



# Customer Engagement Benchmarks Report

From Data to Dollars with  
Unified MarTech

**mengage**

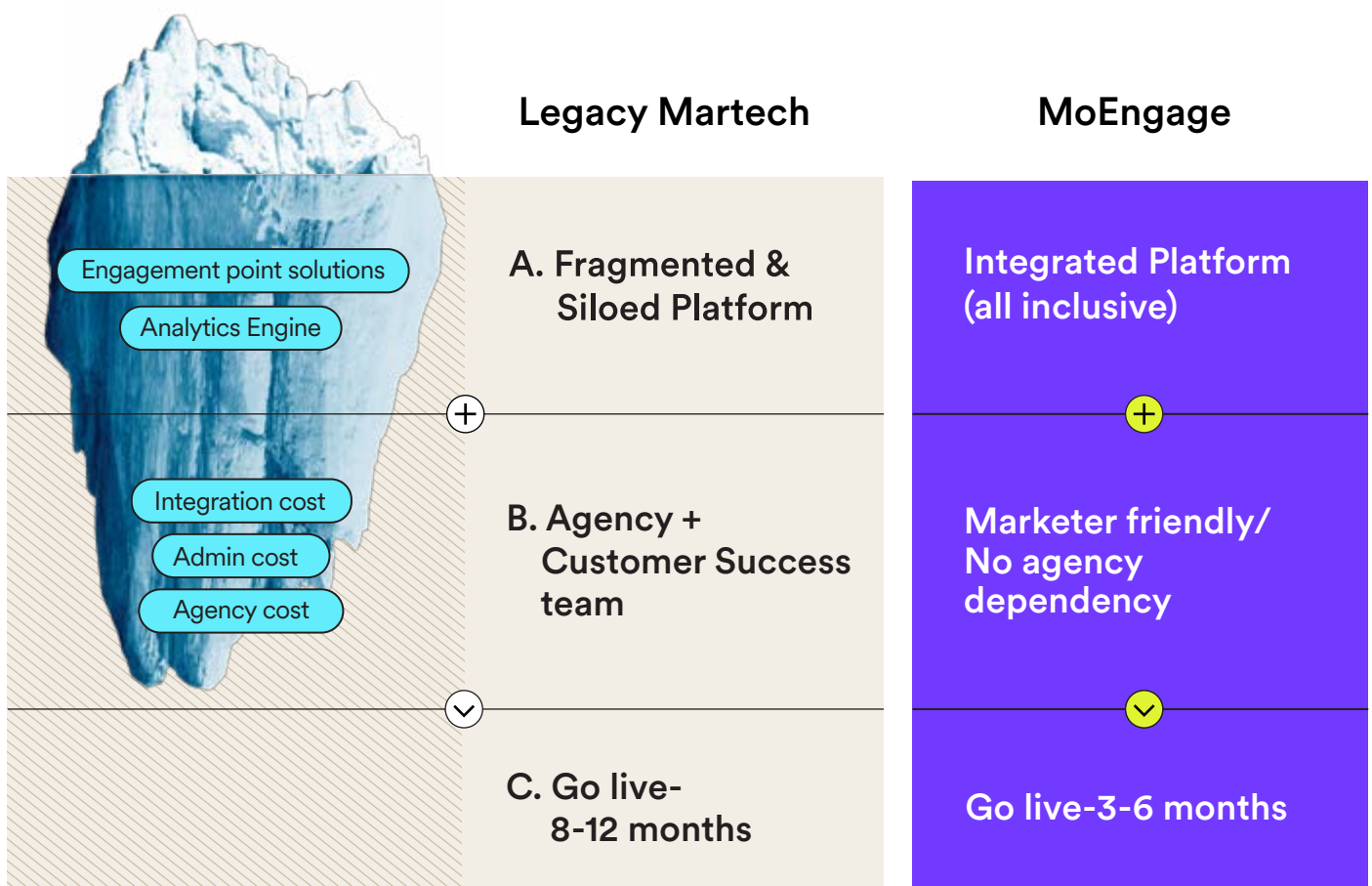


SOUTH-EAST ASIA 2026

# Foreword

The consumer landscape has never been more competitive. Brands across Southeast Asia are navigating a digital ecosystem flooded with data from every customer touchpoint imaginable. While traditional Customer Data Platforms were a step in the right direction, they often fail to provide the complete, unified customer view and agile campaign management required to truly succeed.

The real challenge isn't just about collecting data; it's about transforming it into intelligent, actionable insights. This enables brands to create personalized interactions at a massive scale without ballooning their operational costs.



Legacy Martech stack can be

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

Fragmented tech stacks and slow, agency-dependent workflows are inflating the Total Cost of Ownership (TCO) for many businesses. In stark contrast, a streamlined martech platform offers a predictable, transparent pricing model based on a usage-driven approach. This gives marketers the flexibility to launch campaigns on their own terms, leading to faster go-to-market speeds and more efficient budget management — a critical advantage in our dynamic regional market.

An agile Customer Data and Engagement Platform marks a crucial evolution from a static data repository to an intelligent hub for customer engagement. It moves beyond simple data collection by intelligently unifying and enriching

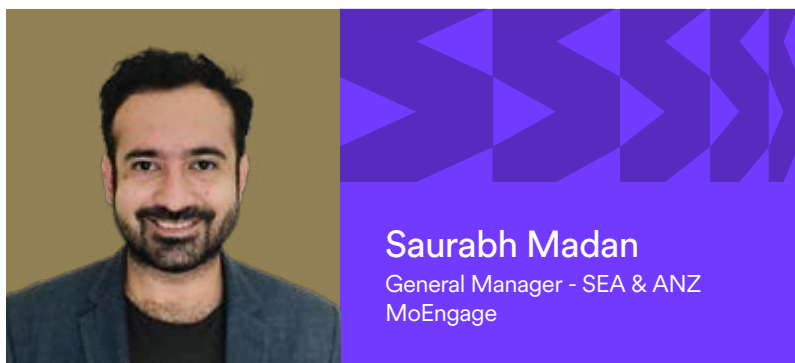
information from all internal and external sources. This creates a single source of truth, giving you a comprehensive understanding of every customer.

What makes these advanced platforms truly powerful is their native integration with your existing data warehouse. This means no more copying or duplicating data, which ensures unmatched data integrity, reduces latency, and significantly lowers maintenance efforts. This architecture unlocks the potential for real-time personalization, allowing you to orchestrate impactful engagement campaigns across email, push, in-app messages, and SMS, all powered by the most up-to-date customer context.

By moving beyond basic segmentation, you can deliver truly personalized experiences across every touchpoint. Furthermore, these platforms are becoming increasingly intelligent, powered by AI that uses reinforcement learning. They continuously adapt to customer behaviors and actions, refining engagement strategies autonomously. Their flexible and scalable design seamlessly integrates data across multiple sources, allowing them to meet a wide range of business needs.

This report will serve as your definitive guide to understanding how these capabilities translate into measurable improvements in key engagement metrics, from open and delivery rates to CTRs and conversion rates. It showcases the immense power of a modern, consolidated, and lean martech platform that excels at data unification, smart customer data management, and the orchestration of highly effective, personalized engagement campaigns.

To further illustrate the real-world impact of such a platform, we've included success stories and key performance metrics from some of the region's top consumer brands.



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# 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 SEA 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.

This report is your key to unlocking the full potential of your customer interactions and solidifying your position as a market leader in the evolving digital ecosystem.

## Defining Campaign Types

According to cohorts, actions, and lifecycle journey stages;

### General Broadcast

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

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### Behavior-Based

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

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### Journey-Based

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

# Key Metric for Success

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

## Unique Open Rate (OR)

The percentage of unique recipients who opened the message.

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

## Click-to-Open Rate (CTOR)

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

## Click-through Rate (CTR)

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

## Conversion Rate (CVR)

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

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

## Unsubscribe Rate (UR)

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

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

# Report Methodology

This 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 SEA (across industries):

2.5Bn

Email

8.8Bn

Push

10.7Mn

SMS

246Mn

OSM

417Mn

In-App

# Email Benchmarks by Industry



01

Banking and Finance

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Shopping (E-commerce and Retail)

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Media and Entertainment

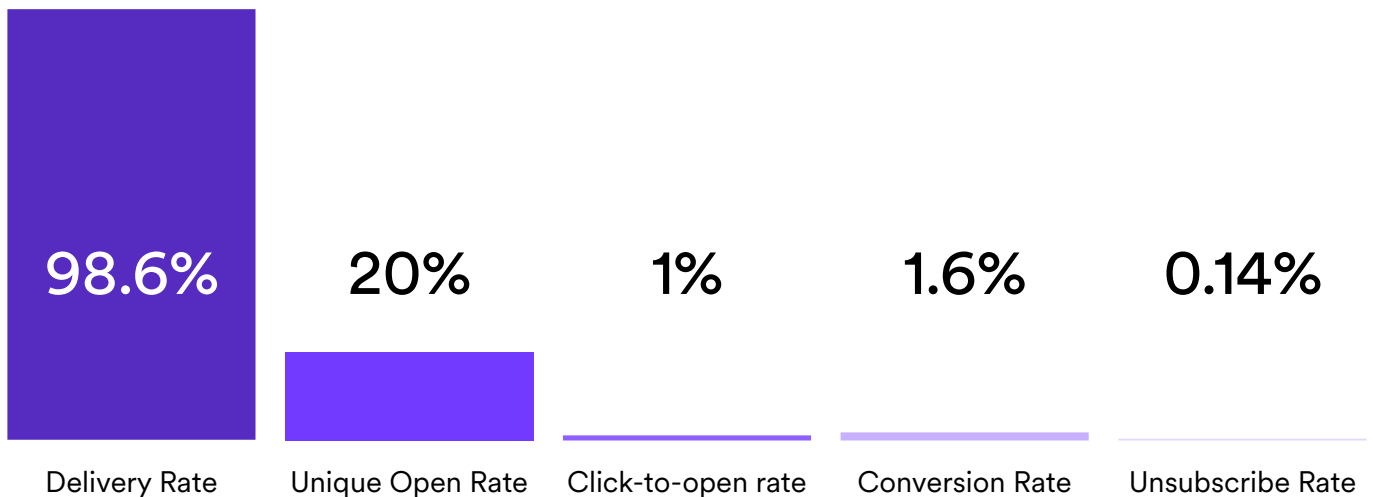
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Travel and Hospitality

# Banking and Finance

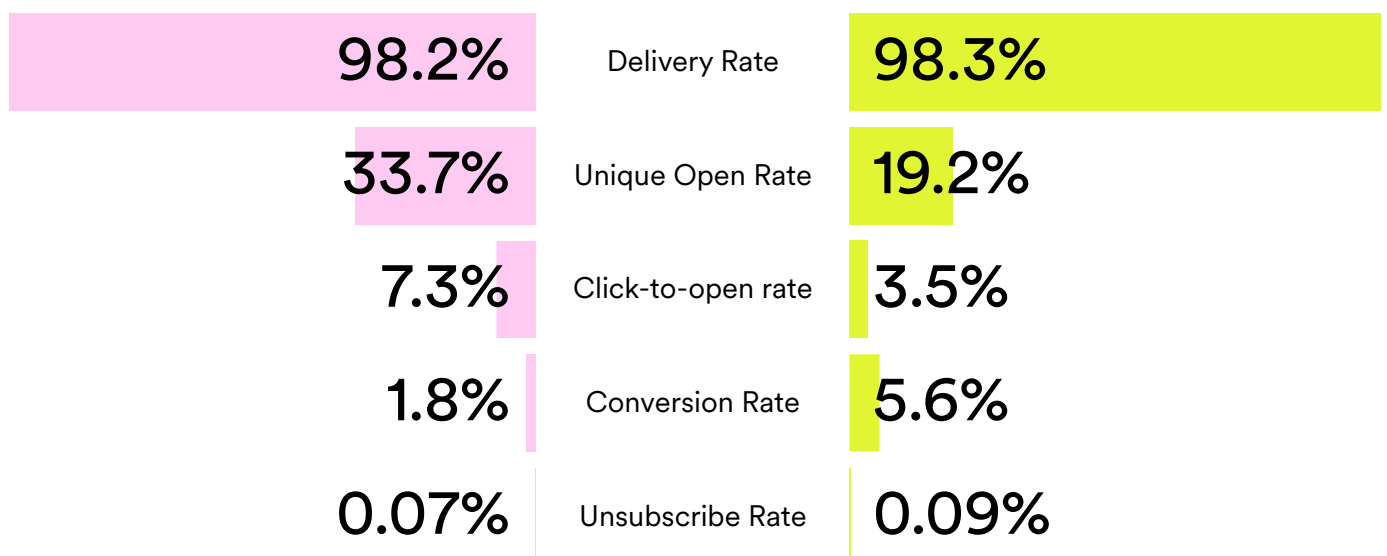
The banking sector benefits significantly from personalized communication, driving higher engagement and conversions.

