

What's Next For Email in 2022?

Benchmarks and insights from around the world



The year is 2005.

The radio behind you is blasting Greenday's 'Boulevard of Broken Dreams.' The air is fresh with the smell of summer, and there's an excitement in your heart. You open up your desktop computer and navigate to the internet browser. It will take a while to load, so you flip through your magazine, looking for the week's schedule for your favorite TV channel. There's a 'DING' from your desktop. You type your friend's geeky email address into the chat bar and send them a

“Hi! Can you read this?!”

Your own email address is geeky as well. It's personal and tells people a little something about what you love. It's something like amazingarcane@yahoo.com or dogsarecuties@hotmail.com.

Admit it, you felt cool at the time.



Then, the years fly by, and a lot happens. People switch from Orkut to Facebook and then to Instagram. Avatar is a hit, and then suddenly, Inception is everywhere. Internet Explorer gets replaced by Firefox, Google Chrome, and Safari. Your email address is now just a replica of your name. Your friends take to Reddit, Twitter, and Quora. There's a virus making itself known across the world. And suddenly, you realize that the first thing you do every workday, without fail, is to check your email.

As a marketer, this is normal behavior, but you're not the only one.

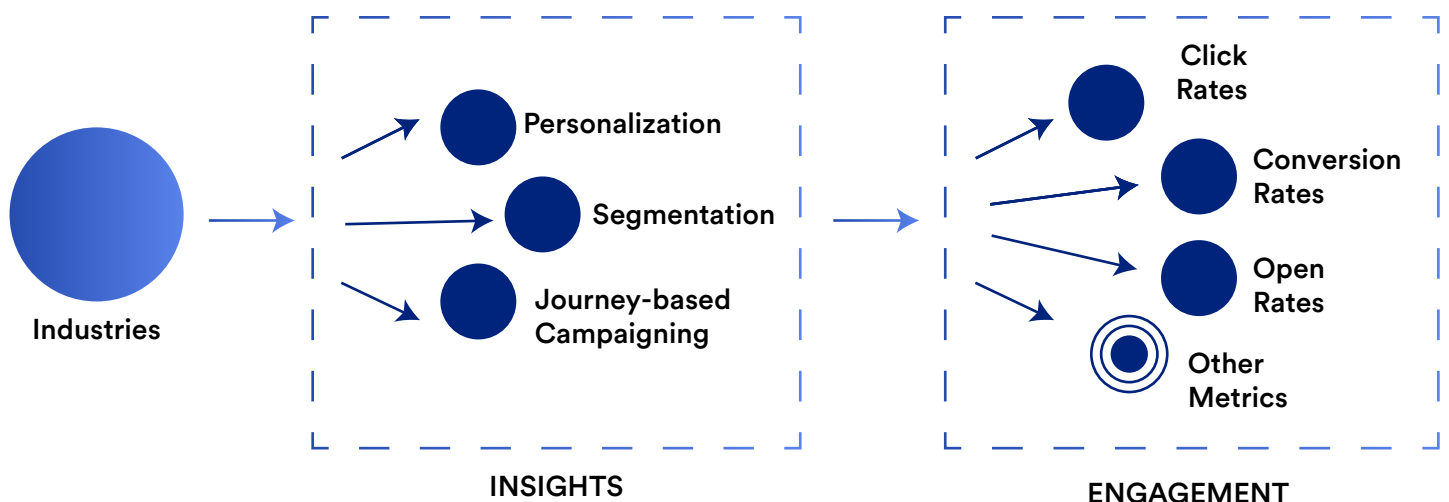
99%

of email consumers check their inbox every day, and 58% do it first thing in the morning.

There's no denying it—email is an integral part of our lives now—more so for you than anyone else. Chances are, you're in the middle of an email campaign right now. If you're not drafting the copy for it, you're reviewing last week's campaign metrics to see what can be improved. Either that, or you've spent all of Thursday getting the latest campaign set up. Whichever you've been doing, you know it'd be great to check how other brands are doing email.

That's why we've commissioned this report, to study consumer email behavior worldwide and benchmark it.

We've analyzed metrics such as Click Rates, Conversion Rates, Open Rates, and more across four major industries—Shopping, Banking and Fintech, Media & Entertainment, and Lifestyle Services to understand what impacts consumer behavior the most, personalization, segmentation, or journey-based campaigning.



How To Read This Report

01

You can either read through this report sequentially or jump to the industry of your choice from the table of contents.

02

For this report, we've classified global regions into 5 groups: North America, Europe, the Middle East and Africa, India, and Southeast Asia.

03

We've benchmarked four types of emails here: broadcast emails, auto-triggered emails, personalized emails, and journey-based emails. We've added an explainer about every kind of email below.

04

This report takes data from 5.3 Billion emails sent between August 1, 2021, and Feb 28, 2022.

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Types of Emails Compared



Broadcast Email

Remember when you used to forward jokes as email chains? You'd CC everyone in your mailing list and hit that send button relentlessly. Broadcast emails are the modern-day equivalent of those email chains. Brands in their early stages of email marketing maturity 'blast' out generic emails to the entire customer base.

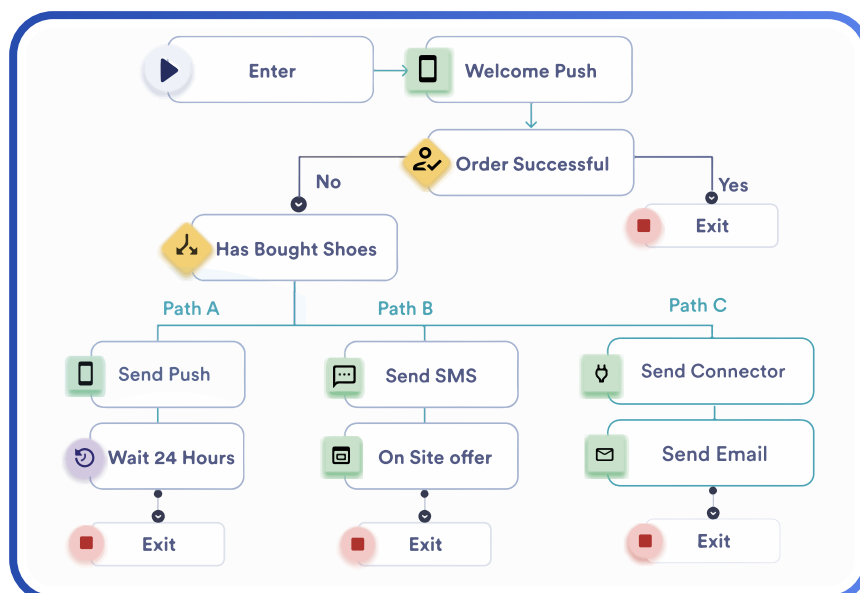
There's often no form of segmentation or personalization involved. The customer base receives information they're not interested in, such as a promotion for a service they don't like or discounts on items they've already ordered. Such emails deliver low numbers across most metrics unless you're lucky.



Journey-Based Email

Your customers don't just convert right away. They take a series of small steps that inch them closer to conversion, one action at a time. As a marketer, it is your responsibility to ensure that each step of the journey is a delightful experience for your customer. You can send them relevant messaging at each stage across the most appropriate channels for their personality.

With a platform like MoEngage Flows, you can craft flexible, multi-step customer journeys that send out different variants of messages over different channels, at different times, based on where the customer is in their lifecycle. There's an easy drag-and-drop builder to help you create self-sustaining customer engagement engines. You can craft intuitive engagement, activation, or reconversion journeys with zero code.



The advantage of emails sent via Flows is that these are more relevant to each customer, and address specific problems. You can tailor your messaging based on your customers' actions, preferences, behavior, location, and other attributes. You can also use AI to automatically analyze multiple journeys, nudge customers towards the best-performing path, and optimize channel mix and communication frequency for best results.



