



# Easily Send all your Transactional Messages across Channels in Real-time with MoEngage Inform.

MoEngage Inform provides an all-in-one messaging solution to support your brand's time-sensitive, multichannel transactional notifications through one API.



## Current Challenges with Transactional Alerts



**Siloed Customer Experience** - Fragmented customer experience due to siloed technologies, notifications and communications resulting in limited visibility into customer's actions



**Poor Visibility of Alerts & Insights** - Lack of a holistic view of the performance of all transactional and promotional messages across channels due to multiple delivery providers and API demands



**Limited Control Over Design and Content** - Product and Marketing teams have limited control over content and logic for alerts and must rely on Engineering teams for simple updates.



**Labor Intensive Setup and Maintenance** - Heavy reliance on Engineering and Developer teams to build and maintain transactional messaging infrastructure and add new channels.



**Lack of Logs and Unified Reporting** - Transactional messaging logs and reports are spread across multiple providers (such as for Email / SMS / Push, etc.) and internal systems, making it difficult to investigate and debug issues as they arise.

## Business Impact of your Transactional Alerts.

80%

Customers prefer to track their orders via text when products are shipped

45%

cart abandonment emails are opened.

58%

Value of an average loss of revenue from an abandoned cart

60%

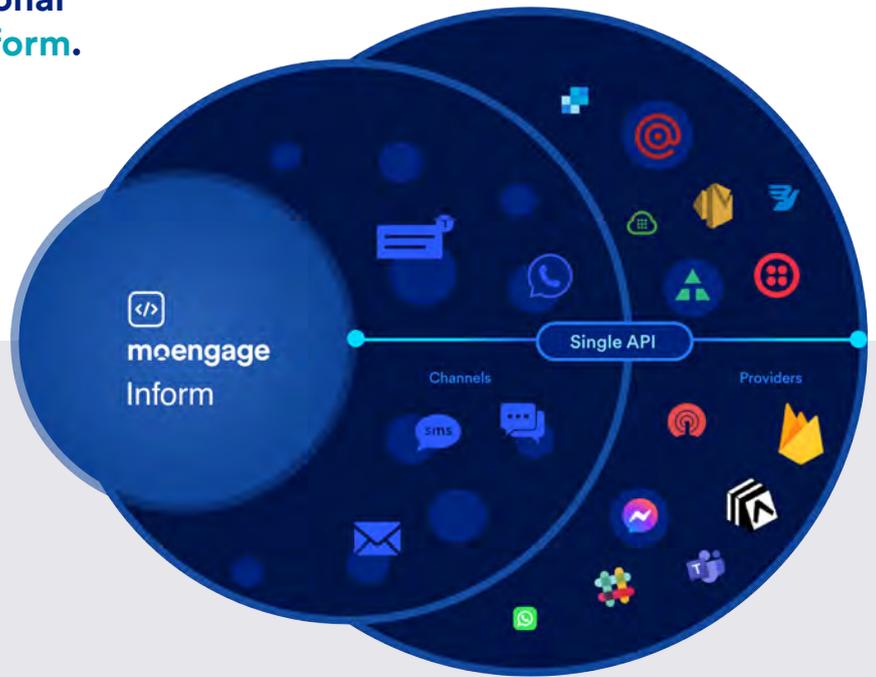
Customers want to write back to businesses for customer support issues actively.

45%

Potential clients tend to choose a brand or business after receiving an SMS from them

## Easily Send all your Transactional Messages with MoEngage Inform.

Using MoEngage Inform, brands can provide real-time transactional notifications to better the customer experience, such as order confirmation, a delivery notification, or when their password needs reset. Inform is here to take the pain out of transactional alert management, so brands can focus more on delivering the cohesive time-sensitive messages that consumers want.



