

moengage



AUSTRALIA AND NEW ZEALAND

# The State of AI in Customer Engagement

Moving From Fragmented AI Approach  
to Unified Autonomous AI

# Contents

Foreword: The 2026 AI Paradox	03
<small>CHAPTER 1</small> Maturity and Adoption: A Divided Landscape	06
<small>CHAPTER 2</small> The Integration Cost: Beyond the Add-on	08
<small>CHAPTER 3</small> Barriers to Scale: What's Actually Getting in the Way	13
<small>CHAPTER 4</small> From Content to Prediction: The 2026 Pivot	14
<small>CHAPTER 5</small> The Autonomous Frontier: Unified Decisioning	18
<small>CHAPTER 6</small> Privacy and Ethics: What's Slowing Autonomous AI Down	21
<small>CHAPTER 7</small> Strategic Roadmap: The CEP Framework	23
<small>CHAPTER 8</small> The Solution	24

# Foreword

## The 2026 AI Paradox

**2025 was the year Australia and New Zealand (ANZ) brands got serious about what AI could actually deliver.**

The brands that moved beyond content generation and connected AI to their data and decision-making saw real results. Those who kept AI at arm's length fell further behind. The gap between the two groups is no longer small.

Going into 2026, the ANZ market has real AI momentum but uneven progress. **15%** of brands have fully integrated AI as a core driver of customer engagement, and **27%** are actively scaling. But **41%** are held back solely by integration complexity and cost. To add privacy concerns at **27%** (which is also the highly rated barrier).

63%

of digital marketing execs still struggle to deliver tailored experiences despite record AI investment (Gartner)

30%

of GenAI projects abandoned by the end of 2025 due to poor data & fragmented infrastructure (Gartner)

50%

of CMOs find it difficult to track AI-driven ROI across their fragmented tool stack

Privacy is not a new concern in ANZ. Brands here are operating under more regulatory scrutiny than most, and autonomous AI raises the stakes further. The brands pulling ahead are the ones treating data governance as a foundation.

That is what this report is about. The report examines where ANZ stands, what is holding brands back, and what the path to unified, autonomous customer engagement looks like. The goal is no longer just to use AI; it is to make AI useful, measurable, and trusted.



**Michael Ricciardone**

COUNTRY SALES MANAGER

moengage

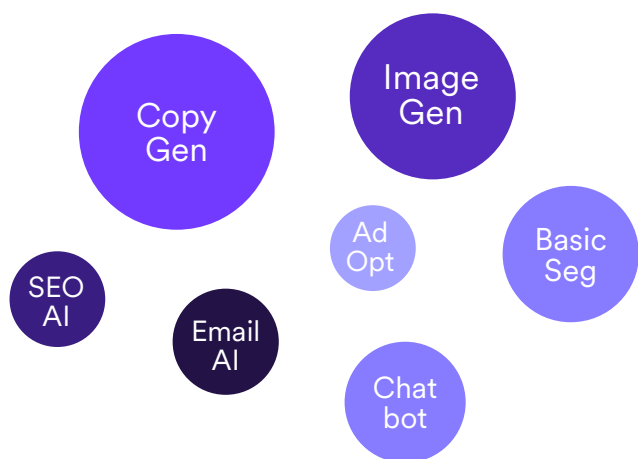
# THE GREAT SHIFT

How AI evolves from fragmentation to integration

## 2024-25

THE HYPE & EXPERIMENT ERA

Scattered & Siloed



47+    30%    Low

Isolated tools

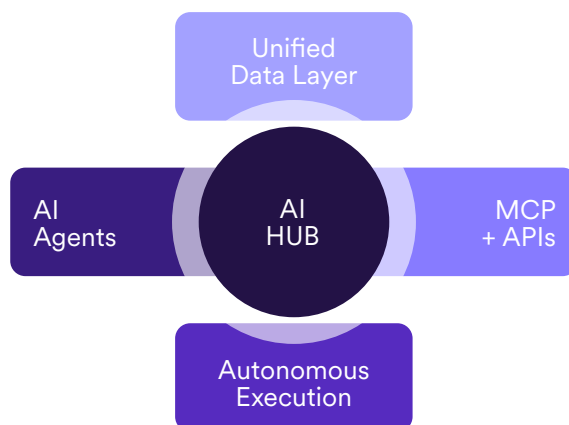
Adoption rate

ROI clarity

## 2026+

THE EFFICIENCY & INTEGRATION ERA

Connected & Orchestrated



1    3-5x    High

Unified stack

Efficiency gain

ROI clarity

Point solutions

The Shift →

AI-Native Platform Intelligence

# The Current State

## What's Actually Slowing ANZ Down

ANZ's AI problem in 2026 isn't about access. Most brands have the tools. The problem is that those tools don't work together. By the time data moves from one platform to the next, the moment to reach a customer has already passed.

