

moengage



MIDDLE EAST

The State of AI in Customer Engagement

Moving from Generative AI "Bolt-ons" to AI-Native
Autonomous Intelligence.

Contents

| | |
|---|----|
| Foreword: The 2026 AI Paradox | 03 |
| <small>CHAPTER 1</small> Maturity and Adoption: A Divided Landscape | 06 |
| <small>CHAPTER 2</small> The "Integration Tax": Beyond the Add-on | 08 |
| <small>CHAPTER 3</small> Barriers to Scale: The Growth Blockers | 12 |
| <small>CHAPTER 4</small> Privacy and Ethics: The Regulatory Guardrails | 14 |
| <small>CHAPTER 5</small> Content vs. Intelligence: The 2026 Pivot | 16 |
| <small>CHAPTER 6</small> The Autonomous Frontier: Unified decisioning | 19 |
| <small>CHAPTER 7</small> Strategic Roadmap: The CDEP Framework | 23 |
| <small>CHAPTER 8</small> The Solution | 24 |

Foreword

The 2026 AI Paradox

The years 2024 and 2025 were the era of the AI experiment in the Middle East. Brands across the region rushed to adopt generative tools, eager to harness the promise of automated creativity and the record speed it offers. However, as we navigate 2026, the Middle East is witnessing a phenomenon we may call the **AI Paradox which is a stark disconnect between high-level AI ambition and ground-level adoption infrastructure.**

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.

While 92% of regional leaders surveyed in this report have identified AI as their primary engine for growth, the last mile of execution remains fragmented. This global trend is mirrored locally: where **31% of brands in the UAE and KSA claim AI is a core strategy driver, many only leverage it for surface-level tasks like drafting copy (18.5%) or basic segmentation (17%).**

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

This fragmentation creates a significant compounding gap in customer engagement. While the journey from basic personalization to personalized omnichannel engagement at scale was once linear, the introduction of Agentic AI has created an exponential and ever-growing performance gap. **Brands are finding that the time saved by AI is quickly offset by an Integration Tax, the manual effort required to move data between siloed platforms.** This makes it difficult for **50% of CMOs to track ROI.**

The path forward requires a pragmatic and a grass-roots level reset. **To bridge the compounding efficiency gap, brands must move away from piecemeal add-ons towards an approach where AI is a built-in as part of a unified customer engagement infrastructure.** As McKinsey research highlights, companies that excel at this level of integrated intimacy grow **40% faster** than their peers.

While the promise of what AI could transform dominated headline in the Middle East, the **survey data reveals a need for a sharp pivot where brands move away from adding multiple AI pilot projects to their stack to building a unified, AI-native architecture that helps turn passive insights into real-time, human-centric action.**