## General Broadcast Email Performance



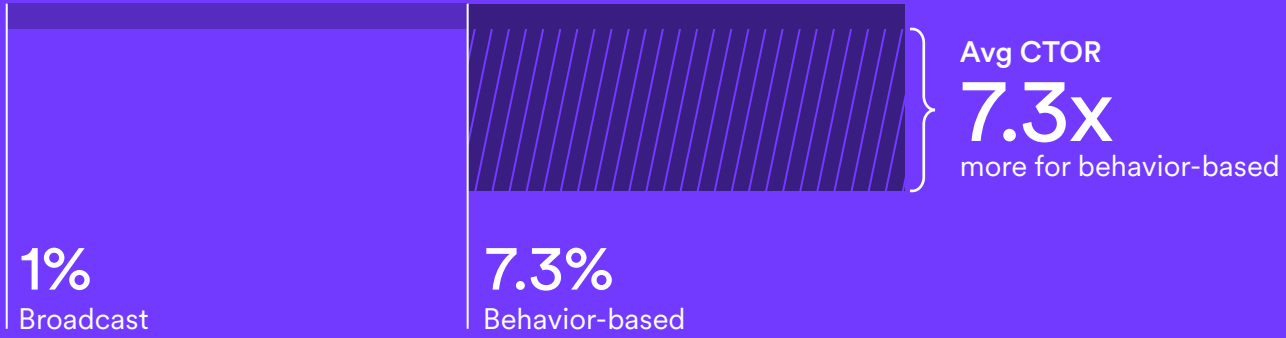
## Behavior-based and Journey-based Email Performance

Behavior-based Journey-based

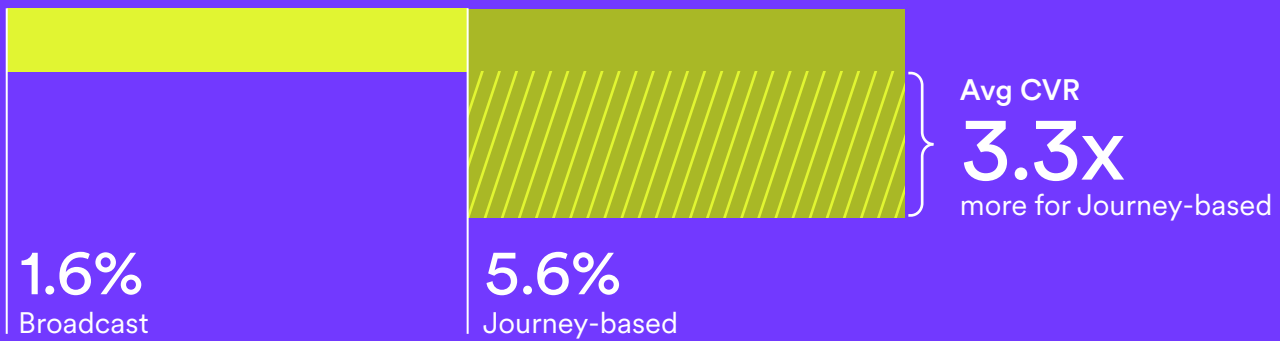


# Banking Industry Analysis and Key Takeaways

## Average Click to Open Rate



## Average Conversion Rate



For the Banking and Finance industry, journey-based emails deliver a 3.33x higher CVR, effectively guiding customer processes. Behavior-based emails drive an exceptional 7.38x uplift in CTOR, showcasing high engagement with tailored content.

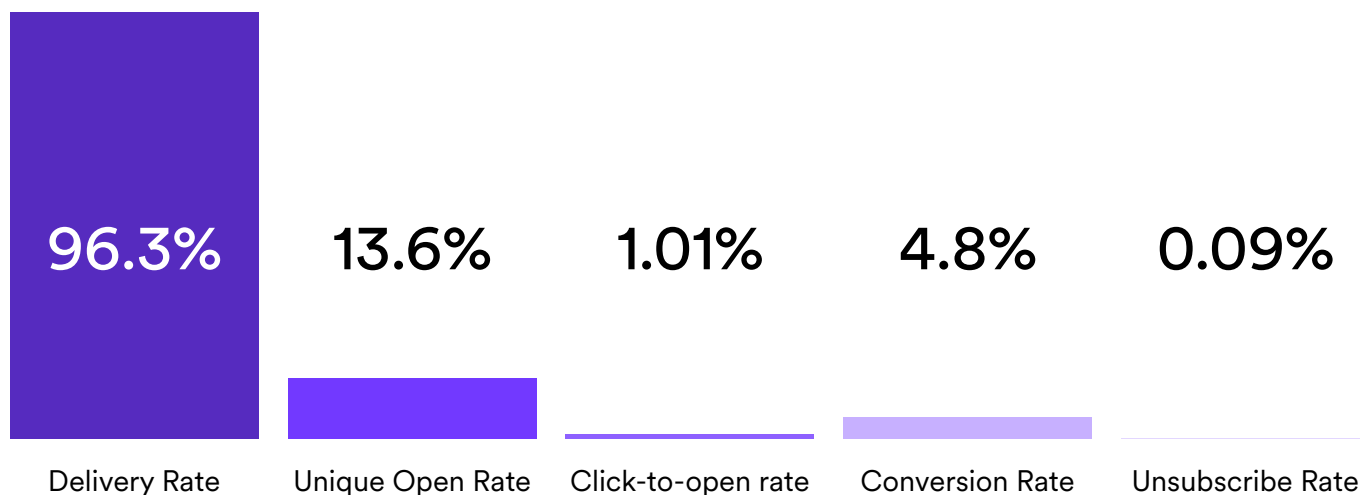
**4x** Email Open Rates | **3x** CTR

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

# Shopping (E-commerce and Retail)

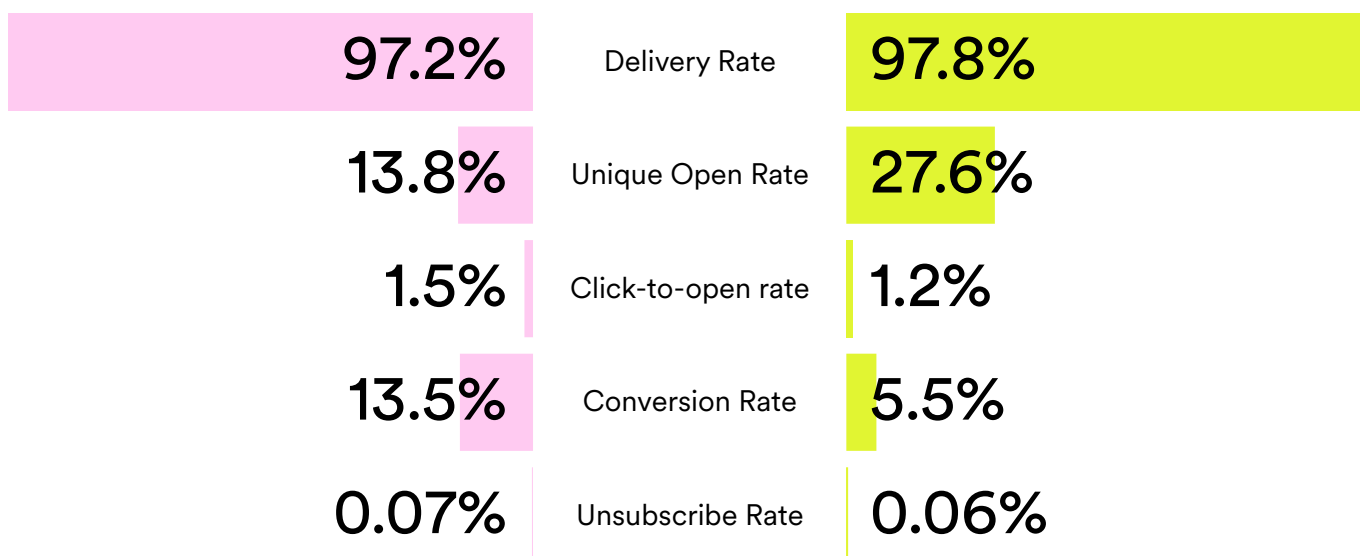
Personalization plays a crucial role in cutting through the noise in the competitive shopping landscape.

## General Broadcast Email Performance



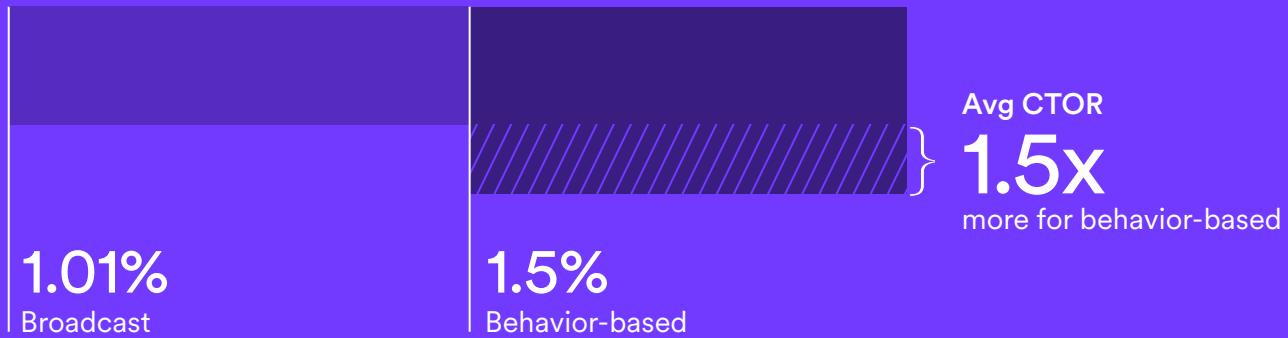
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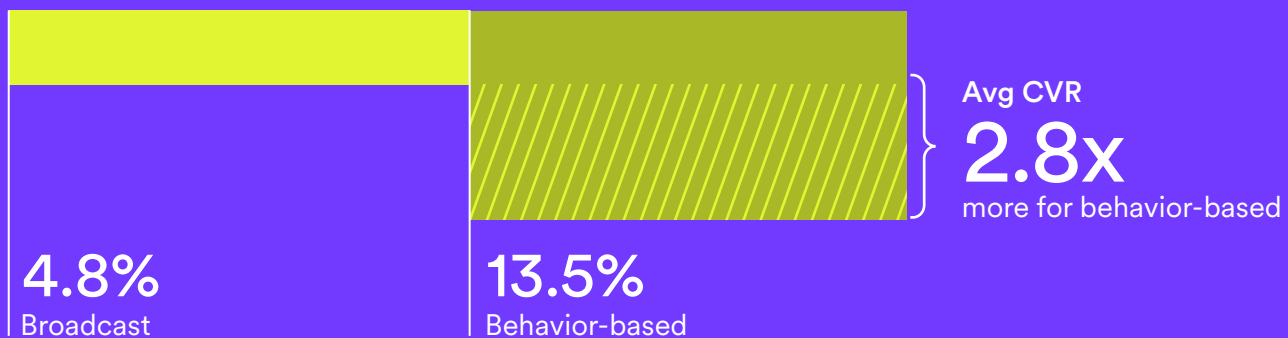


# Shopping (E-commerce and Retail) Industry Analysis and Key Takeaways

## Average Click to Open Rate




## Average Conversion Rate



For the shopping industry, behavior-based personalization is a game-changer, driving a 2.8x higher Conversion Rate. Abandoned cart reminders and product recommendations are highly effective at boosting sales.

This underscores the immense value of abandoned cart reminders, product recommendations, and post-purchase follow-ups in encouraging customers to complete their purchases.



**260%**  
CTR

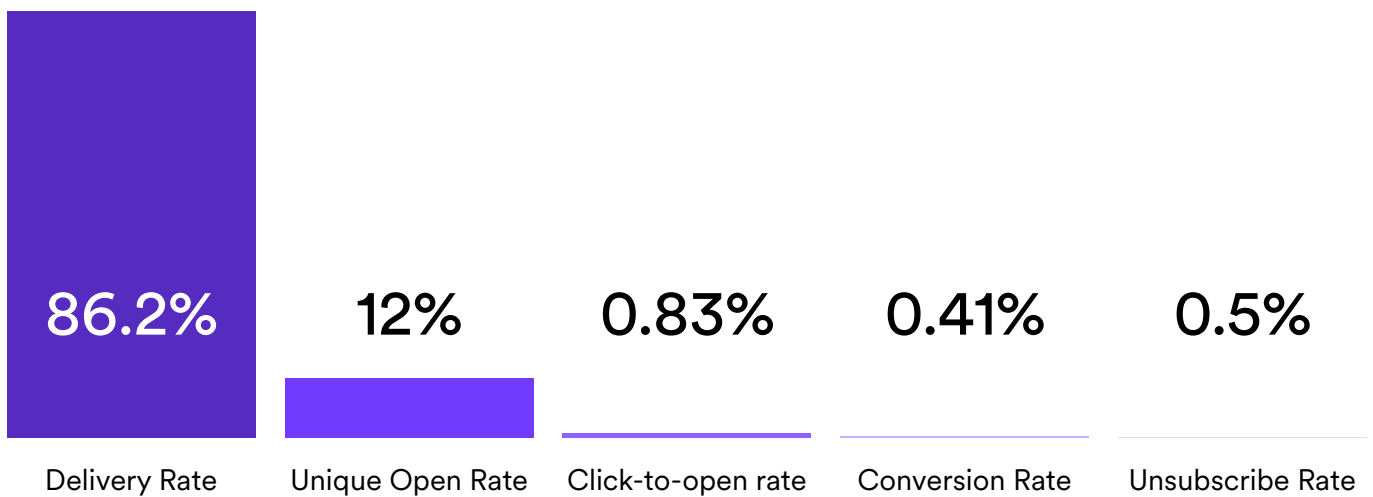
**213%**  
CVR

Southeast Asia's leading parenting platform leveraged MoEngage's AI-powered Smart Recommendations to achieve a **260% uplift in CTR** and a **213% increase in conversions**, demonstrating the power of personalized product suggestions to boost sales directly.

