



Customer Engagement Benchmarks Report

From Data to Dollars with
Unified MarTech

mengage

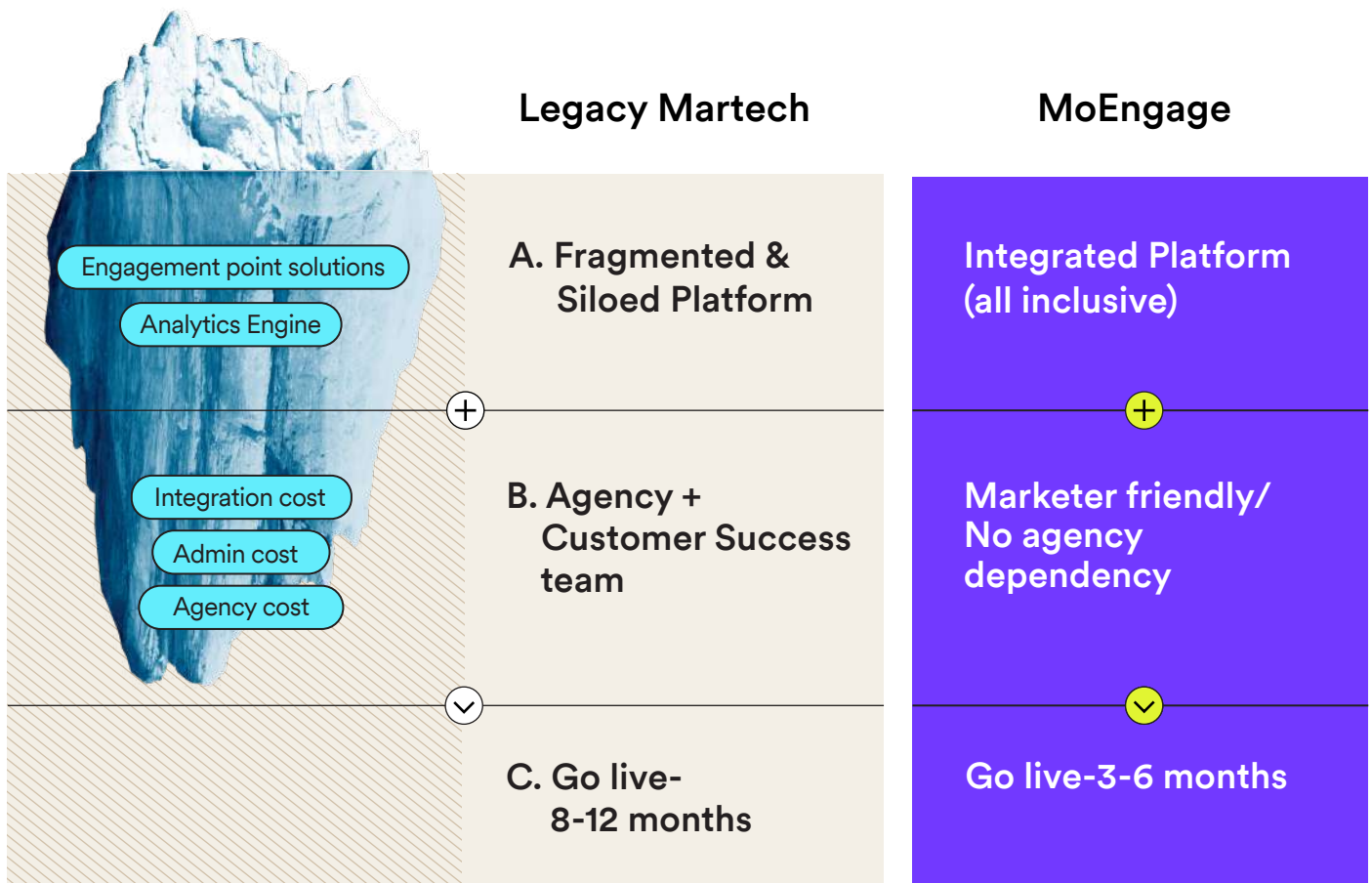


EUROPE — 2026

Foreword

In today's hyper-competitive landscape, modern consumer brands are grappling with an unprecedented deluge of data originating from a multitude of online and offline touchpoints. While traditional Customer Data Platforms offered a foundational step towards consolidating this fragmented information, they often fall short of delivering the holistic customer understanding and agile campaign orchestration required to truly thrive.

The challenge lies not just in unifying data silos but also in transforming this raw information into actionable insights that fuel meaningful and personalized customer interactions at scale. All while maintaining an optimized **total cost of ownership (TCO)** through efficient data management and the elimination of costly data duplication.



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**.

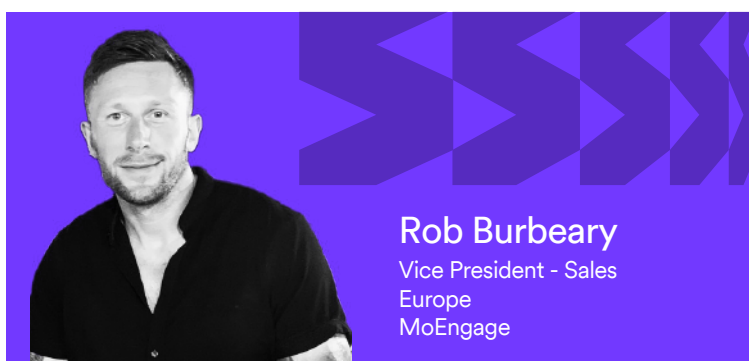
Crucially, these advanced platforms are **warehouse native**, meaning they integrate directly with your existing data warehouses without copying data, ensuring data integrity, reducing latency, and significantly lowering maintenance efforts. This architecture empowers **real-time personalization**, enabling 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 personalized 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, personalized 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 utilizing such a platform!

Happy reading!



Contents

[Click to navigate](#)

Driving Exponential Engagement and ROI in the New Digital Era	05
Defining Campaign Types	05
Key Metric for Success	06
Report Methodology	07
Email Benchmarks by Industry	08
Push Benchmarks by Industry	17
On-site Messaging Benchmarks by Industry	26
SMS Benchmarks by Industry	33
In-app Benchmarks by Industry	42
Need of the Hour	51

Driving Exponential Engagement and ROI in the New Digital Era

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

Building a robust engagement strategy anchored in customer behavior, 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 India 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 personalization can unlock significant improvements in customer engagement and ultimately drive higher Customer Lifetime Value (LTV).
- Leverage data-backed insights to optimize 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.

Behavior-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 analyzes aggregated email 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 campaigns, providing a robust overview of industry performance trends for General Broadcast, Behavior-Based, and Journey-Based email strategies.

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

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

972_M

Email

2.5_B

Push

2.1_M

SMS

576_M

OSM

19.5_M

In-App

Email Benchmarks by Industry



01

Banking and Finance

E-commerce and Retail

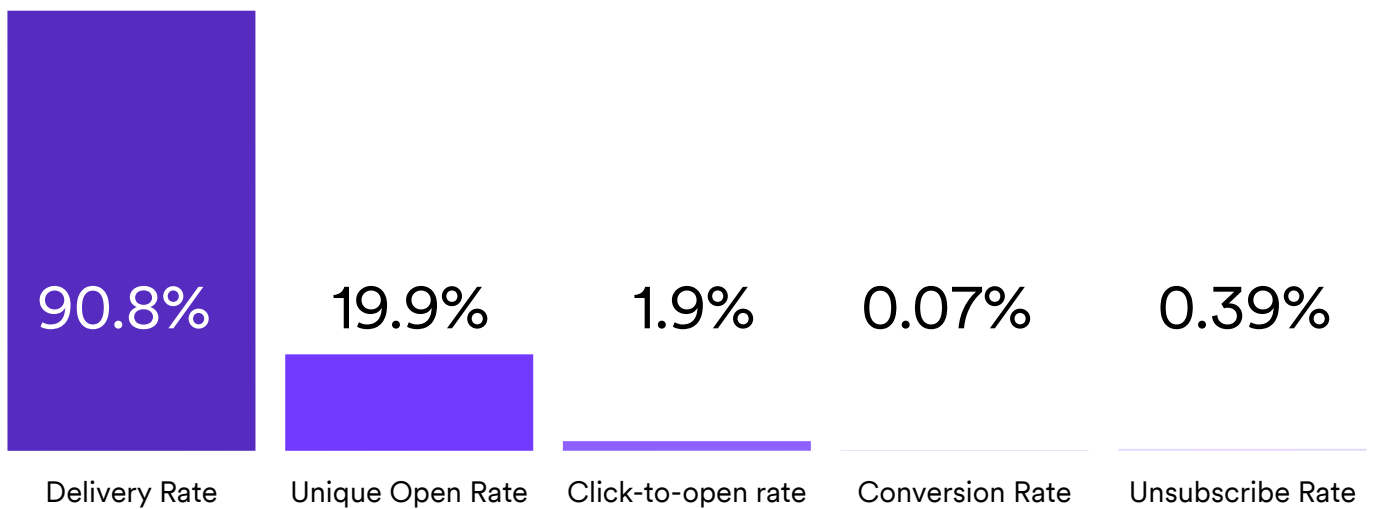
Media and Entertainment

Travel and Hospitality

Banking and Finance

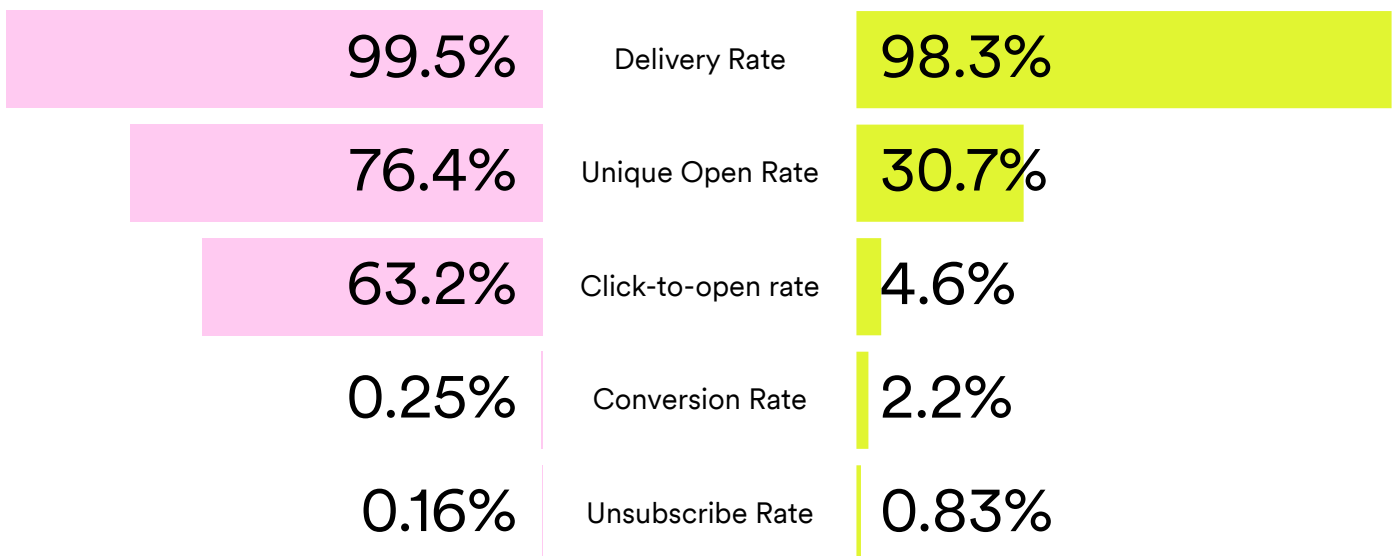
The banking sector benefits significantly from personalized communication, **driving higher engagement and conversions.**

General Broadcast Email Performance



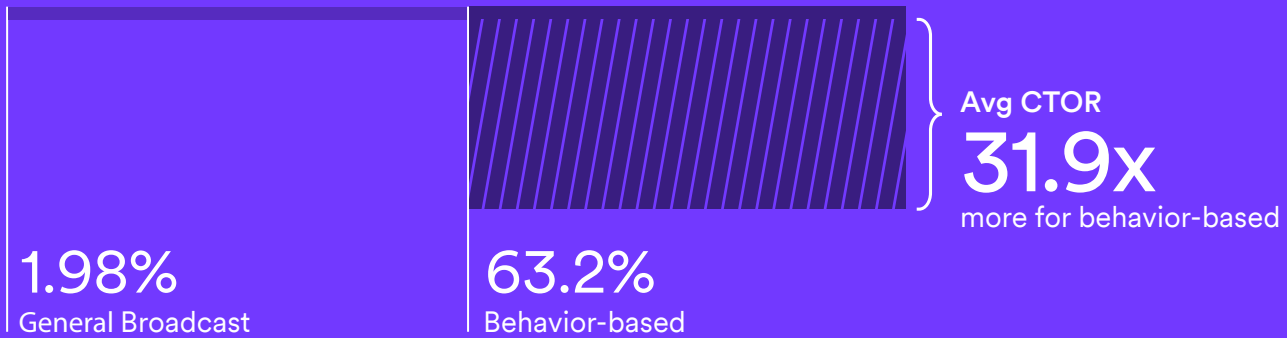
Behavior-based and Journey-based Email Performance

Behavior-based Journey-based

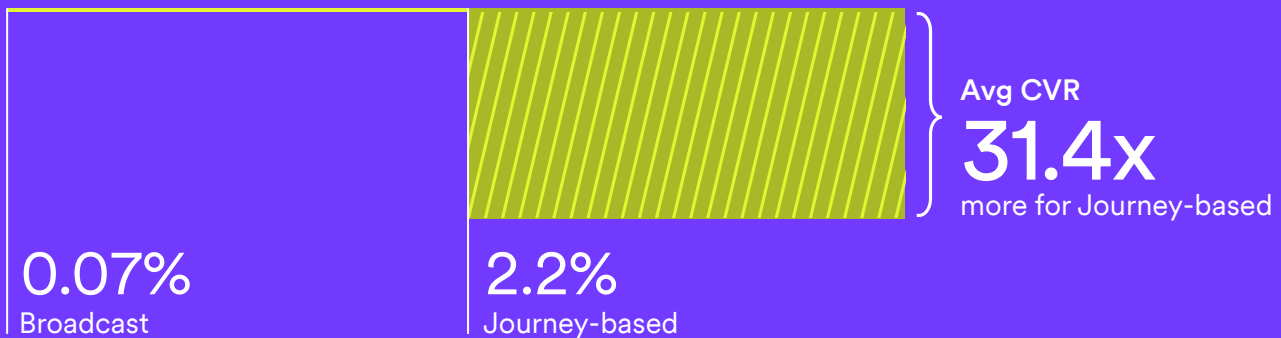


Banking and Finance Industry Analysis and Key Takeaways

Average Click to Open Rate



Average Conversion Rate



Emails personalized based on real-time consumer behaviour demonstrated a massive **31.89x higher Click-to-Open Rate (CTOR)** compared to general broadcasts. For driving actual conversions, emails tailored to the customer journey were most effective, showcasing a remarkable **31.42x higher Conversion Rate.**

This data underscores the critical impact of triggered and personalized communications for the European banking and finance industry. While behaviour-based emails excel at driving immediate engagement with content, journey-based emails are superior for guiding customers toward key financial actions and conversions.

