Here's
Sara,
who eats breakfast at

🕐 7 AM

Here's
Maria,
who eats breakfast at noon 🕐 12 PM

Now meet **Taylor,** a marketer working on discount campaigns for breakfast.
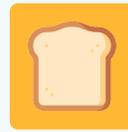
Caffeine is great...
But you still need to eat, {Name}! Here's **30% off** to help get you started.

Tap to Order

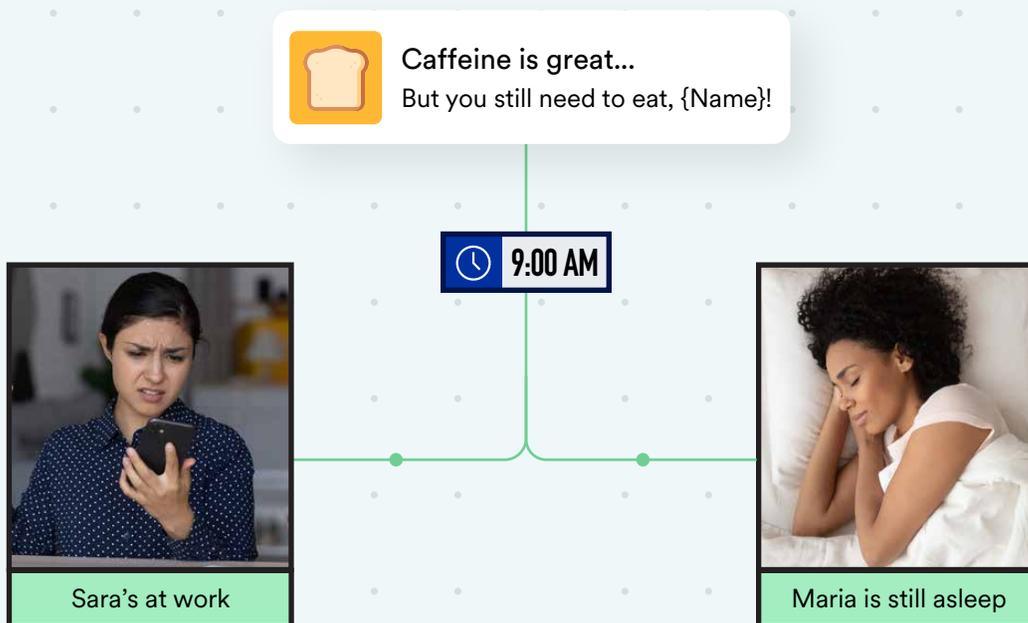But neither Sara nor Maria see Taylor's discount campaigns.

Why?

Caffeine is great...
But you still need to eat, Sara!

Taylor's campaigns are sent at 9 AM

Caffeine is great...
But you still need to eat, {Name}!

🕐 9:00 AM

Sara's at work

Maria is still asleep

That's marketer bias! Marketers sometimes make decisions based on inputs around them, not customer feedback. This is bad for both the customer and the marketer.

Imagine if Taylor could automatically send the same message to Sara at 7 AM and to Maria at noon.

MoEngage's Best Time to Send algorithm figures out the best time to send a campaign individually for each customer.

This means Taylor can reach Sara, Maria, and others when they're most likely to convert. Taylor can now optimize send time for millions of customers across billions of campaigns!

moengage

Caffeine is great...
But you still need to eat, {Name}!

AI

7:00 AM

12:00 PM
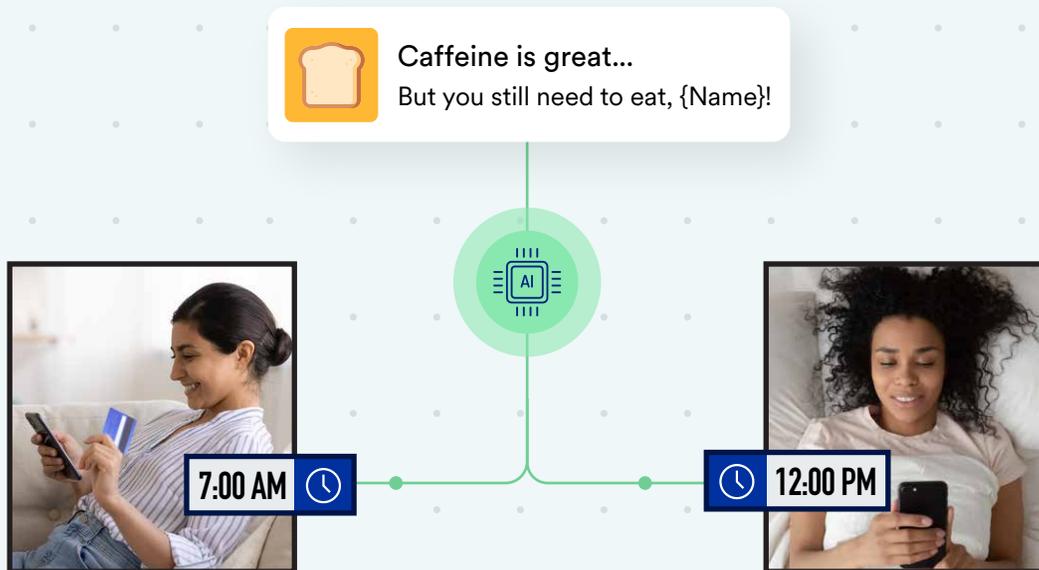
MoEngage Best Time to Send can
increase your conversion rate upto 64% ↑
improve campaign ROI, and maximize customer LTV.

How?

The algorithm:

1. Identifies how frequently customers use your product

2. Calculates the likelihood of engagement

3. Quantifies the consistency of activity

4. Assigns different weights to each time slot

5. Creates a weekday activation matrix

6. Assigns a score to each time slot

Get in touch today to understand how this can work for you.

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