moengage

Customer Engagement Benchmarks 2022,

Southeast Asia

INTRODUCTION

In 2020, over 40 million people in six countries across Southeast Asia - Indonesia, Singapore, Malaysia, the Philippines, Thailand, and Vietnam, came online for the first time. This pushed the total number of internet users in these countries to 400 million (that's about 70% of the population). With an overall increase of 11% in online users, Southeast Asia has become one of the world's fastest-growing internet markets containing, arguably, the largest number of digitally engaged users.

The Covid-19 pandemic was the biggest driver of rapid digital adoption by consumers across Southeast Asia, much of which is here to stay. Observing this trend, businesses across industries like E-commerce, Retail, Banking, Financial Services, Digital Entertainment (OTT), Gaming, and Telecommunications have placed customer-centricity at the forefront of their business communication for the year 2021.

The key to unlocking the true state of customer-centricity lies in relevant communication that adds value to your customers. Unlike 'spray and pray,' a data-driven and intelligent approach to Customer Engagement accelerates growth in key business areas like Retention and Monetization. Insight-led Engagement leads to more returning users, higher customer lifetime value, and increased repeated transactions – all of which translate to consistent YoY business growth.
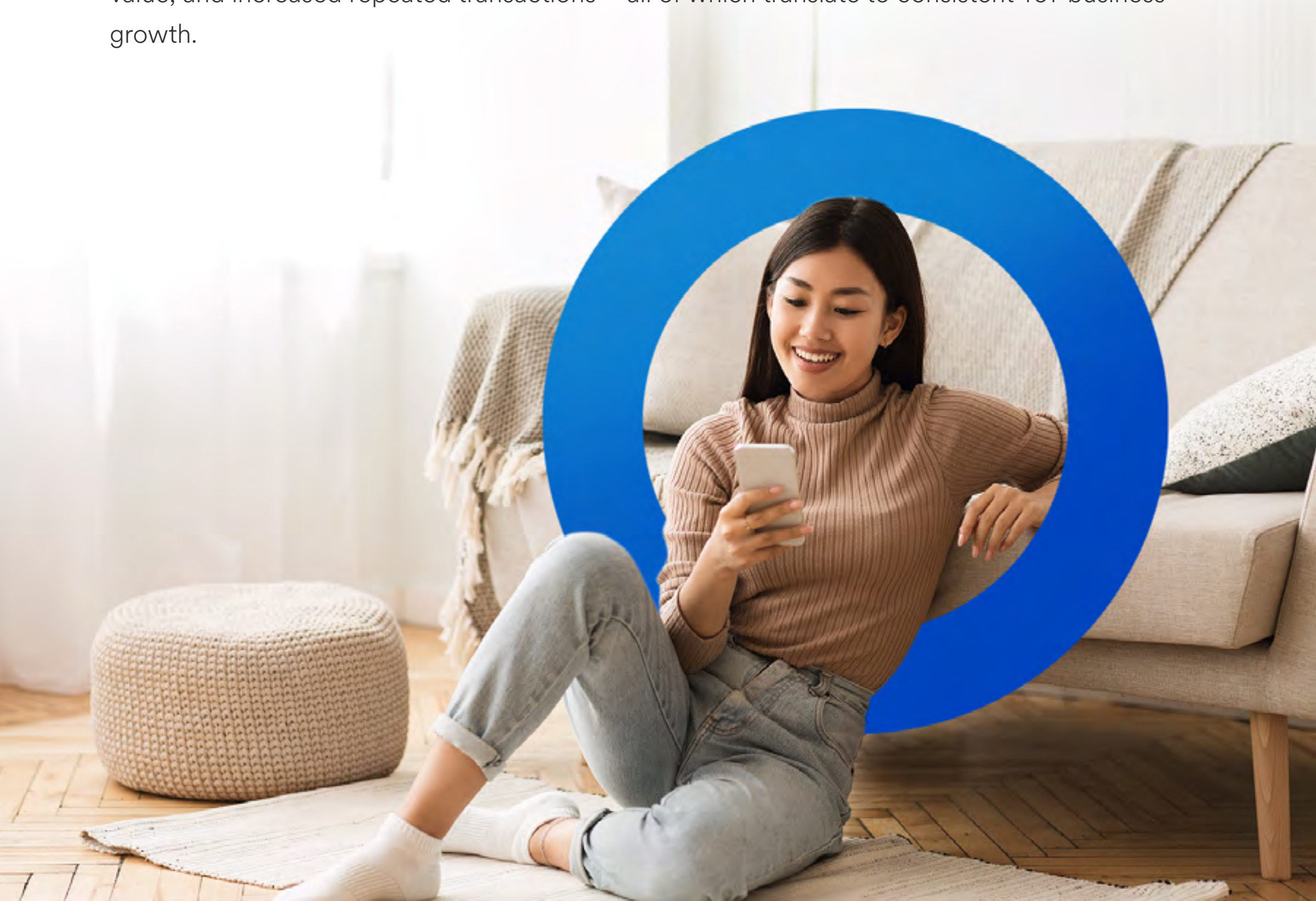
About the Customer Engagement Benchmarks report

In an attempt to understand how digital consumers in Southeast Asia interact with communication from Online Shopping, Banking & Fintech, and Digital Entertainment (OTT) brands, we studied over 6.6 million users from Southeast Asia – primarily from Indonesia, Singapore, Malaysia, the Philippines, Thailand, and Vietnam. This report is a collection of our findings.

Here, you will find how Daily Active Users (DAU) and Monthly Active Users (MAU) have changed in these sectors from January till April 2021. You will also find benchmarks for Click-through Rates (CTRs) and Conversion Rates from digital communication channels like Push Notifications, In-app Messages, Emails, and Website Messages in this report.

We've also gathered Customer Engagement tips and strategies from some of the top consumer brands in the Online Shopping, Banking & Fintech, and Digital Entertainment sectors in Southeast Asia. Since more and more brands in the Telecommunication vertical are introducing OTT streaming services on their mobile apps and website as a part of their offerings, knowing the shift in media consumption and benchmarks from the Digital Entertainment sector will be of utmost importance to them in the coming year.

For the scope of this report, we will not be differentiating between the performance of promotional versus transactional messages. However, it is essential to note that transactional messages generally have higher CTRs and conversion rates. For example, say your customer has just completed their first transaction on your mobile app. Message A, which informs them of this transaction and prompts them to view the invoice, will get better traction than message B, asking them to perform another transaction because they've unlocked a 50% discount coupon.

Online communication channels

When communicating with your users, online channels are among the most powerful tools at a marketer's disposal. Here is a quick overview of the most commonly used digital channels in each industry:

	Email	Push Notifications	In-app Messages	Text/ Messaging services	Social media	Website messages /banners
Retail	✓			✓	✓	
E-commerce	✓	✓	✓	✓	✓	✓
Banking	✓			✓	✓	✓
Fintech	✓	✓	✓	✓	✓	✓
Digital Entertainment (OTT)	✓	✓	✓		✓	✓
Gaming		✓	✓		✓	
Healthcare	✓	✓	✓	✓	✓	✓
Edtech	✓	✓	✓		✓	✓
Telecom	✓	✓	✓	✓	✓	✓

ONLINE SHOPPING

Verticals included: E-commerce, Retail, D2C

How has Shopping behavior changed in 2021?

In Southeast Asia, DAUs of E-commerce, Retail, and D2C brands have increased by 13.36% from January to April 2021. There's been an increase of 24.98% in website DAUs, a 19.59% increase in DAUs on iOS devices, and a 6.45% increase in DAUs on Android devices.

Total Daily Active Users for Online Shopping
January to April 2021, Southeast Asia

Daily Active Users Split for Online Shopping
January to April 2021, Southeast Asia

How has Shopping behavior changed in 2021?   Push Notification benchmarks   Email benchmarks   In-app messages benchmarks   Website messages benchmarks
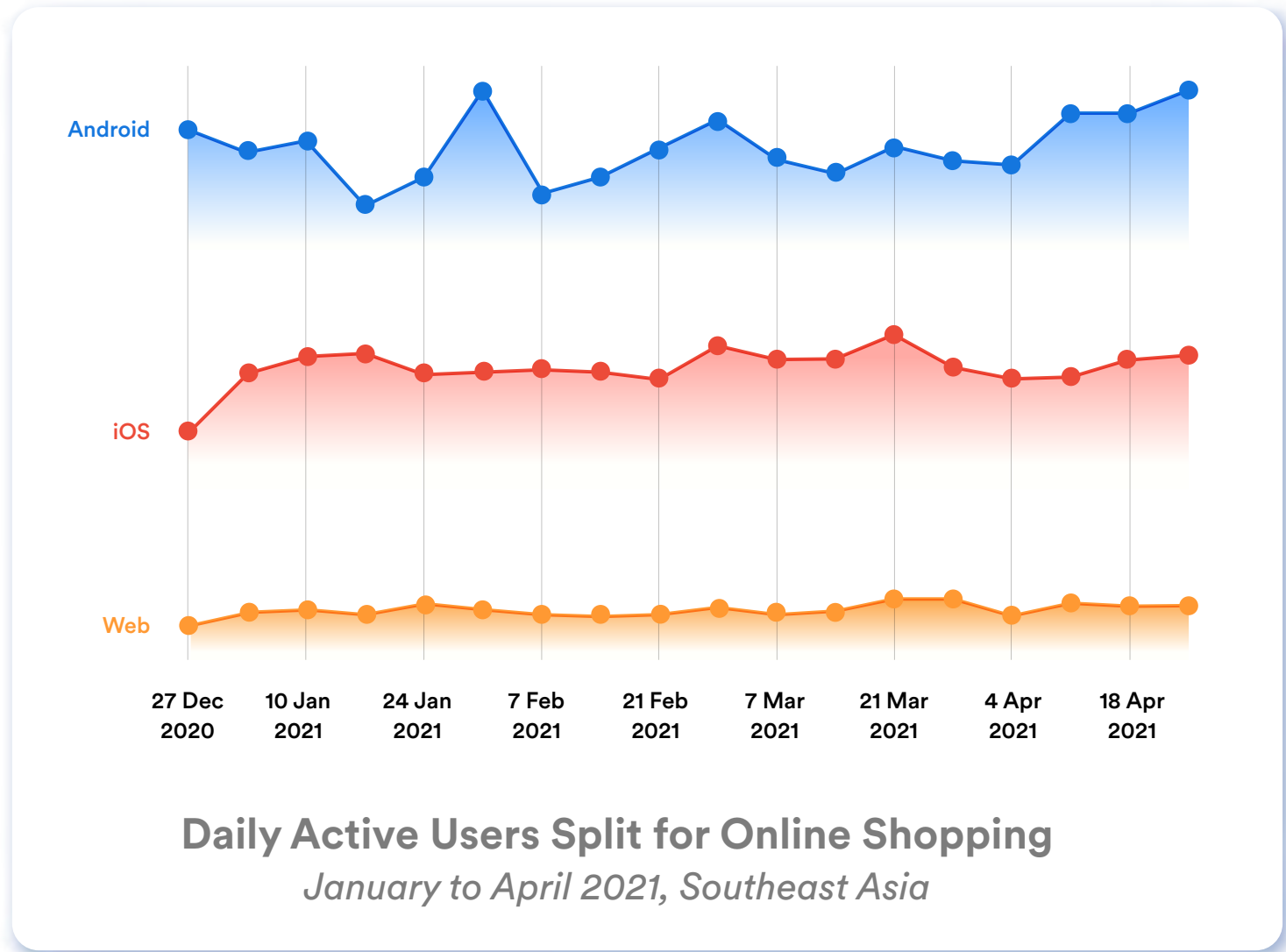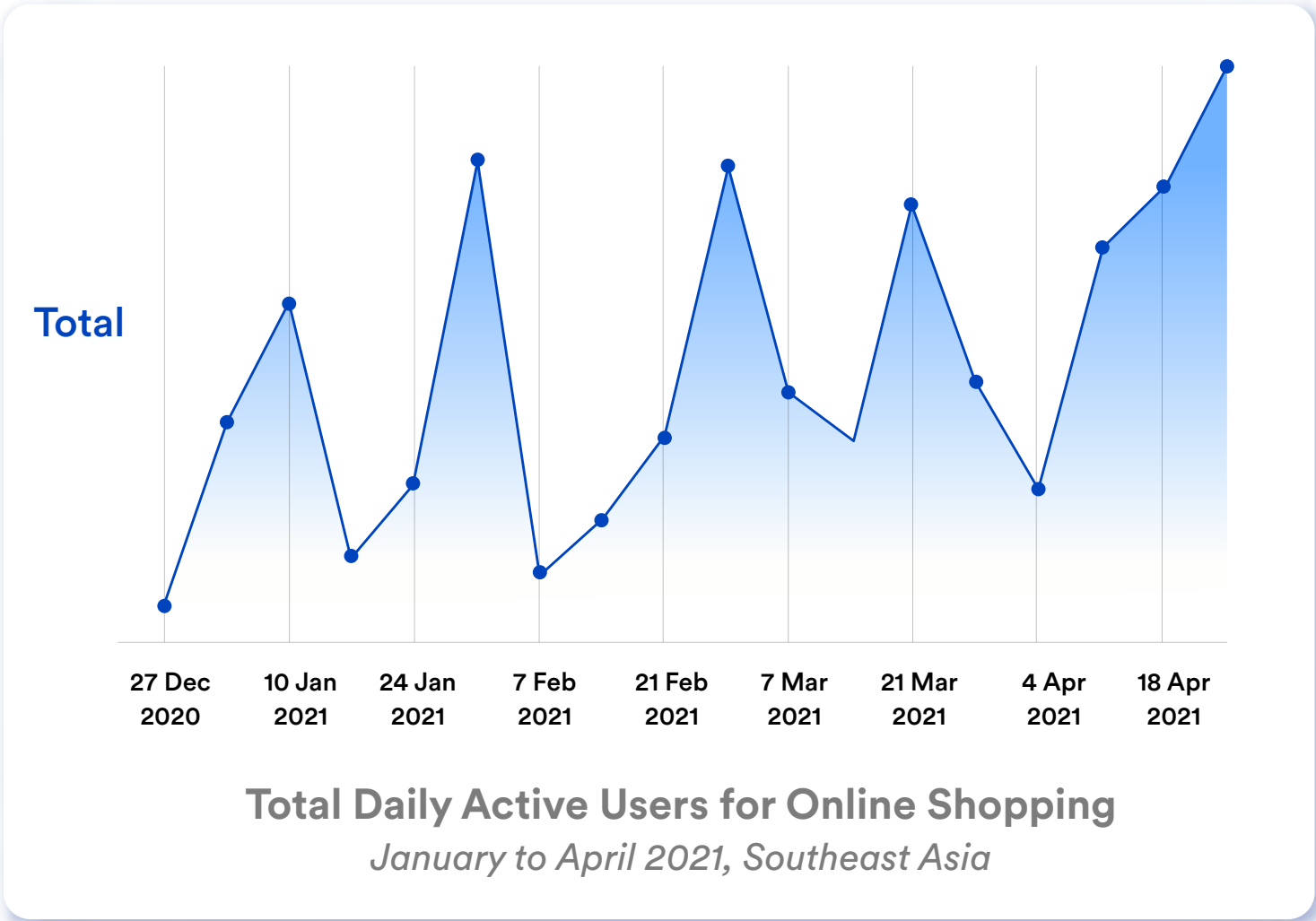
When studying the number of MAUs of the same brands from January to April 2021, we observed that website MAUs had increased the most by 8.70%.

