

Customer Engagement Benchmarks Report

From Data to Dollars with
Unified MarTech

mengage

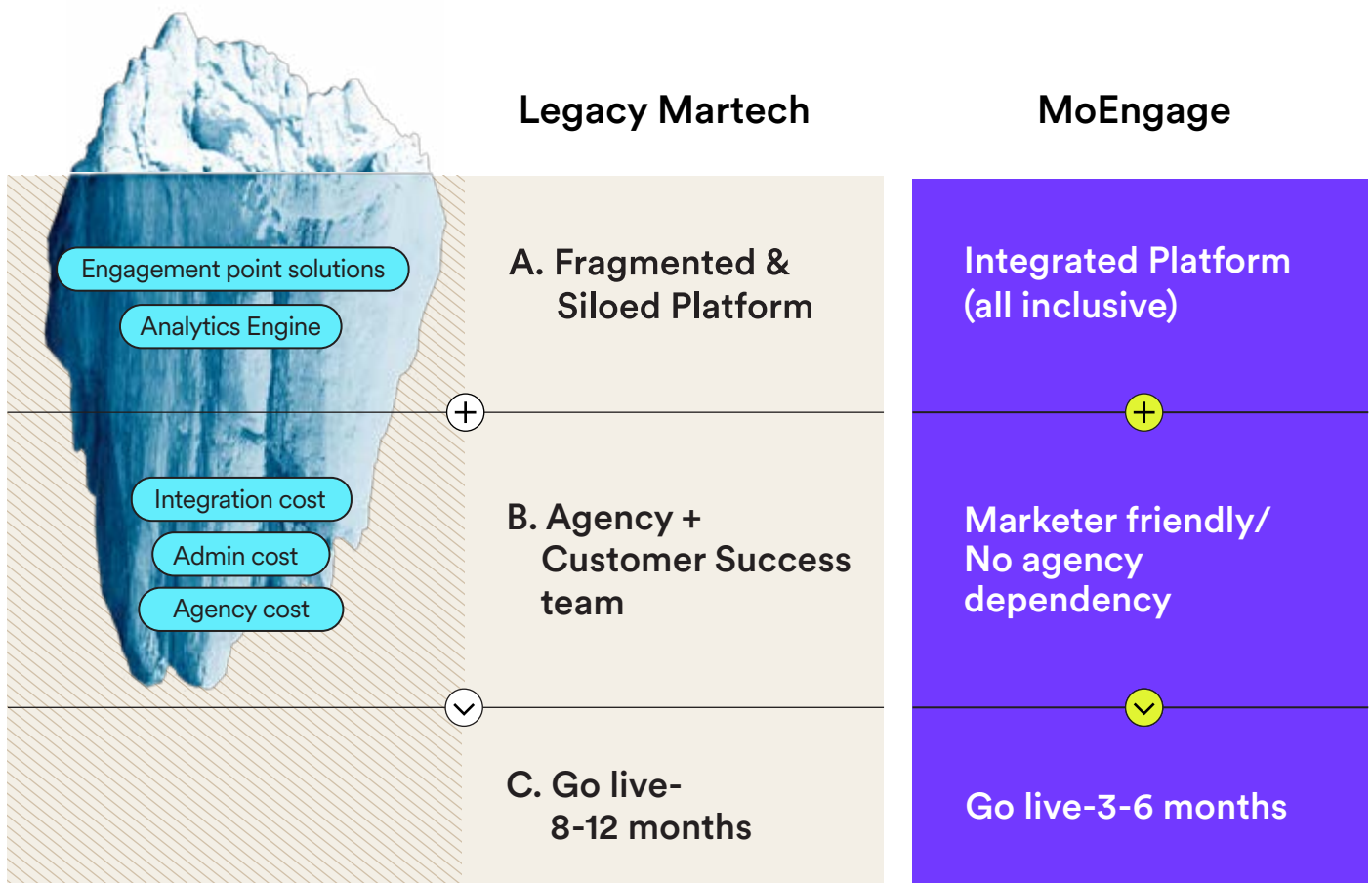


SUB-SAHARAN AFRICA

Foreword

Modern brands struggle with a data deluge and the consumer's non-linear, 'phygital' journey. When data is siloed, personalised experiences fail (e.g., sending an offer for a recently purchased item), eroding customer trust. Traditional Customer Data Platforms (CDPs) are foundational but often cannot provide the holistic understanding and agile orchestration necessary for a unified view. Achieving the seamless experience customers demand requires moving beyond channel-specific approaches.

The core challenge is transforming unified data into actionable, personalised insights at scale. Disconnected, single-channel strategies are inefficient and costly. A unified platform solves this by allowing marketers to intelligently orchestrate campaigns—selecting the right channel for the right customer at the right time. This data-driven approach optimises marketing spend, preventing high costs on premium channels and significantly improving ROI.



Legacy Martech stack can be **13x-45x** costlier for consumer brands compared to an agile, consolidated platform.

Fragmented suites, reliance on agencies, and slow implementation contribute to the bloated Total Cost of Ownership (TCO) associated with legacy platforms. In contrast, a lean martech platform offers a transparent, MTU-based pricing model, allowing for predictable budgeting. This self-serve approach provides the flexibility to launch campaigns without concern for unexpected overages, leading to faster time-to-market and more effective expense management.

The evolution from a static data repository to an intelligent engagement hub is critical for brands aiming to forge deeper, more valuable relationships with their customers. A new-age Customer Engagement Platform goes beyond merely unifying data; it intelligently builds rich, unified customer

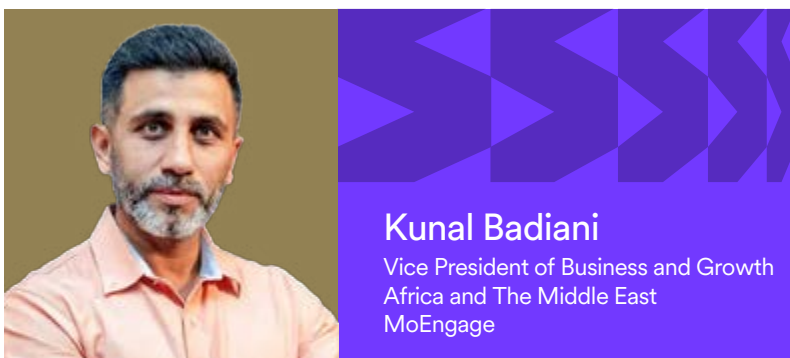
profiles by integrating and enriching data from all sources, both inside and outside the enterprise, establishing a true single source of (customer) truth.

Crucially, these advanced platforms are warehouse native, meaning they integrate directly with your existing data warehouses without copying data, ensuring data integrity, reducing latency, and significantly lowering maintenance efforts. This architecture empowers real-time personalisation, enabling activation and engagement campaigns to run on segments and audiences with the most unified and latest customer context across channels like email, push, in-app, OSM, and SMS.

This sophisticated approach empowers businesses to move beyond basic segmentation and deliver truly personalised experiences across every touchpoint. Furthermore, these platforms are increasingly AI-powered with reinforced learning capabilities. They continuously monitor and adapt to every customer behaviour and action, refining engagement strategies autonomously. Designed to be highly flexible and scalable, they seamlessly integrate data across multiple sources, functions, and channels, adapting to all business requirements.

This report serves as your definitive guide to understanding how these capabilities translate into tangible improvements in critical engagement benchmarks (such as open rates, delivery rates, CTRs, and CVRs). It showcases the power of a modern, consolidated, and lean martech platform capable of seamless data unification, intelligent customer data management, and the orchestration of highly effective, personalised engagement campaigns.

To further help you understand the impact of a modern martech platform capable of data management and engagement orchestration, we have added success stories (and impact numbers) recorded by some of the top consumer brands utilising such a platform!



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Defining Campaign Types and Key Metrics For Success

For CXOs and Product Owners spearheading digital transformation within conglomerates and digital migrators, optimising engagement costs and marketing efficiency is paramount.

Building a robust engagement strategy anchored in customer behaviour, actionable data, and profound insights is no longer a luxury but a fundamental necessity for sustainable growth and competitive advantage in today's dynamic landscape.

To empower your strategic decision-making, we have meticulously compiled regional editions of our comprehensive Customer Engagement Benchmarks report for 2026.

The in-depth analysis for Africa is derived from an extensive evaluation of billions of data points. These reports serve as your definitive guide to navigating the complexities of modern customer engagement.

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

- Objectively assess the performance of your current communication campaigns against industry standards and leading brands within your specific region.
- Identify which channels are delivering the most impactful results and uncover potential underperformance areas requiring strategic adjustments.
- Gain a clear understanding of how implementing omnichannel personalisation can unlock significant improvements in customer engagement and ultimately drive higher Customer Lifetime Value (LTV).
- Leverage data-backed insights to optimise your engagement strategy, ensuring every marketing investment contributes directly to tangible ROI and enhanced customer relationships.

By understanding these benchmarks, you can confidently chart a course for digital transformation that not only embraces new-generation channels but also strategically leverages customer intelligence to deliver exceptional, cost-effective engagement at scale.

Defining Campaign Types

According to cohorts, actions, and lifecycle journey stages;

General Broadcast

These are mass communication 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 messages deliver highly relevant and timely messages.

Journey-Based

These messages 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 report analyses aggregated campaign data across MoEngage's extensive client base, focusing on the Banking, Shopping (E-commerce and Retail), Media and Entertainment, and Travel and Hospitality industries.

The benchmarks presented are based on a significant volume of email, push, SMS, In-app, and OSM campaigns, providing a robust overview of industry performance trends for General Broadcast, Behaviour-Based, and Journey-Based email strategies.

The percentage changes (%OR, %CTOR, %CVR, % Unsubscribe Rate) compare the performance of Behaviour-Based and Journey-Based campaigns against General Broadcast campaigns within each industry.

Here's the volume of communications that we have analysed for Sub-Saharan Africa (across industries):

1.8Bn

Email

8.2Bn

Push

59.3Mn

SMS

12.4Mn

OSM

134.4Mn

In-App

Email Benchmarks by Industry



01

Banking and Finance

Shopping (E-commerce and Retail)

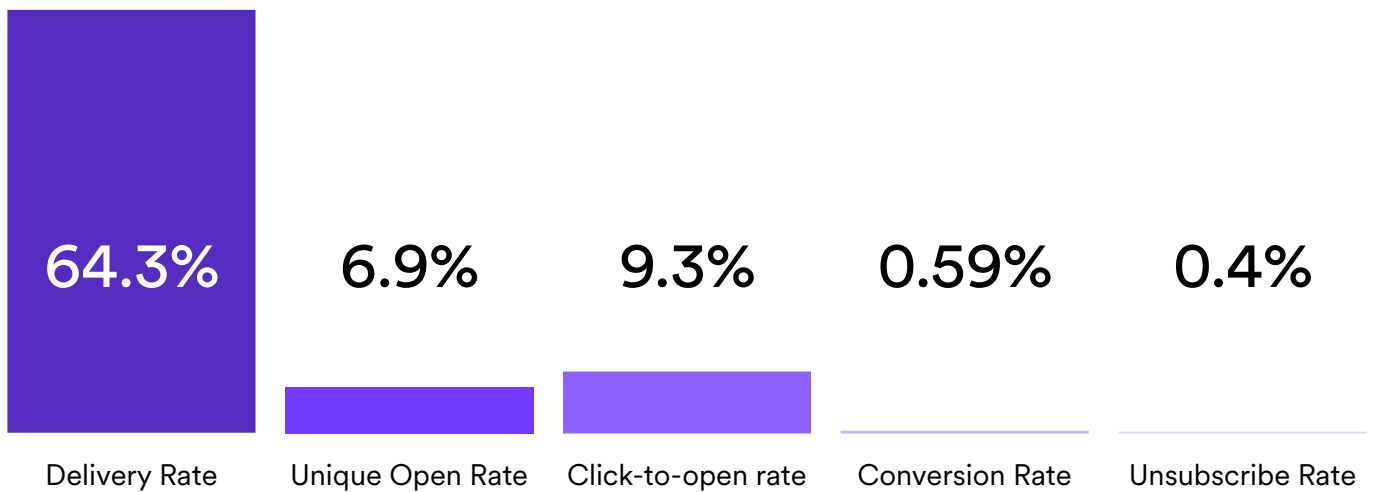
Media and Entertainment

Travel and Hospitality

Banking and Finance

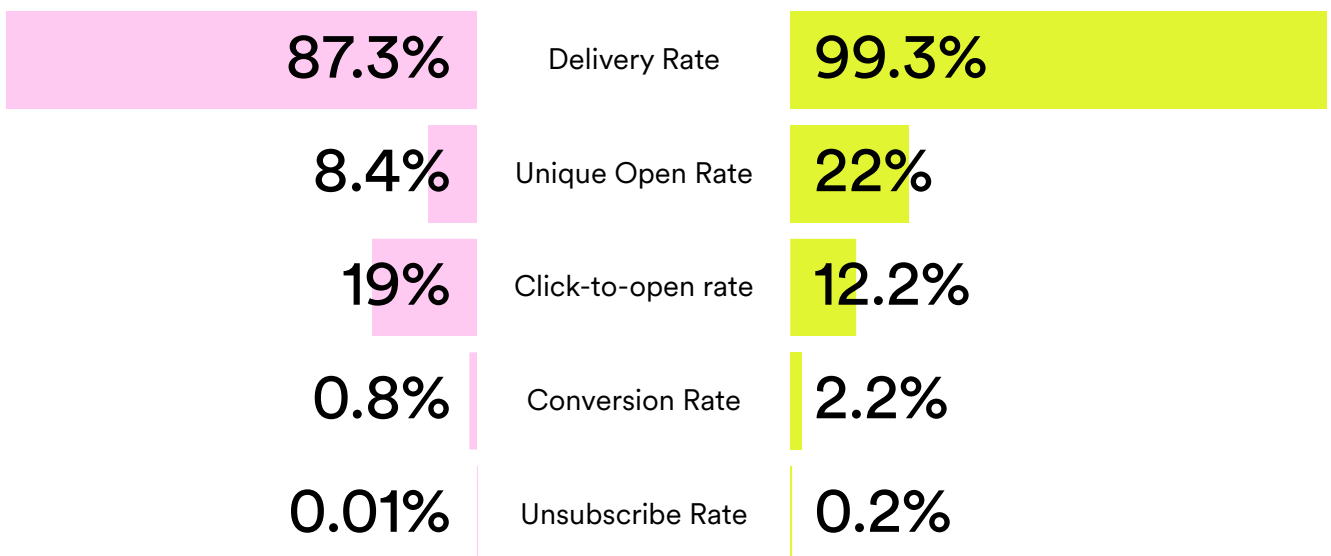
The banking sector benefits significantly from personalised communication, driving higher engagement and conversions.

