

moengage

Email Benchmarks Report: Optimizing Email for 2025 and Beyond

NORTH AMERICA EDITION

RETAIL & E-COMMERCE
FINANCIAL SERVICES
MEDIA & ENTERTAINMENT



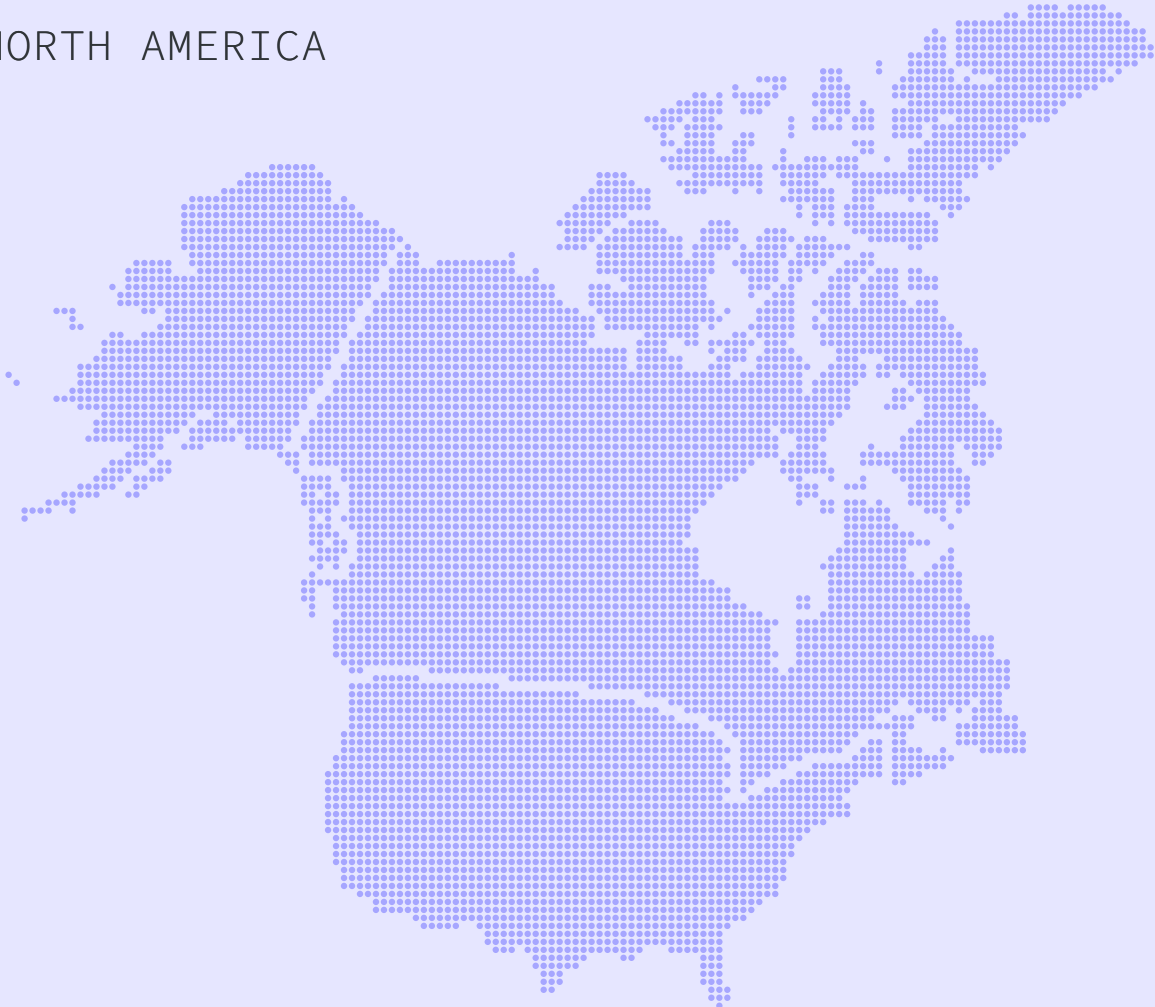
IN COLLABORATION WITH

MOVABLE INK

inbox
MONSTER

REPORT OVERVIEW

NORTH AMERICA



17.3

Billion Emails Analyzed

10 Metrics Measured

3 Industries Covered

4 Email Types Audited

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Behavior-based Personalization

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INTRODUCTION



You might think, “We’ve been using email for some time now. But how can we do it better?”

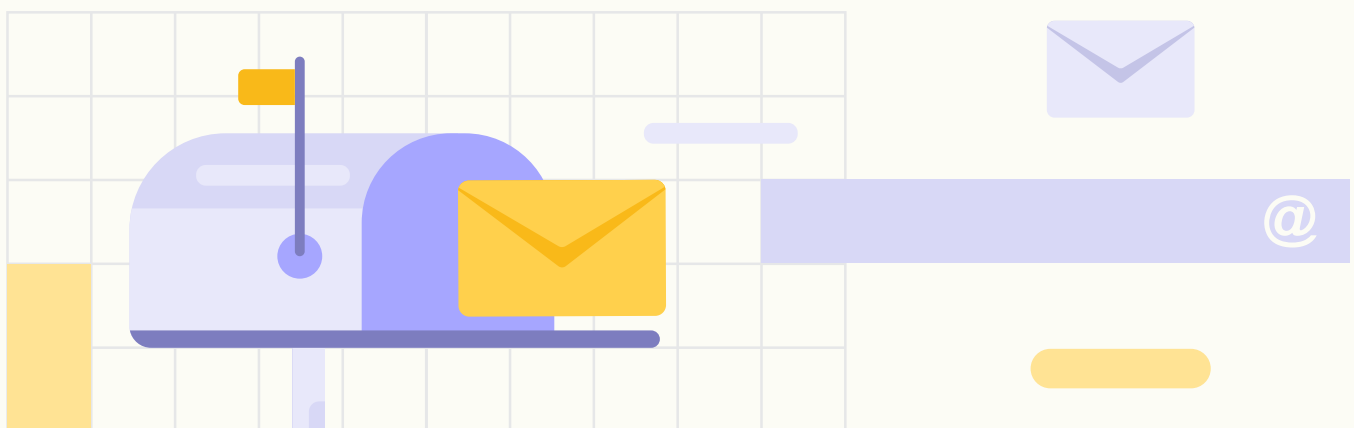
While email marketing is the oldest form of digital communication that brands use to connect and engage with their customers, the dependability of the channel has led many brands to view email as the unglamorous and unexciting workhorse of their engagement programs.

Despite continued claims that “email is dead,” it’s not only alive and kicking but has gotten a makeover. And when you look at successful B2C email marketing programs, you’ll notice one common theme: personalization.

Batch-and-blast emails that worked a decade ago just don’t cut it anymore; brands need to dig deeper and build hyper-personalized emails driven by customer insights, to stand out amid the daily barrage of emails every customer receives!