## Discover the Benefits of MoEngage Inform for Your Brand.

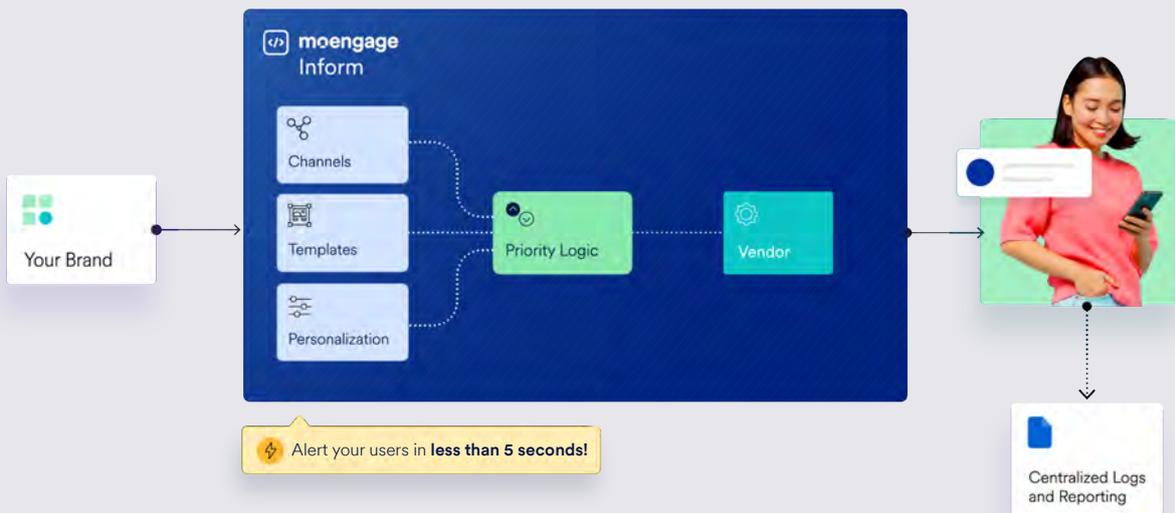
**Personalized Customer Experience** - Personalize your transactional and promotional messages across channels, and get a unified view of how customers engage with the brand.

**Centralized Visibility and Performance** - Track and optimize the performance of your multichannel transactional and promotional messages in one central dashboard.

**More Autonomy, Faster Delivery of Alerts** - Get out-of-the-box templates to create and manage new alerts in minutes, with alerts being delivered in seconds.

**Reduced Engineering Resources and Improved Effectiveness** - Power all transactional messaging with a single API and integrate with any communication channel with ease, supporting more than 30 providers.

**Improved Data Security and Reporting** - Achieve unified notification logs and delivery reports across channels, making it easier to identify and debug issues.