General Broadcast Email Performance



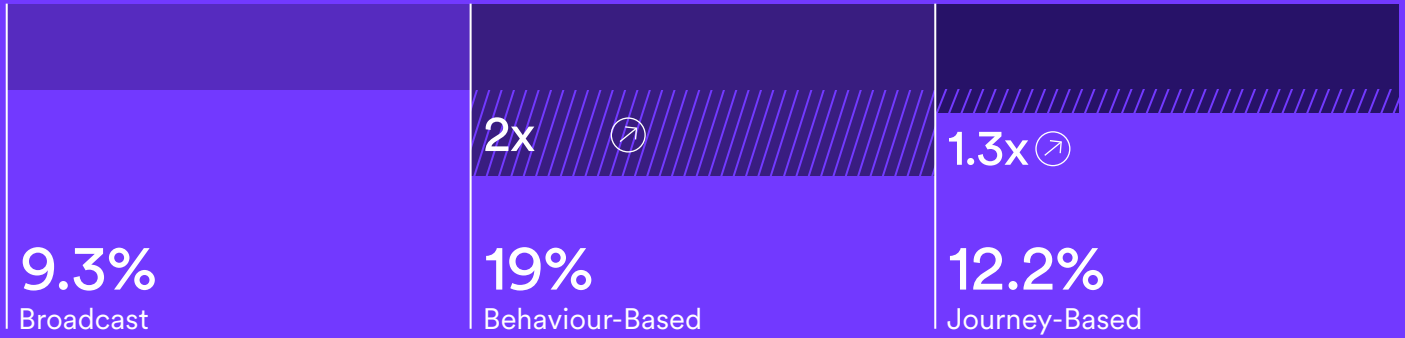
Behaviour-based and Journey-based Email Performance

Behaviour-based Journey-based

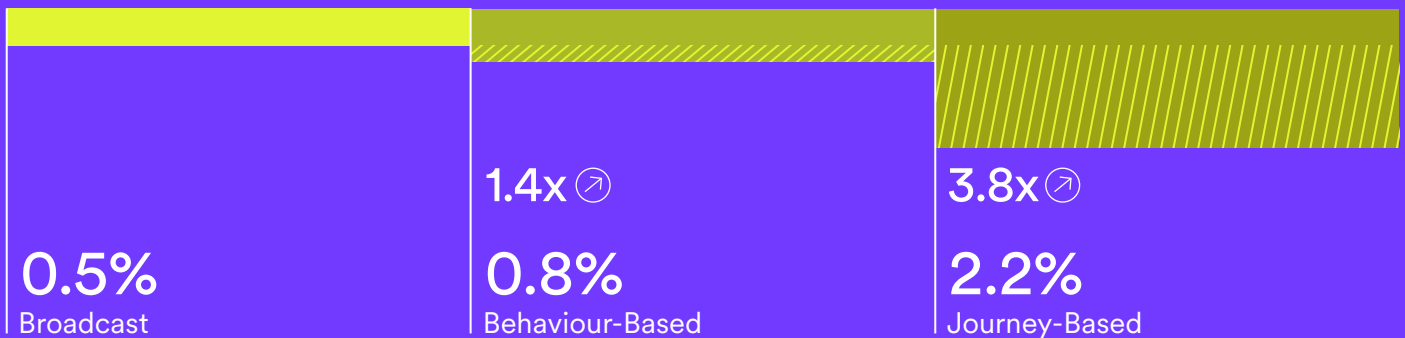


Banking Industry Analysis and Key Takeaways

Average Click-to-Open Rate



Average Conversion Rate



Emails personalised based on consumer behaviour demonstrated a remarkable uplift in the Click-to-Open Rate (2.04x higher), and ones personalised based on customer journeys saw a 3.84x higher Conversion Rate compared to general broadcasts.

This highlights the effectiveness of triggered communications based on customer behaviour and journey in driving engagement and desired actions within the banking sector.

60%

Email Open Rates

3.9%

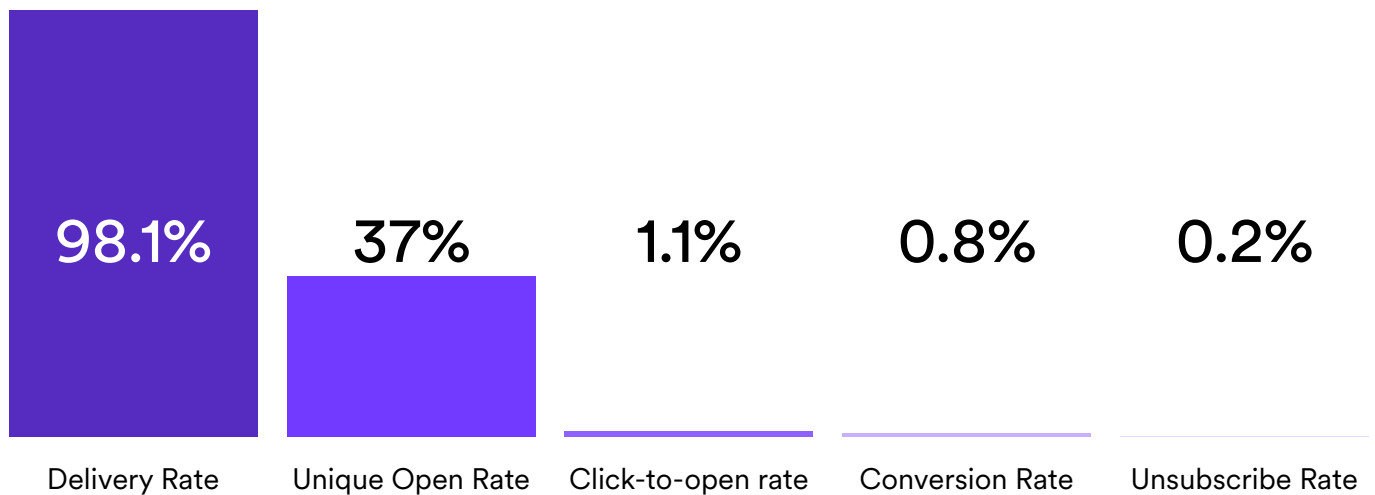
CTR

A trusted crypto asset brokerage brand achieved a 60% open rate and a 3.9% CTR by optimising communication based on customer attributes and events, demonstrating the power of delivering highly personalised behaviour-based communication.

Shopping (E-commerce and Retail)

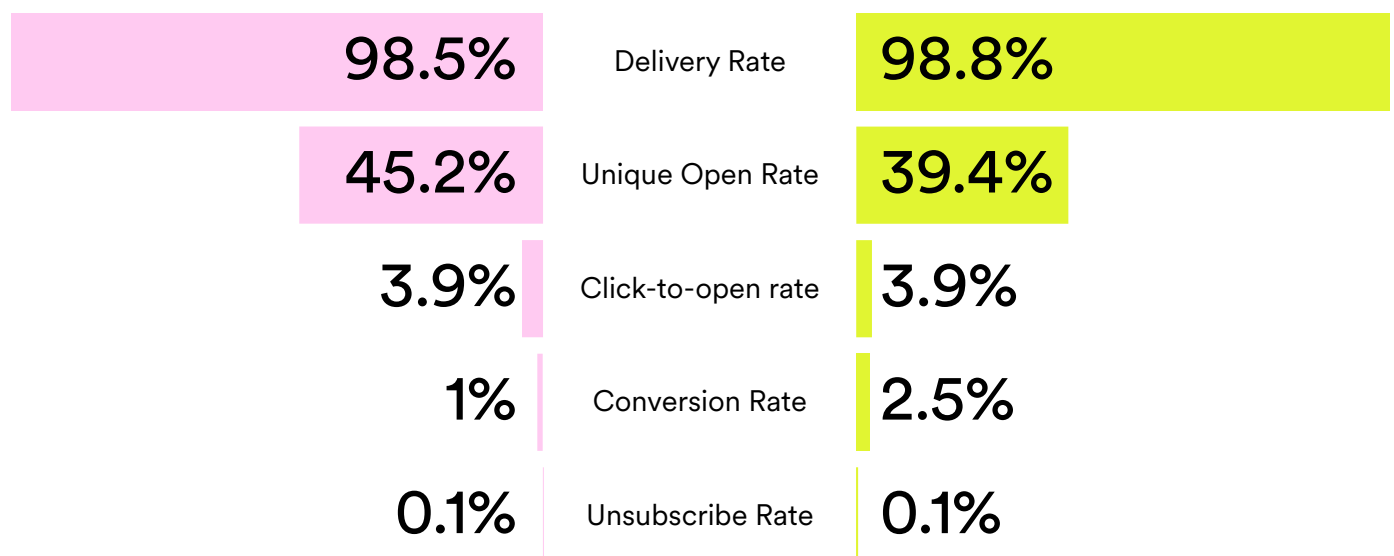
Personalisation plays a crucial role in cutting through the noise in the competitive shopping landscape.

General Broadcast Email Performance



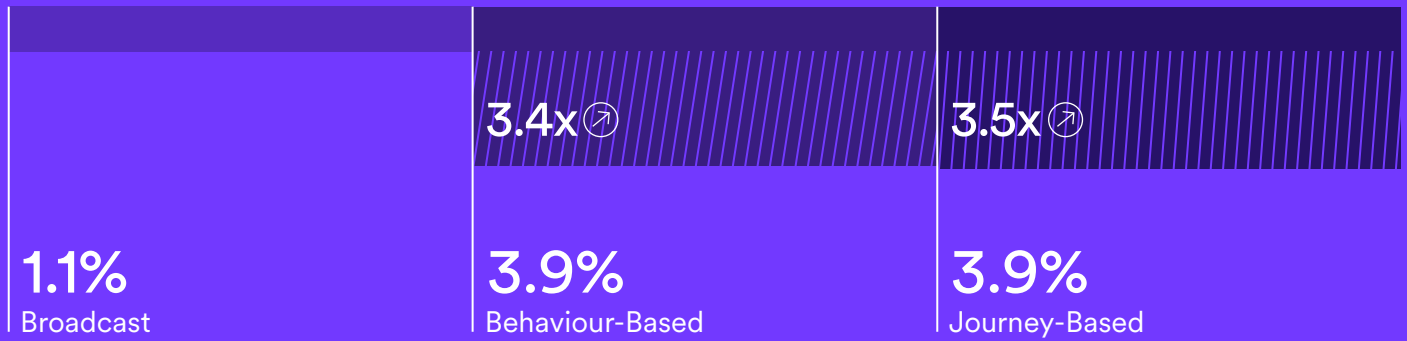
Behaviour-based and Journey-based Email Performance

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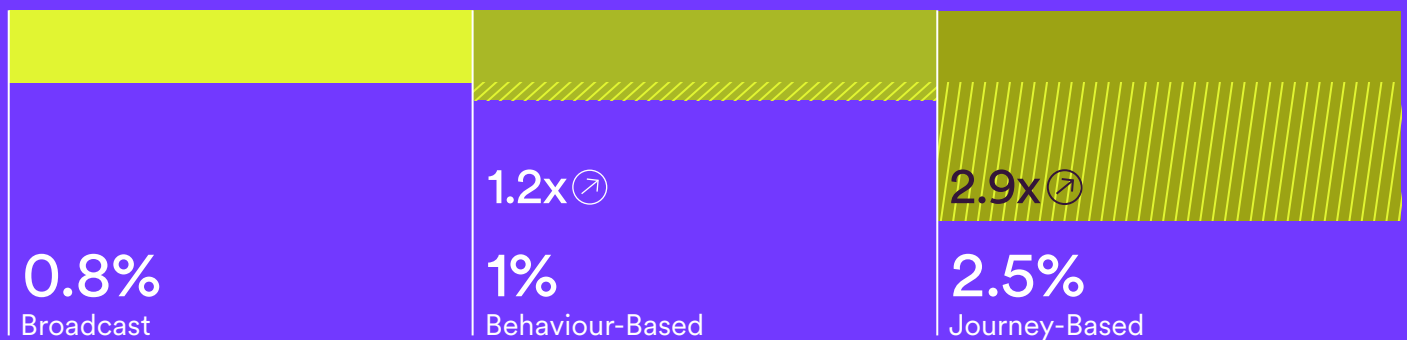


Shopping (E-commerce and Retail) Industry Analysis and Key Takeaways

Average Click-to-Open Rate



Average Conversion Rate



The data reveals an extraordinary surge in Conversion Rates (2.97x higher) for behaviour-based personalisation in emails in the shopping industry. This underscores the immense potential of personalised recommendations, abandoned cart reminders, and post-purchase follow-ups in driving sales.

Both Journey and Behaviour-based emails demonstrate significantly higher CTOR (around 3.5x more) compared to general broadcasts, indicating the value of guiding customers through tailored shopping experiences.

