

moengage



INDIA

# The State of AI in Customer Engagement

Moving From Fragmented AI Approach to Unified Autonomous AI

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# Foreword

## The 2026 AI Paradox

**2025 was the year India's brands found out what AI could actually do for them.**

Brands that used behavioral data, real-time insights, and utilized omnichannel channel engagement saw real results. Campaigns built on actual customer behavior far outperformed generic outreach. The brands that stuck to old approaches fell behind. And the gap between the two groups kept widening.

**In this report we've surveyed 500 senior customer engagement and marketing leaders to help you examine why brands continue to**

**struggle with achieving true one-to-one personalization and how brands can shift from 'babysitting' AI to a truly autonomous frontier. The mission is no longer just to use AI, but to make AI useful at scale and human.**

Going into 2026, India is not short on AI ambition. **37% of organizations have made AI the core driver of their customer engagement. But ambition alone is not enough. 79% of brands are blocked not by ambition or skill, but by infrastructure, cost, and trust.** Expensive tools that don't talk to each other. Data locked in silos.

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

Brands that have consolidated onto a single connected platform are already closing that gap. When data, decisioning, and execution sit in one place, the manual work disappears.

Moving to AI that decides (not just reacts) becomes possible from there. Systems that anticipate what a customer needs, pick the right channel and moment, and act on it. Without waiting for someone to approve every step.

That is what this report is about. The report examines where India 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.



**Narasimha Rao**

GENERAL MANAGER - SALES  
BUSINESS & GROWTH - INDIA  
moengage

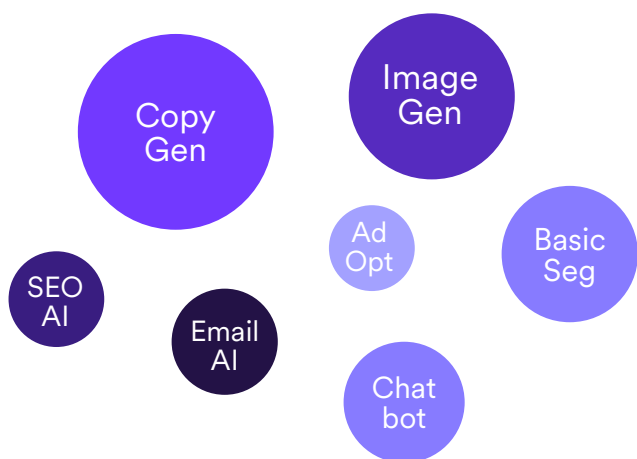
# THE GREAT SHIFT

How AI evolves from fragmentation to integration

## 2024-25

THE HYPE & EXPERIMENT ERA

Scattered & Siloed



47+    30%    Low

Isolated tools

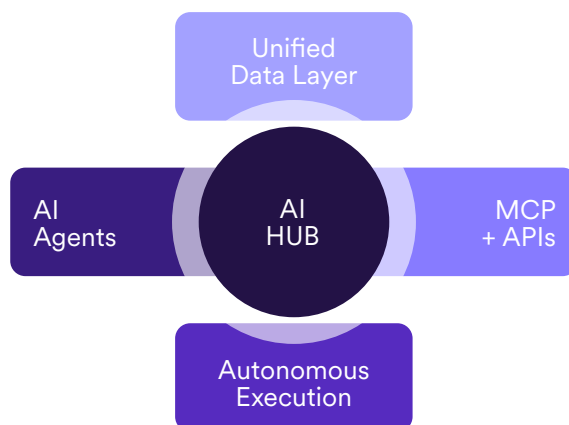
Adoption rate

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

According to Gartner's 2026 Strategic Outlook, **74% of marketing organizations** now cite architectural debt, the inability of legacy, siloed stacks to handle real-time agentic triggers, as the primary reason their AI initiatives fail to deliver measurable ROI.

In India, the AI problem in 2026 isn't about access, since most brands already 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

# 35%

### AI WORK REMAINS AT THE SURFACE

However, things are shifting, predictive and agentic tasks now account for **32.8%** of AI usage, nearly equal to basic content work.

## CONSTANT SUPERVISION

# 32.1%

### STUCK REVIEWING EVERY AI OUTPUT

Indian companies are fixing errors and increasing oversight due to accuracy concerns. Banking carries a slightly heavier burden at **32.5%** compared to retail at **29.9%**.

## THE BIGGEST OBSTACLE

# 53%

### HELD BACK BY INFRASTRUCTURE

Integration complexity (**28%**) and expensive AI tools (**25%**) are the core blockers. Add privacy worries, and **79%** of companies face problems their marketing teams can't solve alone.