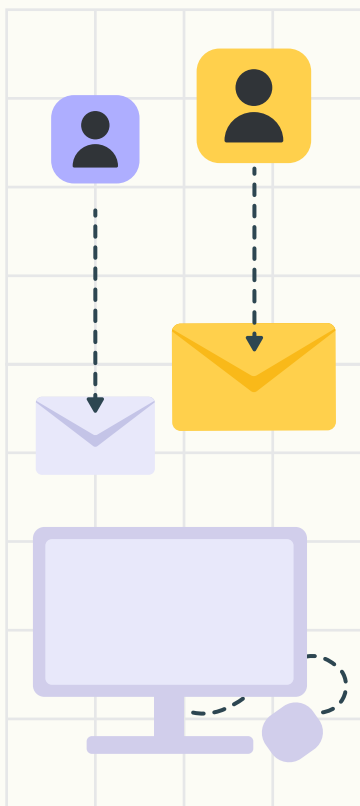


To help you further optimize your email campaigns and improve customer engagement and ROI, we analyzed **17.3 billion emails sent over the last 12 months**, across industries such as **Retail & E-commerce, Financial Services, and Media & Entertainment.**



The report highlights a growing trend: behavior-based email personalization is performing better than in previous years. This shift likely reflects customers' desire for brands to consider both historical and real-time behavior when personalizing campaigns. As customer journeys become more dynamic and complex, segmenting for personalized campaigns is also more challenging.

In the report, you'll discover why:



Behavior-based emails and Journey-based emails are the most effective, delivering far superior results compared to Broadcast emails.



Attribute-based emails perform better than Broadcast emails but should be reserved for specific use cases.

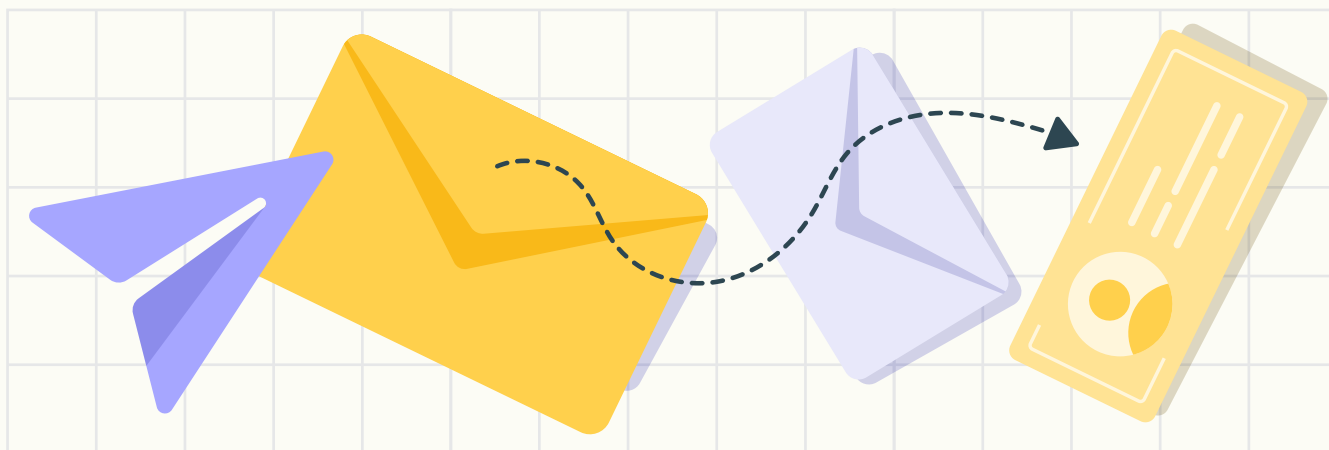


Using a Customer Engagement Platform (CEP) for optimization is crucial.

Here, we'll take an in-depth look at industry-based benchmarks for email open rates, click-to-open rates (CTORs), conversion rates, delivery rates, and unsubscribe rates and also present insights on the best vs. worst days and months to send emails. The intent is to empower you with the right benchmarks, insights, strategies, and technology to help you navigate this enduring and highly successful engagement channel.

Let's jump in.

TYPES OF EMAILS COMPARED



Broadcast Emails

Non-personalized, batch-and-blast emails that are sent to a broad audience, often resulting in the lowest performance.

Attribute-based Personalization

Tailored emails based on customer demographics and attributes, making them more relevant.

Behavior-based Personalization

Customized emails based on customer preferences, buying patterns, and behavior.

Journey-based Personalization

Personalized emails based on the customer's purchase journey and lifecycle stage.

Now, let's compare broadcast emails with the different types of email personalization for different industries.

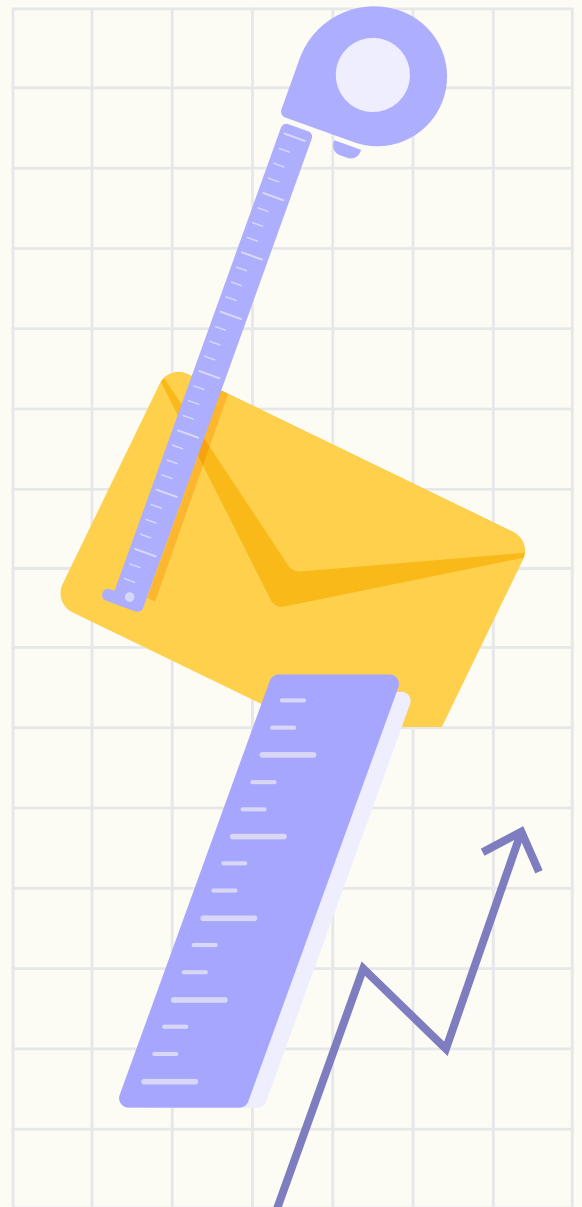
TOP-LEVEL METRICS: OVERVIEW

Email performance metrics (such as open rates, CTORs, conversion rates, and unsubscribe rates) are essential for measuring the effectiveness and success of any email marketing campaign.

By comparing these metrics to industry benchmarks, you can identify gaps in your email strategy, make necessary adjustments, and ultimately enhance the effectiveness of your email marketing efforts.

Below, we display the campaign metrics benchmarks for Retail & E-Commerce, Financial Services, and Media & Entertainment across different types of emails. We also explain key trends observed in email performance by looking at year-over-year (YoY) data. Lastly, we've suggested email marketing best practices to help you boost these metrics.

At a high level, here are some of the key takeaways that were derived from comparing YoY performance of metrics across different industries:



TAKEAWAYS:

- ✔ Behavior-based email personalization has started performing equally well, if not better than journey-based emails.
- ✔ Broadcast email performance across most metrics has dropped YOY, highlighting the need to re-focus on personalizing emails.
- ✔ There's been a YOY decrease in open rates (and an increase in unsubscribe rates), which could suggest customers are becoming increasingly vigilant when opening emails.