49.3%

Email Open Rates

5.4%

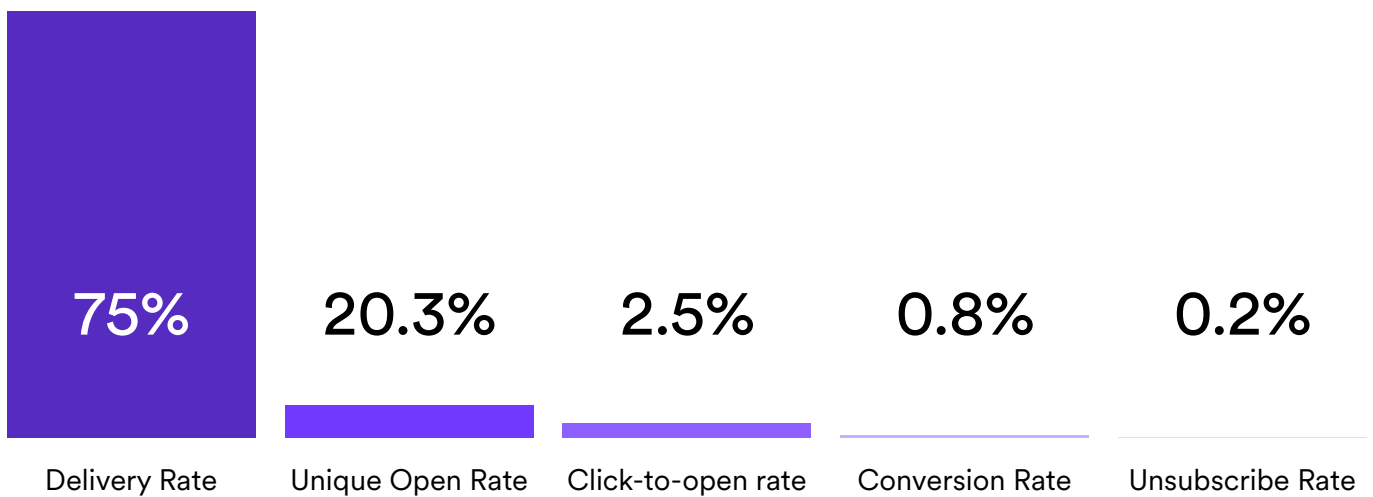
CTR

A leading kitchen appliance retailer utilised MoEngage’s advanced functionalities, i.e., Dynamic Product Messaging (DPM) to uplift email open rates by 49.3% and CTR by 5.46%, emphasising the importance of reaching the right audience with tailored messaging.

Media and Entertainment

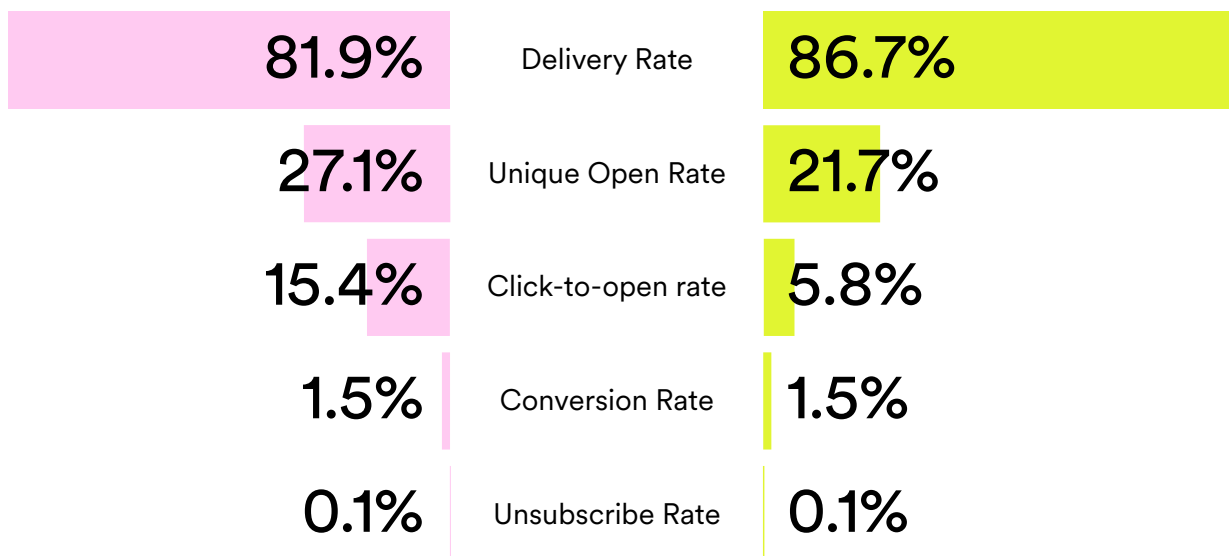
In the media and entertainment sector, engaging users with relevant content and timely updates is key to retention and monetisation.

General Broadcast Email Performance



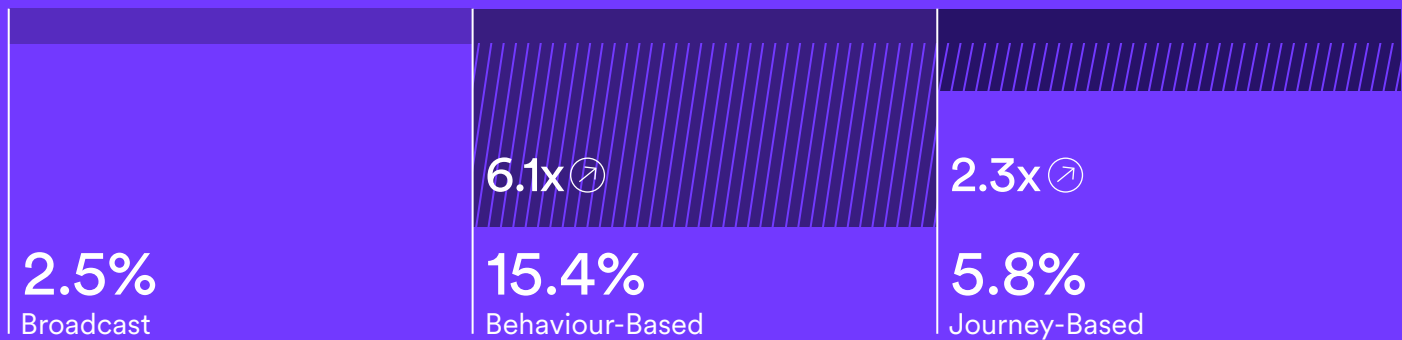
Behaviour-based and Journey-based Email Performance

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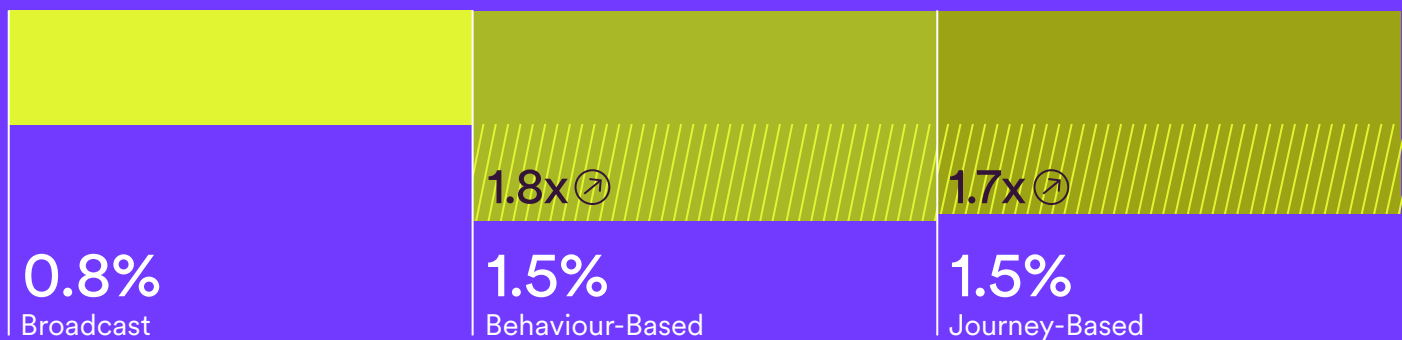


Media and Entertainment Industry Analysis and Key Takeaways

Average Click-to-Open Rate



Average Conversion Rate



Behaviour-based personalisation in emails in this sector shows a marked improvement in Click-to-Open Rates (6.13x higher), indicating that onboarding flows, subscription renewal reminders, or promotional series can significantly boost desired outcomes.

Conversely, behaviour-based personalisation in emails demonstrates an exceptional surge in Conversion Rates (1.83x higher), suggesting that targeted personalised content recommendations and updates based on the listening or viewing history (and patterns) are highly effective in driving engagement.

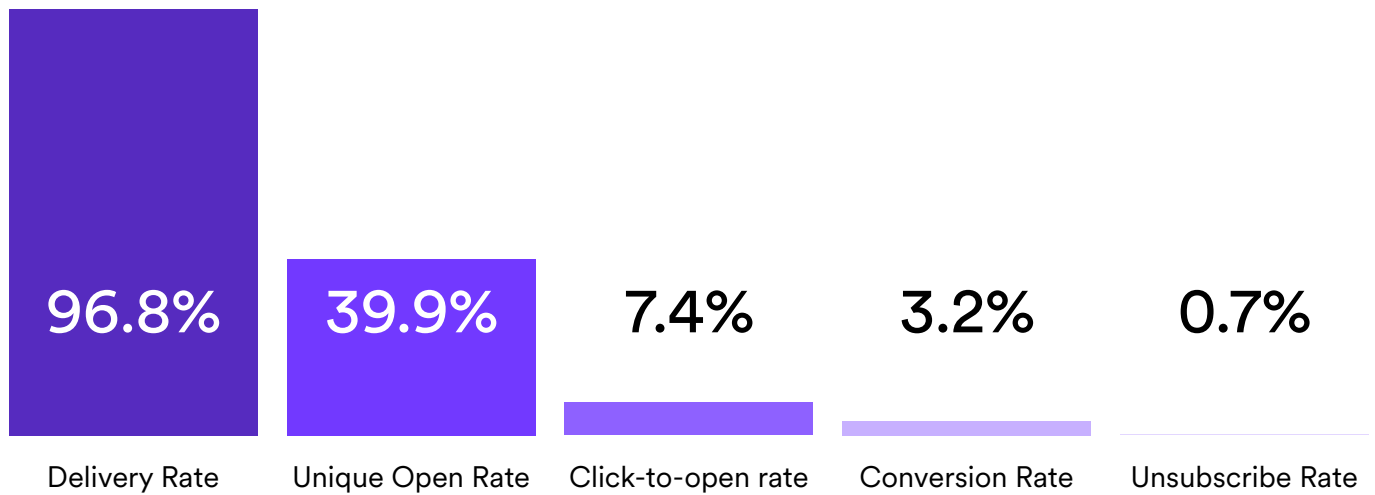
9% Increase in subscriber engagement

A leading print and digital media company increased subscriber engagement by 9% via weekend reading reminder campaigns and podcast notifications via email (and other channels). A combination of A/B testing, emoticons in subject lines, and quirky one-liners made subscriber engagement and fun, thus driving high conversions.

Travel and Hospitality

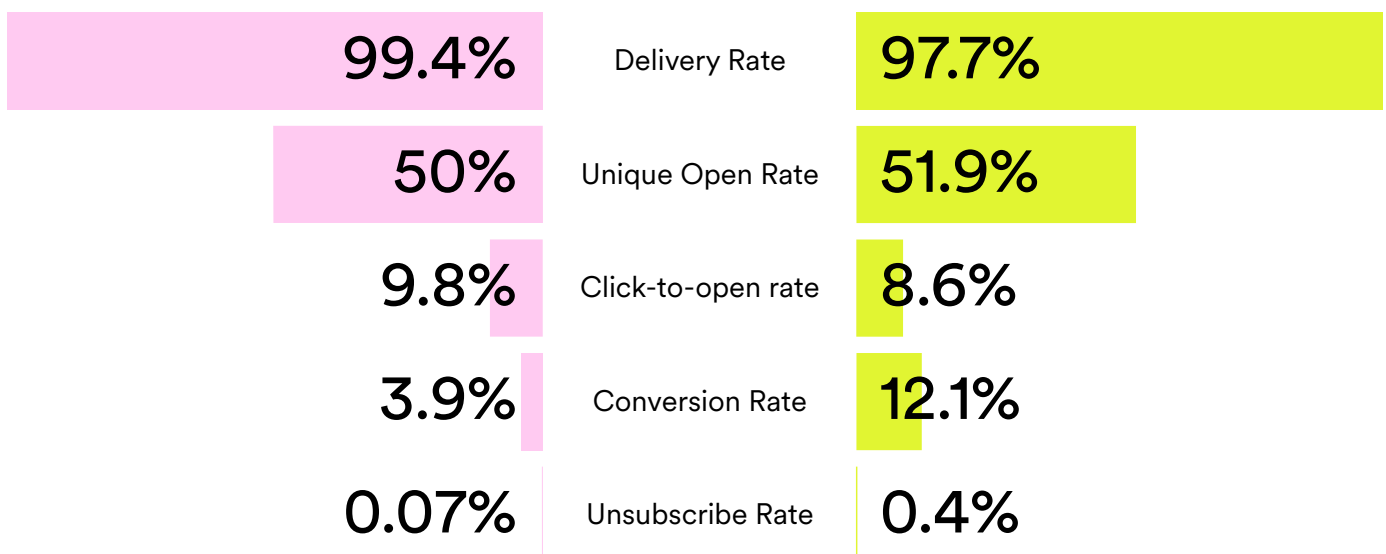
Personalised offers and timely information are crucial for engaging travelers and maximising booking conversions.