# Media and Entertainment

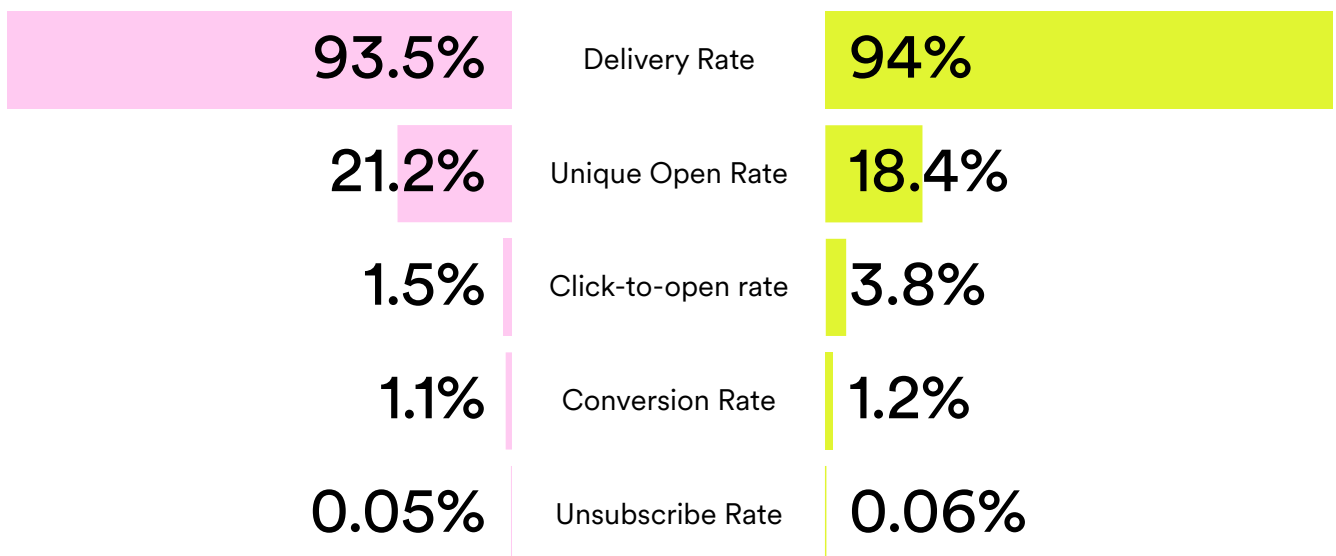
In the media and entertainment sector, engaging users with relevant content and timely updates is key to retention and monetization.

## General Broadcast Email Performance



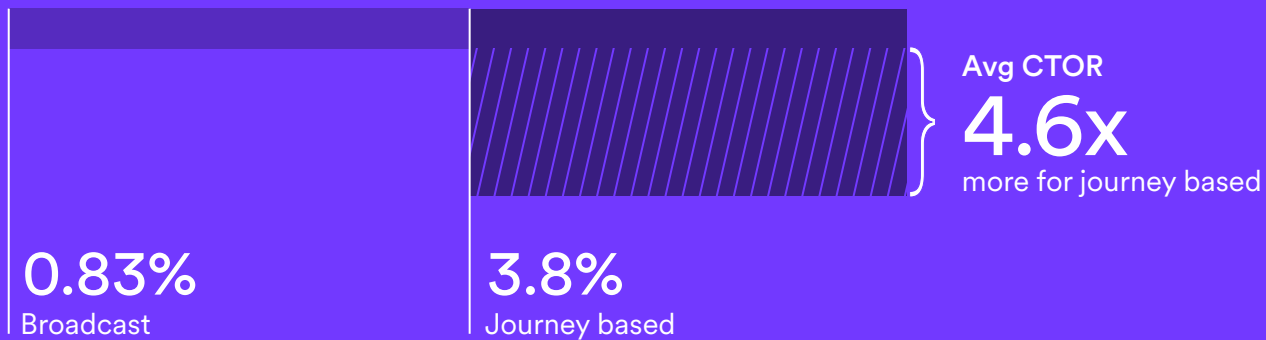
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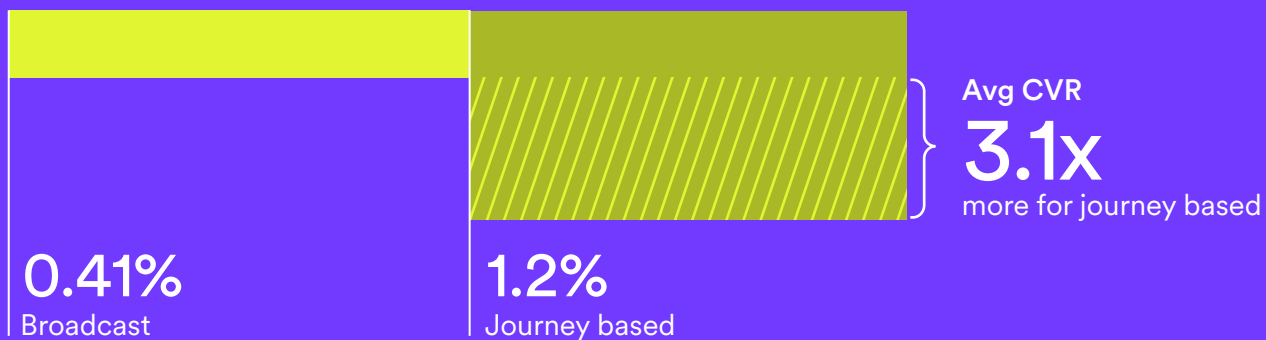


# Media and Entertainment Industry Analysis and Key Takeaways

## Average Click to Open Rate



## Average Conversion Rate



The Media & Entertainment industry sees a massive 4.66x increase in Click-to-Open Rates with journey-based emails. This proves the effectiveness of creating curated content journeys, such as a series of emails recommending new shows based on viewing history, to keep audiences hooked. The Conversion Rate for journey-based emails is also 3.12x higher, demonstrating that this approach is key to turning viewers into loyal subscribers.



# 92%

Increase in subscriber engagement

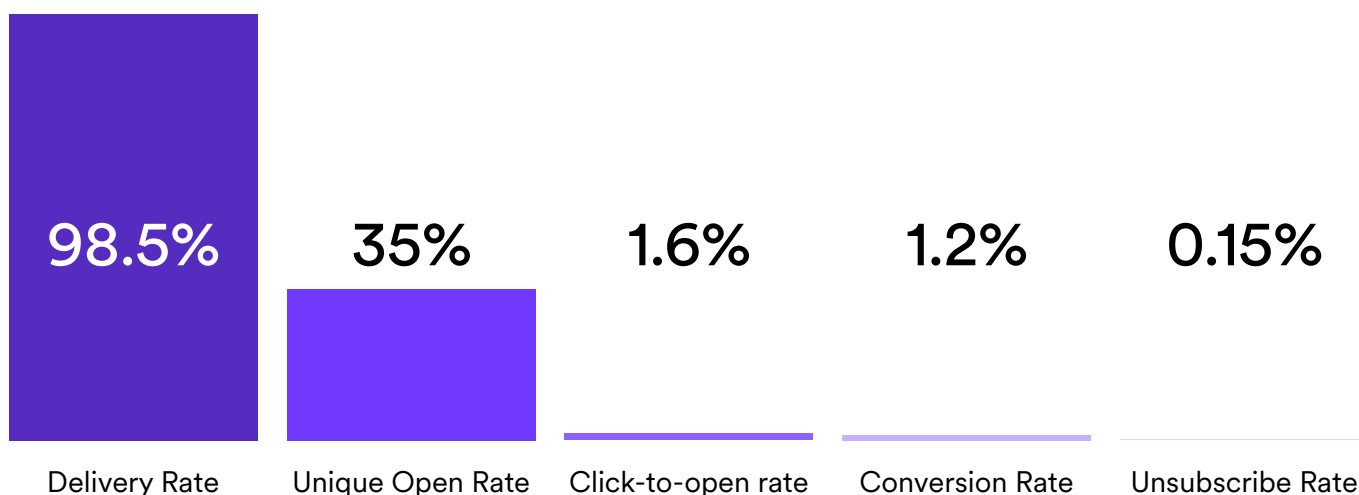
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**A leading APAC Media Conglomerate** utilized MoEngage's deep segmentation capabilities across 200+ campaigns via Emails (and other channels) to boost retention rates to **92%** and cut churn by **over 12%**. This highlights the impact of a 360-degree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

# Travel and Hospitality

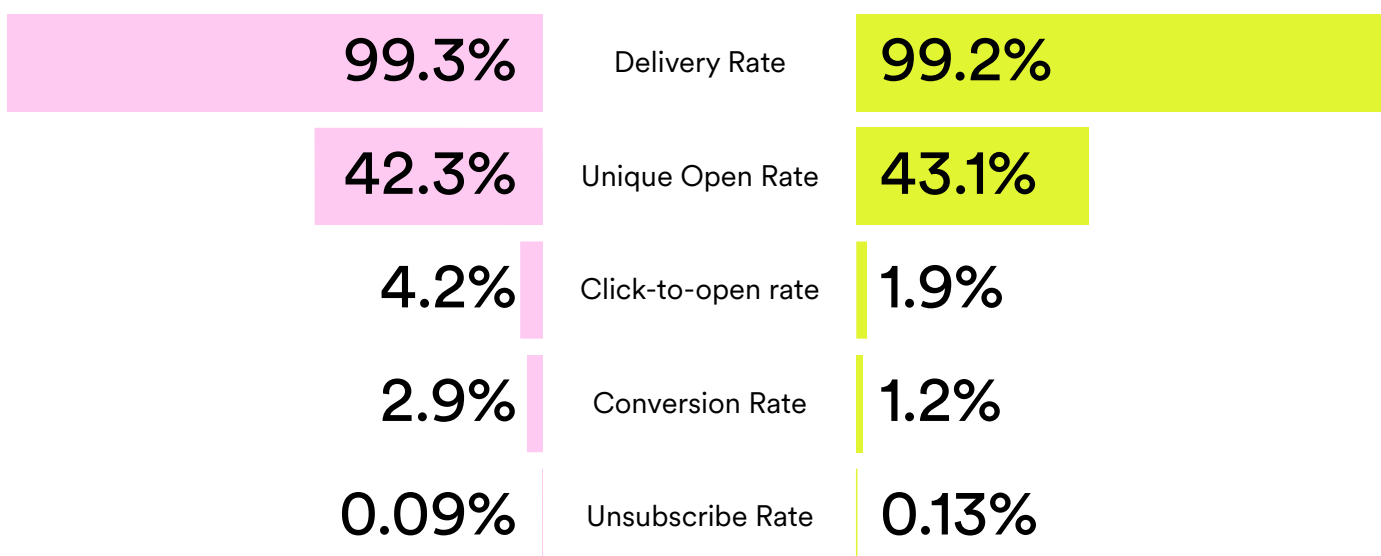
Personalized offers and timely information are crucial for engaging travelers and maximizing booking conversions.

## General Broadcast Email Performance



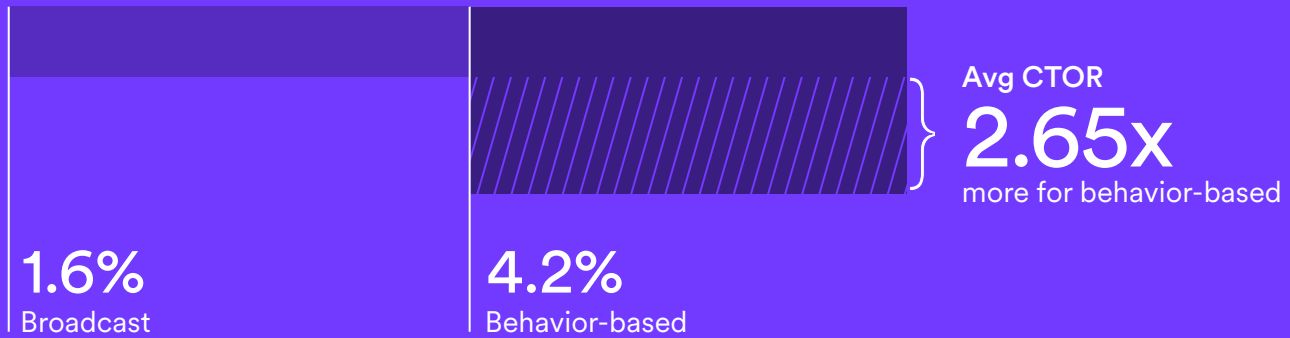
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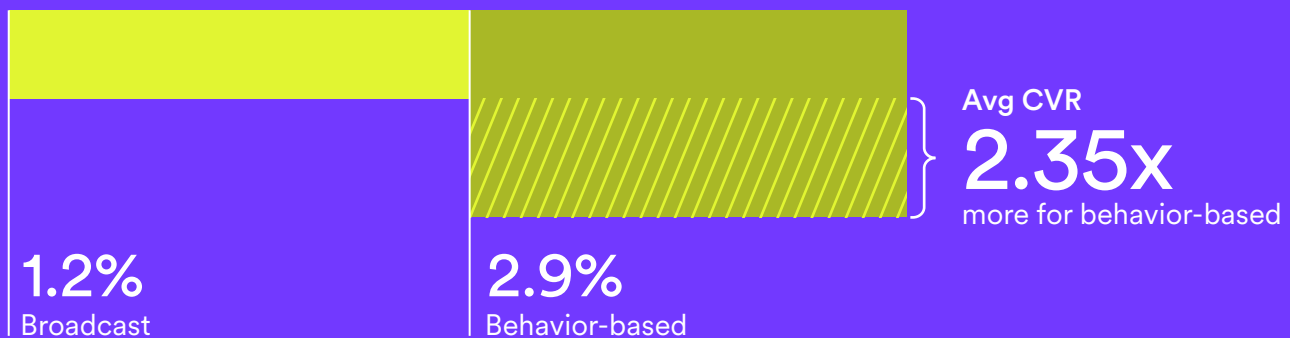


# Travel and Hospitality Industry Analysis and Key Takeaways

## Average Click to Open Rate



## Average Conversion Rate



For Travel & Hospitality, behavior-based emails drive a 2.66x CTOR uplift and a 2.36x CVR increase. Personalized offers based on consumer search and booking history effectively convert interest into bookings.