### THE CURRENT LANDSCAPE

# 38.9%

#### AI WORK REMAINS AT THE SURFACE

38.9% of AI work in ANZ remains at surface-level content generation. Agentic tasks now account for 30.8%, nearly equal to the share of basic content work.

### CONSTANT SUPERVISION

# 42.8%

#### STUCK REVIEWING EVERY AI OUTPUT

ANZ brands are fixing errors and increasing oversight due to accuracy concerns. Shopping is worse at 46.8% vs. banking at 39.9%.

### THE BIGGEST OBSTACLE

# 68%

#### INFRASTRUCTURE, COST & PRIVACY ARE BLOCKING SCALE

68% of brands say infrastructure, cost, and privacy combined are barriers to scaling AI. 27% of ANZ brands name privacy as their #1 barrier.

# Maturity & Adoption

## A Divided Landscape

### THE INSIGHT

ANZ's AI market is moving, but unevenly. **15%** of brands have fully integrated AI as a core driver. **27%** are actively scaling AI across key workflows. At the other end, **25%** are still experimenting with basic tools, and **16%** are not using AI at all.

The dividing line is not the budget. It is how deeply AI is woven into day-to-day operations.

## The Leaders - 15%

AI runs their entire customer engagement operation. It is the central engine across every channel.

### CORE CAPABILITIES

- Unified real-time customer data layer
- AI as a central decision-making engine
- One-to-one omnichannel cross-channel personalisation at scale
- Zero manual AI babysitting overhead
- Autonomous brand-compliant content

### COMPOUNDING ADVANTAGE

Every campaign makes the brand's AI smarter. Every data point deepens the feedback loop. Laggards cannot replicate this; the gap is structural, not tactical.

## The Scalars - 27%

Moving past one-off automation into personalisation and predictive insights across channels.

### CORE CAPABILITIES

- Dynamic personalisation in active use
- Predictive analytics deployed
- Moving beyond basic automation
- Some cross-channel AI however (not yet unified)
- Moderate manual oversight is still required

### THE CRITICAL WINDOW

Scalars are close, but without native architecture, they risk becoming permanently stuck in the "messy middle" as AI agents demand real-time data they don't have.

# The Experimenters - 42%

The largest group. Using AI for isolated tasks or experimenting with basic tools, without a connected data strategy. They are active but not progressing.

## CORE CAPABILITIES

- Subject-line optimizers and basic copy tools
- No unified customer data foundation
- Cannot orchestrate in real time
- Failing to capture the behavioral data value
- High integration tax, low AI ROI

## THE CONTENT TRAP

Producing more content faster, but failing to improve relevance. Volume without intelligence leads directly to engagement fatigue and declining CLV.

## RETAIL

# 24.5%

are not using AI at all, while **32.7%** are still experimenting with basic tools. Only **12.2%** have fully integrated AI. The sector is significantly behind.

## BFSI

# 43.1%

are actively scaling AI across key workflows, the highest of any group, and **17.6%** are fully integrated. Banking in ANZ is moving fast and shows a very different picture compared to Retail.

## THE IMPLICATION

ANZ is a two-speed market. Banking brands are scaling fast and investing in decisioning infrastructure. Shopping brands are still figuring out the basics. Without a shift in strategy, that gap will keep growing.

## CASE IN POINT



# The AI Advantage

## CHALLENGE

Thomas Cook, a major Indian travel and financial services brand, sends over five holiday packages daily, each requiring custom visuals that took designers **up to 3 hours to create**. This manual process caused significant delays, and many opportunities were lost before campaigns could even launch.

## IMPACT

By using Merlin AI Designer to generate visuals via prompts, Thomas Cook cut production time from hours to just **10 minutes**. This **90% reduction in launch time** improved click rates while allowing the team to produce brand-compliant assets instantly.

[READ THE FULL STORY](#)