General Broadcast Email Performance



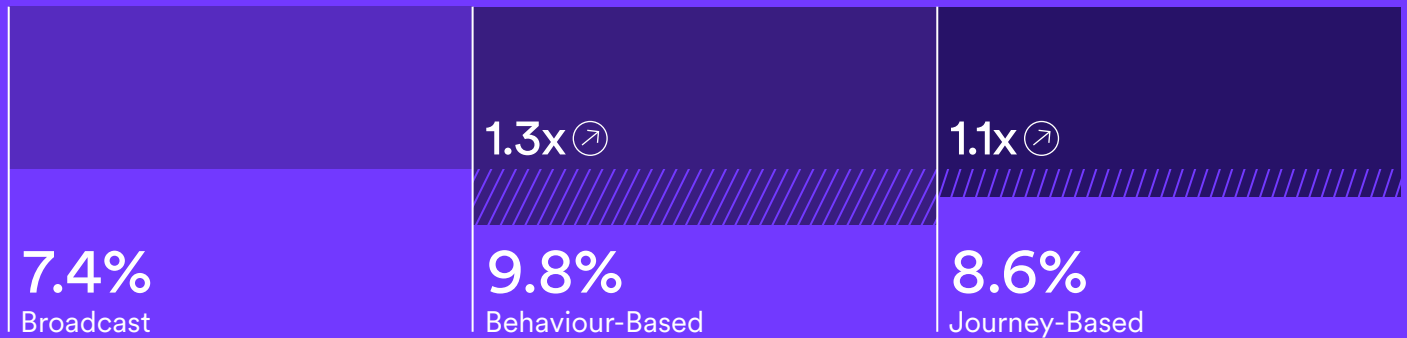
Behaviour-based and Journey-based Email Performance

Behaviour-based Journey-based

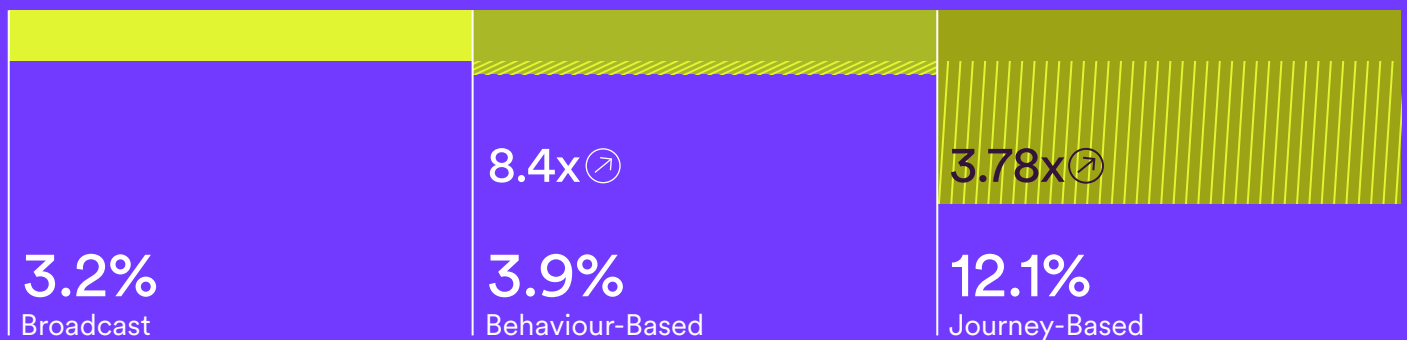


Travel and Hospitality Industry Analysis and Key Takeaways

Average Click-to-Open Rate



Average Conversion Rate

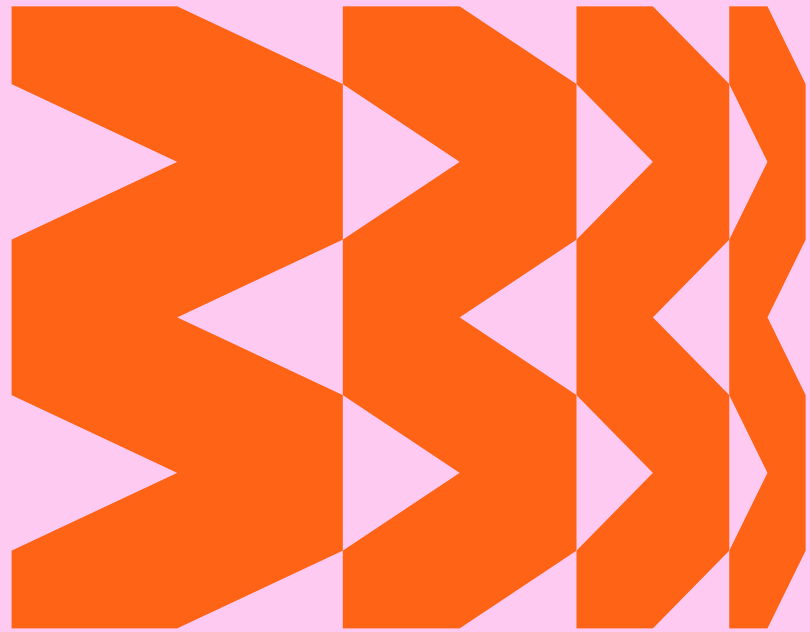


Behaviour-based emails in the travel and hospitality industry demonstrate significant improvements in both Click-to-Open Rates (1.32x higher) while Journey-based personalised messages see 3.78x higher Conversion Rates. This highlights the effectiveness of personalised recommendations based on past bookings, browsing history, or abandoned searches in driving engagement and bookings.

240% Increase in repeat bookings

A leading peer-to-peer accommodation platform achieved a 240% increase in the number of bookings using MoEngage's omnichannel engagement. Personalised reactivation flow campaigns (across emails and other channels) helped engage with previously lost customers. The brand leveraged a conditional split to base its communication on what exactly the user was looking at. As a result of such efforts, it witnessed a conversion rate of 10.6%.

Push Notification Benchmarks by Industry



Banking and Finance

Shopping (E-commerce and Retail)

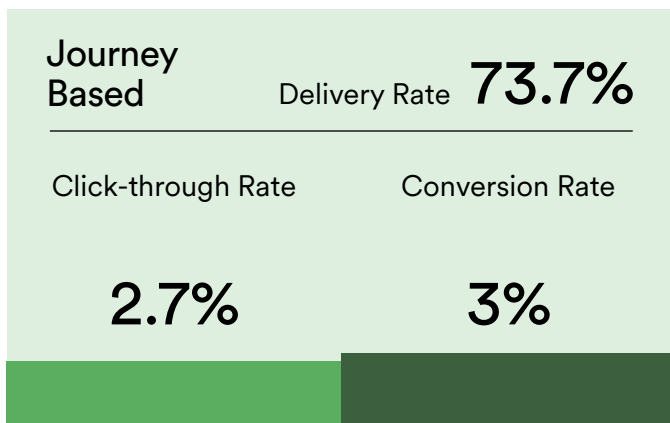
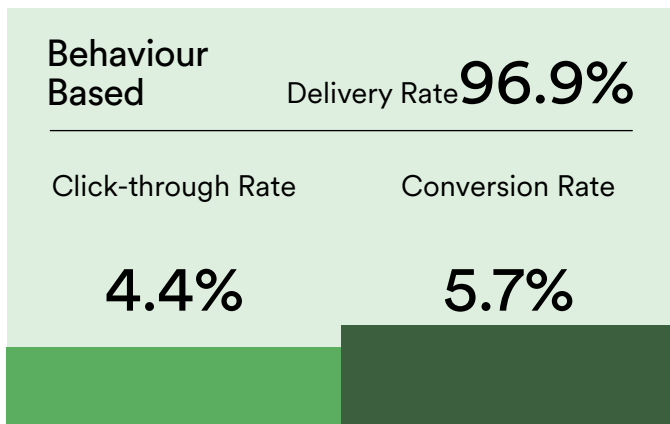
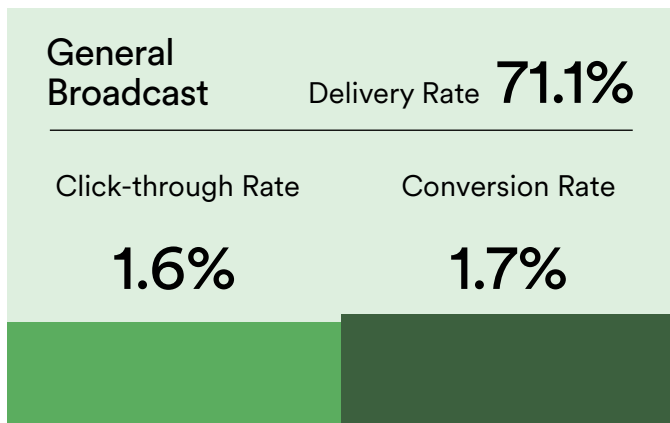
Media and Entertainment

Travel and Hospitality

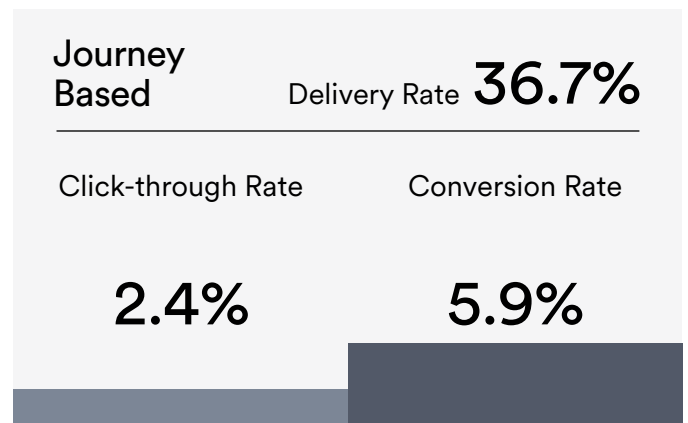
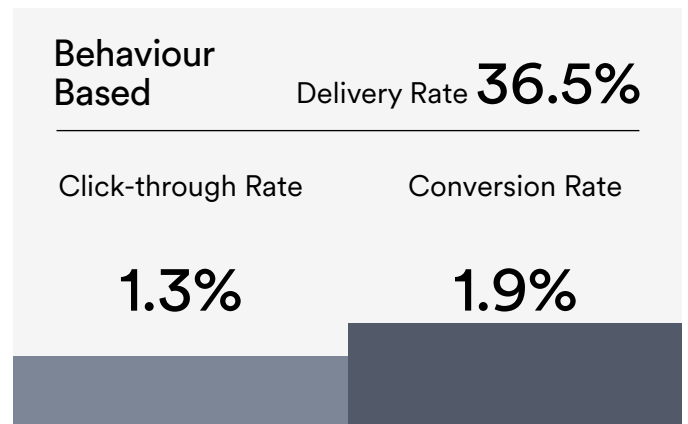
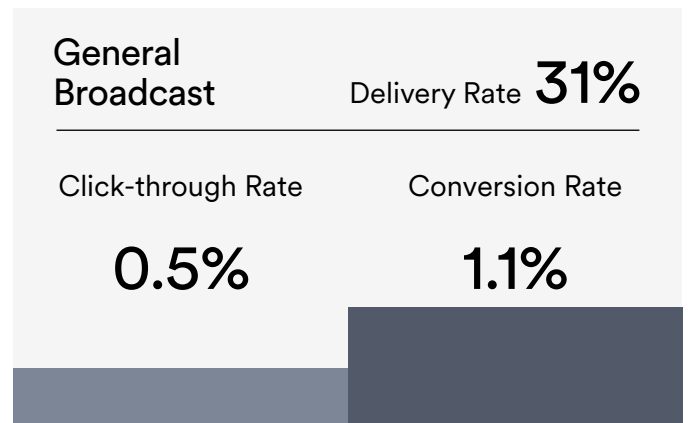
Banking and Finance

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

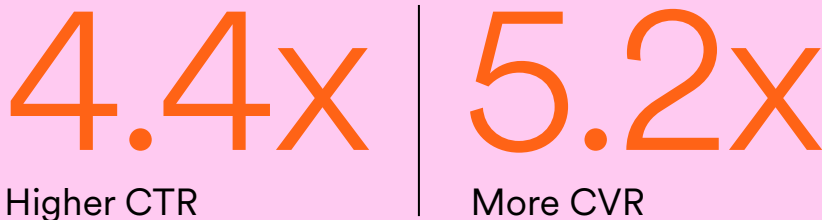


Banking Industry Analysis and Key Takeaways



Behaviour-based push on Android significantly outperforms general broadcast, especially in Click-Through Rate (2.73x higher) and Conversion Rate (3.26x more).

This indicates a strong opportunity to boost engagement and conversions by increasing the volume and personalisation of behaviour-triggered campaigns for Android users.



Journey-based push, similarly on iOS, demonstrates a strong Click-Through Rate (4.43x higher) uplift compared to general broadcasts, with Journey-based push leaving general broadcast behind (by 5.29x) when it comes to Conversion Rate.

Focus on optimising the post-click experience and call-to-actions within behaviour-based push for iOS users to capitalise on the higher engagement and drive increased conversions.

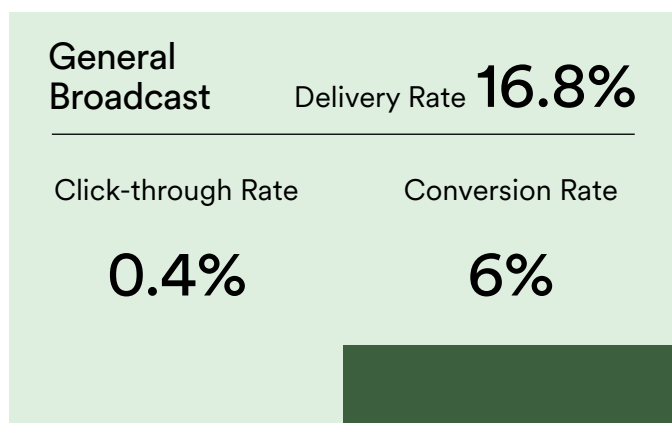
By leveraging AI-powered (Sherpa AI) customer understanding, a leading online insurance marketplaces recorded

25%	20%	13%
Uplift in Delivery Rates	Improvement in CTRs	Increase in conversions

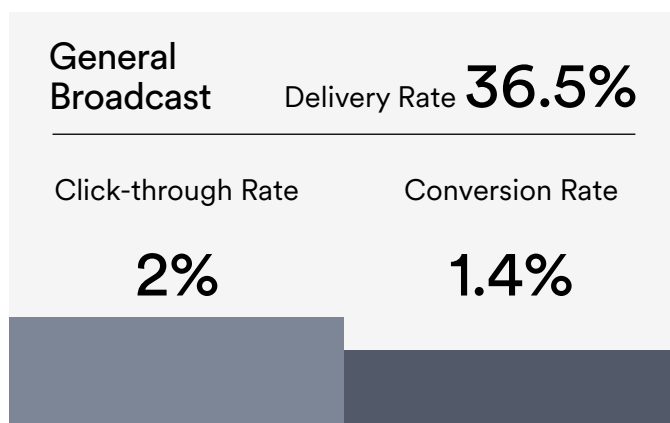
Shopping (E-commerce and Retail)

In the competitive retail and E-commerce sector, effective personalisation delivered through push notifications is a key differentiator, enabling leading brands to generate a 40% greater revenue uplift than their peers.