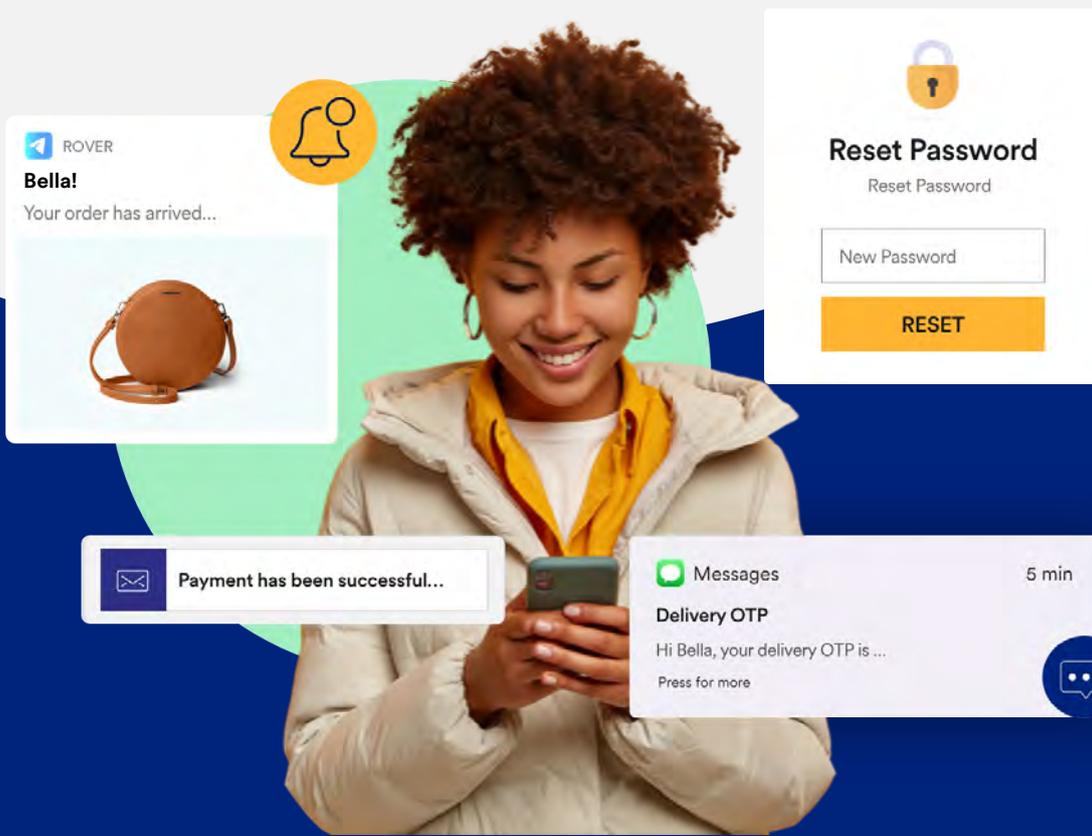


## Top MoEngage Inform Use Cases

- 1 Order, booking, or purchase confirmations
- 2 Shipping and delivery confirmations and updates
- 3 Password reset notifications
- 4 OTP (one-time password) alerts
- 5 Security and account alerts
- 6 User invitations and shares
- 7 Customer inaction related to previous transactions

## Discover the Business Impact of MoEngage Inform

Use Case	Current Challenge	Inform Solution	Inform Business Impact
<b>One time passwords (OTPs)</b>	Security and privacy are heightened, and the need to reach your consumer the moment their account has been compromised on the device they interact with the most is crucial	Provide customers with prompts and instantaneous alerts like sign-in notifications, payment updates, and more that can be verified by sending automated OTPs	Allows you to build trust and loyalty by putting your customers' actions security preferences first
<b>Informative notifications that integrate your promotional messages with transactional alerts</b>	Reach your consumers about time-sensitive alerts	Convey critical information regarding your services or products to your customers such as order status, shipping updates, delivery status, payments, etc	Helps alleviate customer service needs by keeping consumers in the loop from the beginning of the sales cycle to the very end
<b>Booking confirmations or cancellations</b>	Reaching your consumers about important, revenue-driving alerts	Remind, inform or update consumers of their booking status regarding a hotel stay, flight, or other activities	Keep the client-business relationship strong by being proactive with alerts that are important to your consumers' daily life
<b>General Time-Sensitive Transactional Alerts</b>	Alert your consumers with transactional messages you know they want to receive such as order or purchase information or security alerts	Ensure your organization delivers effective customer service with alerts such as appointment confirmation, purchase notification or fraud prevention.	83% of consumers would like to receive appointment reminders via text, but only 20% of businesses send them this way



## About MoEngage

MoEngage is an insights-led customer engagement platform, trusted by more than 1,200 global consumer brands such as Ally Financial, McAfee, Flipkart, Domino's, Nestle, Deutsche Telekom, Travelodge, and more. MoEngage empowers marketers and product owners with insights into customer behavior and the ability to act on those insights to engage customers across the web, mobile, email, social, and messaging channels. Consumer brands across 35 countries use MoEngage to power digital experiences for over 1 billion customers every month.

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