Kunal Badiani

VICE PRESIDENT
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moengage

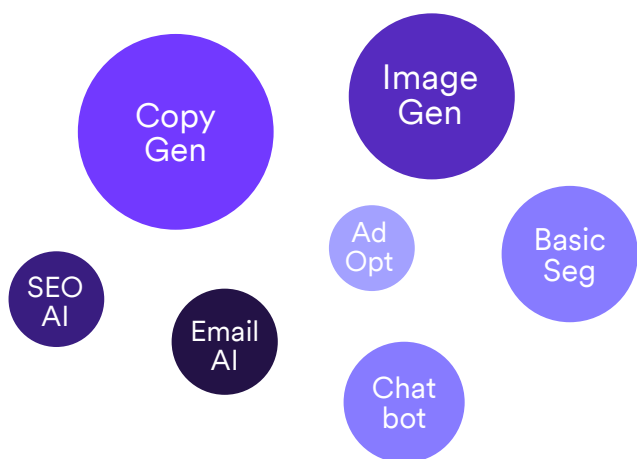
THE GREAT SHIFT

How AI evolves from fragmentation to integration

2024-25

THE HYPE & EXPERIMENT ERA

Scattered & Siloed



47+ 30% Low

Isolated tools

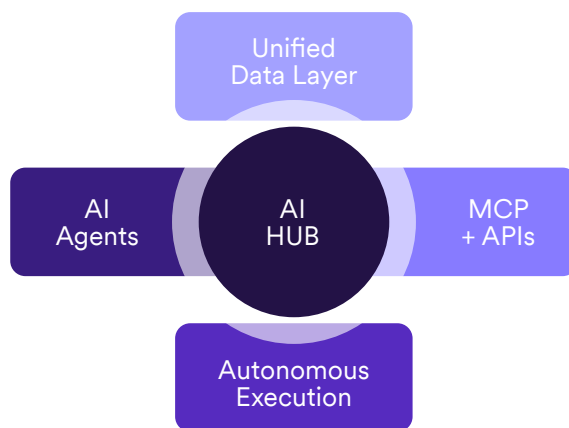
Adoption rate

ROI clarity

2026+

THE EFFICIENCY & INTEGRATION ERA

Connected & orchestrated



1 3-5x High

Unified stack

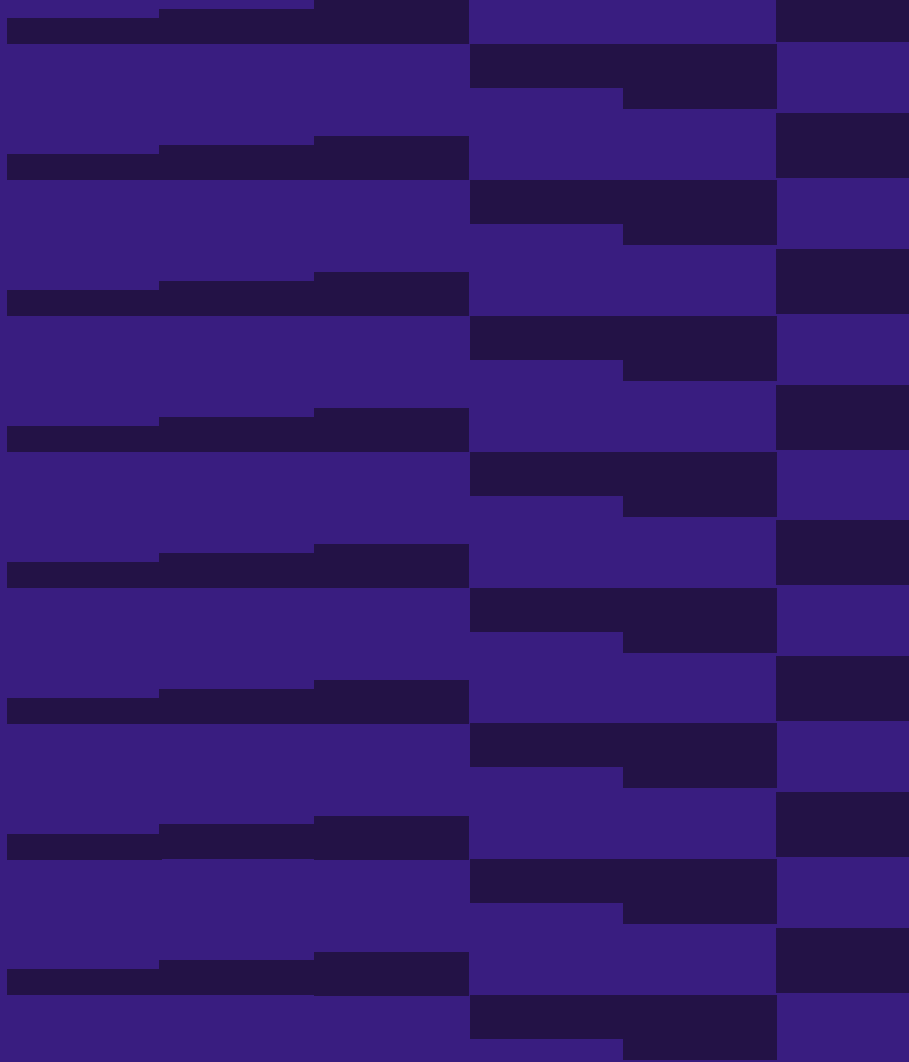
Efficiency gain

ROI clarity

Point solutions

The Shift →

AI-Native Platform Intelligence



The Current State

MOVING BEYOND THE FUEL PROBLEM

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 the UAE and KSA, the limitation isn't the AI model's intelligence; it is the infrastructure latency that builds from using numerous siloed tools patched together. If your AI identifies a high-value churn risk in Riyadh but your execution layer takes six hours to sync the data, the window of influence has already closed, and you may have already lost the customer.

The Middle East landscape is defined by high adoption enthusiasm but fragmented utility.



Maturity & Adoption

A Divided Landscape

The data reveals a regional landscape characterized by a widening gap between industry leaders and laggards. This digital divide is defined not by budget, but by how deeply AI is woven into the organizational fabric.

The Middle East exhibits a polarized maturity scale. 31.0% of organizations in the UAE and KSA report that AI is a fully integrated, core driver of their customer engagement strategy. However, a significant 35.5% remain in the early "experimentation" phase, primarily using isolated generative tools for basic tasks.

The Leaders - 31%

AI is not a separate department; it is the core driver of customer engagement strategy, enabling one-to-one omnichannel personalization at a scale previously thought impossible. These brands have successfully skipped the integration tax entirely.

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%

Actively moving beyond simple automation. These organizations leverage AI for dynamic personalization and real-time predictive insights, but their infrastructure may not yet be fully unified, limiting the quality of their feedback loops and the accuracy of their AI tools.

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 in the Middle East, yet the most exposed. They are using AI without a unified data strategy: relying on isolated task-level features and off-the-shelf generative tools. Every quarter they stay here, the compounding gap widens.

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

44.4%

of retailers are still testing basic generative AI use cases. They are heavily skewed toward early adoption.

BFSI

38.4%

of BFSI leaders view AI as a core strategic driver of their long-term business vision. They are leading strategic deployments

THE IMPLICATION

This division creates a two-speed market. The Strategic Leaders who are focused and continually investing in infrastructure and data unification to enable autonomous, one-to-one personalization at scale. Experimenters risk falling into the content trap, producing more content faster but failing to improve relevance or customer lifetime value (CLV), ultimately leading to engagement fatigue.