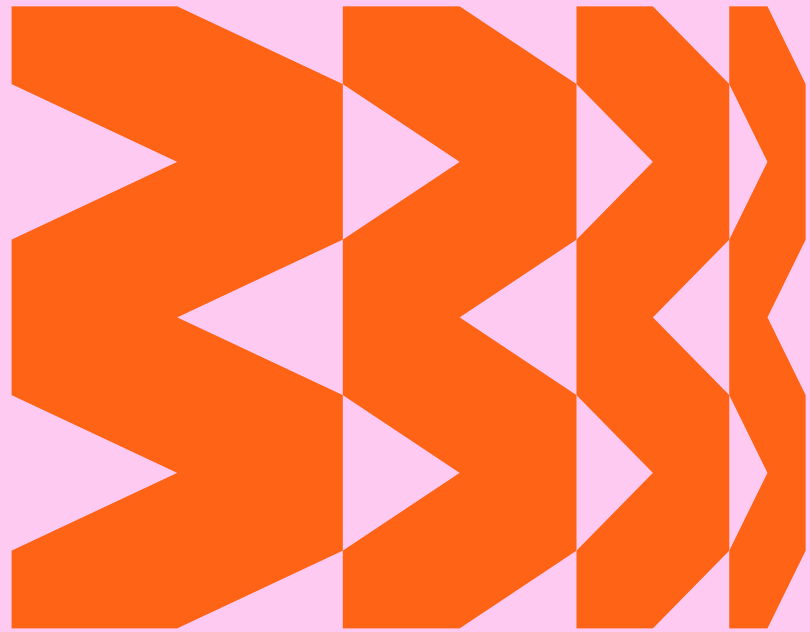
# 20%

Increase in repeat bookings

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

# Push Notification Benchmarks by Industry



Banking and Finance

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Shopping (E-commerce and Retail)

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Media and Entertainment

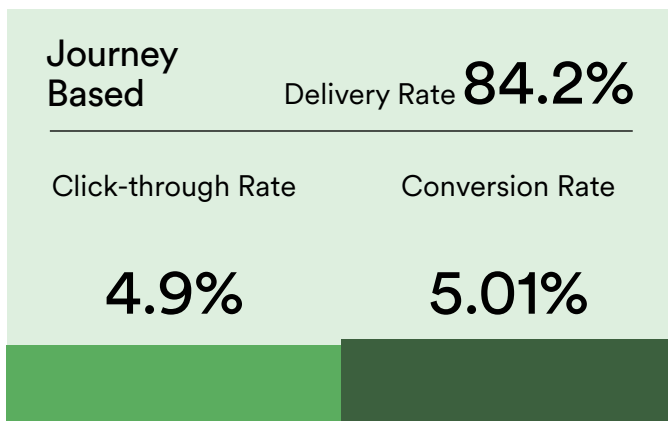
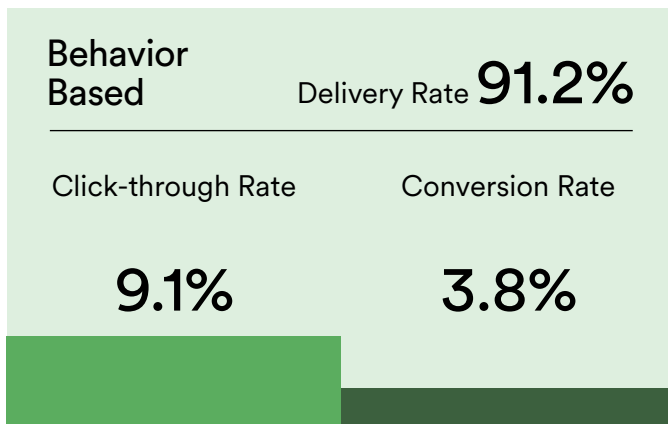
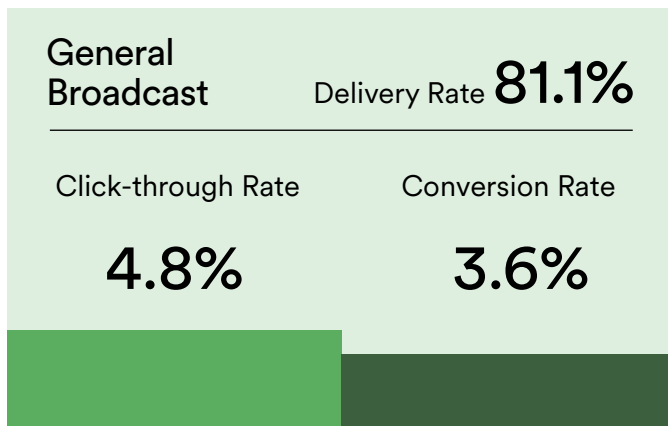
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Travel and Hospitality

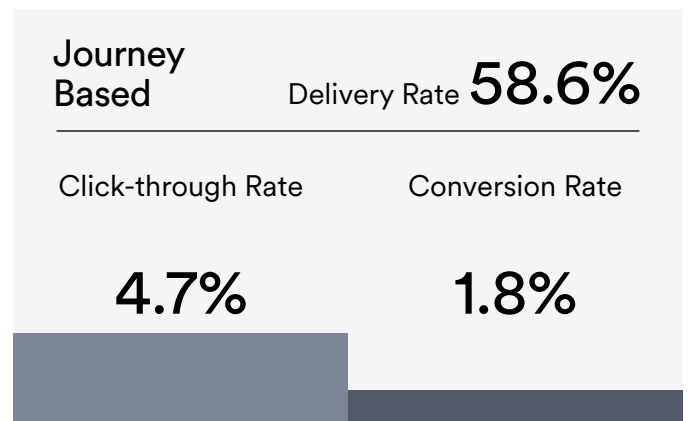
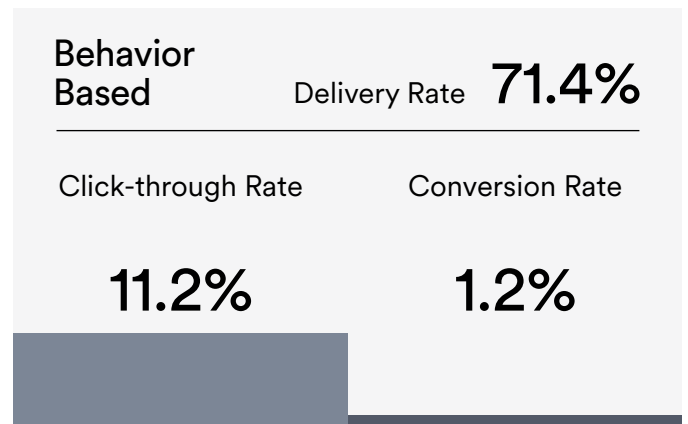
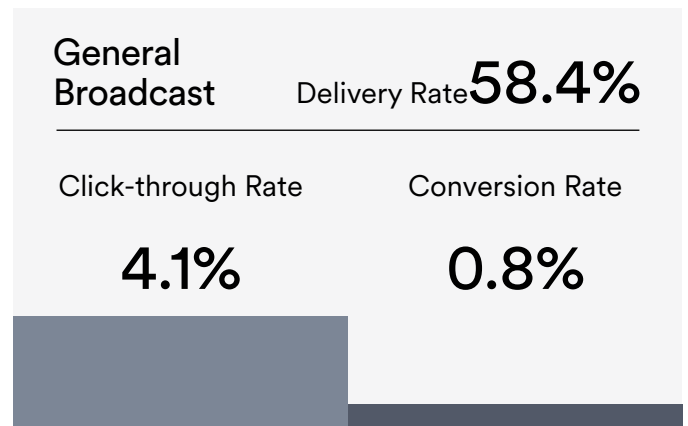
# Banking and Finance

Personalized 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 personalization via push notifications.

## Android



## iOS



# Banking Industry Analysis and Key Takeaways

1.8x

Higher CTR

1.3x

More CVR

For Android users in finance, behavior-based push notifications significantly outperform general broadcasts with a 1.89x higher Click-Through Rate (CTR).

However, journey-based campaigns are the most effective at driving results, showing a 1.38x lift in Conversion Rate (CVR).

2.6x

Higher CTR

On iOS, behavior-based push is highly effective at grabbing attention, delivering a 2.69x higher CTR.

Focus on optimizing the post-click experience and call-to-actions within behavior-based push for iOS users to capitalize on the higher engagement and drive increased conversions.



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

40%

Improvement in CTRs

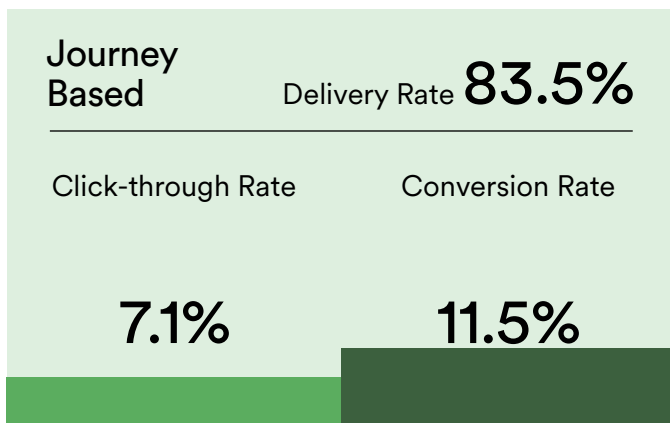
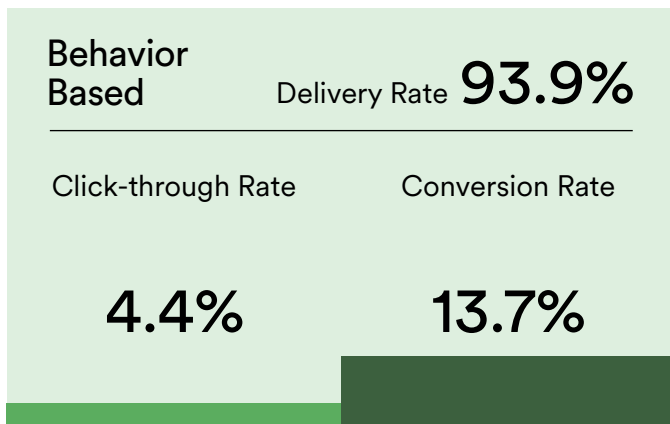
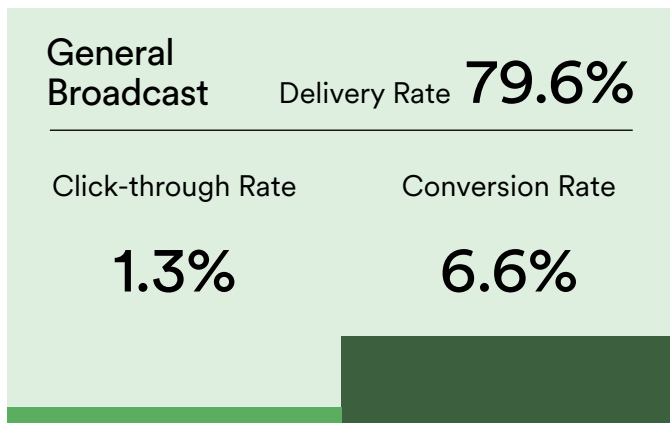
22%

Increase in conversions

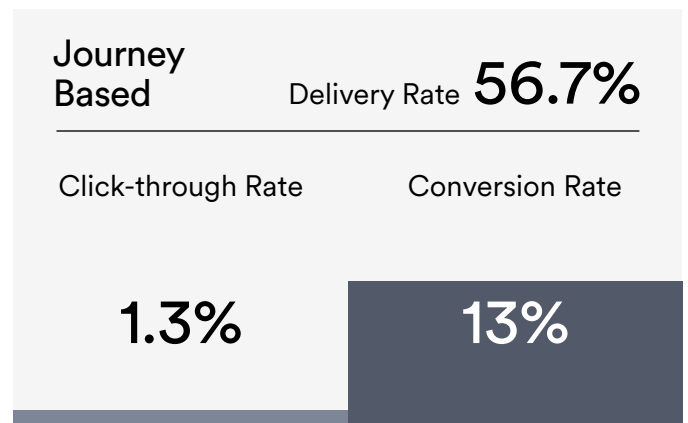
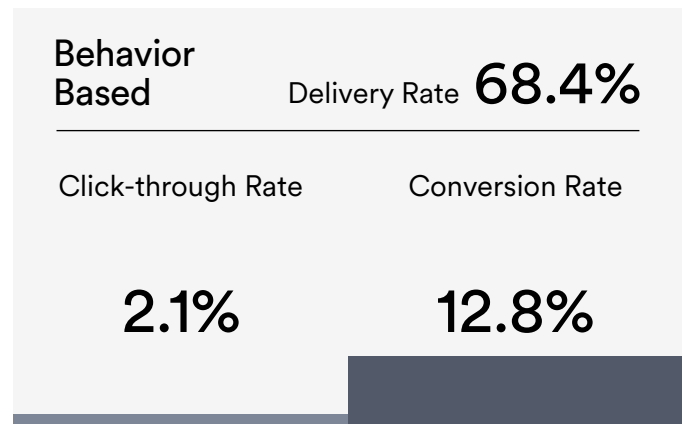
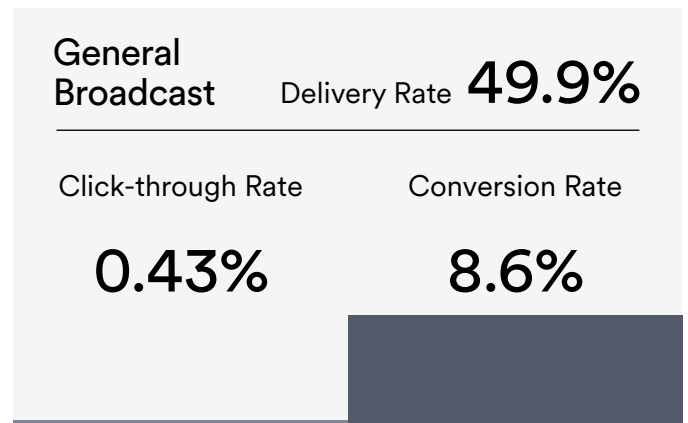
# Shopping (E-commerce and Retail)