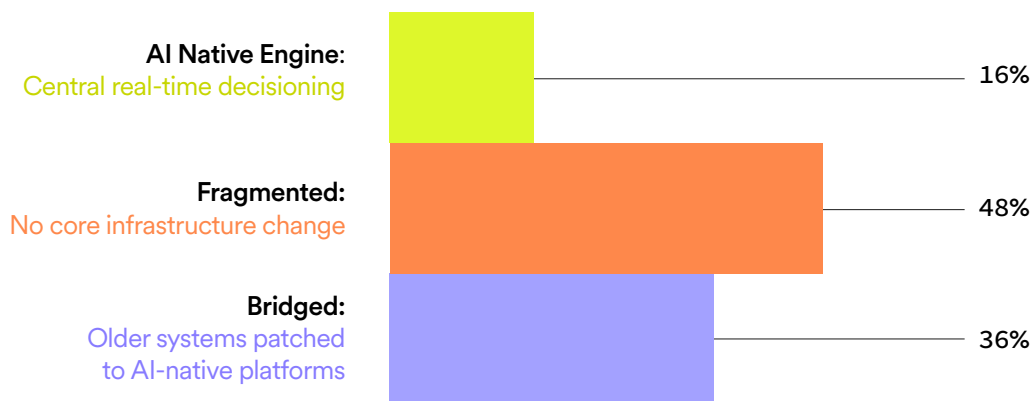
# The Integration Cost

Beyond the Add-on

## THE INSIGHT

ANZ brands are not struggling with AI because the technology does not work. They are struggling because the tools do not connect, and the bar for trusting AI outputs is higher in ANZ market. Every disconnected platform creates manual work. And in a market where 27% name privacy as their #1 concern, that manual work also carries compliance weight.

### How AI is actually wired into the tech stack.



\*MoEngage Research

# The Fragmented Approach

By treating AI as a peripheral feature and not a native component of their engagement infrastructure, these organizations create intelligence silos that cannot communicate with the core customer data layer in real-time. This essentially leads to brands not being able to accurately personalize their engagement and ultimately losing customers.

THE FRAGMENTED APPROACH	AI-NATIVE ARCHITECTURE
<p>Every step requires human intervention. Data doesn't flow seamlessly. Context is always lost.</p>	<p>Data, AI, and delivery in one unified layer. Context is never lost. Execution is instant.</p>
<ul style="list-style-type: none"> <li>• DATA SILO Isolated, unsynced customer data</li> </ul>	<ul style="list-style-type: none"> <li>• UNIFIED CUSTOMER DATA Real-time, 360° profile</li> </ul>
<ul style="list-style-type: none"> <li>• MANUAL CSV EXPORT <span style="background-color: #f4a460; padding: 2px;">HUMAN INTERVENTION</span></li> </ul>	<ul style="list-style-type: none"> <li>• NATIVE AI ENGINE <span style="background-color: #90ee90; padding: 2px;">AUTO</span> Decides + Generates natively</li> </ul>
<ul style="list-style-type: none"> <li>• GENERATIVE AI TOOL No brand context, no history</li> </ul>	<ul style="list-style-type: none"> <li>• BRAND COMPLIANCE CHECK <span style="background-color: #90ee90; padding: 2px;">AUTO</span> Autonomous, no human needed</li> </ul>
<ul style="list-style-type: none"> <li>• MANUAL REVIEW &amp; EDIT <span style="background-color: #f4a460; padding: 2px;">HUMAN INTERVENTION</span></li> </ul>	<ul style="list-style-type: none"> <li>• OPTIMAL CHANNEL SELECTED <span style="background-color: #90ee90; padding: 2px;">AUTO</span> Web / App / Email / Push</li> </ul>
<ul style="list-style-type: none"> <li>• ESP / SEND PLATFORM Siloed channel - no sync</li> </ul>	<ul style="list-style-type: none"> <li>• REAL-TIME SEND Milliseconds after trigger</li> </ul>
<ul style="list-style-type: none"> <li>• MESSAGE SENT Hours or days after trigger</li> </ul>	
<div style="background-color: #f4a460; padding: 10px; border: 1px solid #ccc;"> <p> <b>HIGH INTEGRATION TAX &amp; SLOW EXECUTION</b></p> </div>	<div style="background-color: #90ee90; padding: 10px; border: 1px solid #ccc;"> <p> <b>ZERO INTEGRATION TAX &amp; REAL-TIME SCALE</b></p> </div>

# The Fragmentation Problem

48% of ANZ brands

treat AI as a standalone tool sitting outside their core marketing stack. Shopping is worse at **53.6%**, and Banking is at **43.1%**. When AI cannot access your customer data in real time, every insight it produces requires a human to act on it manually.

## The Supervision Tax

The real cost shows up in human hours, not software bills.

ANZ AVERAGE

42.8%

of brands are stuck in constant AI supervision. Reviewing every output, catching errors, and signing off before anything reaches a customer.

BY RETAIL

46.8%

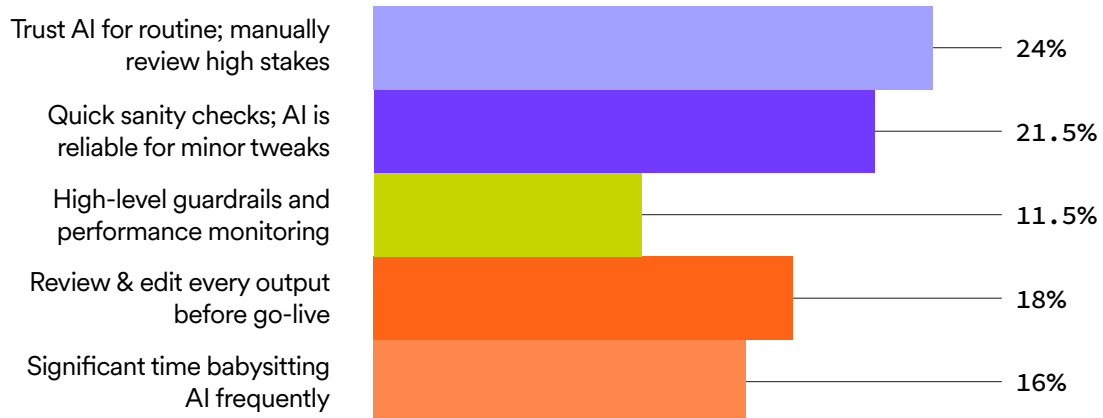
of retail brands experience delays due to manual verification of AI outputs before anything goes live.