CASE IN POINT

The AI Advantage

CHALLENGE

A top-rated global weather and local discovery application serving over 100 million users faced a utility trap. While users relied on them for daily essentials, engagement was brief and transactional. They needed to transform a quick utility check into a habit-forming experience through deep behavioral and location-based insights.

IMPACT

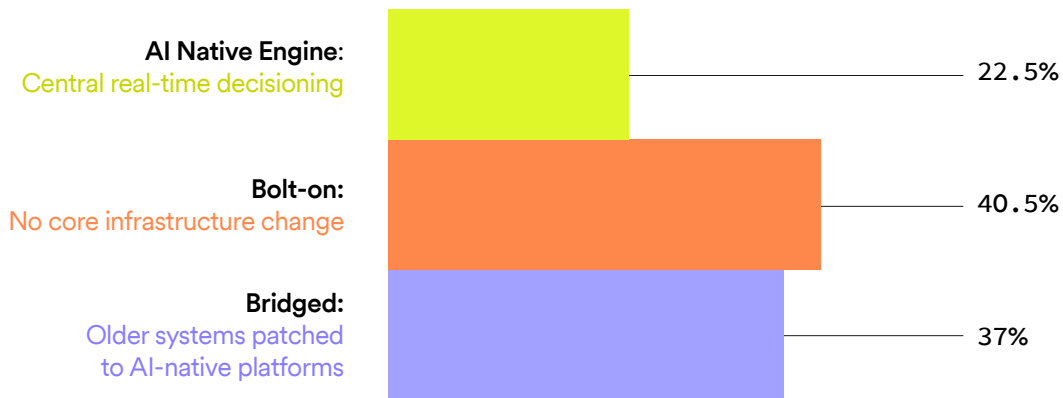
By leveraging advanced automated segmentation, the brand achieved a 3X increase in mobile engagement and generated 25 million incremental app opens by delivering weather-contextual content.

The Integration Tax

Beyond the Add-on

The primary inhibitor of ROI is the **Integration Tax**, which is the hidden operational cost of manual labor required to manage, review, and connect disconnected AI tools. As brands rush to adopt AI, this fragmentation has become the primary bottleneck, transforming a speed-to-market technology into a manual-review burden.

How AI is actually wired into the stack.



*MoEngage Research

53%

of brands across all sectors currently deploy AI as a standalone 'bolt-on' tool.

The Bolt-on Trap

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 BOLT-ON 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"> • DATA SILO Isolated, unsynced customer data | <ul style="list-style-type: none"> • UNIFIED CUSTOMER DATA Real-time, 360° profile |
| <ul style="list-style-type: none"> • MANUAL CSV EXPORT HUMAN INTERVENTION | <ul style="list-style-type: none"> • NATIVE AI ENGINE AUTO Decides + Generates natively |
| <ul style="list-style-type: none"> • GENERATIVE AI TOOL No brand context, no history | <ul style="list-style-type: none"> • BRAND COMPLIANCE CHECK AUTO Autonomous, no human needed |
| <ul style="list-style-type: none"> • MANUAL REVIEW & EDIT HUMAN INTERVENTION | <ul style="list-style-type: none"> • OPTIMAL CHANNEL SELECTED AUTO Web / App / Email / Push |
| <ul style="list-style-type: none"> • ESP / SEND PLATFORM Siloed channel - no sync | <ul style="list-style-type: none"> • REAL-TIME SEND Milliseconds after trigger |
| <ul style="list-style-type: none"> • MESSAGE SENT Hours or days after trigger | |
| <div style="background-color: #f4a460; padding: 10px; border: 1px solid #ccc;"> <p> HIGH INTEGRATION TAX & SLOW EXECUTION</p> </div> | <div style="background-color: #d9ead3; padding: 10px; border: 1px solid #ccc;"> <p> ZERO INTEGRATION TAX & REAL-TIME SCALE</p> </div> |

Why The Familiar Paths Don't Bridge The Gap

CDP ALONE

THE DATA CAGE

Data without activation means AI lacks a feedback loop to learn and improve. A CDP is a warehouse, not an engine.

POINT SOLUTIONS

THE MESSY MIDDLE

Disconnected tools mean the context required for AI decisioning is perpetually lost in transit between systems.

LEGACY STACK

THE FRANKENSTACK

Slow, clunky systems on aging architecture hinder real-time decisioning. They cannot be patched into AI-native performance.