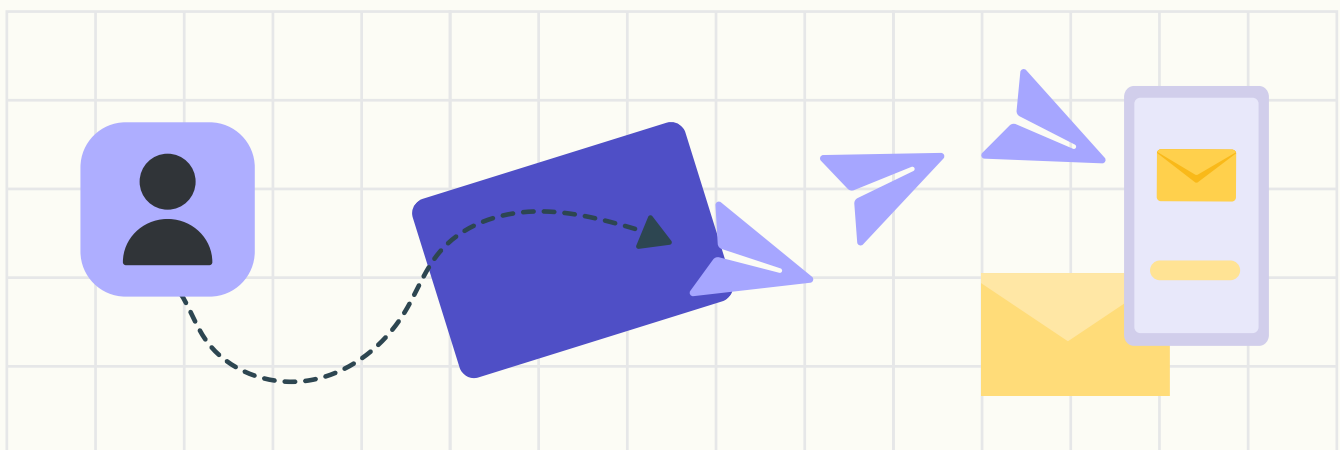
MONICA MAHALE

Director of Product Marketing

MOVABLE INK



“Regardless of the type of email - the more personalized the email is, the higher the performance. Simple personalization with one data point such as first name or loyalty status isn't enough anymore, it's required. With all the data and technology that exists, there is no reason email content shouldn't be unique to each customer.”



Retail & E-Commerce

22.6x[↑]
CLICK-TO-OPEN
RATE INCREASE

60.7x[↑]
CONVERSION RATE
INCREASE

When customers received emails from Retail & E-commerce brands customized by their **behavior** vs. generic emails.

	Open Rate	Click-to-Open Rate	Conversion Rate	Unsubscribe Rate
Broadcast	26.90%	1.13%	0.09%	0.37%
Attribute-based	32.64%	24.52%	0.15%	0.08%
Behavior-based	37.04%	25.52%	5.46%	0.32%
Journey-based	33.79%	3.09%	5.03%	0.24%

Performance Compared to Broadcast Emails

	Open Rate	Click-to-Open Rate	Conversion Rate	Unsubscribe Rate
Attribute-based	1.2x	21.7x	1.7x	0.2x
Behavior-based	1.4x	22.6x	60.7x	0.9x
Journey-based	1.3x	2.7x	55.9x	0.7x

KEY OBSERVATIONS FOR 2025

- In Retail & E-commerce, Broadcast emails have the lowest performance in terms of open rates, CTORs, conversion rates, and unsubscribe rates.
- Emails incorporating Behavior-based personalization work best for this industry right now.
- This indicates shoppers want their preferences and buying behavior (such as browsing data, purchase history, ratings, favorites, and shares) to be taken into account when receiving email communication from brands, instead of receiving batch-and-blast emails.

YoY Changes to Email Metrics: 2023 vs. 2024

Average open rates decreased slightly from
35.12% > **32.59%**

Average CTORs almost doubled from
6.46% > **13.57%**

Average conversion rates almost doubled from
1.36% > **2.68%**

Average unsubscribe rates dropped from
0.59% > **0.25%**

What does this mean?

Year over year, most email metrics have improved except for open rates. With email being the **top marketing channel for retail and e-commerce**, customers are receiving more shopping emails than ever. The decline in open rates suggests customers are becoming more selective, paying attention to who's sending the email, the content, and how often they receive it. However, improved click-through, conversion, and unsubscribe rates indicate that the emails customers do open are resonating, showing brands are on the right track.

YoY Changes to Different Email Types: 2023 vs. 2024

- Broadcast emails are underperforming, indicating customers now expect more personalization.
- Previously, Journey-based emails had the highest open rates and CTORs, but this year, Behavior-based emails led in both metrics, as well as in conversion rates. This shift likely reflects the difficulty of predicting customer journeys, with marketers finding greater success using clear data points like past purchasing behavior for personalized campaigns.

Best Practices



- ① Use Behavior-based emails for product recommendations based on browsing and purchase history to boost relevance and open rates
- ① Improve subject lines and content with first-party data collected during onboarding for more personalized experiences
- ① Set up event-triggered emails for actions like purchases or cart abandonment to increase opens and conversions
- ① Conduct A/B testing on subject lines, timing, and frequency to optimize campaigns for different segments
- ① Invest in an AI-powered customer engagement platform to segment and personalize recommendations based on customer behavior.



JOSIE GARCIA

Sr. Deliverability Consultant



“As inboxes overflow, ISPs are becoming more selective about what lands in the inbox versus the spam folder. Likewise, Retail and E-commerce email recipients are increasingly choosy about which emails they open and engage with. Hence, leveraging first-party data and personalization can set your brand apart, but pairing these with strong deliverability tactics is equally essential.”

Financial Services

3.5x[↑]
CLICK-TO-OPEN
RATE INCREASE

When customers received emails from Financial Services brands customized by their **behavior** vs. generic emails.

3.1x[↑]
CONVERSION RATE
INCREASE

When customers received emails that were personalized based on their buying **journey**.

	Open Rate	Click-to-Open Rate	Conversion Rate	Unsubscribe Rate
Broadcast	14.50%	6.14%	9.49%	0.40%
Attribute-based	15.32%	7.31%	19.90%	0.20%
Behavior-based	42.36%	21.64%	26.49%	0.13%
Journey-based	37.51%	18.66%	29.15%	0.18%

Performance Compared to Broadcast Emails

	Open Rate	Click-to-Open Rate	Conversion Rate	Unsubscribe Rate
Attribute-based	1.1x	1.2x	2.1x	0.5x
Behavior-based	2.9x	3.5x	2.8x	0.3x
Journey-based	2.6x	3.0x	3.1x	0.5x

KEY OBSERVATIONS FOR 2025

- In Financial Services, Broadcast emails have the lowest performance in terms of open rates, CTORs, conversion rates, and unsubscribe rates.
- As within Retail & E-commerce, emails incorporating Behavior-based personalization are currently working best for this industry across most metrics. But in terms of conversions, Journey-based emails perform slightly better.
- This indicates customers want Financial Services brands to consider both the journey and behavioral insights (such as the buying journey stage and financial products viewed) to customize the emails they send. Either way, they prefer receiving emails with some personalization instead of batch-and-blast emails.

