



# Push Notifications Benchmark Report: Ecommerce

Global and regional benchmarks for  
clicks and conversions for Ecommerce  
industry

**mengage**

## Overview

In 2017, the e-commerce industry came to the fore when it surpassed 10% of all global retail sales. Today, e-commerce is a \$2.2 trillion market, and it is expanding at an annual growth rate of 24%, four times faster than the global retail sector.

E-commerce is becoming the key growth engine for retail: Its contribution has risen from 7% in 2012 to 39% in 2017, and we expect it to surpass 50% by 2020.

We can see a ray of hope for the growth of the e-commerce industry amidst the pandemic where the consumer behavior has tilted towards the online retail market in comparison to the traditional brick and mortar stores.

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## Opt-in for push notifications

With the onset of 2020 and with the world tilting more and more to a mobile-centric operation, push notifications have become a norm for the functionality of any application, regardless of the base operating system they support. However, two visibly looming problems are currently faced by marketers: opt-ins and deliverability.

Opt-in, being the first step of the funnel, currently stands at a rate nearing 92% for the Android user-base and nearing 44% for the iOS user-base; however, for the website users, the opt-in rate varies from 8% to 15%.

Android numbers lead the race owing to the opt-in model for its other available platforms. This creates a need to strategically scope out and execute an opt-in strategy that best captures a larger chunk of the targetable audience.

From the iOS and website standpoints, a sense of value proposition and the fact that the users will definitely get an advantage or yield benefits by subscribing to the relationship being offered by the brand must be conveyed well to these users.

Another important question you could ask yourself as a brand is “How does the brand messaging resonate in the market?” Are you better known to voice out stellar marketing projects via communications, or are you a quite generic mainstream marketing medium? Preferably, if your brand value and image are near the higher end of the stellar communication ideology, the level of trust that a user may put into your brand will be on the higher side. Therefore, creating such a brand value and image becomes a necessity to gain the trust of the audience and easily bump up those opt-in numbers regardless of the platform you wish to communicate through.

Although you could do ever so much to work on the brand image, timing is everything. Asking users to subscribe to your free services at the right occurrence of action is essential. “Just placed an order? Wouldn’t you like to be updated on its status of delivery?” This would be a perfectly suitable time to ask them about the subscription to push notifications. “Checked out five blog articles on fashion? We send the latest updates from your favorite designer to your favorite brands, subscribe now!” Asking users to subscribe when they are at the peak of their interest should ideally yield the “yes,” which is what you are looking for from them.

Don’t celebrate too early. It’s a marathon, not a race. Now that you have maneuvered the first

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storm, it's necessary that you maintain this relationship that you've promised them. Stick to your guns and provide them with personalized and relevant information. You must have come across these two words before, but you need to stick to the basics, keep it simple, and be up-to-date. Outdated approaches to communication disinterest the users and give them a chance to take back the permissions they had once given; we definitely don't want that. So, 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 the users along with the provision of multivariate communications and dynamically choose 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, etc. For instance, if you have a special offer every Tuesday, you can create a general campaign to periodically send 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, etc. For instance, if you are an e-commerce app, you can send a reminder message to the user 30 minutes after the cart is abandoned.
3. **Flow child push campaigns:** These are push notifications that are sent using Flows.
4. **GeoFence push campaigns:** These are automated messaging campaigns that trigger messages when users enter/exit certain geographical areas to inform users about location-sensitive offers, updates, etc. For instance, when a user exits an airport, you can trigger push notifications featuring hotel deals to drive hotel bookings.
5. **SDK trigger campaigns:** These are automated messaging campaigns that trigger messages to devices in real-time based on events performed on devices. 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 in real-time.
6. **Transactional API push campaigns:** These are push campaigns that are sent via an API.

## Global push campaign performance

Here are the numbers that we have observed for different push campaigns run by our e-commerce partners on various platforms:

### GLOBAL STATS

Ctype	ANDROID				IOS				web			
General Push Campaign	40.19%	1.15%	2.94%	15.95%	100.00%	0.44%	1.37%	5.79%	24.58%	0.26%	0.87%	2.36%
Autotrigger Campaign	66.01%	5.47%	18.89%	26.64%	100.00%	1.93%	8.31%	18.99%	62.55%	3.78%	3.36%	4.93%
Flows Child Push	66.16%	4.04%	10.99%	23.53%	100.00%	1.12%	3.76%	13.79%	72.03%	3.42%	0.07%	0.28%
Geo-fencing Campaign	86.77%	4.66%	7.66%	5.89%	100.00%	2.92%	1.16%	3.07%				
SDK Triggers	96.95%	6.82%	4.32%	5.32%	100.00%	8.37%	6.42%	7.02%				
TXN API Push Campaign	56.78%	1.43%	0.00%	0.00%	100.00%	0.59%	0.00%	0.00%	87.50%	0.00%	0.00%	

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. The delivery and click-through rates for SDK trigger (real-time trigger) campaigns are the highest. [Click here to understand how marketers leverage RTT campaigns.](#)

- The click-through conversions are the highest for Auto Trigger/Smart Trigger campaigns.
- The delivery rate for web push campaigns is on the lower side for all geographies. [Here are a few reasons why we have seen a difference between “successfully sent” and “impressions.”](#)
- For iOS impression tracking, your tech team should have used the “[Notification Service Extension](#).” Once this service is implemented, you will observe notification received iOS events under user actions.

Let’s talk briefly about these stats for each geography

## INDIA

Ctype	ANDROID				IOS				web			
General Push Campaign	36.73%	1.02%	2.57%	22.73%	100.00%	0.40%	3.26%	14.65%	44.74%	1.31%	0.13%	1.36%
Autotrigger Campaign	83.16%	6.78%	2.88%	7.42%	100.00%	2.66%	6.65%	16.03%	52.91%	4.46%	0.07%	0.35%
Flows Child Push	78.77%	4.73%	12.99%	20.44%	100.00%	2.92%	9.18%	13.95%	68.73%	2.53%	0.11%	0.60%
SDK Triggers	96.94%	6.81%	4.33%	5.33%	100.00%	8.37%	6.42%	7.02%				

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### Observations

- The average general push delivery rate for Android in India is lower compared to the industry benchmark. There are multiple reasons why the delivery rate is low in India; please refer to our comprehensive analysis [here](#).

- The click-through conversion for Android and iOS for general push campaigns are higher than the industry average.
- The reachability of web users across India is 44% higher than the global average.
- The auto-trigger campaign resonates best with iOS users as the click-through conversion rate is the highest for iOS.

Mo Tip: Allow [Sherpa](#) to define the right time to send notifications to your customers.

- The click-through rates for SDK trigger campaigns are at par with the global average.