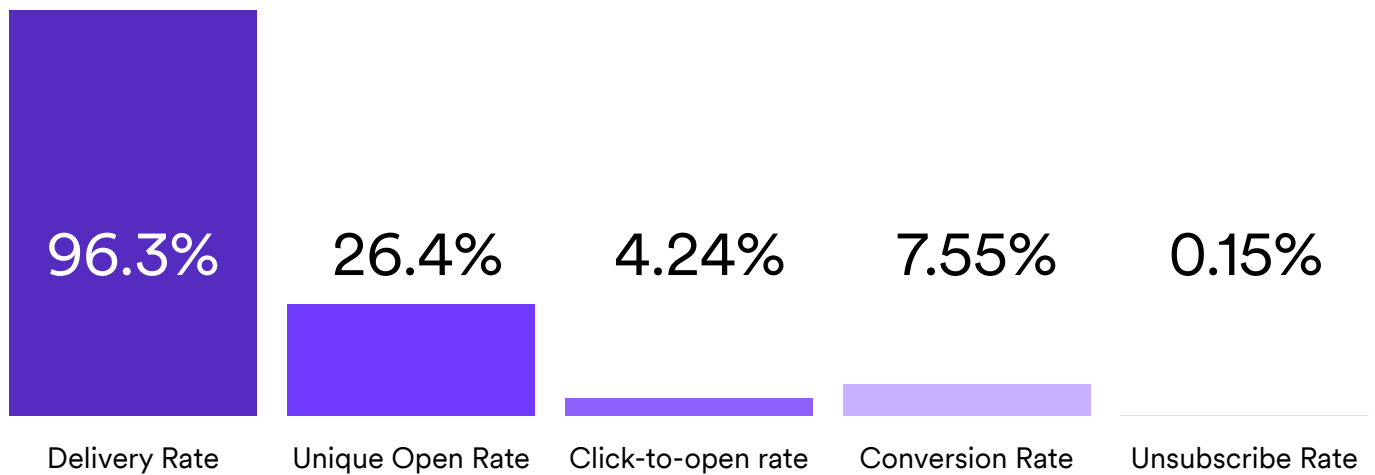
4x Email Open Rates | **3x** CTR

Popular 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.

E-commerce and Retail

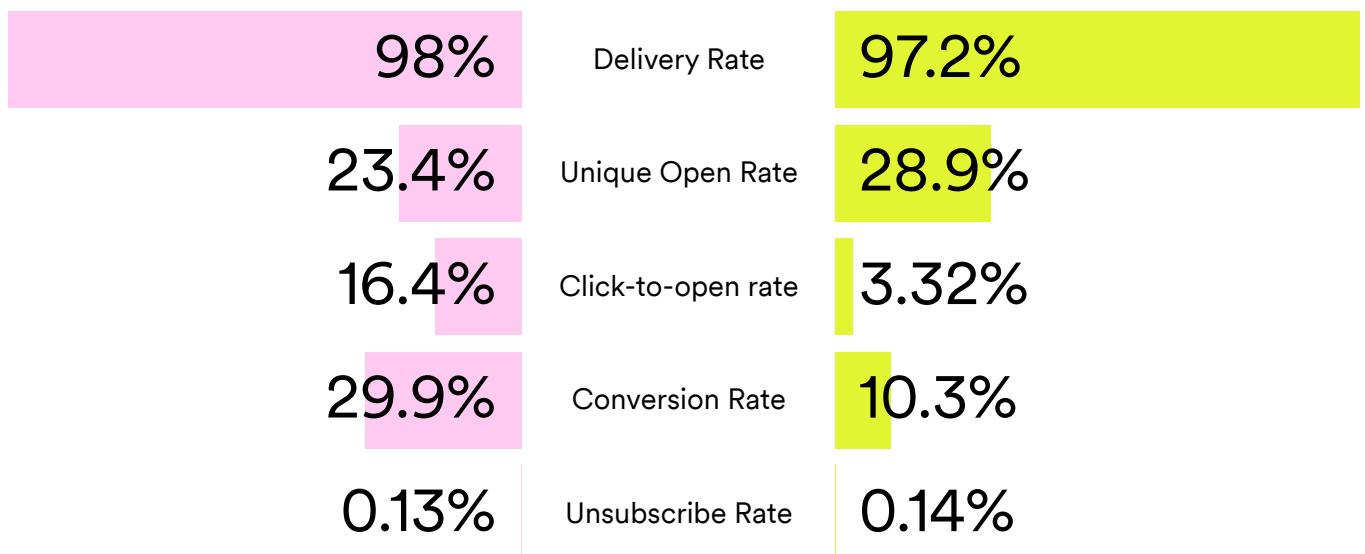
Personalization plays a crucial role in cutting through the noise in the competitive E-Commerce landscape.

General Broadcast Email Performance



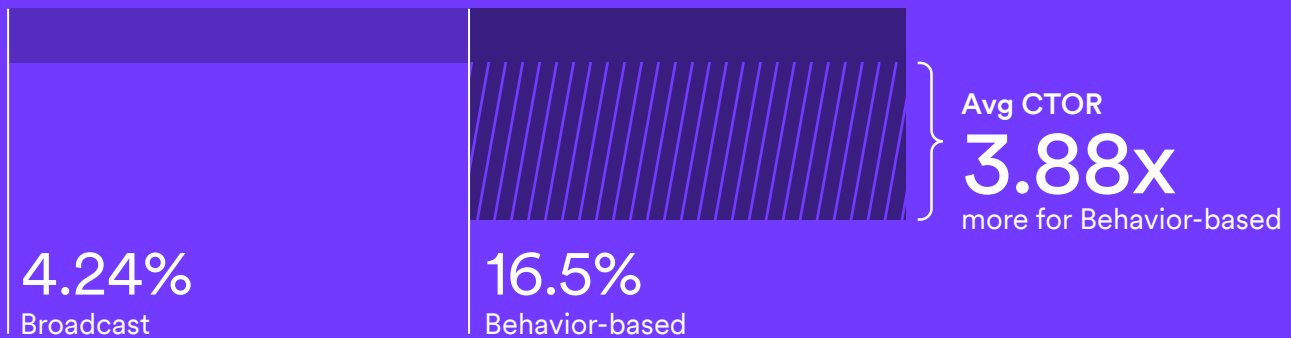
Behavior-based and Journey-based Email Performance

Behavior-based Journey-based

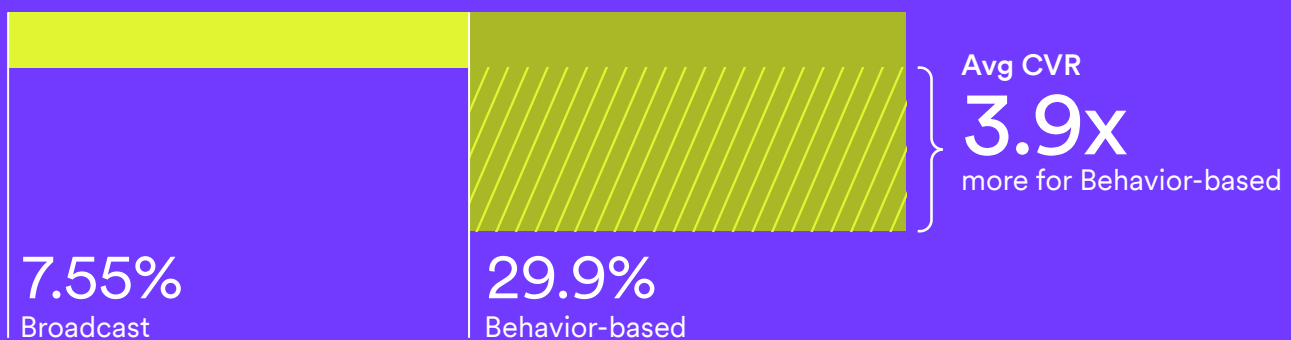


E-commerce and Retail Industry Analysis and Key Takeaways

Average Click to Open Rate



Average Conversion Rate



The data reveals a powerful surge in Conversion Rates (**3.95x higher**) for behaviour-based emails. This underscores the immense potential of personalizing outreach with abandoned cart reminders, post-purchase follow-ups, and tailored product recommendations to directly drive sales.

Similarly, behaviour-based emails demonstrate significantly higher engagement, achieving a **3.88x greater Click-to-Open Rate (CTOR)** compared to general broadcasts. This indicates that content tailored to a customer's recent actions is far more effective at capturing interest and prompting clicks than generic messaging.

260%

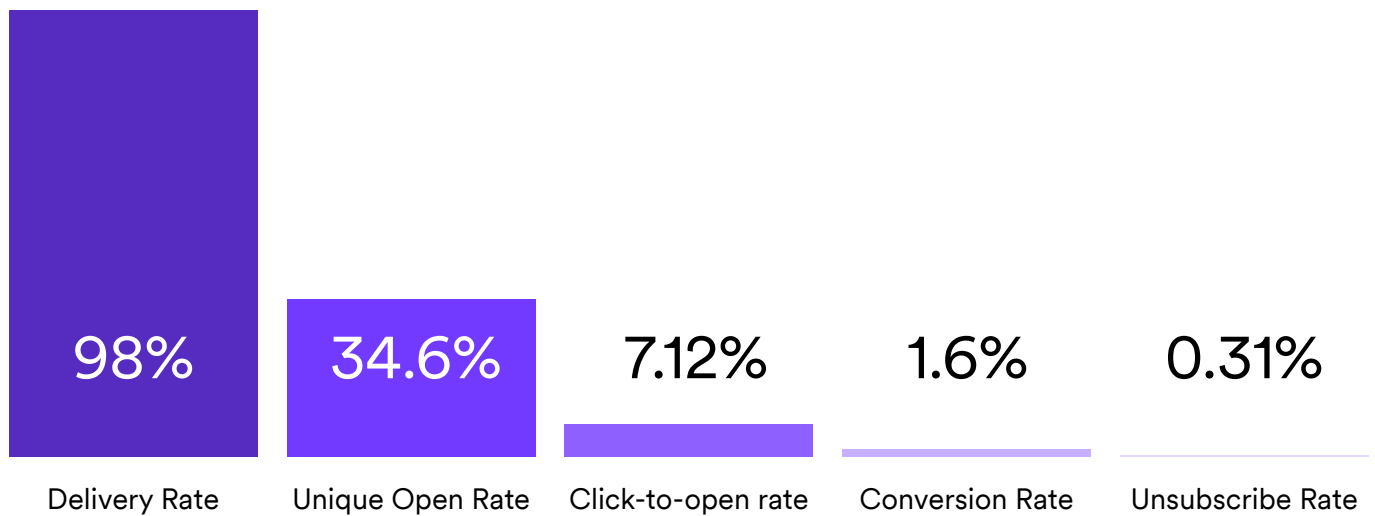
Uplift in CTR

A **premier E-commerce platform** for family and baby products revitalized its email marketing by embedding an AI-powered recommendation engine. This allowed them to automatically populate emails with **hyper-relevant product suggestions tailored to each customer's shopping behaviour**. The impact was immediate and profound, driving a **260% uplift in click-through rates** and a **213% surge in conversions** from the channel.

Media and Entertainment

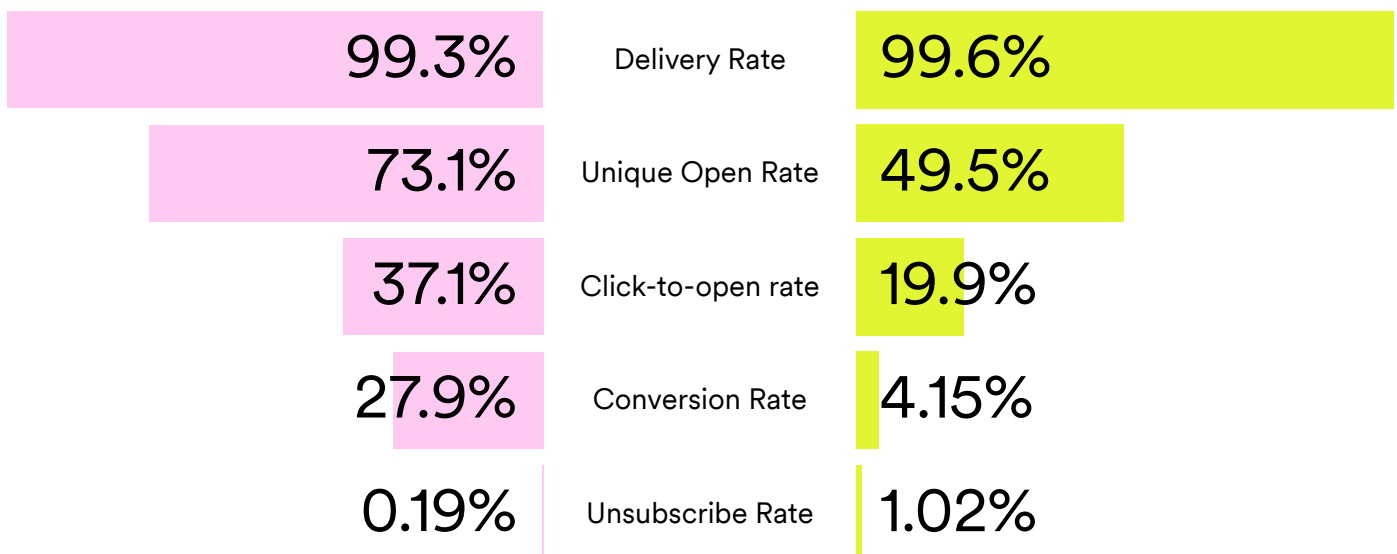
In the media and entertainment sector, **engaging viewers with relevant content and timely updates is key** to retention and monetization.