YoY Changes to Email Metrics: 2023 vs. 2024

Average open rates decreased slightly from

29.28% > 27.42%

Average CTORs increased significantly from

9.07% > 13.44%

Average conversion rates increased tremendously from

7.05% > 21.26%

Average unsubscribe rates increased slightly from

0.21% > 0.23%

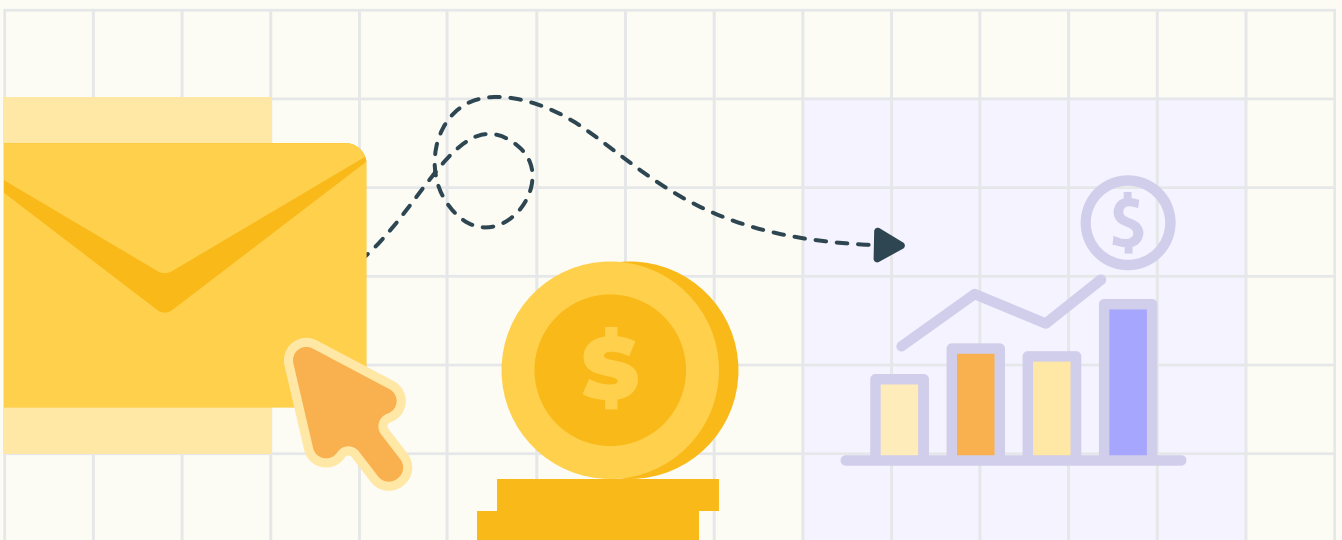
What does this mean?

While average CTORs and conversion rates have significantly increased year over year, open rates and unsubscribe rates have slightly declined. As the **top marketing channel for financial services**, customers receive more emails than ever. Like other industries, standing out in the inbox is crucial as consumers are becoming more selective about what they open. If emails feel spammy or irrelevant, unsubscribe rates rise.

However, many financial services brands, especially banks, are still early in their digital transformation, so these drops are less significant compared to other industries. Notably, year-over-year conversion rates in financial services have improved more than any other sector, showing that personalization efforts are paying off.

YoY Changes to Different Email Types: 2023 vs. 2024

- Broadcast emails have worsened in open and unsubscribe rates, showing customers in the Financial Services industry are less responsive to generic content.
- This year, Behavior-based emails have outperformed Journey-based emails in most categories (except conversions). This is because Behavior-based emails offer “just-in-time” relevance by targeting customers based on their actions and interests, leading to higher open and click-through rates. In contrast, Journey-based emails follow a set sequence, which may not always match the customer’s current needs.



Best Practices



- ① Personalize subject lines and content using first-party data collected during onboarding for more relevant communication.
- ① Send event-triggered emails like transaction alerts or re-engagement emails, such as reminders for inactive cardholders, to boost engagement.
- ① Use behavior-based emails to provide step-by-step guides for financial tools (e.g., loan calculators) based on customer interest.
- ① Align content with financial risk profiles to offer tailored investment options or risk alerts, enhancing customer trust.
- ① Run A/B tests on subject lines, timing, and frequency to optimize email performance for different segments.
- ① Invest in an AI-powered customer engagement platform to segment and personalize recommendations based on customer behavior and financial preferences.

JOSIE GARCIA

Sr. Deliverability
Consultant



“With vast amounts of PII available on millions of recipients, BFSI senders are especially vulnerable to spoofing, phishing, and bot attacks. A **DMARC** policy (p=NONE) may technically meet ISP standards, but it’s like closing a door without locking it. Yahoo! hasn’t made a stricter DMARC policy mandatory, but they encourage senders to adopt (p=REJECT) to safeguard against domain misuse.”

Media & Entertainment

15.5x[↑]

CLICK-TO-OPEN
RATE INCREASE

When customers received emails from Media & Entertainment brands customized by their **behavior** vs. generic emails.

2043.3x[↑]

CONVERSION RATE
INCREASE

When customers received emails that were personalized based on their buying **journey**.

	Open Rate	Click-to-Open Rate	Conversion Rate	Unsubscribe Rate
Broadcast	15.05%	1.71%	0.02%	6.35%
Attribute-based	28.88%	17.98%	0.48%	1.12%
Behavior-based	39.67%	26.49%	6.19%	0.30%
Journey-based	19.53%	14.83%	42.04%	0.15%

Performance Compared to Broadcast Emails

	Open Rate	Click-to-Open Rate	Conversion Rate	Unsubscribe Rate
Attribute-based	1.9x [^]	10.5x [^]	23.5x [^]	0.2x ^v
Behavior-based	2.6x [^]	15.5x [^]	300.7x [^]	0.05x ^v
Journey-based	1.3x [^]	8.7x [^]	2043.4x [^]	0.02x ^v

KEY OBSERVATIONS FOR 2025

- As in the other industries we've discussed, Broadcast emails have the lowest performance in terms of open rates, CTORs, conversion rates, and unsubscribe rates for Media & Entertainment.
- Emails incorporating Behavior-based personalization or Journey-based personalization currently work best for this industry.
- The unsubscribe rates of Broadcast emails are the highest for this industry (6.35%) compared to others.
- The conversion rates of Journey-based emails for this industry are the highest across all email types and industries.
- This indicates that customers want Media & Entertainment brands to use both journey and behavioral insights (such as the customer's journey stage, frequently watched content, and bookmarks) to customize the emails they send. Either way, they prefer to receive emails with some level of personalization instead of batch-and-blast emails.

YoY Changes to Email Metrics: 2023 vs. 2024

Average open rates decreased from

34.43% > 25.78%

Average CTORs increased significantly from

2.93% > 15.25%

Average conversion rates increased from

10.01% > 12.18%

Average unsubscribe rates increased from

0.37% > 1.98%

What does this mean?

While the average CTOR and conversion rates improved year over year, open rates and unsubscribe rates dropped significantly. This shows that timing, frequency, and relevance are crucial for capturing customer attention and improving open rates for the **Media & Entertainment industry**. Consumers have low tolerance for impersonal communication or content that's not engaging, and will easily switch to alternatives.

YoY Changes to Different Email Types: 2023 vs. 2024

- Broadcast email performance has declined even more this year, reflecting a broader trend of consumers rejecting generic brand messages.
- Previously, Journey-based emails performed best, but this year, Behavior-based emails matched them with the highest open rates and CTORs. This shift gives marketers the chance to leverage both email types, tailoring to each customer's unique needs based on their journey and past or predicted actions.

Best Practices



- ① Collect first-party data (demographics, content preferences) to deliver timely, personalized emails.
- ① Send event-triggered emails like payment confirmations or re-engagement emails (e.g., reminders for unfinished shows) to boost engagement.
- ① Use A/B testing to refine subject lines, timing, and frequency based on subscriber behavior and preferences.
- ① Invest in an AI-powered customer engagement platform to segment and personalize recommendations based on viewing/reading habits, interests, and journey stages.