In the competitive retail and E-commerce sector, effective personalization 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

5.4x | 1.7x

Higher CTR | Higher CVR

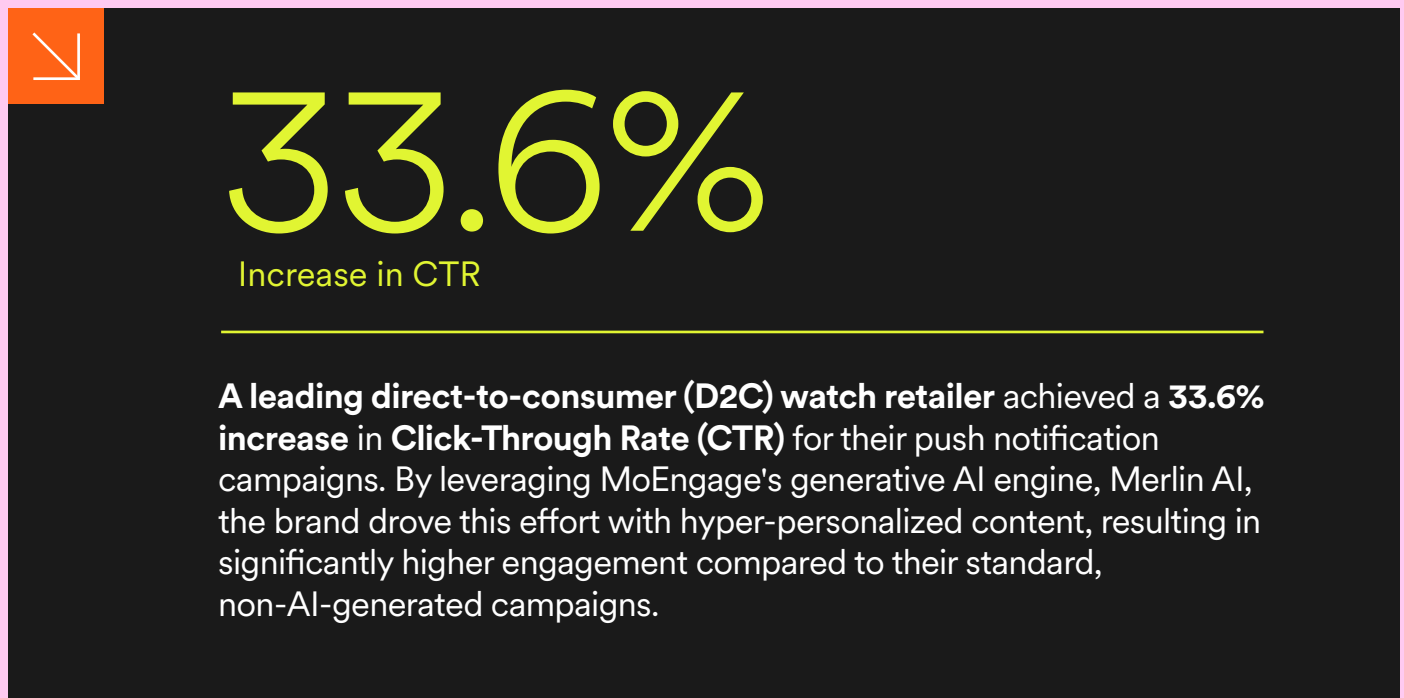
In Shopping, journey-based push on Android is exceptionally powerful, generating a massive 5.49x higher CTR and a 1.74x CVR uplift.

This highlights the value of guiding Android shoppers through their purchase funnel with automated messages.

5.07x

Higher CTR

For iOS shoppers, behavior-based campaigns are key for engagement, delivering a 5.07x higher CTR. Both behavior-based (1.48x) and journey-based (1.50x) campaigns provide a significant CVR boost, making personalization crucial for this audience.



33.6%

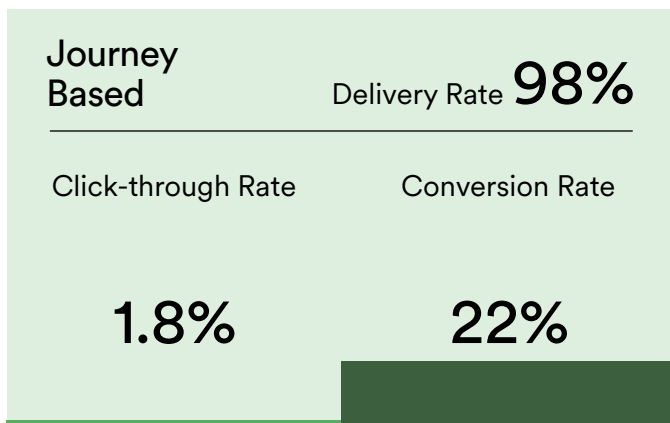
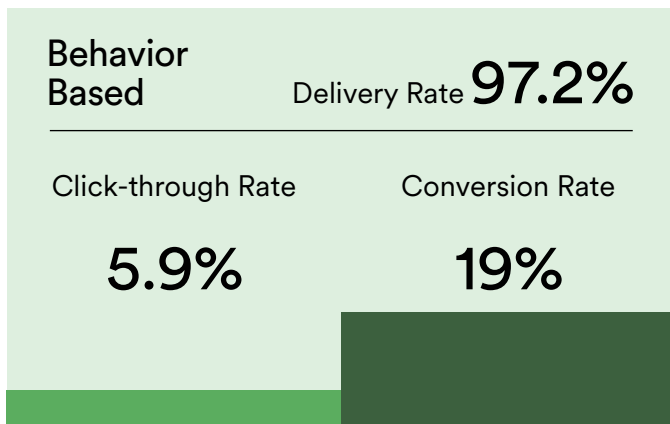
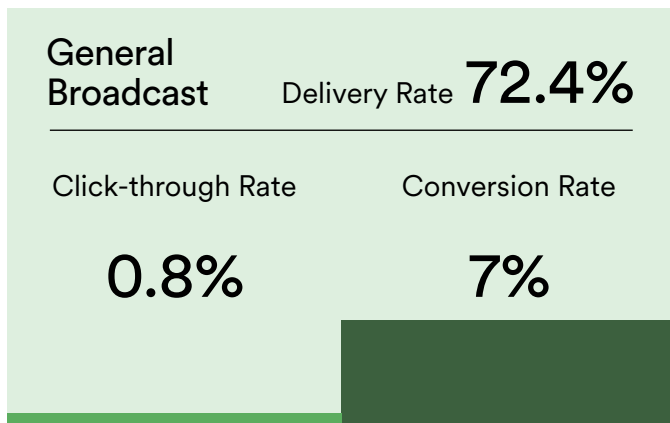
Increase in CTR

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

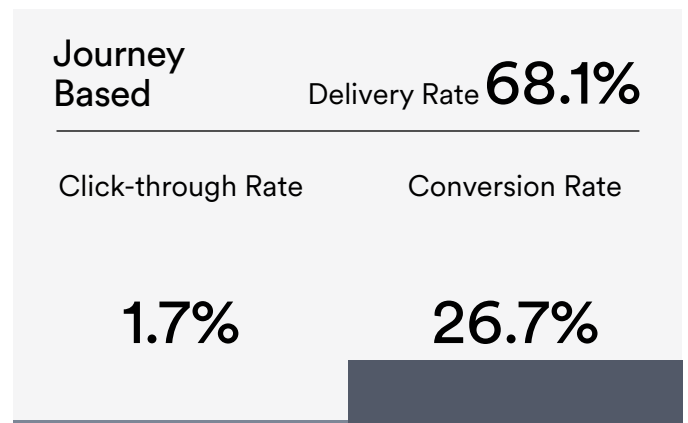
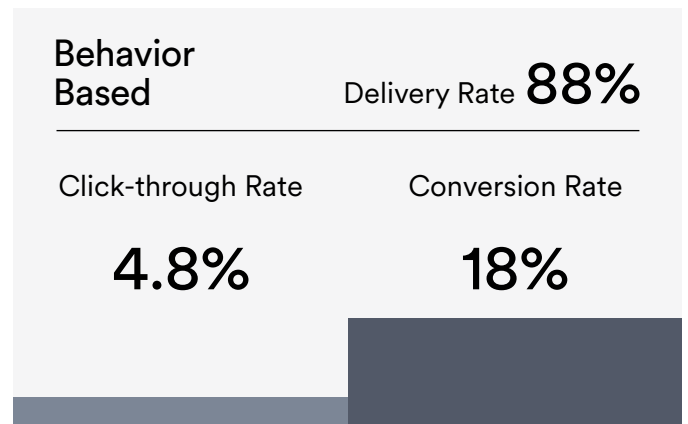
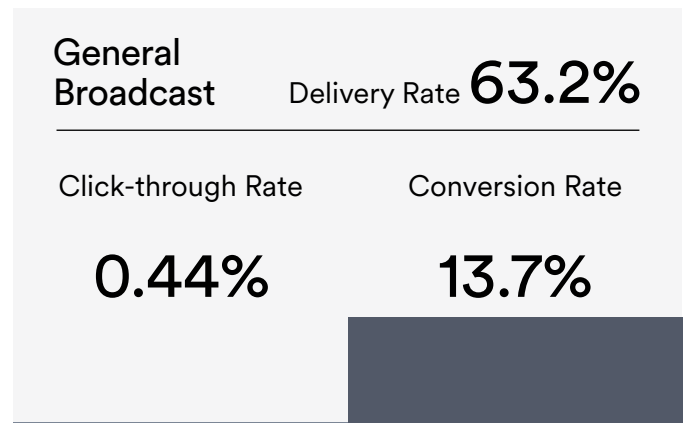
# Media and Entertainment

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

## Android



## iOS



# Media and Entertainment Industry Analysis and Key Takeaways

# 3.12x

Uplift in CVR

Behavior-based push for Android users in Media is a powerhouse, boosting CTR by 6.97x and CVR by 2.69x. For getting users to take the final step, journey-based campaigns are even stronger, with a 3.12x CVR uplift.

# 1.95x

Uplift in Conversion

On iOS, the engagement from behavior-based push is extraordinary, with an 11x higher CTR. To convert that attention, journey-based campaigns are essential, delivering a 1.95x higher Conversion Rate than general broadcasts.



# 80%

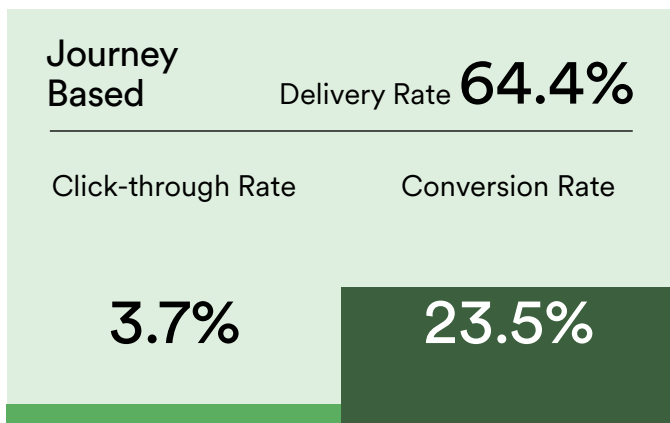
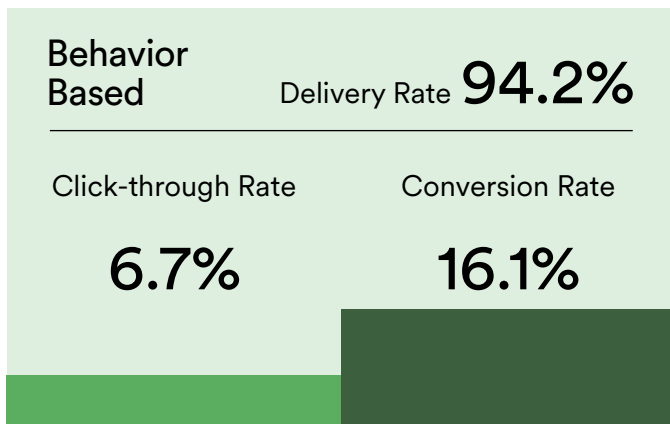
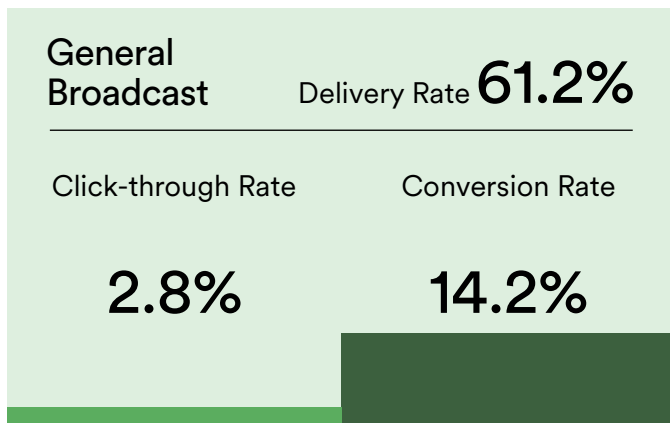
Higher Delivery rates