General Broadcast Email Performance



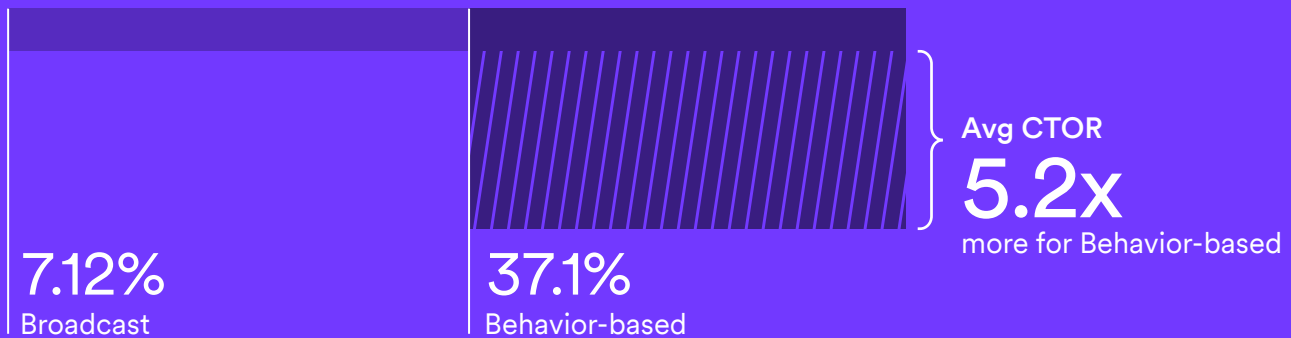
Behavior-based and Journey-based Email Performance

Behavior-based Journey-based

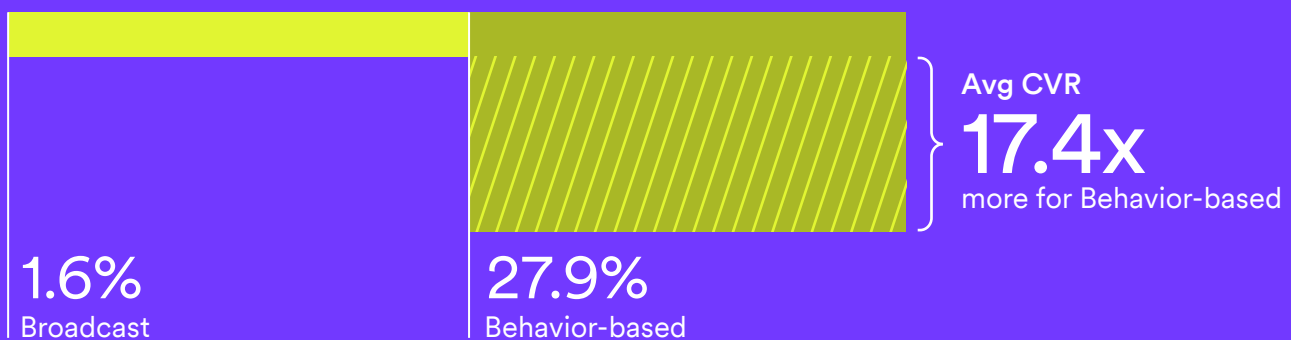


Media and Entertainment Industry Analysis and Key Takeaways

Average Click to Open Rate



Average Conversion Rate



Behaviour-based personalisation in emails demonstrates an exceptional surge in Conversion Rates, proving to be **17.43x higher** than general broadcasts. This suggests that targeted content recommendations and updates based on viewing or listening history are highly effective in driving subscriptions and other desired actions.

Similarly, this strategy shows a marked improvement in viewer engagement, achieving a **5.2x higher Click-to-Open Rate (CTOR)**. This indicates that tailoring email content to a viewer's recent activity is a powerful way to capture interest and encourage deeper interaction with the platform.

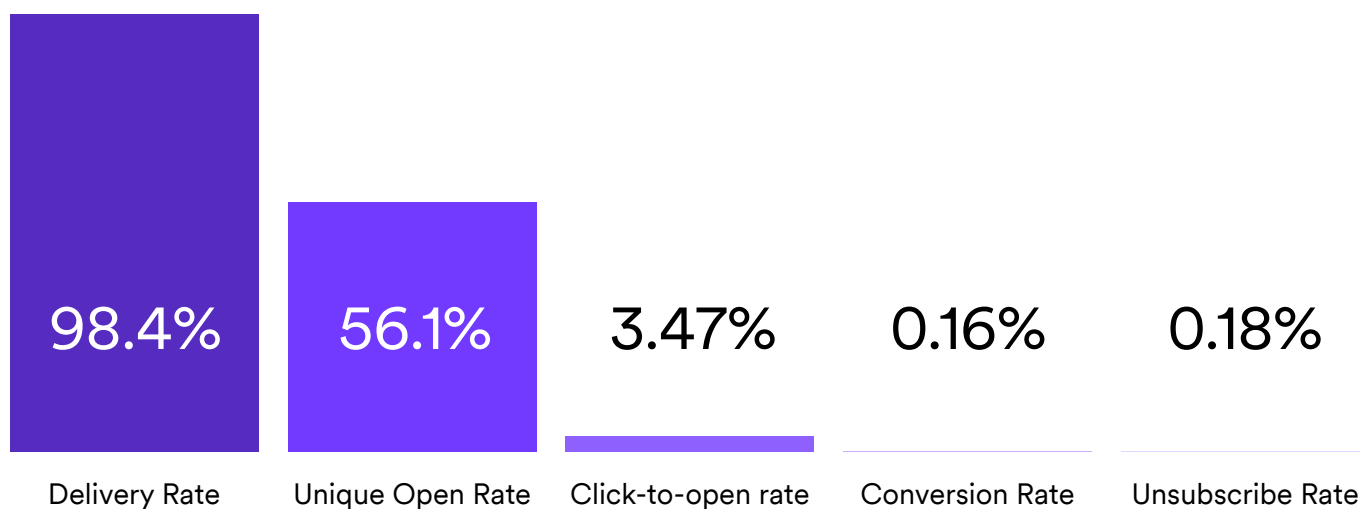
9% Increase in subscriber engagement

Leading 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

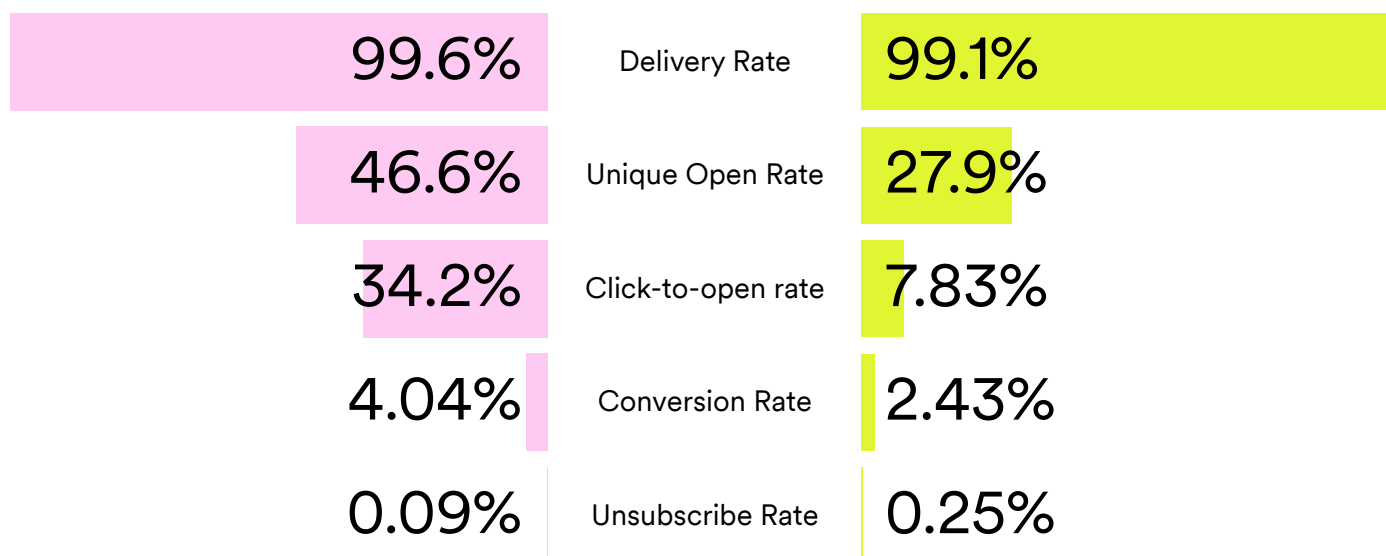
Personalized offers and timely information are crucial for engaging travelers and maximizing booking conversions.

General Broadcast Email Performance



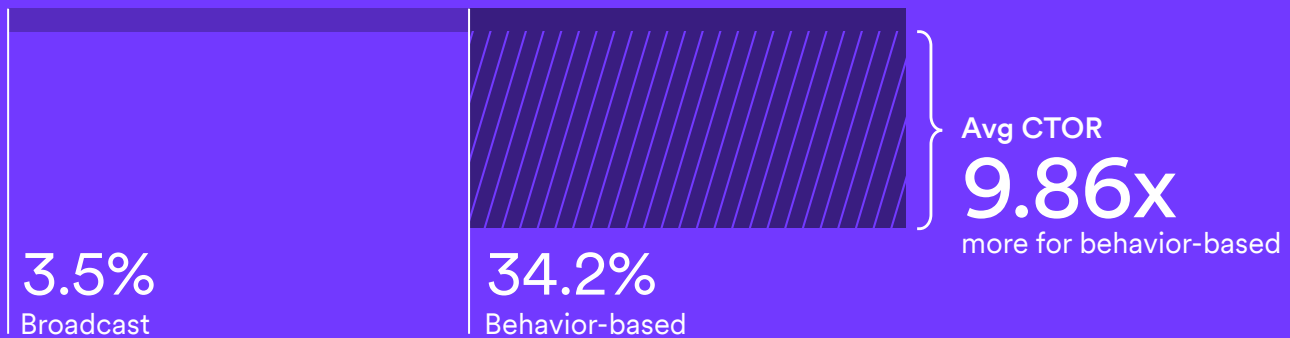
Behavior-based and Journey-based Email Performance

Behavior-based Journey-based

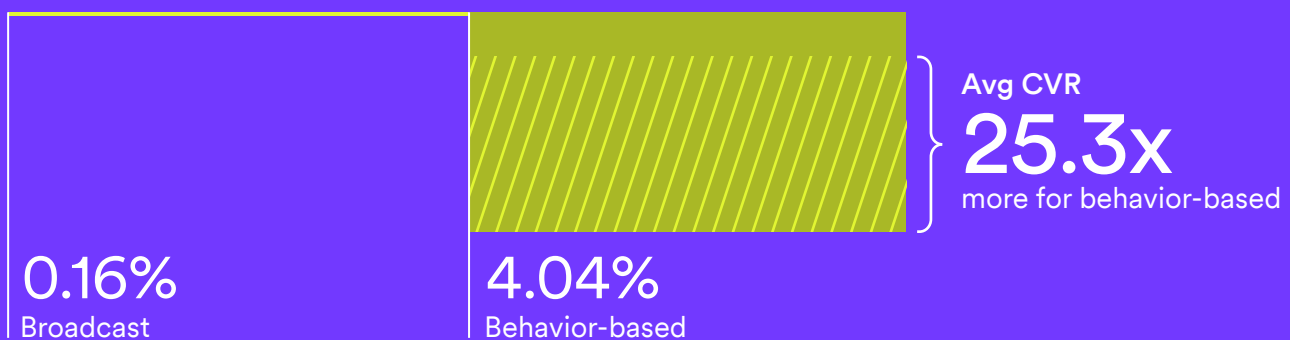


Travel and Hospitality Industry Analysis and Key Takeaways

Average Click to Open Rate



Average Conversion Rate



Behaviour-based emails deliver exceptional results, showing a remarkable **25.25x higher Conversion Rate** compared to general broadcasts. They also drive significantly more engagement with a **9.86x higher Click-to-Open Rate**.

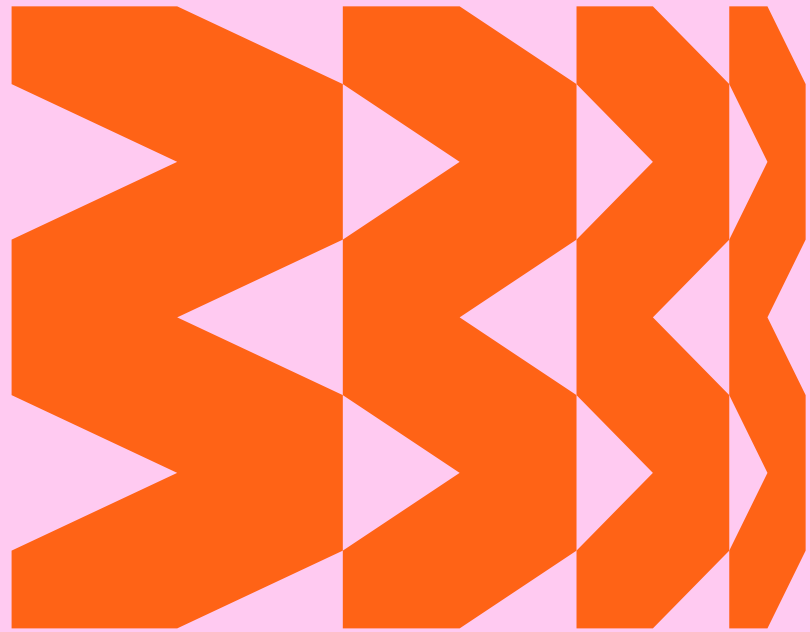
This data strongly underscores the effectiveness of personalizing communication with targeted offers based on past bookings, browsing history, and abandoned searches to dramatically increase both customer engagement and actual bookings.



+354% YoY Revenue Increase

A leading hospitality brand achieved remarkable commercial success by personalizing post-booking emails to enhance the traveler journey. This experience-first strategy drove a **+354% YoY revenue increase** from the channel, **generating \$6 million** in the first half of the year alone and proving that great service drives significant sales.