BY BFSI

39.8%

of banking teams spend additional time reconciling AI outputs, with compliance requirements adding another layer on top.

## How much time does your team spend supervising AI?



\*MoEngage Research

## Brand Alignment Tax

ANZ BRANDS

# 66%

**Manually managing brand alignment**

Either their AI has no access to brand guidelines at all, or someone syncs assets by hand before anything goes live.

NO ACCESS TO BRAND GUIDELINES

# 30%

AI operates without brand guidelines entirely

MANUAL SYNC BEFORE GOING LIVE

# 36%

Someone manually syncs assets before publishing

## BY SECTOR

RETAIL

77.6%

BFSI

54.9%

## THE IMPLICATION

When marketers spend their time exporting files, checking copy, and connecting tools, they are not doing strategy. A fragmented stack takes back the time AI promised to free up. In ANZ, where human oversight is also a trust requirement, that cost is compounded.

### CASE IN POINT

## The AI Advantage

### CHALLENGE

A leading general insurance powerhouse managing complex policy lifecycles was held back by a babysitting economy. Their marketing team was tethered to IT; launching a single campaign required manual data stitching, resulting in fragmented profiles and sluggish performance.

### IMPACT

Transitioning to an integrated platform reduced manual effort by 90% and go-live time by 93%, enabling the team to launch multi-channel journeys in hours rather than weeks.

# Barriers to Scale

## What's Actually Getting in the Way

### THE INSIGHT

ANZ brands are not being held back by a lack of AI talent. Privacy concerns are the #1 blocker, ahead of integration complexity, cost, and skills combined.

# 27%

cite privacy and ethical concerns as their #1 barrier, the highest of any blocker in this survey. For banking brands, this rises to **33.3%**. For shopping, it is **20.4%**, trailing skills as the top concern.

# 24%

cite skill gaps as a main challenge with retail hitting a **36.7%**.

# 41%

blocked by a mix of integration friction (**23%**) and high tool costs (**18%**), with banking at **27.5%**.

## Two Sectors, Two Different Blockers

RETAIL

# 36.7%

skills barrier

BFSI

# 33.3%

privacy barrier

Shopping brands are still building their AI capability. Banking brands are navigating compliance.

### THE IMPLICATION

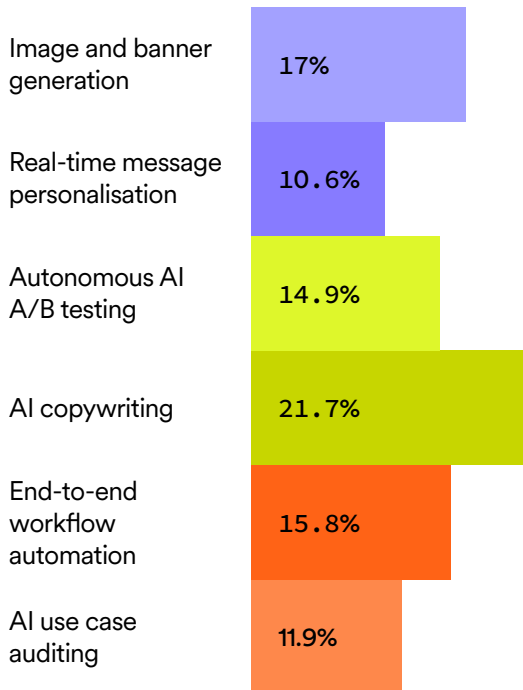
**68.5%** of ANZ brands are blocked by infrastructure, cost, or trust, with trust being the hardest to solve. A connected tech stack helps with integration but doesn't automatically build regulatory confidence or consumer trust. ANZ brands need a clean data infrastructure, consented, and auditable. That is what makes autonomous AI safe to deploy here.