EMAIL TIMING

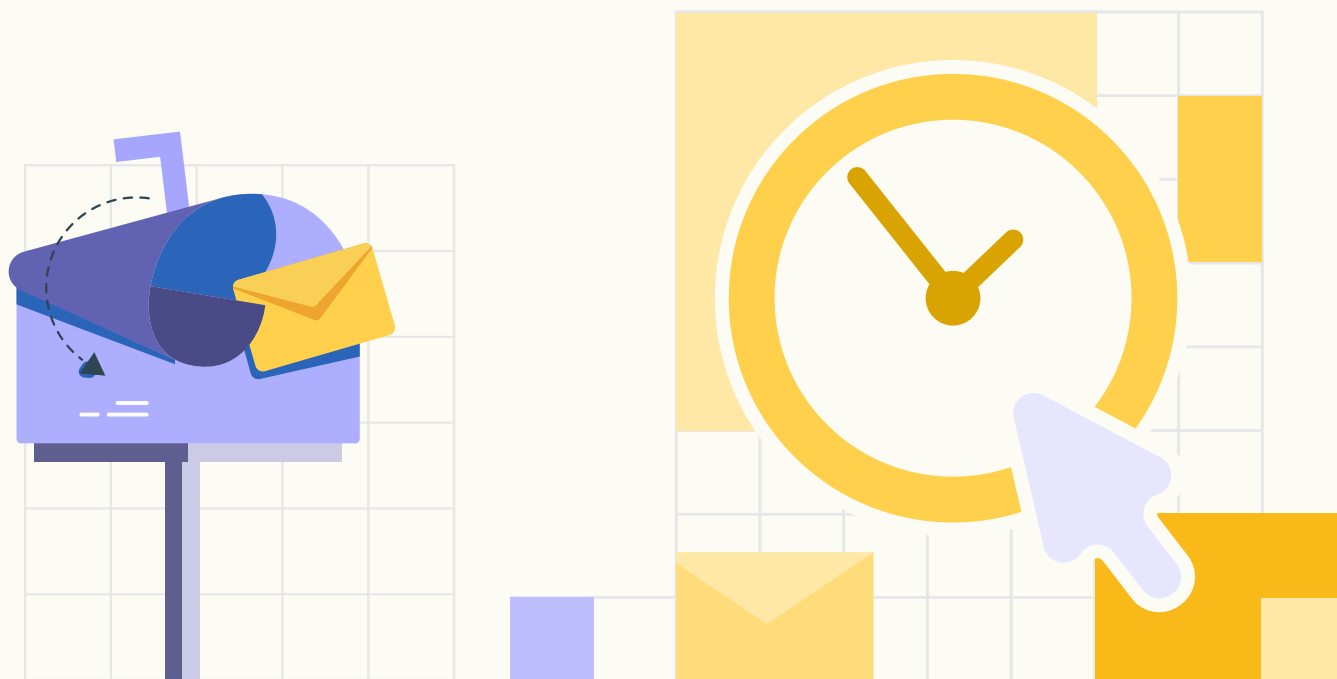
“Timing is everything in email.”

After all, you want to ensure that your emails hit your customers’ inboxes when they’re most likely to open them and convert.

If your brand sends poorly timed emails too often, consumers might unsubscribe, report, or churn.

This can damage your **Email Domain Reputation**, decreasing your success rate for primary inbox deliveries and placements.

Below, you’ll find industry-wise email timing insights (i.e. best and worst days/months) to guide you on when to hit send for maximum impact.



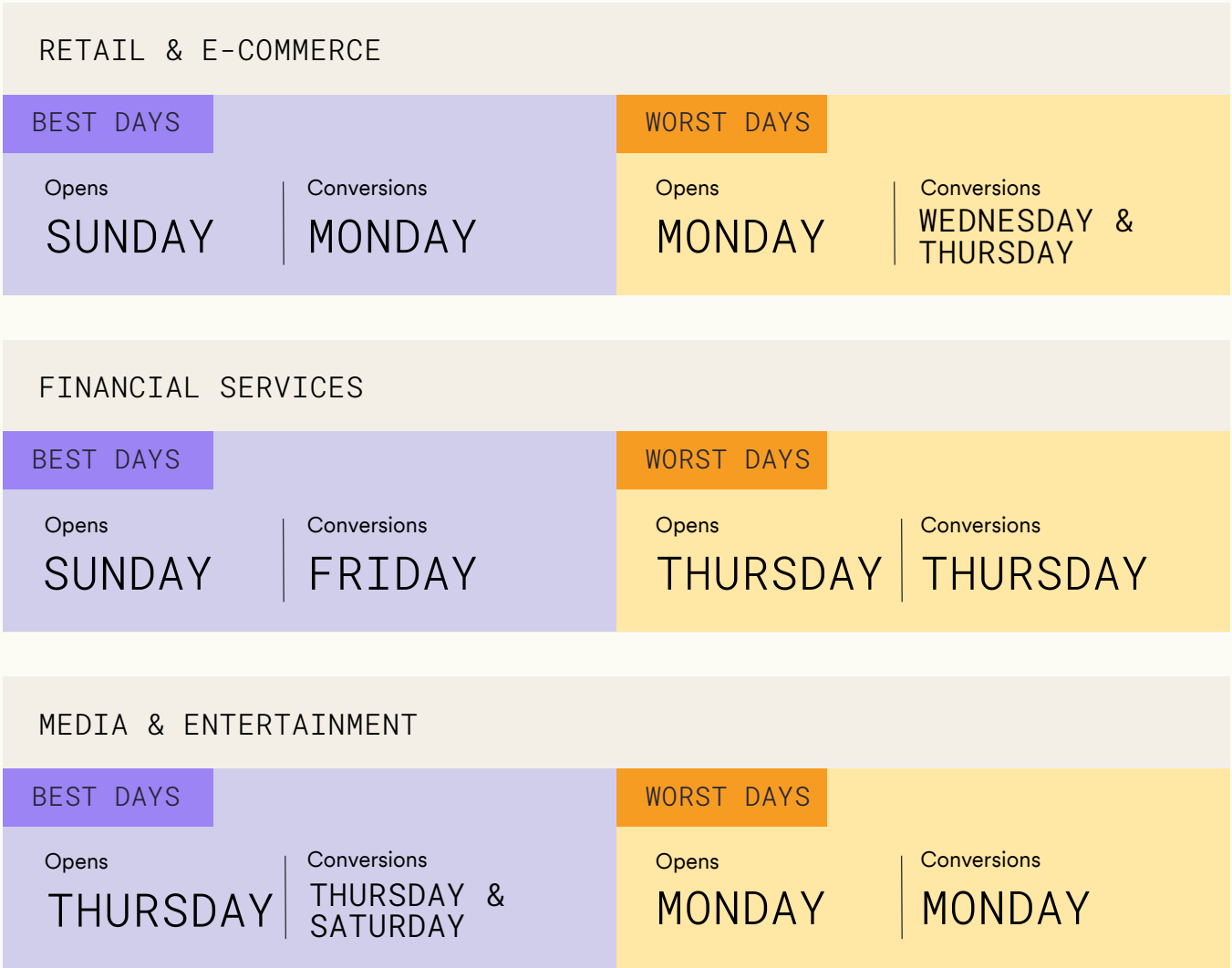
Most and Least Favorable Days to Send Emails

Depending on customer behavior and workload, different days of the week can generate different open and conversion rates.



NOTE:

The below findings include email trends that have been identified based on the performance of email campaigns for MoEngage customers. They can serve as a good starting point for timing your campaigns, but they shouldn't be taken as concrete guidance. That's because every business and customer is unique. A/B Testing the email design and messaging, iterating your campaigns, and following email best practices can help you better pinpoint when your audience is likely to engage and convert the most.



