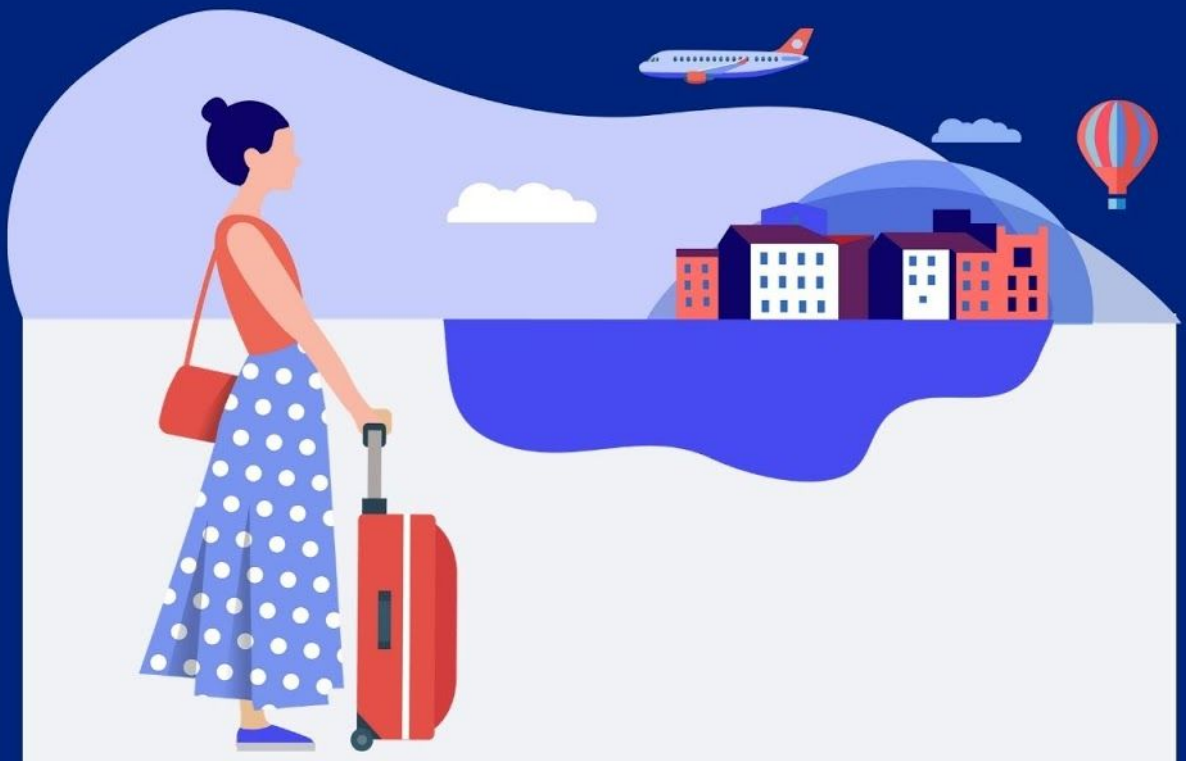

Push Notifications Benchmark Report: Travel & Hospitality

Global and regional benchmarks for clicks and conversions for the travel industry

moengage

Push Notifications Benchmark Report: **Travel & Hospitality**

Overview

Technology has transformed the landscape of all industries. The tourism industry is no exception. According to a recent survey by eMarketer, travel-based mobile apps are the seventh most downloaded app category. Nearly 60% of all smartphone users regularly use travel apps while planning trips. Gone are the days when travellers relied on travel agents for making travel arrangements. With digital tools on hand, people now prefer making their own travel arrangements through portable and user-friendly mobile apps.

Mobile apps have not only improved the travel experience of users but also benefited tourism companies in a big way. The steadily growing partnership between travel and technology is thus not a surprise.

Mobile apps are a great way to remain connected with users before, during and after their travel. By analyzing users' interests, needs and expectations through their browsing history on the app, a travel company can better understand its customers. Companies may offer customized holiday packages to each customer according to their budget and requirements. This will also help in planning future marketing campaigns. Another useful feature employed by most travel apps is a section to collect feedback and suggestions, through which a company can avoid negative publicity and develop an intimate relationship with its customers. The TripAdvisor app is built on these principles. It has become a trusted source of information for travellers.

Souce : TeachAhead Team

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Opt-in for Push Notifications

With the world tilting more and more towards mobile-centric operations, push notifications are becoming a norm for most applications in the 2020s, irrespective of the base operating system they support. Two visible problems currently faced by marketers are Opt-Ins and Deliverability.

Opt-In is the first step of the funnel. It currently stands close to 92% for Android users and is nearly 44% for iOS users. For website users, the Opt-in rate varies from 8% to 15% .

Android has the highest percentage of Opt-ins compared to the other platforms such as iOS and web. This creates the need to strategically scope out and execute an Opt-in strategy to best obtain a larger chunk of the target audience.

The value proposition of signing up for Opt-ins should be made clear to iOS and website users. They need to see the benefits that they can enjoy by subscribing to a relationship with the brand.

Another important question that you could ask yourself as a brand is how does your brand messaging resonate in the market. Are you better known for the exciting ways in which you communicate your stellar marketing projects or are you a very generic mainstream marketing medium? You would be better off if your brand values and image propagate phenomenal communication - this inspires greater trust for the brand among users. Creating such a brand value and image is necessary to gain the trust of the audience and bump up those Opt-in numbers regardless of the platform you wish to communicate through.

While you can do several things to improve your brand image, timing is everything. Prompting users to subscribe to your free services exactly when a relevant action occurs is essential. If you just placed an order, as a user, wouldn't you like to be updated on the status of its delivery? So, the moment that a user places an order for an item is the perfect one to nudge them to subscribe to Push notifications. Similarly, if a user has clicked on five blog articles about fashion, prompt them to subscribe for latest updates from their favorite designers or favorite brands. Asking users when they are at the peak of their interest should ideally yield the positive response that you are seeking.

Don’t celebrate too early. Remember that it’s a marathon, not a sprint. Now that you have maneuvered the first storm, it's essential that you maintain the relationship that you’ve promised your users. Stay committed and provide them with personalized and relevant information. The age old advice on sticking to the basics and keeping communication simple and up-to-date still works. What doesn’t work are approaches to communication that bore users and tempt them to take back the permissions they had once granted. You definitely don’t want to be in such a situation. Keep up with the current trends and don’t be afraid to try something new with small user test groups. MoEngage’s Control Group and machine driven AI advisor Sherpa help you to better communicate with users through the provisioning of multivariate communications and dynamically choosing the best performing variant to get you the best numbers.

What are the different types of Push Notifications?

1. General push campaigns: These are targeted push campaigns that can be scheduled to be sent once or on a periodic (weekly, daily etc.) basis to inform users about promotions, products, features and other things. For instance, if you have a special offer every Tuesday, you can create a general campaign to send weekly push notifications about the offers.

2. Auto-trigger push campaigns: These are automated messaging campaigns that trigger messages based on behavioral rules to re-engage users after funnel drop-offs or drive them towards conversion goals. For instance, if you are an e-commerce app, you can send a reminder to a user 30 minutes after they abandon their cart without completing a purchase.

3. Flow child push campaigns: These are push notifications that are sent using Flows, which are essentially the journeys created to cover a length of the user lifecycle. Multiple communications are sent out based on user activity.

4. GeoFence push campaigns: These are automated messaging campaigns that trigger messages when users enter or exit certain location perimeters to inform them about location sensitive offers, updates etc. For instance, when a user exits an airport, your app can trigger push notifications featuring hotel deals in the vicinity to drive hotel bookings.

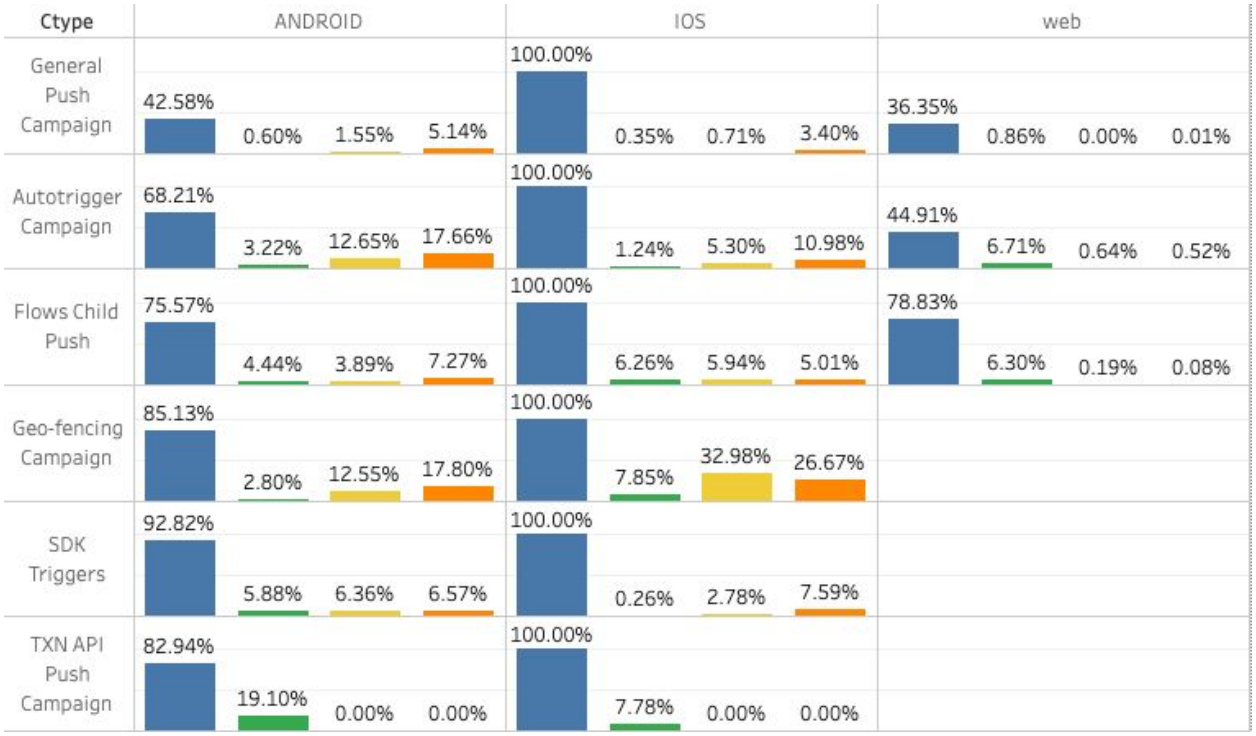
5. SDK trigger campaigns: These are automated messaging campaigns that trigger messages to devices in real time based on activities that users perform on them. These messages can be triggered even when the device is offline. For instance, when you see that users are drifting away from your app or achieving a certain level in a game, you can trigger messages to the device to divert users' attention back to your app.