Behaviour-Based Email

Do you know what's better than scheduled emails? Smartly scheduled emails. Imagine this: you want to remind your customers to book a slot at the gym two hours before their preferred instructors arrive. You can't set up a fixed schedule for these emails because the gym instructors have random timings. Here's where an event-triggered email would help.

With event-triggered emails, you can create campaigns based on a 'trigger event', which might be different for different customers. You can send customized emails to reach each customer at the right moment and in the right context—when chances of email open/click/conversion are highest.



Personalized Email

Personalization is the holy grail of good marketing. Not just any personalization, but dynamic personalization, which changes based on changing customer preferences. With a good personalization platform, you can create dynamic groups of products for each customer based on their behavior or personality. These products can be filtered based on attributes like price range, customer's favorite category, discount range, etc. Platforms like MoEngage allow you to identify individual customer preferences, browsing patterns, and purchase history to create an intelligent recommendation profile for each customer.

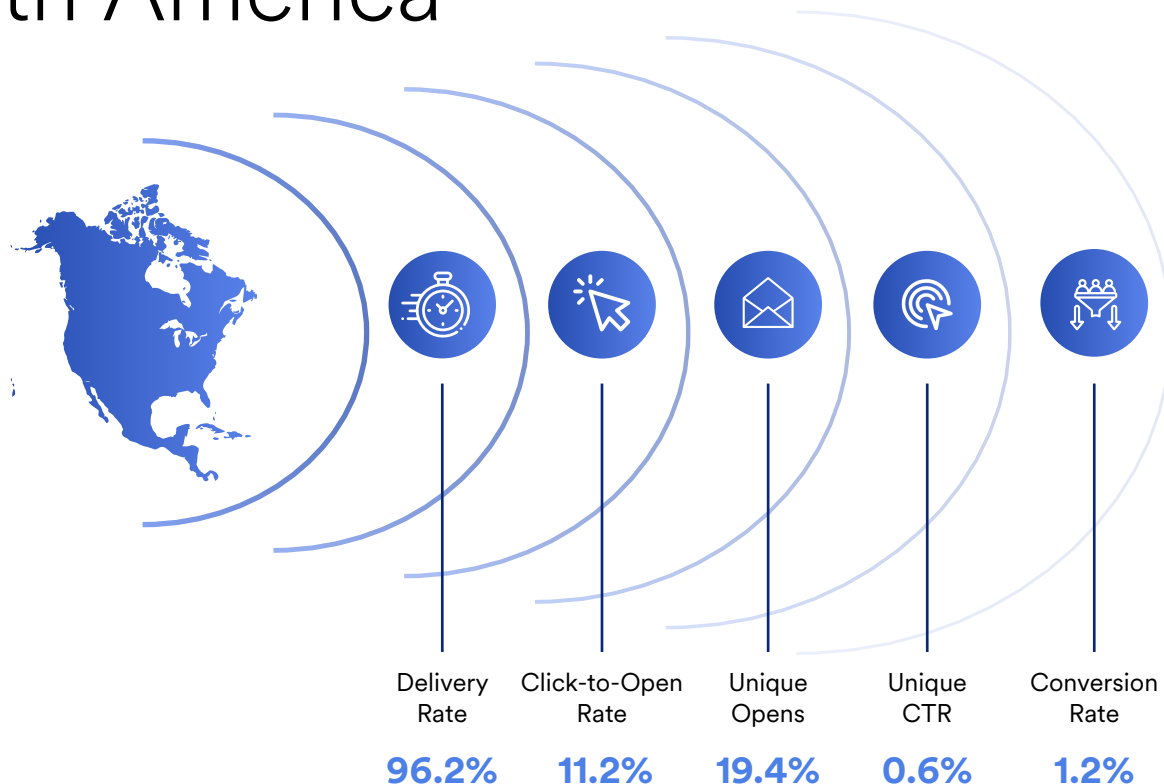
This comes in handy for all industries. BFSI products, for example, can send customers payment reminders tailored to their regular payment cycles. News apps can send customers snippets from their preferred genre of newscasters. Music apps can send song recommendations that suit a customer's personality, and hotel booking websites can send reminders for customers to make bookings for an upcoming local holiday.

Now that you've understood what each email type means and how it can impact the metrics, let's look at benchmarks for each industry and vertical.

Insights From Shopping



North America



Unique Opens

Broadcast

19.4%

Behavior-Based

14% increase to

22.2%

Personalized

28% increase to

24.9%



Click-To-Open Rate

Broadcast

11.2%

Behavior-Based

26% increase to

14.1%

Personalized

83% increase to

20.5%



Unique CTR

Broadcast

0.6%

Journey-Based

2.8X increase to

1.8%

Behavior-Based

4.5X increase to

2.9%

Personalized

24.2X increase to

15.5%



Conversion Rate

Broadcast

1.2%

Personalized

2.6X increase to

3.2%

Behavior-Based

4.2X increase to

5.2%

Journey-Based

21.1X increase to

26.1%

Sherpa's Insights

Conversion Rates for Shopping in North America see a dramatic increase when you deploy journey-based campaigns, but other metrics such as CTOR, Unique CTR, and Unique Opens are impacted most when personalization is deployed. Segmentation causes a significant increase in all metrics as well, ranging from a 4X improvement in Unique CTR and Conversion Rates to a 26% increase in CTOR.

Europe

Delivery
Rate

98.6%

Unique
Opens

20.4%

Click-to-Open
Rate

2.4%

Unique
CTR

0.2%

Conversion
Rate

0.5%



Unsubscribes

0.01%



Click-To-Open Rate

Broadcast

2.4%

Behavior-Based

4.4X increase to

10.4%



Unique CTR

Broadcast

0.2%

Behavior-Based

4.1X increase to

0.8%



Conversion Rate

Broadcast

0.5%

Behavior-Based

60X increase to

30.9%

Sherpa's Insights

The Shopping vertical in Europe sees almost 60X improvement in Conversion Rate and a 4X increase in CTR and Unique CTR when you deploy event-triggered emails. This shows us that timing is crucial when you're sending emails in this region. Customers prefer to receive communication that is relevant to their lifecycle.