## SOUTHEAST ASIA

Ctype	ANDROID				IOS				web			
General Push Campaign	46.39%	1.24%	3.84%	9.74%	100.00%	0.51%	2.01%	6.92%	24.02%	0.15%	0.96%	3.96%
Autotrigger Campaign	62.50%	5.11%	23.27%	33.63%	100.00%	2.03%	10.50%	22.97%	74.15%	2.57%	7.24%	15.13%
Flows Child Push	60.07%	3.48%	11.34%	29.71%	100.00%	1.06%	4.96%	22.21%	69.75%	4.08%	0.00%	0.00%
Geo-fencing Campaign	86.77%	4.66%	7.66%	5.89%	100.00%	2.92%	1.16%	3.07%				
TXN API Push Campaign	56.79%	1.42%	0.00%	0.00%	100.00%	0.59%	0.00%	0.00%				

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## Observations

1. The general push delivery rate in SEA is higher than the industry benchmark by almost 13%.  
Mo Tip: Click [here](#) to understand how you too can boost the delivery rates for your Android users. Higher reachability will help you achieve better conversions.
2. The click-through conversion for general push campaigns for Android is lower than the global average, whereas that for iOS is higher.
3. The reachability of web users for Auto-trigger campaigns is higher than the industry standard.
4. Geo-fence campaigns help drive your conversions from offline stores, and SEA e-commerce partners have found the sweet spot of their customers.
5. The SEA e-commerce companies that have a solid online brand image along with an offline store presence have utilized the geo-fencing campaigns to provide users a nudge by informing them of the availability of their favorite store just about a few meters away.  
Mo Tip: The Indian and MEA markets can also leverage the success received by their neighboring regions with the help of geofencing campaigns, provided they have offline stores located in hotspot areas such as malls, galleries, or hyper-marts. By providing reminders on the presence of such nearby stores, the customer provides another option to a set of users who prefer to try out products in person before completing the checkout either online or offline based on the best price they can get.

## 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. As compared to APAC countries, the Android devices in MEA are more reachable, and hence, the delivery rate for Android is higher in MEA.
2. The Auto-trigger web campaigns have the highest click-through rate in MEA.
3. The click-through conversion for general push campaigns is low in MEA.
4. However, the click-through conversion for iOS is higher in comparison to all the platforms.

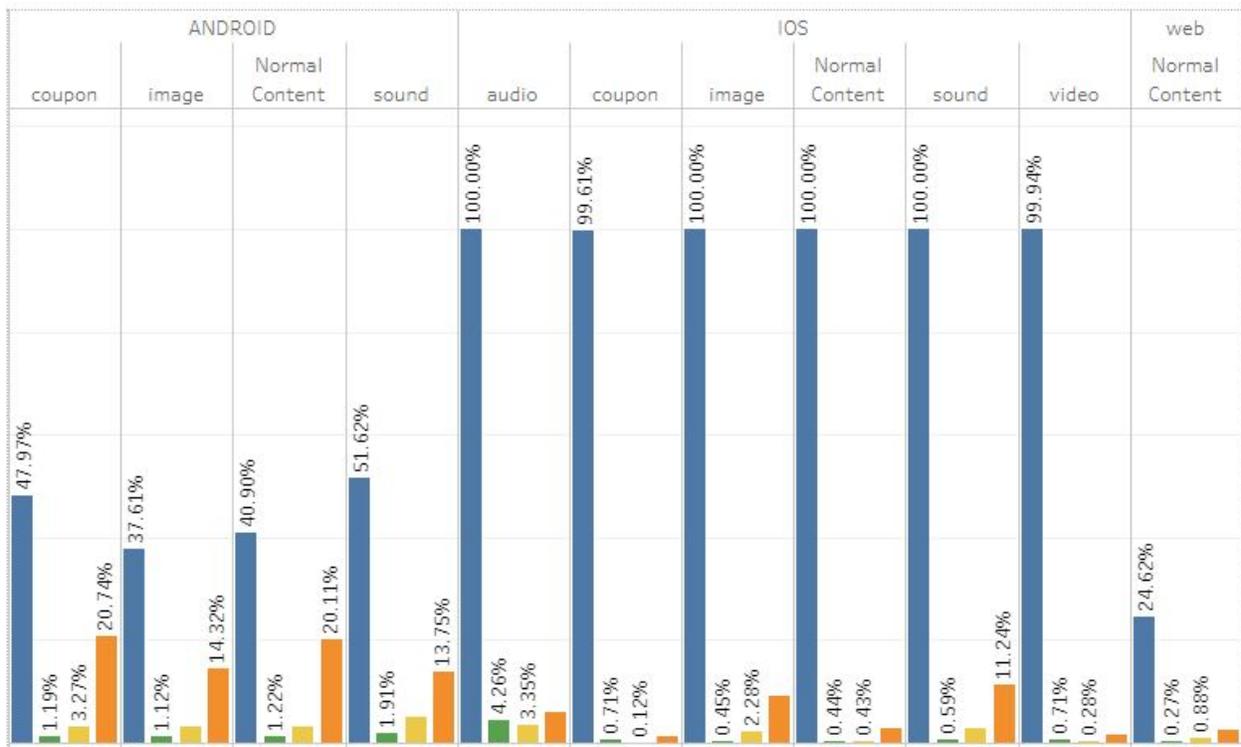
# Content Optimization

## 1. Does rich content get you more clicks in the Push Notifications?

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

### GLOBAL STATS

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



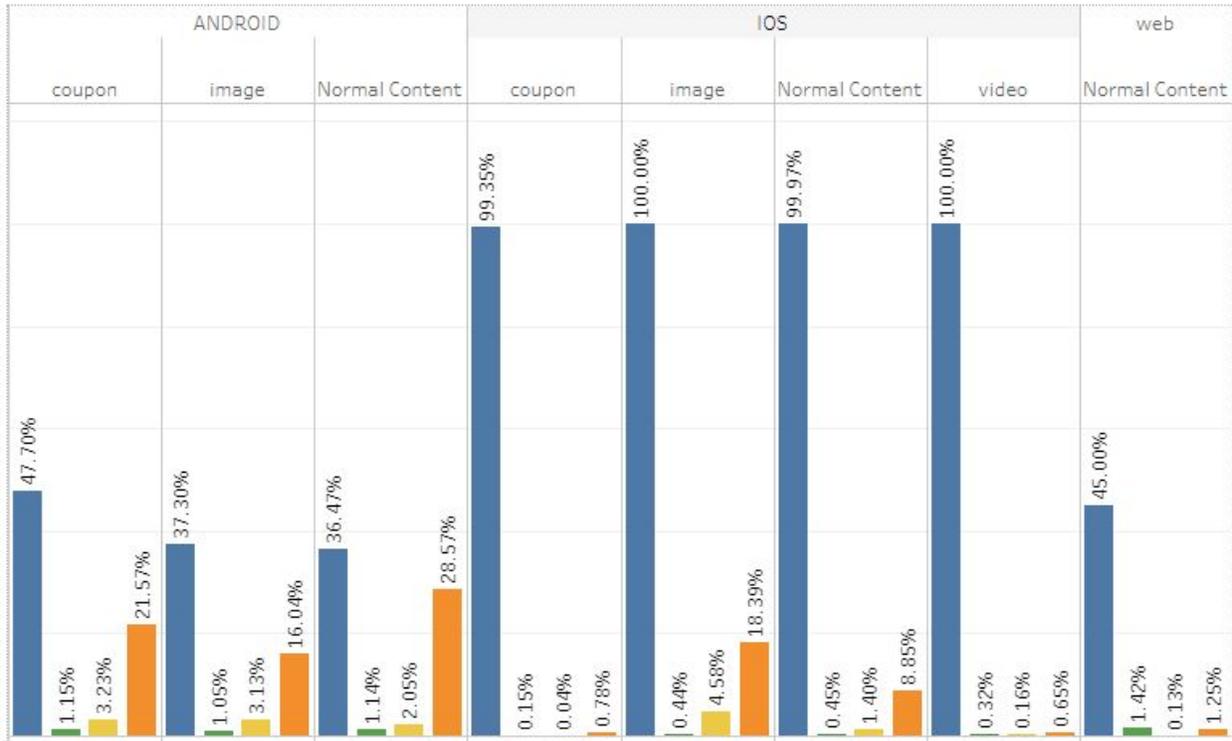
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## INDIA



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 Orange: Click-through Conversion (conversions/clicks)

## Observations

1. For Android users, coupons provide higher performance in CTR and conversions as compared to those provided by image content push notifications [1.04% to 1.15% CTR and 16% to 21%.5 conversions].
2. The CTR for general content campaigns has been high nearing 30% conversions; however, CTRs are the same as those of coupons. It would seem that the Android crowd is more aware of what they are getting into and when and what exactly they'd like to shop on.
3. Crisp relevant communications appear to be the way forward here (also, the sale content doesn't usually involve coupons; rather they incorporate direct discounts on products and categories to gauge attention).