6. Transactional API push campaigns: These are push campaigns that are sent via an API.

Global Push Notification Performance

We looked at travel apps and recorded for different push campaigns between January to May 2020 for this analysis:

GLOBAL STATS



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Orange: Click through Conversion (conversions/clicks)

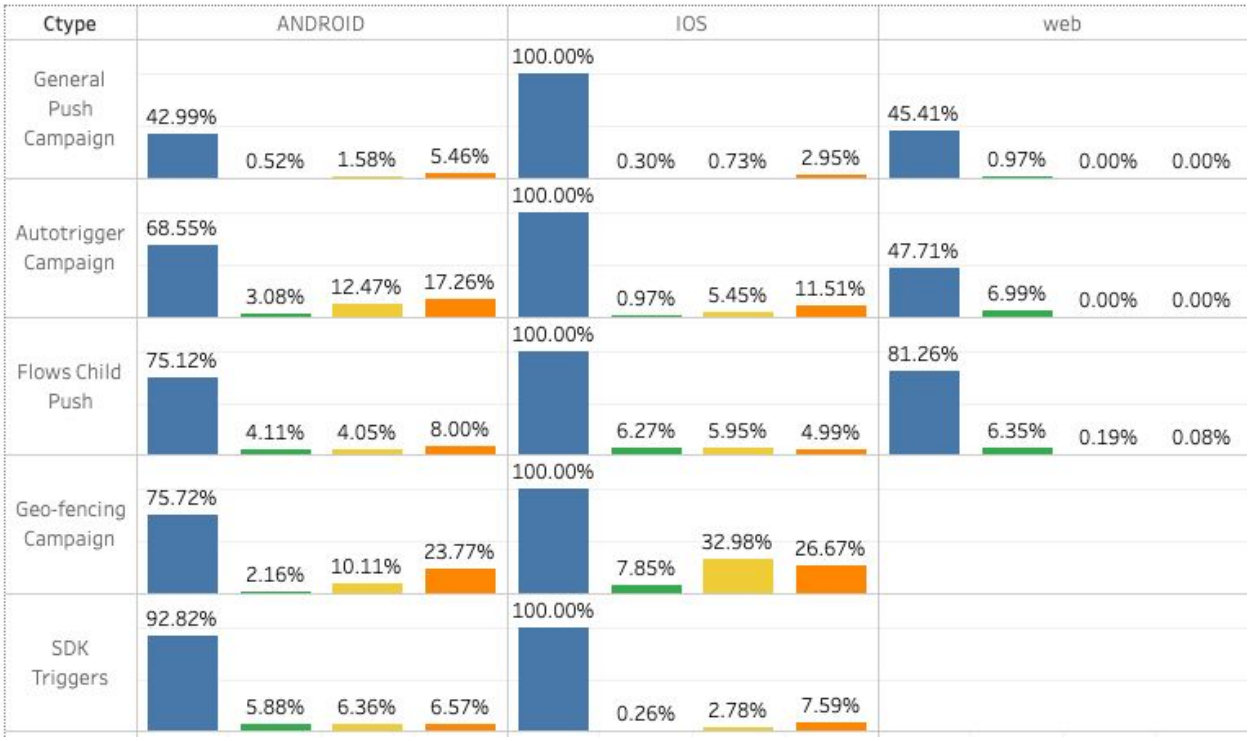
Observations

- Push notification driven via flow campaigns are at the top with great delivery and click through rates, while geo-fencing campaigns have provided the highest conversions for the communications sent out.

- The click through rates for web push notifications via smart triggers and flow campaigns are receiving great traction, but further work needs to be done once users are on the platform to bump up the conversion numbers. This could also be because users prefer to complete booking on mobile applications rather than on the web platform.
- General push campaigns receive the least traction among all campaigns across platforms. Utilizing rich content, contextual personalization and apt timing are the cornerstones of providing great content to users.
- Transactional API campaigns have yielded never-seen-before click through rates. Leveraging the availability of users on the application to push recommendations and a smooth user experience can provide additional cross-sell and up-sell opportunities.
- Most real time user events like payment failure or success occur in gateway portals (outside of the app). These events, when leveraged for Transactional API push, have more traction than SDK Triggers.
- For iOS impression tracking, your tech team should ideally use "Notification Service Extension." Once this service is implemented, you will observe that notifications are received for iOS events under user actions.

Let's talk briefly about these stats for each geography.

INDIA



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Observations

- The Indian market is on par with global numbers for push notifications across campaigns.
- Flow campaigns have the best click through rates and geo-fencing campaigns providing the best conversion numbers.
- The number for general push campaigns remains the lowest. Click through rates appear to be the lowest across all industries for general campaigns. Providing dynamic, rich content along with vibrant images and media files should get better traction for such campaigns.
- Website users comprise a substantial number of click throughs on campaigns but they are low on conversion.. Since a larger number of bookings occur over the web platform, the traction gained from the click throughs for web push notification should be leveraged to increase user engagement and loyalty.

MIDDLE EAST

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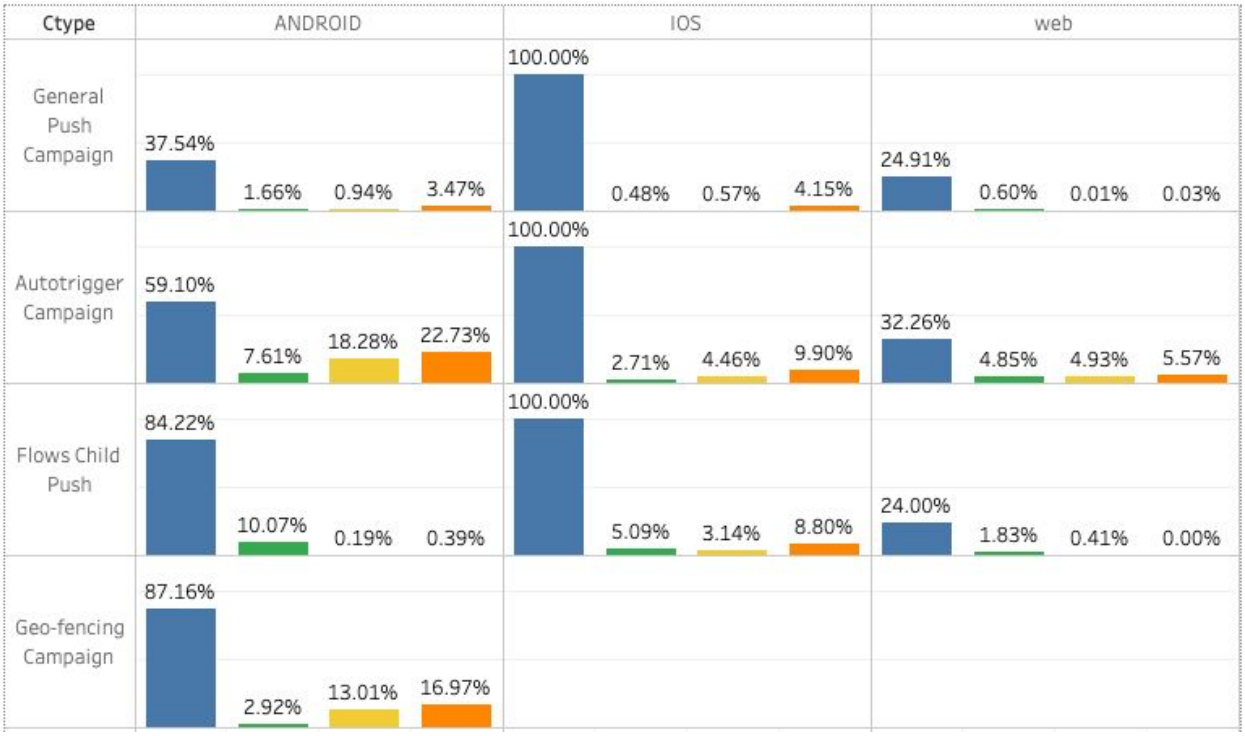
Observations

- The Middle East market sees significant numbers for smart trigger (autotrigger) campaigns, with exceptionally high click through rates and conversions. This shows the benefits of sending relevant content to users at each specifically identified drop-off point and converting such users with the right nudge.
- General push campaigns have been more effective in the Middle East than in any other geography. Conversion numbers are also good.
- Flow campaigns have seen high click through numbers. Conversion through such campaigns has been better in the Middle East than in other geographies.
- Transactional API push campaigns have seen great traction with real time updates on changes and completion of bookings.
- Utilization of geo-fencing campaigns to target users entering hotspot zones is a key aspect the MEA market needs to look into and pick up at the earliest, in order to boost conversions.

SOUTHEAST ASIA



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Observations

- Smart trigger and flow campaigns provide better click through rates compared to the global outlook. Conversion has been better for autotrigger campaigns focusing on specific drop-offs and providing the right actionable content. Here's a quick link to one of our partners in SEA who is leveraging Smart Trigger campaigns to their fullest potential.
- Geo-fencing campaigns have led to good conversions despite average click through rates. Improved content with appropriate offers can provide a significant bump to both click through and conversion rates.
- General push campaigns have a slightly better performance than the Indian and global markets with respect to click through rates, but have low conversion numbers. Content optimization should help to increase these numbers significantly.
- The delivery rates for web users are lower for the SEA market compared to other geographies. However, smart trigger campaigns have led to better conversions for web users, which hasn't been seen anywhere else.

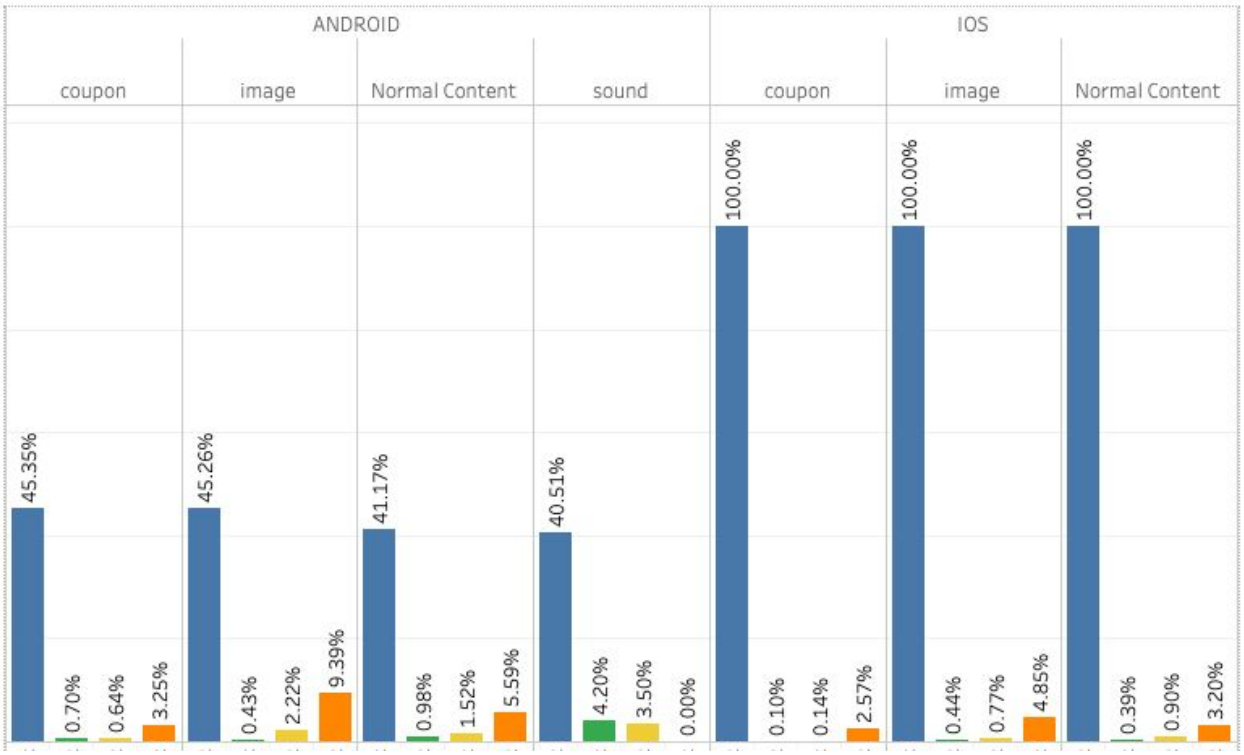
Content Optimization

Does rich content get you more clicks for Push Notifications?

We analyzed some data to understand whether push notification clicks increase when rich content like images, coupons, sound and video (iOS) are added.