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

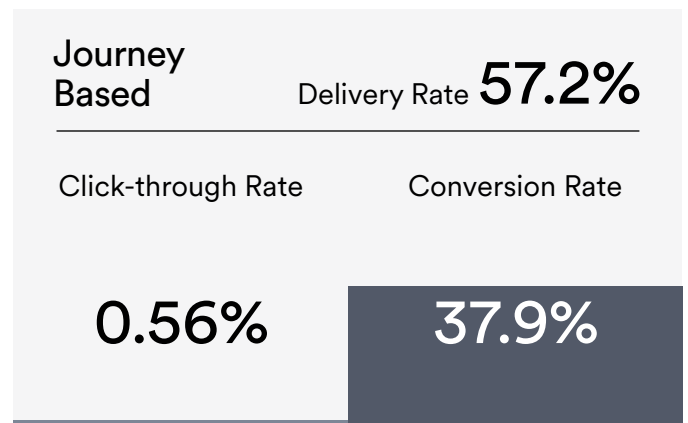
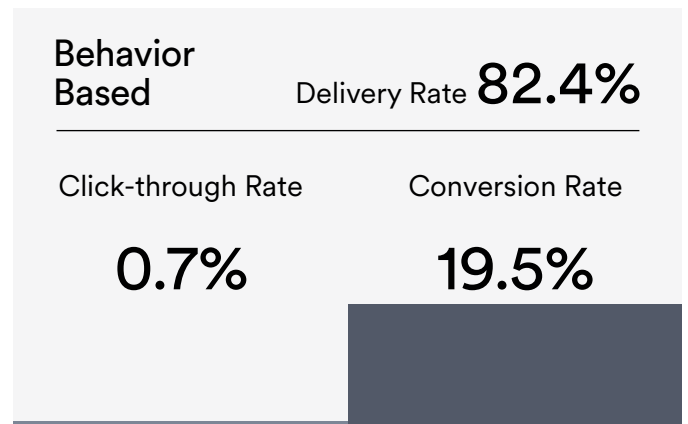
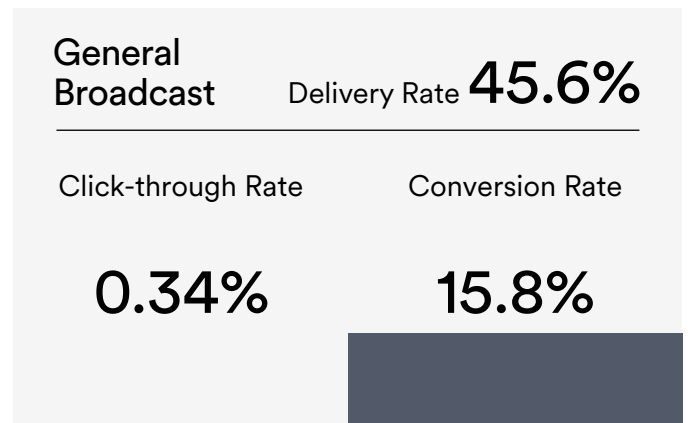
# Travel and Hospitality

Travel and hospitality brands can deliver highly personalized ancillary offers through push notifications, which have shown the potential to unlock a 5%-10% revenue uplift.

## Android



## iOS



# Travel and Hospitality Industry Analysis and Key Takeaways

2.4x

Higher CTR

1.6x

Higher CVR

For Android users in Travel, behavior-based push drives a 2.41x higher CTR, making it ideal for re-engagement.

When it comes to securing bookings, journey-based campaigns are more effective, increasing the Conversion Rate by 1.65x.

2.4x

Higher CTR

On iOS, both behavior-based (2.06x) and journey-based (1.65x) campaigns show a much higher CTR than broadcast messages.

However, journey-based push is unparalleled in driving results, yielding a remarkable 2.4x higher Conversion Rate.



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

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Shopping (E-commerce and Retail)

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Media and Entertainment

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Travel and Hospitality

# Banking and Finance

58% of banks in Southeast Asia identified personalized and relevant product recommendations as the most important factor in attracting new customers.

## General Broadcast On-site Messaging Performance

Click-through Rate

4.2%

Conversion Rate

1.5%

## Behavior-Based On-site Messaging Performance

Click-through Rate

4.2%

Conversion Rate

3.92%

## Journey-Based On-site Messaging Performance

Click-through Rate

10.2%

Conversion Rate

7.1%

# Banking Industry Analysis and Key Takeaways

2.4x | 4.5x  
Higher CTR | More CVR

Journey-based on-site messaging delivered significantly higher engagement and conversions, with a 2.4x higher Click-Through Rate and a 4.5x higher Conversion Rate compared to general broadcasts.

Focus on implementing and optimizing triggered messages aligned with customer journeys to maximize on-site performance.



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

# Shopping (E-commerce and Retail)

For retail and e-commerce brands in Southeast Asia, consumers are 1.6 times more likely to purchase from brands that offer a highly personalized experience compared to those that offer a low level of personalization.

## General Broadcast On-site Messaging Performance

Click-through Rate

**2.7%**

Conversion Rate

**2.07%**

## Behavior-Based On-site Messaging Performance

Click-through Rate

**4.7%**

Conversion Rate

**5.4%**

## Journey-Based On-site Messaging Performance

Click-through Rate

**5.4%**

Conversion Rate

**4.9%**

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

**2.6x**  
Higher Conversion Rate

Behavior-based messages are most effective for driving purchases, delivering a 2.61x higher Conversion Rate.

To boost revenue, focus on behavior-triggered campaigns like abandoned cart reminders and personalized recommendations.

**2x**  
Higher Click-Through Rate

Journey-based messages also yield excellent results, with a 2.39x higher Conversion Rate and a nearly 2x higher Click-Through Rate.

Optimize journey campaigns like welcome series to maximize sales and customer lifetime value.



**7.2%** CTR | **5K+** Leads each month

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

# Media and Entertainment

In Southeast Asia, 77% of consumers state that content relevance is the most important factor driving their engagement, making personalization a key strategy for media platforms to capture and retain audience attention. This statistic underscores that tailored content discovery is paramount for customer satisfaction and continued platform use.

## General Broadcast On-site Messaging Performance

Click-through Rate

9.4%

Conversion Rate

10.6%

## Behavior-Based On-site Messaging Performance

Click-through Rate

10.1%

Conversion Rate

13.1%

## Journey-Based On-site Messaging Performance

Click-through Rate

11.02%

Conversion Rate

16.6%

# Media and Entertainment Industry Analysis and Key Takeaways

1.1x

Higher CTR

1.5x

Higher CVR

Journey-based on-site messages significantly outperformed other categories, primarily driven by a 1.57x higher Conversion Rate compared to general broadcasts.

They also delivered a 1.16x lift in click-through rates. To maximize subscriptions and content consumption, focus on optimizing and expanding journey-based on-site messaging for user onboarding, subscription renewal reminders, and promoting new content series.



25%

Increase in paid subscribers

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

# SMS Benchmarks by Industry



Banking and Finance

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Shopping (E-commerce and Retail)

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Media and Entertainment

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Travel and Hospitality

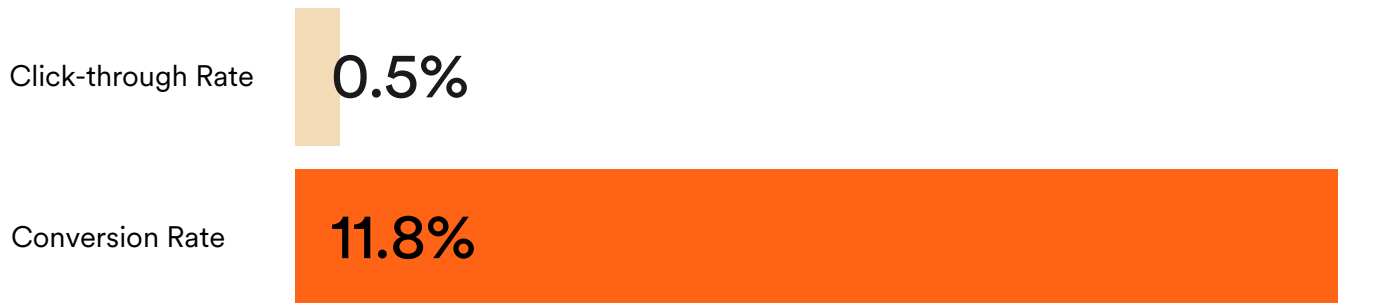
# Banking and Finance

Across Southeast Asia, marketing campaigns using personalized SMS see an average conversion rate of 15% to 25%, significantly outperforming generic broadcasts and demonstrating the channel's effectiveness in driving direct consumer action when tailored to individual preferences and behavior.

## General Broadcast SMS Performance



## Behavior-Based SMS Performance



## Journey-Based SMS Performance



# Banking and Finance Industry Analysis and Key Takeaways

2.5x | 1.17x  
Higher CTR | More CVR

For financial brands in Southeast Asia, shifting away from general broadcast SMS is crucial for growth. Adopting a behavior-based strategy significantly increases effectiveness, lifting click-through rates by 2.5x and conversion rates by 1.63x.

2.2x  
Uplift in Conversion

For maximum impact, evolving to journey-based SMS delivers even more transformative results, boosting CTR by 8.5x and CVR by 2.26x. This demonstrates that personalizing outreach based on customer actions and their lifecycle stage is the most powerful way to engage and convert.



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

# Shopping (E-commerce and Retail)

For shopping brands in Southeast Asia, where 78% of consumers expect all offers to be personalized, using personalized SMS transforms the channel from a simple notification system into a powerful tool for driving conversions and fostering loyalty

## General Broadcast SMS Performance

Click-through Rate

**0.48%**

Conversion Rate

**1.7%**

## Behavior-Based SMS Performance

Click-through Rate

**1.5%**

Conversion Rate

**4.9%**

## Journey-Based SMS Performance

Click-through Rate

**6.1%**

Conversion Rate

**9.8%**

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

3.3x

Higher CTR

2.9x

Uplift in CVR

By leveraging behavior-based marketing, retail brands in Southeast Asia can achieve a 3.31x higher click-through rate and a 2.94x conversion uplift over generic broadcasts.

5.7x

Uplift in Conversion

For maximum sales impact, brands should also implement journey-based campaigns, as they deliver a superior 5.79x uplift in conversions and a remarkable 12.75x higher CTR, proving most effective for driving overall business growth.



45%

Uplift in ROI

By replacing generic broadcasts with personalized, action-triggered SMS, a **leading retailer in Southeast Asia** created meaningful customer conversations. This strategy drove a massive **45% increase** in their **monthly transacting customer base**.

# Media and Entertainment

With subscriber churn in Southeast Asia's streaming market costing platforms an estimated 15-25% in annual revenue, personalized SMS is a vital, cost-effective tool to re-engage viewers with timely content recommendations and protect the subscriber base.

## General Broadcast SMS Performance

Click-through Rate

**0.26%**

Conversion Rate

**0.09%**

## Journey-Based SMS Performance

Click-through Rate

**0.39%**

Conversion Rate

**0.45%**

# Media and Entertainment Industry Analysis and Key Takeaways

1.5x

Higher CTR

5x

Higher CVR

To maximize audience engagement, media and entertainment brands should pivot from general broadcasts to journey-based campaigns, which generate a 1.5x higher click-through rate. This strategy is also the most effective for driving subscriptions or purchases, as it delivers a 5x higher conversion rate, directly contributing to business growth.



**Leading media and entertainment 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 88% of travelers in Southeast Asia stating that personalized digital experiences make them more likely to book, SMS serves as a powerful channel where tailored offers and real-time assistance can directly convert interest into revenue and foster guest loyalty.

## General Broadcast SMS Performance

Click-through Rate

**2%**

Conversion Rate

**0.91%**

## Behavior-Based SMS Performance

Click-through Rate

**3.9%**

Conversion Rate

**2.4%**

## Journey-Based SMS Performance

Click-through Rate

**3.3%**

Conversion Rate

**3%**

# Travel and Hospitality Industry Analysis and Key Takeaways

1.9x

Higher CTR

3.3x

Uplift in CVR

For the travel and hospitality industry in Southeast Asia, personalized SMS marketing drives significantly better results than general broadcasts.

To capture traveler interest, brands should implement a behavior-based strategy to achieve a nearly 2x (1.97x) higher click-through rate. For driving actual bookings, both personalized approaches are powerful, but a journey-based strategy delivers the highest performance with a remarkable 3.3x uplift in conversions.



A **global hospitality brand** strategically uses SMS to engage customers who might miss push notifications, ensuring no user is left behind. By targeting specific segments like past bookers or dormant users with personalized SMS messages, they maintain consistent communication, effectively driving their strategy to retain customers and win back inactive users.

# In-app Benchmarks by Industry



Banking and Finance

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Shopping (E-commerce and Retail)

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Media and Entertainment

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Travel and Hospitality

# Banking and Finance

With 77% of digital banking consumers in Southeast Asia now expecting their bank to offer personalized financial advice, in-app messages are the ideal channel to deliver proactive, data-driven insights. This transforms the banking app from a transactional tool into a valued financial partner, significantly boosting customer trust and engagement.