4. For iOS users, coupons don't provide good CTRs (0.15%); however, image and push notifications provide similar CTRs (0.44% and 0.45%), and the conversions are high for image push notifications, which is a good sign and should be utilized more by the marketers to pump up the numbers!
5. Video rich content involves more attention towards the video and less towards the content. Low CTR (0.32%) and low conversion percentages are observed here owing to the long-press feature required to view the video. A bit of A/B testing might be required here to better understand the responses of users for video content (also, conversion rates are quite poor at 0.65%).

## MIDDLE EAST



Blue: Delivery Rate of push notifications (impressions/successfully sent)

Green: Click-through Rate (impressions/clicks)

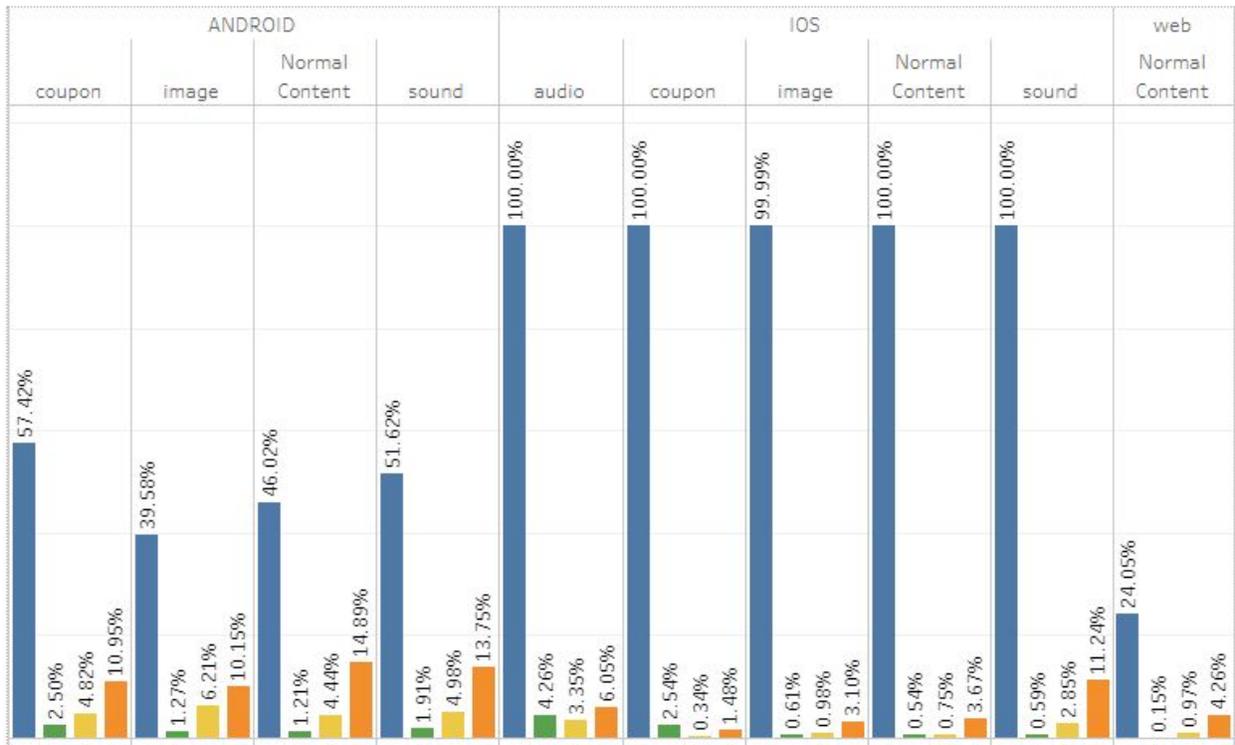
Yellow: View-Through Conversion (conversions/impressions)

Orange: Click-through Conversion (conversions/clicks)

### Observations

1. For Android devices, image content push notifications provide a high CTR and a slight bump in the conversion rate as well, followed by push notifications that provide the second-best performance and coupon push notifications that provide the least performance.
2. More attention to image communication appears to be quite helpful to the end customers.
3. For iOS users in MEA, unlike the Indian market, the best response is achieved for video-rich push notifications (0.89% CTR and 1.64% conversion), and image and normal content push notifications provide similar CTRs; however, the push notifications provide a higher conversion percentage amongst the two. In contrast, coupon push notifications seem to be the least performing push notifications. So, push notifications including images and videos could be a good practice to establish a good communication strategy.

## SOUTHEAST ASIA



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. In the SEA market, the normal content push notifications are the least interacted with for both Android and iOS.
2. For Android users:
  - Coupons provide a 100% bump in the CTR over normal content push notifications even though the conversion rate is the highest for push notifications.
  - Using a custom ringtone also provides a 50% bump in the CTR although a slight drop in the conversion rate is seen.
  - Coupons and images provide the lowest conversion rates of about 10%.

- Custom ringtones and coupons provide better CTRs, but to increase the conversion numbers, further action via In-app notifications and user-friendly app navigation should be employed.
3. For iOS users:
- Audio rich push notifications provide a high CTR (700% uplift in CTR and 80% uplift in conversions as compared to those with push notifications), and coupons provide a 400% uplift in CTR.
  - However, the conversion rate provided by coupons decreases when compared to that of the normal content.
  - By adding a custom ringtone to push notifications, a CTR similar to that of normal content push notifications, and a higher conversion rate is observed (11.24% to 3.67%).
  - So, coupons clubbed with custom ringtone will provide high CTRs, and more attention to in-app behavior and user experience along with proper redirection using In-app notifications should boost up the conversions as well.
- Coupon codes: For iOS users, clicks based on coupon code are 0.71%, and that for Android users is 1.91%, which is 67% higher than that for iOS users.
- Mo Tip: You can personalize a coupon code for a new user to get that extra click!