# Maturity & Adoption

## A Divided Landscape

### THE INSIGHT

India's AI market is splitting into two groups, and the dividing line isn't budget. It's how deeply AI is woven into day-to-day operations.

**37%** of brands have made AI the core driver to launch their marketing campaigns and drive customer engagement. At the other end, **16.5%** are still experimenting with basic tools. Only **2.5%** aren't using AI at all.

## The Leaders - 37%

AI runs their entire customer engagement operation. Not a separate tool or team. The central engine.

### CORE CAPABILITIES

- Unified real-time customer data layer
- AI as a central decision-making engine
- One-to-one omnichannel cross-channel personalization 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 - 28.5%

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

### CORE CAPABILITIES

- Dynamic personalization 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 - 35.5%

The largest group. Using AI for isolated tasks like subject line optimization or basic copy drafting. They're active AI users, but without a unified data strategy, they're capturing only a fraction of the value.

## 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

# 30.3%

of shopping brands have fully integrated AI as a core strategy driver. At the same time, **27.3%** are still in early experimentation with basic generative tools.

## BFSI

# 38.3%

of banking leaders have made AI the core driver of their customer engagement strategy. Banking is the most advanced sector in the market.

## THE IMPLICATION

India is becoming a two-speed market. Banking brands are investing in data infrastructure and moving toward fully autonomous, personalized engagement. Many retail brands risk getting stuck producing more content faster, without actually improving how relevant that content is to each customer. That gap compounds over time.

## 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](#)

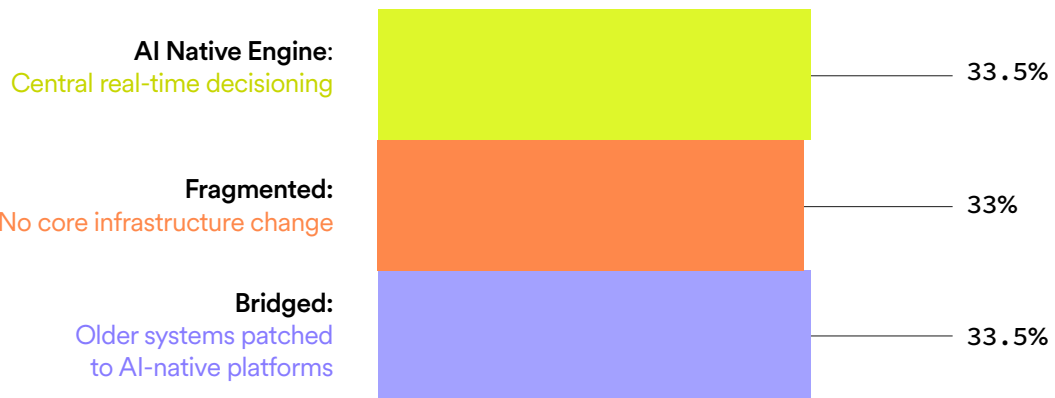
# The Integration Cost

Beyond the Add-on

## THE INSIGHT

Most Indian brands aren't struggling with AI because the technology doesn't work. They're struggling because the tools don't connect. Every disconnected platform creates manual work. Someone has to move the data, check the output, and sync the results. That's where AI's efficiency gains quietly disappear.

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: #d9ead3; 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: #d9ead3; 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: #d9ead3; 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: #d9ead3; padding: 10px; border: 1px solid #ccc;"> <p> <b>ZERO INTEGRATION TAX &amp; REAL-TIME SCALE</b></p> </div>

# The Fragmentation Problem

33% of respondents

of Indian brands treat AI as a standalone tool sitting outside their core marketing stack. When AI can't talk to 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.

INDIA AVERAGE

32.1%

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

BY RETAIL

29.9%

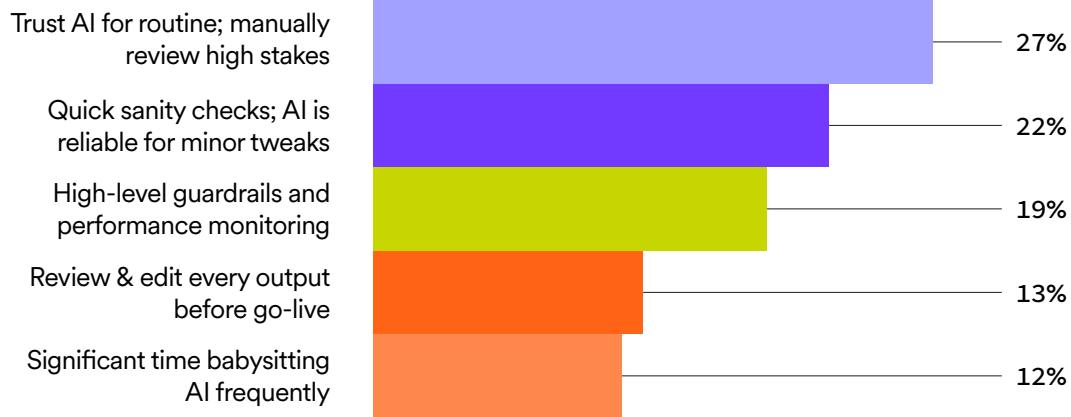
of shopping brands are stuck in constant AI supervision. Reviewing every output, catching errors, and signing off before anything reaches a customer.