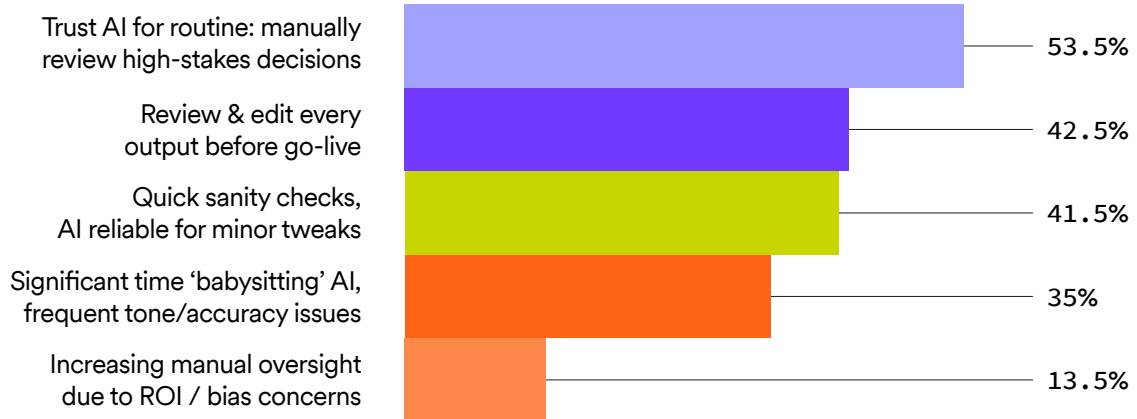
The Manual Review Bottleneck: A Babysitting Economy

The true cost of the integration tax is measured in human hours. A lack of architectural trust leads to a babysitting economy where

39% of respondents

report their teams spend excessive time manually auditing outputs instead of focusing on more strategic tasks.

How much time does your team spend supervising AI?



*MoEngage Research

THE IMPLICATION

The Integration Tax negates the primary promises of AI-efficiency and speed at scale. When marketers spend more time exporting CSV files and stitching data from different tools to make sense together than they do on strategy, ROI stagnates. This **manual intervention prevents real-time execution, meaning brands miss the critical window to respond to customer intent in the moment.**

To achieve autonomous scale, brands must **shift from AI-Added to AI-Native**, eliminating the manual review loop in favor of a streamlined, unified decisioning engine that keeps the marketer in the loop while freeing them from intervention at every tactical step.

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

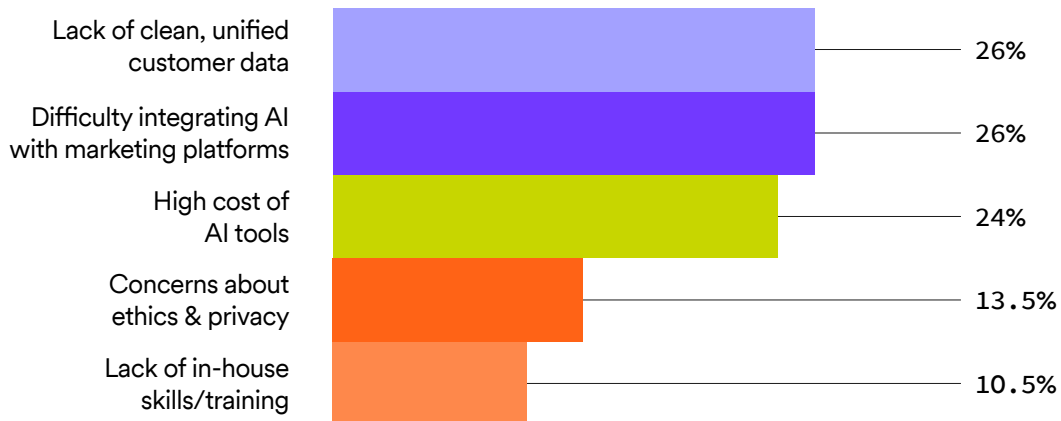
Transitioning to an integrated platform reduced manual effort by 90% and go-live time by 93%, enabling the team to launch omnichannel journeys in hours rather than weeks.

Barriers to Scale

The Growth Blockers

While the technology exists, the primary barriers to evolving AI from a niche assistant into a deeply embedded autonomous engine are cultural and organizational rather than just technical. Companies frequently struggle with siloed data and rigid mindsets that prevent the cross-functional alignment necessary for a truly integrated intelligence layer. To bridge this gap, leadership must prioritize overhauling workflows and upskilling employees to sustain autonomous

Levels of Human Oversight in AI Workflows



*MoEngage Research

52%

of respondents cite data fragmentation and integration failures as the #1 blocker. Both barriers share the same root cause: a disconnected technology architecture.

THE DATA AND INTEGRATION DEADLOCK

52%

Of organizations are stalled by two sides of the same coin.

26% + 26%

Fragmented data

Inability to integrate AI into disjointed marketing stacks

...two symptoms, one disease.

THE COST TRAP

24%

Of organizations flag high tool costs as their primary barrier, yet much of this spend is wasted on redundant, siloed solutions that duplicate effort rather than compound value.

THE CONFIDENCE DEFICIT

13.5%

Of organizations have ethical and privacy concerns, a signal that, without a governed, unified data layer, trust in AI outputs remains fragile.

The Hidden Root Cause

10.5%

Explicitly name skills and training as their barrier, the lowest of the five. Yet the inability to scale AI is not a talent problem. It is an infrastructural problem. Fragmented data makes AI unreliable. Unreliable AI erodes team confidence. Eroded confidence stalls adoption. Brands are hiring for a problem they should be engineering away.