Push Notification Benchmarks by Industry



Banking and Finance

E-commerce and Retail

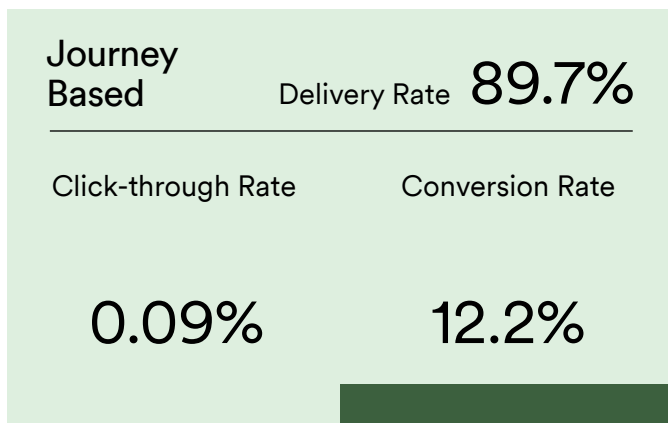
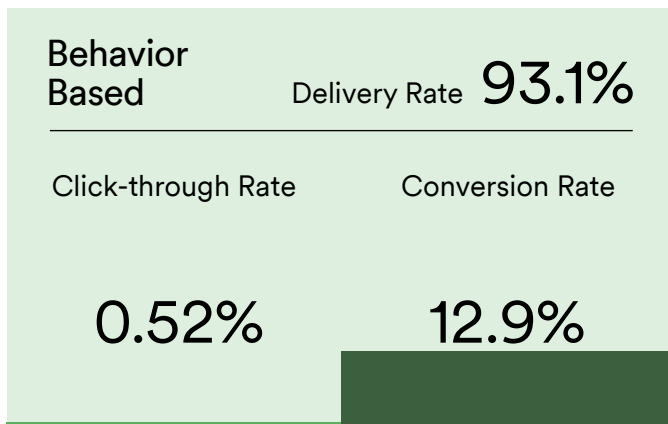
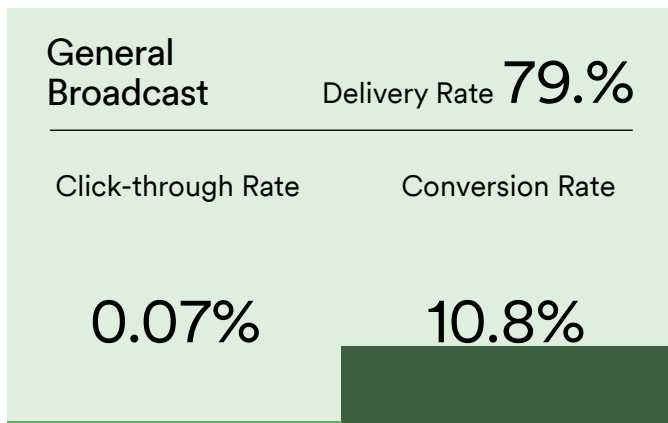
Media and Entertainment

Travel and Hospitality

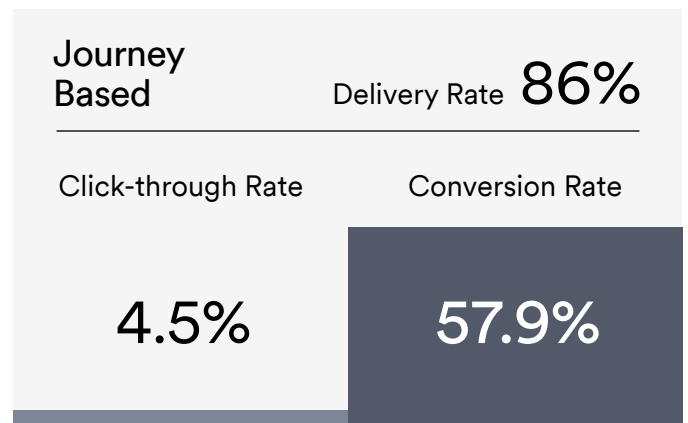
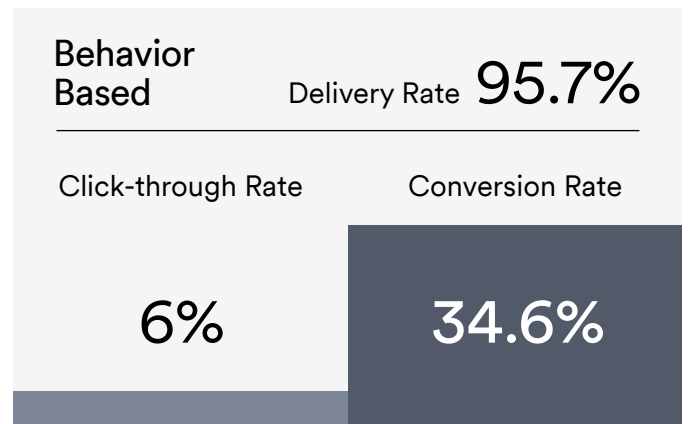
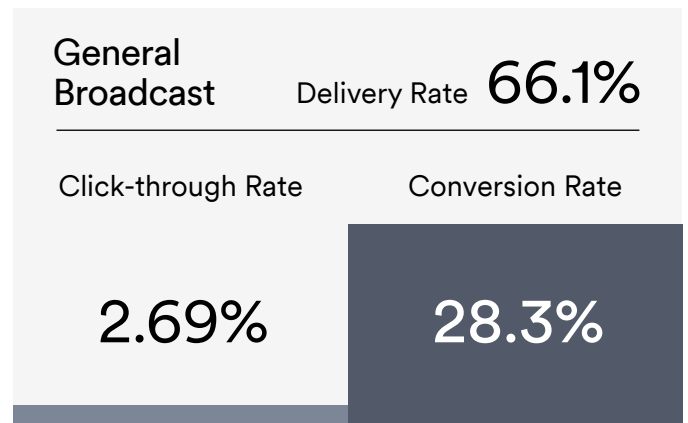
Banking and Finance

For European banks, personalizing real-time interactions has been shown to **increase customer satisfaction by 20%** and **boost conversion rates for new products by 30-40%**, making personalized push notifications a critical tool for driving both engagement and revenue.

Android



iOS



Banking and Finance Industry Analysis and Key Takeaways

7.4x

Higher CTR

1.19x

More CVR

Behaviour-based push on Android significantly outperforms general broadcast, especially in Click-Through Rate (7.42x higher) and to a lesser extent, Conversion Rate (1.19x more).

This indicates a strong opportunity to boost engagement by increasing the volume and optimization of Behaviour-triggered campaigns for Android customers.

2.2x

Higher CTR

2x

More CVR

On iOS, Behaviour-based push demonstrates a strong Click-Through Rate (2.25x higher) uplift compared to general broadcasts, while Journey-based push is the clear winner for Conversion Rate (2.04x higher).

Brands should focus on expanding journey-based campaigns to drive conversions and optimize the post-click experience in Behaviour-based messages to capitalize on the higher engagement.



8%

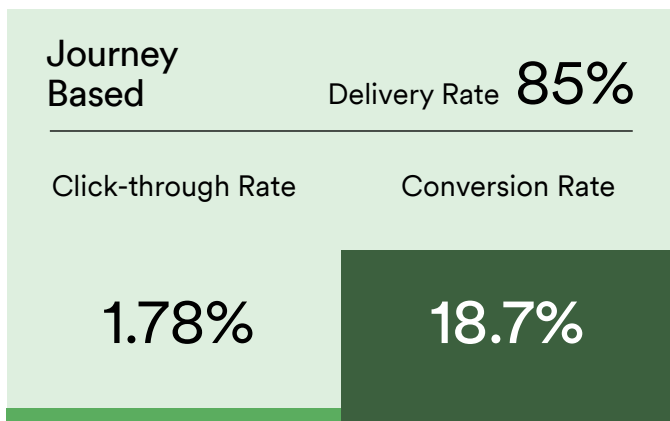
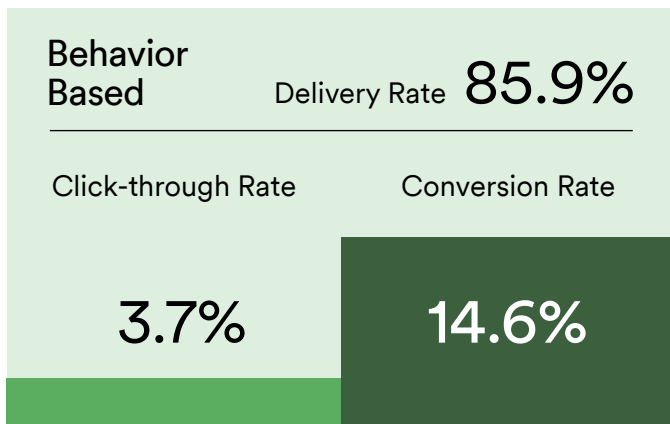
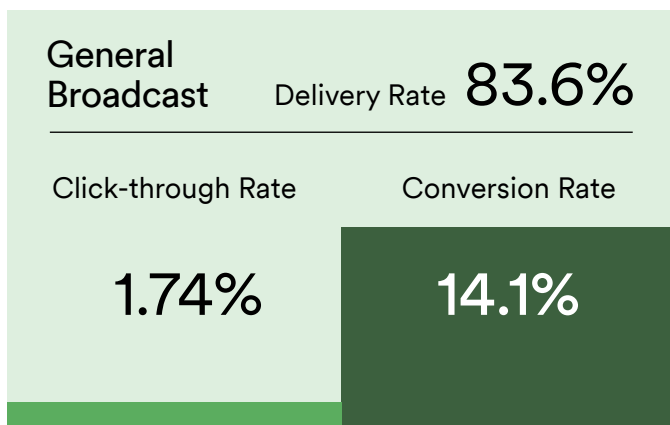
average
click-through rate

A fintech rewards app transformed its customer engagement by leveraging a unified data platform to send hyper-personalized push notifications. This real-time strategy delivered an impressive 8% average click-through rate, converting generic alerts into valuable, action-driving interactions and fostering a highly active customer base.

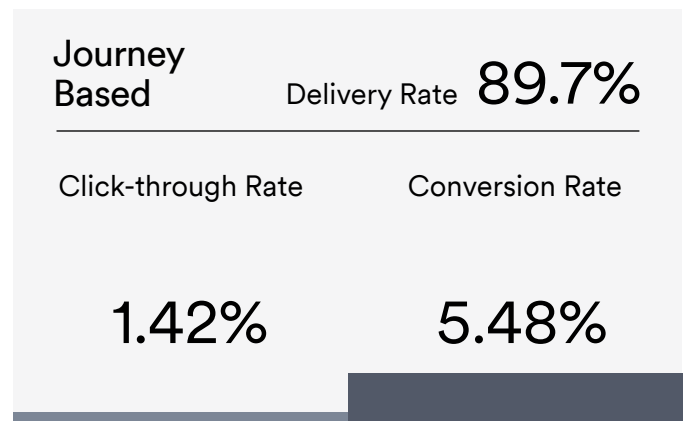
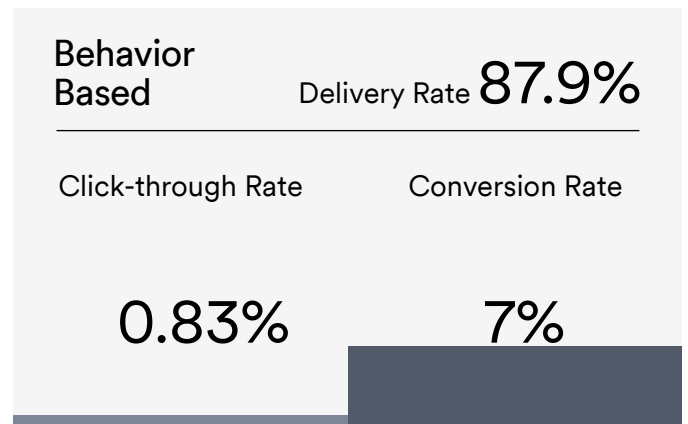
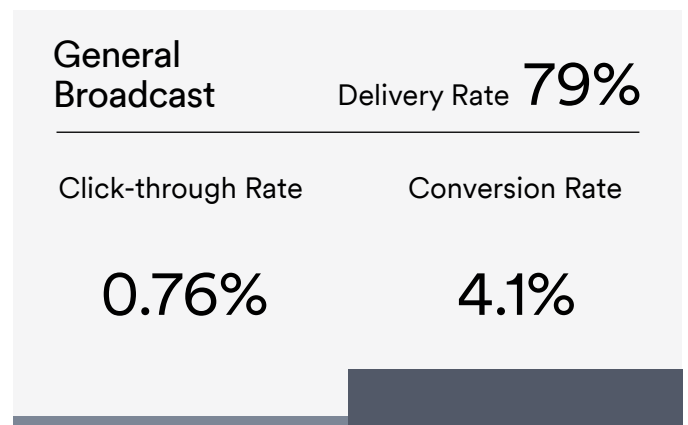
E-commerce and Retail

Fast-growing retail companies generate **40% more of their revenue from personalization** than their slower-growing competitors, directly linking tailored customer experiences to superior financial performance.

Android



iOS



E-commerce and Retail Industry Analysis and Key Takeaways:

2.1x

Higher CTR
Behaviour-based
(Android)

1.8x

Higher CTR
Journey-based
(iOS)

Behaviour and journey-based push notifications significantly outperform general broadcasts. Specifically, Android Behaviour-based notifications deliver a 2.13x higher Click-through Rate (CTR), and iOS journey-based notifications achieve a 1.86x higher Click-through Rate (CTR) compared to their general broadcast counterparts.

This data underscores the critical importance of implementing personalized, context-aware messaging strategies to maximize engagement and drive higher conversions across both platforms.