India



Delivery Rate

98.9%



Unique Opens

7.2%



Click-to-Open Rate

7.5%



Unique CTR

0.4%



Conversion Rate

2.5%



Unsubscribes

0.1%



Unique Opens

Broadcast

7.2%

Personalized

1.8X increase to

12.9%

Journey-Based

2X increase to

14.5%

Behavior-Based

3X increase to

22.5%



Click-To-Open Rate

Broadcast

7.5%

Personalized

54% increase to

11.7%

Behavior-Based

94% increase to

14.7%



Unique CTR

Broadcast

0.4%

Journey-Based

3.16X increase to

1.1%

Behavior-Based

10.8X increase to

3.9%

Personalized

23X increase to

8.5%



Conversion Rate

Broadcast

2.5%

Journey-Based

50% increase to

3.2%

Behavior-Based

64% increase to

4%

Personalized

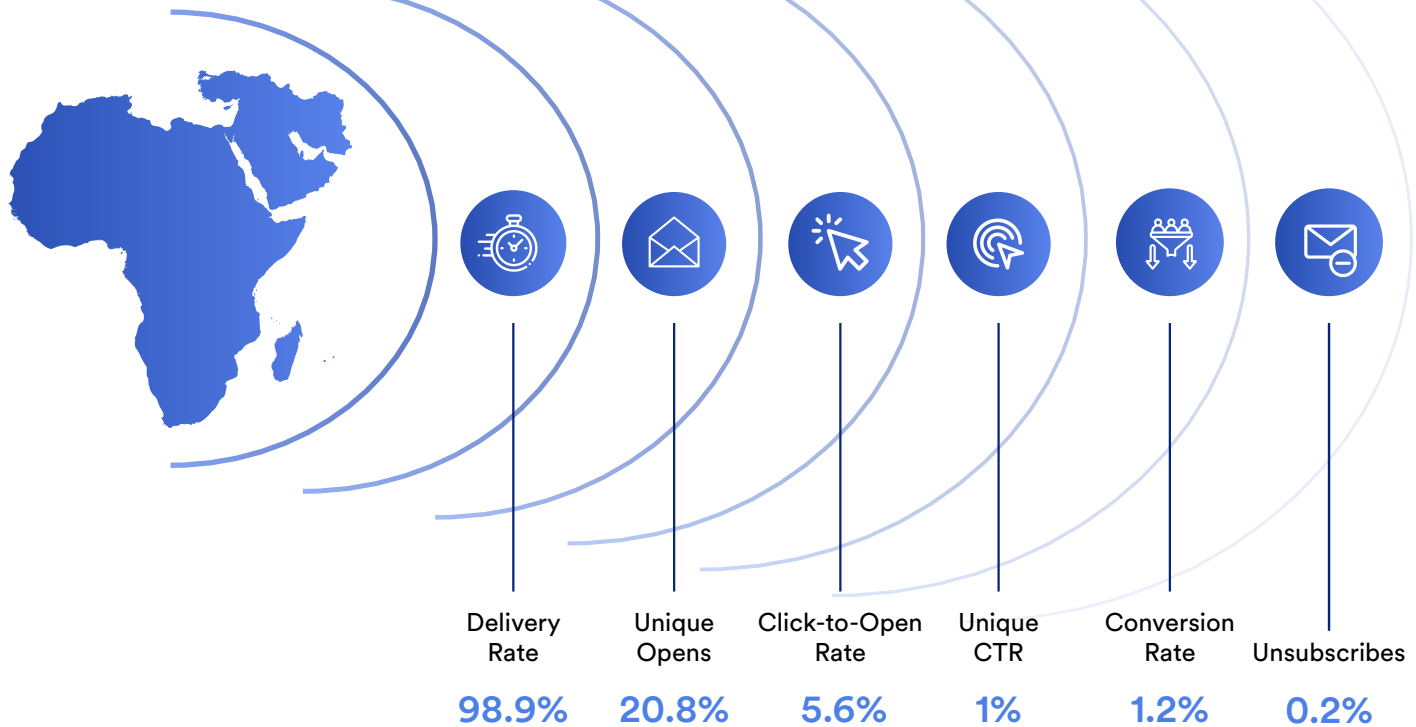
2.3X increase to

5.8%

Sherpa's Insights

The Shopping vertical in India sees a 2X uptick in Unique Opens due to journey-based emails, and a 3X uptick due to event-triggered emails. At the same time, this customer base gives a 94% improvement in CTR when emails are dynamically personalized, and a 23X improvement in unique CTRs. Conversion Rates are dramatically improved when you add segmentation, personalization, or journey-based campaigning as well.

Middle East & Africa



Unique Opens

Broadcast
20.8%

Personalized

12% increase to
23.2%

Journey-Based

33% increase to
27.6%



Click-To-Open Rate

Broadcast
5.6%

Personalized

67% increase to
9.4%

Journey-Based

3X increase to
17%

Behavior-Based

5X increase to
27.7%



Unique CTR

Broadcast
1.1%

Journey-Based

3.4X increase to
3.5%

Behavior-Based

3.9X increase to
3.9%

Personalized

7.7X increase to
7.8%



Conversion Rate

Broadcast
1.2%

Journey-Based

83% increase to
2.2%

Personalized

3.5X increase to
4.1%

Behavior-Based

7.1X increase to
8.3%

Sherpa's Insights

Customers who shop in Middle East and Africa prefer to open emails that are smartly triggered and Journey-Based. They also respond much better when segmentation or personalization are deployed: Unique CTRs see improvements of up to 7X, CTRs see an improvement of 5X, and Conversion Rates increase by 7X due to dynamic personalization.

Southeast Asia



Delivery
Rate

98.8%



Unique
Opens

14.4%



Click-to-Open
Rate

3.9%



Unique
CTR

0.5%



Conversion
Rate

2.9%



Unsubscribes

0.1%



Unique Opens

Broadcast
14.4%

Journey-Based

51% increase to

21.7%



Click-To-Open Rate

Broadcast
3.9%

Journey-Based

12% increase to

4.4%

Behavior-Based

16% increase to

4.6%

Personalized

4.2X increase to

16.5%



Unique CTR

Broadcast
0.5%

Behavior-Based

9% increase to

0.6%

Journey-Based

85% increase to

1.0%

Personalized

44X increase to

23.9%



Conversion Rate

Broadcast
2.9%

Behavior-Based

67% increase to

4.9%

Journey-Based

2.9X increase to

6.6%

Personalized

4.3X increase to

12.6%

Sherpa's Insights

Customers of the Shopping vertical in Southeast Asia are clear that they prefer personalized, segmented emails over broadcasted ones. They respond better (Open Rates improve by 51% using journey-based campaigns), and they convert better as well: Conversion Rates increase by 4X due to dynamic personalization. Unique CTRs and CTORs also dramatically increase due to journey-based campaigning, event-triggered emails, and dynamic personalization.

The inference rings loud and clear — customers in Shopping prefer emails that are smartly triggered, dynamically personalized, and sensible to the customer journey. Here are some examples of how brands deploy emails for activations, conversions, and more:



1 Activate New Customers

Welcome to 

Welcome ,

This won't be another long welcome email heading straight to spam. It's something much better!

This is about your plant-based journey! It starts now- and you're in good company. We're building the largest, most active plant-based community in India.

So check us out and join the discussion! This is what you're really signing up for.

Thank you,

Team 

2 Nudge Customers Towards Conversion

**IN STORES & ONLINE
STARTS TOMORROW!**

READY TO MIX & MATCH?

**ENTIRE
STORE**

MIX & MATCH

BUY 2 GET 2

FREE

Until November 27, 2020.

Thank you for shopping with us.
Your order is placed.

Order ID: 123456789

We will notify you once the order is shipped.

ORDER DETAILS

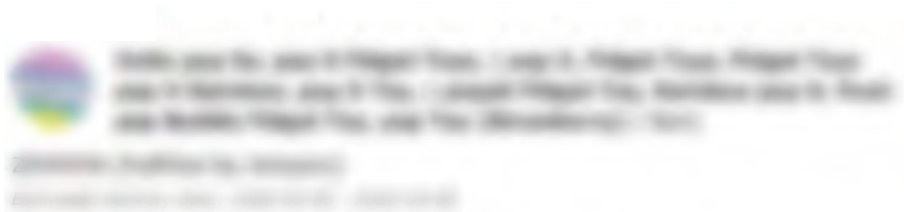


TRACK PACKAGE

3 Keep Customers Informed With Transactional Messaging

Gather Customer Feedback To Measure NPS

4



Please select a rating for the seller based on these questions

Item arrived by 2022-03-26?

Item as described by the seller?

Prompt and courteous service? *(If you contacted the seller)*

5 (Excellent) ★★★★★

4 (Good) ★★★★☆

3 (Fair) ★★★☆☆

2 (Poor) ★★☆☆☆

1 (Awful) ★☆☆☆☆

Does the product meet your expectations?

