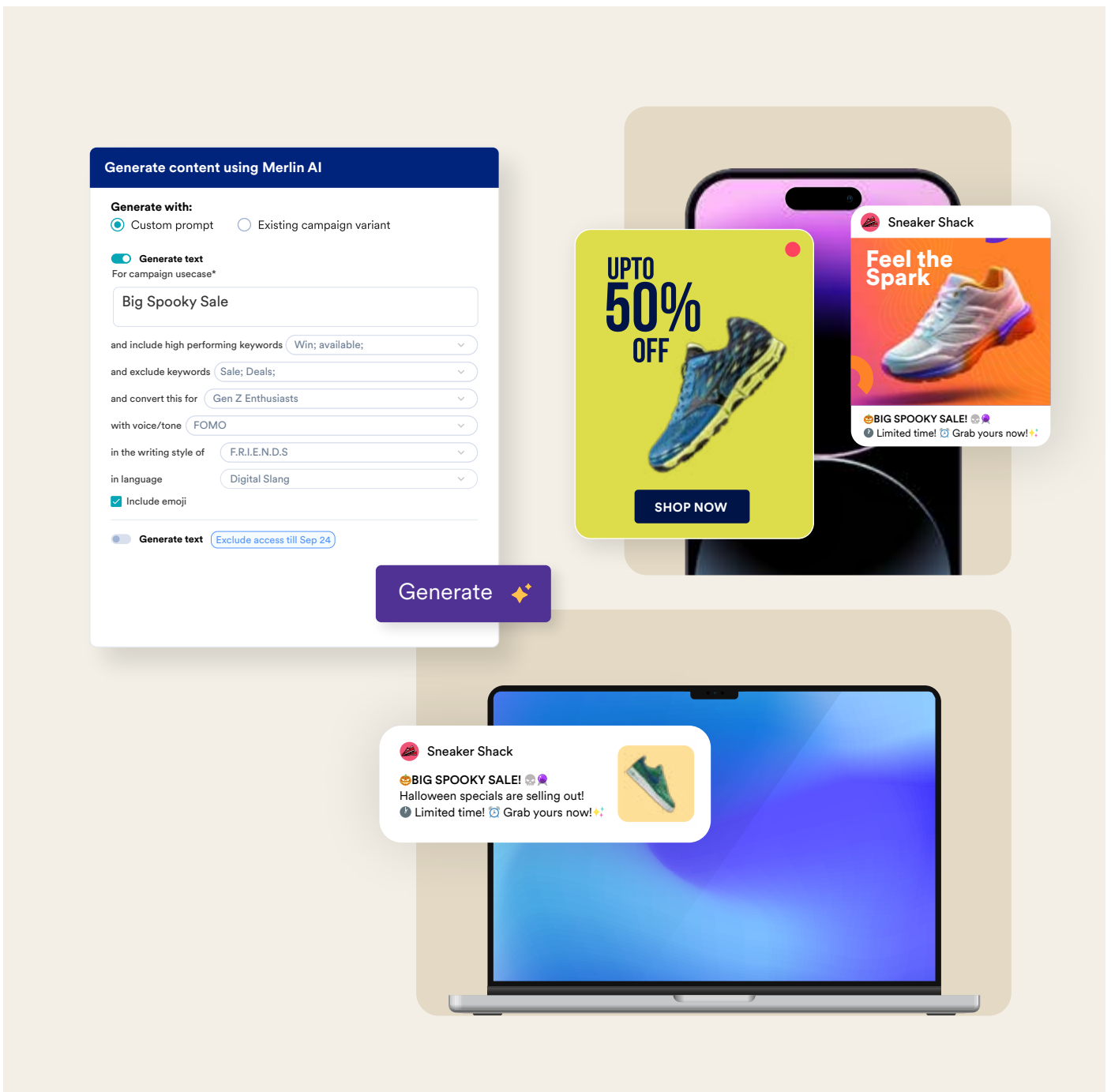
Re-engagement rates, churn reduction, conversion rates from triggered campaigns.

# Supercharge Your Campaigns with Merlin AI

## Less Effort, More Impact

In today's fast-paced digital world, marketers need to create impactful campaigns with less effort. MoEngage's Merlin AI, a powerful generative AI engine, is here to help. It streamlines your campaign execution process, making it faster and smoother than ever before.

Merlin AI acts as your creative partner, instantly generating compelling, data-backed copy and eye-catching visuals for all your marketing channels. Forget creative blocks and endless revisions; transform your ideas into high-performing campaign assets in minutes.



# How Merlin AI accelerates your campaign execution:

## Automated Content Creation

Instantly generate engaging copy and visuals for push notifications, emails, and in-app messages, all tailored to your specific campaign, use case, and audience.

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## Data-Driven ROI

Merlin AI is a self-learning engine that analyzes past campaign performance. It identifies and suggests high-impact keywords to ensure your content is optimized for the best results.

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## Rapid Experimentation

Effortlessly create multiple campaign variations for A/B testing with a single click. This allows you to experiment at scale and quickly identify what resonates most with your customers.

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## Enhanced Security

With Merlin AI integrated directly into the MoEngage platform, there's no need to risk sharing sensitive data with third-party tools.



Leverage **Merlin AI** to reduce manual effort, speed up your workflow, and focus on building meaningful connections with your customers.

# About MoEngage

MoEngage is a customer data and engagement platform trusted by 1,350+ global consumer brands, including



MoEngage combines data from multiple sources to help brands gain a 360-degree view of their customers.

**MoEngage Analytics** arms marketers and product owners to build a unified customer profile with insights into customer behaviour, their journey, product usage, preferences, and interests. Brands leverage MoEngage to orchestrate customer journeys and build 1:1 experiences across the website and mobile (with **MoEngage Personalize**), email, social, and instant messaging channels. **MoEngage Inform**, the transactional messaging infrastructure, helps brands unify their promotional and transactional communication to a single platform for better insights and lower costs. MoEngage's **AI Agents** help marketers develop winning copies and creatives, build customer segments, craft relevant journeys, optimise campaigns and channels that boost engagement, and reduce campaign go-live times.

For over a decade, consumer brands in 60+ countries have been using MoEngage to power digital experiences for over a billion monthly customers. With offices in 15 countries, MoEngage is backed by Goldman Sachs Asset Management, B Capital, Steadview Capital, Multiples Private Equity, Eight Roads, F-Prime Capital, Matrix Partners, Ventureast, and Helion Ventures.

MoEngage was the only vendor to be named a Customers' Choice Vendor in the Gartner Peer Insights™ Voice of the Customer: Email Marketing Report 2025, Contender in The Forrester Wave™: Real-Time Interaction Management, Q1 2024 report, and Strong Performer in The Forrester Wave™ 2023 report. MoEngage was also featured as a Leader in the IDC MarketScape: Worldwide Omni-Channel Marketing Platforms for B2C Enterprises 2023.

[Learn More](#)