TAKEAWAYS:

- Across Retail & E-commerce and Media & Entertainment, we see that **Monday** typically has the lowest open and conversion rates. This makes it the least favorable day for sending emails. This could be because Monday is the first working day and customers may be bombarded with emails and work, not leaving them with enough time to check non-work related emails.
- While **Thursday** isn't a great day to send emails for the Retail & E-commerce and Financial Services industry, it's the best day for Media & Entertainment brands. Perhaps this is because Thursday is towards the end of the week and customers are looking for more options for entertainment and relaxation as the weekend rolls out.
- We can also see that across industries, **Saturday** and **Sunday** can actually be a good time to send emails, as customers have more time on their hands to explore offers and marketing communication.

MONICA MAHALE

Director of Product
Marketing

MOVABLE INK



“While email send time is important, the real-time nature of the content in the email is equally important. Nothing is more frustrating to a customer than receiving content that doesn't reflect their current context or feels like it reduced them to the lowest common denominator – the segment. On the contrary, delivering real-time content at the perfect time can make a home-run.”

“To make an impact, optimize send times by avoiding peak moments like the top and bottom of the hour, and use throttling for large sends.”

JOSIE GARCIA

Sr. Deliverability
Consultant



Most and Least Favorable Months to Send Emails

Email performance across industries is dependent on various factors such as holidays, shopping seasons, events, and consumer behavior, that change throughout the year.



NOTE:

The below findings include email trends that have been identified based on the performance of email campaigns for MoEngage customers. Actual results may fluctuate depending on variables such as economic situations, marketing strategies, and consumer behavior. Testing and analyzing data specific to each brand will provide the most accurate insights.

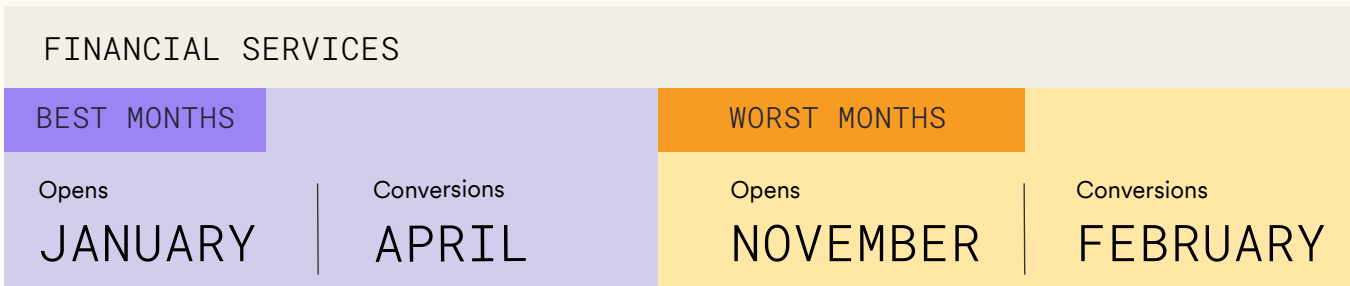
RETAIL & E-COMMERCE			
BEST MONTHS		WORST MONTHS	
Opens	Conversions	Opens	Conversions
MAY	MARCH	JUNE	APRIL

May: May is a strong month for retail due to U.S. tax returns, more disposable income, and summer vacation planning. Key shopping events like Mother's Day and Memorial Day sales also drive higher open rates with promotions and discounts.

March: Promotions tied to seasonal transitions (winter to spring) boost customer interest, leading to higher sales conversions.

June: Open rates often drop in June as summer vacations and outdoor activities reduce time spent checking emails.

April: Conversion rates dip as consumers “cool off” from March spending and save for summer vacations and graduations.

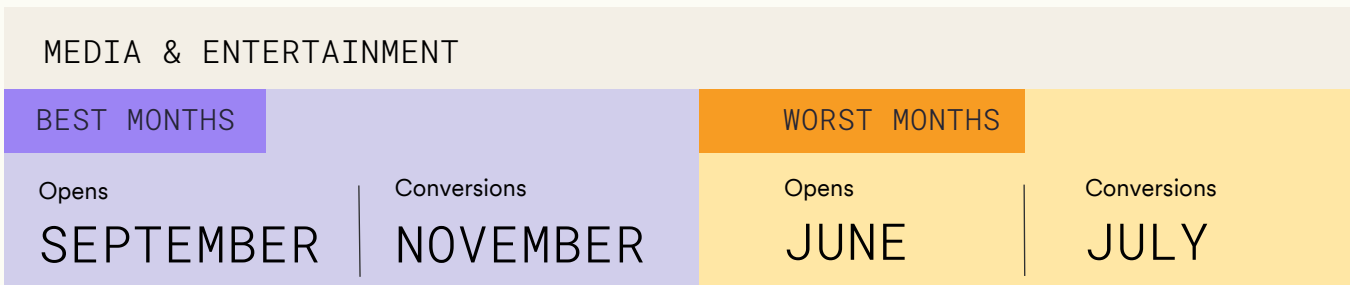


January: Many consumers focus on resetting finances with resolutions, making them more likely to open emails from finance companies. The upcoming tax season also boosts email engagement for documentation and advice.

April: High conversion rates in April likely result from the end of tax season, with customers making financial moves like opening accounts or adjusting investments.

November: Lower open rates in November may be due to the U.S. holiday season, as consumers focus more on holiday prep and shopping than on financial matters.

February: Lower conversion rates in February may stem from consumers recovering from holiday spending and being less ready for new financial investments.



September: Media & Entertainment brands may see higher open rates due to the new TV season, cultural festivals, and upcoming video game/book releases. After summer vacations, people return to routines, including checking emails.

November: The holiday season, including Black Friday, Cyber Monday, and new show/film releases, drives higher conversion rates, enticing more purchases or subscriptions.

June: Lower open rates in June are likely due to summer vacations and outdoor activities, with less time spent checking emails.

July: Lower conversion rates in July are tied to vacations and outdoor activities, leading to reduced engagement with emails and fewer major music releases.

EMAIL DELIVERABILITY BENCHMARKS

Keeping a high email domain reputation is essential for gaining customer inbox placements for your campaigns. After all, you want to make sure that your emails go to your customer's inbox and not their spam folder. Below are industry benchmarks for email deliverability.

Email Delivery Rate



98.03%

Retail & E-Commerce



98.37%

Financial Services



99.59%

Media & Entertainment



NOTE:

It's important to remember that these benchmarks serve as a general guide and are based on industry averages. And while the email deliverability rate is important, brands should not sacrifice the quality of content and subscriber experience for the sake of improving numbers as this can be even more detrimental in the long run.

Best Practices



- ① Employ organic user email collection methods and avoid purchasing email lists from 3rd parties.
- ① Clean your email lists regularly to maintain good domain and IP reputations. Also, the mailing frequency for disinterested users should be decreased or stopped altogether.
- ① Get an in-depth understanding of spam filters.
- ① Ensure you follow guidelines set under the CAN-SPAM Act to avoid facing any penalty.
- ① Implement personalization to increase engagement and prevent spam reports.
- ① Leverage a customer engagement platform to automate the email IP warm-up process, segment customers, and identify the optimal email sending frequency for each customer.



NOTE

For more such email deliverability best practices, read [this blog](#).

