

# Payactiv Brings Together their Promotional and Transactional Alerts to Deliver 100k+ Emails a Day, with MoEngage Inform

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At Payactiv, MoEngage's Inform solution revolutionized our customer engagement strategies by combining our promotional and transactional messaging campaigns. We can now send over 100k+ emails a day, all with a delivery time of under two seconds! Seamless migration, cost-effectiveness, and personalization have significantly improved our engagement rates and reinforced brand loyalty with timely, tailored communication for each one of our customers.

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Maaz Malik

Product Manager,  
Payactiv

## About Payactiv

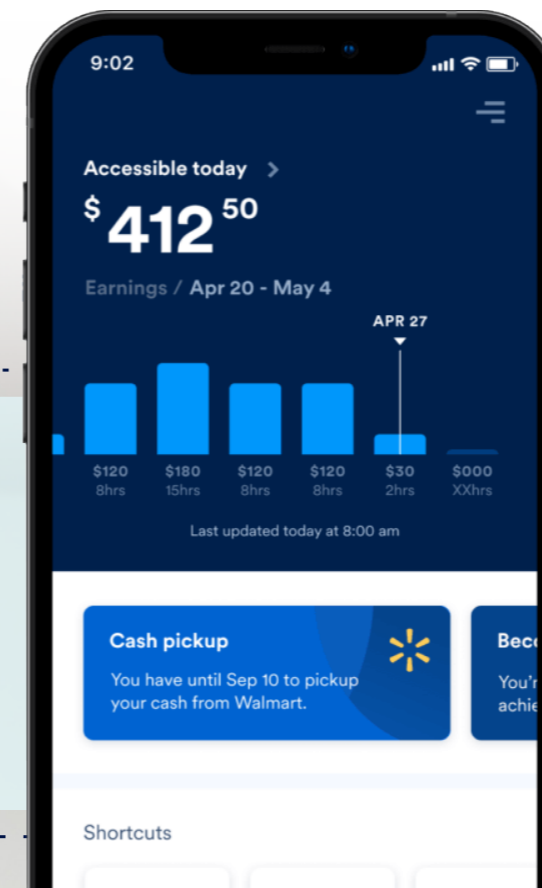
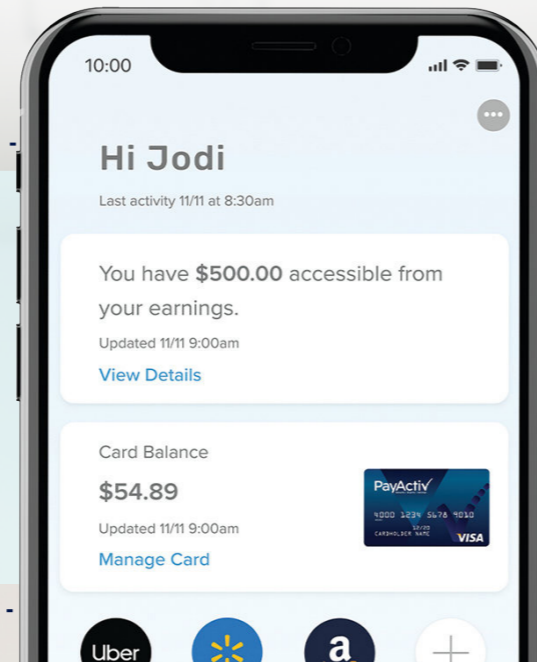
Payactiv, an award-winning certified B-Corp, is the leading provider of Earned Wage Access, offering a suite of financial wellness services designed to empower people to participate in the economy they helped create. Payactiv's platform and digital wallet serve 4,000+ businesses and level the playing field for millions of workers who struggle with cash flow between paychecks.

Learn more at: [www.payactiv.com](http://www.payactiv.com)

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## About MoEngage

MoEngage empowers brands to understand and engage their customers more meaningfully, thanks to AI-driven insights. We help marketers, and product owners easily create cross-channel, uniquely personalized experiences that consumers love. We are a trusted technology partner for over 1000 global brands such as Ally Financial, McAfee, Flipkart, Nestle, T-Mobile, Travelodge, and more.



To Learn More, visit:  
[moengage.com](http://moengage.com)  
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## Challenges

Payactiv is a financial wellness platform that partners with companies to provide their employees with financial services, such as Earned Wage Access. As their complex messaging evolved, they needed one platform to send time-sensitive promotional and transactional messages at scale for all employee and employer communications. Additionally, the migration from their old provider needed to be cost-effective and seamlessly maintain their mature, high-traffic email engagement campaigns.

## Solutions

Payactiv seamlessly migrated into MoEngage to combine promotional and transactional emails into one platform. They enabled Inform, MoEngage's unified messaging infrastructure that enables brands to build and manage time-sensitive alerts across channels through a single API to execute their email campaigns at scale.

With Inform, Payactiv is sending 100k+ emails a day with delivery time below two seconds. They've increased brand loyalty and consumption habits with timely communications around one-time-password updates, enrollment notifications, card activation emails, deposit alerts, and more.

Through MoEngage's personalization capabilities, Payactiv created templates based on relevant financial information at both the employee and employer levels. They could send time-sensitive emails with unique attributes significant only to that user such as name, amounts, transactional details, and/or run time, as soon as that transaction was performed to ensure timely communication.



## Results

100k+

Email Campaigns a Day  
with MoEngage Inform

9x

Increase in Conversions  
from Email Notifications