Total

Total Monthly Active Users for Online Shopping
January to April 2021, Southeast Asia

Android

iOS

Web

Monthly Active Users Split for Online Shopping
January to April 2021, Southeast Asia
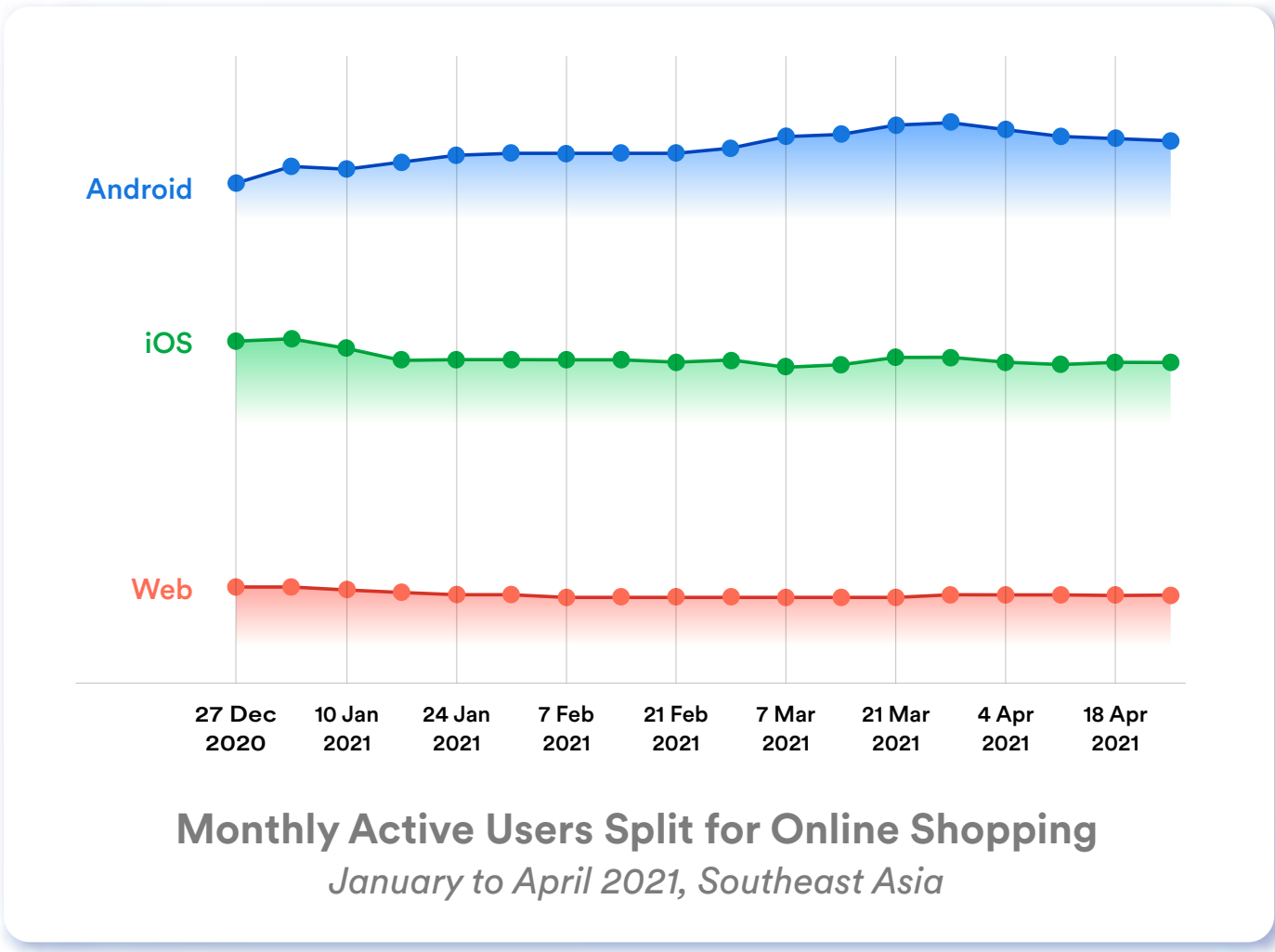
This trend indicates that digital consumers in Southeast Asia have started shopping more repeatedly on websites than mobile apps. We believe consumer brands in this sector should start including website and mobile engagement as a part of their omnichannel strategy.

How has Shopping behavior changed in 2021?   Push Notification benchmarks   Email benchmarks   In-app messages benchmarks   Website messages benchmarks

Push Notification benchmarks

62.38%
Delivery Rate

4.67%
Click-through Rate (CTR)

22.27%
Conversion Rate
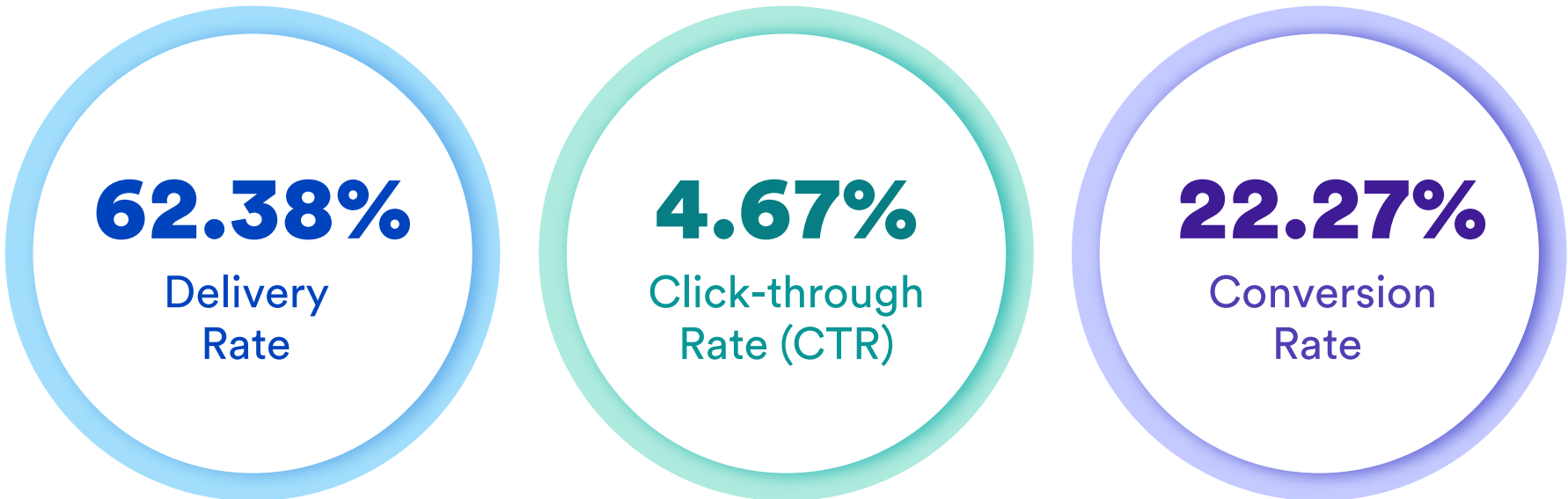
We observed that when a Push Notification is sent to mobile app users based on their behavior on the app, they are more likely to click it and complete the intended action.

Push Notifications sent moments after the mobile app is exited have delivery rates as high as 82.59%. CTRs for behavioral-based Push Notifications reach up to 6.58% on Android phones, and campaign conversion increases to 27.13%. By adding a layer of user personalization (based on attributes like name or geography) on behavioral-based Push Notifications, delivery rate increases to 85.67% and CTRs reach up to 7.03%. We also observed that when customer segments are created based on behavioral attributes, deliverability increases to up to 68.47% and conversions from Push Notifications shoot up to 25.05%.
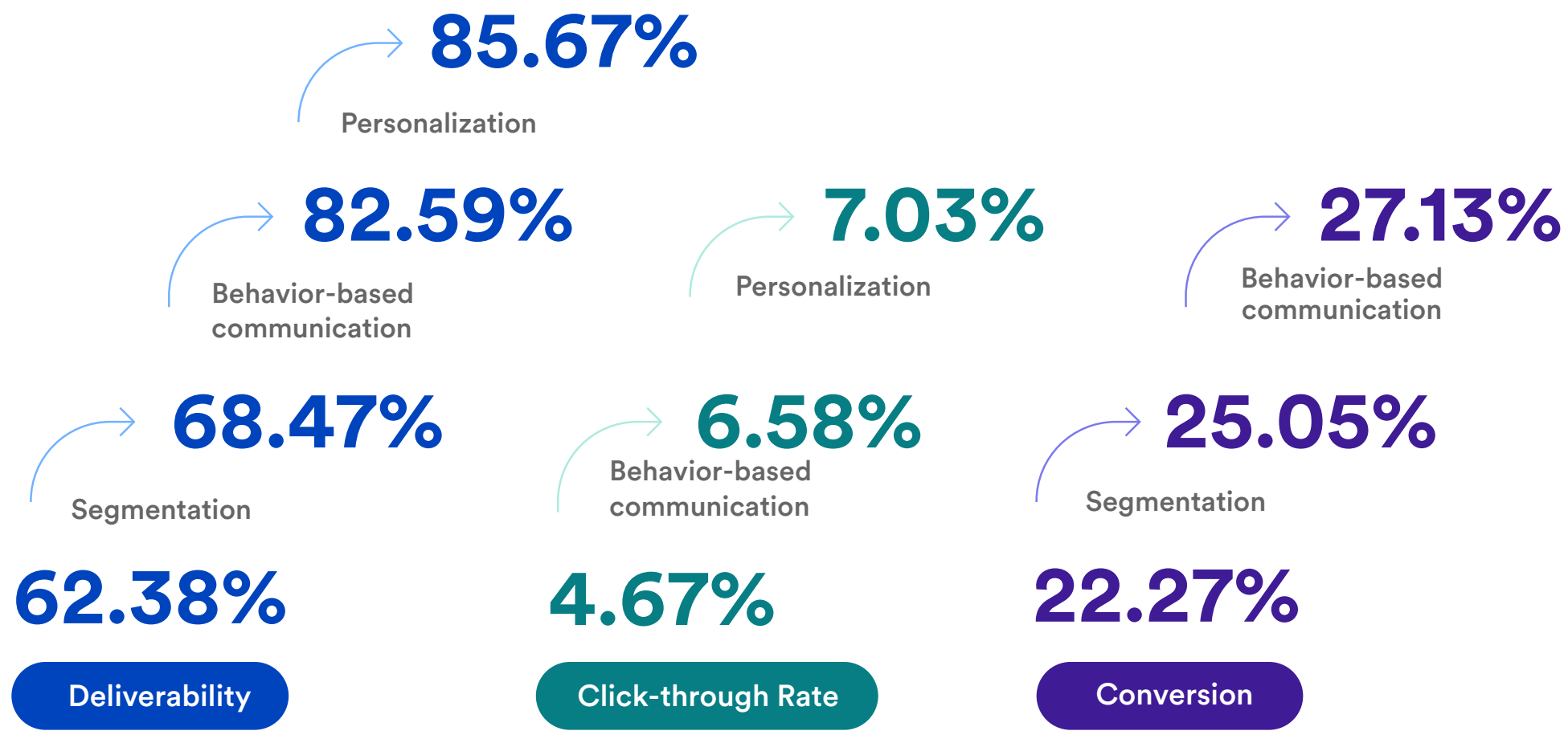
85.67%
Personalization

82.59%
Behavior-based communication

7.03%
Personalization

27.13%
Behavior-based communication

68.47%
Segmentation

6.58%
Behavior-based communication

25.05%
Segmentation

62.38%
Deliverability

4.67%
Click-through Rate

22.27%
Conversion

If you're wondering how Push Notification Deliverability is improved when campaigns are built around user actions, check out our detailed analysis in this whitepaper.

How has Shopping behavior changed in 2021?

Push Notification benchmarks

Email benchmarks

In-app messages benchmarks

Website messages benchmarks

Joshua Tan
Head of CRM at NTUC

> To understand the type of engagement metrics you should first understand what is the ultimate North star goal that you're trying to achieve.
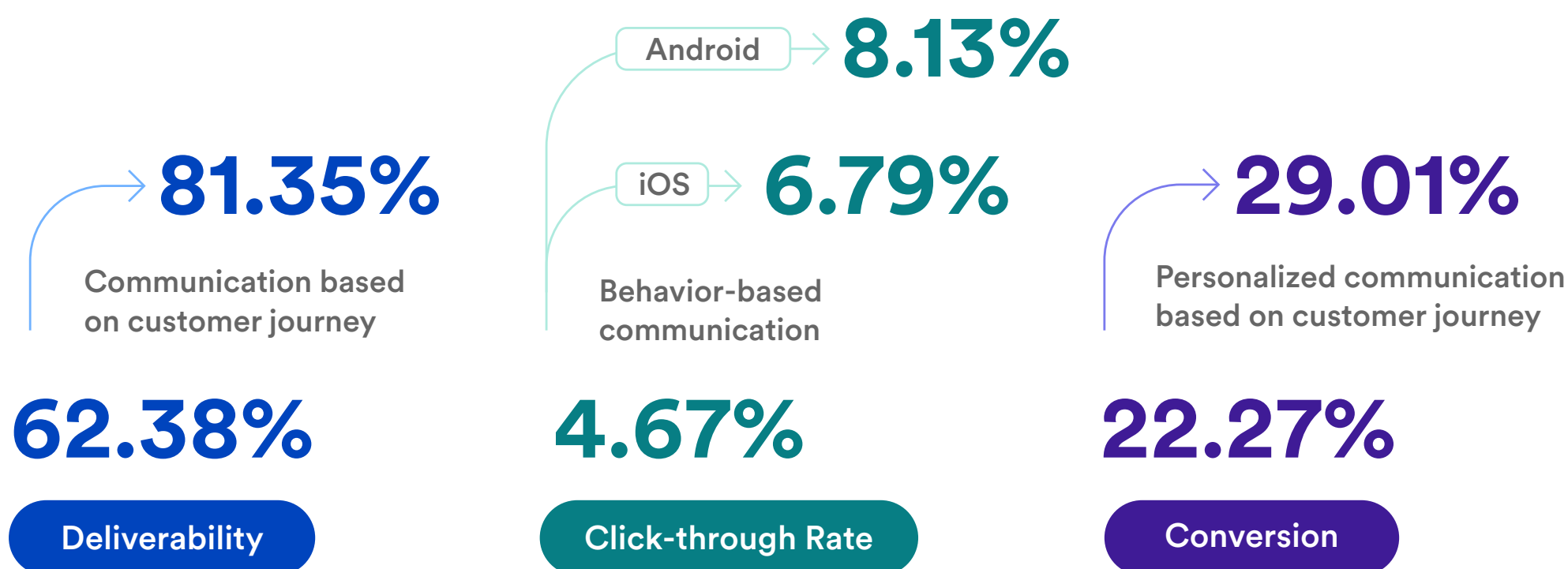>
> Then, look at what is the job of the channel that you're using to reach that goal and understand how a user interacts with that channel, which becomes the engagement touchpoints that you want to really capture.
>
> You should not just look at what engages the customer, but also what disengages the customer.
>
> What are the most important engagement metrics you should look at and track? Some common options you can use include using the Recency, Frequency, Monetary (RFM) model across the digital buyer journey, running gamification campaigns, analyzing your customer's spending analysis, and looking at the typical marketing channels such as Push Notifications, SMS, etc

By taking into consideration the buyer journey and customer lifecycle and sending communication based on the actions your customers have taken during this journey, we observed that CTRs of Push Notifications increased to 6.79% on iOS devices and to 8.13% on Android devices, while the deliverability reached up to 81.35%. When a layer of personalization was added to this approach, conversion rates shot up to 29.01%.

Android → **8.13%**

iOS → **6.79%**

81.35%
Communication based on customer journey

6.79%
Behavior-based communication

29.01%
Personalized communication based on customer journey

62.38%
Deliverability

4.67%
Click-through Rate

22.27%
Conversion

Kushal Manupati
Head of Digital, Zilingo

" Learning how to innovate and finding lighter ways of bringing products or services to customers is necessary.
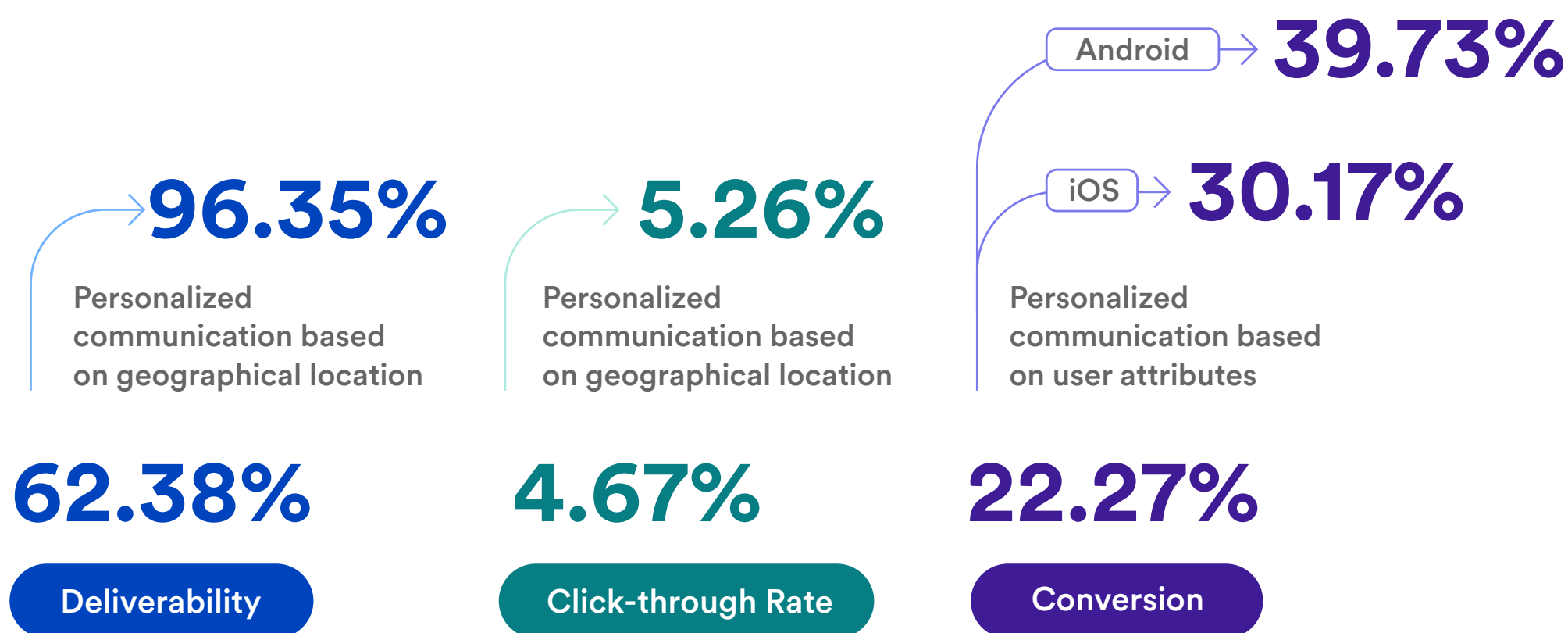
Better innovations draw customers to your platform without the need to spend a lot on acquisition. If done correctly, innovations can lead to reduced costs and better returns. It is important to maintain a proper marketing budget. The way you drive the marketing budget will affect decisions like launching something new and investing in acquiring new users. Building a platform that consumers find valuable plays a key role in driving the marketing budget as it can lead to less spending and better RoI.

