SOUTH AFRICA

The State of AI in Customer Engagement

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

Contents

Foreword

The 2026 AI Paradox

The years 2024 and 2025 were characterised as an era of AI experimentation across South Africa. Brands rushed to adopt generative tools, eager to harness the promise of automated creativity and the record-breaking execution speed they offer. However, as we navigate 2026, the South African market is witnessing a distinct phenomenon: **the AI Paradox. This manifests as a stark disconnect between high-level corporate AI ambition and the ground-level infrastructure required for adoption.**

In this definitive market report, we have surveyed 200 senior customer engagement and marketing leaders across South Africa to examine why brands continue to struggle with achieving true one-to-one personalisation, and how they can shift from "babysitting" AI to a truly autonomous frontier that champions human marketers. The mission is no longer merely to use AI, but to make AI measurable, useful at scale, and deeply human.

While 88.3% of South African enterprise leaders surveyed have identified AI as their primary engine for long-term growth, the last mile of execution remains heavily fragmented. This trend is mirrored locally: **where 31.9% of brands claim AI is already a core strategy driver, many only leverage it for surface-level tasks like drafting copy or basic, rigid segmentation.**

61%

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

35%

Generative AI projects are projected to be abandoned due to poor data quality and fragmented legacy infrastructure (Gartner).

53%

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

This fragmentation creates a significant compounding gap in customer engagement. While the journey from basic personalisation to personalised omnichannel engagement at scale was once linear, the introduction of Agentic AI has created an exponential performance gap.

Brands are finding that the time saved by AI is quickly offset by an Integration Tax, which is the manual effort required to move data between siloed platforms. **To bridge this compounding efficiency gap, brands must move away from piecemeal add-ons towards an approach where AI is built in as part of a unified Agentic CDEP infrastructure.** Companies that excel at this level of integrated intimacy grow 40% faster than their peers.

Kunal Badiani

VICE PRESIDENT BUSINESS & GROWTH – EMEA

moengage

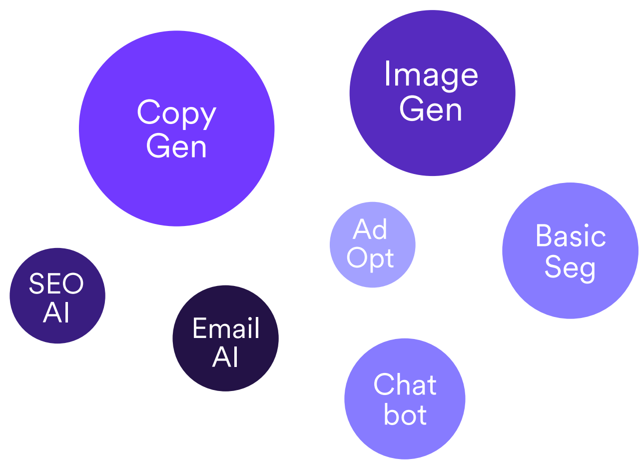
THE GREAT SHIFT

How AI evolves from fragmentation to integration

2024-25

THE HYPE & EXPERIMENT ERA

Scattered & Siloed



47+ Isolated tools

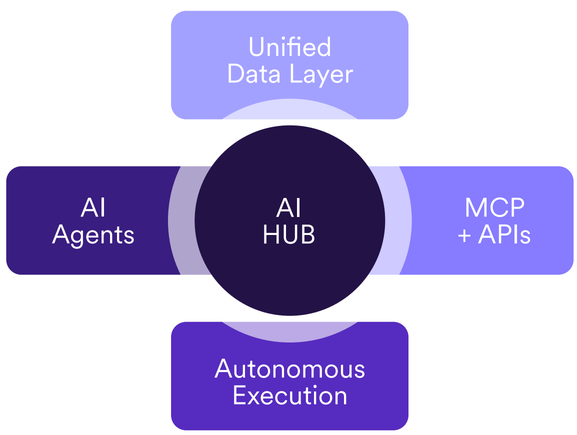
30% Adoption rate

Low ROI clarity

2026+

THE EFFICIENCY & INTEGRATION ERA

Connected & orchestrated



1 Unified stack

3-5x Efficiency gain

High 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 organisations 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 South Africa, the limitation is not 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 Johannesburg 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 South African landscape is defined by high adoption enthusiasm but fragmented utility.

CHAPTER 1

Maturity & Adoption

A Divided Landscape

The survey data reveals a polarised regional landscape characterised by a widening gap between industry leaders and laggards. This digital divide is defined not by budget availability, but by how deeply AI is woven into the tech fabric of the organisation.

South Africa exhibits a polarise maturity scale. 31.9% of organisations in the UAE and KSA report that AI is a fully integrated, core driver of their customer engagement strategy. However, a significant 39% remain in the early experimentation phase, primarily using isolated generative tools for basic tasks.

The Leaders - 31.9%

AI is not treated as a separate department; it is the core driver of customer engagement strategy, enabling one-to-one omnichannel personalisation at an unprecedented scale. These brands have successfully bypassed 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 personalisation at scale
- Zero manual AI babysitting overhead
- Autonomous, brand-compliant content logistics

COMPOUNDING ADVANTAGE

Every campaign makes the brand's AI smarter. Every data point deepens the real-time feedback loop. Laggards cannot easily replicate this structural advantage.

The Scalers - 29.1%

Actively moving beyond simple automated execution. These organisations leverage AI for dynamic personalisation and real-time predictive insights, but their underlying infrastructure is not yet fully unified, limiting the quality of their feedback loops.

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

Scalers are close, but without native architecture, they risk becoming permanently stuck in the "messy middle" as autonomous AI agents demand real-time data they do not possess.