GLOBAL STATS

Let's check the global stats for Android and iOS platforms:



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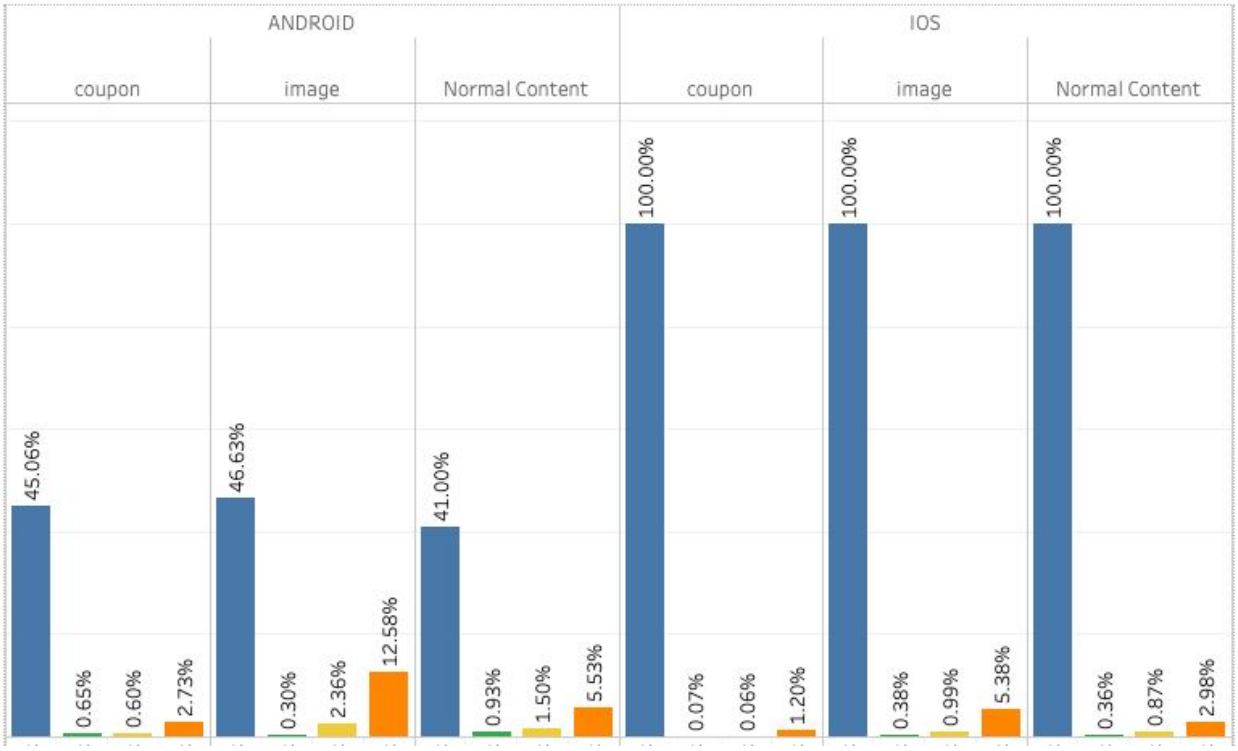
Observations

- For Android users, we have observed that utilizing a custom ringtone for push notifications has yielded the best click through rates among the various types of content communications. Notifications containing images, despite having low click through rates, have provided the highest conversion rates.
- For the iOS user base, push notifications containing images have provided the best click through as well as conversion rates.

- Utilizing rich media content such as gifs, videos and audio or carousel push notifications offering a variety of choices to users with a strong call to action should provide a substantial growth in click throughs for brands.
- To help marketers compete better with push notifications, we have created Push Templates – an exciting new way to craft & deploy beautiful looking notifications within minutes, with zero code. Using push templates, marketers can give their notifications a creative edge, making them stand out and engage more users.
- The impact of different rich contents can be understood by utilizing variants in push notification campaigns to study which content is performing better for a specific audience.

Let's talk briefly about these stats for each geography

INDIA



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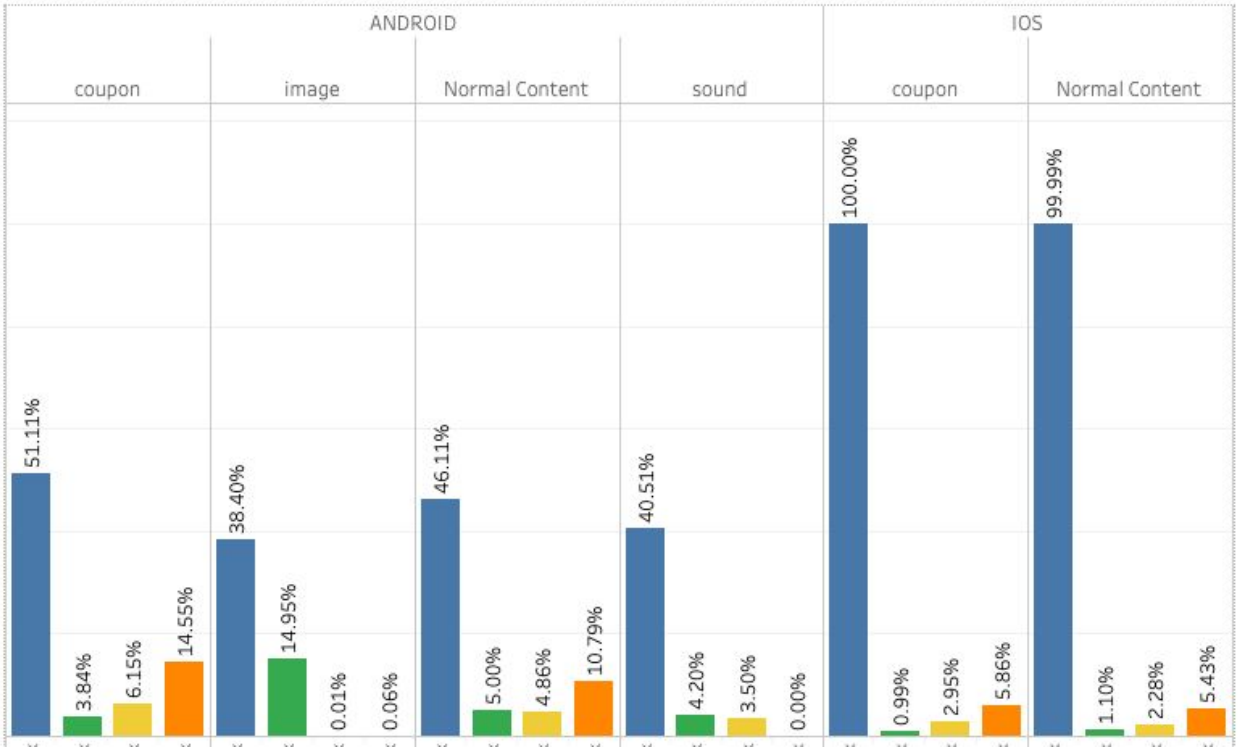
Observations

- The indian market appears to be on par with global statistics, with a similar click through rate for the Android user base. Conversion rate is better than global performance.
- The iOS user base demonstrates a lower click through rate but a higher conversion rate as compared to global statistics.
- The use of rich media files should be explored to provide richer content to users. In addition, carousel notifications provide users with multiple options, similar to a catalog, and nudge them to action. The content and contextual prompts delivered by these means should improve click through rates and conversion.
- Customized ringtones can be used to differentiate specific pushes from general push notification campaigns sent out to users. However, this might turn out to be detrimental and result in uninstalls if overdone.

MIDDLE EAST



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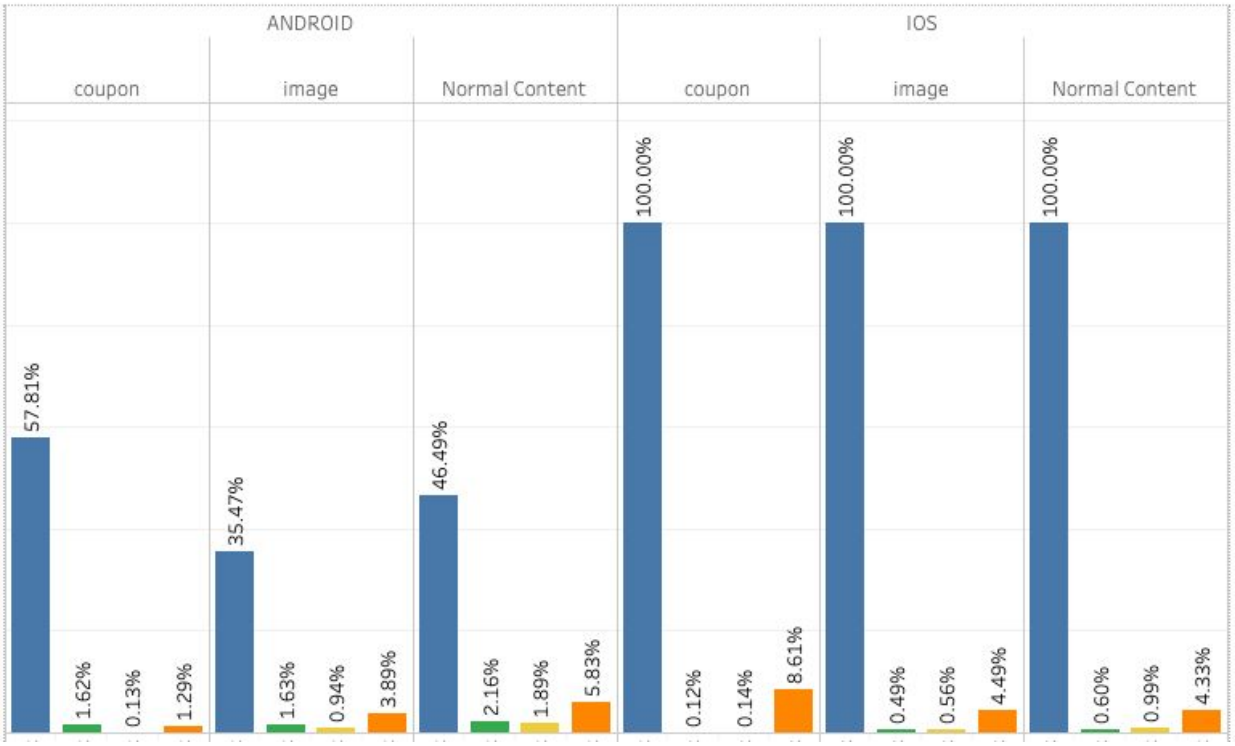
Observations

- For the Android user base, click through rates are higher than global numbers owing to the segmented target audiences for campaigns. The best click through rates are seen for push notifications containing images or crisp and concise text. Conversion rates are the highest for push notifications containing coupons. Custom ringtone has not performed as well to increase click through rates as one would expect, but it can still be utilized to gauge the attention levels of users.
- On the iOS front, brands should utilize additional rich content push notifications to better understand user behavior with respect to performance. Text only push notifications provide a decent click through and conversion rates. Using vibrant images along with relevant product choices can improve the advocacy of the platform utilization.
- Along with the specifically targeted audience, shooting out push notifications which contain information on past user behavior improves effectiveness. Adding dynamic product messaging (DPM) to provide additional information about products, services and relevant recommendations along with images and call to action will better serve users.
- Variants should be utilized to measure and act on the best performing content for push notifications while targeting different audiences.

SOUTHEAST ASIA



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Observations

- For the Android user base, we see better performance than global numbers. Click through and conversion rates are highest for normal content push notifications. Coupon and image push notifications provide a decent click through rate while the conversion numbers are relatively lower.
- The conversion rates are higher for iOS users as compared to the global numbers. Click through rate is highest for normal text push notifications. Coupon push notifications have the highest conversion rate but a poor click through rate. Pairing these two notifications with a specific target audience and contextual content will lead to a significant increment in the number of click throughs and conversions
- Variant campaigns utilizing rich media content, carousels and custom ringtones for push notifications help to understand the traction gained and the conversions obtained by their usage. They subtly differente the appearance of the push notifications to users from the general push notification sent by other brands.