Engagement metrics need to be looked into from the context of the stakeholder and across the different stages. The user journey is becoming more complex with the plethora of channels available, and users have their own affinity towards a channel.

It is important to have a good lifecycle framework to understand what life stage the user is in, understand where you want the user to go, and what relevant KPIs matter for that particular stage. You can use a robust tool to achieve all this and more. "

We observed that digital consumers are more likely to interact with your communication and take the intended action when it is relevant and personalized. By personalizing communication based on a customers' geographical location, CTRs on Android devices shot up to 5.26%, while deliverability reached as high as 96.35%. By adding personalized fields depending on the user attributes, the conversion rate of generic broadcast messages increased to 30.17% on Android and 39.73% on iOS devices.

Android → **39.73%**

iOS → **30.17%**

96.35%

Personalized communication based on geographical location

5.26%

Personalized communication based on geographical location

Personalized communication based on user attributes

62.38%

Deliverability

4.67%

Click-through Rate

22.27%

Conversion

A/B testing and experimentation have always been the key to efficient optimization of campaign performances. We observed conversion rates from multiple variants of the same Push Notification shot up to 36.05% on Android and 31.33% on iOS devices, while deliverability on Android devices reached as high as 67.16%. We also observed that when Machine Learning (ML) is used to automatically optimize campaign performance, CTRs increase up to 6.45% and conversions shoot up to 23.94%. Using technology to optimize performances also boosts successful delivery rates to 75.47%.

Android → **36.05%**

iOS → **31.33%**

67.16%

AI-driven optimization

6.45%

AI-driven optimization

AI-driven optimization

62.38%

Deliverability

4.67%

Click-through Rate

22.27%

Conversion

How has Shopping behavior changed in 2021? | Push Notification benchmarks | Email benchmarks | In-app messages benchmarks | Website messages benchmarks

Email benchmarks

0.37%
Click-through Rate (CTR)

11.69%
Open Rate

6.18%
Unique click-to-open Rate

98.36%
Delivery Rate

4.17%
Conversion Rate

3.17%
Total click-to-open Rate

1.88%
Unsubscrition Rate

We observed a drastic improvement in performance when email campaigns are created and sent based on user behavior. Open rates go up to 28.17%, CTRs increase to 0.71%, conversions shoot up to 8.97%, and unsubscription rates fell down to 0.06% – all of which indicate that emails sent based on user behavior are relevant and useful to digital consumers who prefer receiving more of such communication without treating it as spam.

28.17%
Behavior-based communication

6.45%
Behavior-based communication

8.97%
Behavior-based communication

0.06%
Behavior-based communication

11.69%
Open Rate

4.67%
Click-through Rate

4.17%
Conversion Rate

1.88%
Unsubscription Rate

How has Shopping behavior changed in 2021?

Push Notification benchmarks

Email benchmarks

In-app messages benchmarks

Website messages benchmarks

Brajesh Rawat
E-commerce Head, Marks & Spencer

"Conventional brick-and-mortar retailers often look at the omnichannel experience and a 360-degree view as an entirely different channel – largely for liquidation or for giving more discounts. This should be avoided because it might make the core offline customers feel cheated.
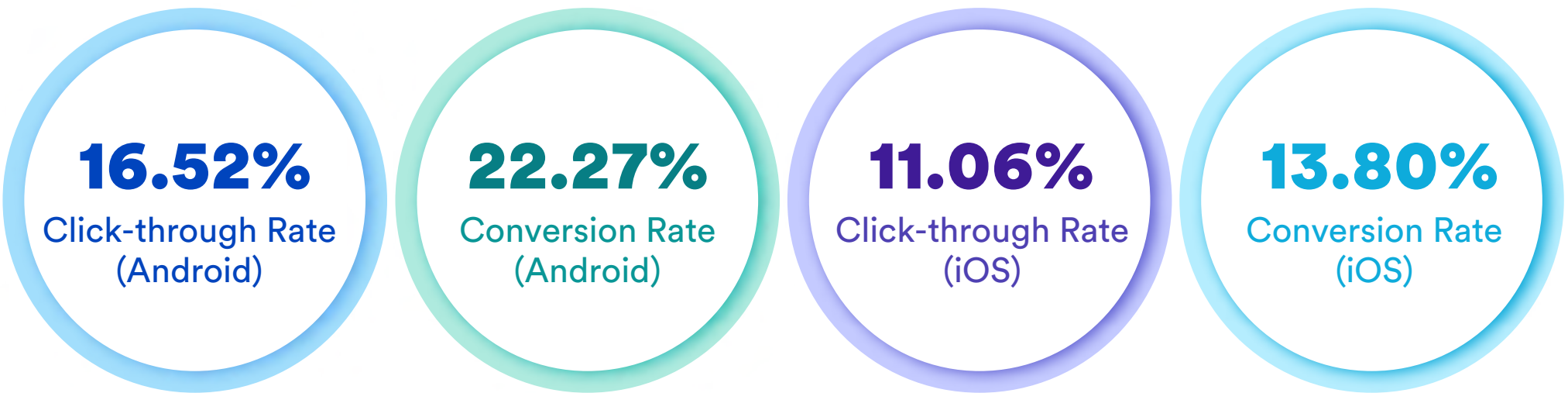
As a brand, it is important to think of the customers first. It is important to have a single view of the customers to understand exactly what they are doing within your ecosystem. This will result in better personalization of their journey across all the channels of your brand.

Here are some important KPIs that should be monitored to improve the customer journey:

- The channel which a customer is using the most to give geo-targeting campaign offers or promotions through this channel

- Information like operating time and days because these are very fluid in the current scenario

- Customer purchase behavior across offline and online channels to understand how much you can cross-sell and find more avenues for cross-selling

- The channel where customers respond most frequently on

- The kind of campaign your customers react positively to"

In-app messages benchmarks

16.52%
Click-through Rate
(Android)

22.27%
Conversion Rate
(Android)

11.06%
Click-through Rate
(iOS)

13.80%
Conversion Rate
(iOS)

We observed that when in-app messages are shown to users based on their behavior inside the mobile app, CTRs and conversions on Android devices reach as high as 23.03% and 27.36% respectively. Similarly, on iOS devices, CTRs and conversions increase to up to 15.77% and 33.15%, clearly indicating that customers react positively to in-app messages that are shown based on their interaction with mobile apps (like searching for a specific product or browsing a specific category).

23.03%
Behavior-based communication

15.77%
Behavior-based communication

27.36%
Behavior-based communication

33.15%
Behavior-based communication

16.52%

Click-through Rate
Android

11.06%

Click-through Rate
iOS

22.27%

Conversion Rate
Android

13.80%

Conversion Rate
iOS
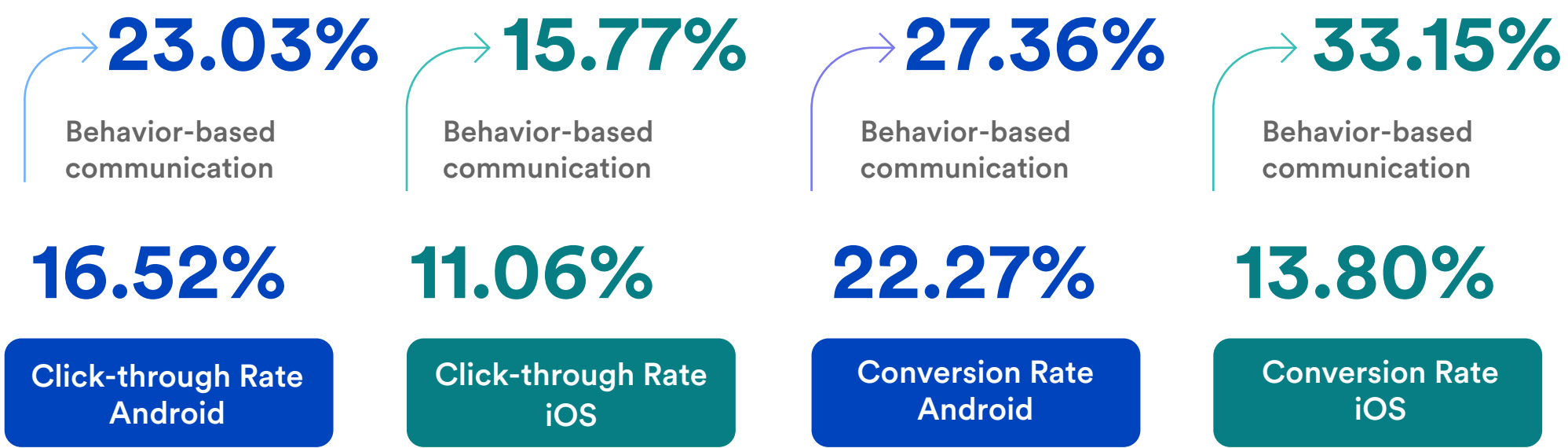
Mahendra Dhiraj
Head of Business Analytics and Consulting, GTech Digital
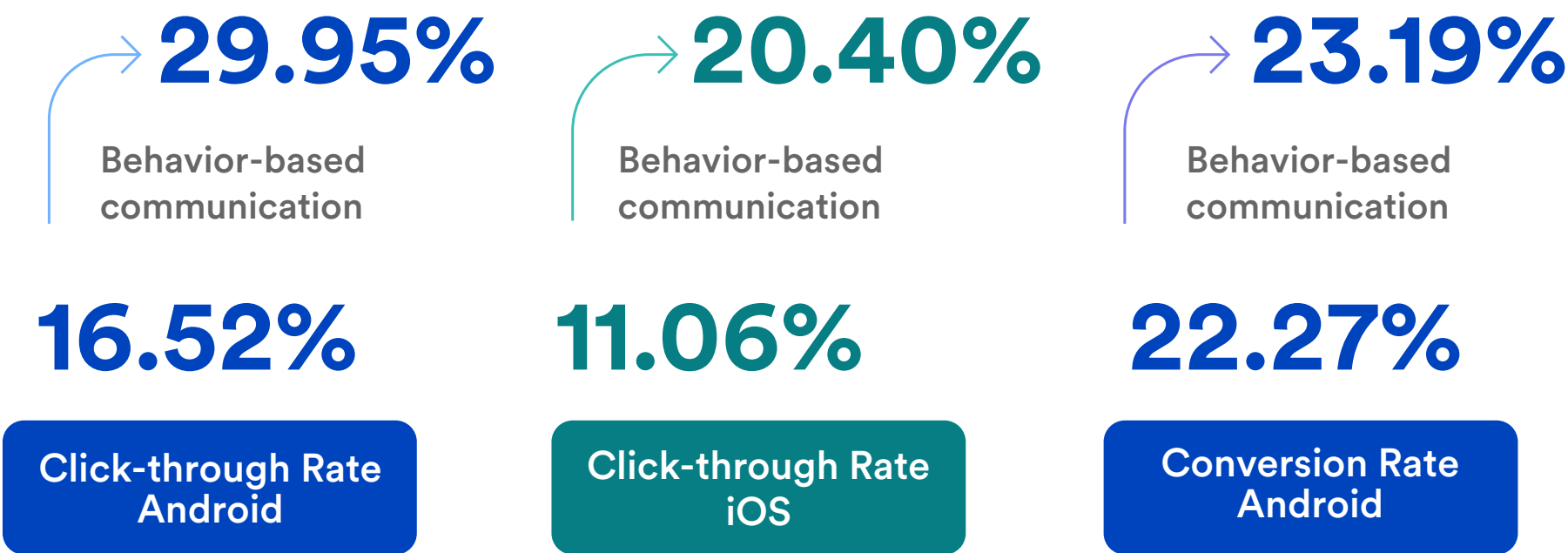
" To offer personalized experiences based on user behavior, create a 360-degree view of your customers. For that, it is important to have a unified profile. All the structured and unstructured data from your CDP must be seamlessly unified into a single view.

Here are some approaches for crafting an omnichannel experience:

- It has to be a top-down approach. At the end of the day, it's all about having a seamless experience and not about a price war.

- Sometimes the data and metrics are very disjointed. It has to come together to give a unified experience to the customer.

- The logistics part has to be mature enough to support an omnichannel experience.

- Communication and the marketing side of things shouldn't be cluttered. There should be a single, unified communication to the customer so that they aren't confused. "

By creating custom user segments based on behavioral and user attributes, brands in this vertical have seen CTRs from In-app Messages go as high as 29.95% on Android and 20.40% on iOS devices. Even conversions are higher when communication is made relevant for different user segments. Conversions from In-app Messages on Android devices reach up to 23.19% with efficient segmentation.

29.95%
Behavior-based communication

20.40%
Behavior-based communication

23.19%
Behavior-based communication

16.52%
Click-through Rate Android

11.06%
Click-through Rate iOS

22.27%
Conversion Rate Android

How has Shopping behavior changed in 2021?

Push Notification benchmarks

Email benchmarks

In-app messages benchmarks

Website messages benchmarks

Website messages benchmarks

14.69%
Overall Click-through Rates

2.37%
Banner Click-through Rates

14.79%
Pop-up Click-through Rates

Going hand-in-hand with the trend we observed earlier of the increase in the number of active users on shopping websites in 2021, we believe website messages play a key role in boosting website engagement. We've observed a CTR of 2.37% on website banners and a 14.79% CTR on website pop-ups.

Harish Narayanan
CMO, Myntra

" When you're observing close to no transactions, it is advised to take a breather, step back, and utilize this time to plan for the future.

Instead of chasing transactions as your north star metric, shift the focus to engagement and retention. Build positivity. Be sensitive to your customers' sentiments. Serve them the way they want to be served. Intelligent engagement will prevent your DAU metric from falling down. Create exclusive content that will bring your users to your platform to just browse and engage with your brand. "

How has Shopping behavior changed in 2021?

Push Notification benchmarks

Email benchmarks

In-app messages benchmarks

Website messages benchmarks

Anugrah Honesty
Sr. Digital Marketer, Bukalapak

" It is absolutely necessary to shift your campaigns in accordance with customer behavior to survive in a highly dynamic environment.

Try to increase the seller adoption rate of your platform. Create avenues to encourage offline sellers to start exploring online channels, thereby improving their income. When you implement a new mindset or a new point of view, ensure that all the internal stakeholders and decision-makers reach a consensus for smoother functioning. "
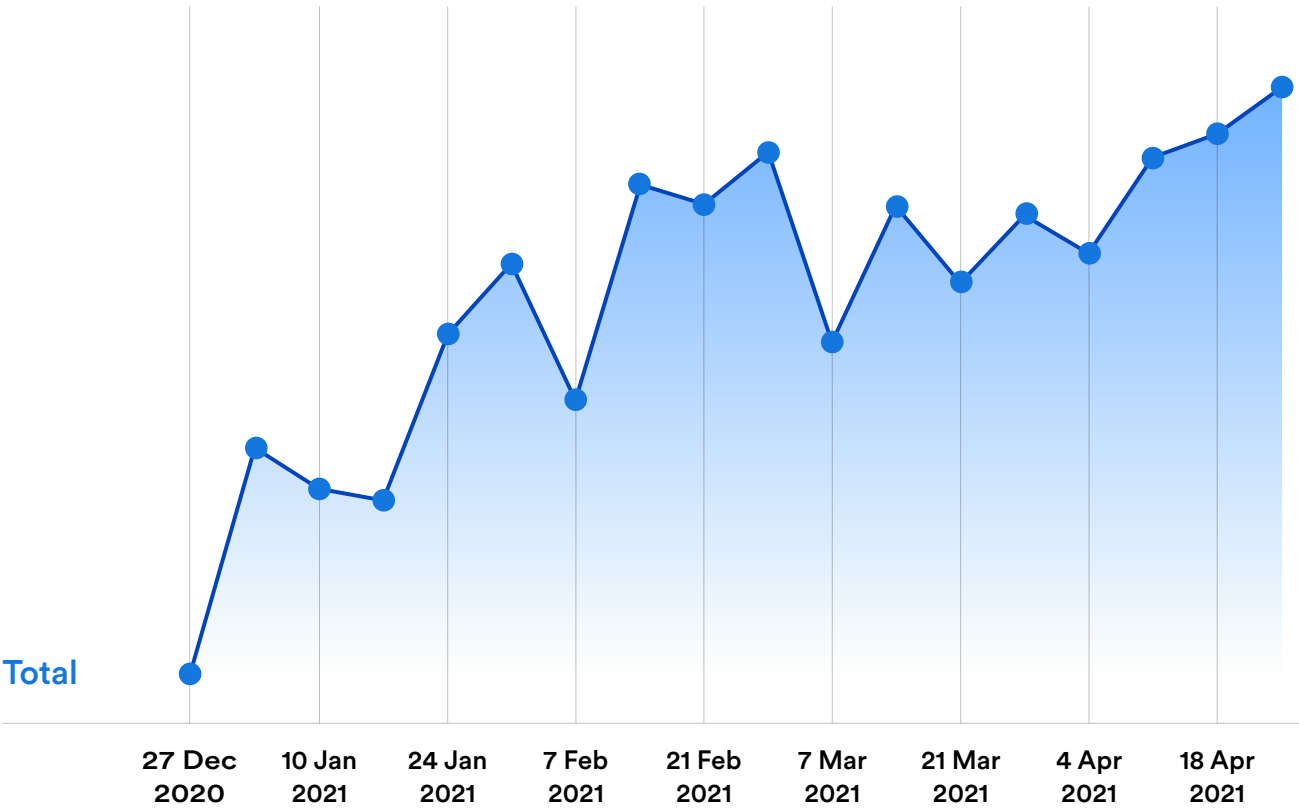
BANKING & FINTECH

Verticals included:

Banks, Fintech, P2P lending, Insurance, Cryptocurrency

How has Banking behavior changed in 2021?