# From Content to Prediction

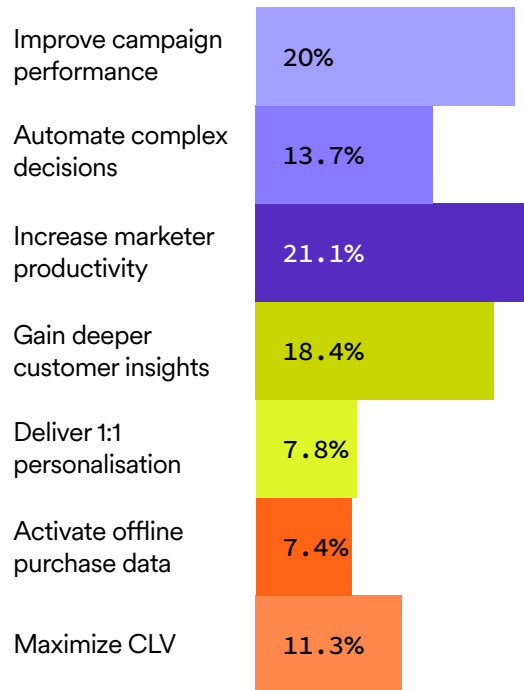
## THE INSIGHT

ANZ sits in the middle of the content-to-prediction shift. Content generation still leads, but the gap is closing.

### Where is AI actually deployed today?



### What are brands trying to achieve with AI in 2026?



Investment priorities for the next 12 months tell the same story: GenAI content leads at **25%**, predictive analytics at **22%**, and decisioning agents at **19%**.

 **TOP PRIORITY**

**25%**

Generative AI for content

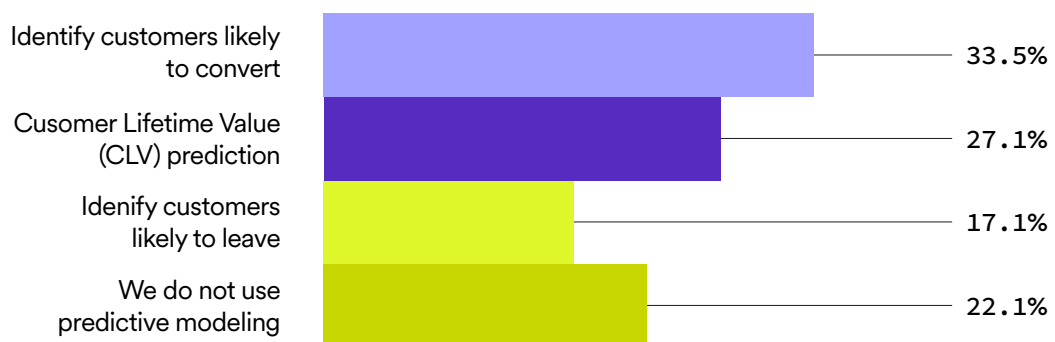
# The Rise of the Autonomous Agent

PRODUCT CATEGORY	DESCRIPTION	PERCENTAGE
<b>Autonomous AI Decisioning Agents</b>	Agents that independently orchestrate the entire customer journey across all channels.	19%
<b>Predictive Analytics</b>	Advanced segmentation, churn modeling, and CLV forecasting.	22%
<b>Generative AI for Content</b>	Scaling creative assets, copywriting, and image generation.	25%
<b>Conversational AI Agents</b>	Goal-oriented chatbots or voice assistants for end-to-end customer resolution.	17%
<b>Real-Time Automation</b>	Rule-based or automated campaign triggers and real-time offer delivery.	17%

Banking is further along with predictive analytics and decisioning agents are tied as the top investment priority at **21.6%** each. Shopping remains focused on content at **28.6%**.

**77.9%** of ANZ brands are already using at least one predictive model.

## Which predictive model is actively being used to target campaigns?



\*MoEngage Research

RETAIL

**39.7%**

use no predictive models

BFSI

**7.8%**

use no predictive models

### THE IMPLICATION

SEA brands have predictive tools. What most have not done is shift investment and attention toward using them at the center of their engagement strategy. Content will remain important. Brands that keep it as their primary AI focus will find themselves producing more while moving less.

## THE IMPLICATION

SEA brands have predictive tools. What most have not done is shift investment and attention toward using them at the center of their engagement strategy. Content will remain important. Brands that keep it as their primary AI focus will find themselves producing more while moving less.

### CASE IN POINT



# The AI Advantage

## CHALLENGE

A leading multi-brand electronics retailer, faced challenges due to data silos and manual content creation. The need of the hour was to move to delivering personalisation at scale, requiring deeper customer insights, advanced segmentation, and intelligent automation.

## IMPACT

The brand leveraged an AI-native Customer Engagement Platform to boost creativity and productivity while reducing content errors. CRM-driven revenue share jumped from 8% to 25% (a 212% increase), while generative AI helped reduce content creation time by 60%.

[READ THE FULL STORY](#)

# The Autonomous Frontier

## Unified Decisioning

### THE INSIGHT

24% of ANZ brands use an AI decisioning engine to deliver the right offer for each individual in real time. Banking leads at 27.5% and Shopping trails at 20.4%.