Push Campaigns performance using Personalization.

What are the different types of personalization?

1. User personalization: MoEngage can help marketers send notifications on custom and standard user attributes such as name, personalized coupon codes, city name etc.
   For example, if John Doe is a new user in the app, marketers can allocate to him a personalized coupon code with expiry time to book within 7 days of installing the app.
   Example : Hey Kate, here's your personal coupon code KATE100 to receive 10% off on your first booking!

2. Event personalization: MoEngage can personalize push notification messages on the basis of use cases such as abandoned booking, abandoned sign up or even payment failure.
   For example, if Lana has searched for a trip to Goa but there has been a payment failure when she tried to book, marketers can reach out to her and say "Hey Lana, we see that your payment is incomplete. Click here to complete your booking."

3. Product personalization: MoEngage has the capability to connect product feeds and collect dynamic value, which can be incorporated into push notifications.
   For example, if there are many users browsing the same destination, marketers can reach out to them and send a notification such as " 10x people are looking to book a flight to Guwahati, book yours now to reduce surge pricing."

Personalizing the content of your push notifications can result in a 2x lift in open rates. Personalized content is essential as it engages your users and recognizes and acts on their needs and preferences. Utilize data from user profiles to serve notifications related to your users' preferences.

The more users interact with your products and services, the greater the amount of data available on them and the more we can tailor the content of the communication to resonate with their preferences.

Personalized content can vary from something as simple as including the user's name to highly

contextual information that incorporates an event parameter, real time location, local language, action items and more. The aim of personalized content is to initiate a one-to-one conversation with the end-user rather than delivering a generic blast message to a large target audience. Personalized content adds value by making users feel genuinely engaged.

Even though a lot of aggregated data goes into one personalized communication, the end result must appear natural. MoEngage can personalize a large number of attributes, making content-rich messaging a breeze. Successful marketing designs recognize user behavior, provide value and urge users to take action inside the app or relevant platform.. For example, a push notification could be as specific as, “Hey [James], you haven’t completed [Stranger Things] from your watch list. Come back soon.”

The initial consensus tells us that users are most likely to open push notifications that contain personalized content. But we have seen that users also take longer to open such messages.. If a user receives a generic message at an inappropriate time, they may dismiss it without a thought. However, if users receive a relevant message tailored to an action they want to take, at an inopportune time, they may react differently. They might open the message later, when free, instead of dismissing it altogether. For example, if a user receives an update message from a brand about a new episode being added to their favorite sitcom when they are in a meeting, they may wait until getting home from work to open the message and act on it.

Leveraging features such as Dynamic Product Messaging to provide such personalized content along with personalized call-to-action will present users with highly contextual communication that they are likely to act upon. Understanding the lifecycle stage of the user becomes equally important for truly personalizing the journey and delivering a smooth experience.

Personalized content has seen greater market adoption. Our favorite OTT provider’s suggestions recognize preferences and only pull up interesting content. Our navigation apps predict our commutes to work and find the fastest route. Our customer-centric mobile commerce apps curate shopping feeds personalized to users’ tastes. Applications that adopt rich personalization deliver more value, experience higher engagement, and in turn enjoy more customer loyalty. In other words, apps and devices need to better understand who we are as individuals to retain relevance and grow. Personalization is more than a marketing trend. It’s a necessity.

Push notifications can be an excellent tool for reviving abandons.. By personalizing your messages and sending vibrant images of the suggestions that your users missed (for whatever reason), you can dramatically improve your conversion rate.

Sometimes you won't have all the data you need on each user, so it's best to have a catch-all default value for every tag you use. For example, if you are missing a first name for a user, you could set the default value to "friend" or "there" so your notification would read as "Hello there! [message]"

GLOBAL STATS

Let's have a look at the Global partners using personalization in their campaigns.

Blue: delivery rate of push notifications (impressions/successfully sent)
Green: Click through Rate (impressions/clicks)
Yellow: View through Conversion (conversions/impressions)
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Observations

- For General push notification campaigns, it is seen that utilizing user attribute personalization and product data personalization leads to a significant uplift in the click through rates as compared to communication sent out without any personalization. This is true of both Android and iOS user bases. Using product data personalization from Dynamic Product Messaging (DPM) provides the highest conversion rates out of all personalization variations.

- Smart Trigger campaigns see decent performance even with no personalizations as these usually target dropped off users for the Android user base. The lowest click through rates are observed for push notifications without personalizations but we see substantial increments in click throughs for content that has personalization. Across both Android and iOS, personalization has led to a bump in conversion rates, with user personalization providing the best statistics for both platforms.
- SDK Trigger campaigns which include user or Event data personalization have provided higher click through rates. Incorporating the latest user action information and nudging users to carry on from they left off has yielded higher numbers of clicks..
- Geofence is one kind of campaign where personalization should be explored due to high click throughs and conversions across both Android and iOS platforms.

Let's talk briefly about these stats for each geography.

INDIA

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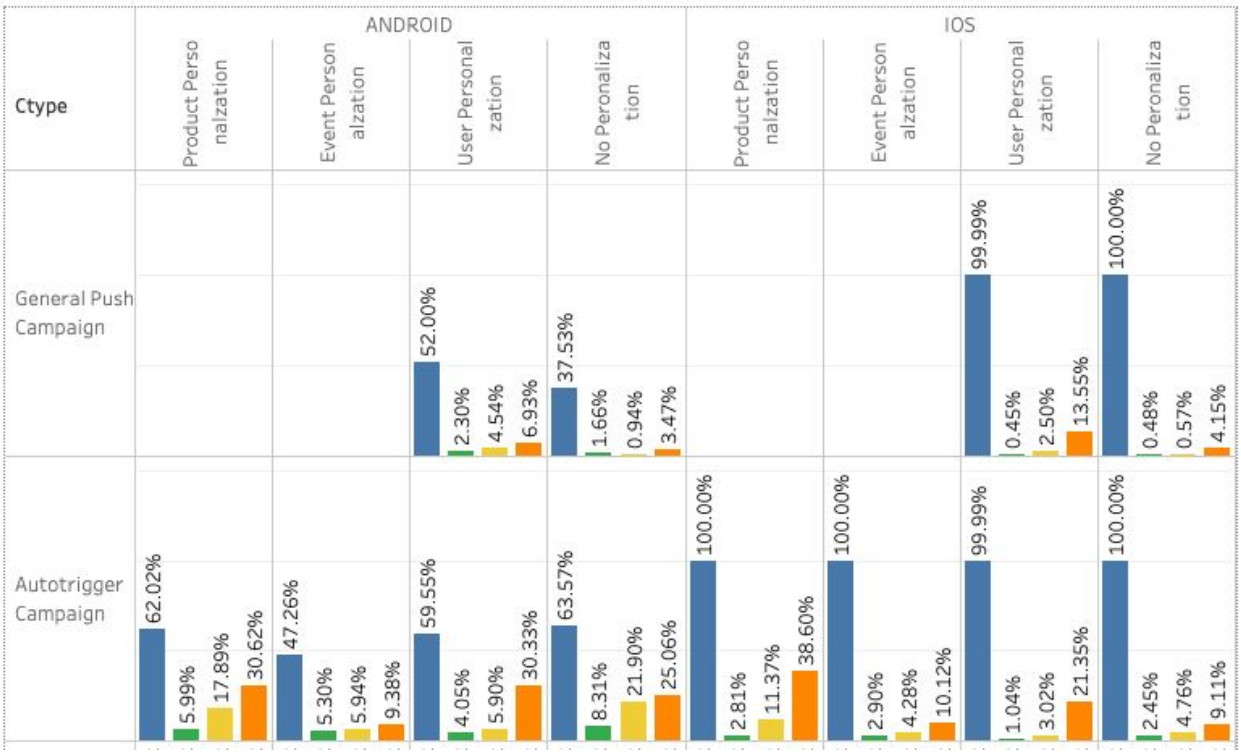
Observations

- For General Push campaigns, the Indian market sees a similar performance as reflected in the global metrics. Click through rates are better for personalized communication for Android and iOS user bases, with Product personalizations providing the best conversions and click through rates for both platforms.
- For Smart Trigger push campaigns, user personalization grabs the top spot for conversions. Small uplifts are noticed overall for communications going out with personalization over the ones without any personalization.
- SDK trigger campaigns see a similar performance as global numbers with higher click throughs obtained from personalization as opposed to communication without any personalization.

SOUTHEAST ASIA



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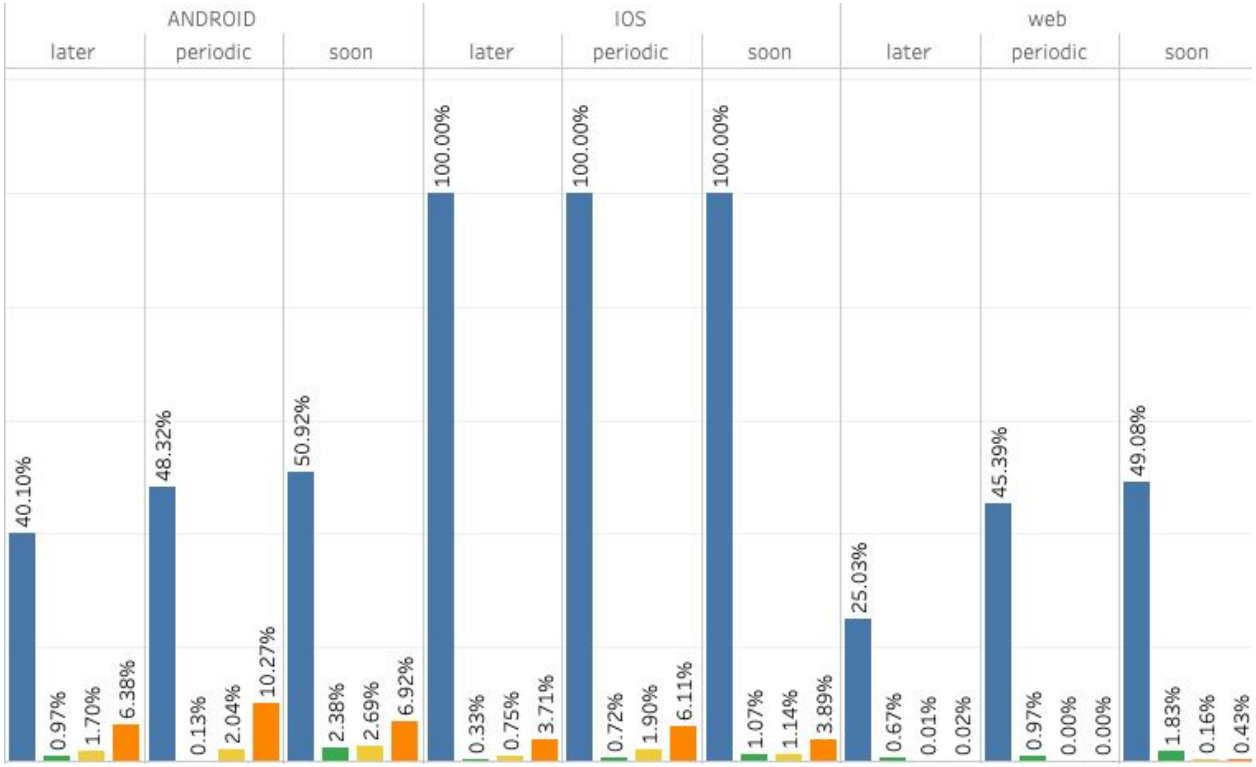
Observations

- For General Push campaigns, the SEA market sees an increase in click through and conversion rates for the Android user base when using personalization over generic communications. For the iOS user base, conversions were significantly higher for personalized content though click through rates were almost equal for communications with and without personalization.
- For Smart Trigger campaigns, the Android user base sees increments in conversion rates when using personalization, click through rates are higher with no personalization. The iOS user base sees a small bump in click through rate with the use of personalization and more than four times higher conversions for product personalization compared to communication without any personalizations.
- The use of personalization needs to be extended to Geofence and SDK trigger campaigns, owing to their higher click through rates. Strengthening relevant communication with personalization should result in even better click through rates and overall conversions across all platforms.