In Southeast Asia, the number of DAUs of Online banking, Fintech, P2P lending, Insurance, and Crypto brands has increased by 54.29% from January to April 2021. There's been an increase of 50.07% in DAUs on Android devices and a 48.16% increase in DAUs on iOS devices.

Total Daily Active Users for Banking & Fintech
January to April 2021, Southeast Asia
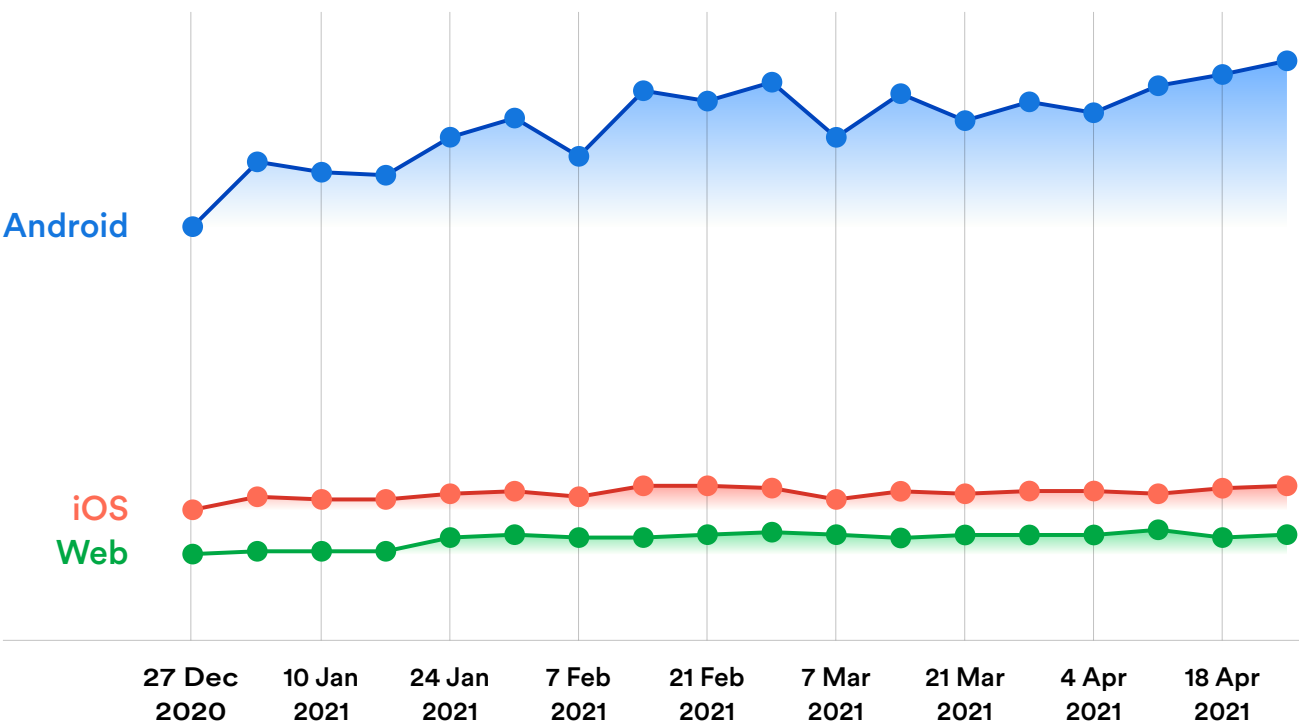
Daily Active Users Split for Banking & Fintech
January to April 2021, Southeast Asia

When studying the number of MAUs of the same brands from January to April 2021, we observed a similar trend. With an overall increase of 38.43% in MAUs, Android devices saw an increase of 26.76%, and iOS devices saw an increase of 17.69% MAUs.

Total Monthly Active Users for Banking & Fintech
January to April 2021, Southeast Asia

Monthly Active Users Split for Banking & Fintech
January to April 2021, Southeast Asia
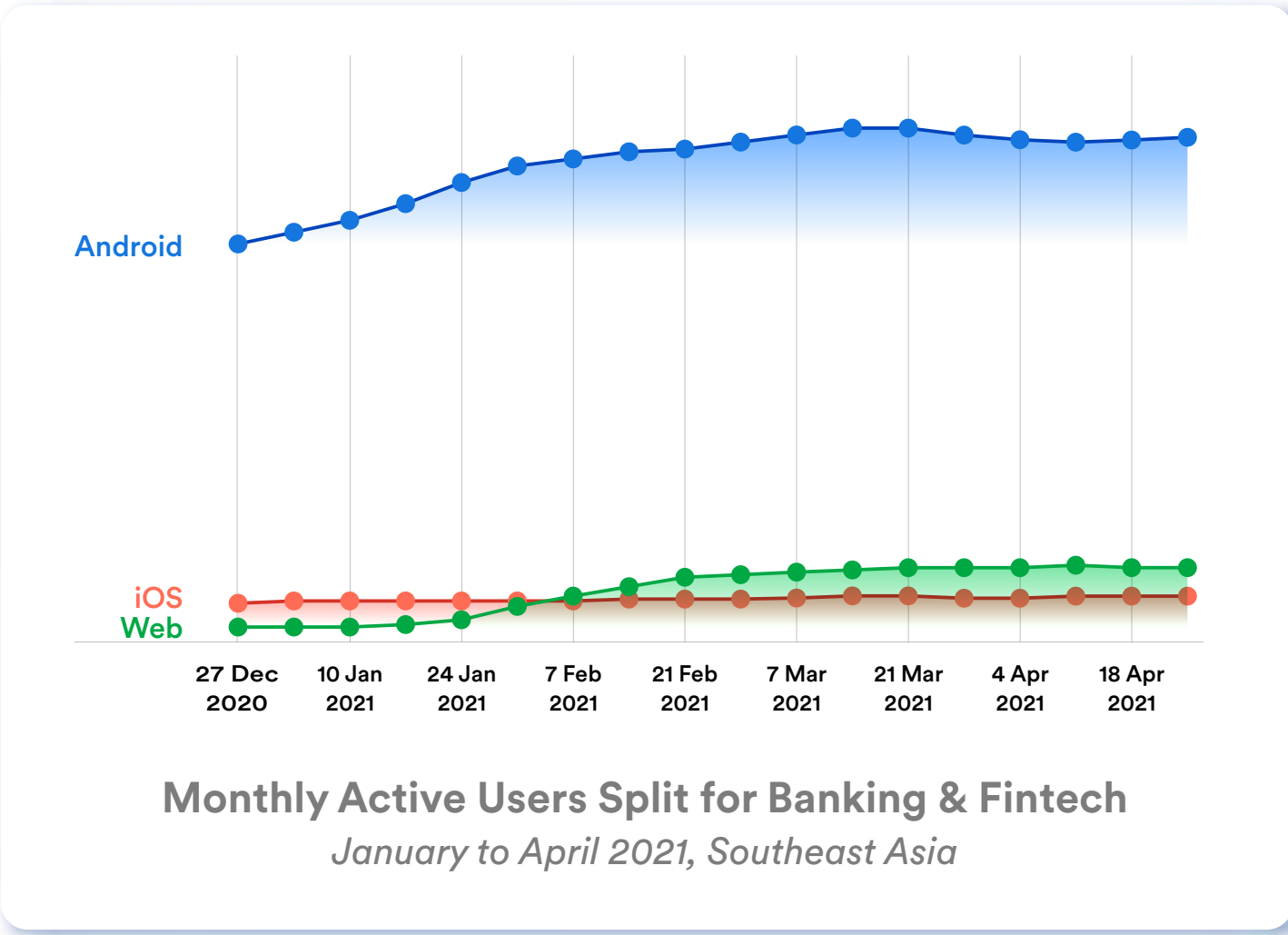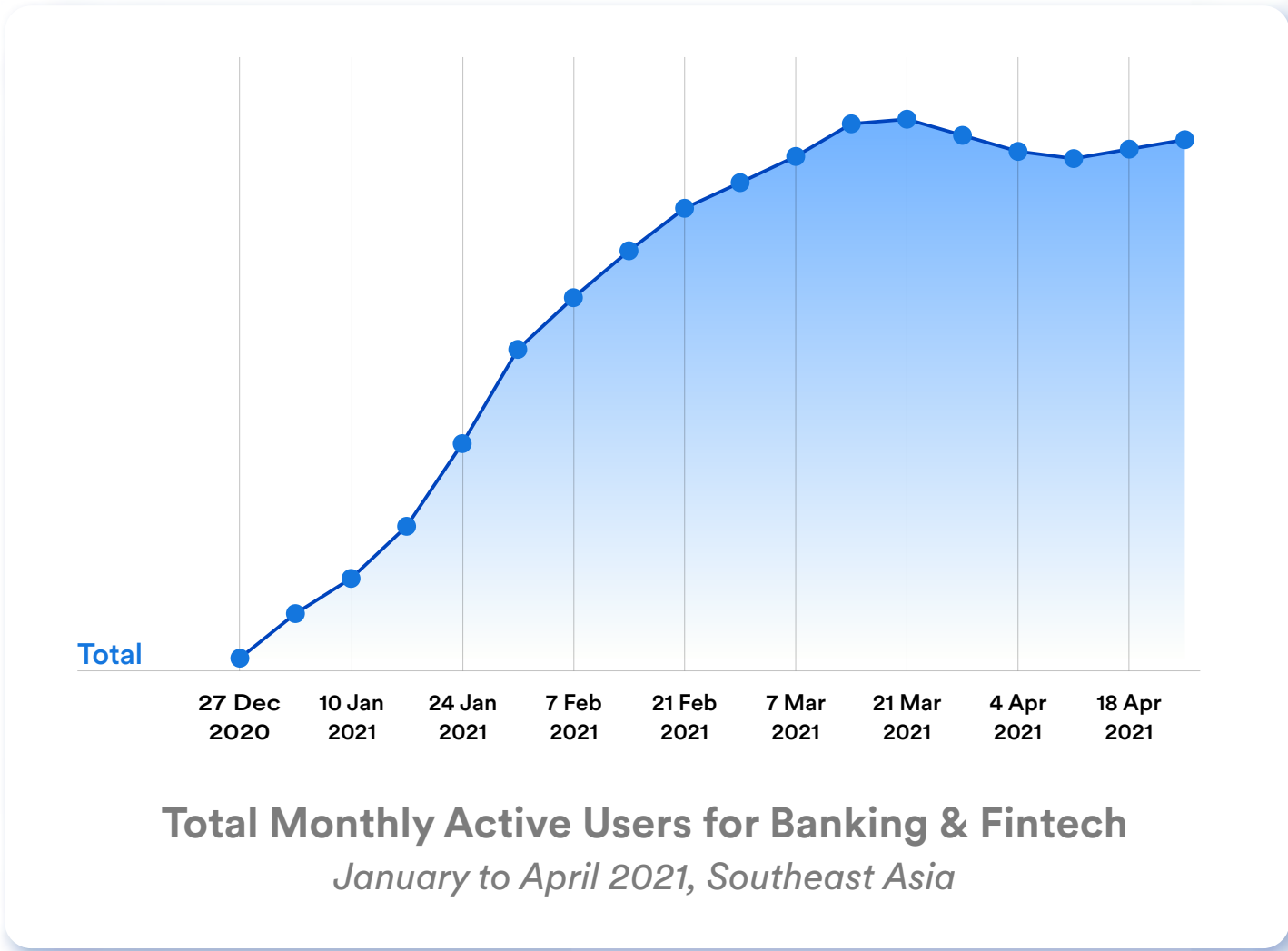
There is a meteoric rise in the number of MAUs of brands in the Banking & Fintech sector in Southeast Asia, the highest being observed on Android devices. We believe the overall surge in internet users in this region is the primary reason for this sharp rise.

| How has Banking behavior changed in 2021? | Push Notification benchmarks | Email benchmarks | In-app messages benchmarks | Website messages benchmarks |

Push Notification benchmarks
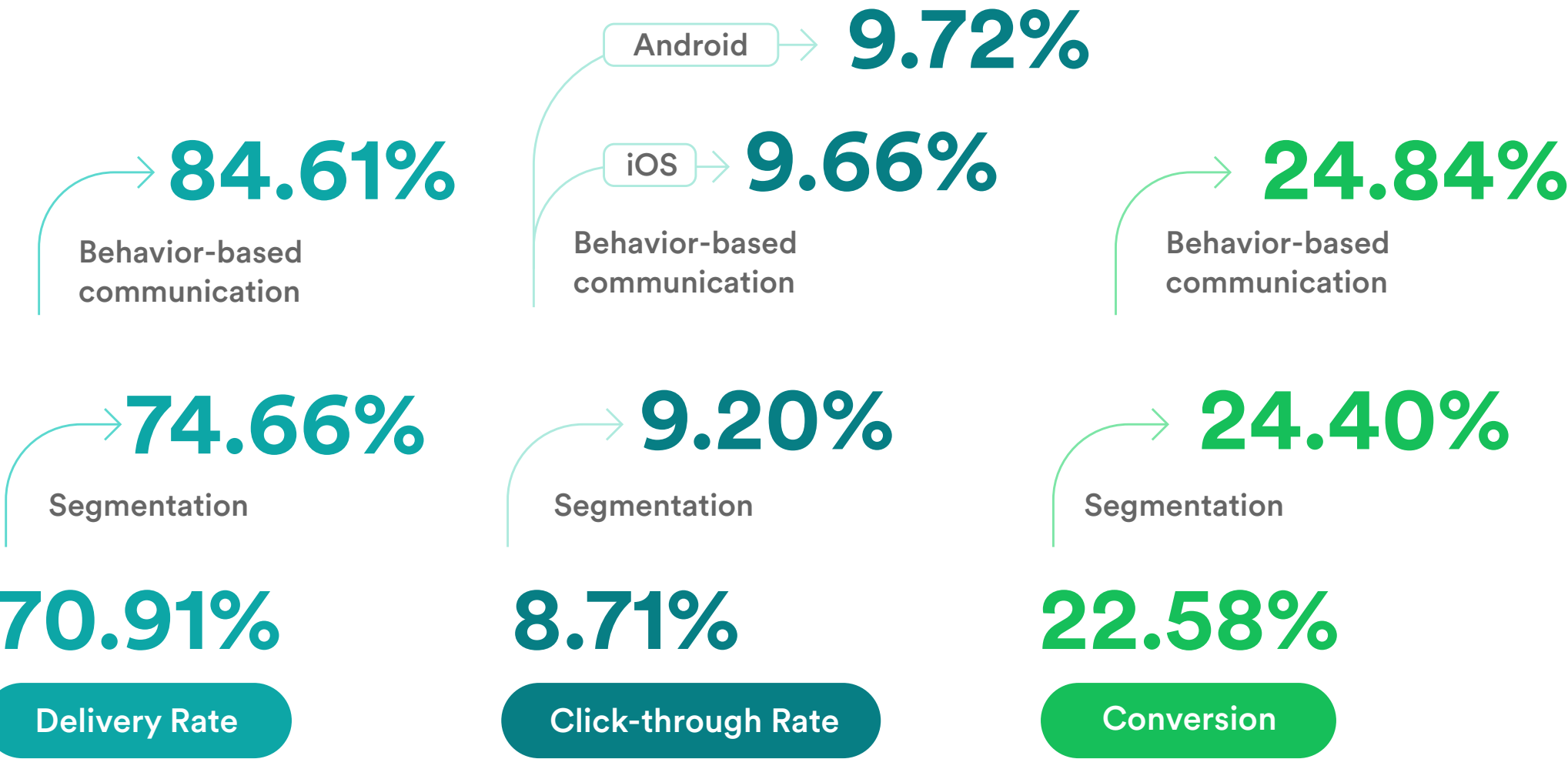
70.91%
Delivery Rate

8.71%
Click-through Rates

22.58%
Conversion Rate

We observed that contextual communication based on a user's behavior on the mobile app gets a lot more traction than generic broadcast Push Notifications.

Behavior-based Push Notifications see CTRs as high as 9.72% on Android devices and 9.66% on iOS devices. Since the messaging is relevant, a higher number of digital consumers also proceed to complete the intended goal, increasing conversions to up to 24.84%. Push Notifications sent as per the last interaction by a user on the mobile app also see increased deliverability of more than 84.61%. We also observed that when customer segments are created based on behavioral attributes, Push Notification CTRs increase up to 9.20%, conversions shoot to up to 24.40%, and deliverability increases to up to 74.66% on Android devices.