#### CURRENT REALITY

Brands are treating customers as segments, not individuals. Every manual or rule-based approach systematically underperforms against AI-driven 1:1 decisioning.

# 76%

Still using manual or rule-based offer logic

# 30%

Same offer shown to large segments, no optimization

# 31%

Manual A/B tests to determine a winner for segments

# 15%

Rule-based logic (if VIP, show Offer A; else show Offer B)

#### THE OPPORTUNITY

Real-time AI selects the optimal offer for each individual, not a segment, not a rule. Every interaction is uniquely optimized.

# 24%

Using AI decisioning engine for 1:1 offers

AI analyzes purchase history, behavioral signals, and context in real time

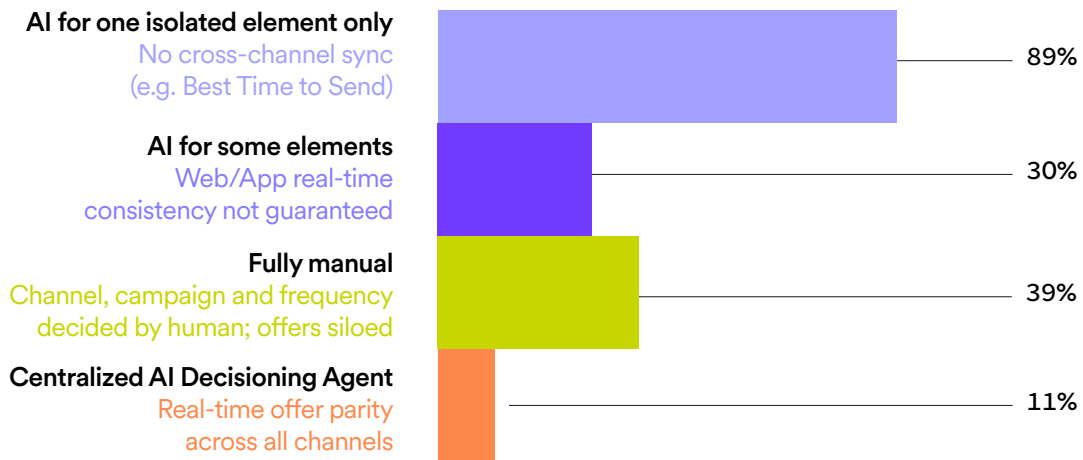
Selects optimal channel, timing, and offer per individual

Continuously learns from outcomes, improving with every interaction

89% of ANZ brands cannot guarantee that a customer sees the same offer across web and app simultaneously. That is the largest cross-channel consistency gap in this report.

### CROSS-CHANNEL AI CONSISTENCY

## Is the same real-time offer reflected across every touchpoint?



\*MoEngage Research

**89%** of ANZ brands lack cross-channel AI consistency

#### RETAIL

# 57.1%

make all channel and campaign decisions manually

More than half of shopping brands have no AI in decisioning - channel, campaign, and frequency are all human-decided.

#### BFSI

# 64.7%

use AI in a fragmented way across channels

Nearly two thirds of banking brands use AI for isolated elements only - no real-time consistency across web and app.

## THE IMPLICATION

The goal is AI that works as one system. When decisioning is unified across web, app, and email, brands stop running manual tests and stop accepting fragmented customer experiences. In ANZ, where **89%** cannot guarantee cross-channel consistency, unification is the defining challenge of the next 12 months.

CAPABILITY	FRAGMENTED - 48%	BRIDGED - 36%	AI NATIVE - 16%
<b>Data Freshness</b>	Stale - periodic syncs	Semi real-time	Always real-time
<b>Brand Alignment</b>	Manual tone checks	Partial automation	Autonomous governance
<b>Cross-channel Parity</b>	Siloed by channel	Partial sync	Unified decisioning
<b>AI Learning Loop</b>	Broken - no feedback	Delayed	Continuous & real-time
<b>Marketer Overhead</b>	Very high	Moderate	Minimal
<b>Compounding Advantage</b>	None	Limited	Exponential

### CASE IN POINT



# The AI Advantage

## CHALLENGE

Poshmark, a leading social commerce marketplace for fashion, needed to move away from "batch and blast" emails. With a complex ecosystem of both buyers and sellers, they required a way to deliver hyper-personalised, visually dynamic content that reflected real-time price drops and seller streaks.

## IMPACT

By integrating behavioral data with dynamic content modules, they achieved an **11% uplift** in email click-through rates and significantly improved conversion rates through gamified seller campaigns. They also deployed Smart Recommendations for personalised messaging, influenced by AI and user behavior data. They implemented Flow Versioning to guide "Listers" to become "Sellers," and provided helpful hints and suggestions at relevant points in the customer journey to nudge users towards conversions.