Privacy and Ethics

The Regulatory Guardrails

Around 14% of survey respondents cite privacy and ethical concerns as their primary roadblocks to scaling AI into an infrastructural cornerstone. Especially in the sophisticated regulatory environments of the UAE and KSA, trust and ethical compliance are no longer legal check-boxes; they are foundational requirements for AI adoption. As AI moves from generating copy to making autonomous decisions about customer data, the Black Box problem becomes a significant business risk.

BFSI

44%

Banking leaders cite privacy and ethics as their #1 barrier. Fragmented, third-party tools create compliance risk; every data handoff puts customer data and trust at risk.

RETAIL

37%

of regional shoppers are concerned about how AI uses their data. The challenge isn't regulation, it's earning trust by making the value exchange transparent.

52%

of the survey respondents across different industries, are prioritizing unified, secure data infrastructure over the next 12 months, deliberately slowing experimentation to fix the foundation first.

THE IMPLICATION

Privacy-by-Design

To achieve autonomous scale in 2026, brands cannot treat security as an afterthought. Whether you are managing a high-frequency retail loyalty program or a sensitive Banking portfolio, the transition to unified CDEP is the only path to compliant AI.

System Architecture Benefits

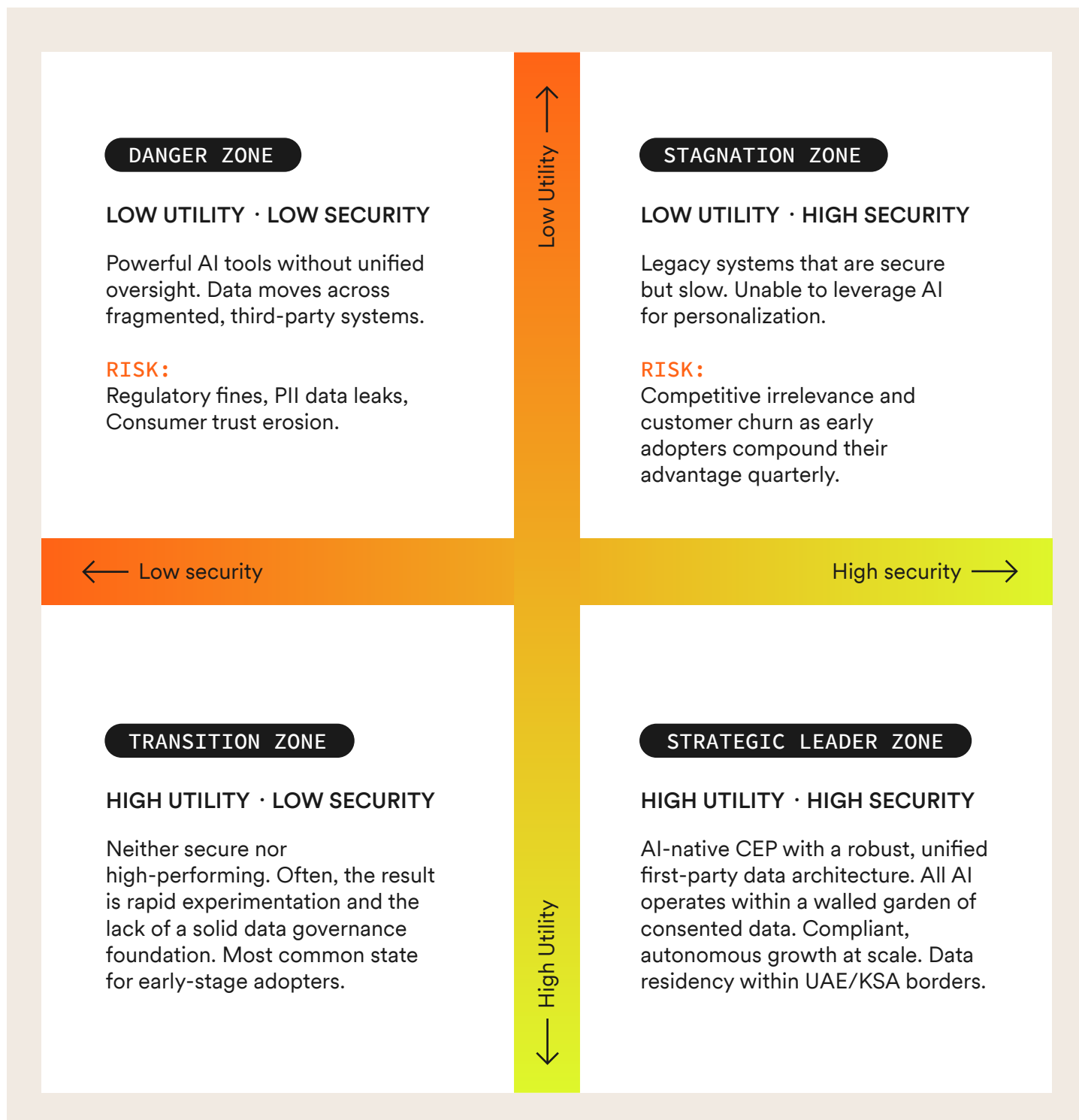
DATA RESIDENCY

Keeping data within UAE/KSA borders to meet federal mandates.

DETERMINISTIC CONTROL

By moving away from probabilistic assumptions, we ensure ethical compliance through consented customer insights.