[Rate and Review Purchases](#)

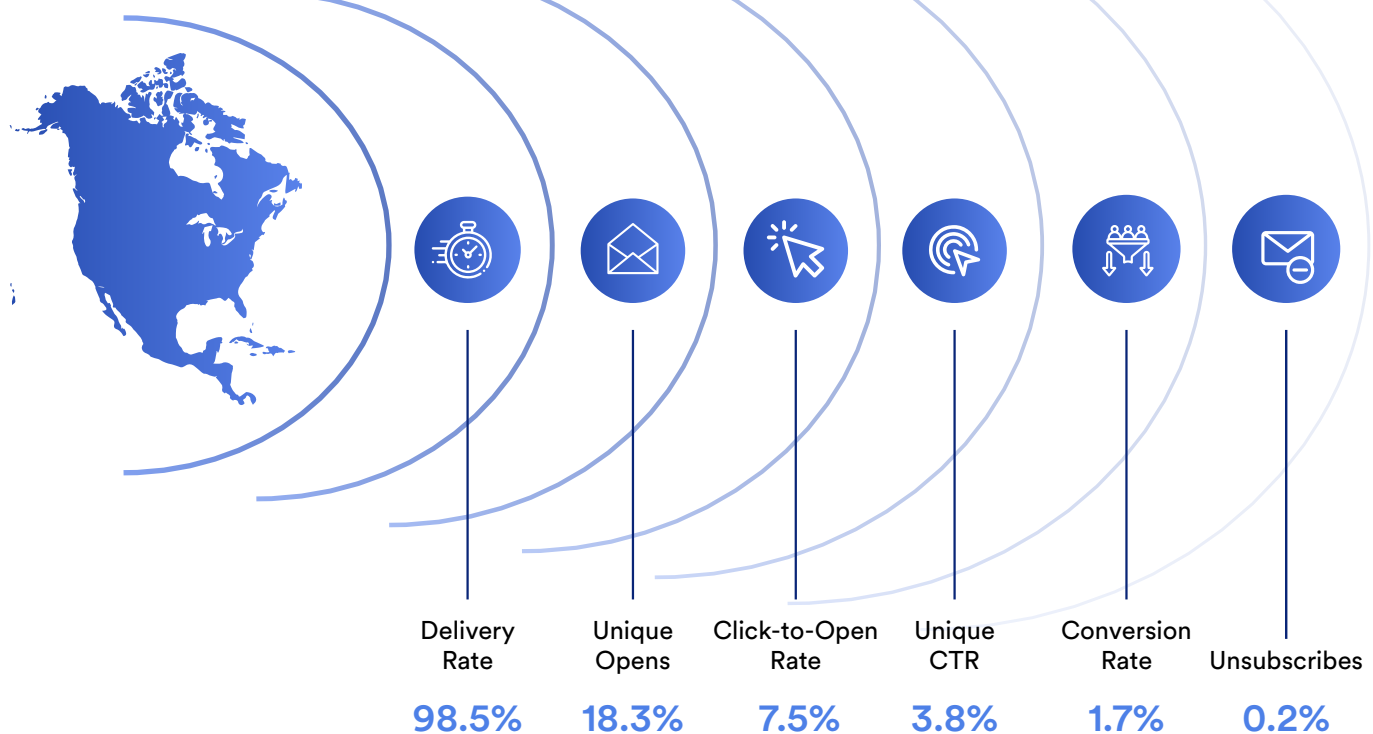
Helpful Links

[View Order Details](#) | [Contact Amazon Customer Service](#) | [View Seller Profile](#) | [Feedback Help](#)

Insights from Banking & Fintech



North America



Unique Opens

Broadcast
18.3%

Behavior-Based

3.6% increase to
18.9%

Personalized

28% increase to
24.9%



Click-To-Open Rate

Broadcast
7.4%

Journey-Based

2.1X increase to
15.8%

Behavior-Based

3.1X increase to
23.8%



Conversion Rate

Broadcast
1.7%

Journey-Based

4.9% increase to
10.4%

Behavior-Based

13.2X increase to
23%

Sherpa's Insights

Banking and Fintech customers in North America open more emails when they're smartly triggered: Unique Opens see a 3.6% improvement. They also click on and convert better when these emails are smartly triggered or journey-based. Conversion Rates see improvements of up to 13X, and CTRs increase up to 3X when journey-based or event-triggered emails are sent out.

India

Delivery
Rate

98.6%

Unique
Opens

14.6%

Click-to-Open
Rate

2.9%

Unique
CTR

0.4%

Conversion
Rate

16.7%



Unsubscribes

0.1%



Unique Opens

Broadcast

14.6%

Personalized

14% increase to

16.7%

Journey-Based

72% increase to

25.1%

Behavior-Based

100% increase to

29.5%



Click-To-Open Rate

Broadcast

2.9%

Journey-Based

2.2X increase to

6.5%

Behavior-Based

3.4X increase to

10%

Personalized

5X increase to

14.8%



Conversion Rate

Broadcast

0.4%

Journey-Based

5.2X increase to

1.9%

Behavior-Based

8.5X increase to

3.2%

Personalized

20X increase to

7.4%

Sherpa's Insights

Customers of banking, fintech, and insurance companies in India respond dramatically better when emails are smartly triggered, journey-based, or dynamically personalized. Unique Opens increase almost 100% from event triggers, CTRs increase by up to 20X when emails are dynamically personalized.

Southeast Asia



Delivery
Rate

98.3%



Unique
Opens

13.8%



Click-to-Open
Rate

3.1%



Unique
CTR

0.5%



Conversion
Rate

2.9%



Unsubscribes

0.1%



Unique Opens

Broadcast

13.8%

Behavior-Based

83% increase to

25.5%

Journey-Based

86% increase to

25.9%

Personalized

2.3X increase to

31.6%



Click-To-Open Rate

Broadcast

3.1%

Behavior-Based

1.6X increase to

5%

Personalized

2.8X increase to

8.8%

Journey-Based

3.2X increase to

10.2%



Unique CTR

Broadcast

0.5%

Journey-Based

8.4X increase to

4%

Personalized

11.8X increase to

5.59%

Behavior-Based

40X increase to

19.1%



Conversion Rate

Broadcast

2.9%

Journey-Based

5% increase to

3.1%

Behavior-Based

2.8X increase to

8.4%

Sherpa's Insights

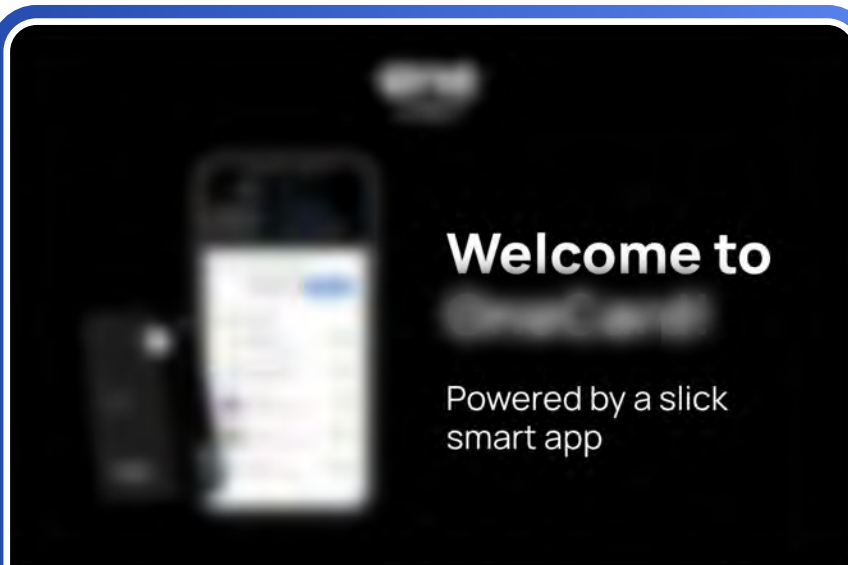
Customers of banking, fintech, and insurance brands in Southeast Asia prefer emails that are smartly triggered, journey-based, or dynamically personalized. Unique Opens increase by 86% with journey-based campaigns and 2X using dynamic personalization. At the same time, metrics like Unique CTR increase by 40X and Conversions by 2.8X using event triggers, and CTOR by 3X using journey-based campaigns.



Let's take a look at some real-life examples of banking, fintech, and insurance brands using emails to engage, activate, and retain customers.