Android → **9.72%**

iOS → **9.66%**

84.61%
Behavior-based communication

Behavior-based communication

24.84%
Behavior-based communication

74.66%
Segmentation

9.20%
Segmentation

24.40%
Segmentation

70.91%
Delivery Rate

8.71%
Click-through Rate

22.58%
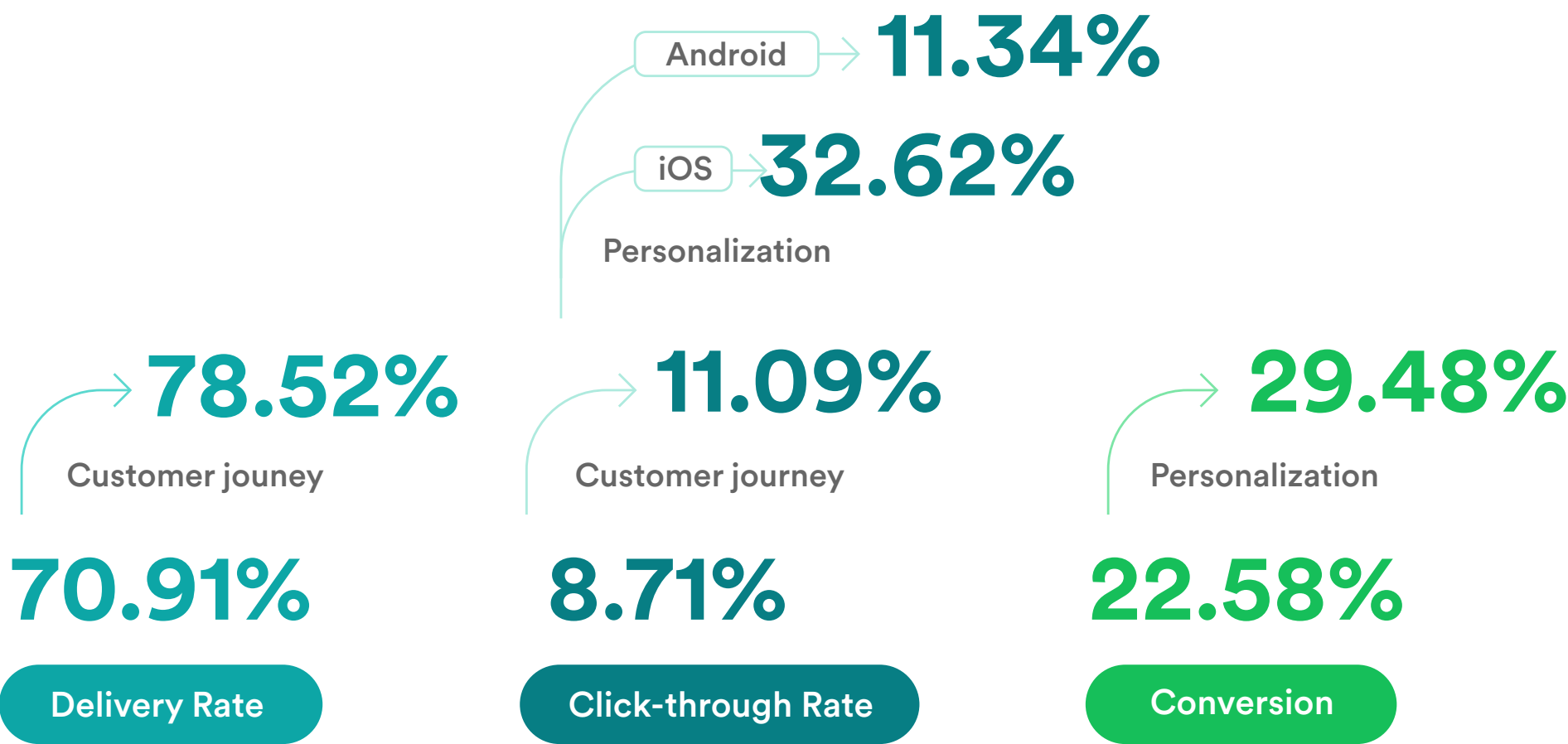Conversion

Paul Bantayan
Head of Marketing, Cashalo

"When it comes to advanced segmentation, use the data from your customers' behavior and actions on your platform to put specific tags and values across certain milestones. This way, you will be able to create multiple segments based on permutations of these tags and values. Then personalize your messaging, pricing, and recommendations for each advanced segment to meet their individual requirements.

For brands in the FinTech space, it is vital to use all the data available to make better predictions like when and where your customers are most likely to complete a transaction on your platform.
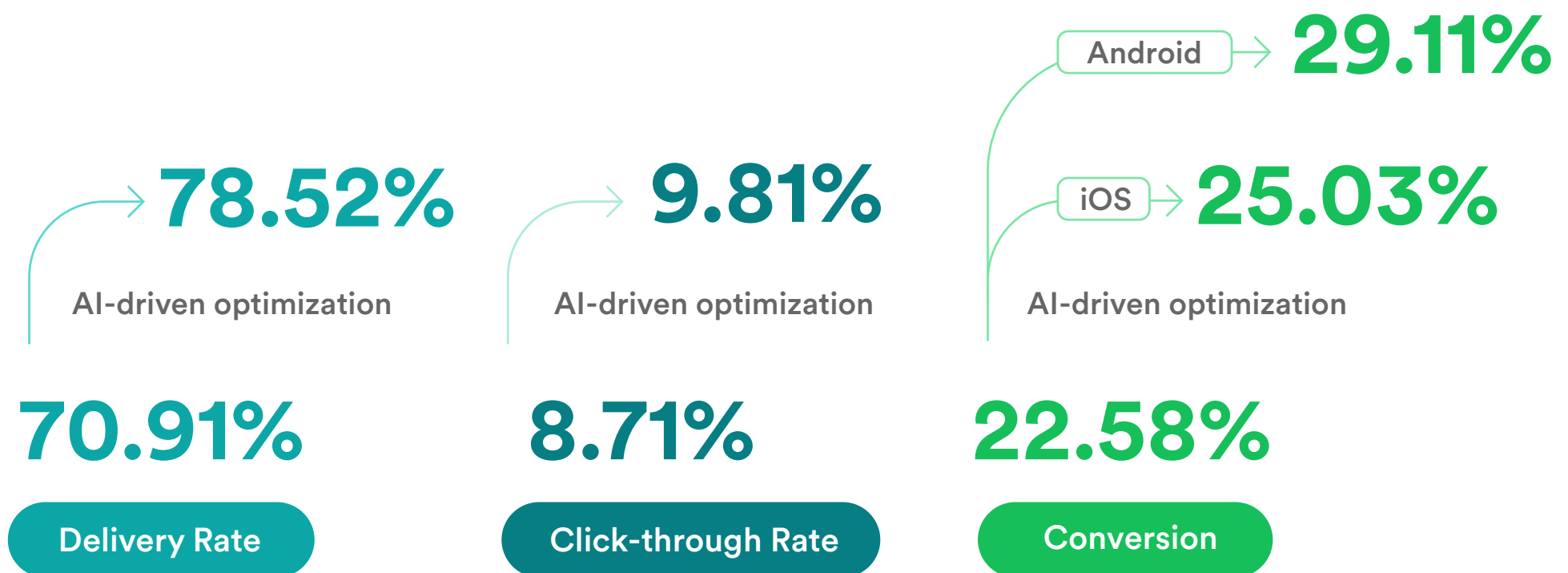
To run a collection campaign, it's really important to collaborate between the Marketing and the Collections teams. Leverage all the data that you have to navigate customers to the right place from where they can pay back loans."

By taking into consideration the customer lifecycle and sending relevant Push Notifications based on the actions your customers have taken during their journey, we observed that CTRs of Push Notifications increased to 11.09%, while the deliverability reached up to 78.52%. By adding personalized fields in Push Notifications, CTRs on Android devices shoot up to 11.34% and up to 32.62% on iOS devices. The conversion rates also increase to up to 29.48% with personalization.

Android → **11.34%**

iOS → **32.62%**

Personalization

→ **78.52%**
Customer jouney
70.91%
Delivery Rate

→ **11.09%**
Customer journey
8.71%
Click-through Rate

→ **29.48%**
Personalization
22.58%
Conversion

| How has Banking behavior changed in 2021? | Push Notification benchmarks | Email benchmarks | In-app messages benchmarks | Website messages benchmarks |

Constantly experimenting with Push Notification copies and time of delivery is important to optimize campaign performances efficiently. We observed that when Machine Learning is used to optimize campaign performance, CTRs from multiple variants of the same Push Notification shoot up to 9.81%, and delivery rates reach as high as 78.52%. Thanks to A/B testing, conversion rates on Android devices increase to up to 29.11% and up to 25.03% on iOS devices.

Android → **29.11%**

iOS → **25.03%**

78.52%
AI-driven optimization

9.81%
AI-driven optimization

AI-driven optimization

70.91%

Delivery Rate

8.71%

Click-through Rate

22.58%

Conversion

Indina Andamari
VP Head of Marketing & Communications at Kredivo

" In addition to looking at the cash transaction behavior of the user, we map out the customer journey first and identify the key drivers of each stage. We then prioritize users based on which group would bring the biggest impact. It could be the size of the pool or the ones that are getting the highest revenue. The focus is to gather enough data to work with so that your hypothesis can be more accurate.

We use a data science model to score the demographics, geographic, and psychographic information. This results in a heat map, which helps us to prioritize which segment to focus on. Once we collect this data, we profile each segment to get a user persona. Within that segment, we then see if you have similar characteristics and then personalize the messaging for A/B testing with a control group. The idea is to test all hypotheses before launching a full-fledged campaign. "

Email benchmarks

2.16%
Click-through Rate (CTR)

40.45%
Open Rate

7.09%
Unique click-to-open Rate

97.20%
Delivery Rate

11.60%
Conversion Rate

5.33%
Total click-to-open Rate

1.88%
Unsubscrition Rate

We observed that behavior-based communication greatly boosts the performance of email campaigns. Sending emails based on user actions increases the total click-to-open rate to 8.90%, unique click-to-open rate to 14.79%, CTRs to up to 3.10%, and conversions to 43.22%. We also observed that unsubscription rates for these campaigns fell down to 0.01%, indicating that digital consumers in Southeast Asia find behavior-based communication valuable and less spammy.

8.90%
Behavior-based communication

14.79%
Behavior-based communication

3.10%
Behavior-based communication

43.22%
Behavior-based communication

0.01%
Behavior-based communication

5.33%
Total click-to-open Rate

7.09%
Unique click-to-open Rate

2.16%
Click-through Rate

11.60%
Conversion Rate

1.88%
Unsubscription Rate

How has Banking behavior changed in 2021?

Push Notification benchmarks

Email benchmarks

In-app messages benchmarks

Website messages benchmarks
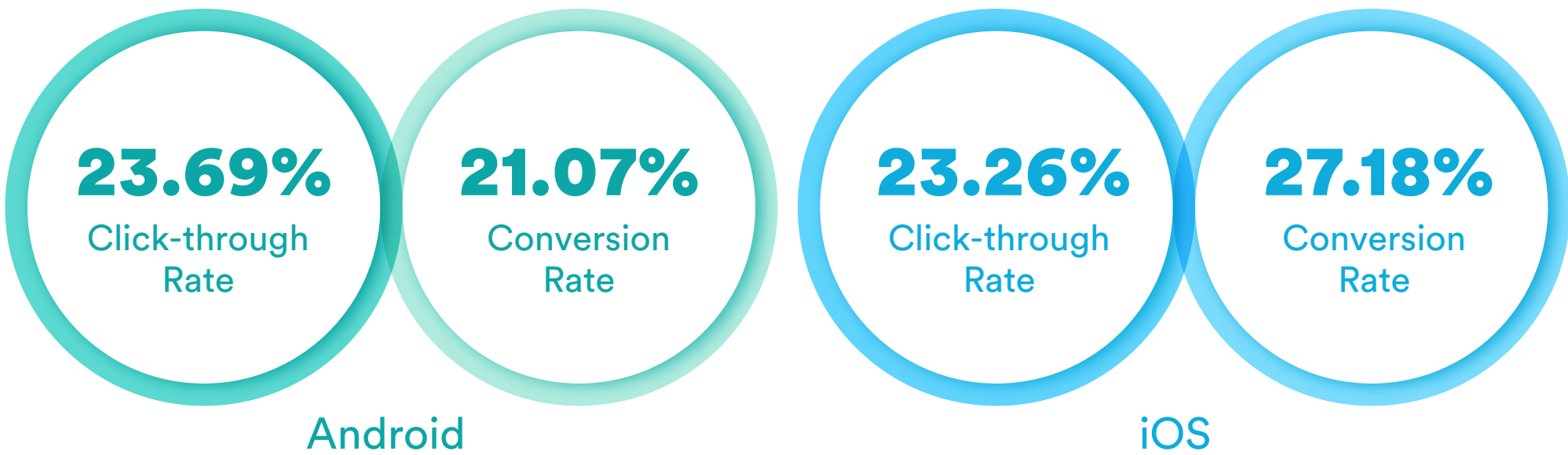
Agnes Lie
VP of Growth Marketing, OVO

" The most refined form of segmentation is the behavioral segmentation approach which entails segmenting customers based on how they act on our platforms all the way from in-app behavior to actual transactions.

This approach enables us to be more precise with our targeting and opens up room for A/B testing. It yields better results because the treatment we are giving to the customers is based on real data rather than using presumed knowledge or hypotheses. It also allows us to combine the behavioral data with both predictive and deterministic modeling to pursue business objectives.

When segmenting users, we look at the product funnel journey and see where the traffic came from (source attribution) and if the customer was acquired through digital channels such as TikTok, Facebook, Google, etc. We then look at different segments within these channels and study their behavior before we dive into behavioral or transactional data. "
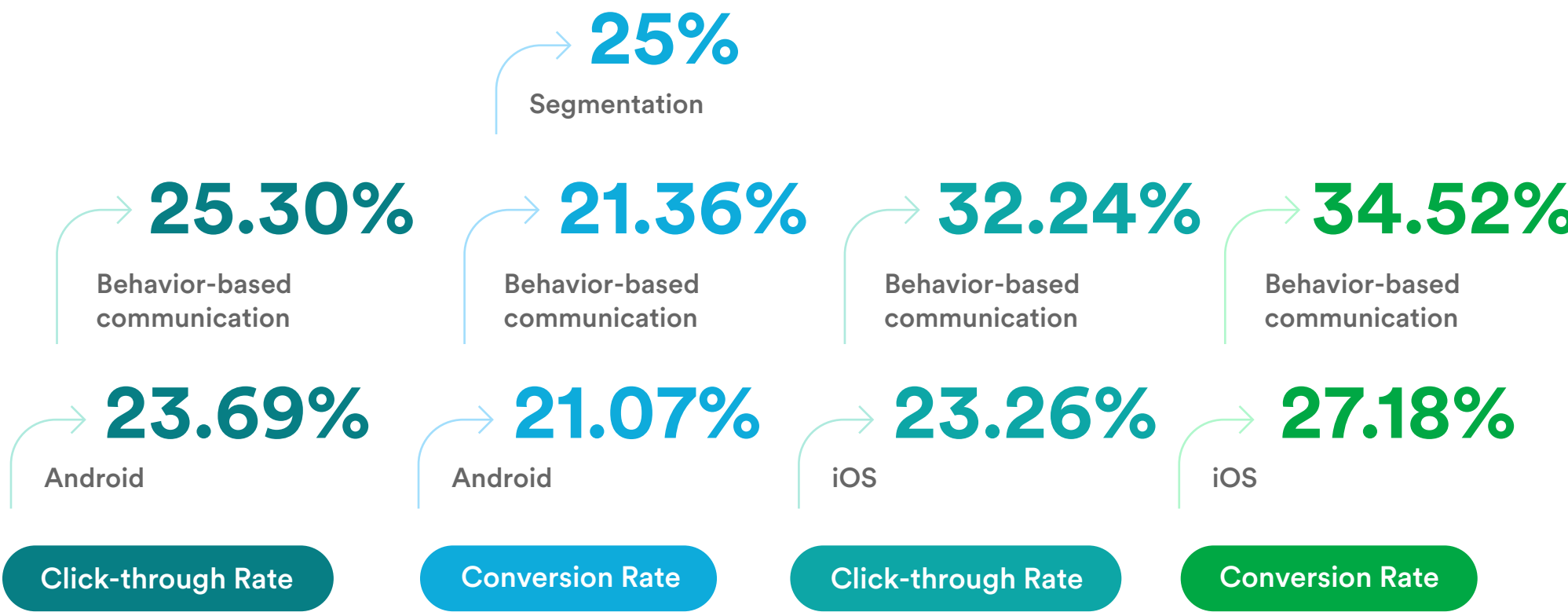
In-app messages benchmarks

23.69%
Click-through Rate

21.07%
Conversion Rate

23.26%
Click-through Rate

27.18%
Conversion Rate

Android

iOS

When it comes to in-app communication, once again, a behavior-based approach to engagement has shown to improve both CTRs and conversion rates.

CTRs on Android devices go up to 25.30% and up to 32.24% on iOS devices, and similarly, conversions on Android devices reach as high as 21.36% and 34.52% on iOS devices. Clearly, Banking & Fintech mobile app users are more responsive to having relevant information displayed to them when browsing your mobile apps. We observed that creating user segments based on the actions performed in the app, led to conversions on Android devices reach as high as 25%.

25%
Segmentation

25.30%
Behavior-based communication

21.36%
Behavior-based communication

32.24%
Behavior-based communication

34.52%
Behavior-based communication

23.69%
Android

21.07%
Android

23.26%
iOS

27.18%
iOS

Click-through Rate

Conversion Rate

Click-through Rate

Conversion Rate

How has Banking behavior changed in 2021?

Push Notification benchmarks

Email benchmarks

In-app messages benchmarks

Website messages benchmarks

Khalid Raheel
CMO at Amar Bank

"When we look at the segmentation, our goal is to look at the "need-based" segments (these are customers who need a loan) but also factor in the outliers, the "want-based" users (for example, someone looking to buy a second-hand phone and may be interested in a loan).