Android



iOS

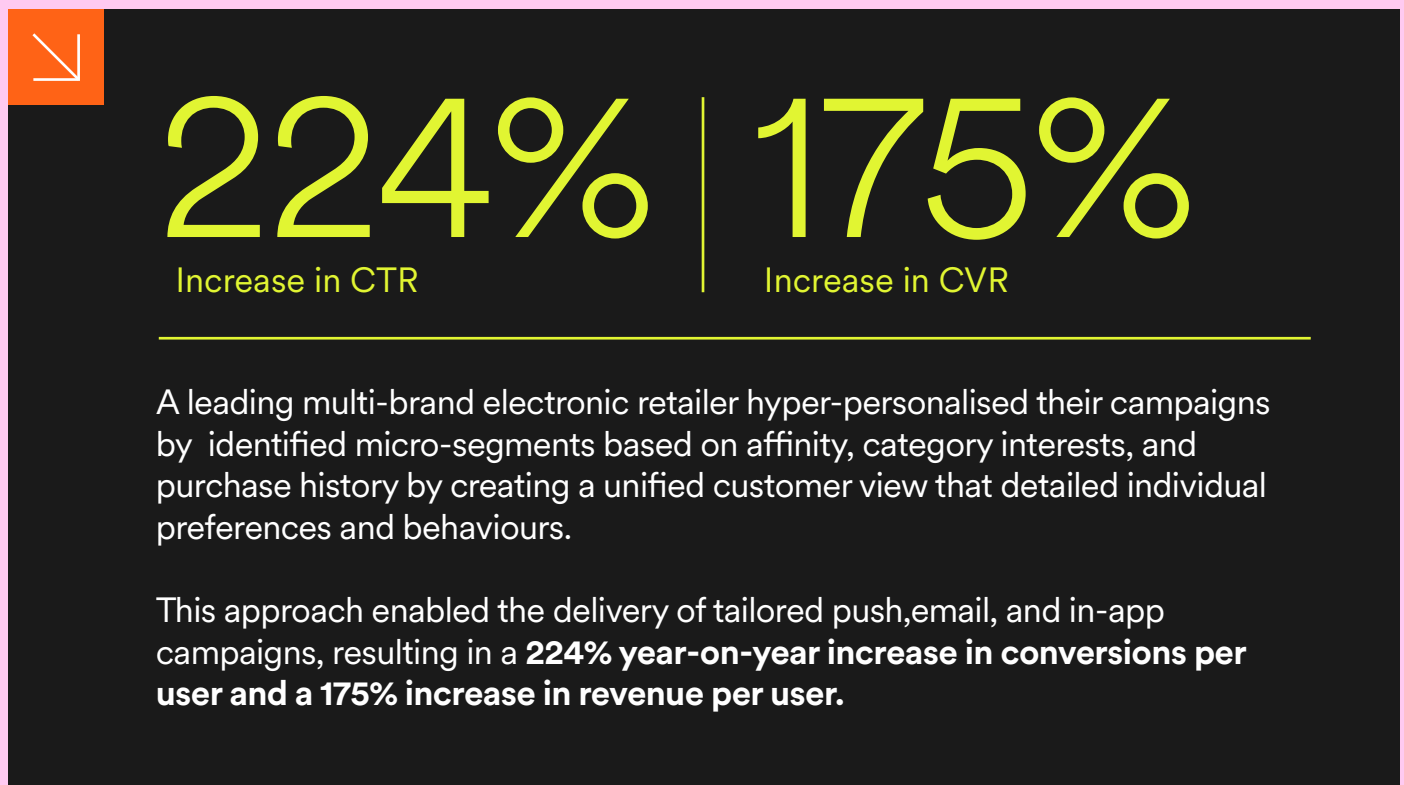


Shopping (E-commerce and Retail) Industry Analysis and Key Takeaways

1.4x | 7.9x
Higher CTR | Higher CVR

Behaviour and journey-based push notifications significantly outperform general broadcasts. Specifically, Android behaviour-based notifications deliver a 1.46x higher Conversion Rate (CVR) and iOS behaviour-based notifications achieve a 7.937x higher Click-through Rate (CTR) compared to their general broadcast counterparts.

This underscores the critical importance of implementing personalised, context-aware messaging strategies to maximise engagement and conversions across both platforms.



224% | 175%

Increase in CTR | Increase in CVR

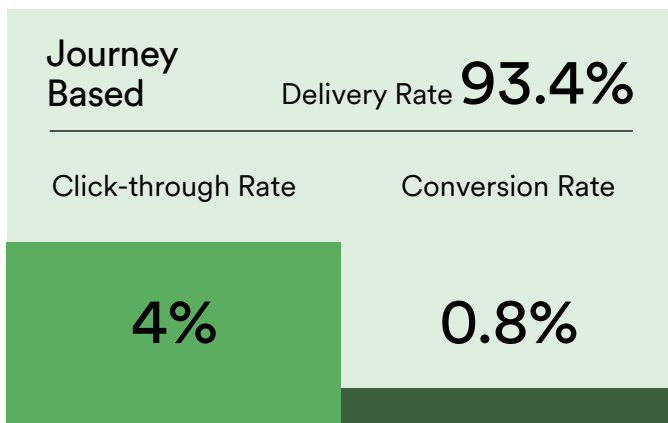
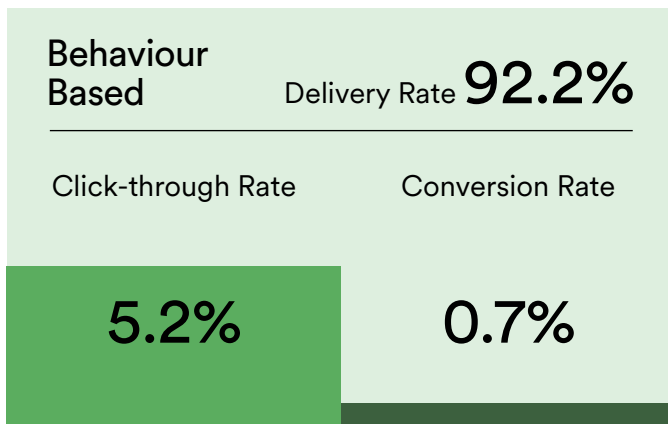
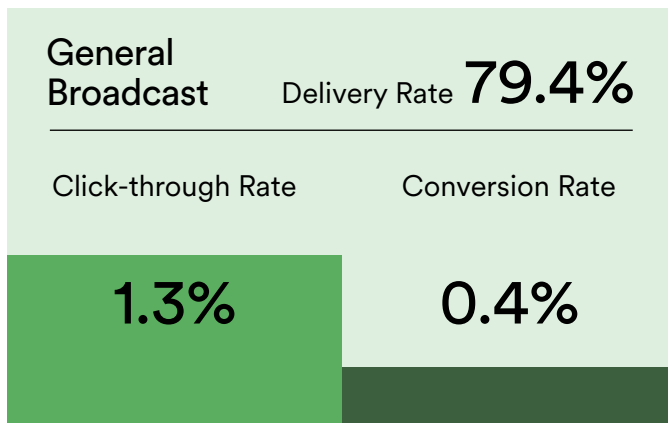
A leading multi-brand electronic retailer hyper-personalised their campaigns by identified micro-segments based on affinity, category interests, and purchase history by creating a unified customer view that detailed individual preferences and behaviours.

This approach enabled the delivery of tailored push, email, and in-app campaigns, resulting in a **224% year-on-year increase in conversions per user and a 175% increase in revenue per user.**

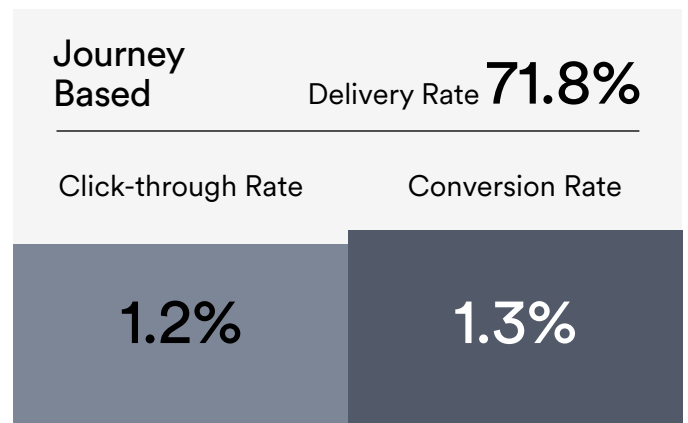
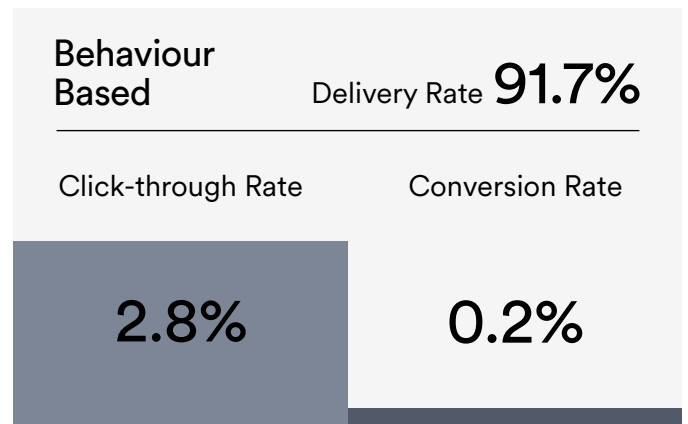
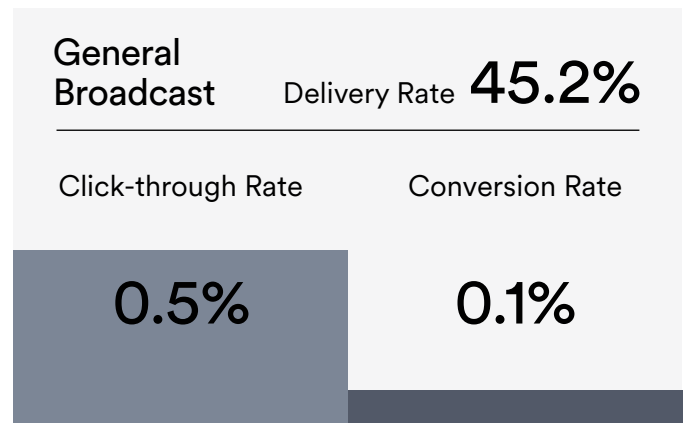
Media and Entertainment

Leading media and entertainment brands have reported up to 40% higher watch times from their most valuable, digitally-engaged audiences by sending personalised recommendations (via push communications) and alerts about new and relevant content.

Android



iOS



Media and Entertainment Industry Analysis and Key Takeaways

13.4x

Uplift in CVR

Journey-based Push for iOS users delivered the highest uplift in Conversion Rate (13.4x higher) compared to general broadcasts.

Capitalise on this by focusing on highly personalised content recommendations and updates based on user consumption patterns to maximise conversions from your iOS audience.

1.78x

Uplift in Conversion

While Journey-based Push for Android showed a remarkable Conversion Rate uplift (1.78x higher), its Click-Through Rate (CTR) remains low.

Focus on improving the messaging and calls-to-action within the Android journey-based push to drive higher initial engagement and capitalise on their strong conversion potential.



3.3x

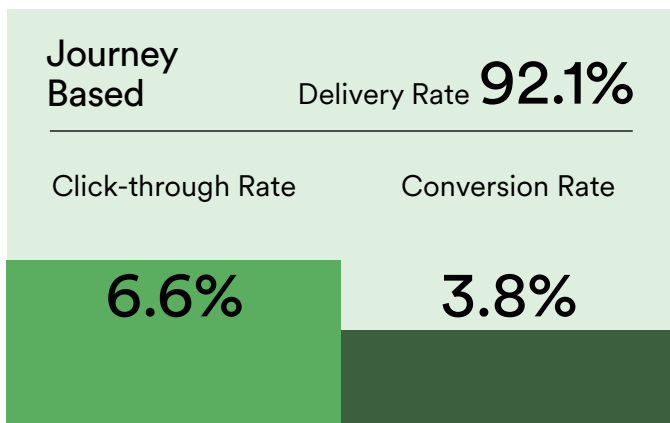
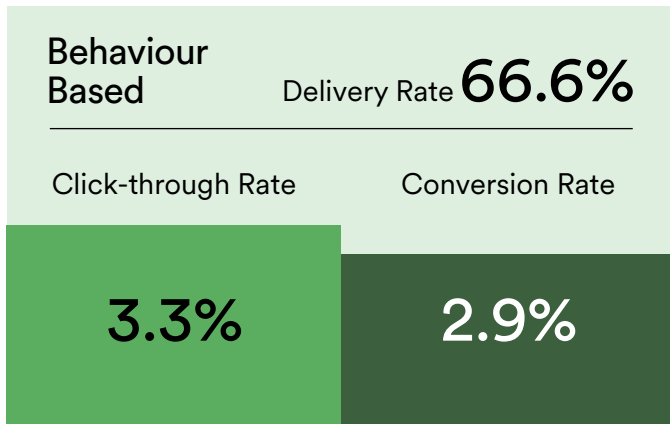
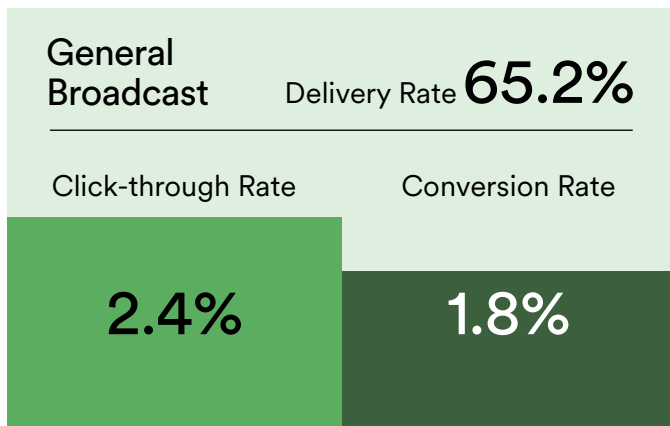
Higher Delivery rates

A leading video streaming platforms sent real-time communication during an during a live sporting event by utilising MoEngage's proprietary technology (Push Amplification+) and delivered **40 million Push Notifications in a window of **2 minutes** while driving **delivery rates as high as 90.6% (3.36X higher than standard delivery rates)!****