1 Encourage New Users To Activate Their Accounts



Hi Farooq,

Thank you for activating your in-app [metal card](#). We are delighted and warmly welcome you to the [metal card family](#).

You are now a proud owner of this country's first and best metal card!

2 Keep Customers Engaged With Timely Emails



Educate yourself against potential frauds.

#stayaalert

Dear Customer,

Are you a victim of any banking fraud? Did you lose your money to any fraudster?

This International Fraud Awareness week, we at **YES BANK** would like to share with you the various types of Fraud and the preventive techniques to help you be **SAFE** from fraudsters and financial losses.

3 Nudge Customers Towards Conversion

UP TO **15%**
CASHBACK
ON amazon
Flipkart
AND VOUCHERS

OR

UP TO **30X**
EDGE
REWARDS

GRAB DEALS HOLI SALE

Shop Now

se Red Dress

se Sky Blue Phone

*T&C apply. Image is for representation purpose only.

4 Encourage Loyal Customers To Upsell

Get an exclusive
HDFC Bank Credit Card!

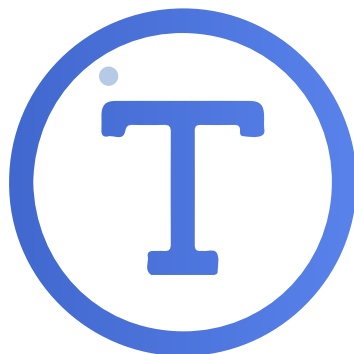
BEAUTIFUL POSSIBILITIES. READY FOR YOU.

Enjoy interest free Credit
for upto 50 days

Lifetime FREE Card +
₹1,500 amazon.in voucher*

GET IT NOW >>

Insights From Media & Entertainment



North America



Delivery Rate

99.6%



Unique Opens

0.4%



Click-to-Open Rate

7.9%



Unique CTR

3.3%



Conversion Rate

10.5%



Unsubscribes

2.9%



Unique Opens

Broadcast

0.4%

Behavior-Based

3.6X increase to

1.4%

Journey-Based

5.5X increase to

2.2%

Personalized

69X increase to

27.1%



Click-To-Open Rate

Broadcast

7.9%

Journey-Based

11% increase to

8.8%

Behavior-Based

1.4X increase to

11.2%



Unique CTR

Broadcast

3.3%

Journey-Based

2.5X increase to

8.2%



Conversion Rate

Broadcast

10.5%

Behavior-Based

67% increase to

17.6%

Journey-Based

78% increase to

18.8%

Sherpa's Insights

Media & Entertainment customers in North America open 69X more emails that are dynamically personalized than broadcast emails. They also prefer to click and convert on journey-based or smartly triggered emails. CTRs and CTORs increase up to 2.4X when journey-based or event-triggered emails are deployed, and conversion increases up to 78%.

India



Delivery Rate

99%



Unique Opens

13.1%



Click-to-Open Rate

7.6%



Unique CTR

0.8%



Conversion Rate

4%



Unsubscribes

0.1%



Unique Opens

Broadcast

13.1%

Journey-Based

2.5X increase to

33.5%

Behavior-Based

2.7X increase to

35.3%



Click-To-Open Rate

Broadcast

7.6%

Journey-Based

6% increase to

8%

Behavior-Based

23% increase to

9.3%



Unique CTR

Broadcast

0.8%

Behavior-Based

76X increase to

1.4%

Personalized

2.5X increase to

2.1%

Journey-Based

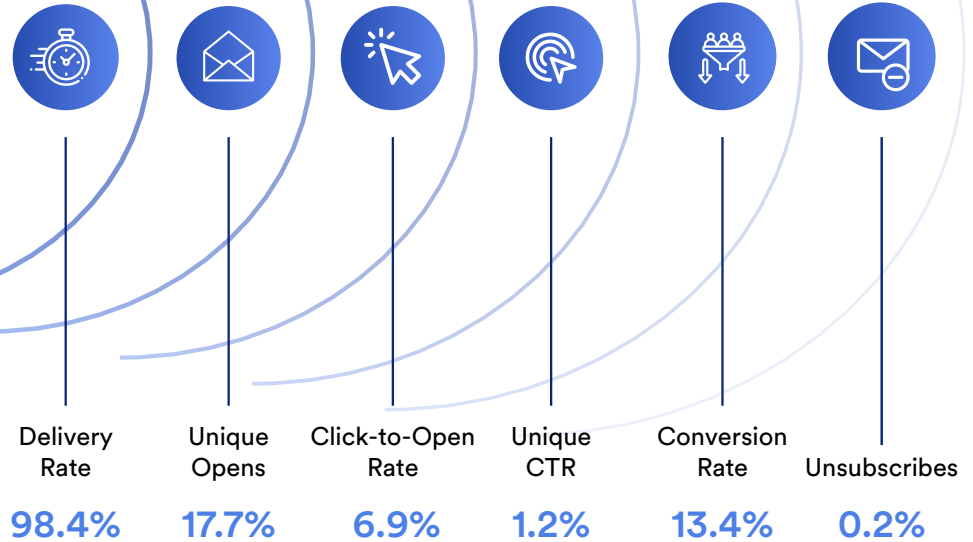
2.9X increase to

2.5%

Sherpa's Insights

Customers of the Media & Entertainment industry in India are very receptive to personalization and segmentation. Unique Opens are increased by up to 2.6X when journey-based or event-triggered emails are sent. At the same time, CTRs and CTORs see an uptick of up to 76% with journey-based or smartly triggered emails.

Middle East & Africa



Unique Opens

Broadcast

17.7%

Journey-Based

47% increase to

26%



Click-To-Open Rate

Broadcast

6.9%

Personalized

3.1X increase to

21.4%

Behavior-Based

8X increase to

55.1%



Unique CTR

Broadcast

1.2%

Behavior-Based

5.5X increase to

6.4%

Personalized

10X increase to

11.8%

Journey-Based

15.5X increase to

17.9%

Sherpa's Insights

Customers in Middle East and Africa who use Media & Entertainment products prefer to open 47% more journey-based emails than broadcast emails. They also click more on segmented or personalized emails. CTRs see an uptick of 10X with dynamically personalized emails and 15X with journey-based emails, and an uptick of up to 8X in CTOR with smartly triggered emails.