BY BFSI

32.6%

of banking brands are stuck in constant AI supervision. Reviewing every output, catching errors, and signing off before anything reaches a customer — with compliance requirements adding another layer on top.

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



\*MoEngage Research

### THE IMPLICATION

The Integration Cost negates the primary promise of AI: efficiency. When marketers spend more time exporting CSV files, reviewing copy, and stitching tools together than they do on strategy, ROI stagnates. This manual babysitting prevents **real-time execution**, meaning brands cannot respond to customer intent in the moment.

#### 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

A lack of AI talent isn't holding back Indian brands. The infrastructure underneath it is holding them back.

# 53%

of Indian brands are blocked by integration complexity (28%) and expensive AI tools (25%). In banking, this rises to **56.3%**. More than half the sector is fighting its own tech stack before a single campaign goes live.

# 26%

are held back by privacy and ethical concerns. For retail brands, this climbs to **30.3%**. For banking, regulatory pressure adds another layer.

# 17%

cite skills as their main challenge. The smallest blocker of the five. India's marketers know what they want to do. The tools and infrastructure just aren't keeping up.

## Two Sectors, Two Different Blockers

RETAIL

# 30.3%

privacy barrier

BFSI

# 56.3%

infrastructure & cost barrier

### THE IMPLICATION

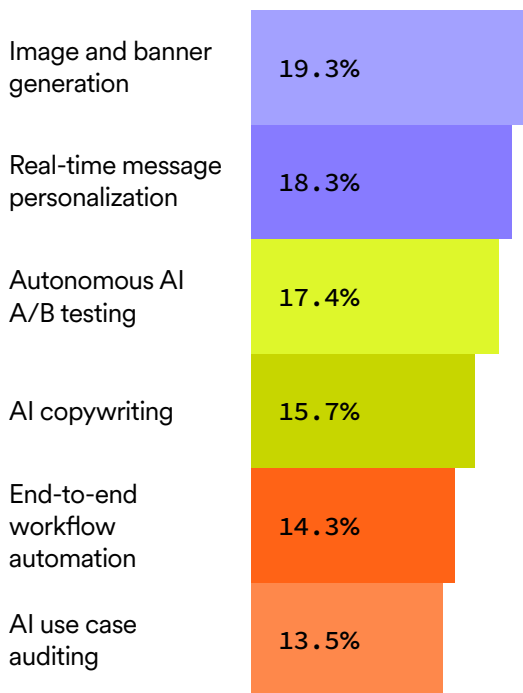
Infrastructure and cost hold back **79%** of Indian brands. Those aren't problems a training budget solves. Until brands move to a connected stack, their marketing teams will keep spending time managing tools instead of reaching customers.

# From Content to Prediction

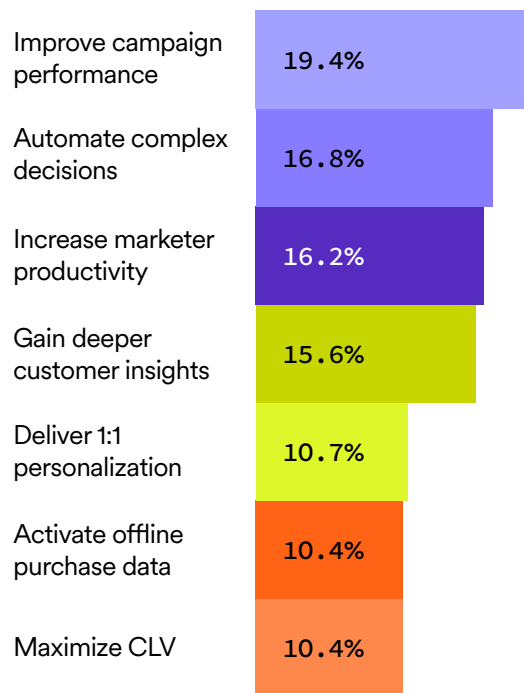
## THE INSIGHT

Indian brands aren't debating whether to move from content generation to predictive AI. That decision has already been made. The question now is execution speed.