## 2. Let's analyze the Push Campaigns performance using Personalisation in your messaging.

### What are the different types of personalization?

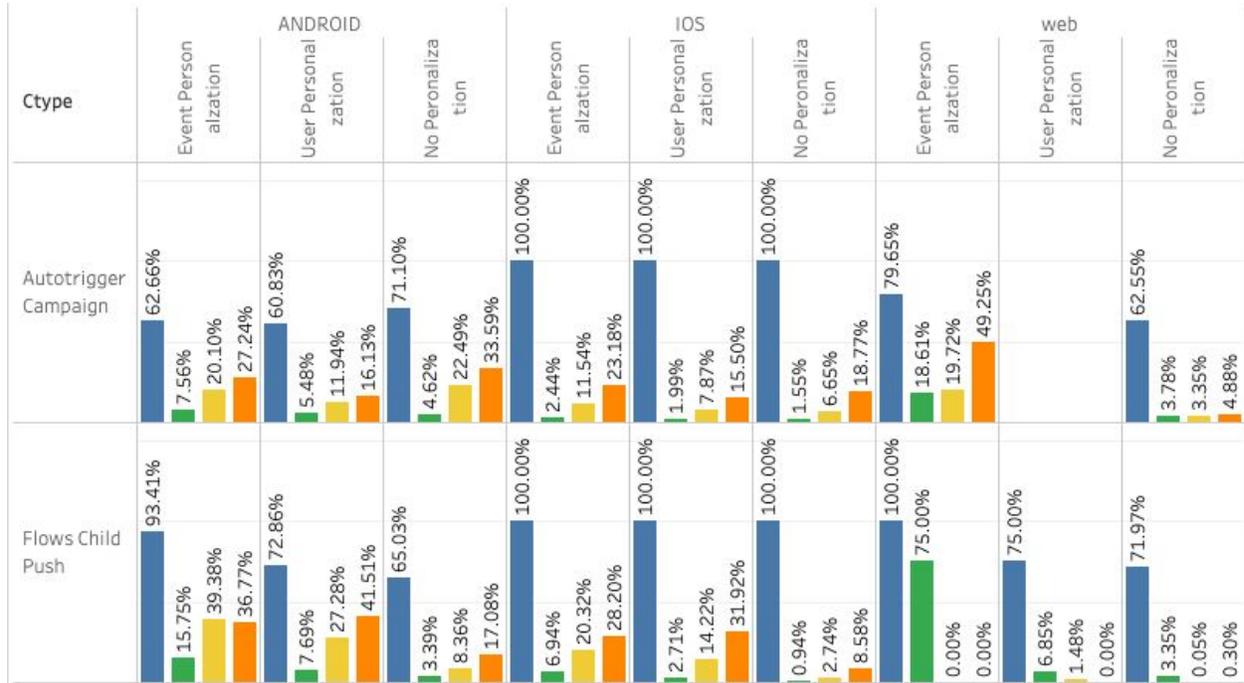
1. User personalization: MoEngage can help marketers send notifications on the custom and standard user attributes like name, product/ brand affinity, personalized coupon codes, city name, etc.  
For example, if John Doe is looking to buy a pair of blue Nike Shoes, MoEngage helps marketers reach John by sending him a notification stating: "Hey John, Here are some

more trending collections! Use Coupon code JOHN500 and get 30% off now.”

2. Event personalization: MoEngage can personalize push notification messages on the basis of an event attribute like product name, product price, product color, and brand. For example, if John has added a pair of shoes to his cart, send him a personalized notification stating: “Hey John, Those Black Jordans will look amazing on you. Grab the Nike Shoes before the stock is over!”
3. Product personalization: MoEngage has the capability to connect product feeds and collect the dynamic value, which can be added in the push notification. For example, if you want to show stock alerts and price changes or add multiple products that are pending in the cart via a dynamic product feed, it is all possible through product personalization.

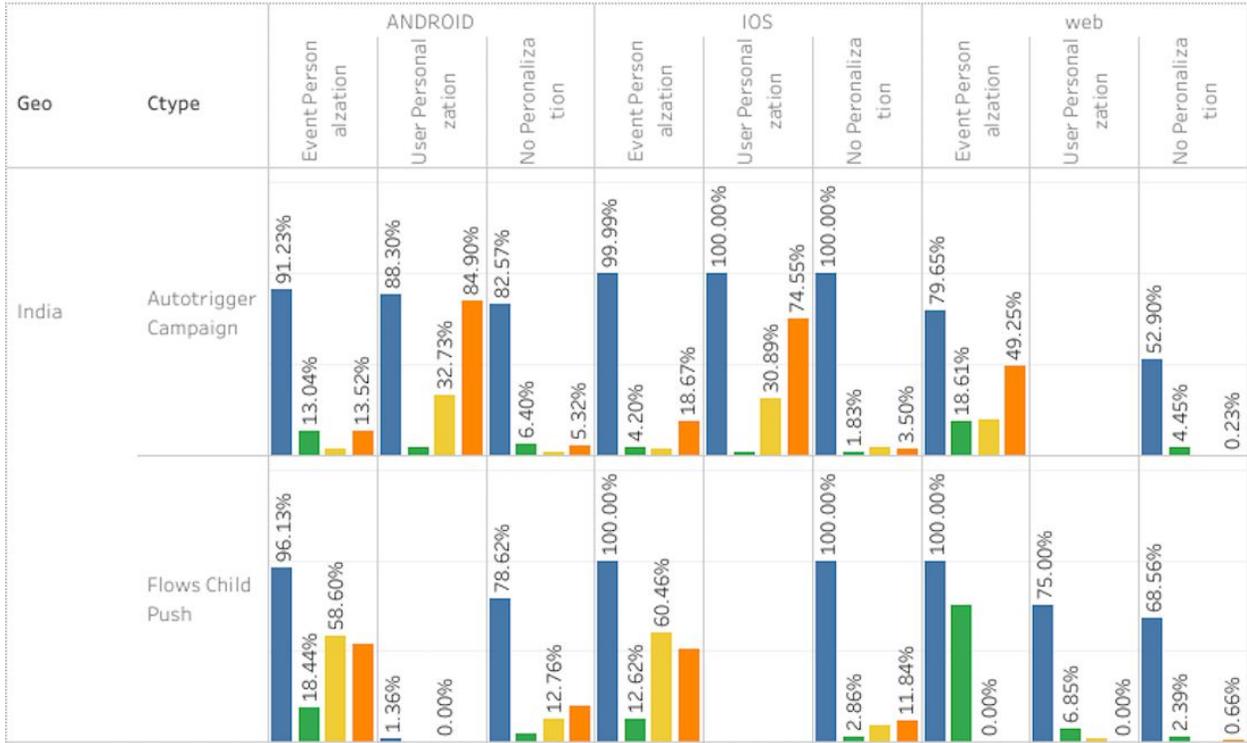
# GLOBAL STATS:

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



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# INDIA

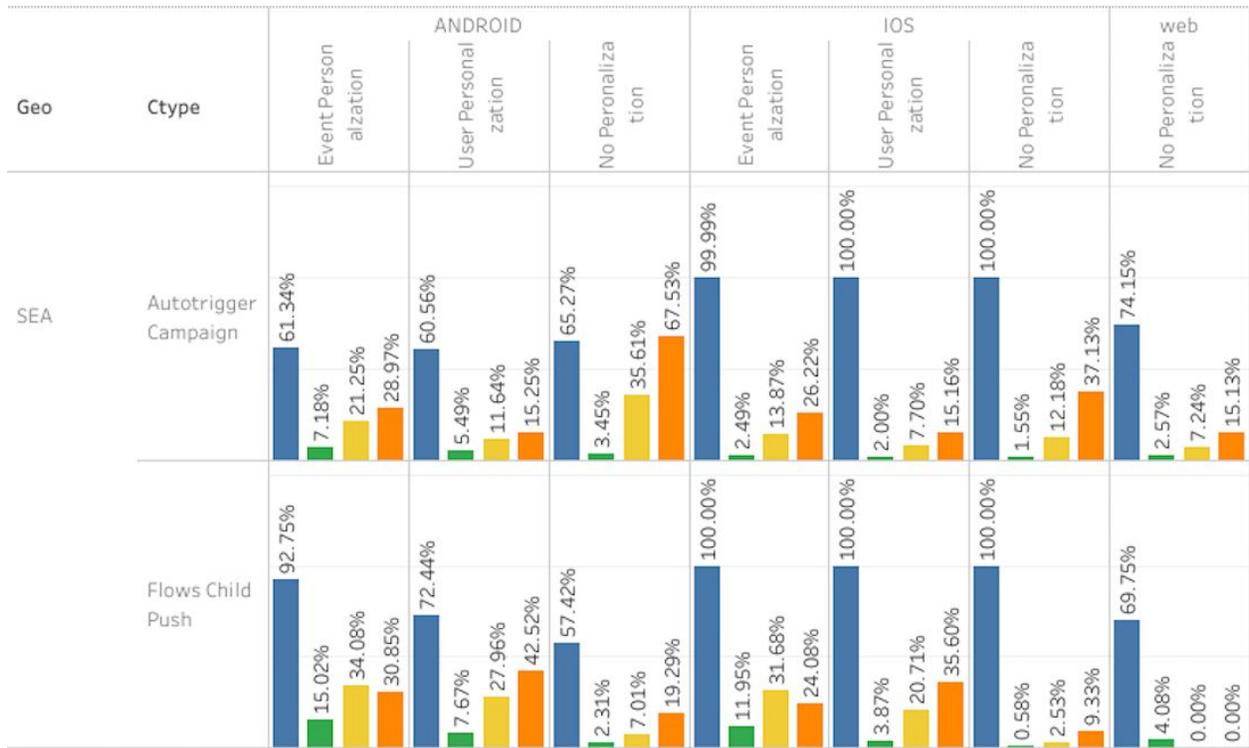


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## Observations

1. Personalized campaigns have performed better in terms of conversion and click-through rates for auto-trigger campaigns.
2. The click-through rate for event personalization is 50% higher than that for the non-personalized auto-trigger campaigns.

# SOUTHEAST ASIA

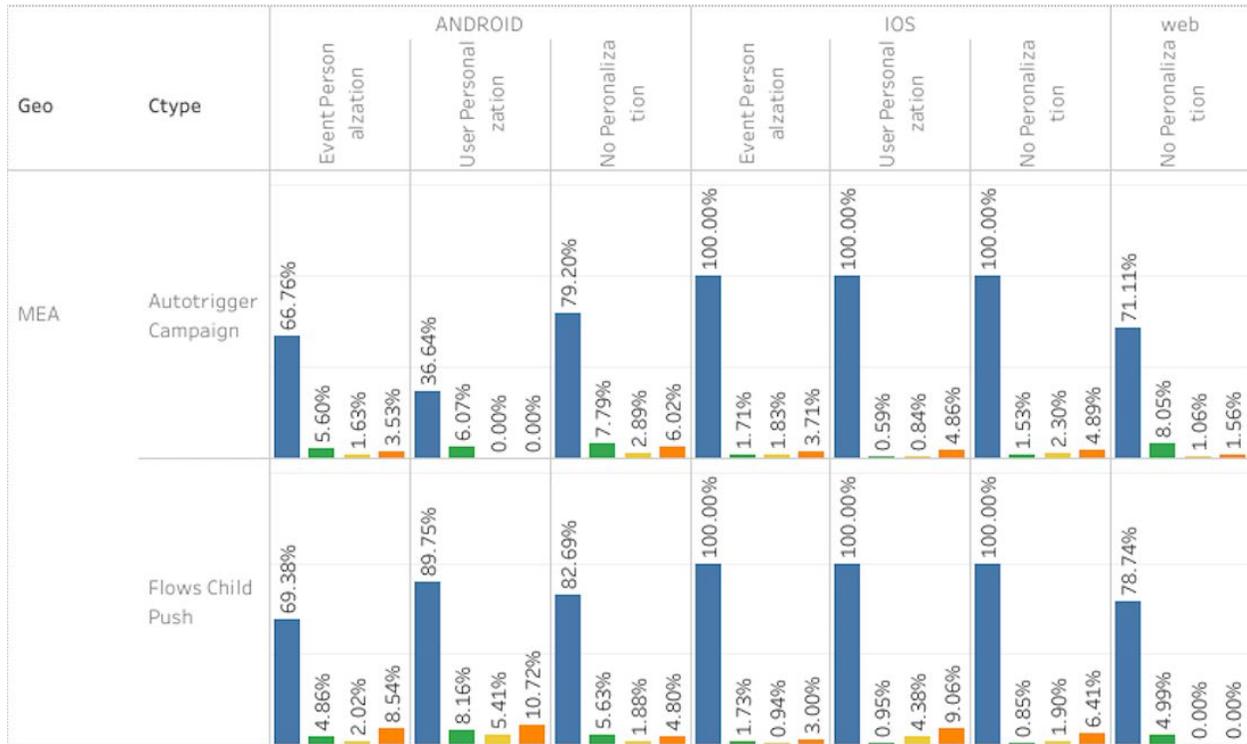


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## Observations

1. The personalization used in Flows campaigns has fared better CTR and conversion in comparison to that of Auto-trigger campaigns.
2. The click-through rates for Auto-trigger campaigns are 50% higher than those of non-personalized campaigns.

# MIDDLE EAST



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## Observations

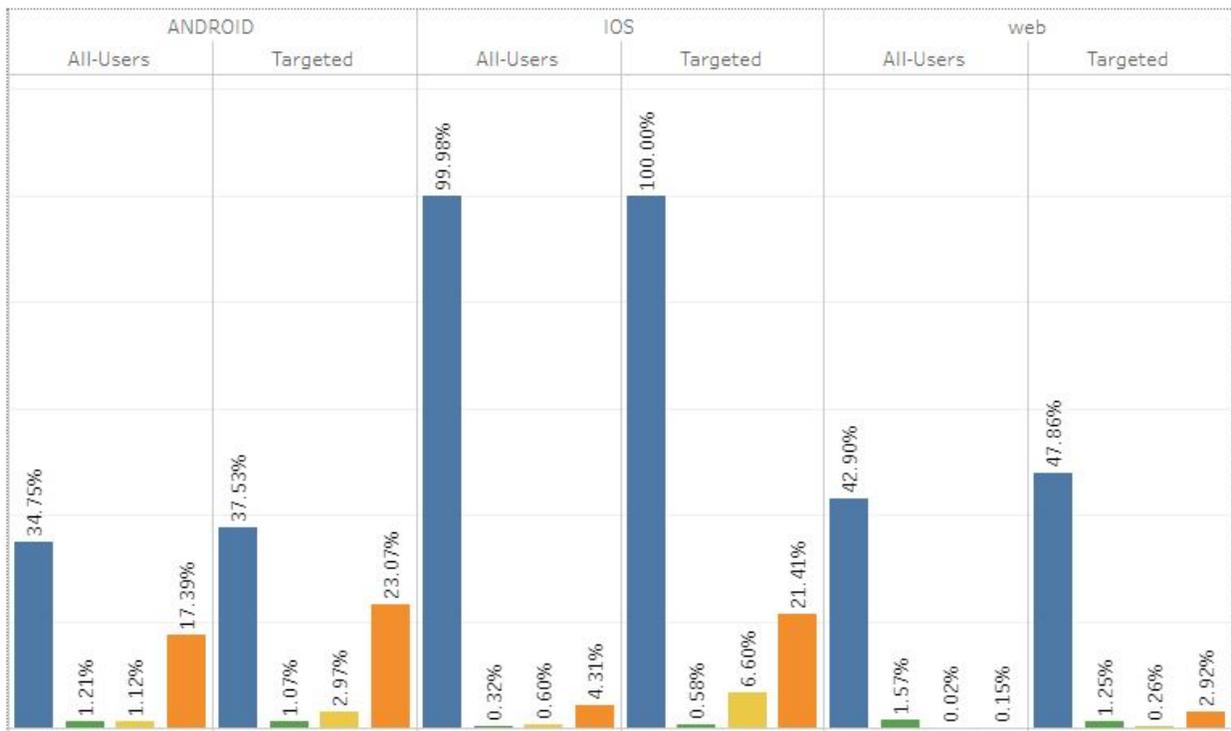
1. The numbers that we have observed for Auto-trigger campaigns in MEA oppose the global stats.
2. However, they follow the same pattern in Flows campaigns. Customers resonate with personalized push notifications when they receive it via a user journey/ Flow campaign.
3. In MEA, the auto-trigger personalization doesn't seem to be as effective as that seen in Flows campaigns.
4. Another reason is that most of our partners prefer to use Flows when compared to auto-triggers in this region as the highest conversion is seen after the 2<sup>nd</sup> reminder.