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

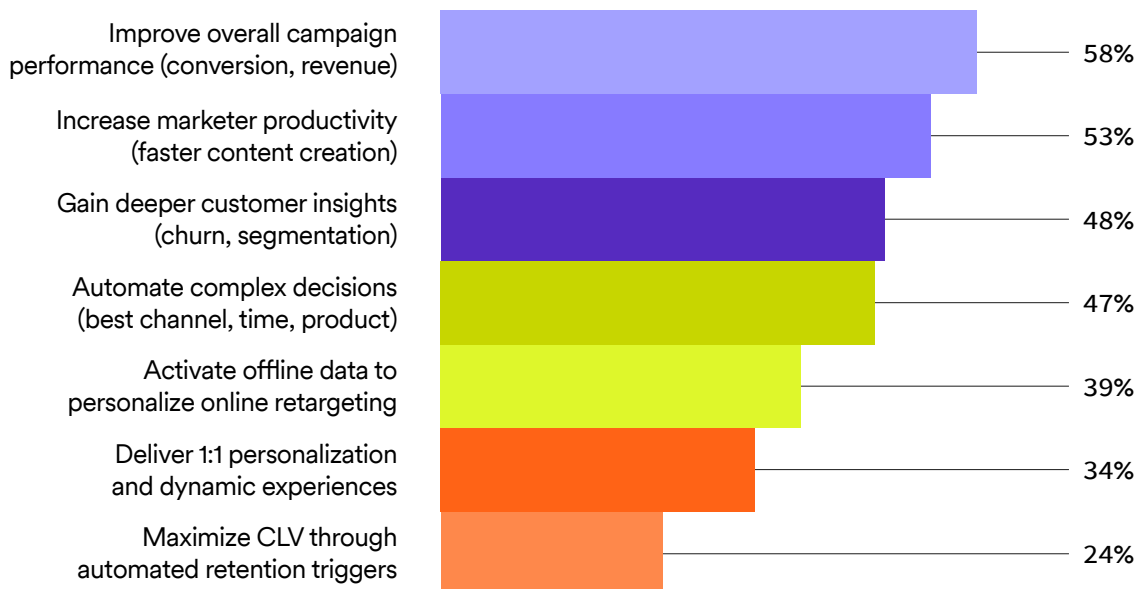


Content vs. Intelligence

The 2026 Pivot

The definition of AI utility is undergoing a critical pivot in the region, shifting from surface-level content generation (Generative AI) to deep, autonomous Predictive Intelligence (Analytical AI).

What are brands trying to achieve with AI in 2026?



*MoEngage Research

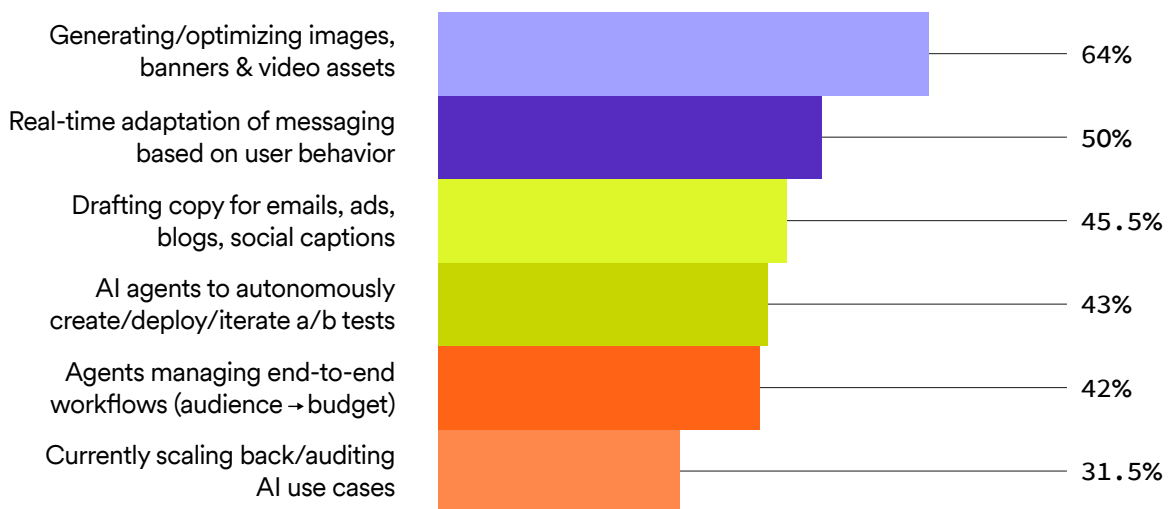
! WARNING SIGNAL

31.5%

of respondents are actively scaling back or auditing AI due to performance or accuracy concerns, a direct symptom of deploying AI without a unified data foundation.

Poor data in = Poor decisions out

Where is AI actually deployed today?



*MoEngage Research

This AI disillusionment wave is the integration tax made visible. Where brands are placing their AI investment bets in the next 12 months, and why the shift from content generation to autonomous decisioning defines who wins in 2026.