## General Broadcast In-app Performance

Click-through Rate

**5.4%**

Conversion Rate

**24.7%**

## Behavior-Based In-app Performance

Click-through Rate

**7.7%**

Conversion Rate

**34.4%**

## Journey-Based In-app Performance

Click-through Rate

**9.7%**

Conversion Rate

**43.3%**

# Banking and Finance Industry Analysis and Key Takeaways

1.4x

Higher CTR

1.3x

More CVR

For in-app messages, banks in the Southeast Asian financial services industry should advance beyond general broadcasts to more personalized tactics, as behavior-based targeting increases click-through rates by 1.42x and conversions by 1.39x.

1.7x

Higher CTR

1.75x

More CVR

For even greater impact, a journey-based communication strategy delivers a superior 1.77x uplift in clicks and a 1.75x boost in conversions.



11%

In-app CTR

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

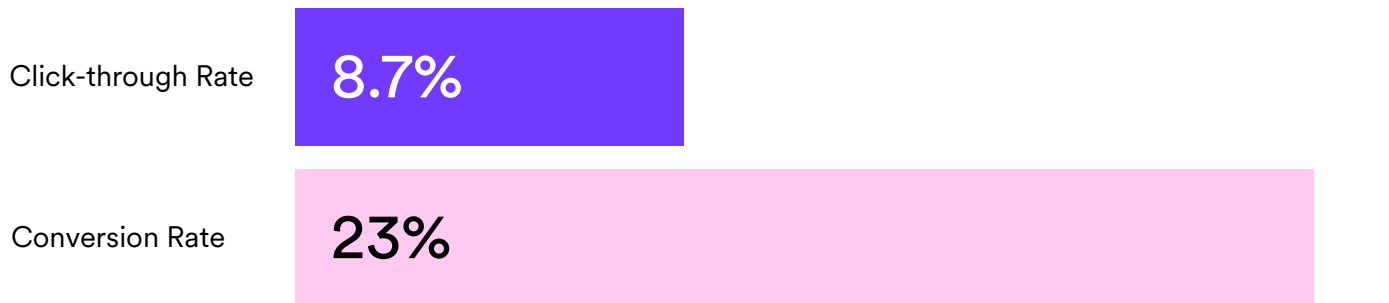
# Shopping (E-commerce and Retail)

With 77% of Southeast Asian digital consumers switching brands for a better online experience, personalized in-app messages are crucial for shopping apps. They transform the platform from a simple storefront into a dynamic, one-to-one conversation, using real-time behavior to drive loyalty and prevent churn.

## General Broadcast In-app Performance



## Behavior-Based In-app Performance



## Journey-Based In-app Performance



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

1.1x

Higher CTR

1.6x

Uplift in CVR

To capture customer interest within their app, shopping brands should implement behavior-based messages to achieve a 1.11x higher click-through rate compared to general broadcasts. This same strategy is also the most powerful for converting clicks into revenue, securing a superior 1.65x conversion uplift and proving most effective for boosting business growth.



3.3%

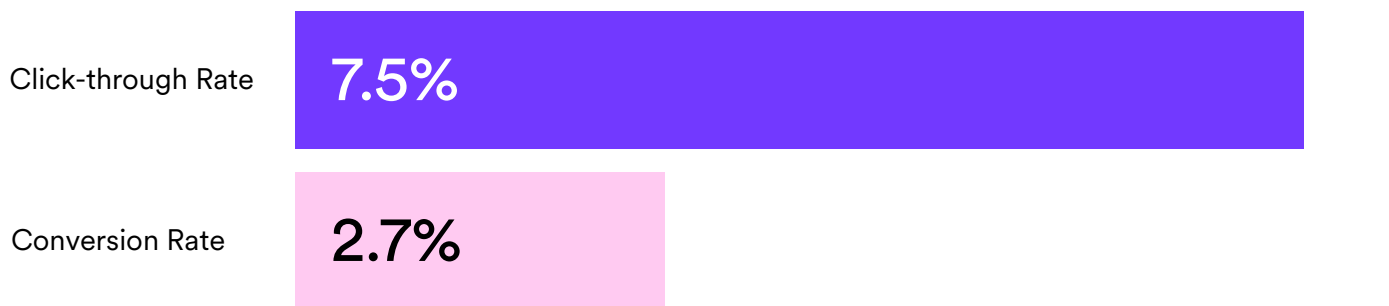
Conversion Rate

Much loved **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

45% of consumers in Southeast Asia feel that the time it takes to find something new to watch is a major source of frustration, highlighting a critical opportunity for media brands. Platforms that use personalized in-app messages to surface relevant content are not just improving the experience—they are solving their customers' primary problem.

## General Broadcast In-app Performance



## Behavior-Based In-app Performance



## Journey-Based In-app Performance



# Media and Entertainment Industry Analysis and Key Takeaways

1.3x

Higher CTR

2.5x

Uplift in CVR

To significantly boost engagement, media and entertainment brands in Southeast Asia should shift from general broadcasts to behavior-based in-app communication, which increases click-through rates by 1.32x. This advanced strategy drives substantial growth in subscriptions and viewership by delivering a 2.57x higher conversion rate compared to generic messaging.



19.9%

Higher CTR

85.6%

Higher CVR

**Top video streaming platforms** used MoEngage's **in-app functionality** to inform logged-in users of the ongoing India-Australia cricket series, 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

In Southeast Asia, where travelers increasingly expect a seamless "superapp" experience, personalized in-app messages are crucial for transforming a brand's app into an essential travel companion. By intelligently offering real-time flight updates, room upgrade opportunities, and curated local experiences based on the traveler's itinerary, brands can capture high-margin ancillary revenue and cement the loyalty that drives direct repeat bookings.

## General Broadcast In-app Performance

Click-through Rate

9.3%

Conversion Rate

43%

## Behavior-Based In-app Performance

Click-through Rate

10.6%

Conversion Rate

55.6%

## Journey-Based In-app Performance

Click-through Rate

31.8%

Conversion Rate

63.8%

# Travel and Hospitality Industry Analysis and Key Takeaways

3.4x | 1.4x

Higher CTR

Uplift in CVR

To dramatically improve guest engagement, brands should shift from general broadcasts to journey-based communication, which results in a 3.42x higher click-through rate. This advanced strategy is also key for maximizing bookings and revenue, delivering a superior 1.48x conversion uplift compared to standard broadcast messages.



20%

Improvement in repeat bookings

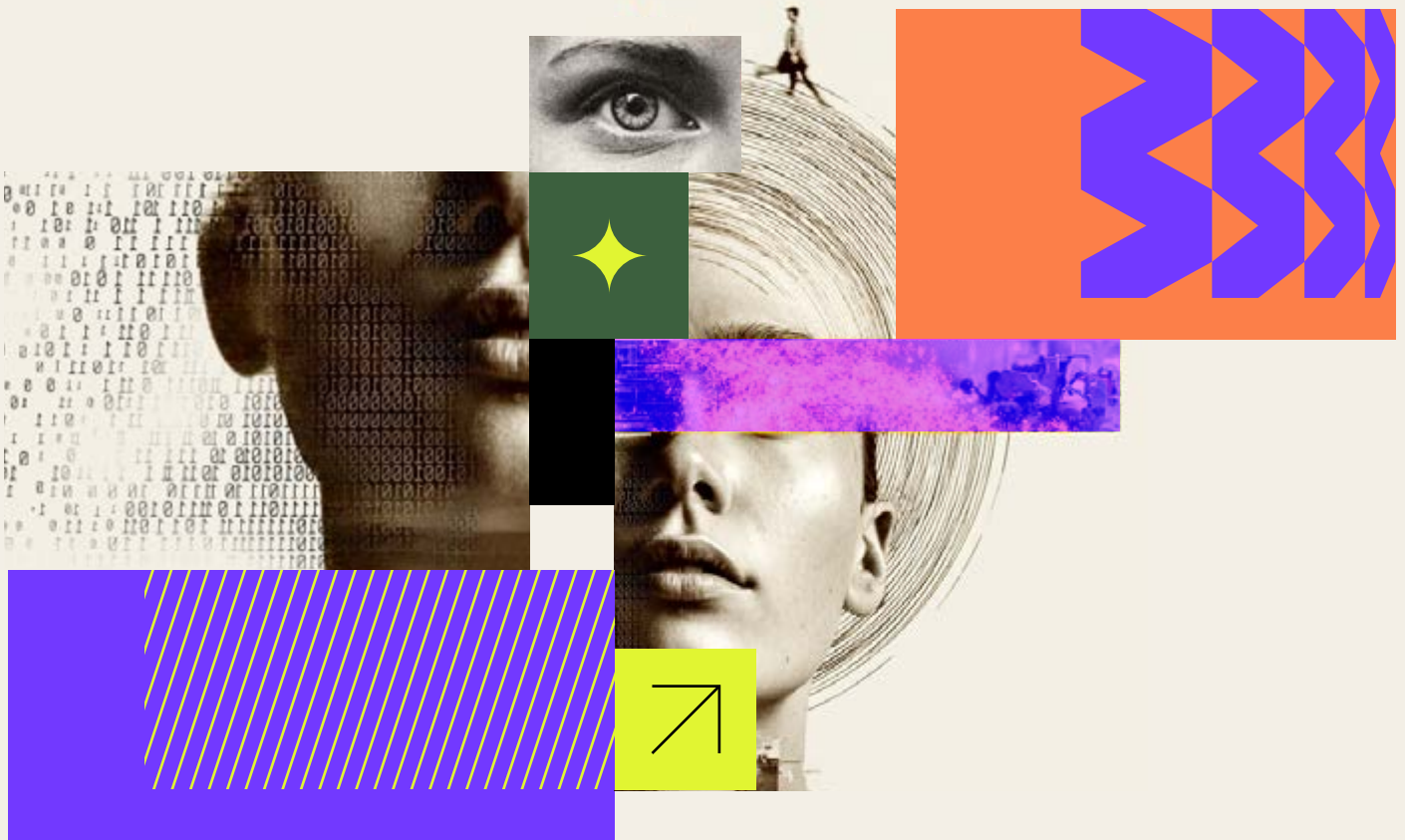
18%

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 personalized experiences.

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

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

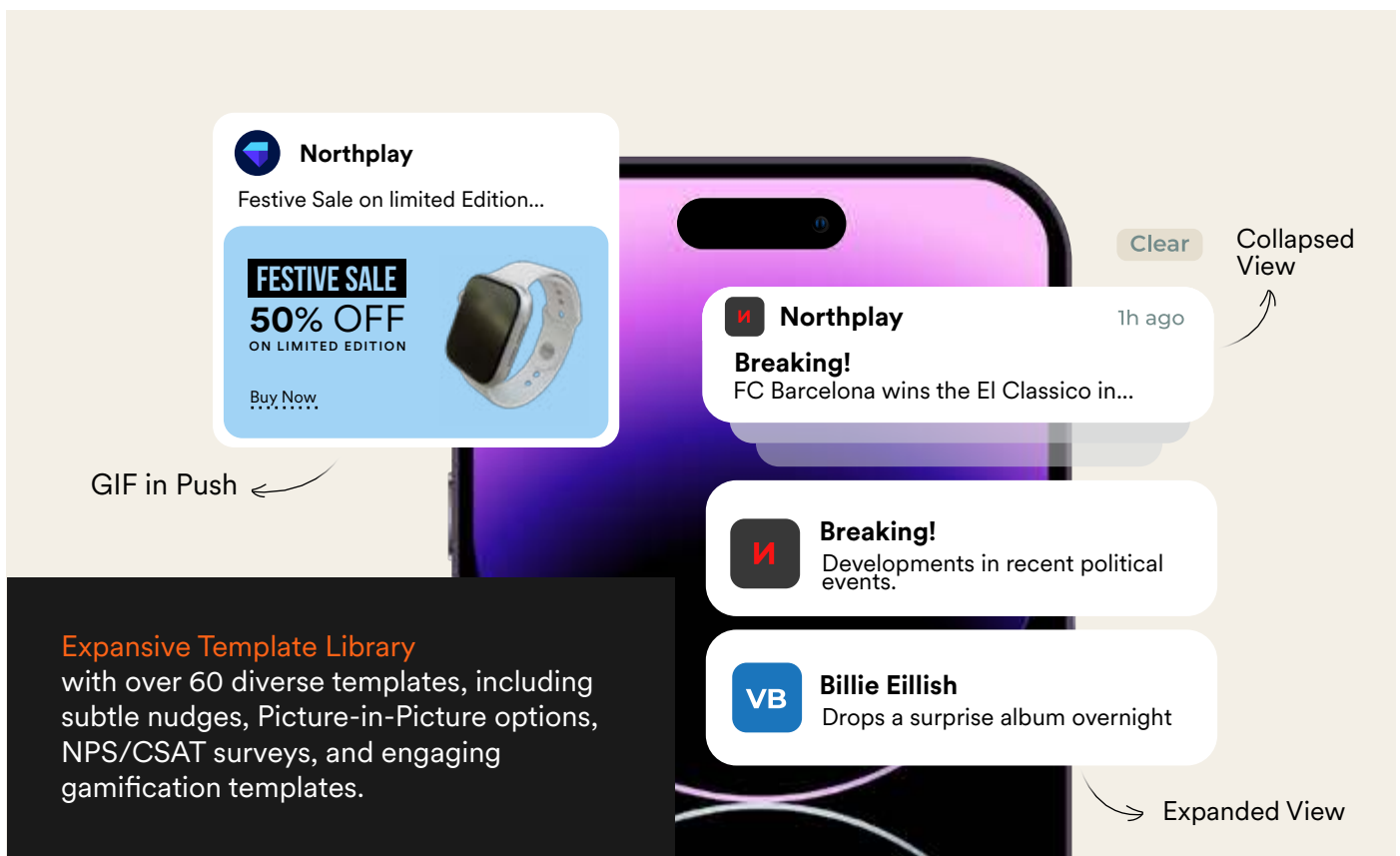
This is where MoEngage's foundational commitment to a holistic customer view comes into play. The ability to unify customer data, optimize cross-channel journeys, and leverage AI for enhanced personalization and efficiency will help consumer businesses build stronger customer relationships and drive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

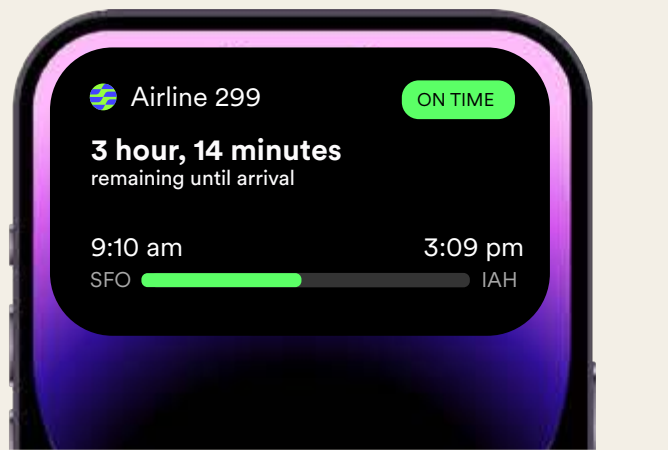
with advanced amplification features engineered to boost the visibility and delivery of messages, ensuring reach to a broader audience.