# How do you segment users?

## Targeted vs. all user-base campaigns

Serving generic messages to the entire user base might come in handy at times, but to provide the personalized touch, utilizing segmentation and finding the right target audience, and providing them with relevant communication, provides a substantial uplift in the overall conversion and engagement outlook.

### INDIA



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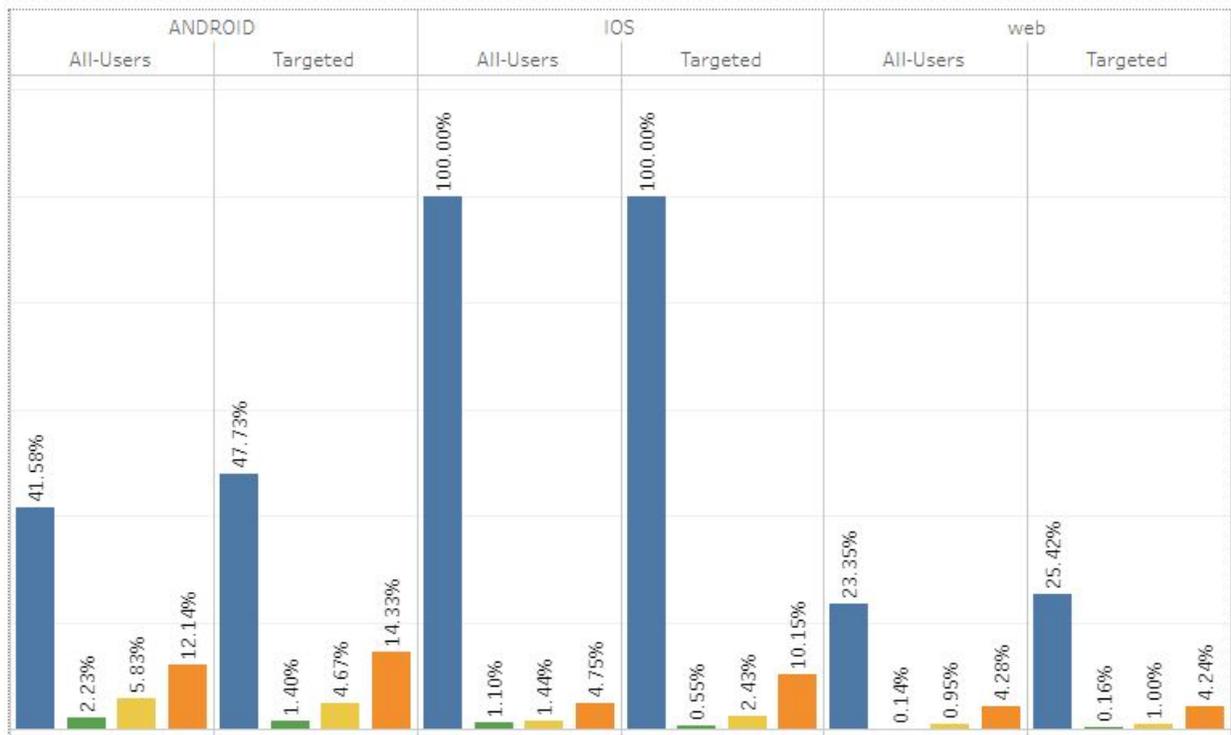
Yellow: View-through Conversion (conversions/impressions)

Orange: Click-through Conversion (conversions/clicks)

### Observations

1. For this region, CTAs are similar, a 30% increase in conversion for Android users, a 20% dip for iOS users, and a 70% dip for website users when comparing the targeted to all user-base campaigns.
2. Deliverables are higher in the case of all user-base campaigns.
3. This paints a picture that conversions are spread out across all platforms and websites is of more importance owing to the fact that the mobile data packages are a bit expensive in the Middle East.

## SOUTHEAST ASIA



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### Observations

1. In SEA, CTRs are on the higher side for all platforms. SEA sees a 15% increase in conversions for Android users, a 105% increase for iOS users, remains the same for website users.
2. When comparing the targeted campaigns over broadcasts, it is found that the deliverability is high for all platforms.
3. Android and iOS users show an almost equal percentage of conversions even though the number of Android users is higher than that of iOS users; however, the CTR for Android users is higher than that for iOS users. Nevertheless, the improvement seen by targeted campaigns for iOS users is much greater than the bump seen for Android users.

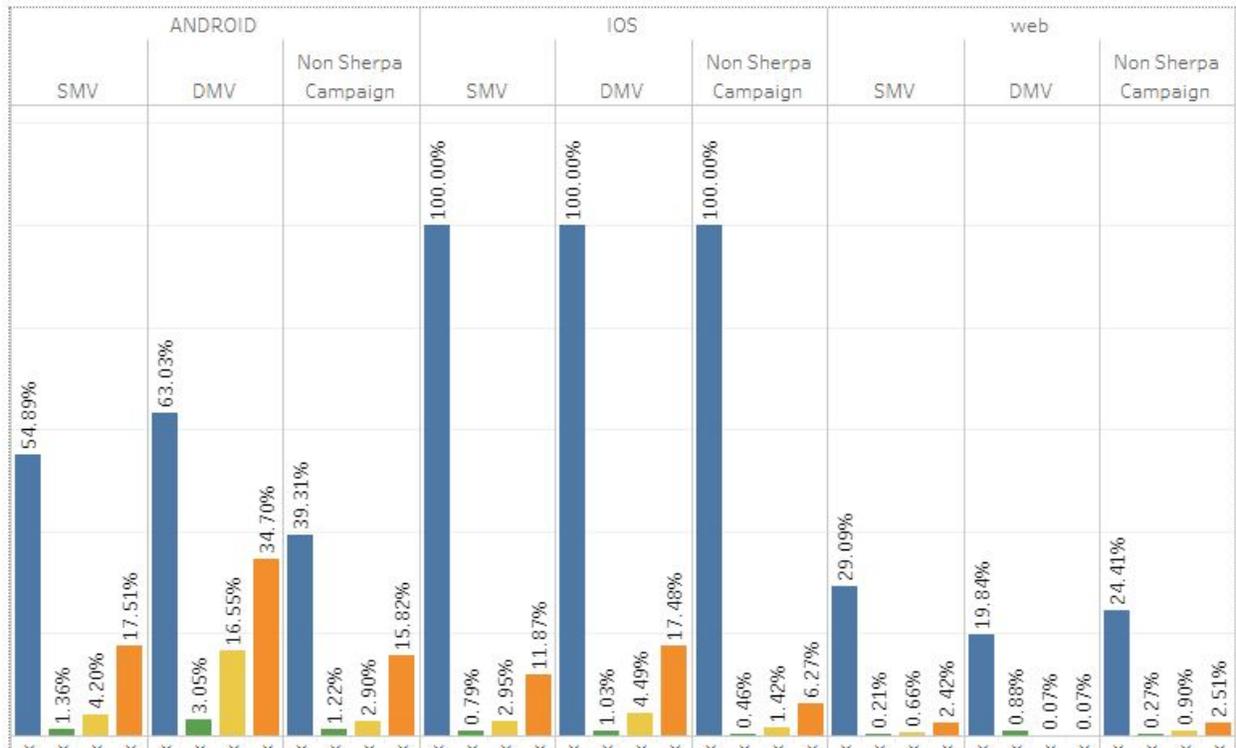
4. The CTR is quite low on the website front, but it is known that users interacting through website communications are more loyal in nature.
5. Marketers in SEA should also pay more attention to mobile transactions in the coming years because of the mobile revolution accelerating in Asia.