Timing your Push Notifications

GLOBAL STATS:

Let's have a look at the Global partners using different timelines to send push campaigns.



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Timing is Key.

Once you have selected the content, it is essential that you send it out to the user at the right time. Despite having an impeccable punch line, the content might not receive the traction that you are looking for if you don't reach users at the exact time that they are most likely to interact with their devices and are thus approachable and reachable. Sending out communications at non-optimal hours might result in notifications being disabled or even uninstalled by users who start considering them to be inappropriate.

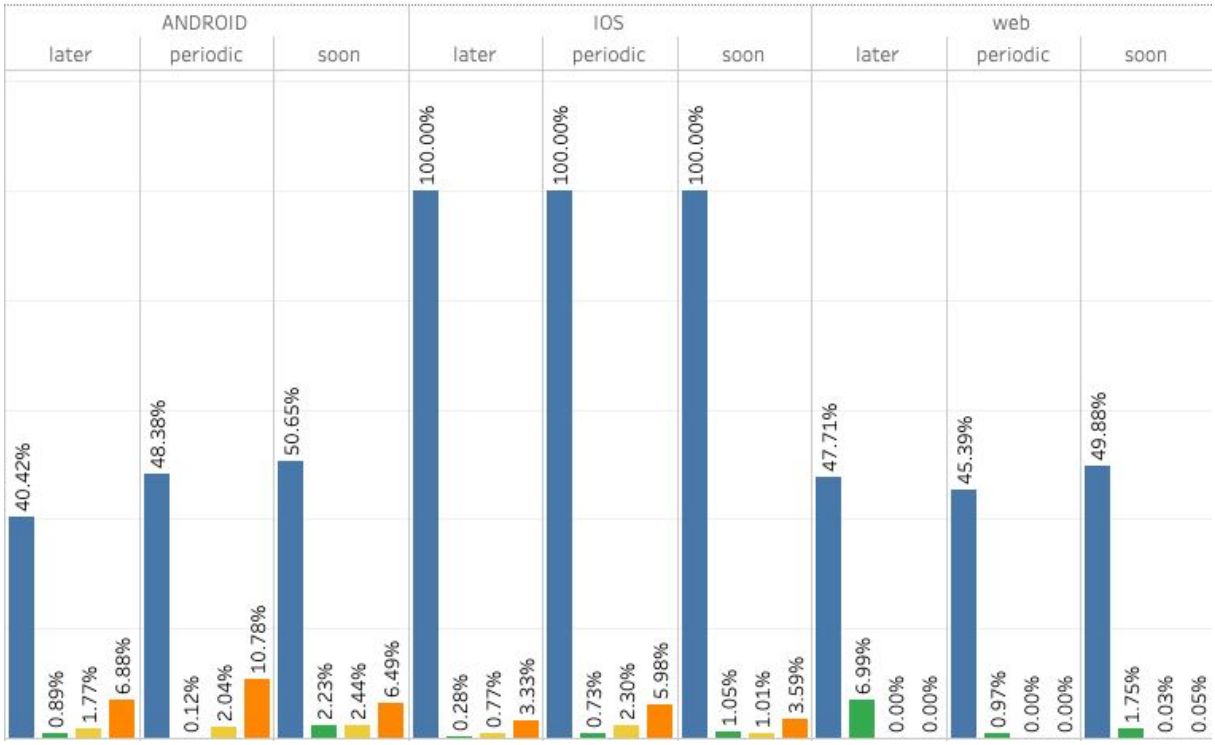
It is imperative for each business to identify time slots when app opens, push interaction and user availability are at their peaks. Timing campaigns to such user actions increases the overall

user interaction with the business. Start by analyzing the time spans during which you see surges of user interaction with the application. Also observe the times at which users interact with your push notification. Identifying and acting on these observations can not only increase your click through rates and conversions but the timely communication with users will also build more trust with them. If you are a sports streaming company, you could even send out a push notification based on real-time events during an ongoing match. This builds on the user's enthusiasm in the moment and adds to the immersive quality and overall viewing experience of your streaming service. Another important aspect to consider is the different time-zones of your global audience. With MoEngage you can simply check a box and we will make sure that the campaign is sent out at the chosen time in the respective time-zone of each user.

Keep a watch on the frequency of communications being sent to users. This would differ based on each user's lifecycle stage and depend completely on the purpose of the push notification cycle for users in the top, middle or bottom funnel. Understand how much is too much for you and never overdo it.

Let's talk briefly about these stats for each geography

INDIA



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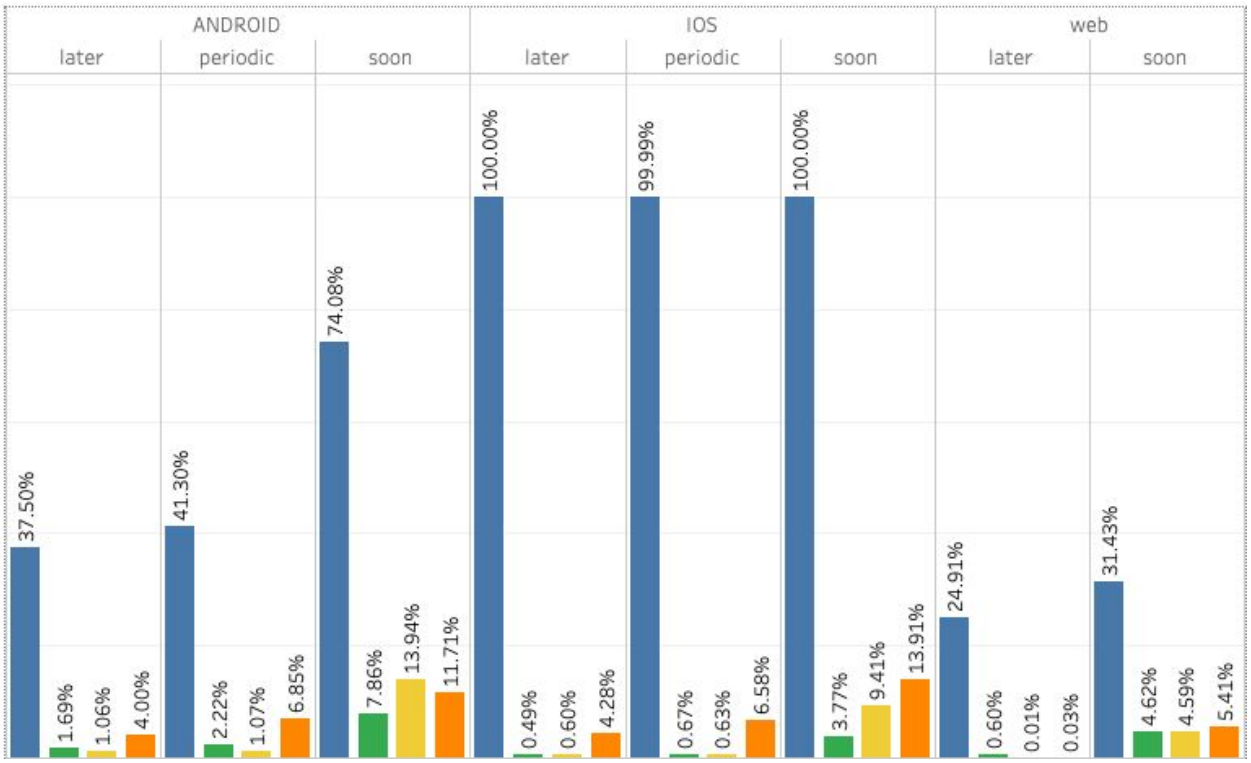
Observations

1. The push campaigns which are sent immediately or are a one time push campaign have similar click through conversions for both IOS and Android platforms for India.
2. The click through rate for immediate sends have definitely been out performing the campaigns which are sent at a different time. This essentially means that marketers have identified the sweet spot to get maximum engagement with their customers.
3. The highest conversion, however, is from periodic push. In the travel and hospitality industry most customers await the “Tuesday Bumper” or “Credit card” or other similar offers. Sending a push notification on such offer days yields the highest conversion numbers.
4. Periodic push campaigns are also a means to re-activate your dormant users by engaging with them once in once a week or more.

SOUTHEAST ASIA



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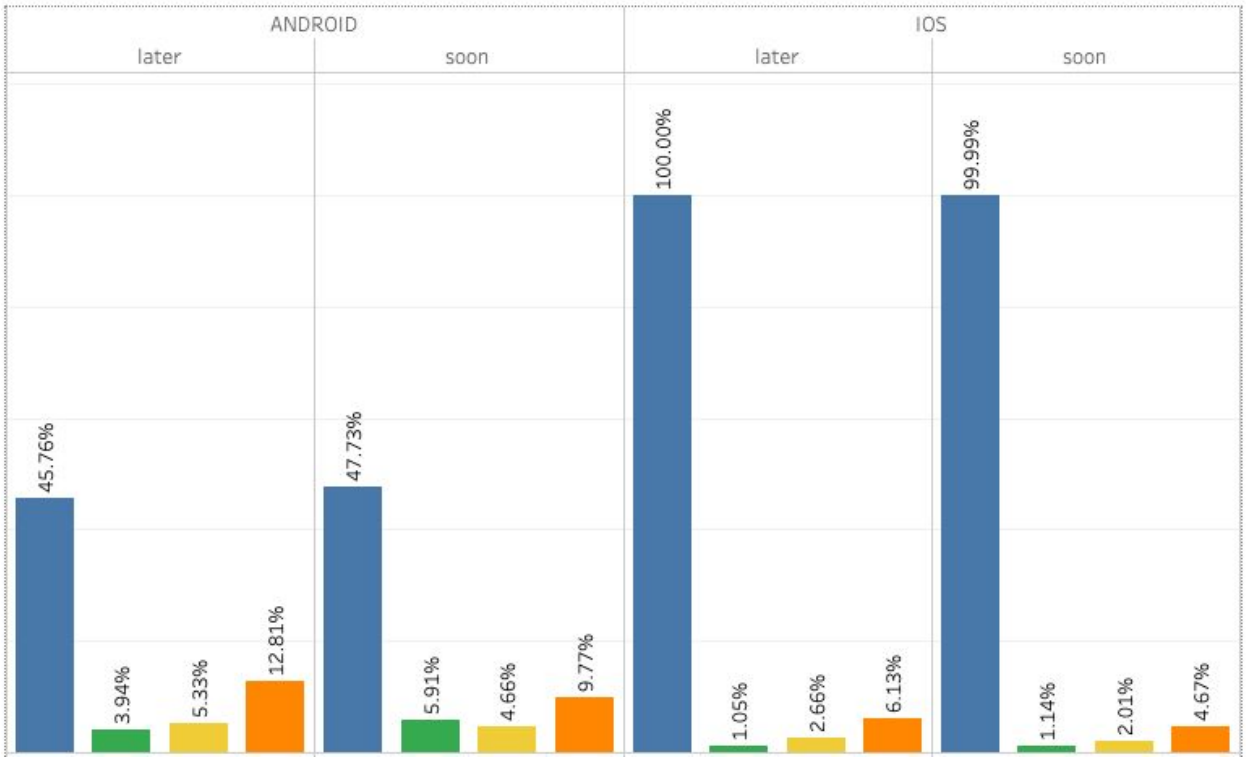
Orange: Click through Conversion (conversions/clicks)

Observations

1. Growth marketers and campaign executors have nailed the right timing to achieve maximum conversion and clicks from their notifications. The notifications which are sent ASAP outperform the global numbers in terms of clicks and click through conversions on all the three platforms.
2. Periodic push notifications have a high click rate for Android and iOS and are higher than the global average.