JOSIE GARCIA

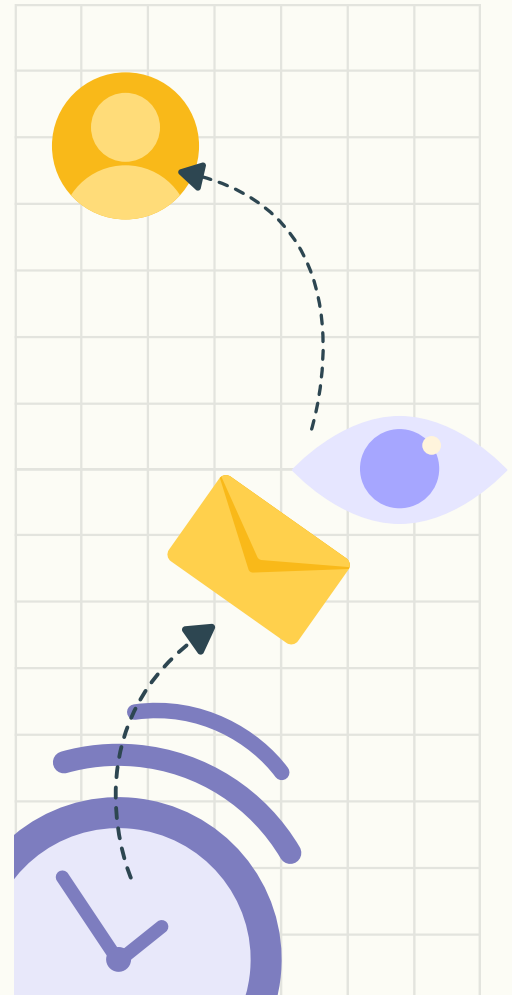
Sr. Deliverability
Consultant



“Reduce spam report risks by offering a lighthearted unsubscribe option in your pre-header, giving recipients an easy and friendly way to opt out. And, please embrace unsubscribes — they protect your sender reputation far more than spam reports do. Remember, a brand that empowers recipients to choose the frequency and type of communications they receive is a brand they’ll be excited to engage with!”

CONCLUSION

The insights from this year's Email Benchmarks Report once again reveal that personalized emails, tailored to meet the unique needs and preferences of each recipient, drive significantly higher engagement across the board. And this case has become stronger year over year, as customers are becoming more sensitive to receiving irrelevant or spammy emails. Thus, delivering relevant content at the right time via sophisticated segmentation and targeting is the key. Brands that master email personalization, supported by the right engagement partner, will set themselves on the road to achieving unparalleled success.



MONICA MAHALE

Director of Product Marketing

MOVABLE INK



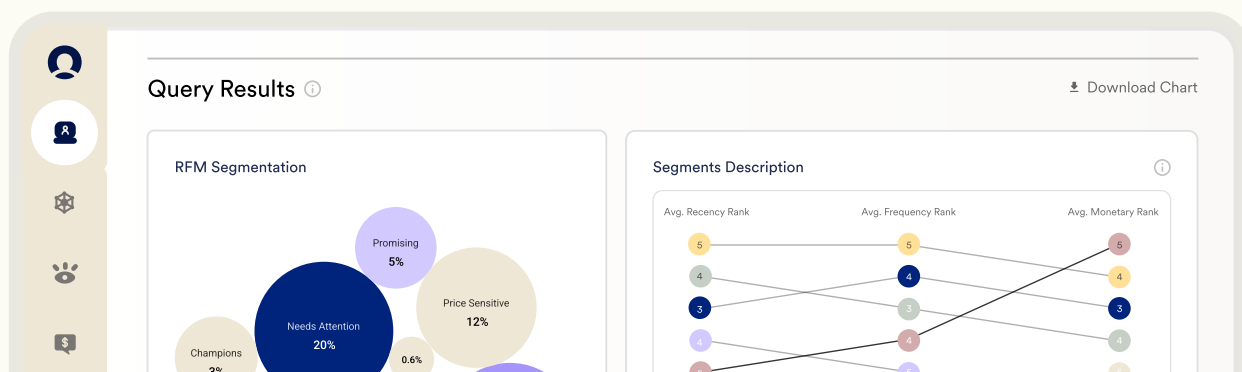
“It’s time to prioritize customers over campaigns and think differently about the function of large-scale email programs. For example, marketers can achieve things with AI that are impossible otherwise, such as having over a million email variations for one campaign send. We’ve seen that when clients use AI to curate a unique email - that feels hand-crafted for every customer - they see consistent double-digit revenue lifts.”

HOW MOENGAGE CAN HELP YOU

If you're looking for an engagement partner to get a unified view of your customers and optimize your email campaigns, **MoEngage** is here to help! Here are some ways MoEngage has helped hundreds of global consumer brands drive exceptional results via email campaigns:

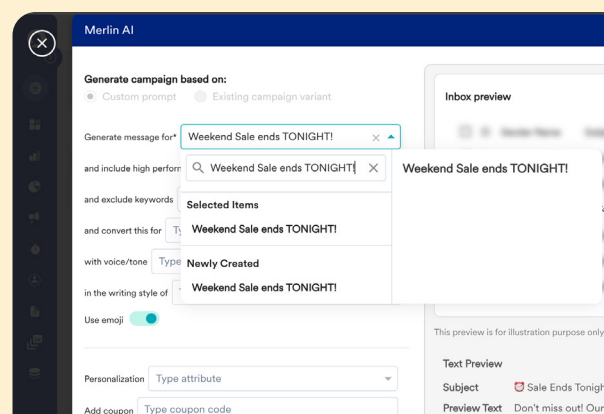
Bullseye Segmentation Capabilities:

MoEngage offers robust **segmentation features**, enabling you to categorize customers based on their preferences, behavior, and likelihood to take specific actions on your website or mobile app. These functionalities assist in targeting the appropriate audience for email communications, thus preventing unnecessary spam and increasing ROI through personalized content.



AI-powered Content Optimization:

Our Generative AI engine, **Merlin AI**, enables dynamic content optimization, ensuring that every customer receives emails that resonate with their individual preferences and behaviors. This level of personalization at scale helps brands build stronger connections with their audiences, leading to increased customer loyalty and a noticeable impact on the bottom line.



AI-powered Campaign Optimization:

MoEngage has industry-leading features such as **Best Time to Send** and **Most Preferred Channel**, which are fueled by its AI engine — Sherpa AI. This helps you eliminate guesswork, automate your emails campaigns, and ensure they are at the best time and channel for each customer, making customer experience delightful and



Ghostly Greetings!

Generate



Alex Johnson

Preferred channel: Email

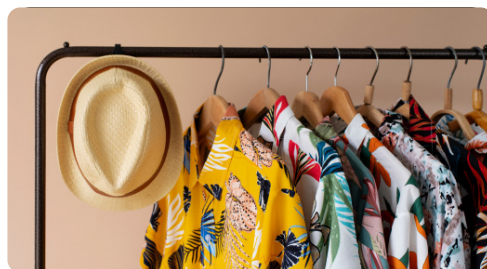
Likes: Floral Patterns, Bright Colors

Dislikes: Monochrome or Dull Colors

Subject Line Generated:

Alex, Your Personalized Offers Are Here

High engagement with personalized campaigns.



Explore Summer Styles

Superior Analytics Suite:

At MoEngage, we are revolutionizing email marketing through our advanced, AI-driven insights. By understanding and anticipating customer behavior, we provide brands with the ability to craft personalized email journeys. This approach not only enhances engagement but also boosts growth metrics for B2C brands.