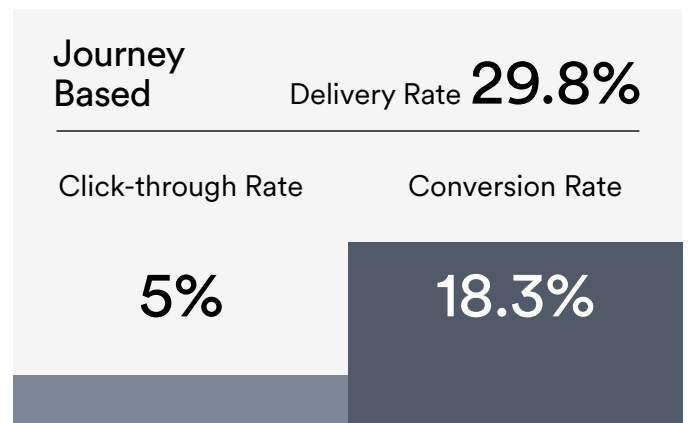
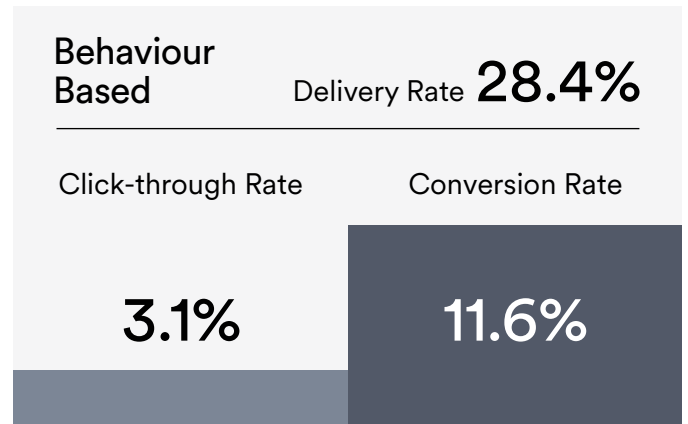
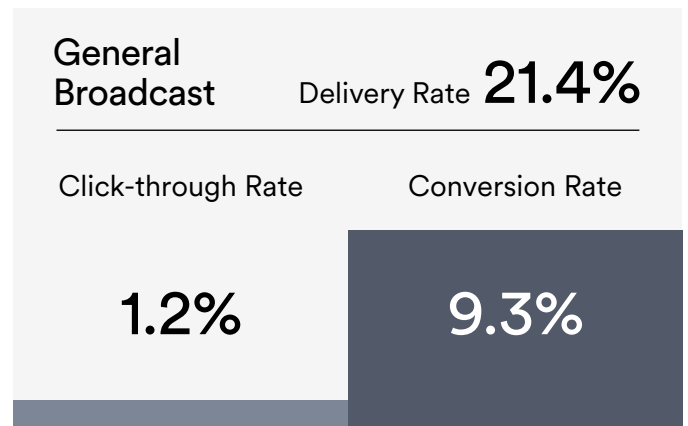
Travel and Hospitality

For travel and hospitality brands, delivering highly personalised ancillary offers through push notifications has shown the potential to unlock a 5%-10% revenue uplift.

Android



iOS



Travel and Hospitality Industry Analysis and Key Takeaways

2.6x | 2x
Higher CTR | Higher CVR

Journey-based Push to Android users in Travel & Hospitality significantly outperforms all other push types, especially in Click-Through Rate (2.68x higher than general broadcasts) and Conversion Rate (2.08x higher than general broadcasts).

Focus on optimising and expanding your journey-based push campaigns for Android users to maximise engagement and bookings.

1.9x

While iOS, journey-based push for iOS users shows a substantial uplift in Conversion Rate (1.96x higher) compared to general broadcasts.

This highlights a clear opportunity to improve overall iOS push performance by leveraging well-defined customer journeys for pre-trip information, booking confirmations, and post-trip follow-ups.



22x

Higher CTR

A multinational hospitality chain and technology company achieved a 22x higher click-through rate by using MoEngage's personalised recommendations and dynamic messaging features, particularly for hotel bookings. The brand made it possible by analyzing customer data like past booking trends and price preferences to deliver highly relevant offers through push notifications.

On-site Messaging Benchmarks by Industry



Banking and Finance

Shopping (E-commerce and Retail)

Media and Entertainment

Travel and Hospitality

Banking and Finance

Financial institutions can achieve a 10% to 20% revenue lift by orchestrating 1-to-1 personalised customer journeys, with their on-site content serving to adapt to each customer's behaviour.

General Broadcast On-site Messaging Performance

Click-through Rate

2.2%

Conversion Rate

4.3%

Behaviour-Based On-site Messaging Performance

Click-through Rate

13.7%

Conversion Rate

7.4%

Journey-Based On-site Messaging Performance

Click-through Rate

9.7%

Conversion Rate

7.3%

Banking Industry Analysis and Key Takeaways

6.1x

Higher CTR

1.7x

More CVR

Behaviour-based on-site messaging delivered significantly higher engagement and conversions, with a 6.14x higher Click-Through Rate and 1.7x higher Conversion Rate, compared to general broadcasts.

Focus on implementing and optimising triggered messages aligned with customer journeys to maximise on-site performance.



A market leader in **online personal finance and digital insurance aggregation** utilized **MoEngage's on-site messaging functionality** to present consumers with **highly curated recommendations** as they navigated the platform. This dynamic personalization was powered by **auxiliary data** like recently viewed insurance plans or inputs from a loan calculator, enabling the aggregator to suggest the most relevant financial products or content in real time.

Shopping (E-commerce and Retail)

With 50% of consumers more likely to purchase when their experience is personalised, tailored on-site messaging has become a powerful and direct revenue driver for retail brands.

General Broadcast On-site Messaging Performance

Click-through Rate

3.4%

Conversion Rate

11.2%

Behaviour-Based On-site Messaging Performance

Click-through Rate

6.4%

Conversion Rate

17.3%

Journey-Based On-site Messaging Performance

Click-through Rate

4.7%

Conversion Rate

24.1%

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

2.1x

Higher Conversion Rate

Journey-based on-site messages demonstrate a nearly 2.14x higher Conversion Rate compared to general broadcasts, making them the most effective for driving purchases.

To maximise sales, focus on optimising and expanding your customer journey on-site messages (e.g., welcome and post-purchase sequences).

1.8x

Higher Click-Through Rate

Behaviour-based on-site communications achieve a remarkable 1.8x higher Click-Through Rate (CTR) than general broadcasts.

While their conversion rate is slightly lower, prioritise increasing the volume and relevance of behaviour-triggered campaigns (e.g., abandoned cart reminders, personalised product recommendations) to significantly boost customer engagement.



12.7% CTR | 1400 Leads each month

A leading global gifting brand deployed **lead-gen campaigns** through **highly contextual on-site messaging** campaigns with **high-intent CTAs**, resulting in a **CTR of 12.77%** and a **CVR of 12.86%**. This helped the brand convert prospects (browsing the website) into customers. The brand also set-up a campaign asking customers post-checkout for details about their or their loved ones' upcoming occasions in order to personalize campaigns.

With this, they generated 1,400 leads per month, 80 incremental orders per month, and a 6% conversion rate.

Media and Entertainment

With recommendation engines now driving 30%- 40% of all video consumption, personalised on-site experiences are a critical engagement tool for leading media and entertainment brands.

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

1x

Higher CVR

Journey-based on-site messages significantly outperformed all other categories, showing a 1.98x higher Click-Through Rate and 1.002x higher Conversion Rate to general broadcasts.

Focus on optimising and expanding journey-based on-site messaging for onboarding, subscription renewals, and promotional series to maximise customer engagement and desired actions.



75%

Increase in Revenue

A popular **English-language daily newspaper** used MoEngage's **on-site messaging**, combined with **rich (zero-code) templates** functionality to send **personalized** and timely communication, leading to a **75% increase in revenue over the previous quarter**, along with a **boost in stickiness and subscriptions**.

Travel and Hospitality

Travel and hospitality brands that achieve a high level of personalisation maturity witness a 14% increase in conversion rates, a 16% increase in revenue per visitor, and a nearly 21% increase in average order value. This demonstrates the significant financial returns that personalised experiences can deliver beyond just engagement.

General Broadcast On-site Messaging Performance

Click-through Rate

1.2%

Conversion Rate

2.1%

Behaviour-Based On-site Messaging Performance

Click-through Rate

2.7%

Conversion Rate

2.4%

Journey-Based On-site Messaging Performance

Click-through Rate

3.7%

Conversion Rate

2.9%

Travel and Hospitality Industry Analysis and Key Takeaways

3x

Higher CTR

1.4x

Higher CVR

Journey-based on-site messages significantly outperformed all other categories, showing a 3.08x higher Click-Through Rate and 1.4x higher Conversion Rate to general broadcasts.

Focus on optimising and expanding journey-based on-site messaging for onboarding, subscription renewals, and promotional series to maximise customer engagement and desired actions.

SMS Benchmarks by Industry



Banking and Finance

Shopping (E-commerce and Retail)

Media and Entertainment

Travel and Hospitality

Banking and Finance

Since 41% of customers rely on SMS for the moment of truth in transactions, banks and financial services brands must personalise this critical communication to build trust and effectively guide revenue-generating actions.

General Broadcast SMS Performance

Click-through Rate

1.3%

Conversion Rate

7.1%

Behaviour-Based SMS Performance

Click-through Rate

3.3%

Conversion Rate

8.3%

Journey-Based SMS Performance

Click-through Rate

2.5%

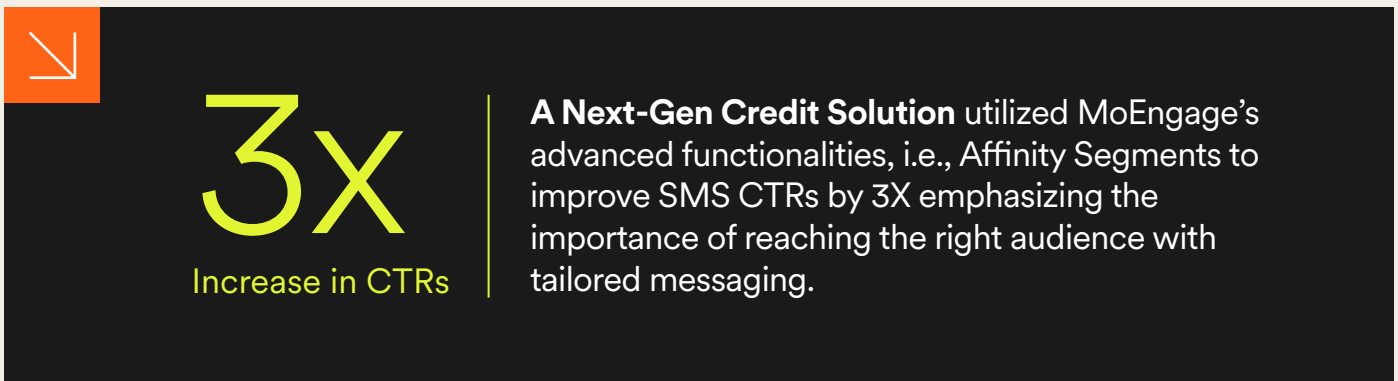
Conversion Rate

7.3%

Banking and Finance Industry Analysis and Key Takeaways

2.4x | **1.1x**
Higher CTR | More CVR

To significantly increase marketing effectiveness, financial brands should shift from general broadcast messaging to a behaviour-based strategy, which lifts click-through rates by 2.47x. This targeted approach drives substantial growth by achieving a 1.17x higher conversion rate, demonstrating the powerful impact of personalising outreach based on customer actions.



3x
Increase in CTRs

A Next-Gen Credit Solution utilized MoEngage's advanced functionalities, i.e., Affinity Segments to improve SMS CTRs by 3X emphasizing the importance of reaching the right audience with tailored messaging.

Shopping (E-commerce and Retail)

By personalising SMS, retail brands can leverage the channel's unparalleled 95%+ open rate to convert guaranteed customer attention into tangible revenue.

General Broadcast SMS Performance

Click-through Rate

7.8%

Conversion Rate

0.7%

Behaviour-Based SMS Performance

Click-through Rate

12.2%

Conversion Rate

2.3%

Journey-Based SMS Performance

Click-through Rate

9.6%

Conversion Rate

1.2%

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

1.5x

Higher CTR

3.2x

Uplift in CVR

By leveraging behaviour-based marketing, retail brands can achieve a 1.5x higher click-through rate and a 3.2x conversion uplift over generic broadcasts.

1.7x

Uplift in Conversion

For maximum sales impact, brands should also implement journey-based campaigns as they deliver a superior 1.7x uplift in conversions, proving highly effective for driving overall business growth.



12x

Uplift in ROI

Leading **D2C nature-inspired beauty brand** used MoEngage to send **hyper-personalised communications** via SMS (including other channels), resulting in **record-breaking** user sessions and order purchases (during its birthday sale), and a **12x uplift in ROI**.

Media and Entertainment

With customer acquisition costing 5 to 7 times more than retention, personalised SMS is a critical and highly cost-effective tool for media brands to prevent churn and protect revenue.

General Broadcast SMS Performance

Click-through Rate

0.6%

Conversion Rate

2.9%

Behaviour-Based SMS Performance

Click-through Rate

0.8%

Conversion Rate

6.4%

Journey-Based SMS Performance

Click-through Rate

4.6%

Conversion Rate

7.5%

Media and Entertainment Industry Analysis and Key Takeaways

7.5x
Higher CTR

2.5x
Higher CVR

To maximise audience engagement, media and entertainment brands should pivot from general broadcasts to journey-based campaigns, which generate a 7.5x higher click-through rate. This same strategy is also the most effective for driving subscriptions or purchases, as it delivers a 2.5x higher conversion rate, directly contributing to business growth.



A leading OTT platform leveraged MoEngage's omnichannel engagement capabilities and rich templates to accelerate subscriptions. They did so using a creative user journey Flows to tap user behaviour and connect with 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**.

Travel and Hospitality

With over 65% of travelers preferring SMS for critical, real-time journey updates, it is a vital, high-trust channel where personalising communication can transform a functional alert into a loyalty-building experience.

General Broadcast SMS Performance

Click-through Rate

1.2%

Conversion Rate

0.2%

Behaviour-Based SMS Performance

Click-through Rate

1.6%

Conversion Rate

4.2%

Journey-Based SMS Performance

Click-through Rate

1.9%

Conversion Rate

4.3%

Travel and Hospitality Industry Analysis and Key Takeaways

1.6x

Higher CTR

18.7x

Uplift in CVR

To capture traveler interest, brands should implement journey-based marketing to achieve a 1.61x higher click-through rate than general broadcasts. For driving actual bookings, both personalised approaches are powerful, but a journey-based strategy delivers the highest performance with a remarkable 18.78x uplift in conversions.