The Rise of the Autonomous Agent

| PRODUCT CATEGORY | DESCRIPTION | PERCENTAGE |
|---|--|------------|
| Autonomous AI Decisioning Agents | Independently orchestrate full customer journey - real-time consistency & offer parity across Web & App. | 29.5% |
| Predictive Analytics | Advanced segmentation, churn modeling, CLV forecasting. | 23% |
| Generative AI for Content | Scaling creative assets, copywriting & image generation - now baseline, no longer a differentiator. | 19% |
| Conversational AI Agents | Goal-oriented chatbots & voice assistants for end-to-end customer resolution. | 17.5% |
| Real-Time Automation | Rule-based triggers & automated campaign delivery - table stakes, not a growth lever. | 11% |

CASE IN POINT



The AI Advantage

CHALLENGE

A leading multi-brand electronics retailer, Xcite, 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 Impact: Xcite 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

Customer engagement is evolving from AI co-pilots to autonomous agents. Instead of just helping humans with tasks, these agents will manage complex strategies to empower them.

CURRENT REALITY

17%

of most brands are still babysitting AI for isolated tasks, such as subject line optimization.

WHILE

28.5%

are attempting to scale it across key workflows, such as dynamic personalization.

THE DECISIONING GAP

16% Of BFSI brands

AND

11% Of Retailers

currently use centralized AI Agents to make real-time decisions about the customer journey across multiple channels.

THE IMPLICATION

Autonomous decisioning is the final step in closing the Efficiency Gap. By deploying unified, autonomous AI agents, brands can shift from setting up complex, manual A/B tests to letting AI automatically determine the next best action for every unique customer, in real-time, across web, app, and email.

A New Standard for High Performance Customer Engagement

CURRENT REALITY

Brands treat customers as segments, not individuals, systematically underperforming vs. AI-driven 1:1 decisioning.

32.5%

Manual A/B tests to determine a winner for segments

30%

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

76.5%

are still using manual or rule-based offer logic

14%

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.

23.5%

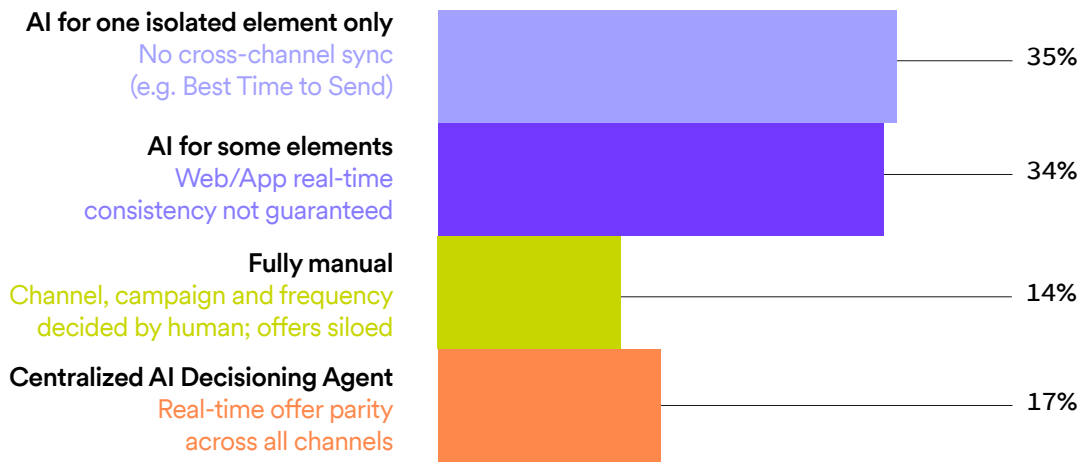
are using AI decisioning engine for 1:1 offers

AI analyzes intent signals, history & context in real-time

Selects optimal channel + time + offer per individual

Continuously learns from outcomes, feedback loop intact

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



*MoEngage Research

83%

of MEA brands lack cross-channel AI consistency.

| CAPABILITY | BOLT-ON - 40.5% | BRIDGED - 37% | AI NATIVE - 22.5% |
|------------------------------|------------------------|--------------------|------------------------|
| Data Freshness | Stale - periodic syncs | Semi real-time | Always real-time |
| Brand Alignment | Manual tone checks | Partial automation | Autonomous governance |
| Cross-channel Parity | Siloed by channel | Partial sync | Unified decisioning |
| AI Learning Loop | Broken - no feedback | Delayed | Continuous & real-time |
| Marketer Overhead | Very high | Moderate | Minimal |
| Compounding Advantage | None | Limited | Exponential |

CASE IN POINT

JUMIA 



The AI Advantage

CHALLENGE

Jumia, a leading E-commerce platform, needed to transition away from fragmented CRM tools to a unified, data-driven solution. With millions of customers across multiple countries, they required a platform robust enough to handle high-stakes peak periods like Black Friday while supporting sophisticated personalization to drive repurchase rates and retention.