## Testing out the Right Content

### Choosing the right content for you automatically

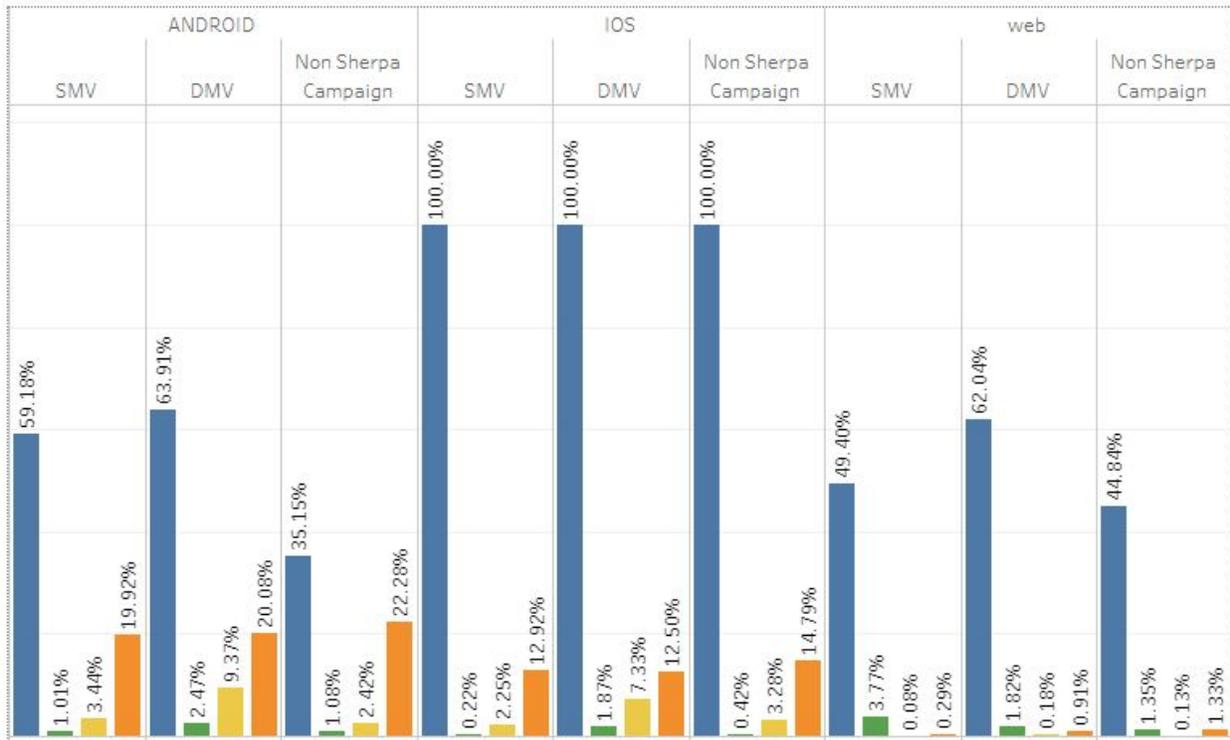
With the growing popularity of A/B and multivariate testing along with control groups, experimenting and identifying best performing content is very important. Simply put, different audiences behave, well, differently. What might work for a brand one day might be detrimental the next; so, it becomes necessary to dynamically shoot out multiple variants of communication to users. Now, this might seem like a big task; also, there is always a bias involved that a particular communication is going to work, allotting a large chunk of user-base to receive such content only, and to see it backfire is a marketer's worst nightmare. To substantiate this argument, we had a look at anonymous data points with regards to campaigns being run utilizing our in-house dynamically automated multivariate content feature backed by Sherpa that automatically allocates splits for users to test and receive high-performing communications in order to boost CTRs and ultimately conversions. We compared the results of campaigns run using Sherpa that is enabled with multivariate campaigns with statistically provided splits for communication variants and campaigns involving a single variant of communication. As expected, Sherpa enabled with multivariate content campaign performed leaps and bounds over the other two options, noticing up to a 125% increase in CTR and 100% increase (this percentage is cumulative for all regions ) [India - CTR + 125% conversions + but almost equal to SMV] [MEA CTR + 105% conversions + 85%] [SEA CTR + 65% conversions + 215%] in conversions post clicking the notifications.

# GLOBAL



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## INDIA



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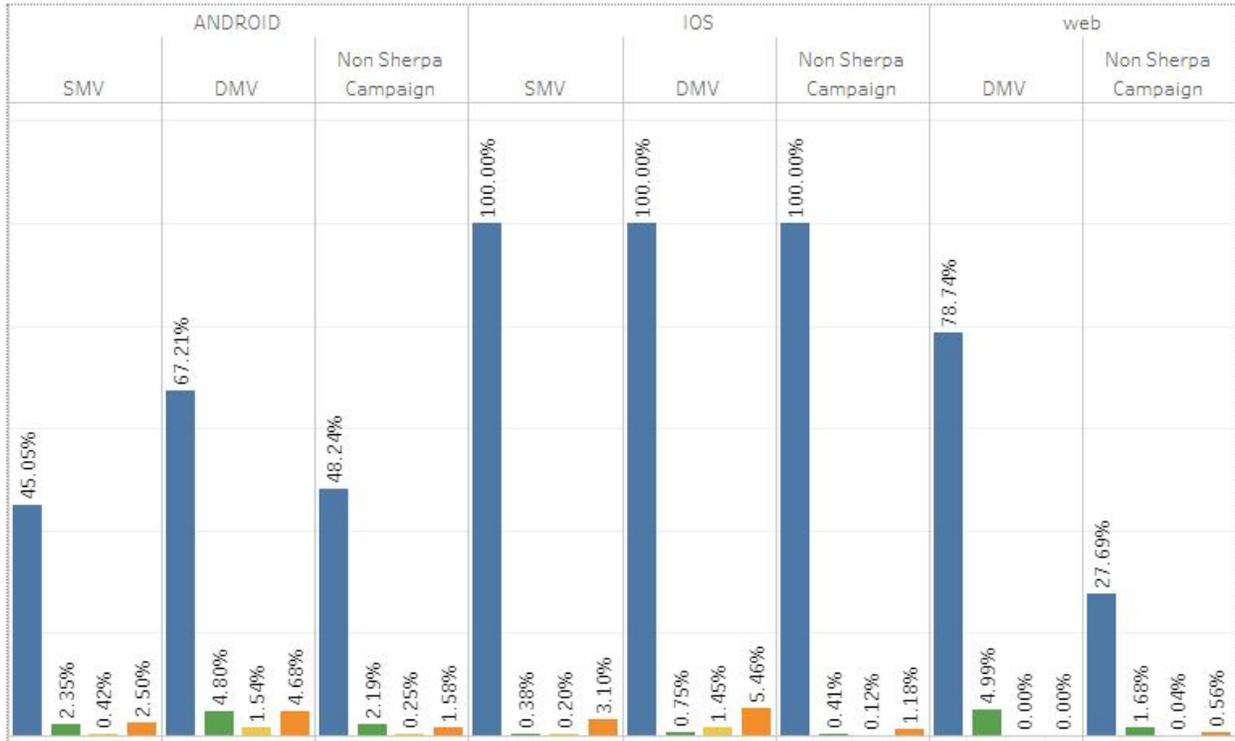
Orange: Click-through Conversion (conversions/clicks)

### Observations

1. India sees a 125% and 300% bump in CTR for Android and iOS users, respectively, but doesn't see that big a bump in the conversions.
2. To increase the numbers for conversions, marketers should leverage the huge increase in CTR's club with the best performing CTAs and in-app notifications in order to direct users to complete the main conversion goals and avoid drop-offs.
3. For the website users, we don't see any big difference, and although SMV performs better than DMV in CTR observations, we cannot exactly draw a conclusion for the website users.