A **multinational hospitality chain** and technology company has been using MoEngage's **SMS** capabilities to effectively drive **promotional communication**, **engage** and **retain** customers (based on earlier hotel bookings), drive higher repeat bookings, and even **re-engage dormant** users.

In-app Benchmarks by Industry



Banking and Finance

Shopping (E-commerce and Retail)

Media and Entertainment

Travel and Hospitality

Banking and Finance

Banks and financial institutions should personalise in-app messages based on customer behaviour, like spending habits or savings goals, to provide timely and relevant financial guidance. This transforms the app from a simple utility into a trusted financial advisor, increasing product adoption and fostering long-term customer loyalty.

General Broadcast In-app performance

Click-through Rate

3.7%

Conversion Rate

2.3%

Behaviour-Based In-app performance

Click-through Rate

5.4%

Conversion Rate

3.9%

Journey-Based In-app performance

Click-through Rate

16.6%

Conversion Rate

6.1%

Banking and Finance Industry Analysis and Key Takeaways

4.4x | 2.6x
Higher CTR | More CVR

For in-app messages, banks should advance beyond general broadcasts to more personalised tactics, as journey-based targeting increases click-through rates by 4.47x and conversions by 2.6x.



11%

In-app CTR

Leading financial analysis and investing platform achieved a noteworthy **11% average in-app click-through rate** by leveraging MoEngage's AI-powered (Sherpa AI) recommendations for personalisation, surpassing the **industry standard of 8.3%!**

Shopping (E-commerce and Retail)

For shopping brands, personalising in-app messages based on browsing history and cart behaviour allows them to deliver timely prompts like "back-in-stock" alerts or special offers. This contextual engagement re-captures lost sales and drives repeat purchases by making the shopping experience uniquely relevant to each customer.

General Broadcast In-app performance

Click-through Rate

3.9%

Conversion Rate

4.9%

Behaviour-Based In-app performance

Click-through Rate

11.7%

Conversion Rate

8.4%

Journey-Based In-app performance

Click-through Rate

14.5%

Conversion Rate

11.8%

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

3.6x | 2.4x
Higher CTR | Uplift in CVR

For driving customer engagement within their app, shopping brands should implement journey-based messages to achieve a 3.69x higher click-through rate and a 2.4x uplift in conversion rate compared to general broadcasts.



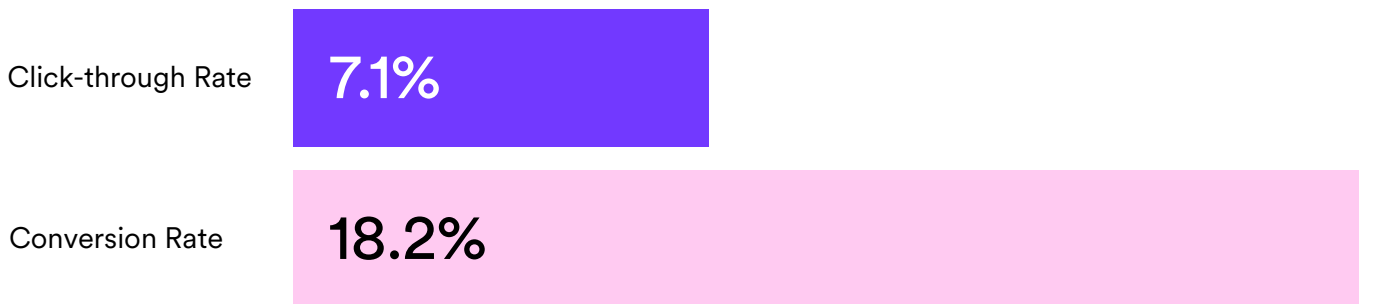
3.3%
Conversion Rate

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

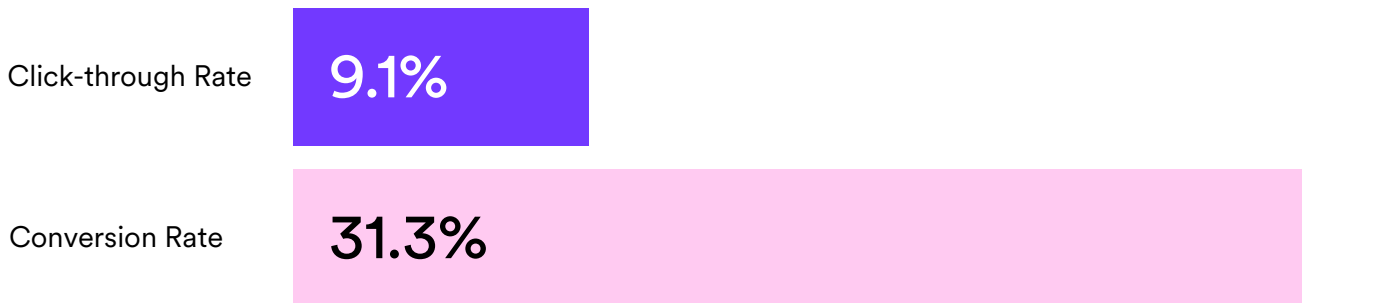
Media and Entertainment

Media and Entertainment brands must use in-app personalisation to recommend content based on viewing history and alert customers to premieres from their favorite artists or shows. This focus on discovery makes the platform stickier and combats churn by consistently proving value, keeping customers engaged and subscribed for longer.

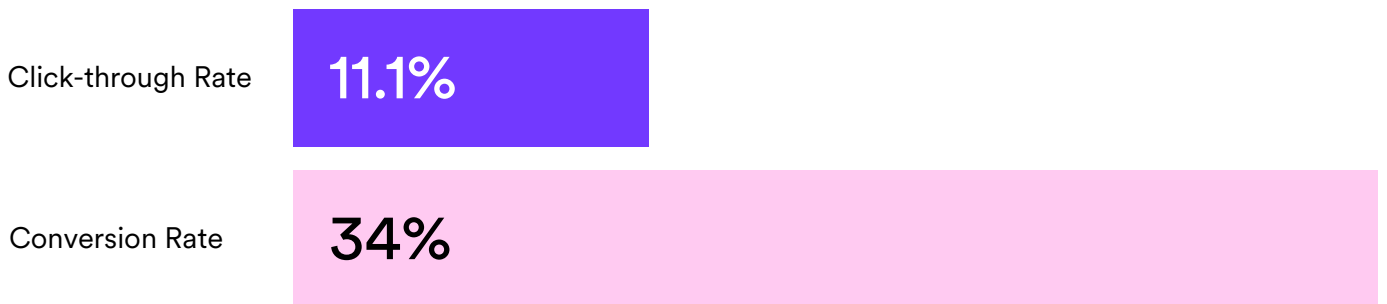
General Broadcast In-app performance



Behaviour-Based In-app performance




Journey-Based In-app performance



Media and Entertainment Industry Analysis and Key Takeaways

1.5x | 1.8x
Higher CTR | Uplift in CVR

To significantly boost engagement, media and entertainment brands must shift from general broadcasts to journey-based in-app communication, which is proven to increase click-through rates by 1.56x. This advanced strategy drives substantial growth in subscriptions and viewership by delivering a 1.86x higher conversion rate compared to generic messaging.



19.9% | 85.6%
Higher CTR | Higher CVR

A leading **video streaming platform** used MoEngage's **in-app functionality** to inform logged-in users of the ongoing live sporting event redirecting user attention to the live event successfully. **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.

Travel and Hospitality

Travel and Hospitality brands should personalise the in-app experience based on the customer's journey stage, from offering ancillary services post-booking to providing helpful day-of-travel updates. This level of service enhances the entire trip, driving valuable ancillary revenue and building the brand loyalty that ensures customers book again.

General Broadcast In-app performance

Click-through Rate

27.3%

Conversion Rate

5.7%

Behaviour-Based In-app performance

Click-through Rate

34.1%

Conversion Rate

12.7%

Journey-Based In-app performance

Click-through Rate

30.6%

Conversion Rate

8.2%

Travel and Hospitality Industry Analysis and Key Takeaways

1.2x | 2.2x
Higher CTR | Uplift in CVR

To improve guest engagement, travel and hospitality brands should shift from general in-app messages to behaviour-based communication, which results in a 1.21x higher click-through rate. This targeted approach is also key for driving bookings and revenue, delivering a 2.21x conversion uplift compared to standard broadcast messages.



20%

Improvement in repeat bookings

18%

Reduction in abandoned conversions

Popular low-cost airlines used MoEngage to **improve repeat bookings** by more than **20%** while **reducing abandoned conversions by 18%**. They did so by using **advanced segmentation** based on the customer's **past interactions, interests, and event triggers** to bring them back. They also drove **multiple cross-sell journeys** in a single flow through **in-app interstitials** (along with other channels) by checking if passengers have purchased any upgrades or services (seats, in-flight meals, excessive baggage, early check-in, etc.) and promoted each service based on users' propensity to purchase and skip services already availed.

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 core challenge for businesses is the fragmentation inherent in legacy systems. Standalone tools for CRM, marketing, and analytics often create "data silos," scattering customer information across platforms. This makes it difficult to get a complete, unified view of a single customer, leading to a disjointed customer journey and negative brand perception. The need of the hour is a comprehensive platform designed to address these multifaceted challenges through **data unification** and **seamless campaign orchestration**.

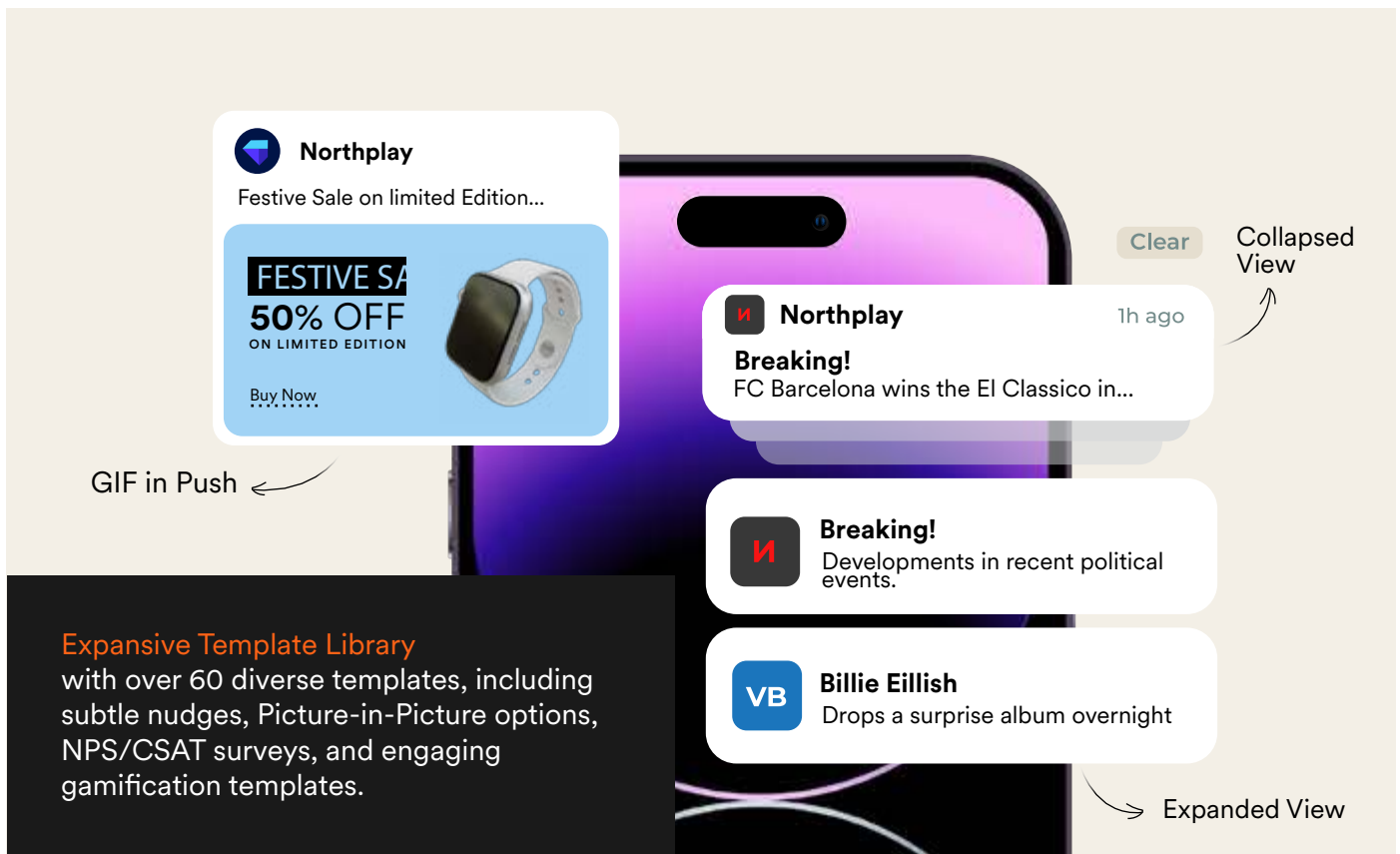
This is where MoEngage's foundational commitment to a holistic customer view comes into play. The ability to unify customer data, optimise cross-channel journeys, and leverage AI for enhanced personalisation and efficiency will help consumer businesses build stronger customer relationships and drive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



User-Centric Design Philosophy

Non-intrusive nudges that contribute positively to the customer journey.

Maximized Reach:

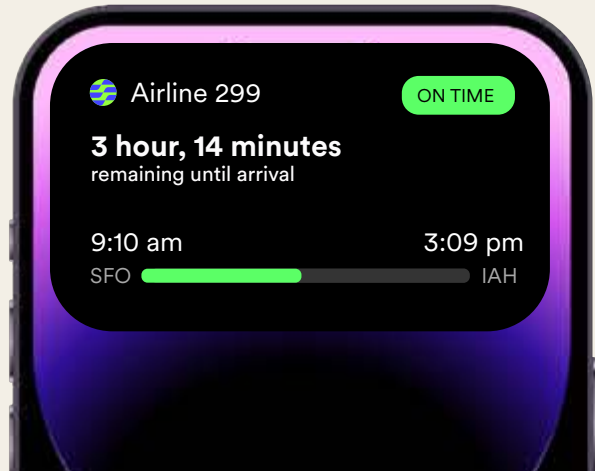
with advanced amplification features engineered to boost the visibility and delivery of messages, ensuring reach to a broader audience.