At Amar Bank, segmentation tells us what our TG isn't because it is equally important to understand what our customers don't want in addition to grasping what they do want.

From a segmentation standpoint, it is important to understand the need, the necessity, and the demand at every stage of life as all these three elements change continuously. Once the user data is in, you can focus on creating the relevant micro-moments in these people's lives that are based on highlighting the demands and benefits for the user.

Before you start your segmentation, start with empathy and understand what the customer is lacking in their life so that you can fill that gap. It's important to backward integrate the product to a forward integrated behavior or vice-versa."

Website messages benchmarks

9.46
Click-through Rate

We observed that website pop-ups play a key role in boosting engagement on Banking & Fintech websites, with a CTR as high as 9.46% on website pop-ups in Southeast Asia.

Sheila Paul
Chief Marketing Officer, Home Credit Philippines

"We've seen major developments in Singapore and the Philippines in the digital banking sector. With Bangko Sentral ng Pilipinas approving digital banking frameworks and creating a separate category for digital banks, the trend of adopting end-to-end digital finance in this region is accelerating at a fast pace.

A strategy that I've been implementing to increase product adoption is to build a core loyal following – the true believers of your product, who can spread the word not because they are being paid to do so, but because they find value in your offerings. Brands in the BFSI sector can build this base by inducing customer centricity in their ethos and displaying it via their communication, especially brands that are undergoing or have recently undergone digital transformation.

Machine Learning has been super helpful for us to interpret risk, carry out collections, develop relevant recommendations and offers, and reach out to consumers beyond our ecosystem. We've implemented voice and chatbots to automate some of the customer support processes. While there are current challenges like language barriers and the need for consumers to talk to a human instead of a machine, I envision technology to play a huge role in the digital finance space in the near future."

Aditya Chintawar
VP Product, Koinworks

> Try to educate your customers and give back to society during tough times. Positive sentiments are important to bring people back to your platform.

Marketing in the right way is necessary. For example, if you want your customers to read your messages or emails, they would have to find something useful in them – you will have to get them hooked on it. At the same time, marketers should remember not to overuse one single communication channel. If a customer gets too many messages on one channel that they might not like or find relevant, it will drive them away.

When you want to push something out in the market, increase the cadence of brainstorming sessions. No idea is ever really small. Everybody should be welcome to share their thoughts. Building a philosophy or culture of discussing problems, not solutions should be implemented to align marketing and product better. This will not only create a more inclusive environment but will also increase the inflow of new and fresh ideas.
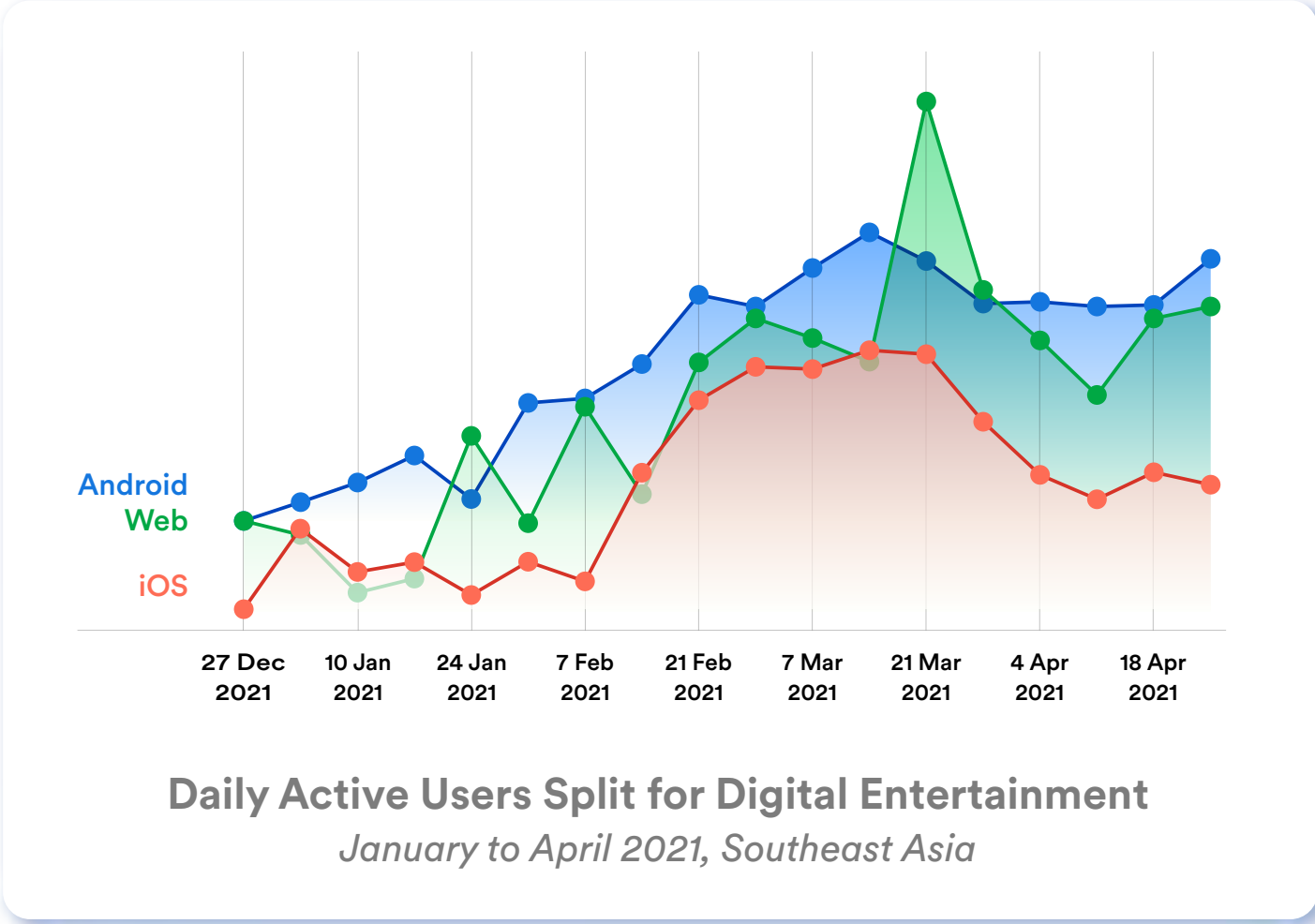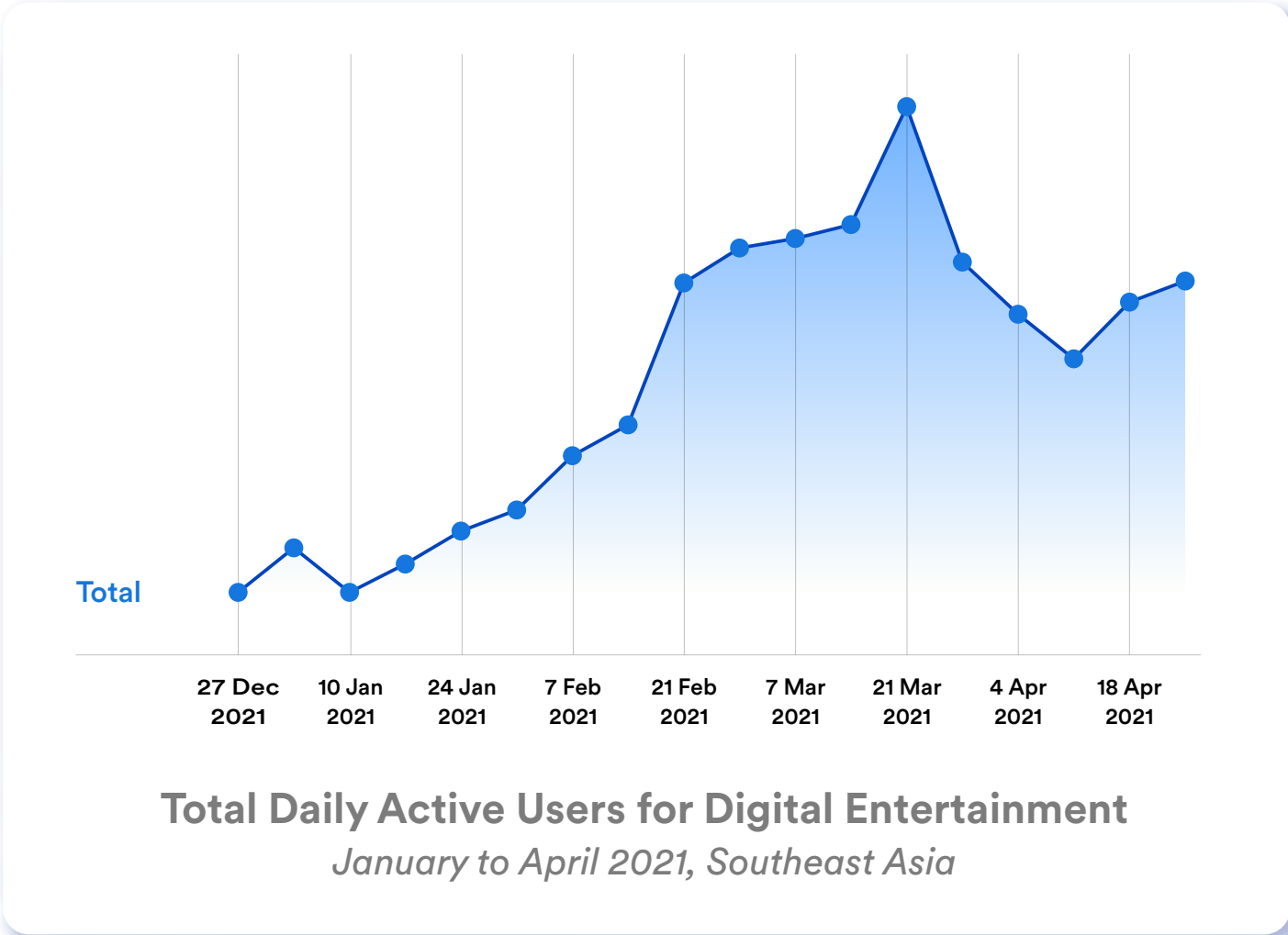
DIGITAL ENTERTAINMENT (OTT)

Verticals included:
Audio streaming, Video streaming, Gaming, Sports, News

How has Media consumption changed in 2021?

In Southeast Asia, the number of DAUs of Audio streaming, Video streaming, Gaming, Sports, and News brands has increased by 61.70% from January to April 2021. There's been an increase of 73.42% in DAUs on Android devices and a 47.80% increase in DAUs on iOS devices. The number of Website DAUs of the brands in this sector has increased by 60.24%.

Total Daily Active Users for Digital Entertainment
January to April 2021, Southeast Asia

Daily Active Users Split for Digital Entertainment
January to April 2021, Southeast Asia

How has Media consumption changed in 2021? | Push Notification benchmarks | Email benchmarks | In-app messages benchmarks | Website messages benchmarks

When studying the number of MAUs of the same brands from January to April 2021, we observed an overall increase of 80.55%. Android devices saw an increase of 26.15% in MAUs while there was an increase of 14.15% in MAUs on iOS devices. The largest overall jump was observed in website MAUs (163.25%), taking the total number of MAUs ahead of both Android and iOS devices.
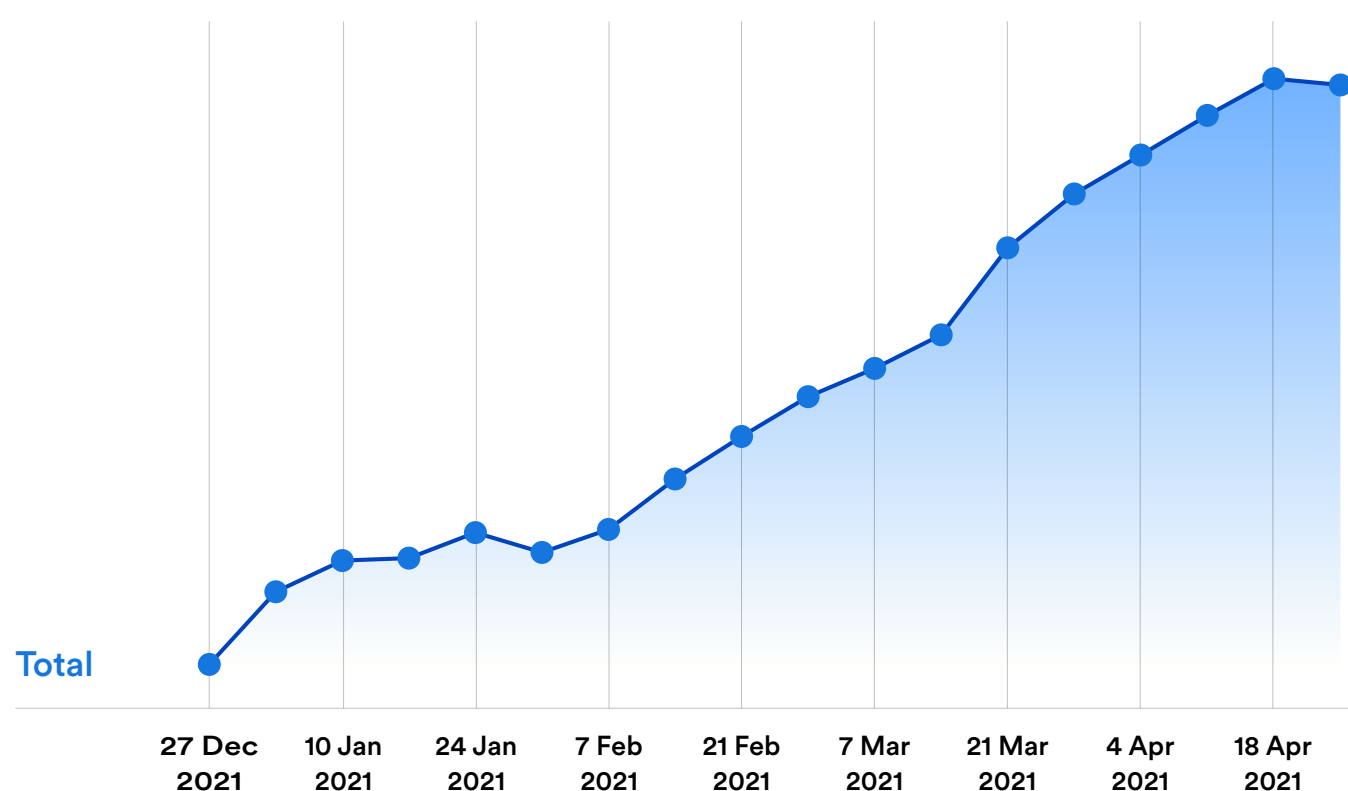
Total Monthly Active Users for Digital Entertainment
January to April 2021, Southeast Asia

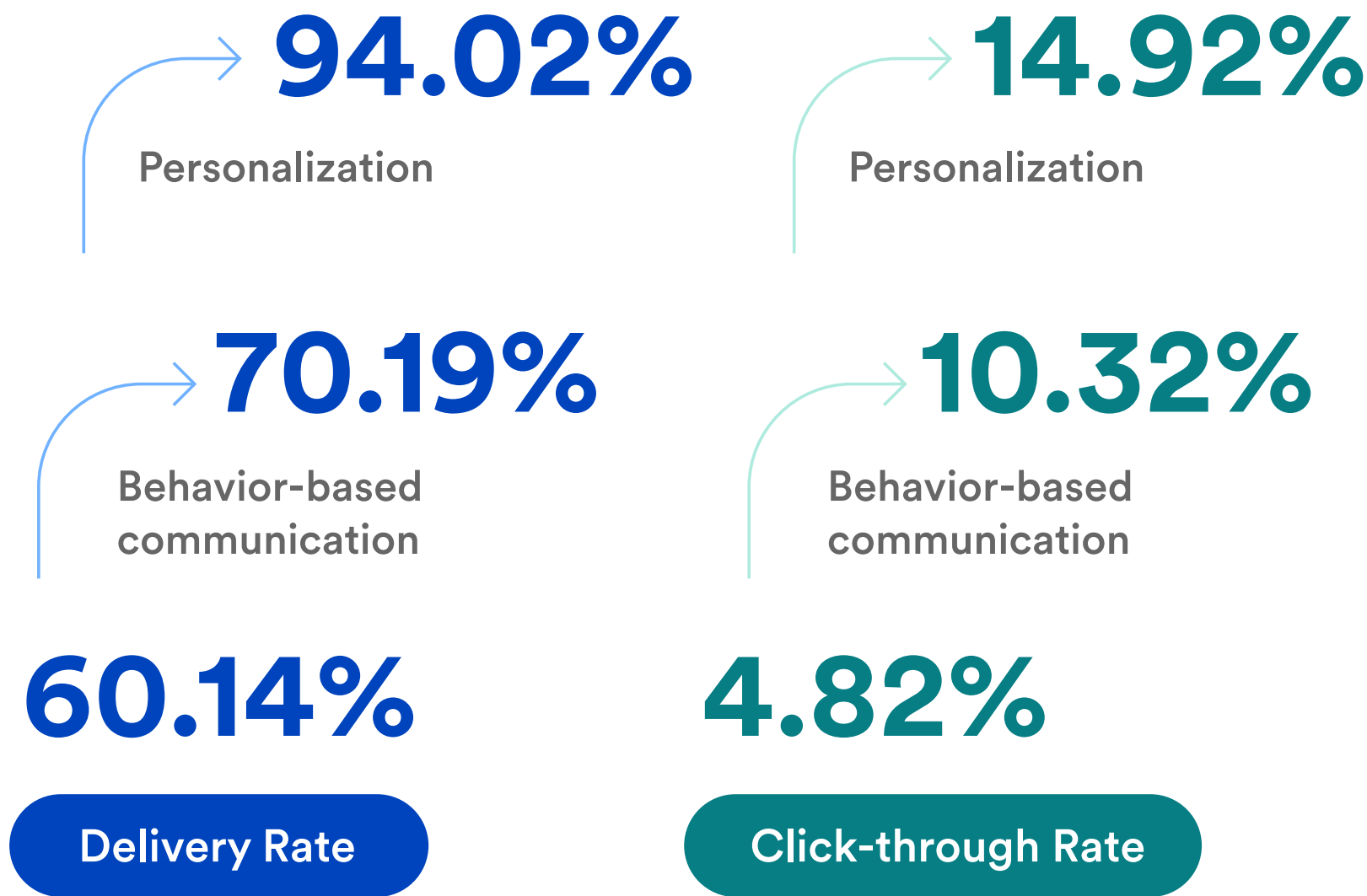**Monthly Active Users Split for Digital Entertainment**
January to April 2021, Southeast Asia

| How has Media consumption changed in 2021? | Push Notification benchmarks | Email benchmarks | In-app messages benchmarks | Website messages benchmarks |