- It appears more that users, who have been loyal users of the website, continue to do so. So, the main attention should be paid to mobile usage, which looks to be a growing trend.

## MIDDLE EAST



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Green: Click-through Rate (impressions/clicks)

Yellow: View-through Conversion (conversions/impressions)

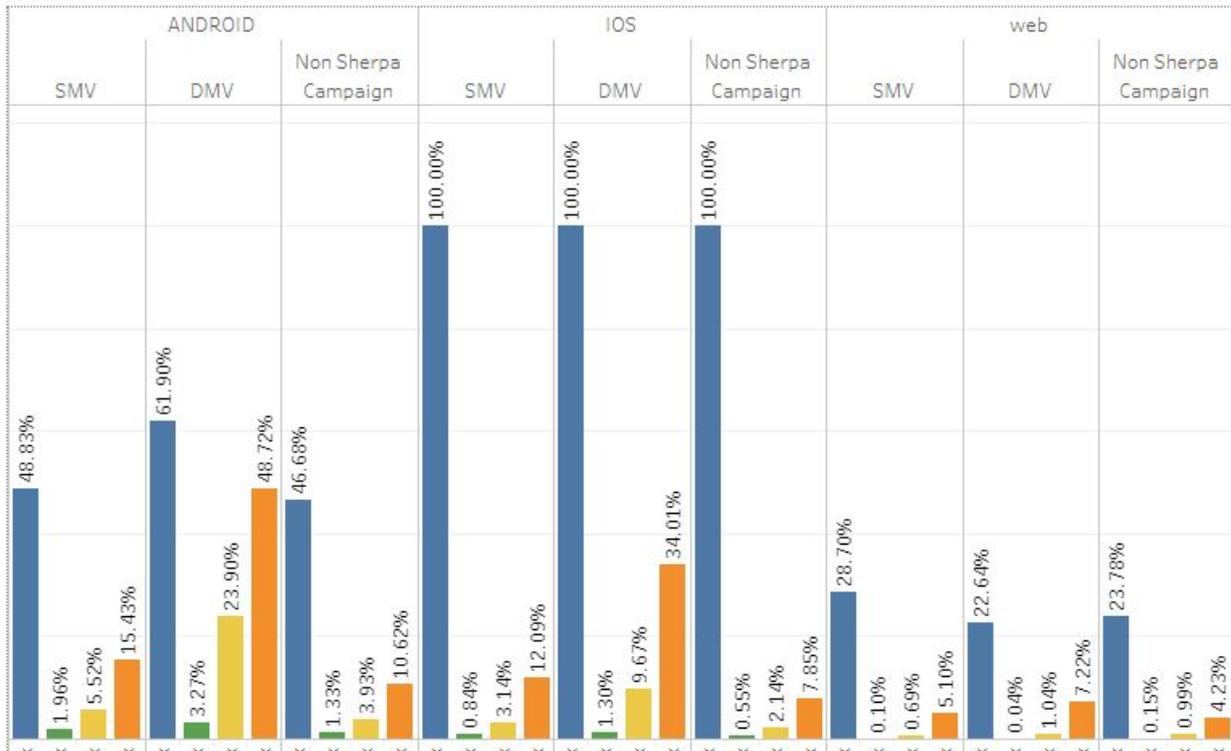
Orange: Click-through Conversion (conversions/clicks)

### Observations

- For MEA, it appears that both CTRs and conversions increase for Android and iOS user-base.
- A 100% bump in CTR and an 85% bump in conversions are seen for Android users.
- Similarly, for iOS users, a 100% bump in CTR and a 90% bump in conversions are seen.
- However, normal campaigns have a better performance than that of variant campaigns for the iOS user-base; this implies that general content does the trick for iOS users.

5. So, marketers might want to simplify their communication strategies for iOS users.
6. Although CTRs are high for DMV in website data, these data don't provide enough information.
7. However, we could put it across that clicks have increased and a proper in-app communication plan might boost the performance if clubbed with the possible high CTRs.

## SOUTHEAST ASIA



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. SEA shows the best improvements and high CTR and conversions (especially conversions; these are quite big numbers).
2. Also, high deliverability is seen for Android users.

3. A 215% bump in conversions and a 66% bump in CTRs are observed when multi-variants are used, and this provides better performance than that of single variant campaigns (using variants appears to be a must for SEA, and using Sherpa pumps up these numbers drastically).
4. An exactly similar story is seen for iOS; a 55% bump in CTRs and a 183% bump in conversions, and again, the general single variant campaigns show poor performance.
5. So, using multi-variants looks to be the way to go forward for the SEA app users.
6. We can't exactly pinpoint these details for website users; they appear to be skewed and spread out forming a pattern although the conversions have increased for DMV and the CTRs are at their maximum for a single variant campaign.
7. Looking at the conversions, the DMV campaign is attracting the right crowd, and if the generalized single variant campaign is clubbed with better web personalization or OSMs, it can pump up conversions and provide a better user experience.
8. However, it does look like the SEA region is also progressing towards the mobile-first market, which contributes to more \$ generation.

## Identify YOUR key metrics

At Mo-Engage, we offer you an option to choose the metrics that are most important and contributive to your brand along with the tools to visually analyze such identified metrics. It's thus imperative that these benchmarks are identified at an early stage and are compared on a month-on-month level to understand what is going great and which zone of work requires attention and improvisation to yield better results.

At least twice a year or better at the end of each quarter, it would be important to sight whether any of these metrics have decreased in importance and whether any new criteria that require monitoring and work to be done have risen.

The identification of these key metrics and transparent surveillance of them makes it ever so simple to maintain a sense of direction and performance enumeration for a brand. These few standards provide a bird's eye view of operations and provide easy measuring points to provide a sustainable business value for your brand and your customers.

## Legend

SEA - Southeast Asia

MEA- Middle-east Asia

CTR - click-through rate

AI - artificial intelligence

ML - machine learning

CTA - call to action

DMV - dynamic multivariate

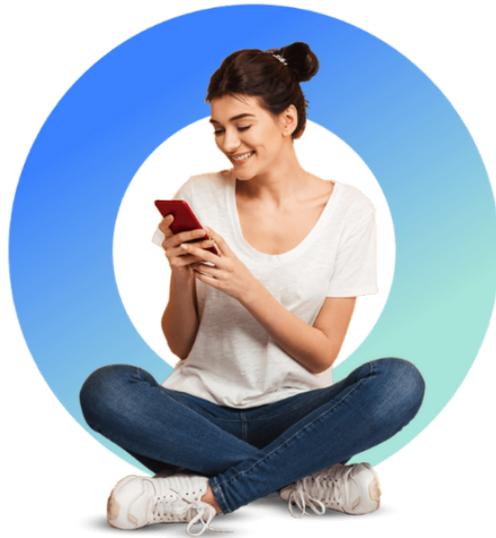
SMV - static multi-variant

SDK - software development kit

Push amp - push amplification

API: Application Program Interface

OSM: On-site Messaging



## 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](http://www.moengage.com)