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:

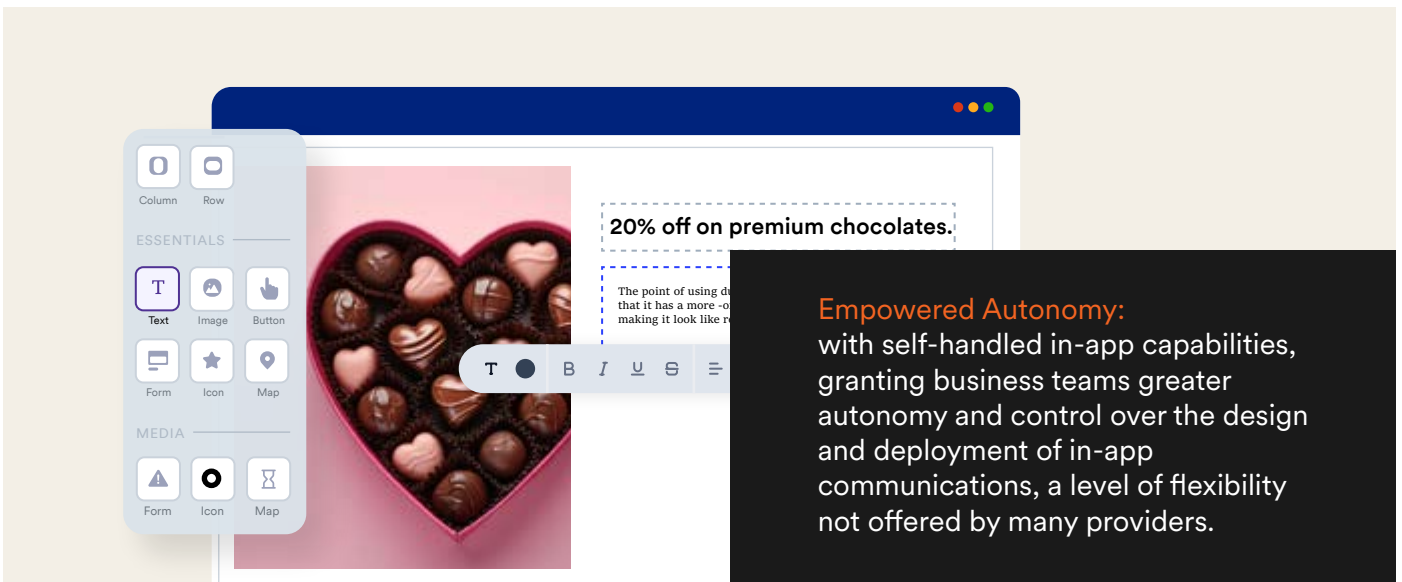
provide immense value by transforming standard, one-off alerts into a single, persistent widget that stays highly visible on a customer's lock screen and dynamic island, allowing brands to deliver real-time updates for critical, one-to-one events like flight status or sports scores through a customizable,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



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.

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!

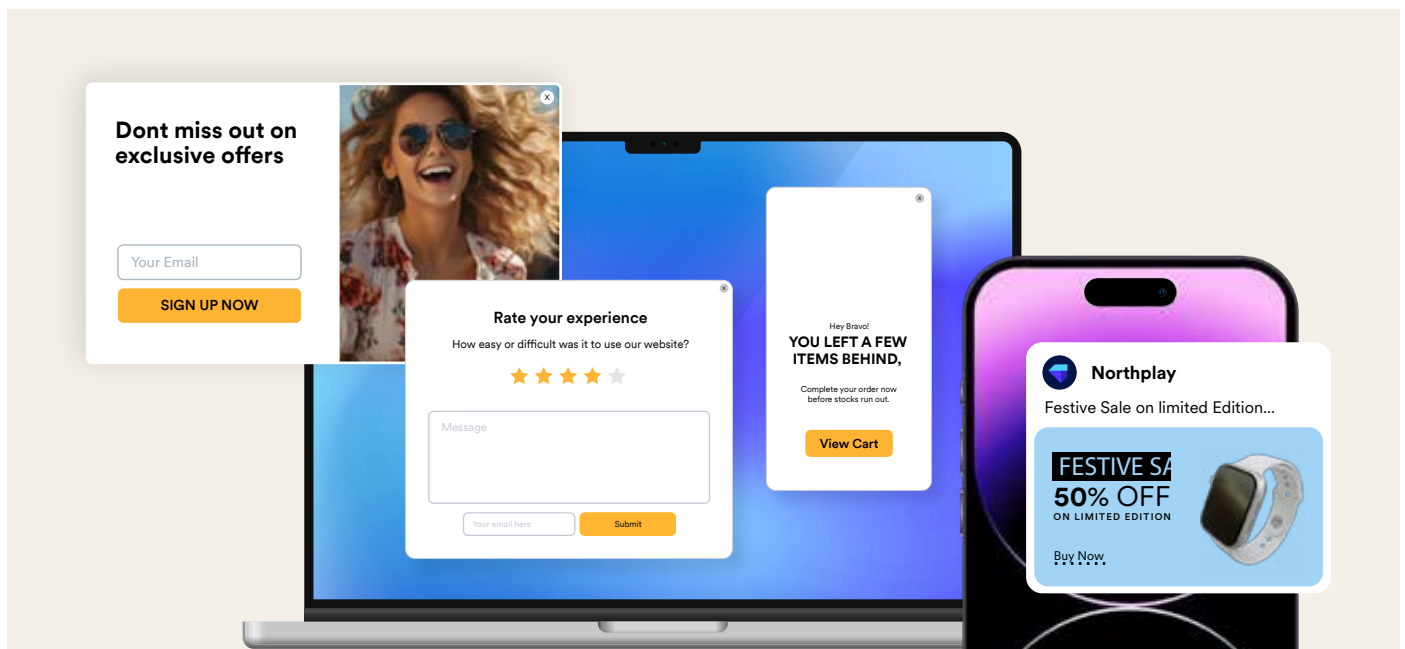
On-site Messaging (Website Push)

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



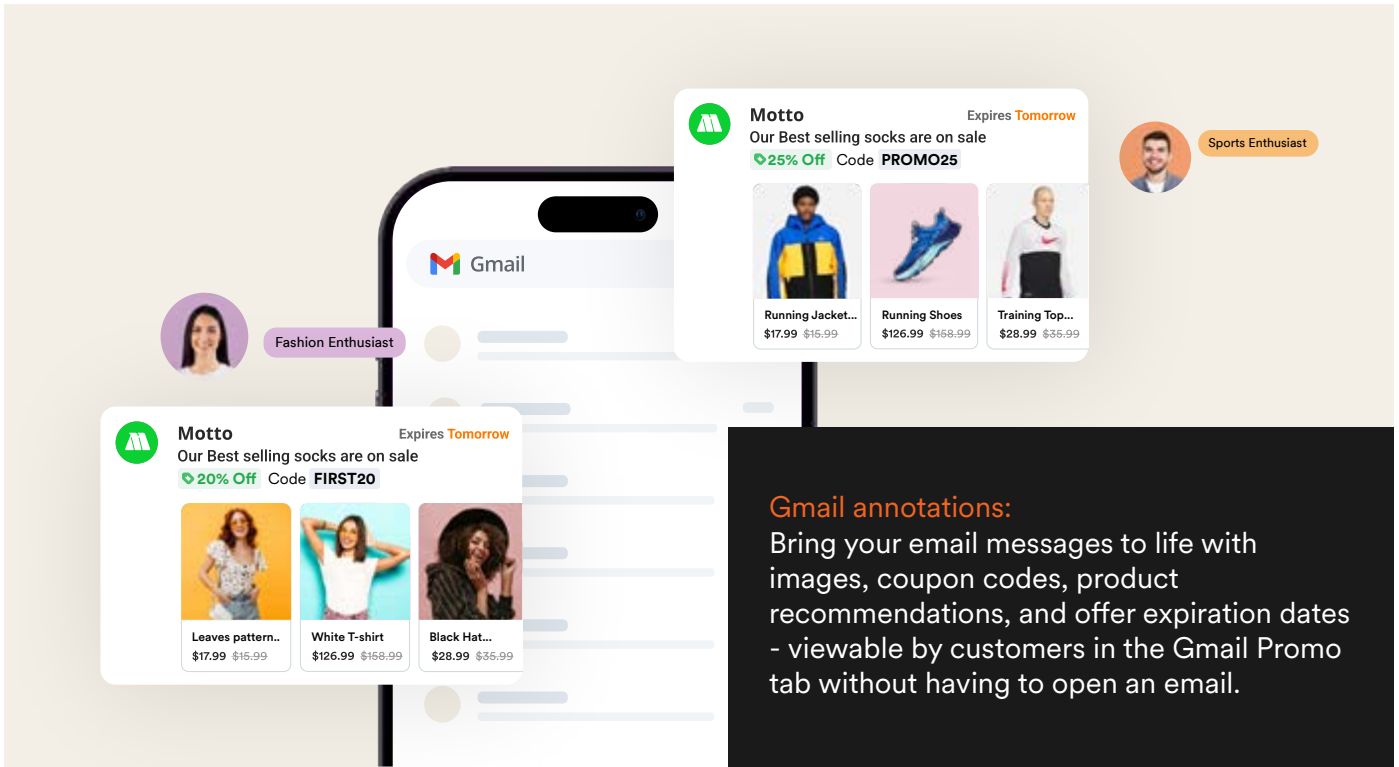
Email

Maximising 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	36.19% Overall open rate 4.71% 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 Personalization, Analytics, and Campaign Management?

What sets **us** apart

Profound Personalization:

with AI-powered capabilities driving advanced, data-driven personalization 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 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 optimising 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 optimisation, 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 personalised 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).

Optimise Email Deliverability and Performance with Confidence:

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

Benefit

Achieve superior email deliverability, minimise spam complaints, and maximise 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:

Utilise 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

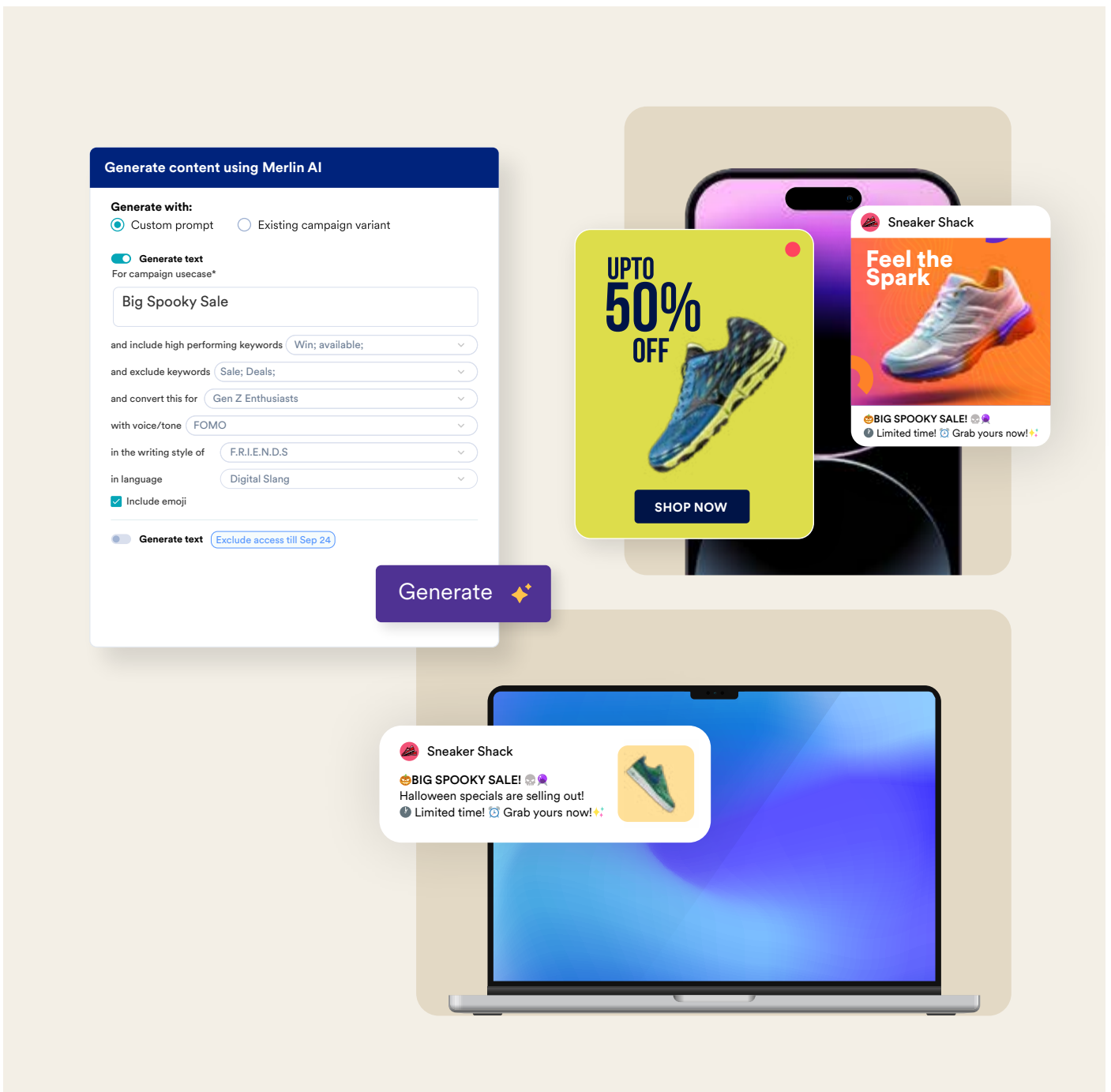
Re-engagement rates, churn reduction, conversion rates from triggered campaigns.

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.

Data-Driven ROI

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

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.

Enhanced Security

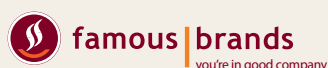
With Merlin AI integrated directly into the MoEngage platform, there's no need to risk sharing sensitive data with third-party tools.



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

About MoEngage

MoEngage is Africa's #1 Customer Data and Engagement Platform (CDEP), most trusted by over 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 Personalise), 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