Southeast Asia



Delivery Rate

98.7%



Unique Opens

13%



Click-to-Open Rate

2.3%



Unique CTR

0.3%



Conversion Rate

3.3%



Unsubscribes

0.2%



Unique Opens

Broadcast

13%

Behavior-Based

35% increase to

17.6%

Journey-Based

2.4X increase to

31.7%



Click-To-Open Rate

Broadcast

2.3%

Journey-Based

3.4X increase to

7.8%

Behavior-Based

4.1X increase to

9.5%

Personalized

12.5X increase to

28.6%



Unique CTR

Broadcast

0.3%

Behavior-Based

5.5X increase to

1.5%

Journey-Based

8.5X increase to

2.4%



Conversion Rate

Broadcast

3.3%

Behavior-Based

9% increase to

3.6%

Journey-Based

78X increase to

5.8%

Personalized

15X increase to

50%

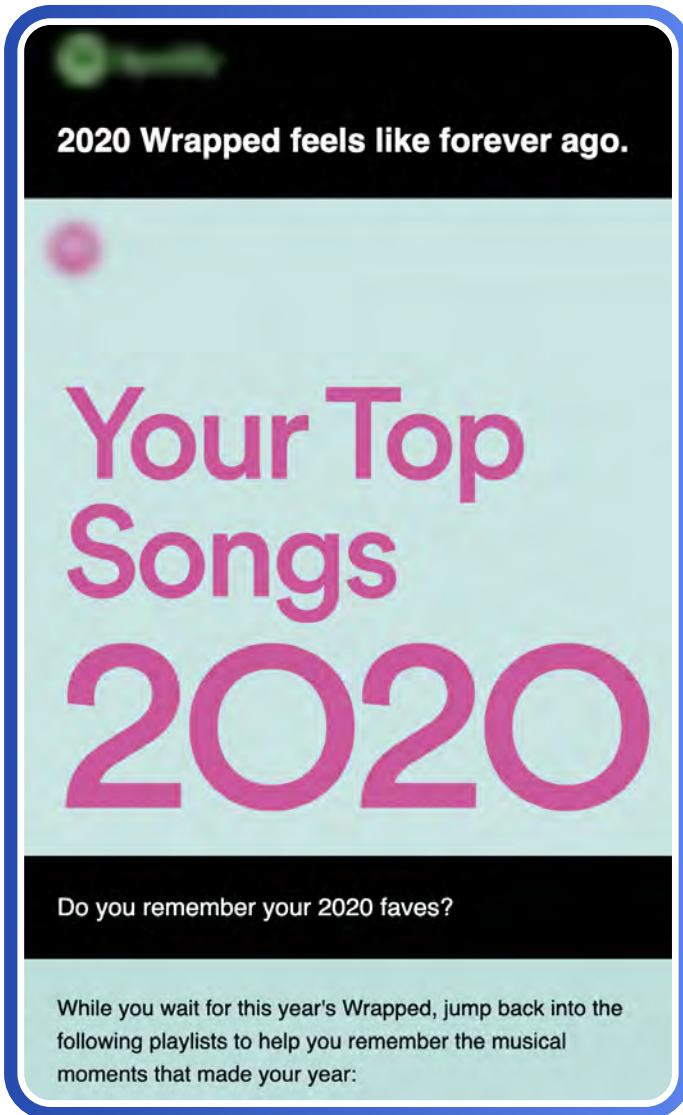
Sherpa's Insights

Customers of Media & Entertainment brands in Southeast Asia are strongly influenced by personalization and segmentation. Open Rates increase by up to 2.4X, and CTRs increase by 8X when you send journey-based emails. CTORs increase by 12X when emails are dynamically personalized, and Conversion Rates improve by 15X.

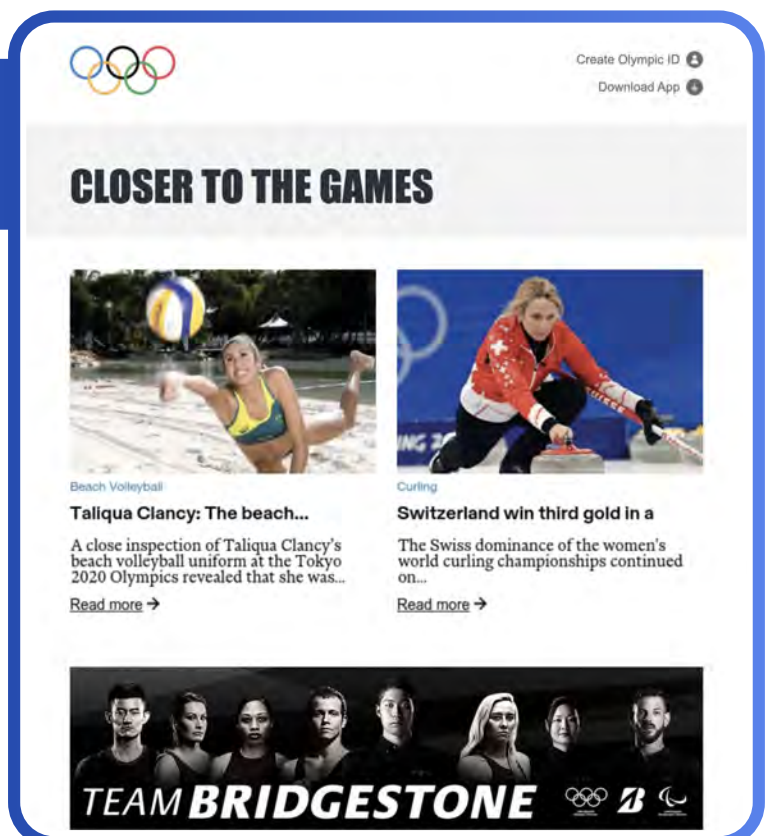
Here's how some Media & Entertainment brands use segmented/personalized emails to engage and convert customers:



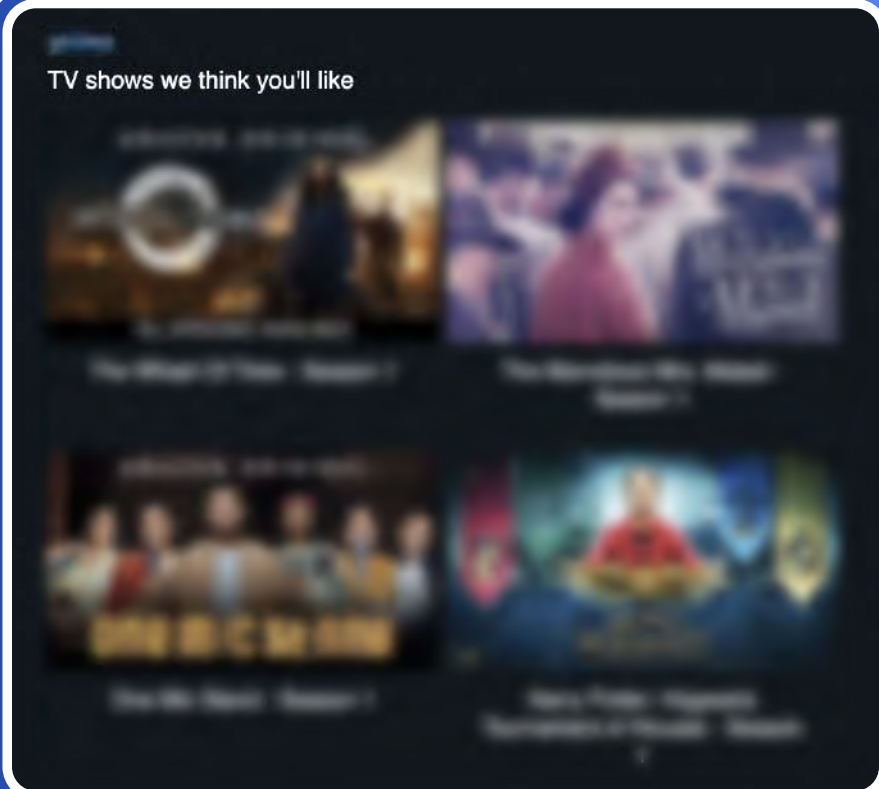
1 Keep Customers Engaged With Personalized Content Recommendations



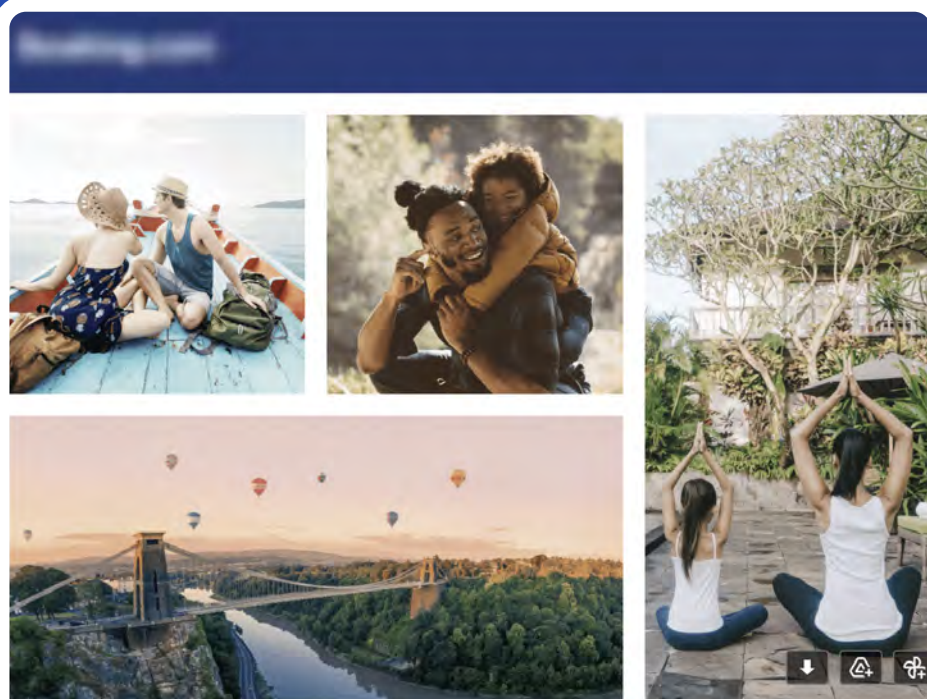
2 Activate Customers Who Have Been Hibernating



3 Send Personalized Emails To Prevent Churn



4 Nudge Customers Towards Conversion



Get 10% back (up to Rs. 8,000)

on your next stay with us

Hi there,

Planning on booking a stay? Don't pay more than you have to!