360-degree customer view

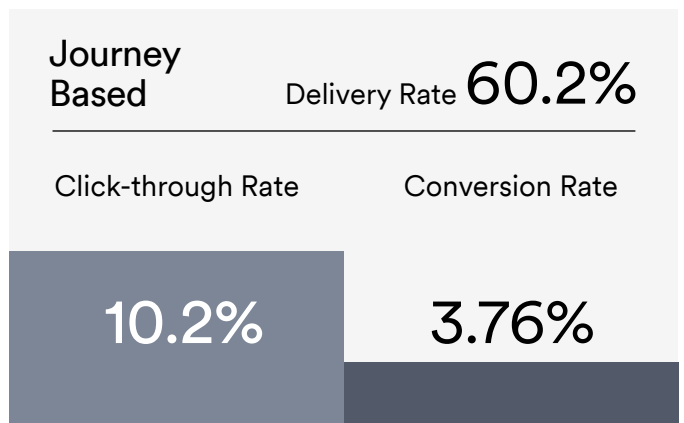
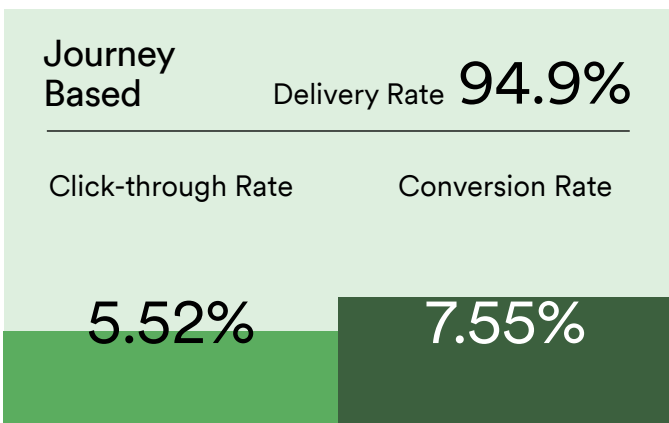
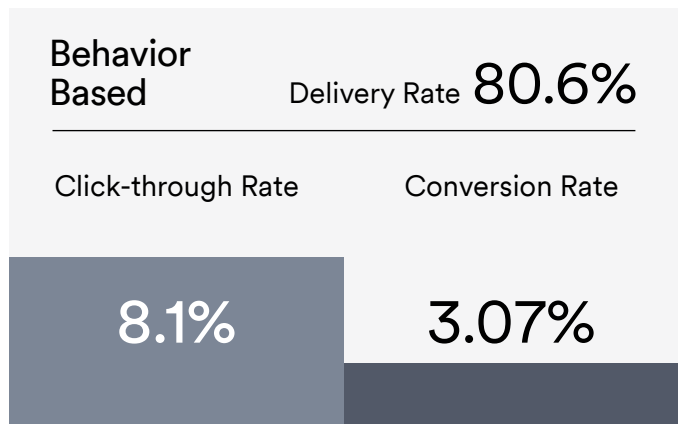
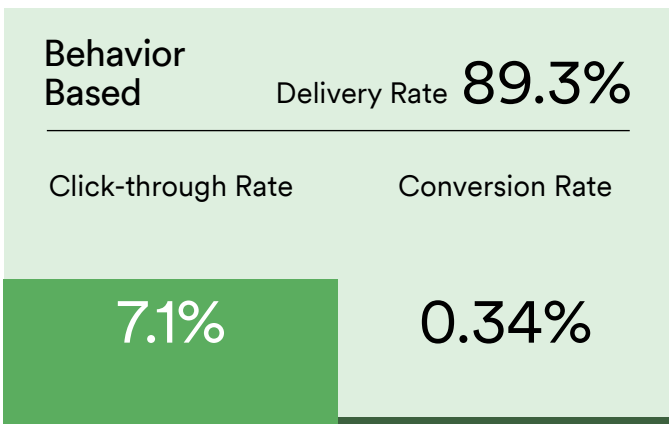
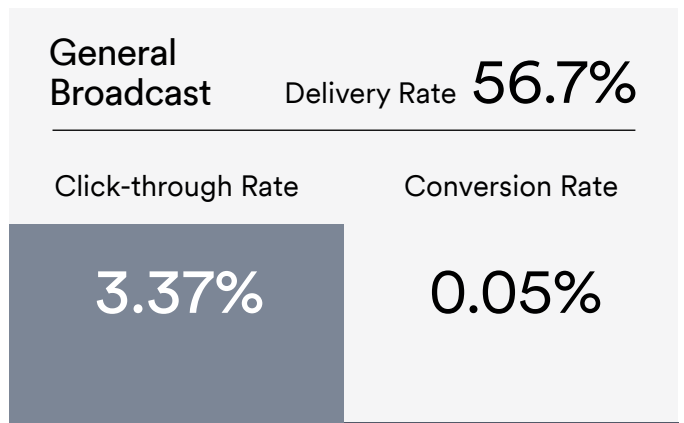
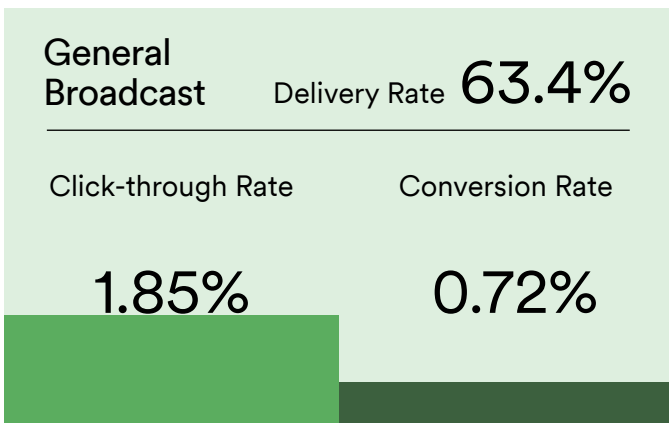
By unifying its online and offline customer data, a **premium food brand** created a single 360-degree customer view. This foundational step unlocks true omnichannel personalization, setting the stage for data-driven push notification campaigns designed to boost future growth and deepen the brand's legendary customer loyalty.

Media and Entertainment

For European media brands, a key strategy to combat churn is actively guiding subscribers to content they will love. A personalized push notification strategy is crucial, **as one in three former subscribers says** they would have stayed if the service had helped them find relevant content more easily.

Android

iOS



Media and Entertainment Industry Analysis and Key Takeaways

75.2x

Uplift in CVR

Journey-based Push for iOS **delivered the highest uplift in Conversion Rate (75.2x higher) compared to general broadcasts.**

Capitalize on this by creating and optimizing journey-based campaigns, such as onboarding series or post-consumption follow-ups, to maximize conversions from your iOS audience.

22.2x

Uplift in Conversions

While Journey-based Push for Android **showed a remarkable Conversion Rate uplift (22.21x higher).**

It's crucial to improve the messaging and calls-to-action within these Android journeys to drive higher initial engagement and fully capitalize on their strong conversion potential.



3.36x

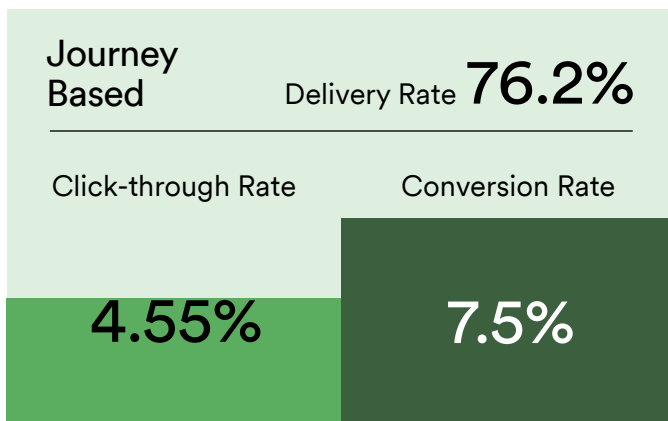
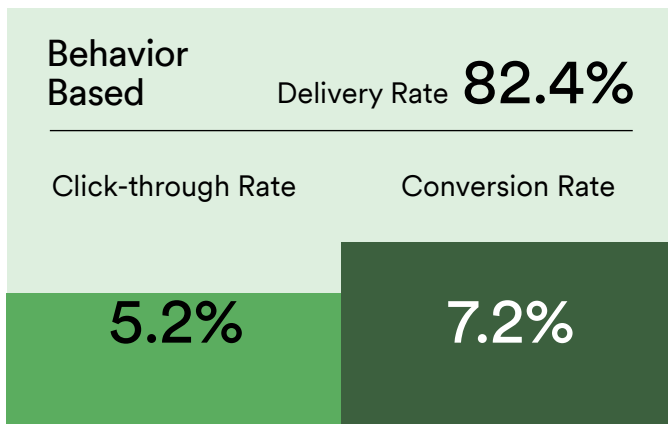
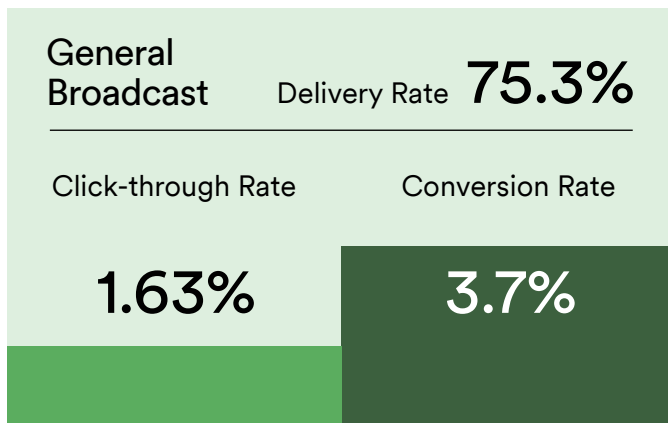
Higher Delivery rates

Top video streaming platforms sent real-time communication **during a highly anticipated sports event** by utilizing MoEngage's proprietary technology (Push Amplification Plus) 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)!**

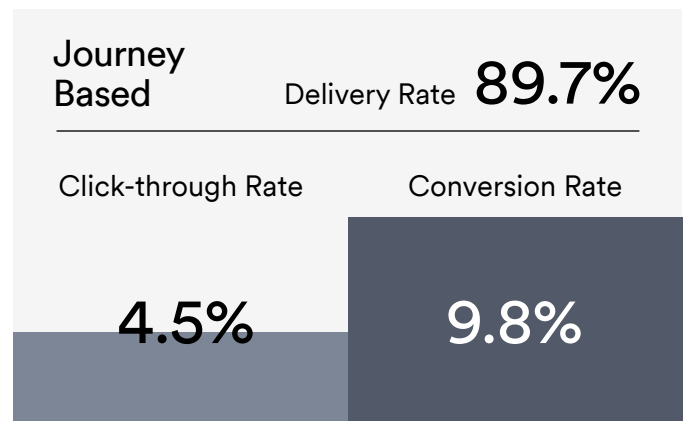
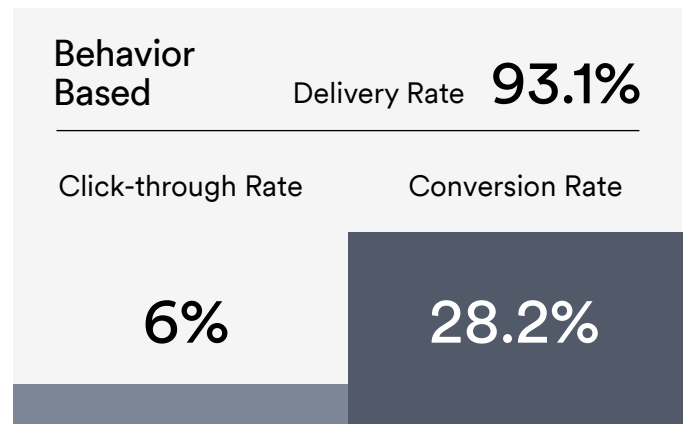
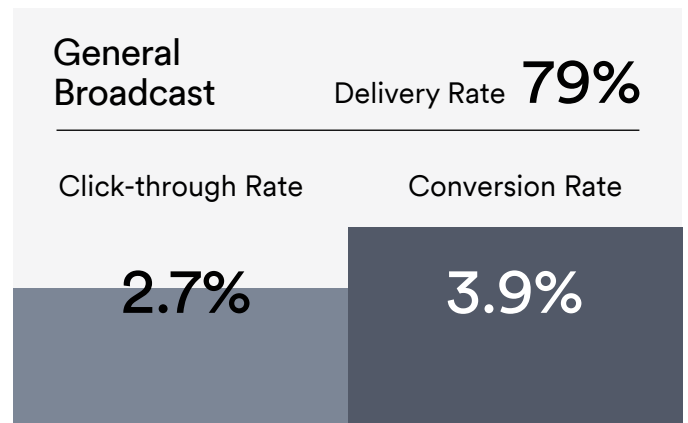
Travel and Hospitality

For European travel and hospitality brands, personalizing the customer journey is a key revenue driver. Industry leaders achieve a **10 to 15 percent revenue lift** from tailoring ancillary offers and pricing in real time.

Android



iOS



Travel and Hospitality Industry Analysis and Key Takeaways

3.18x
Higher CTR

2x
Higher CVR

For Android, **personalized push notifications** vastly outperform general broadcasts. Behaviour-based push drives the highest engagement with a **3.18x higher Click-Through Rate**, while **journey-based push** is most effective for driving bookings, achieving a **2.05x higher Conversion Rate**.

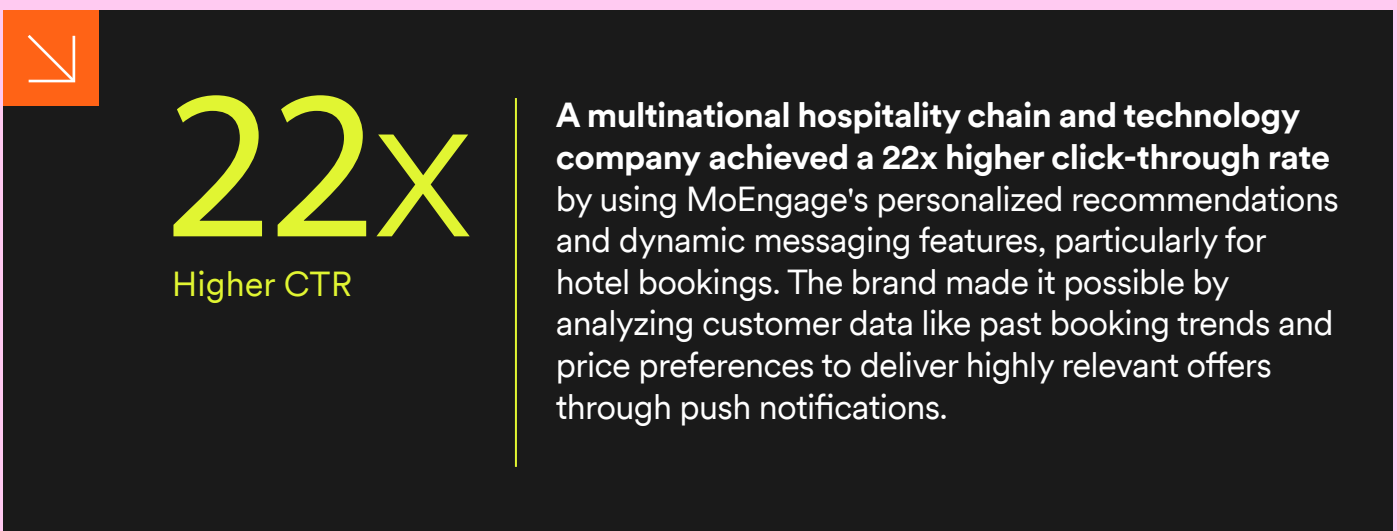
This indicates a dual strategy is needed: use behavior triggers for engagement and journeys for conversions.

7.2x
Higher CVR

2.2x
Higher CTR

For iOS, **Behaviour-based push** is the clear winner, delivering a massive **7.23x uplift in Conversion Rate** and a **2.25x higher Click-Through Rate** compared to broadcasts.

This highlights an immense opportunity to improve iOS performance by leveraging Behaviour-triggered campaigns for personalized offers, booking reminders, and location-based promotions.



22x
Higher CTR

A multinational hospitality chain and technology company achieved a 22x higher click-through rate by using MoEngage's personalized 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

E-commerce and Retail

Media and Entertainment

Banking and Finance

For European financial institutions, orchestrating personalized on-site customer journeys is a critical driver of growth. Leading banks see a **10% to 15% revenue lift** from tailoring digital content and product recommendations to individual viewer behavior.

General Broadcast On-site Messaging Performance

Click-through Rate

1.92%

Conversion Rate

0.23%

Behavior-based On-site Messaging Performance

Click-through Rate

7.3%

Conversion Rate

3.8%

Journey-based On-site Messaging Performance

Click-through Rate

7.83%

Conversion Rate

1.53%

Banking and Finance Industry Analysis and Key Takeaways:

4x

Higher CTR

16.4x

More CVR

Journey-based messages deliver a 4.07x higher Click-Through Rate, while Behavior-based produces a remarkable 16.48x higher Conversion Rate compared to general broadcasts.

Focus on implementing triggered messages aligned with specific customer actions, such as viewing loan details or using financial calculators, to maximize on-site conversion rates.



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.

E-commerce and Retail

In Europe's competitive E-commerce market, where fast-growing companies generate **40% more of their revenue from personalization**, tailored on-site communication is a proven tool for driving superior financial performance and market leadership.