### Where is AI actually deployed today?



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



Investment priorities tell the same story. **30.5%** of Indian brands are making autonomous AI decisioning their top priority for the next 12 months. Generative AI for content has dropped to **22.5%**.

 **TOP PRIORITY**

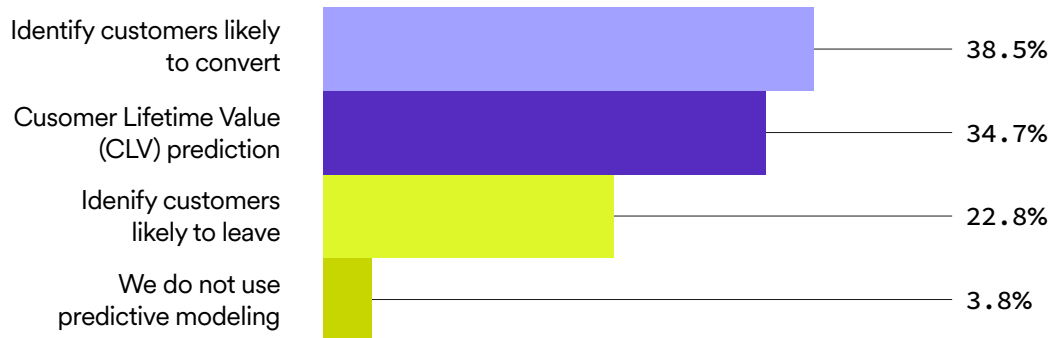
**30.5%**

Autonomous AI Agents

# The Rise of the Autonomous Agent

PRODUCT CATEGORY	DESCRIPTION	PERCENTAGE
<b>Autonomous AI Decisioning Agents</b>	Independently orchestrate full customer journey - real-time consistency & offer parity across Web & App.	30.5%
<b>Generative AI for Content</b>	Scaling creative assets, copywriting & image generation - now baseline, no longer a differentiator.	22.5%
<b>Conversational AI Agents</b>	Goal-oriented chatbots & voice assistants for end-to-end customer resolution.	18%
<b>Predictive Analytics</b>	Advanced segmentation, churn modeling, CLV forecasting.	17%
<b>Real-Time Automation</b>	Rule-based triggers & automated campaign delivery - table stakes, not a growth lever.	12%

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



\*MoEngage Research

# 96.1%

of Indian brands are already using at least one predictive model. Predictive AI isn't an emerging capability in India. It's current practice.

The two sectors are moving toward the same destination but for different reasons.

RETAIL

# 24.2%

are prioritizing real-time automation, with a strong focus on speed to stay competitive.

BFSI

# 31%

are prioritizing decisioning and orchestration across complex, regulated customer journeys, making it the top investment focus.

## THE IMPLICATION

Content generation is becoming a baseline capability. The brands pulling ahead are the ones using AI to decide who gets what message, through which channel, and at what moment. Brands that keep prioritizing content volume over predictive intelligence will find that customers stop responding. Not because the content is bad, but because it isn't relevant enough to cut through.

### 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 personalization 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

44.5% of Indian brands already use AI to deliver personalized offers to individual customers in real time. Retail leads at 51.5%. That's a strong foundation. But getting the right offer to a customer is only half the job. Showing that same offer consistently across every channel is where most brands fall short.

#### CURRENT REALITY

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

# 55.5%

are still using manual or rule-based offer logic

# 26%

Rule-based logic (if VIP > Offer A > else Offer B)