IMPACT

By unifying customer data with MoEngage's AI-powered platform, Jumia deployed intelligent automated journeys and leveraged the Intelligent Path Optimizer to determine the best channel and timing for each customer. Advanced recommendation models drove personalized cross-sell campaigns, while Next Best Action capabilities reactivated dormant users. They achieved 13% growth in purchase events quarter over quarter, a 3.76% increase in conversion rate for AI-powered flows, and an 18.78% uplift in overall conversions.

[READ THE FULL STORY](#)

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 Data and Engagement Platform (CDEP). 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 measurable, and autonomous so it champions the humans.

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 optimization, 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 optimize post-booking recommendations led to a 354% year-over-year increase in email revenue and a 640% increase in breakfast sign-ups.

The Solution

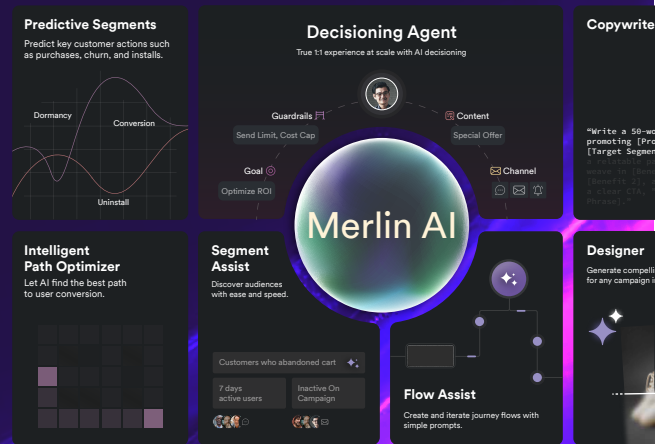
From Integration Tax to Zero Tax AI-Native Engagement

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.

SEE THE #1 CDEP IN ACTION



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>COPYWRITER</p> <p>Conversion-optimized copy for subject lines, push notifications, banners, and in-app messages. Brand-aware from the start.</p> <p>LEARN MORE →</p> | <p>OFFER DECISIONING AGENT</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>LEARN MORE →</p> | <p>PREDICTIVE SEGMENTS</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>LEARN MORE →</p> |
| <p>DESIGNER</p> <p>On-brand product images, banners, and campaign creatives generated from a text prompt. No designer bottleneck.</p> <p>LEARN MORE →</p> | <p>CAMPAIGN DECISIONING AGENT</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>LEARN MORE →</p> | <p>PRODUCT RECOMMENDATIONS</p> <p>Recommend the most relevant products to each customer on any channel, powered by real-time behavioral data and purchase history.</p> <p>LEARN MORE →</p> |
| <p>SEGMENT ASSIST</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>LEARN MORE →</p> | | <p>BEST TIME TO SEND</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>LEARN MORE →</p> |
| <p>FLOW ASSIST</p> <p>Build complex, cross-channel customer journeys from a single prompt. No technical expertise required. Full journey in minutes.</p> <p>LEARN MORE →</p> | | <p>INTELLIGENT PATH OPTIMIZER</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>LEARN MORE →</p> |
| <p>JINJA ASSIST</p> <p>AI-generated dynamic personalization code blocks, making 1:1 content variables accessible to non-technical marketers.</p> <p>LEARN MORE →</p> | | <p>NEXT BEST CHANNEL</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>LEARN MORE →</p> |

moengage

Middle East's #1 CDEP

MoEngage is the Middle East's #1 Customer Data and Engagement Platform (CDEP), most trusted by over 1,350 global consumer brands, including Galadari Brothers, DP World, Homzmart, Alsaif Gallery, Azadea, Botim, Gathern, Jazeera Airways, Mobily Pay, The ENTERTAINER, Othaim Markets, Seera Group, BFL, Apparel Group, Telda, Riva Fashion. MoEngage combines data from multiple sources to help brands gain a 360-degree view of their customers.

MoEngage Analytics arms marketers and product owners to build a unified customer profile with insights into customer behavior, their journey, product usage, preferences, and interests. Brands leverage MoEngage to orchestrate customer journeys and build 1:1 experiences across the website and mobile (with MoEngage Personalize), email, social, and instant messaging channels. MoEngage Inform, the transactional messaging infrastructure, helps brands unify their promotional and transactional communication to a single platform for better insights and lower costs. MoEngage's AI Agents help marketers develop winning copies and creatives, build customer segments, craft relevant journeys, optimize campaigns and channels that boost engagement, and reduce campaign go-live times.

For over a decade, consumer brands in 60+ countries have been using MoEngage to power digital experiences for over a billion monthly customers. With offices in 15 countries, MoEngage is backed by Goldman Sachs Asset Management, B Capital, Steadview Capital, Multiples Private Equity, Eight Roads, F-Prime Capital, Matrix Partners, Ventureast, and Helion Ventures.

MoEngage was the only vendor to be named a Customers' Choice Vendor in the Gartner Peer Insights™ Voice of the Customer: Email Marketing Report 2025, Contender in The Forrester Wave™: Real-Time Interaction Management, Q1 2024 report, and Strong Performer in The Forrester Wave™ 2023 report. MoEngage was also featured as a Leader in the IDC MarketScape: Worldwide Omni-Channel Marketing Platforms for B2C Enterprises 2023.

To learn more, visit www.moengage.com