MIDDLE EAST



Blue: delivery rate of push notifications (impressions/successfully sent)
Green: Click through Rate (impressions/clicks)
Yellow: View through Conversion (conversions/impressions)
Orange: Click through Conversion (conversions/clicks)

Observations

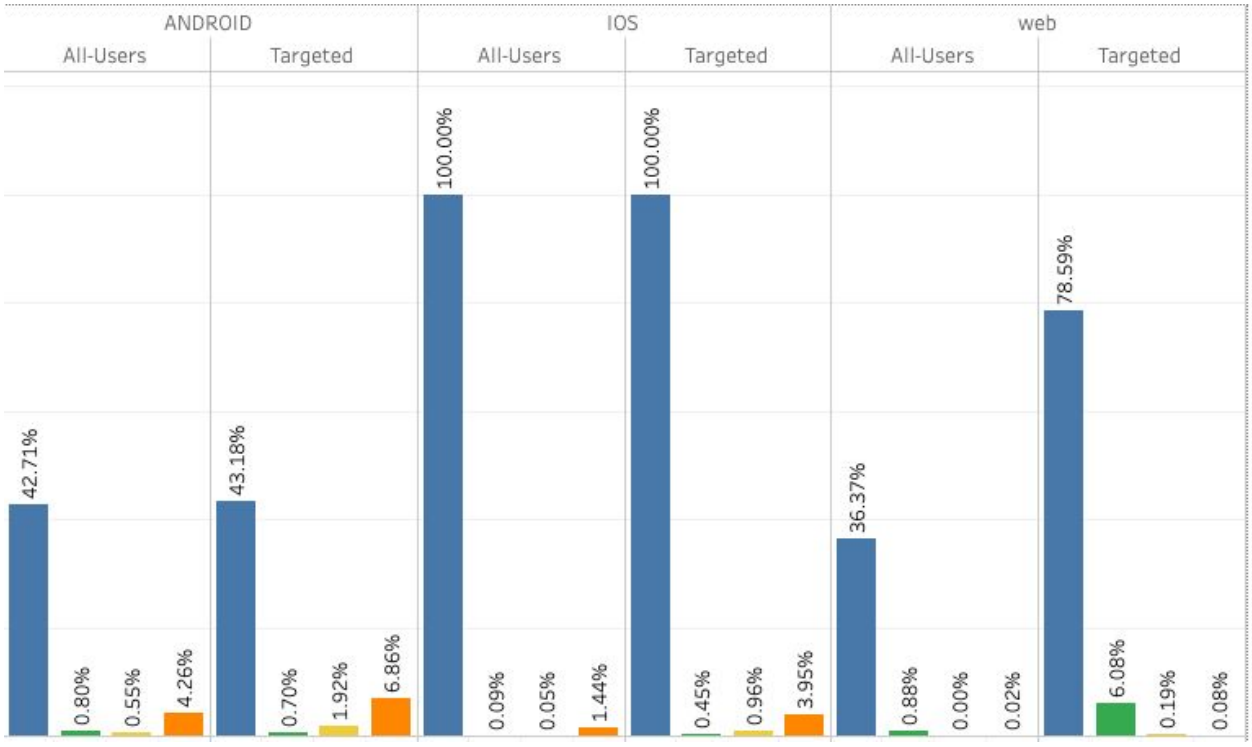
1. Marketers in MEA have not used periodic push campaigns. We encourage clients to use periodic push campaigns as they serve as a constant check on customers who are transitioning towards dormancy. Once your customers become dormant or inactive, periodic push campaigns help in bringing their attention back to the app. As the global numbers indicate, click through conversions for periodic push campaigns are the highest.
2. With a diverse user base and behavior for iOS and Android users in MEA, push notifications for Android users have the highest click rates for both ASAP and later campaigns.

How segmentation boosts push notification performance?

Targeted vs all user-base campaigns

Delivering generic messages to the entire user base might be useful at times. However, utilizing segmentation and finding the right target audience and providing them with personalized communication significantly uplifts the overall conversion and engagement outlook.

GLOBAL STATS



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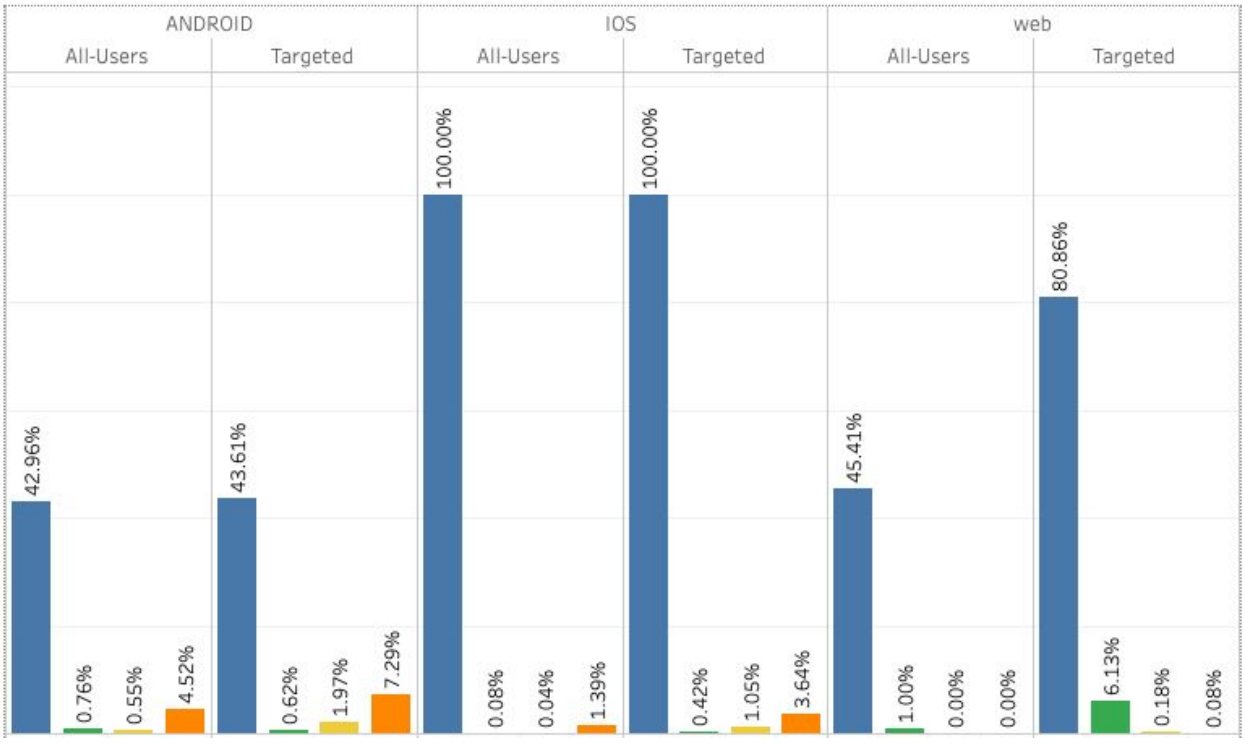
Observations

- The Global outlook shows that a target user audience is more likely to convert as compared to an all-user base campaign. The click throughs for iOS and website are higher for campaigns that run for a segmented target audience. On the other hand, for Android, we see that all-user base campaigns with generic information have led to better click through rates than segmented audience communications.
- The performance metrics show that there are more conversions among Android users compared to iOS users. Leveraging the usage of Push Amp and Push Amp+ to increase the deliverability on the Android devices will provide a significant increase in the overall numbers.
- The segmented web user push notifications has provided good traction, but the conversion numbers are relatively lower. These engaged users need to be provided with hyper-relevant call to action and precise information on landing pages to take in order to boost conversion numbers.
- The conversion numbers across platforms show that a larger part of the revenue is flowing to mobile applications over web platforms, whose contribution is significantly lower.

INDIA



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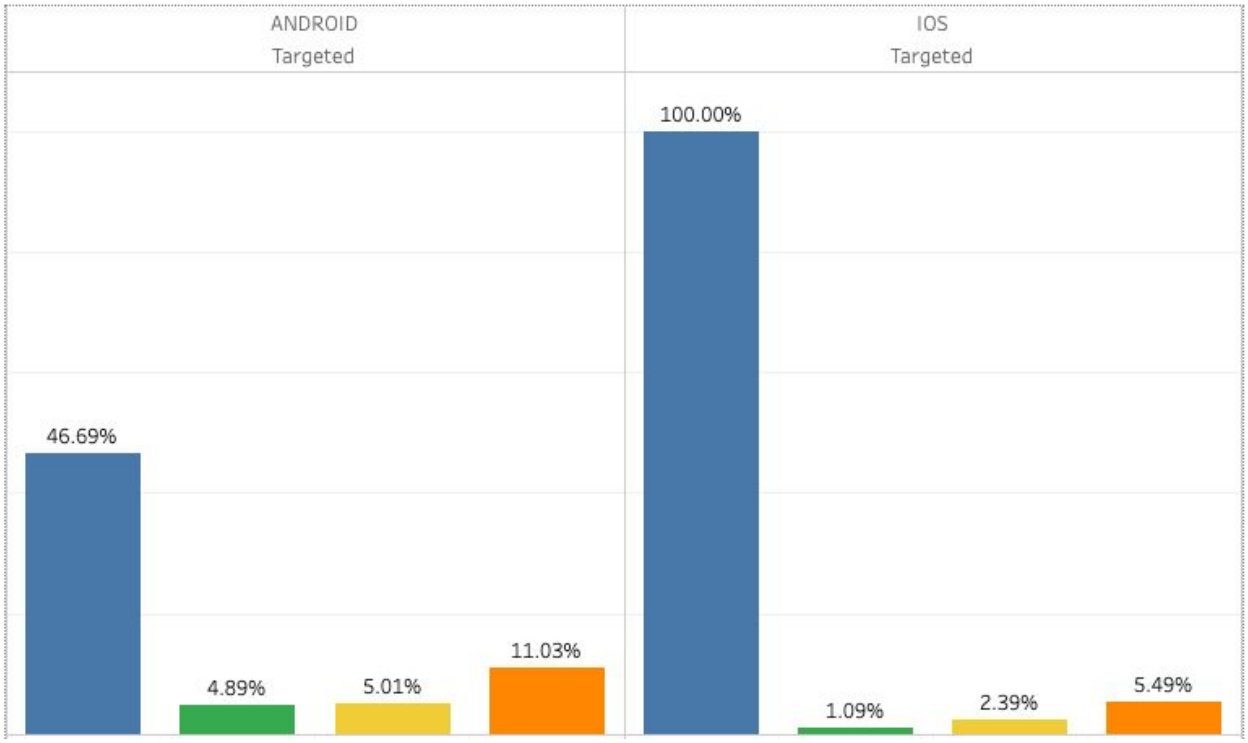
Observations

- The Indian market has performed on par with the global market.
- It is observed that Android users have a lower click through rate with respect to global performance but the conversion numbers are higher. This would imply that the content being pushed out to users has fulfilled the conversion goal but there needs to be more focus on improving click through rates by providing rich, personalized and timely communication to users.
- The general consensus that segmented target audience campaigns provides better conversion rates across all platforms holds.
- The delivery rates across web platforms are higher than the global numbers. For the Android platform, utilization of services such as Push Amp and Push Amp+ should increase the deliverability percentages and provide a significant increment to the number of click throughs and overall conversions.