General Broadcast On-site Messaging Performance

Click-through Rate

4.12%

Conversion Rate

5.6%

Behavior-based On-site Messaging Performance

Click-through Rate

7.54%

Conversion Rate

9%

Journey-based On-site Messaging Performance

Click-through Rate

14%

Conversion Rate

14.8%

E-commerce and Retail Industry Analysis and Key Takeaways

2.6x

Higher Conversion Rate

For the European shopping industry, journey-based on-site messages are the top performers, delivering a remarkable 3.42x higher Click-Through Rate (CTR) and a 2.65x higher Conversion Rate (CVR) compared to general broadcasts.

To maximize overall performance, brands should focus on optimizing and expanding customer journey messages like welcome series and post-purchase sequences.

1.83x

Higher Click-Through Rate

Behaviour-based on-site communications also significantly outperform broadcasts, achieving a 1.83x higher CTR and a 1.61x higher CVR.

Prioritizing Behaviour-triggered campaigns, such as abandoned cart reminders and personalized product recommendations, is a powerful complementary strategy for capturing immediate user intent and boosting conversions.



7.2% CTR | 5K+ Leads each month

Top jewelry brand 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.

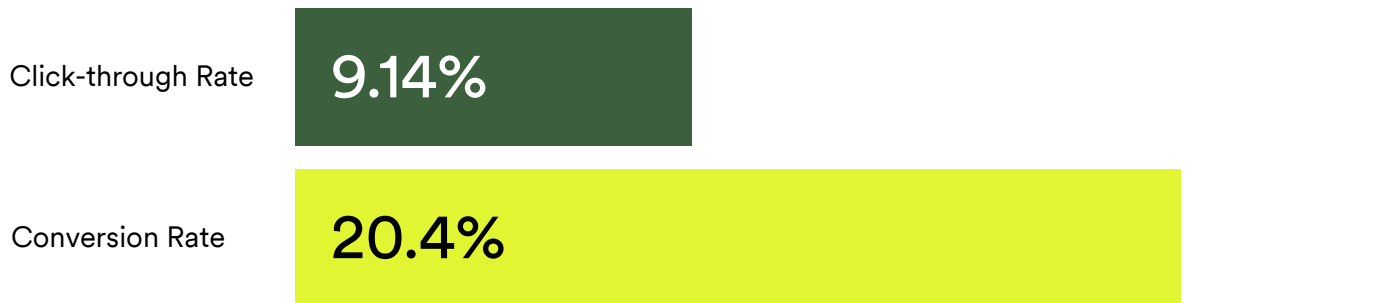
Media and Entertainment

In Europe's fiercely competitive streaming market, where nearly half of all consumers are likely to cancel a service if they can't find something to watch, **personalized on-site discovery is the most critical tool for preventing churn** and increasing subscriber lifetime value.

General Broadcast On-site Messaging Performance



Behavior-based On-site Messaging Performance



Journey-based On-site Messaging Performance



Media and Entertainment Industry Analysis and Key Takeaways

2x

Higher CTR

1.2x

Higher CVR

Journey-based on-site messages significantly outperformed all other categories in driving engagement, showing a nearly 2x higher Click-Through Rate (1.98x) while Behavior-based on-site messages recorded a 1.2x higher Conversion Rate compared to general broadcasts.

Focus on optimizing and expanding journey-based on-site messaging for onboarding, new content discovery series, and subscription renewal reminders to maximize audience interaction and content consumption.



75%

Increase in Revenue

A popular 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.

SMS Benchmarks by Industry



Banking and Finance

E-commerce and Retail

Media and Entertainment

Travel and Hospitality

Banking and Finance

Given that **71% of European banking customers** now expect personalized advice from their bank, tailored SMS alerts for account activity or relevant offers are a critical tool for building the trust and proactive support that defines a modern customer experience.

General Broadcast SMS Performance

Click-through Rate

2.54%

Conversion Rate

7.12%

Behavior-based SMS Performance

Click-through Rate

2.32%

Conversion Rate

7.32%

Journey-based SMS Performance

Click-through Rate

1.34%

Conversion Rate

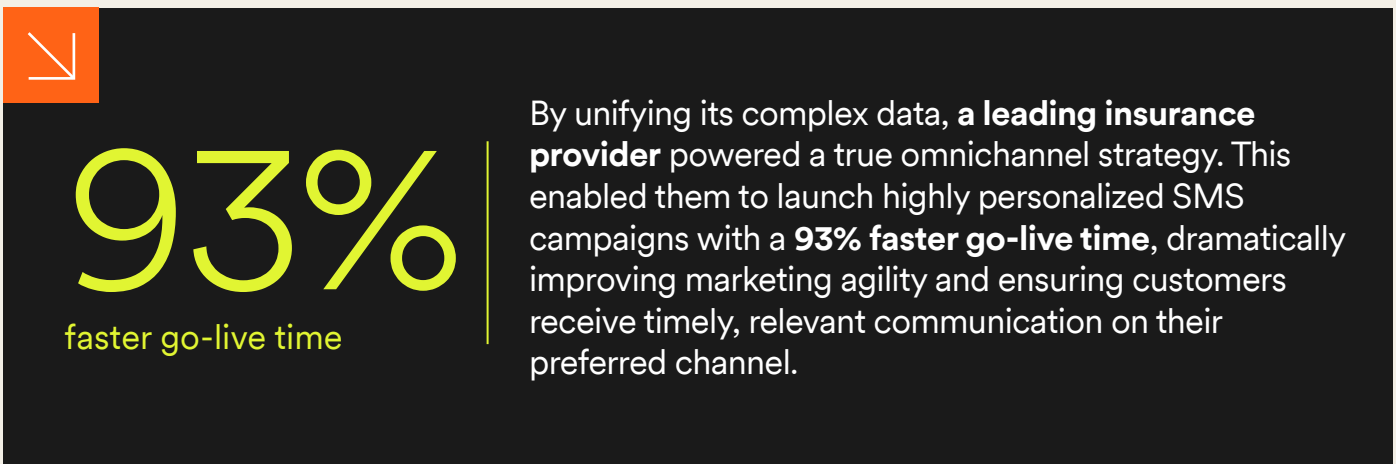
8.35%

Banking and Finance Industry Analysis and Key Takeaways

1.3x | 1.17x
Higher CTR | More CVR

To significantly increase marketing effectiveness, financial brands should adopt a **Behaviour-based strategy**, which lifts **click-through rates by 1.31x** compared to general broadcasts.

The targeted **Journey-based approach** also shows a **1.17x higher conversion rate**.



93%
faster go-live time

By unifying its complex data, a **leading insurance provider** powered a true omnichannel strategy. This enabled them to launch highly personalized SMS campaigns with a **93% faster go-live time**, dramatically improving marketing agility and ensuring customers receive timely, relevant communication on their preferred channel.

E-commerce and Retail

With top-performing companies generating **40% more revenue from personalization**, European retail brands can use personalized SMS for targeted offers and updates, converting the channel's direct access into a powerful and measurable growth engine.

General Broadcast SMS Performance



Behavior-based SMS Performance



Journey-based SMS Performance



E-commerce and Retail Industry Analysis and Key Takeaways

6.5x | 1.3x

Higher CTR

Uplift in CVR

By leveraging **Behaviour-based marketing**, retail brands can achieve a **6.51x higher click-through rate** and a **1.39x conversion uplift**.

1.75x

Uplift in Conversion

For maximum sales impact, brands should also implement **journey-based campaigns**, as they deliver a **superior 1.75x uplift in conversions**, proving most effective for driving overall business growth.



12x

Uplift in ROI

Leading nature-inspired beauty brand used MoEngage to **send hyper-personalized 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

For European media and entertainment brands, where **43% of subscribers cancel streaming subscriptions due to a lack of new and interesting content**, personalized SMS is a critical tool to combat churn by proactively alerting subscribers to relevant premieres and hidden gems in the content library.

General Broadcast SMS Performance



Behavior-based SMS Performance



Journey-based SMS Performance



Media and Entertainment Industry Analysis and Key Takeaways

7.4x
Higher CTR

2.8x
Higher CVR

To maximize audience engagement, media and entertainment brands should pivot from general broadcasts to **Behaviour-based campaigns, which generate a 7.43x higher click-through rate**. This same strategy is also the most effective for driving subscriptions or purchases, as it delivers a **2.82x higher conversion rate**, directly contributing to business growth.



Top media platform leveraged MoEngage's omnichannel engagement capabilities and rich templates to accelerate subscriptions. They did so using a creative journey flow to tap customer 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 **88% of European travelers** stating they are more likely to book with brands that provide personalized experiences, SMS is a vital channel for delivering tailored, real-time updates that transform a standard trip into a loyalty-building journey.

General Broadcast SMS Performance



Journey-based SMS Performance



Travel and Hospitality Industry Analysis and Key Takeaways

14.2x

Higher CTR

2.03x

Uplift in CVR

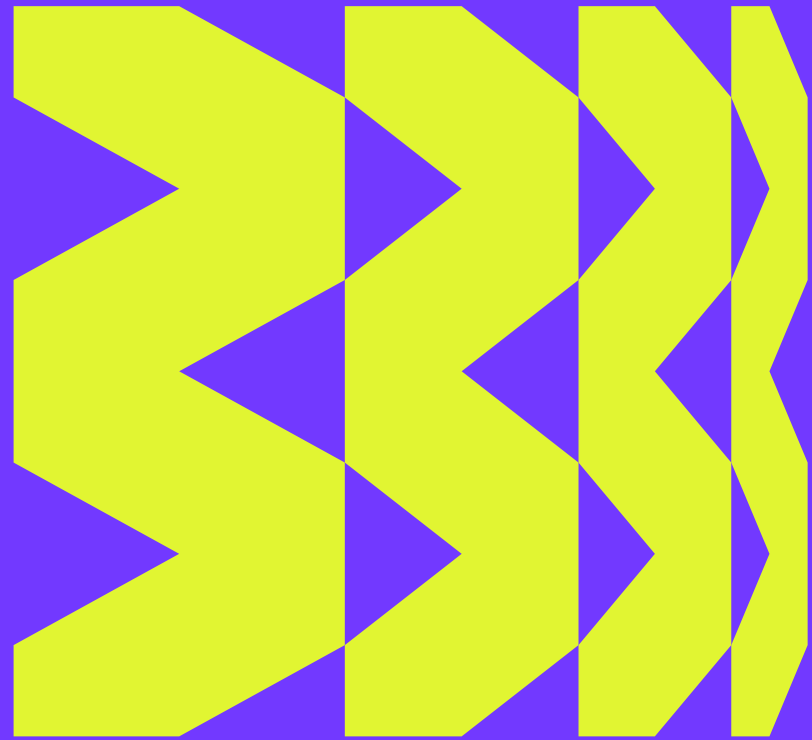
Journey-based emails dramatically outperform general broadcasts for both engaging travelers and driving bookings. This targeted approach is highly effective at capturing traveler interest, **achieving a 14.2x higher Click-Through Rate.**

Furthermore, it is crucial for securing reservations, **delivering a 2.03x higher Conversion Rate** compared to generic messages.



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 customers.

In-app Benchmarks by Industry



Banking and Finance

E-commerce and Retail

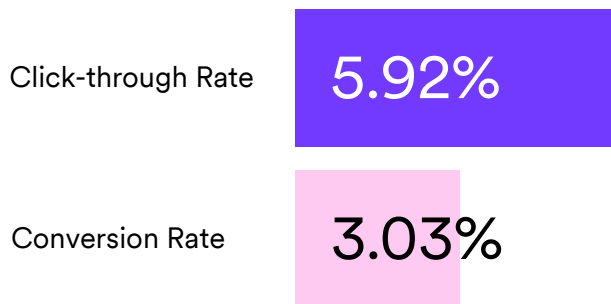
Media and Entertainment

Travel and Hospitality

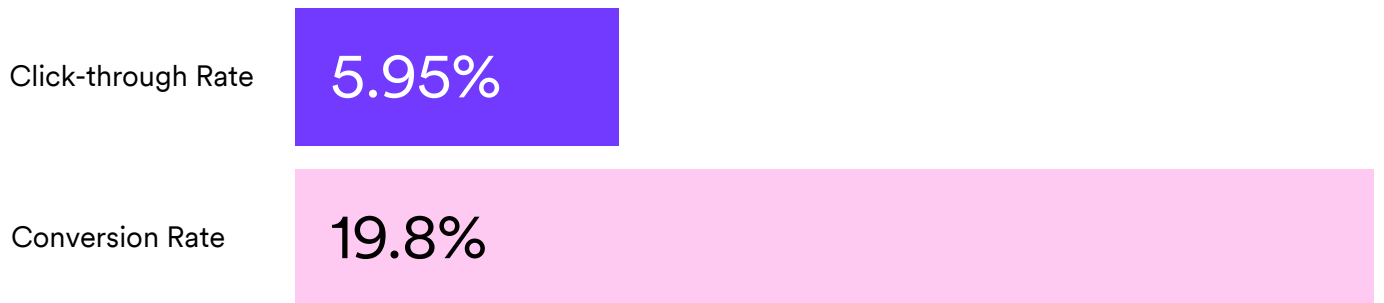
Banking and Finance

With **71% of European customers** now expecting proactive, personalized financial advice from their bank, in-app messages are the ideal channel to deliver it. This transforms the banking app from a transactional tool into a trusted advisor, deepening engagement and creating opportunities for cross-selling relevant financial products.

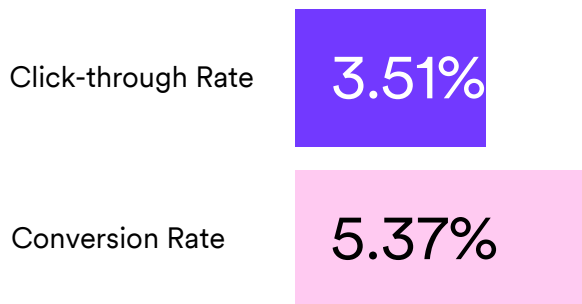
General Broadcast In-app Performance



Behavior-based In-app Performance



Journey-based In-app Performance



Banking and Finance Industry Analysis and Key Takeaways

6.5x

Higher CVR

Behaviour-based targeting proves exceptionally powerful, delivering a massive **6.54x higher conversion rate** while maintaining a similar click-through rate.

1.7x

Boost in CVR

A journey-based communication strategy also provides a strong **1.77x conversion boost**.