Push Notification benchmarks

60.14%
Delivery Rate

4.82%
Click-through Rate

23.21%
Conversion Rate
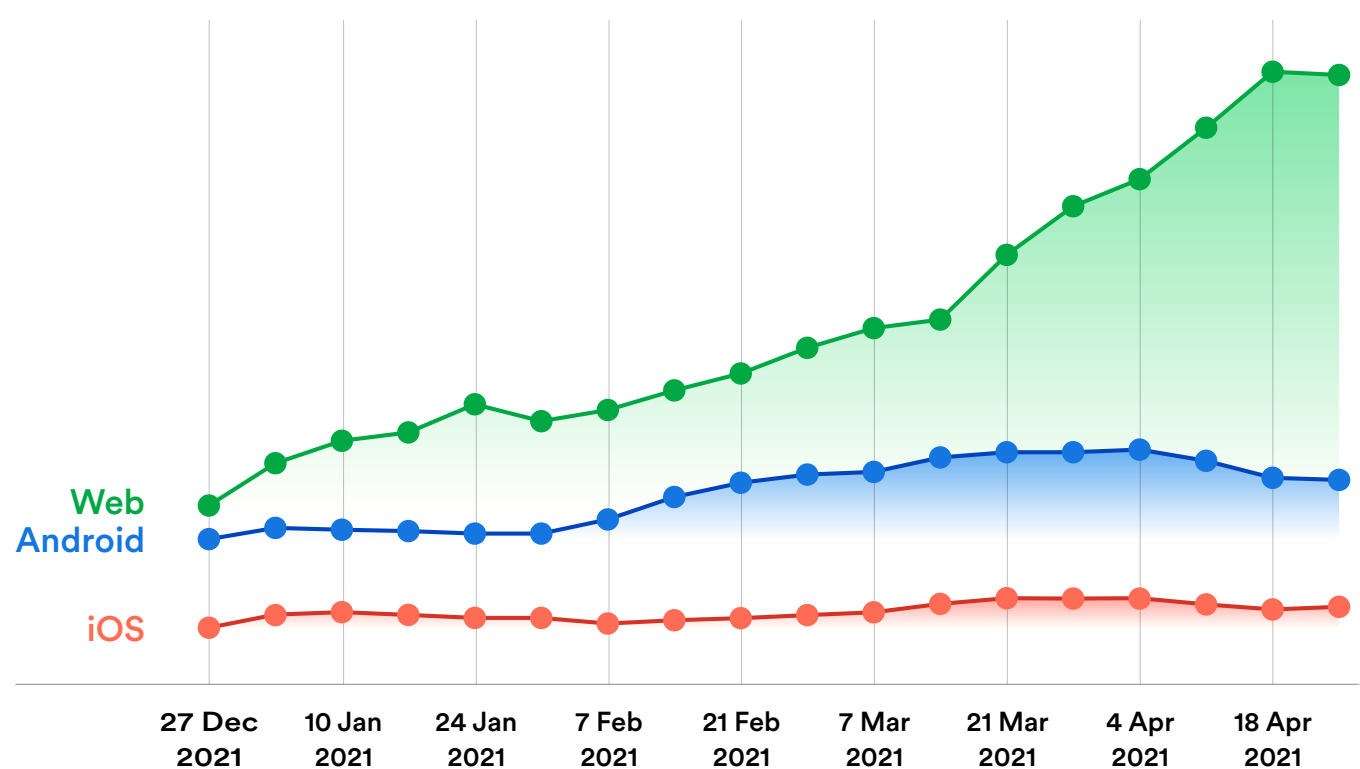
We observed that digital consumers in Southeast Asia react much more positively to the communication sent based on their app behavior. Behavior-based Push Notification CTRs increase to up to 10.32% and deliverability reaches as high as 70.19% as compared to generic broadcasts. We observed that when a layer of personalization complements these Push Notifications, CTRs reach up to 14.92%, and delivery rates reach as high as 94.02%.

94.02%
Personalization

14.92%
Personalization

70.19%
Behavior-based communication

10.32%
Behavior-based communication

60.14%
Delivery Rate

4.82%
Click-through Rate

How has Media consumption changed in 2021?

Push Notification benchmarks

Email benchmarks

In-app messages benchmarks

Website messages benchmarks

Sarika Tulsyan
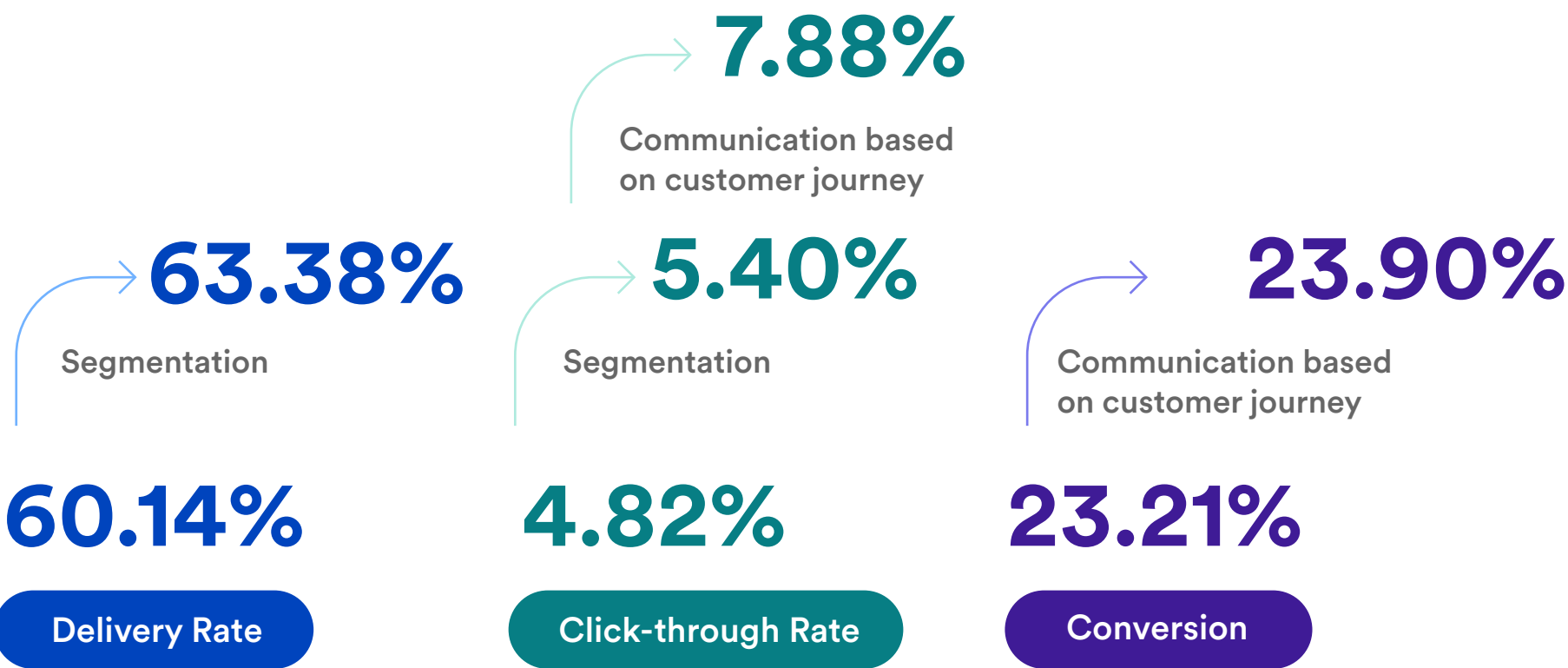*Chief Revenue Officer at POPS Worldwide*

" As next-gen marketers, it's our job to drive the business by understanding the next 'trigger' that's informed by data. This also helps acquaint customers with that 'unknown new' to enable lasting business growth.

Organizations tend to define their success metrics in silos for different departments rather than look at it as a common success metric; one which can then cascade into individual departments. Having a common metric can help minimize the gap.

This can be done by aligning our organization's goals to department goals with respect to marketing, product, or customer service. Doing this creates a certain level of competencies between the department in terms of defining the clarity and understanding key responsibility towards the goals. When you map those success metrics to department success metrics, you create a harmonious, well-oiled business where everyone is aligned and works towards shared goals, and maximizing revenue. In short, the three P's – People, Process, and Product should be in complete harmony. "

Brands in the Digital Entertainment (OTT) vertical have witnessed an improvement in campaign performance by implementing advanced segmentation strategies and customizing communication for each customer segment. Segmented Push Notifications see delivery rates as high as 63.38% and CTRs as high as 5.40%. We also observed that when communication is customized as per the customer lifecycle and the buyer journey, conversion rates increase to up to 23.90% on Android devices, and CTRs reach as high as 7.88% on iOS devices.

7.88%
Communication based on customer journey

63.38%
Segmentation

5.40%
Segmentation

23.90%
Communication based on customer journey

60.14%
Delivery Rate

4.82%
Click-through Rate

23.21%
Conversion

How has Media consumption changed in 2021? | Push Notification benchmarks | Email benchmarks | In-app messages benchmarks | Website messages benchmarks

Vineeth Kallarakkal
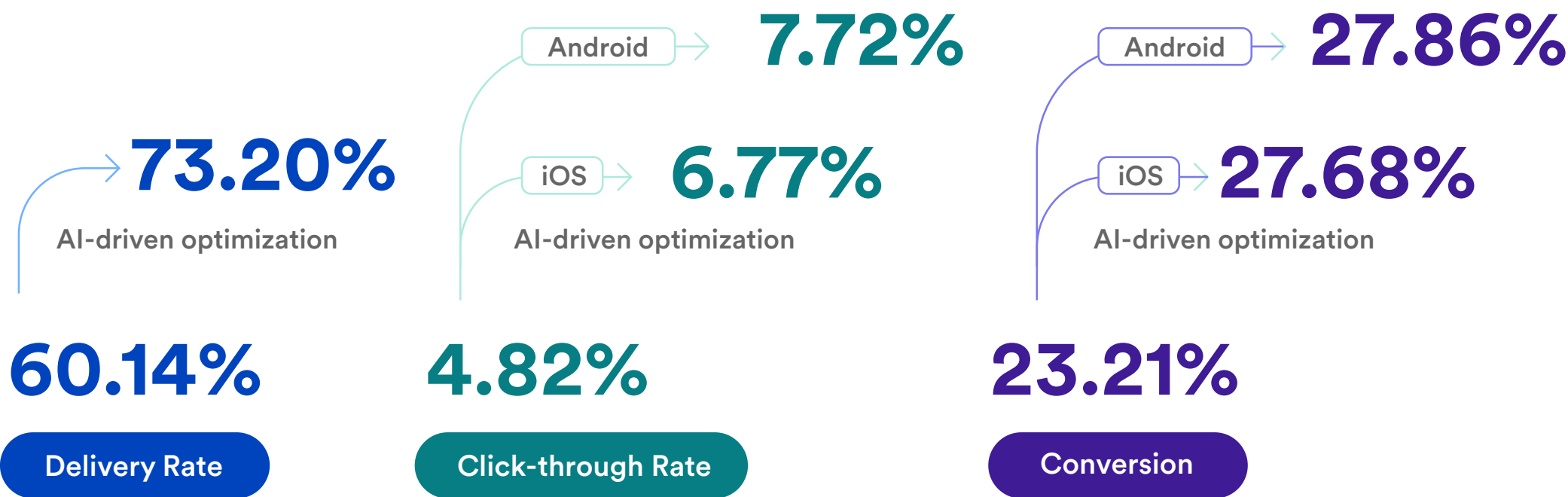*Head of Marketing at theAsianparent (Tickled Media)*

" Your engagement metric will differ based on the channel you are measuring-- be it an app or a website. You also have to look at how you are catering to the different user stages. It's also important to identify what kind of metrics make sense for your user segments and the tools that the user is using and then identify the data points accordingly.

You need to build user journeys, map them out, and customize them because the wants of the users are changing at every stage. Building a proper path helps address different segments of users differently, and building a journey specifically for them ensures the stickiness of your product to the user.

When evaluating the risk of churning, first look at the usage pattern and see if there is a decreasing trend in any of the usage of your product. Dig deeper and understand why user engagement dropped off. "
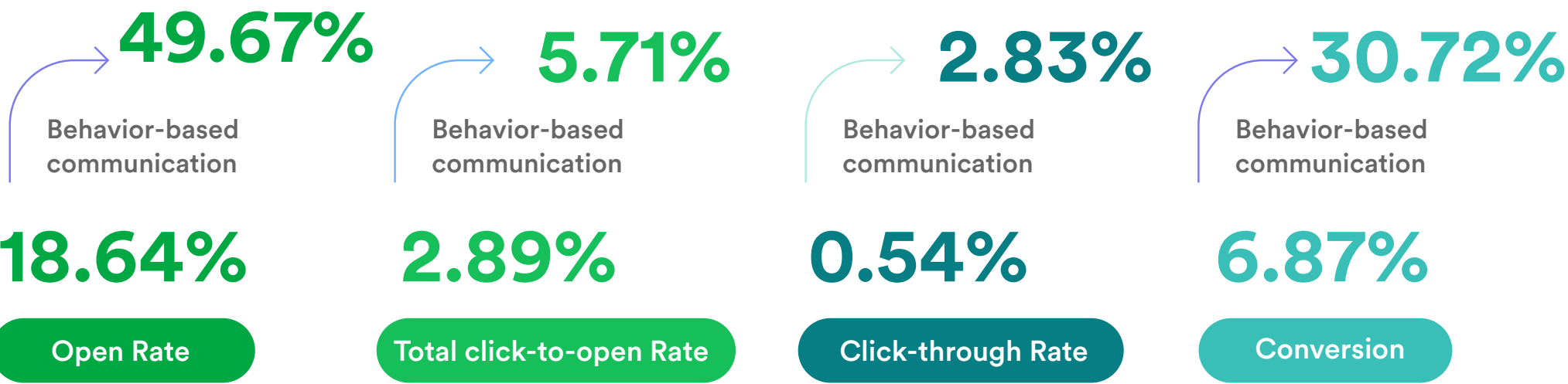
By running A/B tests and experiments on messages and the time when Push Notifications are sent, brands see CTRs on iOS devices reach as high as 6.77% and up to 7.72% on Android devices. Push Notification delivery rates on Android increase to up to 73.20% based on this approach. We observed that when Machine Learning is used to optimize Push Notification campaign performance, conversions on Android devices increase to up to 27.86% and reach as high as 27.68% on iOS devices.

Android → **7.72%**

Android → **27.86%**

73.20%
AI-driven optimization

iOS → **6.77%**
AI-driven optimization

iOS → **27.68%**
AI-driven optimization

60.14%
Delivery Rate

4.82%
Click-through Rate

23.21%
Conversion

| How has Media consumption changed in 2021? | Push Notification benchmarks | Email benchmarks | In-app messages benchmarks | Website messages benchmarks |

Email benchmarks

0.54%
Click-through Rate (CTR)

18.64%
Open Rate

9.43%
Unique click-to-open Rate

97.75%
Delivery Rate

6.87%
Conversion Rate

2.89%
Total click-to-open Rate

13.87%
Unsubscrition Rate

We observed that email campaigns built around user behavior resonate better with digital consumers in Southeast Asia. They find such emails relevant and less spammy. We observed that the open rates are as high as 49.67%, click-to-open rates reach up to 5.71%, CTRs go as high as 2.83%, and conversions increase to more than 30.72%.

49.67%
Behavior-based communication
18.64%
Open Rate

5.71%
Behavior-based communication
2.89%
Total click-to-open Rate

2.83%
Behavior-based communication
0.54%
Click-through Rate

30.72%
Behavior-based communication
6.87%
Conversion

How has Media consumption changed in 2021?