# 17%

Manual A/B tests to determine a winner for segments

# 12.5%

Same offer shown to large segments, no optimization

#### THE OPPORTUNITY

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

# 44.5%

are using AI decisioning engine for 1:1 offers

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

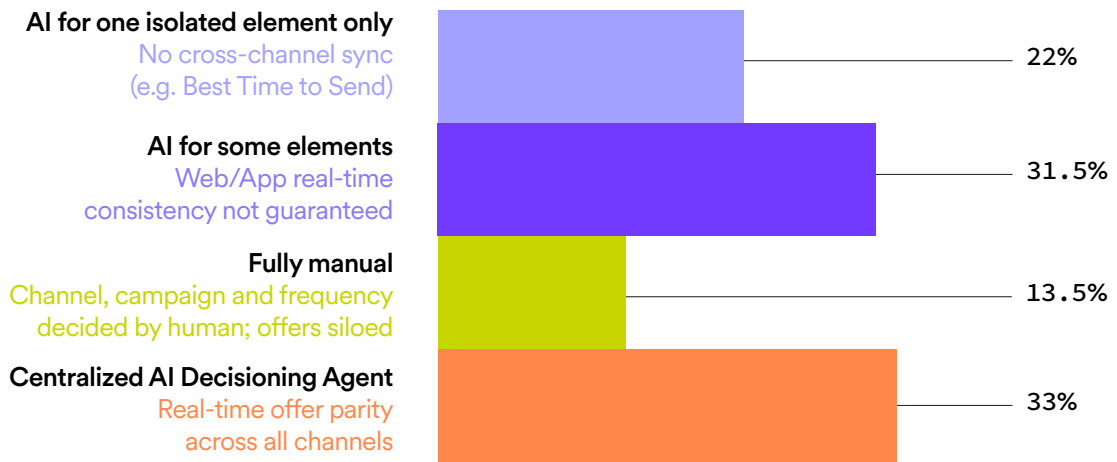
Selects optimal channel, timing, and offer per individual

Continuously learns from outcomes, improving with every interaction

67% of Indian brands cannot guarantee that a customer sees the same offer on their phone as they do on their laptop. The moment someone switches devices, the experience breaks.

### CROSS-CHANNEL AI CONSISTENCY

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



\*MoEngage Research

# 67%

of Indian brands lack cross-channel AI consistency

53.5% are using AI across channels in a fragmented way. Either for one isolated element, or without any guarantee of real-time consistency.

RETAIL

# 57.6%

BFSI

# 52.7%

30.5% of brands are planning to invest in autonomous decisioning agents in the next 12 months. But adding more AI to a fragmented stack doesn't fix the fragmentation. It just makes the silos more sophisticated.

## THE IMPLICATION

The goal isn't more AI. It's AI that operates as a single system. When decisioning is unified across web, app, and email, brands stop running manual tests to figure out the next best action for each customer. The system figures it out and acts. That's when the efficiency gains actually show up.

CAPABILITY	FRAGMENTED - 33%	BRIDGED - 33.5%	AI NATIVE - 33.5%
<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-personalized, 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 personalized 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 India, that shift is happening against the backdrop of the Digital Personal Data Protection Act (DPDPA). Privacy is no longer a legal formality. It's a deployment decision.

### DATA PRIVACY AND AUTONOMOUS AI

#### SAY PRIVACY LIMITS THEM

82.5%

Of Indian brands say data privacy regulations limit their ability to deploy autonomous AI

#### CALL IT SIGNIFICANT

47.5%

Call it a significant constraint on autonomous AI deployment

Brands are largely comfortable with AI generating content. The moment AI starts making decisions autonomously, the conversation changes.

### THE TRUST GAP (BY SECTOR)

Banking and retail feel this pressure differently.

#### BFSI

24%

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

#### RETAIL

30.3%

of retail brands name privacy as their single biggest overall barrier. Their concern isn't regulation but customer trust. Every data point collected needs to translate into a visibly better, less intrusive experience. If customers can't see the value exchange, they disengage.

## THE IMPLICATION

47.5% of Indian brands say privacy is already slowing down their autonomous AI plans. The brands moving forward are the ones treating data governance as infrastructure, not compliance. That means first-party data, clear consent, and a single secure system where autonomous AI can operate without creating new exposure every time it accesses customer information.

# 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.

<p><b>DATA</b></p> <p><b>REAL-TIME DATA. PRIMED FOR ACTION</b></p> <p>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.</p>	<p><b>AI</b></p> <p><b>PURPOSE-BUILT AI FOR ENGAGEMENT TEAMS</b></p> <p>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.</p>	<p><b>ENGAGEMENT</b></p> <p><b>ENGAGE EVERY CUSTOMER. EVERY CHANNEL</b></p> <p>Owned channels, connected channels, and every touchpoint in between, orchestrated by a single AI layer ensuring offer parity, timing optimization, and message consistency across web, app, email, and push. Always right. Always on.</p>
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**CASE IN POINT**

## The AI Advantage

<p><b>CHALLENGE</b></p> <p>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.</p>	<p><b>IMPACT</b></p> <p>Using AI to optimize post-booking recommendations led to a <b>354%</b> year-over-year increase in email revenue and a <b>640%</b> increase in breakfast sign-ups.</p>
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# 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 CDEP, 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 optimize 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 personalization 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 optimization.</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-optimized 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 Optimize, 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-optimizing without manual A/B setup.</p> <p><a href="#">LEARN MORE</a> →</p>
<p><b>JINJA ASSIST</b></p> <p>AI-generated dynamic personalization 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

India's #1 CDEP

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