11%

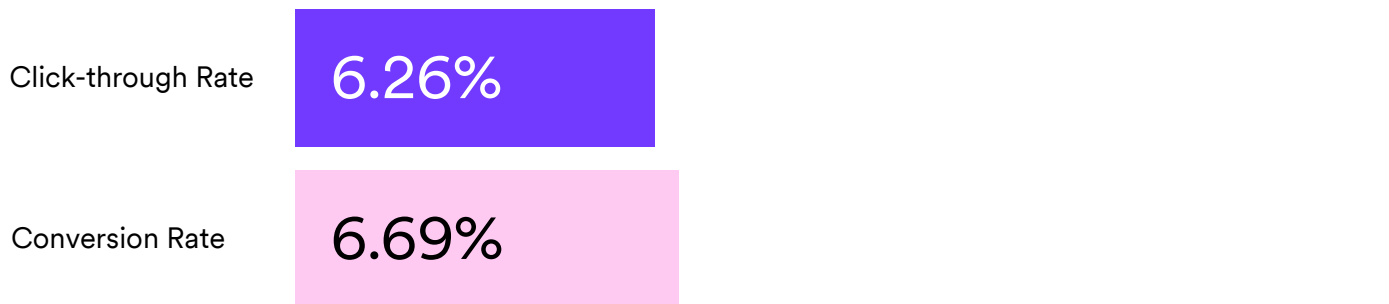
In-app CTR

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 personalization, **surpassing the industry standard of 8.3%!**

E-commerce and Retail

For European retailers, **personalizing the in-app experience is crucial for converting interest into sales**. By using in-app messages to deliver relevant product recommendations and exclusive offers based on real-time Behaviour, brands can create a highly engaging, concierge-like service that not only increases the average order value but also builds lasting customer loyalty.

General Broadcast In-app Performance



Behavior-based In-app Performance



Journey-based In-app Performance



E-commerce and Retail Industry Analysis and Key Takeaways

2.8x

Higher CVR

For the European retail and shopping industry, **journey-based in-app messages** are the most effective strategy for driving growth. This approach delivers a remarkable **2.80x conversion uplift** compared to general broadcasts, making it the superior tactic for increasing sales.

1.06x

Higher CTR

Journey-based messages also provide the best performance to boost engagement, with a **1.06x higher click-through rate**. This data indicates that brands should prioritize implementing and optimizing triggered campaigns aligned with the customer journey, such as welcome sequences and post-purchase follow-ups, to maximize both in-app engagement and revenue.



3.3%

Conversion Rate

Top jewelry brands used the long purchase cycles to their advantage by **nudging cart abandoners through in-app campaigns**. They reminded the customers about items left behind in their carts 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

In Europe's crowded streaming market, where **43% of consumers cancel subscriptions due to a lack of new and interesting content**, personalized in-app messages are a vital retention tool. By proactively surfacing tailored recommendations and premiere alerts directly within the app, brands can solve the discovery problem, increase engagement, and make their service indispensable.

General Broadcast In-app Performance

Click-through Rate

17.9%

Conversion Rate

0.31%

Behavior-based In-app Performance

Click-through Rate

19.3%

Conversion Rate

2.14%

Journey-based In-app Performance

Click-through Rate

24.9%

Conversion Rate

1.48%

Media and Entertainment Industry Analysis and Key Takeaways

1.3x

Higher CTR

4.7x

Higher CVR

To significantly boost engagement, media and entertainment brands in Europe should shift to **journey-based in-app communication**, which increases **click-through rates by 1.39x**. This advanced strategy also drives substantial growth in subscriptions and viewership by delivering a powerful **4.77x higher conversion rate** compared to generic messaging. It's best used for structured campaigns like customer onboarding and content discovery series.

6.9x

Higher CVR

Behaviour-based communication is the most effective strategy for driving immediate action, delivering an exceptional **6.93x higher conversion rate**. This approach is ideal for capturing high-intent moments, such as sending a special offer after a user repeatedly views a subscription page. A dual strategy using both journey and Behaviour-based messages will yield the best results.



19.9%

Higher CTR

85.6%

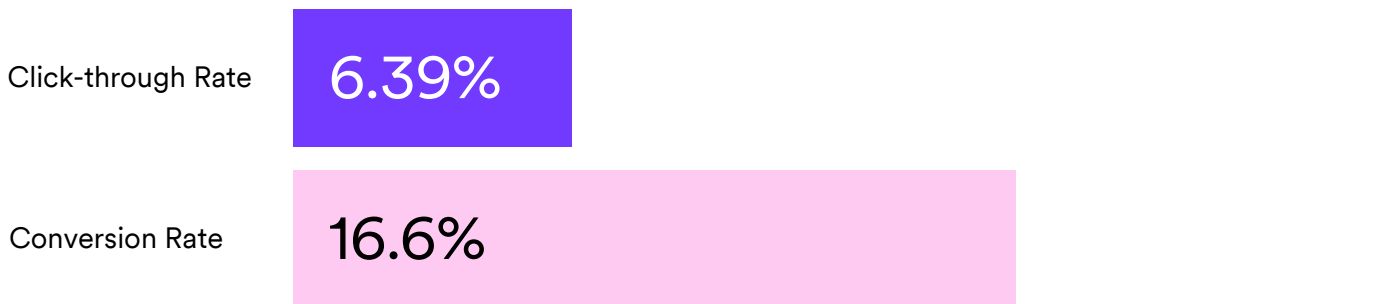
Higher CVR

Top video streaming platforms used MoEngage's in-app functionality to inform logged-in users of an ongoing cricket series, successfully redirecting user 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.

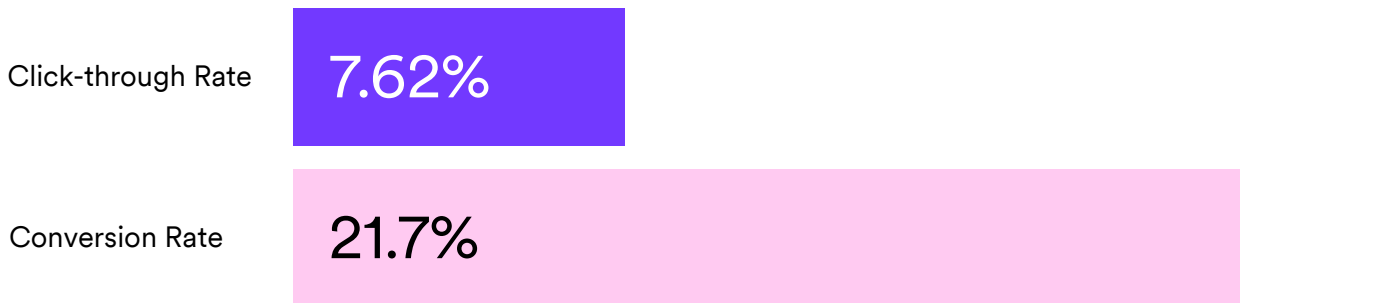
Travel and Hospitality

For **European travel and hospitality brands**, personalizing the in-app experience is a proven revenue driver. By using in-app messages to deliver tailored ancillary offers and real-time updates, industry leaders are achieving a **10% to 15% revenue uplift**, effectively turning their app into a powerful tool for both service and sales.

General Broadcast In-app Performance



Behavior-based In-app Performance



Journey-based In-app Performance



Travel and Hospitality Industry Analysis and Key Takeaways

2x

Higher CTR

To significantly improve guest engagement, travel and hospitality brands should shift from general in-app messages to **journey-based communication**, which **results in a nearly 2x (1.98x) higher click-through rate**. This advanced strategy is also key for driving bookings and revenue, delivering a **1.46x 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 customers' 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 promoting each service based on customers' propensity to purchase and skip services already availed.

NEED OF THE HOUR

A Comprehensive and Consolidated Engagement and Data 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 personalized experiences.

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

The need of the hour, now, is a consolidated Customer Data and Engagement Platform designed to address the multifaceted challenges of [data unification](#) and [seamless campaign orchestration](#).

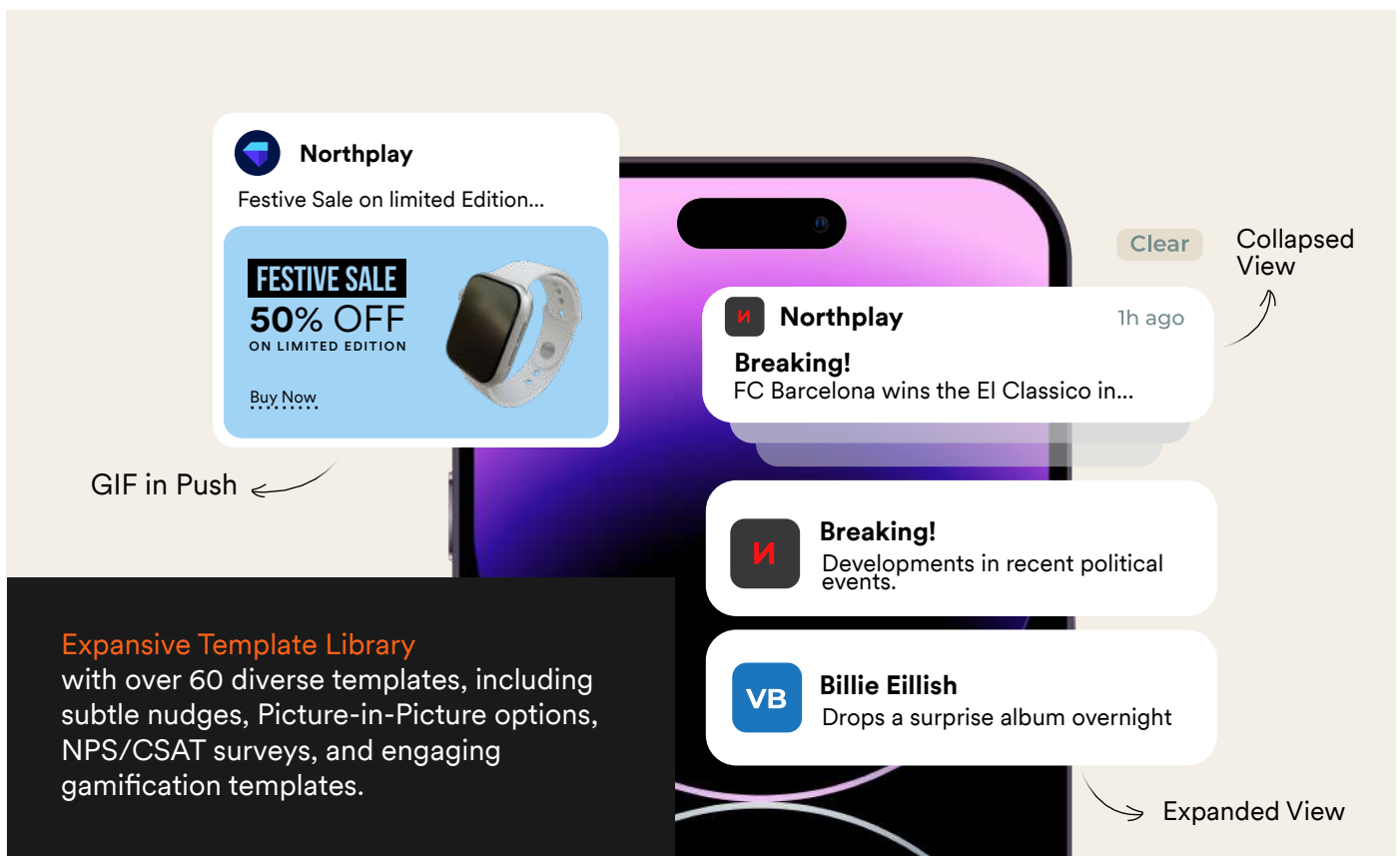
This is where MoEngage's foundational commitment to a holistic customer view comes into play. The ability to unify customer data, optimize cross-channel journeys, and leverage AI for enhanced personalization and efficiency will help consumer businesses build stronger customer relationships and drive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

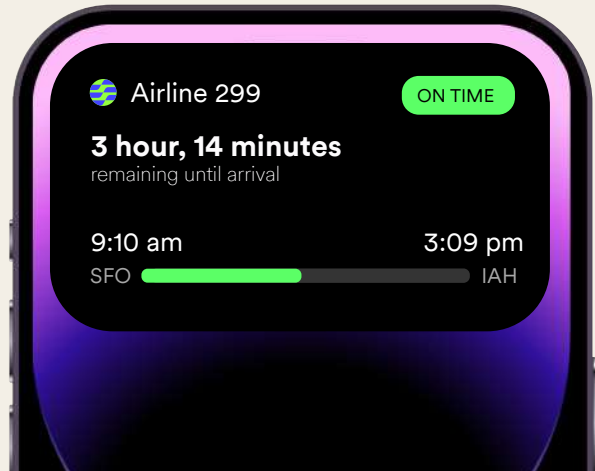
User-Centric Design Philosophy
Non-intrusive nudges that contribute positively to the customer journey.

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.

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!

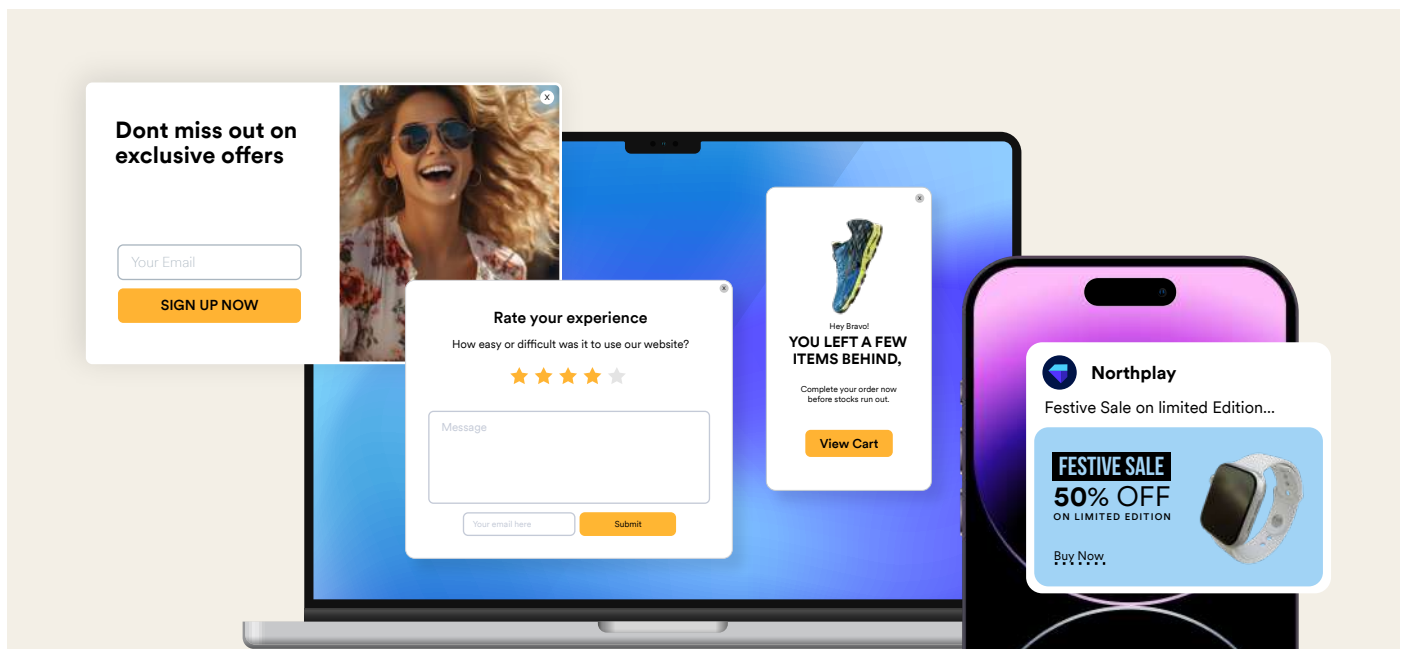
On-site Messaging (Website Push)

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!