Start your holidays the right way with 10% back in Travel Credits after your stay – on top of seasonal deals or Genius discounts you find on our site.

Insights From Lifestyle Services



North America



Delivery Rate

99.3%



Unique Opens

8.2%



Click-to-Open Rate

10.6%



Unique CTR

0.8%



Conversion Rate

11.9%



Unsubscribes

0.03%



Unique Opens

Broadcast

8.2%



Click-To-Open Rate

Broadcast

10.6%



Unique CTR

Broadcast

0.8%



Conversion Rate

Broadcast

11.9%



Europe

Delivery
Rate

100%

Unique
Opens

9%

Click-to-Open
Rate

9.5%

Unique
CTR

41%

Conversion
Rate

0.7%



Click-To-Open Rate

Broadcast

9.5%

Journey-Based

7% increase to

10.2% 

Conversion Rate

Broadcast

0.7%

Journey-Based

41X increase to

29.4% 

Sherpa's Insights

For Lifestyle Services brands in Europe, it's clear that journey-based emails create winners. Conversion Rates increase by 41X when you send journey-based emails, and CTORs increase by 7%.

India

Delivery
Rate

99%

Unique
Opens

19.5%

Click-to-Open
Rate

11.7%

Unique
CTR

7.2%

Conversion
Rate

3.1%



Unsubscribes

0.4%



Unique Opens

Broadcast

19.5%

Journey-Based

34% increase to

26.1%

Behavior-Based

110% increase to

41.1%



Unique Opens

Broadcast

3.1%

Behavior-Based

61% increase to

5%

Journey-Based

2.4X increase to

10.5%

Sherpa's Insights

Lifestyle Services brands in India are winning with event triggers and journey optimization. Unique Opens see an uptick of 34% with journey-based emails and 110% with smartly triggered emails. At the same time, Conversion Rates increase by 61% using event triggers and 2.3x using journey-based campaigning.

Southeast Asia



Delivery
Rate

98.3%



Unique
Opens

14.3%



Click-to-Open
Rate

4.7%



Unique
CTR

0.7%



Conversion
Rate

0.4%



Unsubscribes

0.07%



Unique Opens

Broadcast

14.3%

Journey-Based

55% increase to

22.2%



Click-To-Open Rate

Broadcast

4.7%

Journey-Based

2X increase to

9.5%

Behavior-Based

4.4X increase to

21%



Unique CTR

Broadcast

0.7%

Journey-Based

3.2X increase to

2.3%

Behavior-Based

27X increase to

18.9%



Conversion Rate

Broadcast

0.4%

Behavior-Based

11.4% increase to

5.8%

Journey-Based

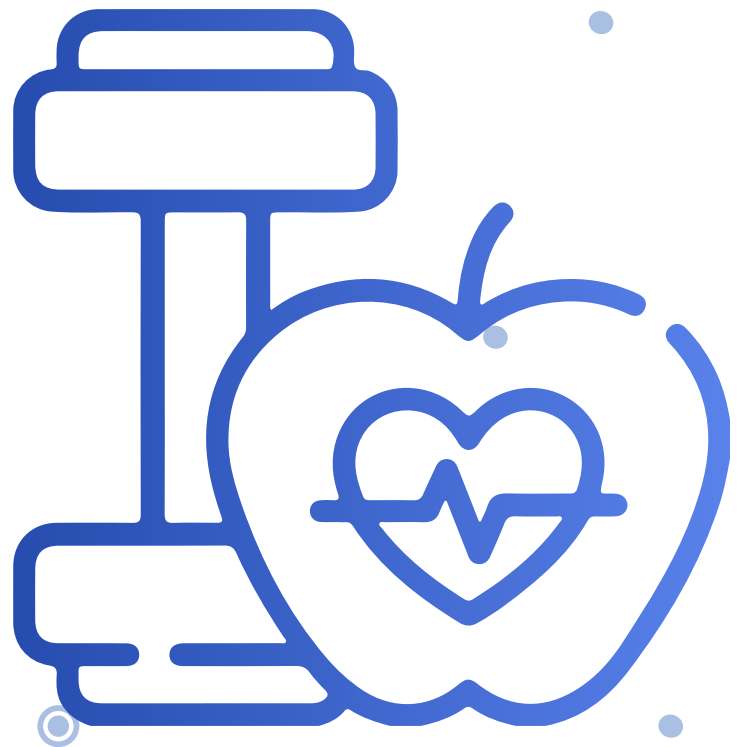
14.6X increase to

6.1%

Sherpa's Insights

Lifestyle Services brands in Southeast Asia see a dramatic increase in metrics when personalization or segmentation are deployed. Unique Opens increase by 55% using journey-based campaigning, and CTRs increase by 27C when emails are smartly triggered. CTRs are increased by 4X using event triggers, and conversion rates increase by 14X using journey-based emails.

Let's take a look at how leading Lifestyle Services brands are using email to improve engagement, conversions, activations, retention, and more.



1 Nudge Customers To Engage

A virtual conference from [redacted]
March 2nd, 2022

[Register now](#)



Block by Block is only two weeks away, and we're thrilled to announce the addition of three incredible headliners: **Bumble President Tariq Shaukat** and famed YouTube creators **Thomas Frank** and **Marina Mogilko**!

Tariq will share his advice on how companies can adapt for and support the next generation of knowledge workers. And Thomas and Marina will walk through how they built inspiring audiences and businesses. Catch them on March 2nd to hear their stories!

[Save your spot](#)