A screenshot of the MoEngage Inform analytics dashboard. The interface shows a user profile for Ashley Jane, identified as a 'Food Enthusiast'. It displays keywords such as 'Cuisines', 'Restaurants', 'Online Food', 'Savory', and 'Nutrition'. Below this, there are sections for 'Likes' (Seeking balance between indulgence and health) and 'Dislikes' (Lack of detailed descriptions or suggestions). A 'Food Preferences' section features a donut chart showing 55.5% for Street Food and 5% for Seafood. The dashboard also includes a 'Publish' button and a subject line generated for the user: 'Alex, Your Personalized Offers Are Here'.

moengage Inform Publish

Ashley Jane
Food Enthusiast

Keywords:
Cuisines Restaurants
Online Food Savory Nutrition

Ashley Jane
Preferred channel: Email

Subject Line Generated:
Alex, Your Personalized Offers Are Here

High engagement with personalized campaigns.

Food Preferences

55.5 % Street Food 5 % Seafood



PRO TIP

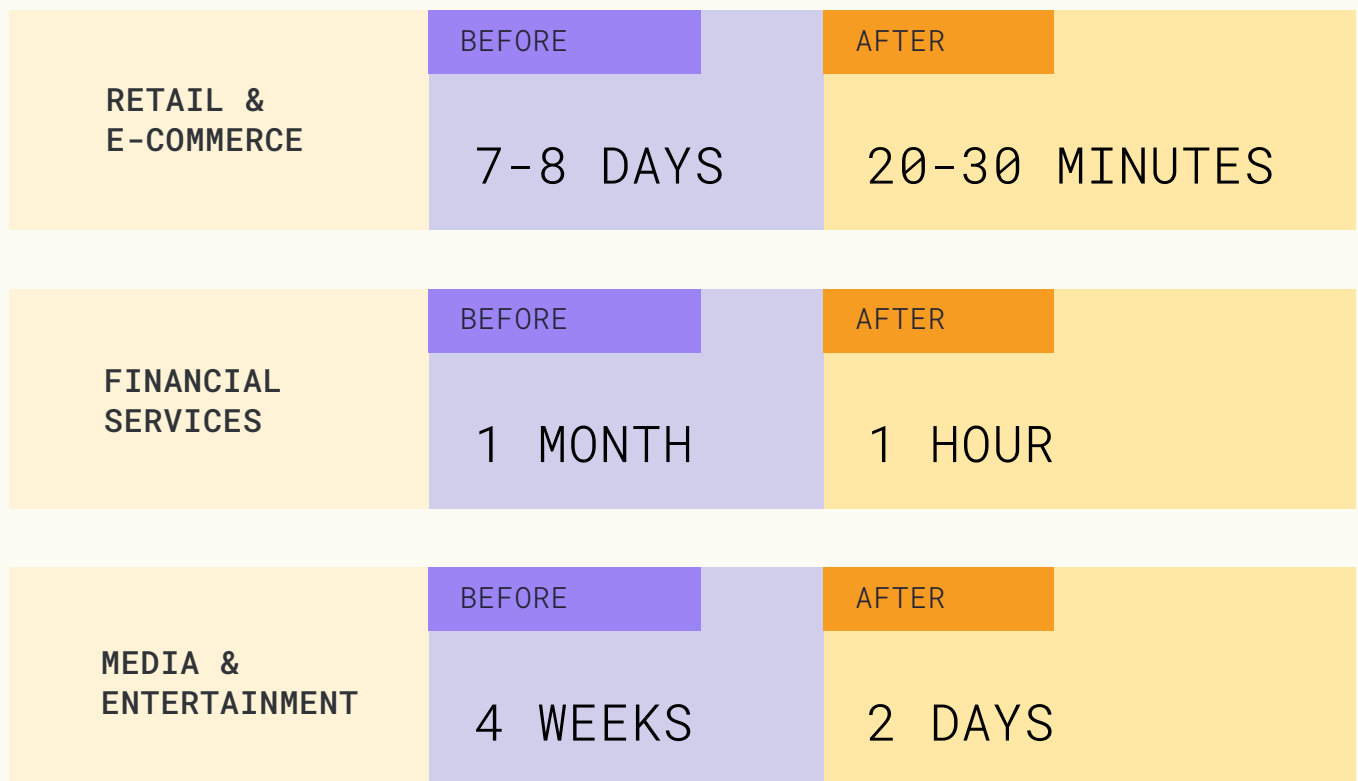
You can work with MoEngage's Email deliverability consultants to fine-tune your email strategy, and achieve over 95% inbox placement rates.

WHY GLOBAL CONSUMER BRANDS CHOOSE MOENGAGE

One of the crucial factors for choosing a Martech tool is Time-to-Value (TTV).

To put things into perspective, we asked global enterprise brands from different industries about the impact they saw on campaign setup and go-live times, after using MoEngage's CEP. And here's what they said:

Campaign Setup and Go-live Time Frames



STRAIGHT FROM THE CUSTOMERS' INBOX

Retail & E-Commerce

Poshmark Witnessed a **60% Uplift in Open Rates** and **30% Uplift in Conversions**, While Sending 1.5B Emails Monthly with MoEngage

[READ THEIR STORY](#)



“Here at Poshmark, one of our biggest challenges revolved around our complex relationships with our diverse consumers. We have a complicated business of buyers and sellers, alongside a social component where our Poshers can create small business storefronts for their livelihood. And, we needed a platform that would help us speak to each of those users individually. MoEngage helped us personalize these unique messaging needs, while also creating a customer journey for each of our consumers to bring our customer engagement strategies together in one place.”

- **Katie Lay**
Sr. Director of Retention Marketing



Financial Services

GoTyme **Reduced Campaign Execution Time to 1 Hour** and Beat Industry Benchmarks for Email Open Rates, Using MoEngage

[READ THEIR STORY](#)



“From 1 month to 1 hour - By using MoEngage’s capabilities, we’re now able to execute campaigns faster than ever before, significantly boosting operational efficiency and growth.”

- **Jamil Fabia**
Strategy & Proposition



Media & Entertainment

Soundcloud migrates
200+ Campaigns to
MoEngage for **100M+**
Users in 12 Weeks

READ THEIR STORY



“Here at SoundCloud, we consider MoEngage as a true partner with over 90+ team members across content, product and marketing using the platforms on a daily basis to create, launch and deliver engaging experiences for our fans and artists. Their support teams helped us migrate 200 live campaigns from the previous platform seamlessly in 12 weeks, while also providing custom support to solve biggest challenges.

- **Hope Barrett**
Director of Product Management



With email being one of the most important channels for ROI (Return on Investment), consumer brands must be prepared to quickly equip their teams with the right insights and platform to top the email marketing charts in 2025.

Join

1350+ Global Brands

Supercharge your Email Marketing with MoEngage

TALK TO US



ABOUT MOENGAGE

MoEngage is an insights-led customer engagement platform for consumer brands, that empowers marketers and product owners with AI-driven insights to create cross-channel experiences that customers love. Trusted by 1,350+ global consumer brands such as SoundCloud, Poshmark, Citi, Nestlé, Domino's, McAfee, Samsung, 7-Eleven, Deutsche Telekom, and more, MoEngage powers personalized and seamless digital experiences. Consumer brands across 60 countries use MoEngage to power digital experiences for over 1 billion customers every month.

With offices in 13 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 named a Strong Performer in The Forrester Wave™: Cross-Channel Marketing Hubs Report for Q1 2023 and 2024, and featured as a Leader in the IDC MarketScape: Worldwide Omni-Channel Marketing Platforms for B2C Enterprises 2023.

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To learn more about MoEngage, visit www.moengage.com or email hello@moengage.com

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