Push Notification benchmarks

Email benchmarks

In-app messages benchmarks

Website messages benchmarks
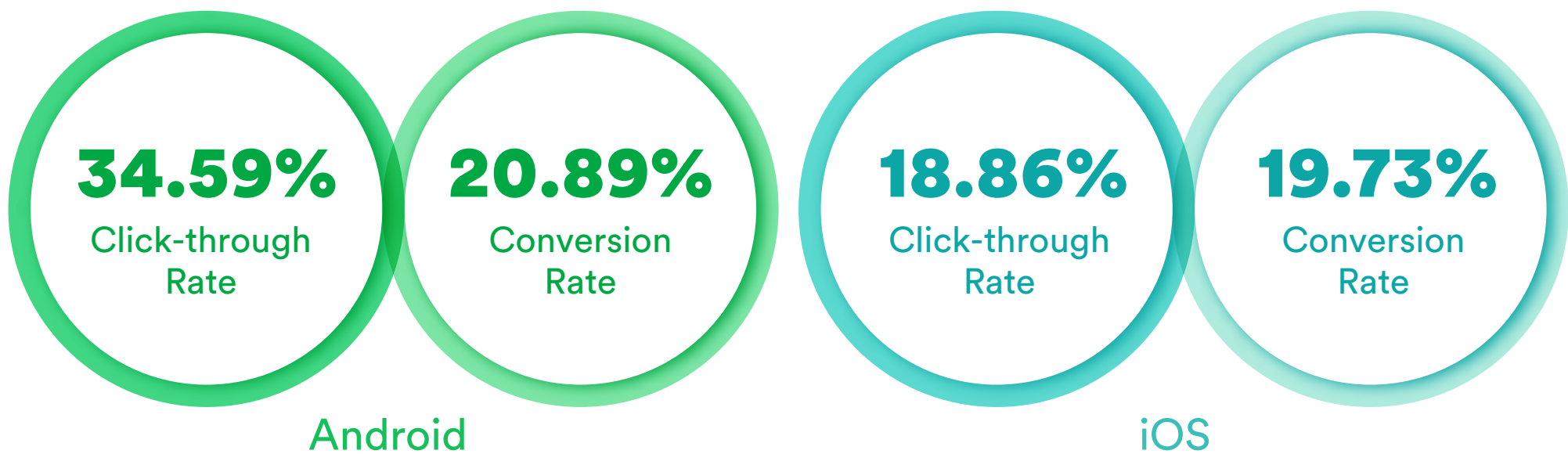
Dian Gemiano
CMO at Kompas Gramedia

" Since we are in the media industry, we cater to different target audiences, and our segmentation tactics differ for each audience type. At KG media, we have three groups: the fly-by, the moderate, and the loyal.

We look into the content consumption behavior and truly understand what kind of content will resonate with them the most. The goal is to shift the fly-by into moderate and moderate to loyal because the loyal customer gives you more revenue.
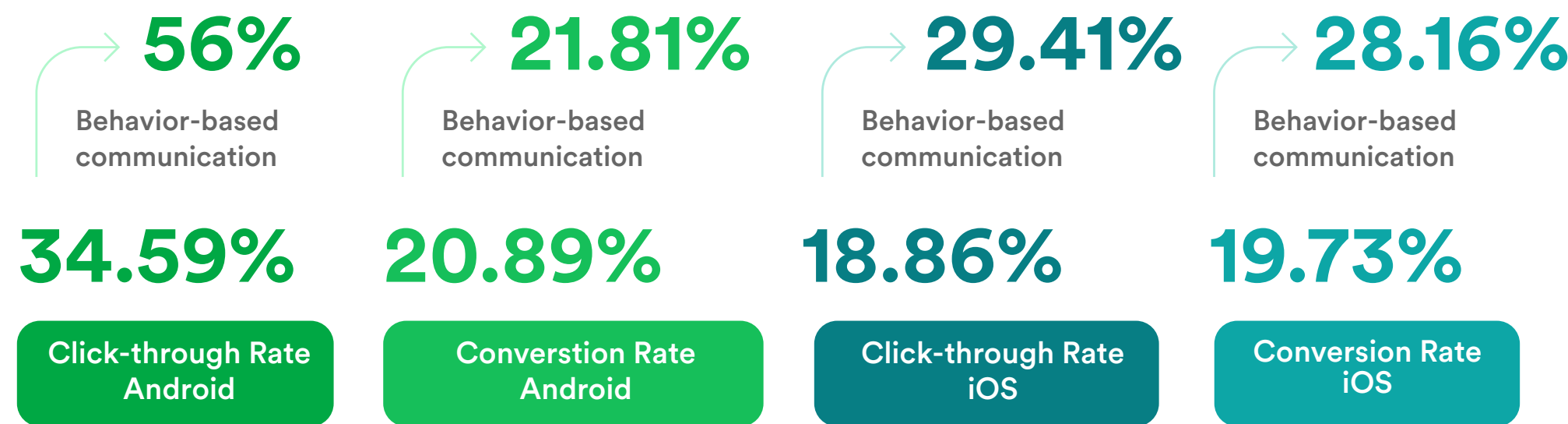
For advertisers, we are more passive and surf to understand what the advertiser needs by looking at the basic demography, consumption behavior, and purchase intent segmentation. "

How has Media consumption changed in 2021? | Push Notification benchmarks | Email benchmarks | In-app messages benchmarks | Website messages benchmarks

In-app messages benchmarks

34.59%
Click-through
Rate

20.89%
Conversion
Rate

18.86%
Click-through
Rate

19.73%
Conversion
Rate

Android

iOS

When In-app Messages based on user behavior on the mobile app are sent to digital consumers, they find the communication valuable. They are more likely to interact with the message and take the desired action, which can be seen by higher CTRs on Android (56%) and iOS (29.41%) devices, and higher conversions on Android (21.81%) and iOS devices (28.16%).

56%
Behavior-based
communication

21.81%
Behavior-based
communication

29.41%
Behavior-based
communication

28.16%
Behavior-based
communication

34.59%

20.89%

18.86%

19.73%

**Click-through Rate
Android**

**Converstion Rate
Android**

**Click-through Rate
iOS**

**Conversion Rate
iOS**

| How has Media consumption changed in 2021? | Push Notification benchmarks | Email benchmarks | In-app messages benchmarks | Website messages benchmarks |

Cahyanto Arie Wibowo
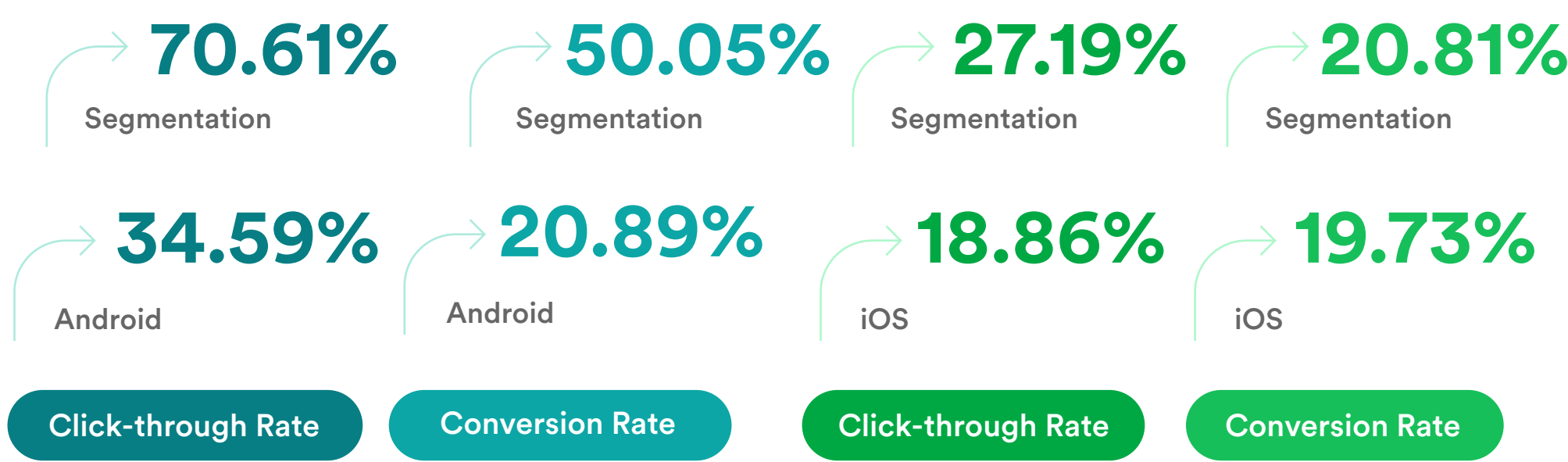*Head of Product Growth at KapanLagi Youniverse*

" Based on the data collected, we bucket our customers into three categories:

i) demographic data such as gender and age

ii) behavioral data to divide our user action and

iii) technographic data which is about the technologies our users use

We use these factors to analyze our internal theme. We also factor in metrics such as usage frequency or time spent on the website to bucket users based on their state of engagement and activity. This activity helps us improve our product's features as well. "

We observed that when brands in this vertical send In-app Messages by creating custom user segments based on behavioral and user attributes, CTRs from In-app Messages reach as high as 70.61% on Android and 27.19% on iOS devices, while conversions increase to up to 50.05% on Android and 20.81% on iOS devices.

70.61%
Segmentation

50.05%
Segmentation

27.19%
Segmentation

20.81%
Segmentation

34.59%
Android

20.89%
Android

18.86%
iOS

19.73%
iOS

Click-through Rate   **Conversion Rate**   **Click-through Rate**   **Conversion Rate**

Vani Dixit
Head of Customer Management, Zee5

" The starting point for crafting a brilliant omnichannel experience is by making customer-centricity the DNA of the organization.

If everyone thinks for the consumers, then this sensitivity will itself come into the process. The cornerstone of all of this is to build a very strong customer data platform.

Two things are important for a smooth experience:

Unified Segmentation – Regardless of the multiple channels customers use to interact with your platform, they are still interacting with one brand. A unified messaging is vital.

Personalization – Find out different kinds of things to optimize the messaging to ensure that the right user receives the right messaging about the right product through the right channel. Check the messaging language in terms of creatives and communication.

The pillars of building a good customer experience remain the same even when we are building differentiated communication strategies. One should be where the customer is. Segmenting your customers is a good starting point. Seeing how many users are coming from a particular genre or language, and do you have enough from there helps create data to input into your engagement strategy. "

How has Media consumption changed in 2021?

Push Notification benchmarks

Email benchmarks

In-app messages benchmarks

Website messages benchmarks

Website messages benchmarks

6.54
Pop-up Click-through Rate

Seeing how the number of DAUs on Digital Entertainment websites has increased in Southeast Asia in 2021, consumers are reacting positively to website pop-up messages, with CTRs reaching as high as 6.54%.

Abhishek Joshi
Head of Marketing, MXPlayer

" Better engagement will only be possible when a brand starts seeing things from a different perspective and approaches them differently. Being customer-centric is necessary for certain situations to maintain and grow brand engagement.

Customers should never be taken for granted. This might lead to people moving away from your platform a lot faster. One should get back to the drawing board, keep a close ear on the ground and start listening to what their viewers want. Only then the generated engagement can be retained.

The definition of engagement and retention is changing. Brands must study how they are perceived to understand what the consumers think of them. The results from this kind of study can be used to make better campaigns and keep up with the change. "
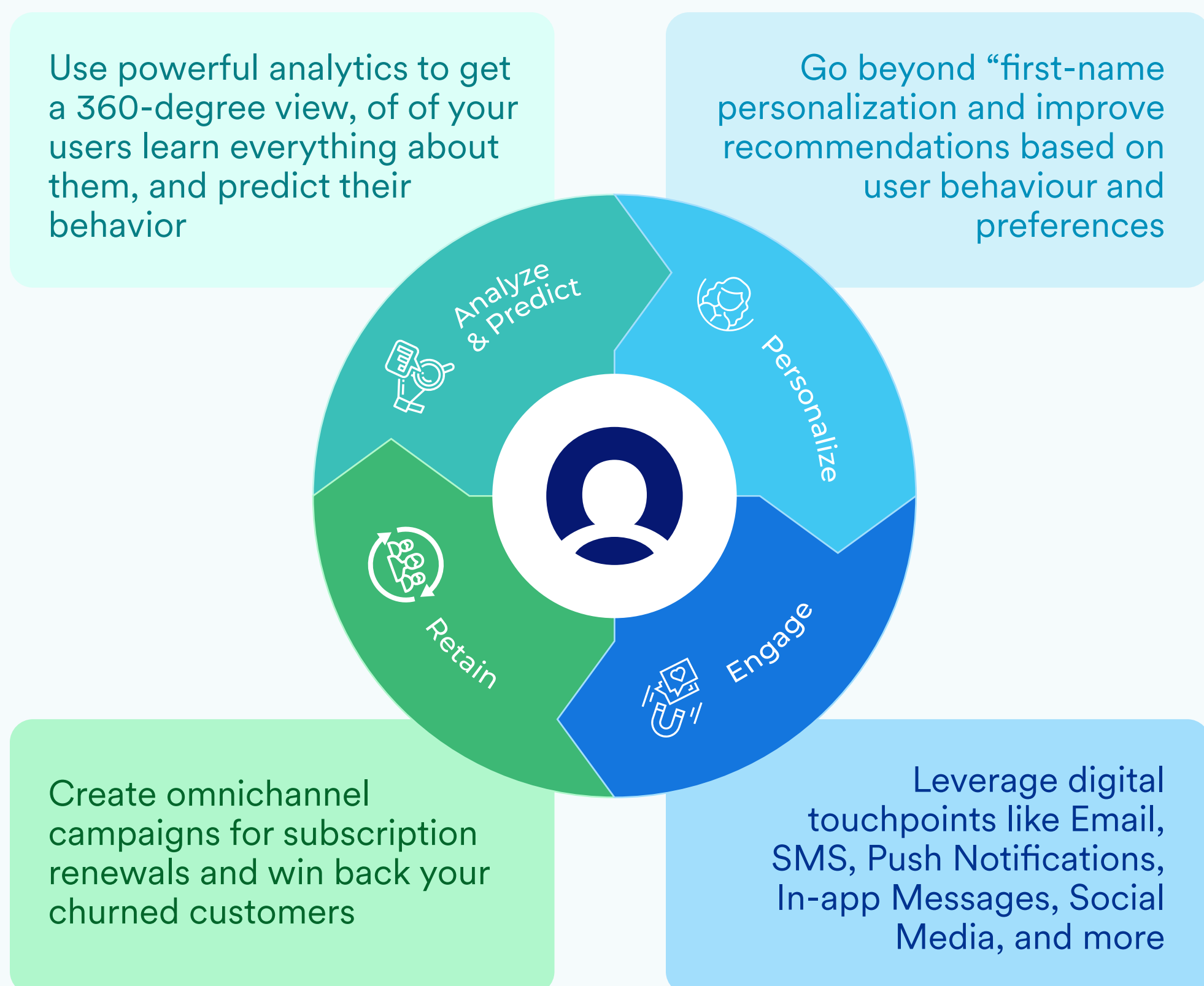
CONCLUSION

Insight-led Engagement: The Key Area of Focus For Consumer Brands In 2021

Our study shows that the only way your consumer brand can move forward in 2021 is to crack customer-centricity by using behavior-based communication that is relevant to your customers and adds value to them.

More and more digital consumers in Southeast Asia expect brands to deliver relevant recommendations, timely reminders, and valuable offers right to their fingertips. To meet this demand, consumer brands need an intelligent approach to Customer Engagement – a data-driven approach based on insights that we like to term 'Insight-led Engagement.'

Here's a framework consumer brands can follow to implement Insight-led Engagement:
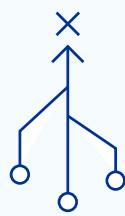
Use powerful analytics to get a 360-degree view, of of your users learn everything about them, and predict their behavior

Go beyond "first-name personalization and improve recommendations based on user behaviour and preferences

Create omnichannel campaigns for subscription renewals and win back your churned customers

Leverage digital touchpoints like Email, SMS, Push Notifications, In-app Messages, Social Media, and more

Analyze & Predict

Personalize

Retain

Engage

Consumer brands can achieve Insight-led Engagement through:
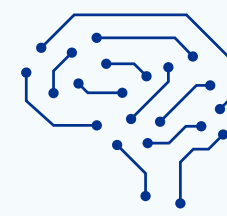
| Behavior-based communication | Effective segmentation | Communication aligned with the customer journey and buyer lifecycle | Personalization | AI-driven optimization |

About MoEngage

MoEngage is an intelligent customer engagement platform built for the user-obsessed marketer. With AI-powered customer journey orchestration, personalization capabilities, and in-built analytics, MoEngage enables hyper-personalization at scale across mobile, email, web, SMS, and social messaging channels.

Enterprises and digital-first brands such as JD.ID, Zilingo, Blibli, POPS Worldwide, CIMB Philippines, AXIS, MAP Indonesia, Deutsche Telekom, Samsung, Ally Financial, Vodafone, and McAfee, use MoEngage to engage their customers intelligently.

MoEngage has been recognized as a Leader in the 2020 Gartner Magic Quadrant for Mobile Marketing Platforms by Gartner, and received the highest overall rating in the 2019 Gartner Peer Insights 'Voice Of The Customer' report. Forrester also identified MoEngage as a Contender in the The Forrester Wave: Cross-Channel Campaign Management In Asia Pacific, Q2 2021, and, G2 ranked MoEngage the #1 Mobile Marketing Platform in their Spring 2021 Momentum Report.

Gartner.   **Gartner peerinsights.**   **FORRESTER®**   **G2**

✉ content@moengage.com

🌐 www.moengage.com