[READ THE FULL STORY](#)

# Privacy and Ethics

## What's Slowing Autonomous AI Down

### THE INSIGHT

As AI moves from generating content to making autonomous decisions about customers, the stakes around data governance go up. In ANZ, that shift is happening under some of the most privacy-conscious consumers and regulators in the Asia-Pacific region. Privacy is not a legal formality here. It is a deployment decision.

### DATA PRIVACY AND AUTONOMOUS AI

#### SAY PRIVACY LIMITS THEM

85%

of ANZ brands say data privacy regulations limit their ability to deploy autonomous AI to some degree

#### CALL IT SIGNIFICANT

42%

call it a significant constraint on autonomous AI deployment

ANZ brands are not just cautious about content AI. They are genuinely constrained when it comes to AI that

### THE TRUST GAP (BY SECTOR)

Banking and shopping feel this pressure differently.

#### BFSI

49%

Rate privacy as their maximum concern, the highest of any group. Autonomous AI touching customer data across disconnected third-party tools is a regulatory exposure. Moving data between fragmented platforms creates compliance risk, not just operational friction.

#### RETAIL

34.7%

Say privacy is a significant constraint, but their concern is consumer trust, not regulation. Every data point collected needs to translate into a visibly better, less intrusive experience. If customers cannot see the value, they disengage.

## THE IMPLICATION

42% of ANZ brands say privacy is already constraining their autonomous AI plans. The brands moving forward are the ones treating data governance as infrastructure. First-party data, clear consent, a single secure system. That is what makes autonomous AI deployable in a market this privacy-conscious.

# The Privacy and Utility Matrix: Where Does Your Stack Sit?



# Strategic Roadmap

## The AI-native Customer Data and Engagement Platform (CDEP) Framework

The data points to one imperative: move from fragmented AI experimentation to a unified, AI-native Customer Engagement Platform (CEP). Every capability that closes each gap this survey uncovered is built in, not bolted on. This requires brands to view AI not as a feature but as the operating system for their entire customer engagement strategy, unified data, purpose-built intelligence, and omnichannel delivery, all in a single platform. The mission is no longer just to use AI. It's to make AI useful, measurable, and autonomous.

### DATA

#### REAL-TIME DATA. PRIMED FOR ACTION

Unified, intelligent, instant. A single customer data layer that ingests, unifies, and segments in real time, giving AI the complete context it needs to make informed decisions that actually improve engagement. No sync delays. No stale profiles. No broken feedback loops.

### AI

#### PURPOSE-BUILT AI FOR ENGAGEMENT TEAMS

Not generic AI bolted on a legacy stack, but AI designed specifically for customer engagement: brand-aware content, predictive decisioning, autonomous A/B orchestration, and natural language journey building for non-technical marketers.

### ENGAGEMENT

#### ENGAGE EVERY CUSTOMER. EVERY CHANNEL.

Owned channels, connected channels, and every touchpoint in between, orchestrated by a single AI layer ensuring offer parity, timing optimisation, and message consistency across web, app, email, and push. Always right. Always on.

### CASE IN POINT

## The AI Advantage

#### CHALLENGE

A renowned international hotel chain was missing the "concierge opportunity." Post-booking communication was purely functional, failing to engage guests with high-value add-ons like room upgrades or breakfast packages during the golden window before arrival.

#### IMPACT

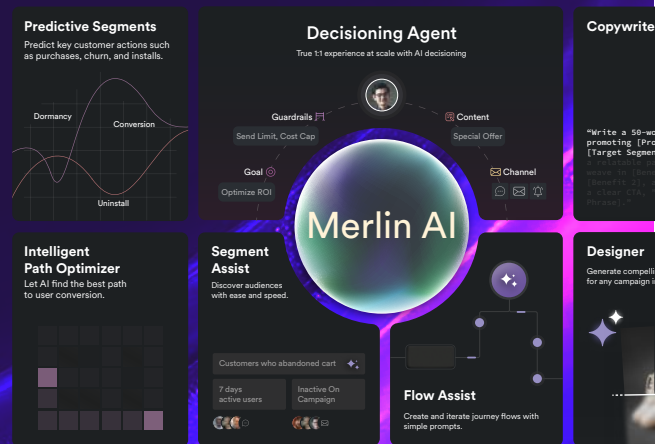
Using AI to optimise post-booking recommendations led to a **354%** year-over-year increase in email revenue and a **640%** increase in breakfast sign-ups.

# The Solution

From Integration Tax to Zero Tax AI-Native Engagement

## The MoEngage Merlin AI solution

Merlin AI is purpose-built for marketers, organized across three layers that together eliminate every gap identified in this survey, from the content creation bottleneck to the cross-channel decisioning deficit.