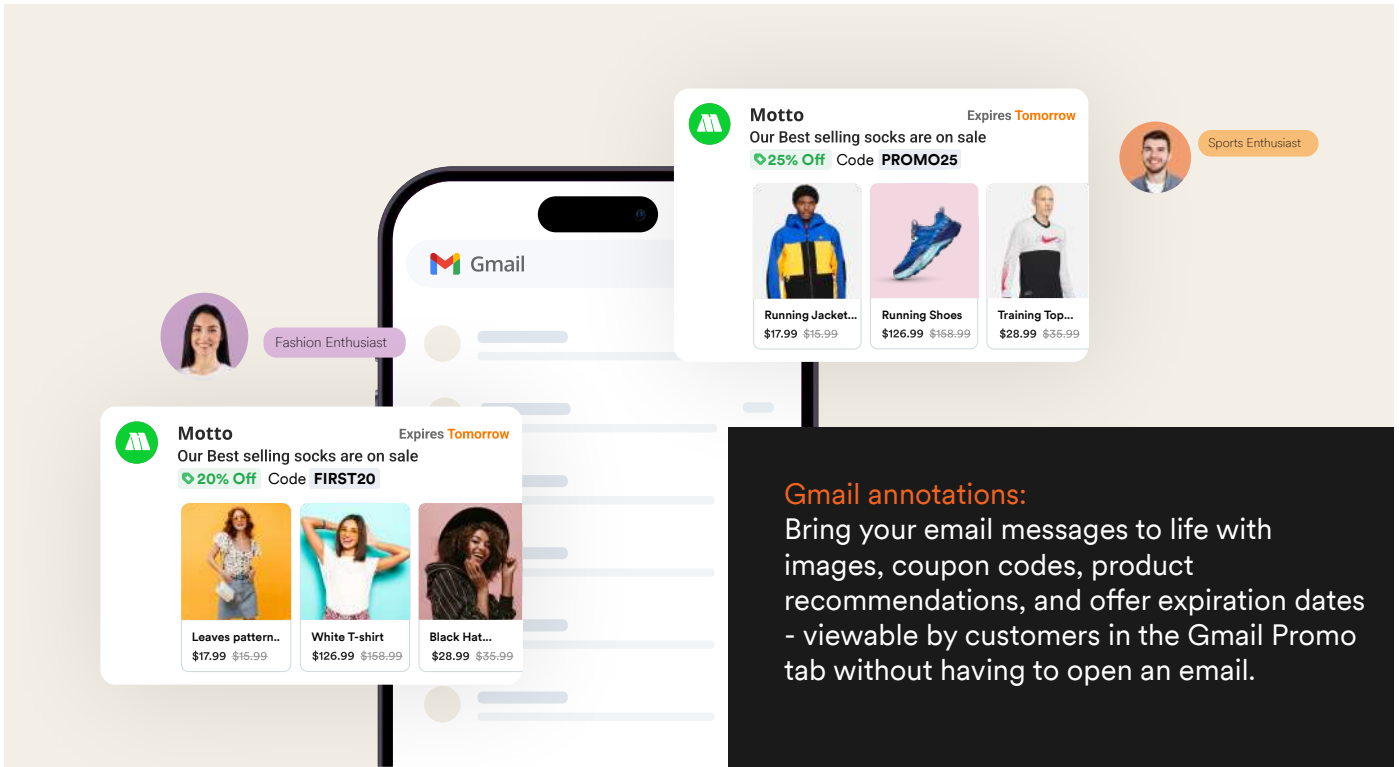
Email

Maximizing the performance of email campaigns through advanced deliverability and optimization 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 <small>Open rate 36.1% Adj. open rate 33.6%</small>	Clicked 1.4K <small>CTR 4.7% C TOR 10.7%</small>
---	---

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 centralized 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 Personalization:

Dive deep into our Merlin AI capabilities, particularly the AI-powered subject line optimization, and explore how AI can drive dynamic content and hyper-personalization 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

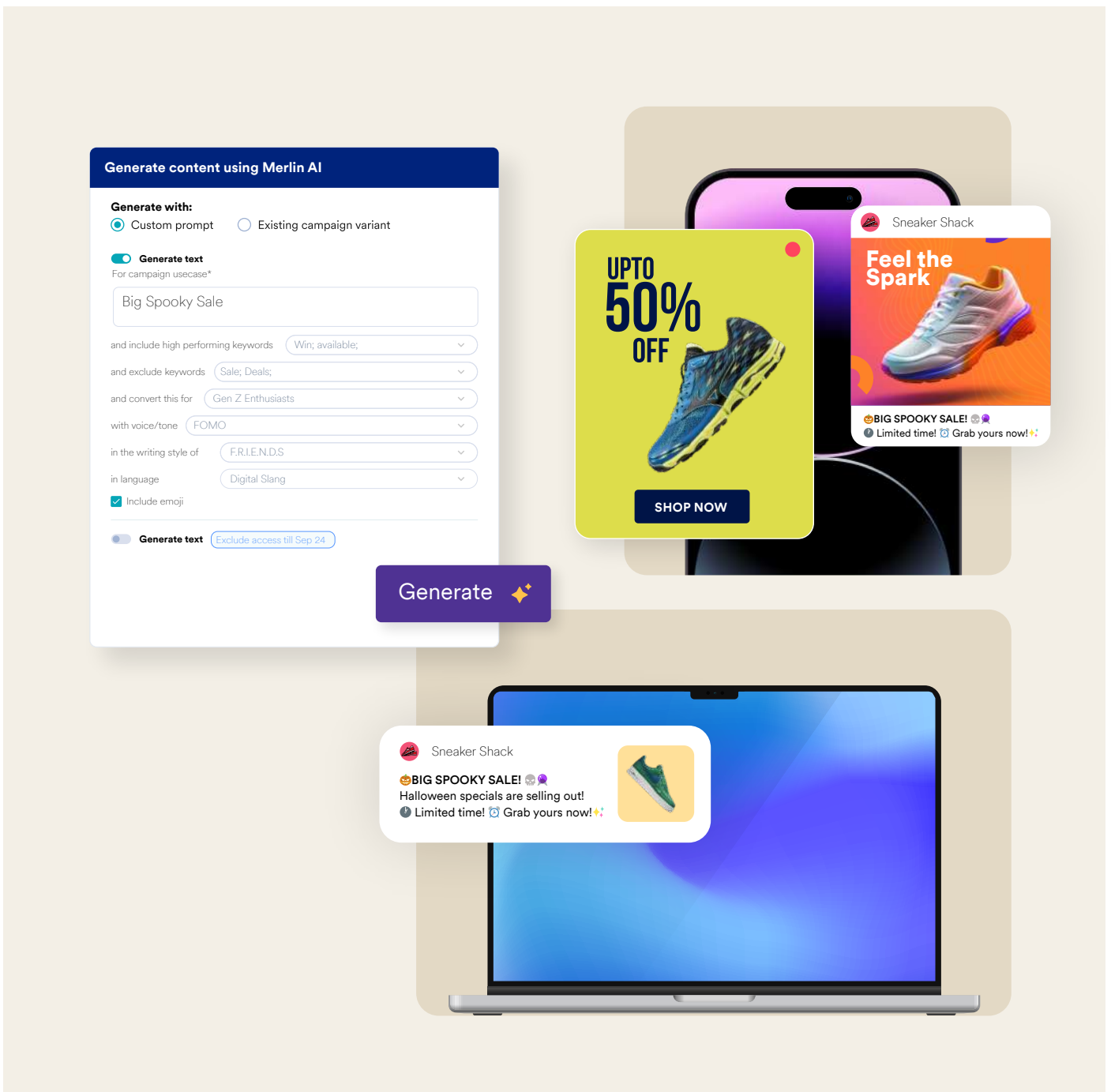
Re-engagement rates, churn reduction, conversion rates from triggered campaigns.

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.

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.

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.

Upgrade to a Leader.

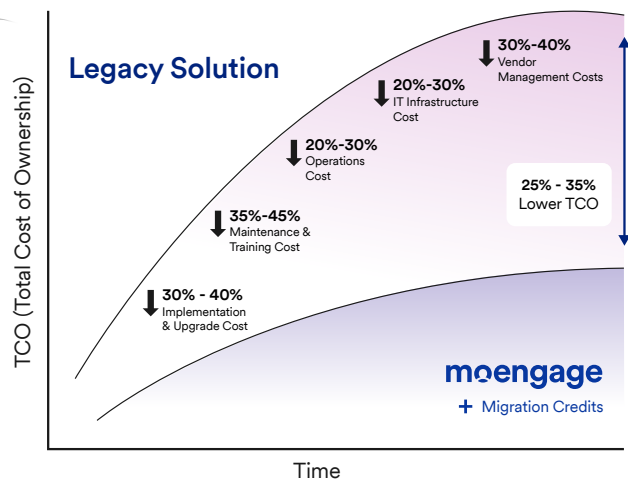
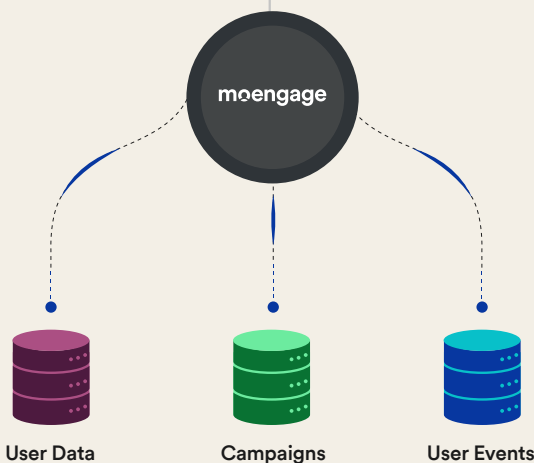
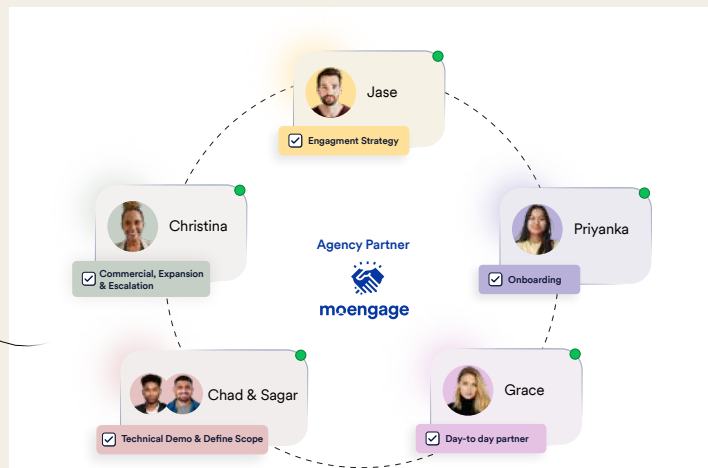
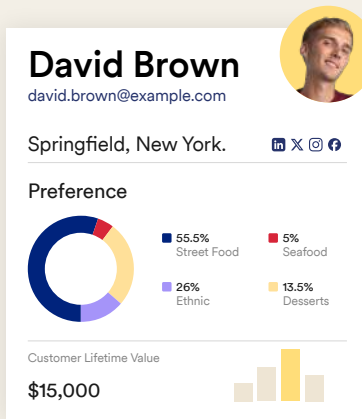
Ditch the Migration Drama!

Worried that switching to a better customer engagement platform will be a complex and costly nightmare? For many brands, the fear of a chaotic, expensive migration prevents them from upgrading from outdated systems. We're here to change that.

MoEngage makes the switch effortless with MoUpgrade, a first-of-its-kind program designed for a seamless transition with zero disruption and minimal cost.



What Does it do?
It's a support system designed by MoEngage to help businesses like yours transition smoothly from their current marketing tools to our platform.



Our proven approach combines three strategic pillars:

Intelligent automation

to quickly migrate your data, campaigns, and workflows.

A dedicated "pit crew"

of migration experts to handle any complexities.

Migration credits

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

to offset dual-system costs, lowering your Total Cost of Ownership (TCO) from day one.



This isn't just a promise—it's a proven path. **Over 300 brands**, including global leaders like **KFC, SoundCloud, and NZZ**, have already switched from legacy systems like Braze and Salesforce.

These brands successfully migrated complex, multi-geo campaigns in weeks, not months, and saw immediate, transformative results. For instance, after migrating, NZZ reduced its campaign creation time from 3 days to just 3 hours.

Stop putting up with platforms that hold you back.
It's time to upgrade your strategy, not your stress.

Ready to Switch Without a Hitch?

Chat with our experts



About MoEngage

MoEngage is an insights-led customer engagement platform trusted by 1,350+ global consumer brands, including Travelodge, Unilever, Deutsche Telekom, Pizza Hut, Samsung, Adidas, Coca-Cola, Starbucks, Domino's, and TopCashback.



Enterprises use MoEngage to be more agile, efficient, and independent. They achieve this by increasing campaign velocity, reducing the time to go live, optimizing at scale, and eliminating redundancy while maintaining data security and privacy.

[Learn More](#) →

MoEngage combines data from multiple sources to help brands gain a 360-degree view of their customers. [MoEngage Analytics](#) arms marketers and product owners with insights into customer behavior. Brands can then leverage MoEngage's Segmentation suite and MoEngage Personalize to [orchestrate journeys](#) and build 1:1 conversations across the website, mobile, email, social, and messaging channels. [MoEngage Inform](#), the transactional messaging infrastructure, helps unify promotional and transactional communication to a single platform for better insights and lower costs. [MoEngage's Merlin AI](#) helps marketers with generative AI capabilities to develop winning copies and creatives that boost engagement and help with faster execution.

MoEngage complies with GDPR, CCPA, SOC2 Type 2, CSA STAR Level 2, and more to fulfill enterprise brands' data privacy and security needs.

For over a decade, leading consumer brands in 60+ countries have been using MoEngage to reach enterprise goals that are most important to their global business without compromising quality or speed of execution. Our ever-expanding partner ecosystem helps enterprise brands build a lean, flexible, and reliable martech stack.

With offices in 13 countries, including local offices in London and Berlin, 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 named a Customers' Choice Vendor in the Gartner Peer Insights(™) Voice of the Customer: Multichannel Marketing Hubs 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.