MIDDLE EAST



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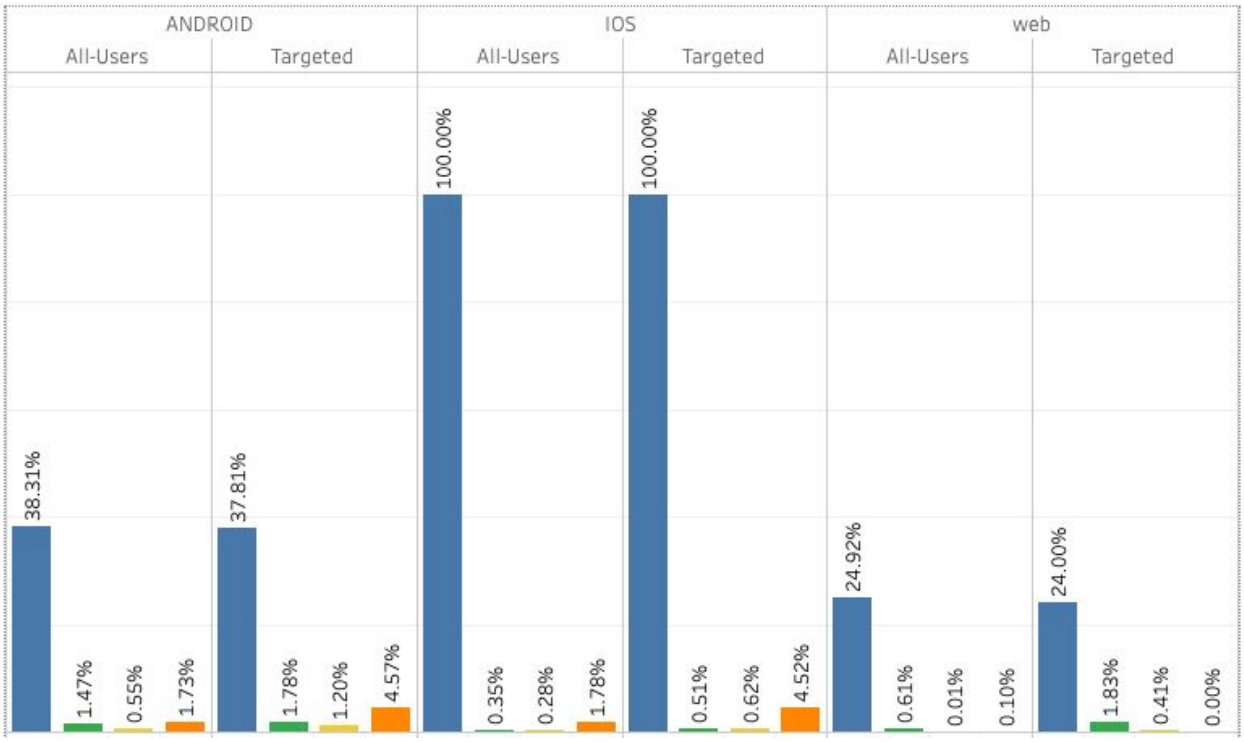
Observations

- The Middle-east market has chosen to target specific user groups that have been segmented based on various properties and user behavioral events. This has resulted in high click through and conversion numbers. Due caution needs to be exercised to ensure that different user personas are targeted with relevant content and appropriate communication is sent out to users in different funnel or lifecycle stages without leaving anyone out.
- The MEA market also sees a high deliverability rate, but this can be attributed to the segmentation, resulting in active and engaged users. Similarly, the utilization of services such as Push Amp and Push Amp+ should lead to a significant bump in the click through and conversion numbers.
- Conversation percentage for Android users is more than double that of iOS users. Android users are contributing a higher overall percentage of the revenue input for the brands. Hence, even small increments on the Android front will lead to higher overall revenue improvements.

SOUTHEAST ASIA



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Observations

- The SEA market sees lower deliverability for Android and web compared to the global numbers.
- The click through rate for Android users is much higher than the global numbers, but the conversions are comparatively lower. The traction obtained from push notifications hasn't been completely effective once the users land on the application. Improvements in overall user experience and relevant call to actions should result in higher conversions across platforms.
- Conversion for segmented target audience is significantly higher than all user campaigns. Focusing on increase in the number of clicks for push notifications will result in better stickiness as well as conversions.
- Utilization of services such as Push Amp and Push Amp+ should increase the

deliverability percentages and in turn significantly increase the number of click throughs and overall conversions.

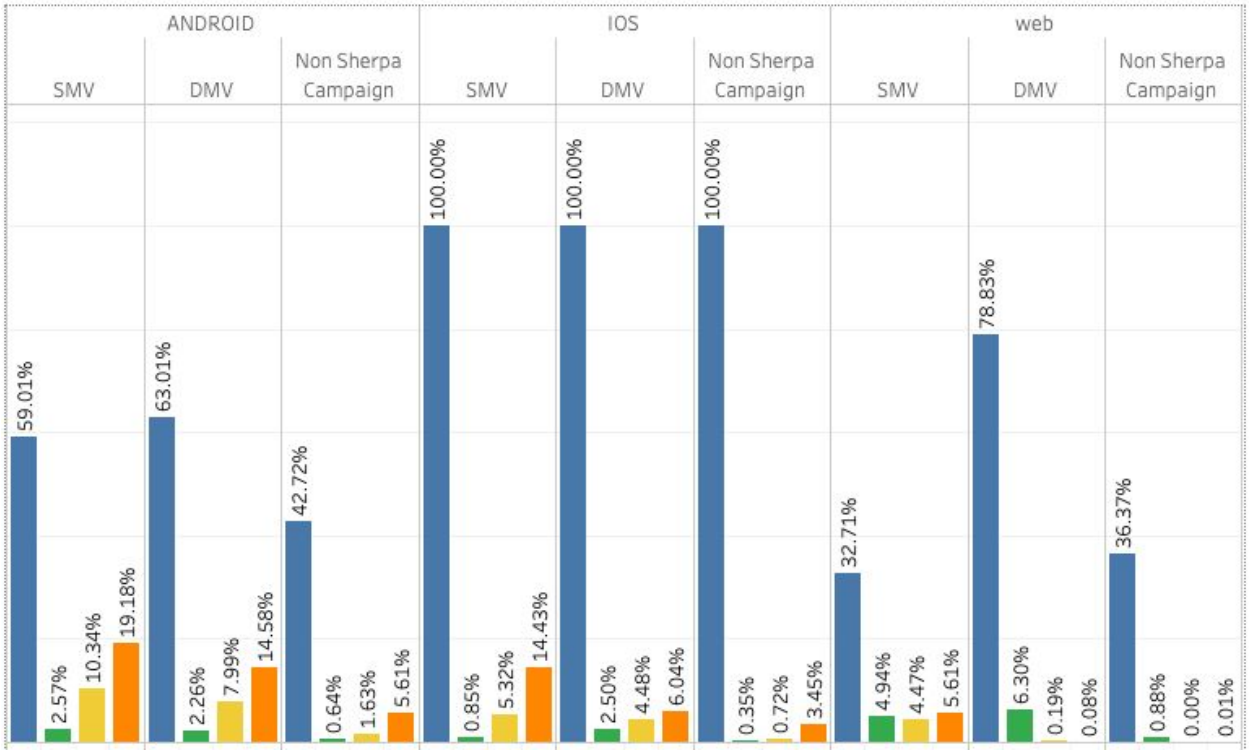
Impact of content optimization on push notification performance

Choosing the right content for you automatically

With the growing popularity of A/B and multivariate testing with control groups, experimenting with and identifying best performing content is very important. Simply put, different audiences behave, differently. What might work for a brand one day might be detrimental the next day. So, it becomes necessary to dynamically shoot out multiple variants of communication to users.

Now, this might seem like a big task. But the fact is that marketers always have a bias about what communication is going to work. Accordingly, they allot a large chunk of user-base to receive such content only. To see their chosen form of communication backfire is a marketer's worst nightmare. To substantiate this argument, we had a look at anonymous data for campaigns being run utilizing our in-house dynamically automated multivariate content feature backed by Sherpa. This system automatically splits users to test and receive high-performing communications in order to boost click throughs and conversions. We compared the results of Sherpa enabled multivariate campaigns with statistically provided splits for communication variants and campaigns involving a single variant of communication. As expected, Sherpa enabled with multivariate content campaigns performed way better than the latter.

GLOBAL STATS



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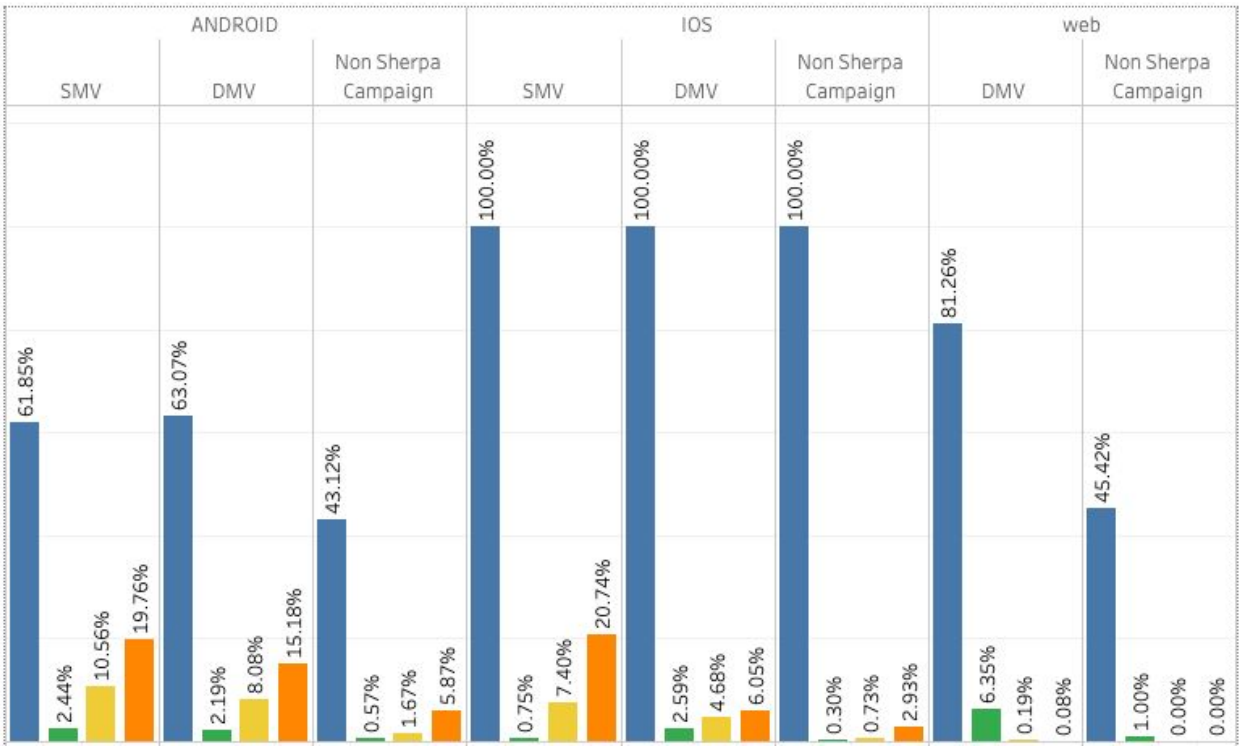
Observations

- Utilizing variants for push notification campaigns shows a significant jump across all platforms for both click through and the conversion rates as compared to simple campaigns with a single content.
- Choosing different variants to understand which content is better suited for a specific target audience and using dynamic multivariate campaigns to automatically allocate user distribution for best performing variants yield higher click through and conversion rates.