### 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.

**In-session behavior:**

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

**Merlin AI**

For campaign copy and image generation with stylized product images. The marketer (product owner) just needs to upload the item image and hit generate to create an image with a consumer showcasing the said item.

# On-site Messaging (Website Push)

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

What sets **us** apart

### Unparalleled Template Versatility:

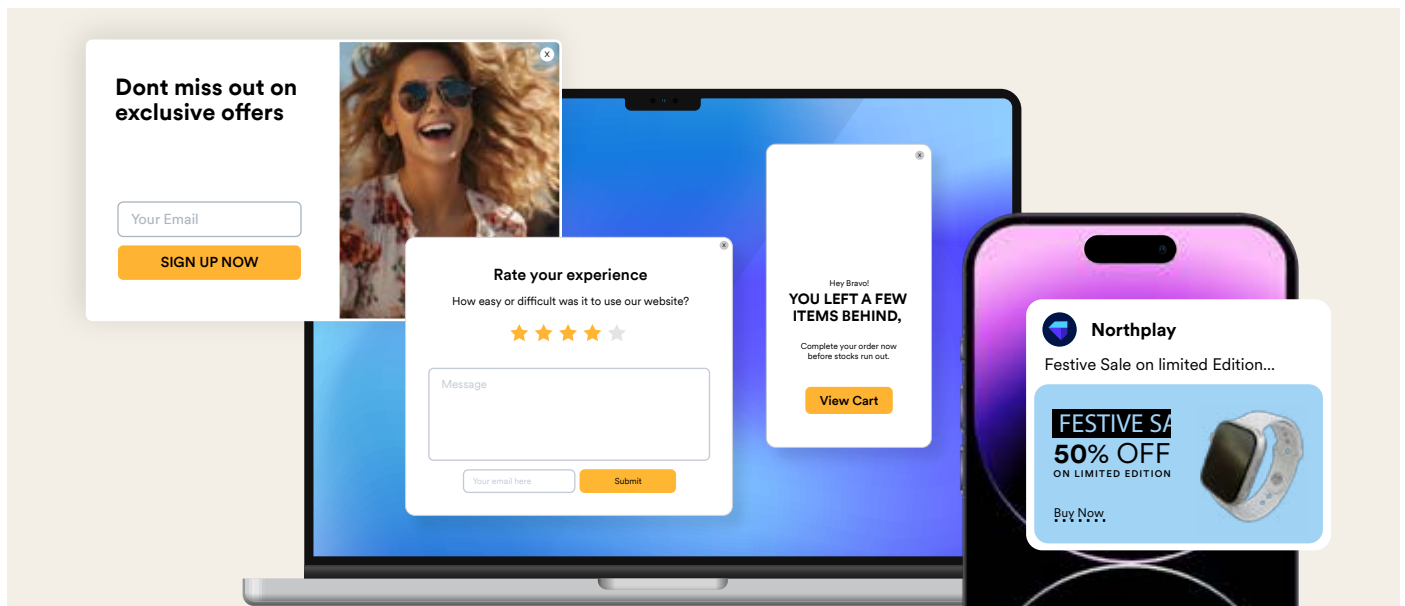
with access to 50+ templates, over 30 customizable elements, and more than 50 use cases, including gamification, surveys, ratings, banners, timers, and more, all through a user-friendly drag and drop editor. This provides extensive flexibility to create diverse and compelling on-site engagement experiences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

### Seamless Customer Journeys:

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

### Merlin AI:

for campaign copy and image generation with stylized product images. The marketer (product owner) just needs to upload the item image and hit generate to create an image with a consumer showcasing the said item.



# Email

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

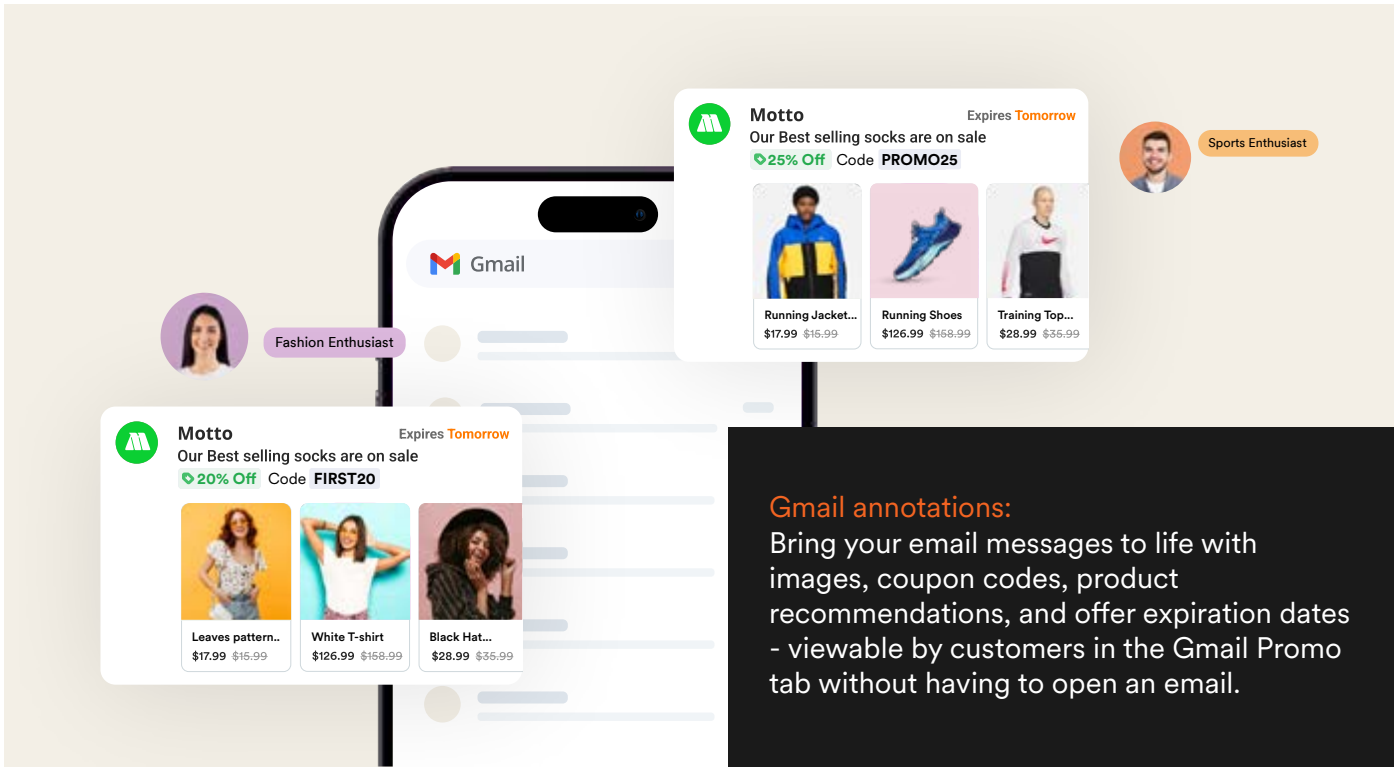
What sets **us** apart

### 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** Open rate 36.1% Adj open rate 33.6%

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

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

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

# SMS

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

What sets **us** apart

### Advanced Messaging:

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

## How about 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

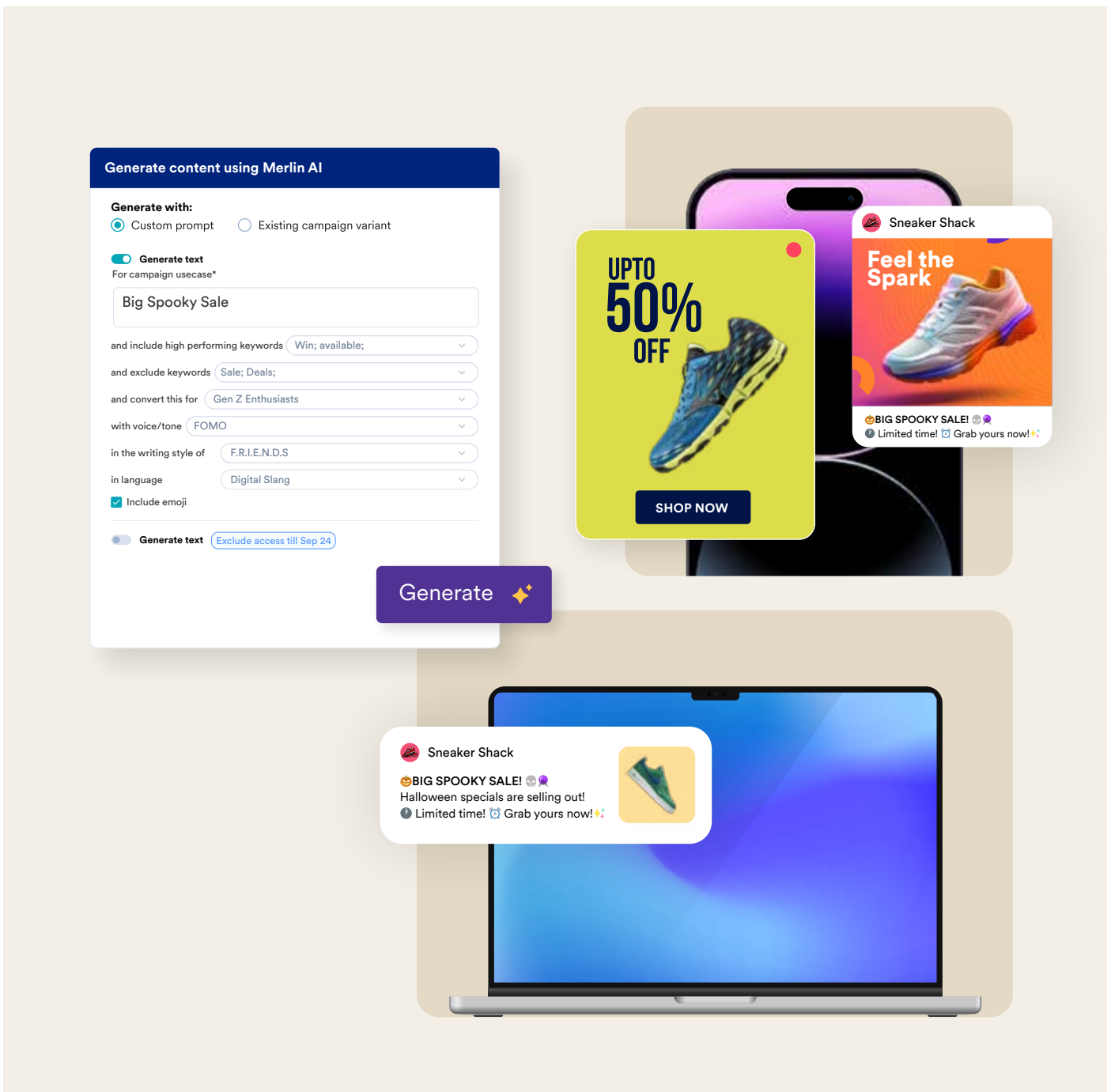
Re-engagement rates, churn reduction, conversion rates from triggered campaigns.

# 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.

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## Data-Driven ROI

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

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## Rapid Experimentation

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

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## Enhanced Security

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



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

# About MoEngage

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



ZALORA

YESSTYLE



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 behavior, their journey, product usage, preferences, and interests. Brands leverage MoEngage to orchestrate customer journeys and build 1:1 experiences across the website and mobile (with MoEngage Personalize), email, social, and instant messaging channels. MoEngage Inform, the transactional messaging infrastructure, helps brands unify their promotional and transactional communication to a single platform for better insights and lower costs. MoEngage's AI Agents help marketers develop winning copies and creatives, build customer segments, craft relevant journeys, optimize 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