Hope to see you there!
Ivan
Co-founder and CEO

2 Reactivate Hibernating Users

Rate your *Primo* experience

Bangalore - Goa | Friday, 04-03-22, 6:40 PM

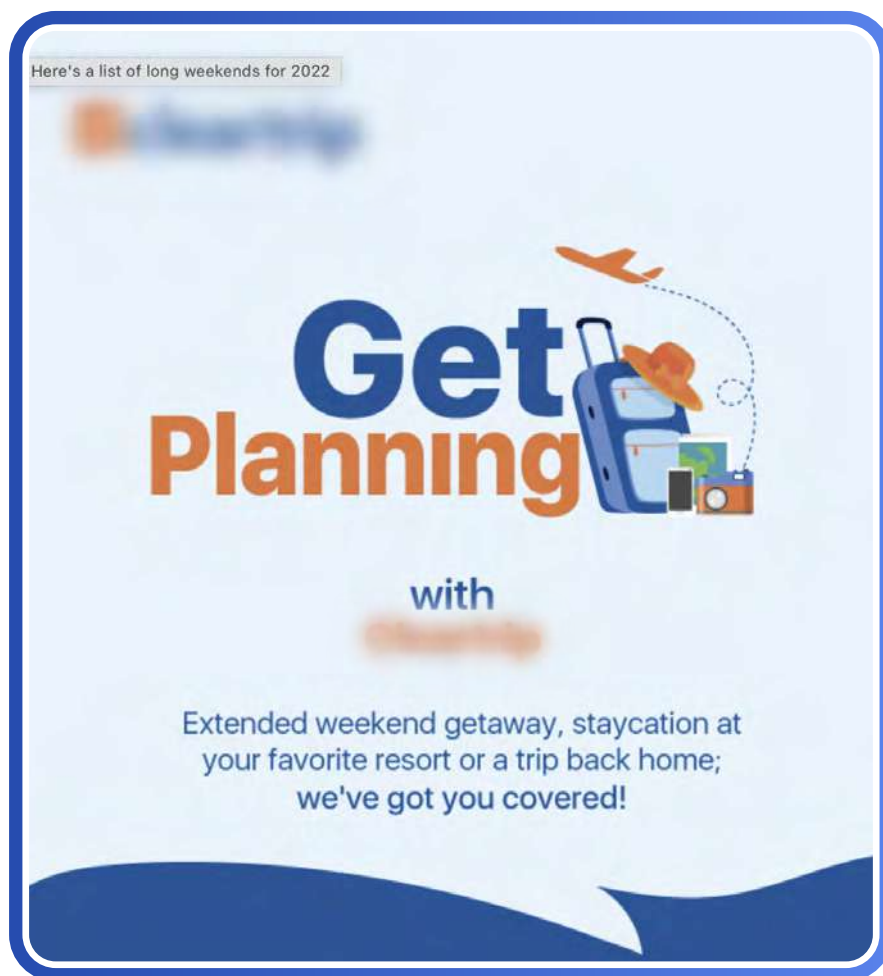
Hey [redacted],

Hope you had a wonderful journey with primo, please rate and review your experience to help us improve our service.

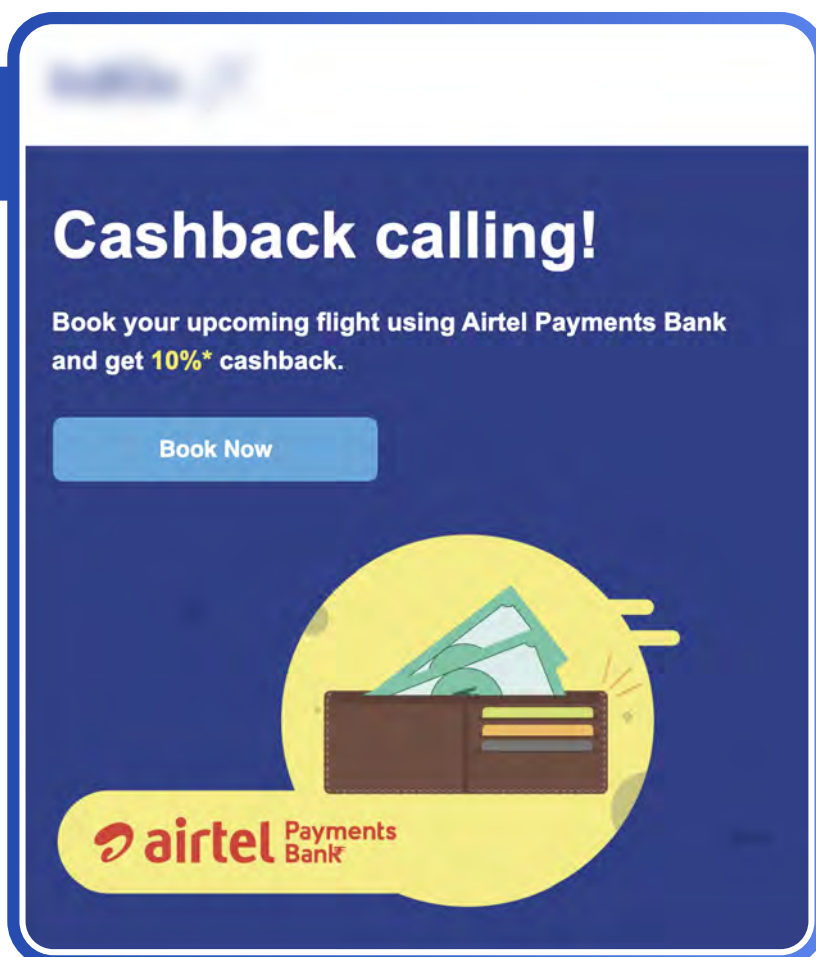
Please rate your trip **Bangalore - Goa** with **Streamline tours and travels**



3 Convert Users Who Are on the fence



4 Collect NPS Ratings From Happy Customers



Conclusion

The answer is clear now. It's 2022, and customers have already seen millions of emails in their lifetimes. They're averse to generic copy that doesn't provide any value to them. They're actively looking for—and engaging with—emails that are personalized, segmented for the right audience, and sent at the appropriate time in the customer journey.

A good email marketing platform should allow you to create all three kinds of emails. It must give you an easy method to analyze the customer journey to see where email fits in, when emails can be sent, and how other channels can complement the entire experience. It must also provide intelligent capabilities to segment customers into groups such as loyalists, potential hibernators, about to churn, those that need attention—so that you can take immediate action and craft appropriate email campaigns to bring them back into the funnel.

The platform must also have powerful personalization capabilities that allow you to predict which customers might go dormant, uninstall, or convert—and send them emails accordingly. For the ones who are likely to convert, the platform should be able to send dynamically personalized product recommendations that the customer is most likely to click on.

But while it's crucial to have a good email marketing strategy, you need more than a simple email marketing platform to do so. You need a customer engagement platform that covers all possible touchpoints. The platform should enable you to create omnichannel campaigns that complement email, such as SMS, push notifications, in-app, etc. This platform should be able to give you deep insights into the customer journey, behavioral trends, conversion and retention analyses, and more. The platform should enable insights-led engagement at every step of the way.



About

MoEngage is an Insights-led Customer Engagement platform built for customer-obsessed brands.

With industry-leading AI and Machine Learning capabilities, MoEngage provides insights on customers, their journey, behavior, interests, preferences, and the short and long-term impact of campaigns on key business metrics like customer retention and LTV.

Brands use MoEngage to leverage these insights and enable hyper-personalization at scale across multiple touchpoints like mobile push, email, in-app, website push, on-site message, SMS, Whatsapp, and social messaging platforms.

Fortune 500 brands across 35+ countries such as Deutsche Telekom, Samsung, Vodafone, Nestle, McAfee, and internet-first brands such as Ola, OYO, Bigbasket, and InMobi use MoEngage to orchestrate cross-channel customer journeys and delight their customers across multiple touchpoints.

MoEngage was recognized as a Strong Performer in The Forrester Wave™ Q3 2021 report – Cross-Channel Campaign Management (Independent Platforms), a Leader in the 2020 Gartner Magic Quadrant for Mobile Marketing Platforms, a Strong Performer in the 2020 Forrester Wave for Mobile Engagement Automation, a Leader in G2 for Fall 2020 Grid® Reports, and the #1 Mobile Marketing Platform in G2's Spring 2021 Momentum Report for industry-leading solutions.



Insights-led Mentors at **moengage**



Raviteja Dodda

CEO and co-founder of MoEngage
ravi@moengage.com



Yash Reddy

Chief Business Officer - APAC and EMEA
yashwanthreddy@moengage.com



Narasimha Rao

General Manager - India, Middle East, and Africa
narasimha.rao@moengage.com



Saurabh Madan

VP & General Manager - Southeast Asia, ANZ, and Japan
saurabh.madan@moengage.com



Kunal Badiani

Senior Director - Middle East, Africa, and Turkey
kunal.badiani@moengage.com



Jason Smith

Vice President - Europe
jason.smith@moengage.com



Jeff Paiva

Marketing Director - Latin America
jeff.paiva@moengage.com