### NATIVE INTELLIGENCE

Built directly into the MoEngage CEP, Merlin solves the data fragmentation cited by

**60% of BFSI and 52% of Retail brands**

by analyzing a single, real-time, 360-degree customer view.

### AGENTIC ORCHESTRATION

Merlin's Decisioning Agents move beyond basic copy generation to autonomously predict and optimise the "Next Best Channel," "Optimal Time," and "Most Relevant Offer" for every customer.

### BRIDGING THE SKILLS GAP

Merlin AI Flow Assist uses natural language processing (NLP), allowing non-technical marketers to build complex, cross-channel journeys using simple prompts (e.g., "Re-engage high-value customers who haven't opened the app in 7 days").

BUILD	DECIDE	PREDICT
<p>Generative agents that produce brand-compliant creative, from copy to images to dynamic personalisation code, without the manual review bottleneck.</p>	<p>Autonomous decisioning agents that replace manual A/B tests, rule-based offer logic, and siloed channel decisions with real-time, individual-level optimisation.</p>	<p>Predictive intelligence that surfaces behavioral signals before a customer acts, turning churn risk, purchase intent, and CLV forecasts into automated real-time triggers.</p>
<p><b>COPYWRITER</b></p> <p>Conversion-optimised copy for subject lines, push notifications, banners, and in-app messages. Brand-aware from the start.</p> <p><a href="#">LEARN MORE →</a></p>	<p><b>OFFER DECISIONING AGENT</b></p> <p>Delivers the best 1:1 offer to each customer on Web, App, Email, and beyond, simultaneously, with real-time parity. AI Auto Optimise, Custom Policy, and Priority Ranking are built in.</p> <p><a href="#">LEARN MORE →</a></p>	<p><b>PREDICTIVE SEGMENTS</b></p> <p>Predict any customer behavior: conversion likelihood, churn risk, renewal propensity, uninstall probability. Segments auto-update in real time as signals change.</p> <p><a href="#">LEARN MORE →</a></p>
<p><b>DESIGNER</b></p> <p>On-brand product images, banners, and campaign creatives generated from a text prompt. No designer bottleneck.</p> <p><a href="#">LEARN MORE →</a></p>	<p><b>CAMPAIGN DECISIONING AGENT</b></p> <p>Goal-based agents that autonomously select the right campaign, value proposition, creative, channel, frequency, and timing for every customer. Churn Prevention, Acquisition, Cross-sell, and Repeat Purchase agents, all running simultaneously.</p> <p><a href="#">LEARN MORE →</a></p>	<p><b>PRODUCT RECOMMENDATIONS</b></p> <p>Recommend the most relevant products to each customer on any channel, powered by real-time behavioral data and purchase history.</p> <p><a href="#">LEARN MORE →</a></p>
<p><b>SEGMENT ASSIST</b></p> <p>Build precise audience segments from natural language. "High-value users who haven't purchased in 30 days" becomes a live segment instantly.</p> <p><a href="#">LEARN MORE →</a></p>		<p><b>BEST TIME TO SEND</b></p> <p>Communicates with each customer at the moment they're most likely to engage, individually calculated, continuously updated based on behavioral patterns.</p> <p><a href="#">LEARN MORE →</a></p>
<p><b>FLOW ASSIST</b></p> <p>Build complex, cross-channel customer journeys from a single prompt. No technical expertise required. Full journey in minutes.</p> <p><a href="#">LEARN MORE →</a></p>		<p><b>INTELLIGENT PATH OPTIMIZER</b></p> <p>Multi-armed bandit experiments that determine the optimal journey path, channels, and timing for each customer, continuously self-optimising without manual A/B setup.</p> <p><a href="#">LEARN MORE →</a></p>
<p><b>JINJA ASSIST</b></p> <p>AI-generated dynamic personalisation code blocks, making 1:1 content variables accessible to non-technical marketers.</p> <p><a href="#">LEARN MORE →</a></p>		<p><b>NEXT BEST CHANNEL</b></p> <p>AI identifies each customer's preferred channel and routes communications accordingly, Email, SMS, Push, WhatsApp, or in-app. Always on their terms.</p> <p><a href="#">LEARN MORE →</a></p>

moengage

Asia's #1 CDEP

MoEngage is an agentic AI customer engagement platform trusted by 1300+ global consumer brands such as 13Cabs, Canstar, 7-Eleven, Adidas, Coca-Cola, Starbucks, Citibank, Domino's, Samsung, TFE Hotels, Hudson Group, NOVA Entertainment, Beforepay, Pizza Hut, Chuck E. Cheese, Nestle, and KFC. MoEngage empowers marketers and product owners with insights into customer behavior, enabling them to act on those insights and engage customers across web, mobile, email, social, and messaging channels. Consumer brands across 75 countries utilize MoEngage to deliver digital experiences to over 2 billion consumers every month.

To learn more, visit [www.moengage.com](http://www.moengage.com)