INDIA



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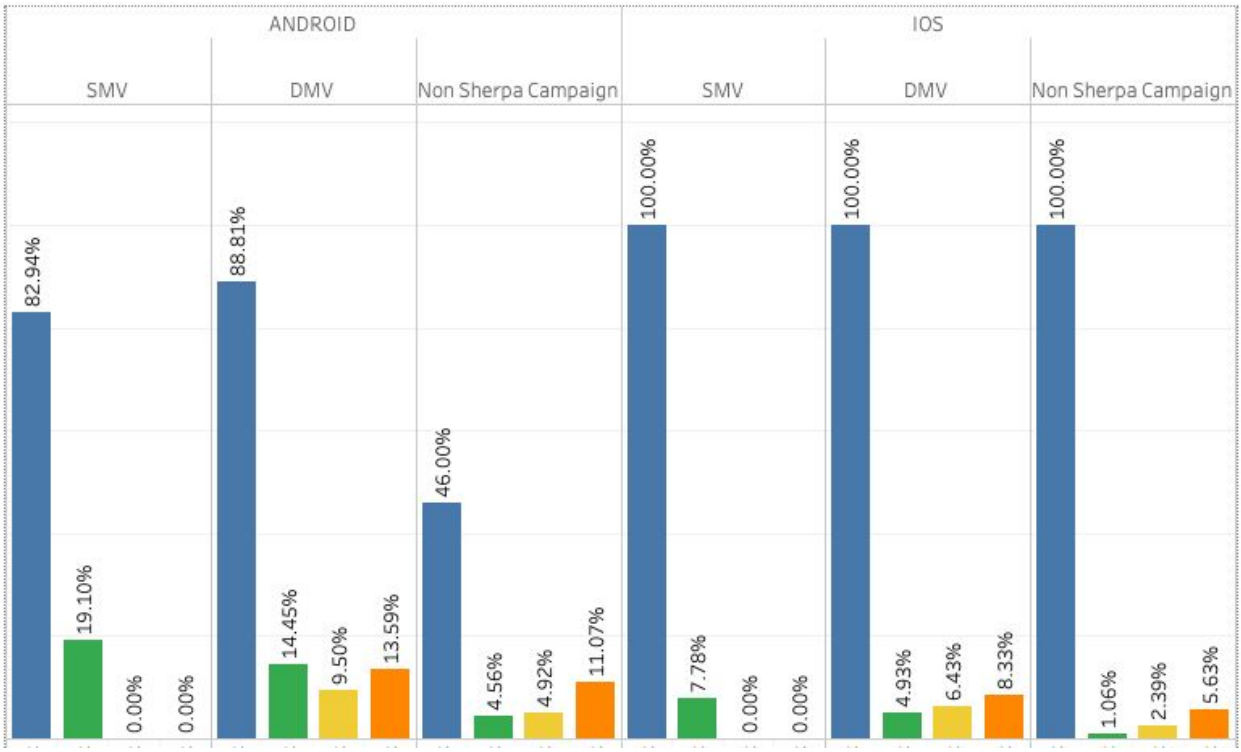
Observations

- Similar to global numbers, the Indian market sees nearly a fourfold increase in the click through and conversion rates for the Android user base with the utilization of variants. For the iOS user base, we see a steep increase in click through rate for DMV campaigns and a twofold increase in the conversion rate. For SMV campaigns, we see a great increase in the conversion rate and a decent increase in the click through rate.

MIDDLE EAST



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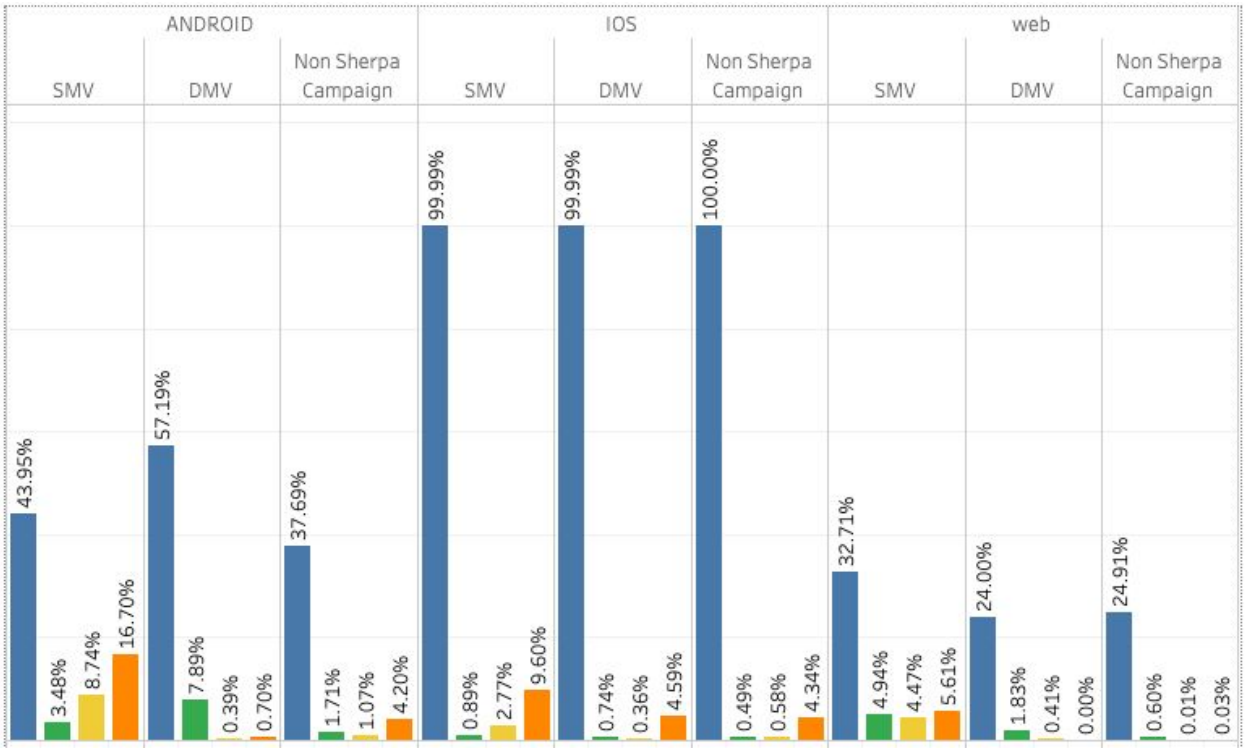
Observations

- Despite the high click through rate and conversions for the Middle East region through segmented target audience campaigns, using variants for push notification still results in a significant increment in the click through rate and conversion numbers for both Android and iOS users.

SOUTHEAST ASIA



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Observations

- The Android SEA market shows great improvements in Click through rates for variant communications compared to simple campaigns. On the other hand, the iOS user base sees only a slight improvement in the Click through rates. For the website user base, a substantial increase in Click through rates has been observed with the utilization of variants for push notification campaigns.

Identify YOUR key metrics

At MoEngage we offer the capability to choose which metrics are most important and contribute most to your brand along with the tools to visually analyze the identified metrics. It's imperative that you identify these benchmarks at an early stage and compare them on a monthly basis to understand what is going great and what requires improvement to yield better results.

It is also important that you evaluate at least twice a year, if not every quarter, whether these metrics continue to be relevant or need to be replaced .

The identification and regular assessment of key metrics make it ever so simple to maintain a sense of direction and performance enhancement for a brand. These standards provide a bird's eye view of operations and clear measures of sustainable business value for your brand and your customers.

Legend

Pn - Push notifications

SEA - Southeast Asia

MEA- Middle East Asia

CTR - Click through rate

AI - Artificial Intelligence

ML - Machine Learning

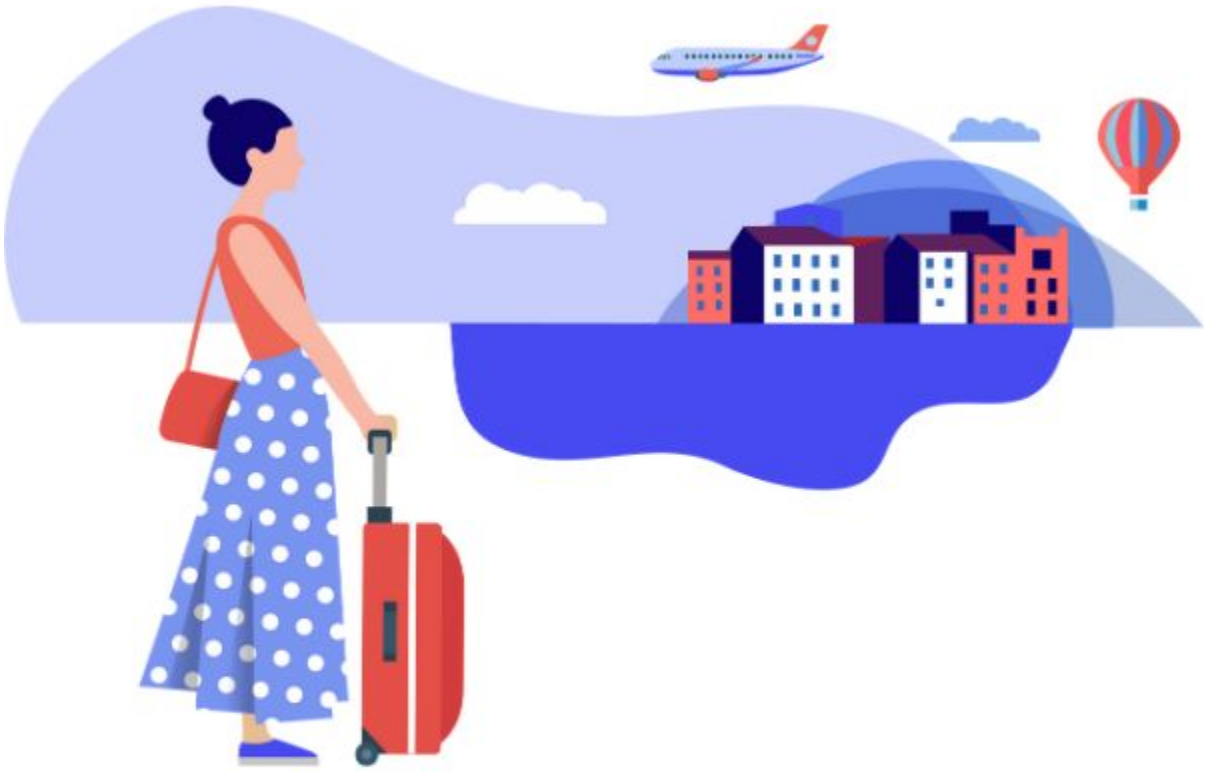
CTA - Call to action

DMV - Dynamic multivariate

SMV - Static multi variant

SDK - Software development kit

Push amp - Push amplification



About MoEngage

MoEngage is an intelligent customer engagement platform, built for the user-obsessed marketer.

With AI-powered customer journey orchestration, personalization capabilities, and in-built analytics, MoEngage enables hyper-personalization at scale across mobile, email, web, SMS, and messaging channels. Fortune 500 brands and Enterprises across 35+ countries such as Deutsche Telekom, Samsung, Ally Financial, Vodafone, and McAfee along with internet-first brands such as Flipkart, Ola, OYO, Bigbasket, and Tokopedia use MoEngage to orchestrate efficient customer engagement.

The recent Gartner Magic Quadrant 2020 named MoEngage as the Leader under Mobile Marketing Platforms. Also, MoEngage has been identified as a Strong Performer in Forrester Wave Mobile Engagement Automation 2020 report.

For more information visit: www.moengage.com