The Experimenters - 39%

The largest group in South Africa, yet the most exposed. They are deploying AI without a unified data strategy, relying on isolated task-level features and off-the-shelf generative tools.

CORE CAPABILITIES

- Subject-line optimisers and basic copy tools
- No unified customer data foundation
- Cannot orchestrate in real-time
- Failing to capture the behavioural 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 a decline in Customer Lifetime Value (CLV).

RETAIL

47.5%

of retailers are still testing basic generative AI use cases, heavily skewing the sector towards early adoption.

BFSI

38.6%

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

THE IMPLICATION This division creates a two-speed market. Strategic Leaders invest in unified infrastructure to enable autonomous, 1:1 personalisation at scale. Meanwhile, Experimenters fall into the content trap, producing volume faster but failing to improve relevance or CLV, ultimately driving engagement fatigue.

CASE IN POINT

JUMIA

The AI Advantage

CHALLENGE

Jumia, a leading E-commerce platform in Africa, 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 personalisation to drive repurchase rates and retention.

IMPACT

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

READ THE FULL STORY

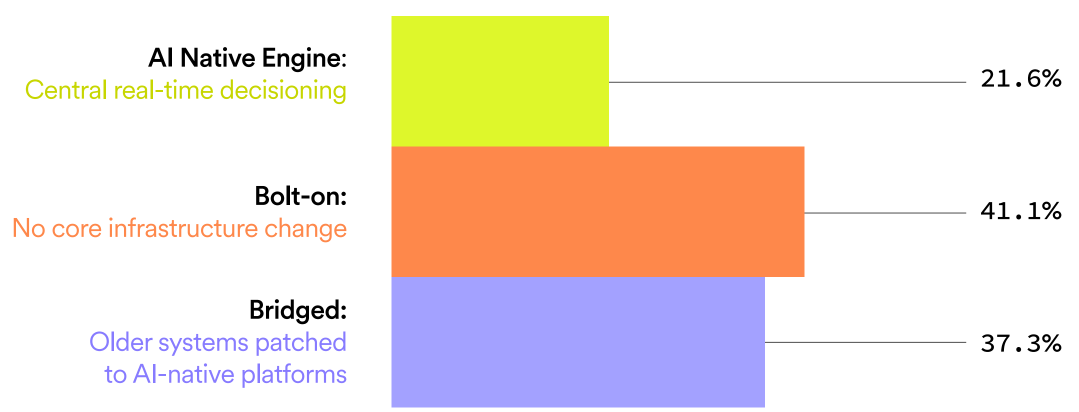
CHAPTER 2

The Integration Tax

Beyond the Add-on

The primary inhibitor of marketing ROI in South Africa is **the Integration Tax, which is the hidden operational cost of manual labour 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.



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54.6% 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 organisations 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 personalise their engagement and ultimately losing customers.

THE BOLT-ON APPROACH	AI-NATIVE ARCHITECTURE
Every step requires human intervention. Data doesn't flow seamlessly. Context is always lost.	**Data, AI, and delivery in one unified layer. Context is never lost. Execution is instant.**
• DATA SILO Isolated, unsynced customer data	• UNIFIED CUSTOMER DATA Real-time, 360° profile
• MANUAL CSV EXPORT — HUMAN INTERVENTION	• NATIVE AI ENGINE Decides + Generates natively — AUTO
• GENERATIVE AI TOOL No brand context, no history	• BRAND COMPLIANCE CHECK Autonomous, no human needed — AUTO
• MANUAL REVIEW & EDIT — HUMAN INTERVENTION	• OPTIMAL CHANNEL SELECTED Web / App / Email / Push — AUTO
• ESP / SEND PLATFORM Siloed channel - no sync	• REAL-TIME SEND Milliseconds after trigger
• MESSAGE SENT Hours or days after trigger	
HIGH INTEGRATION TAX & SLOW EXECUTION	**ZERO INTEGRATION TAX & REAL-TIME SCALE**

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

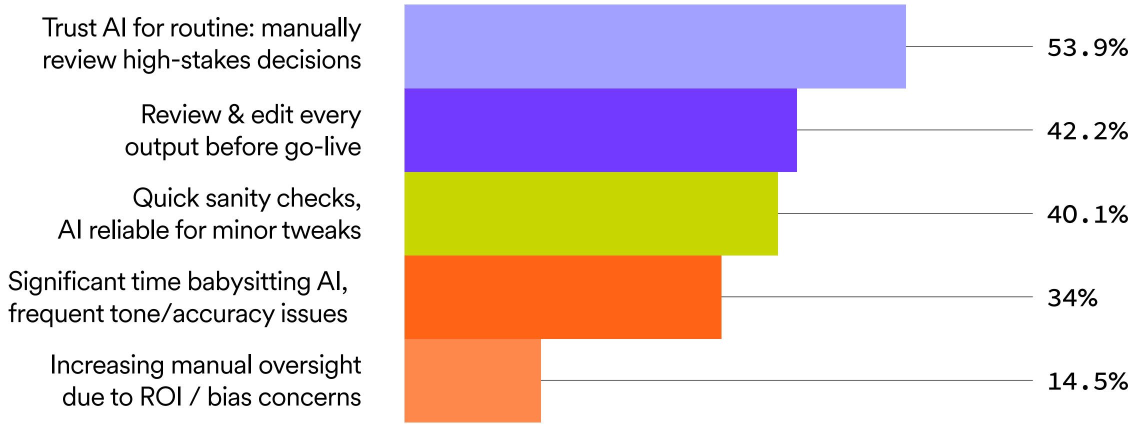
THE FRANKENSTACK

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

How much time does your team spend supervising AI?



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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 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 favour 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.

CHAPTER 3

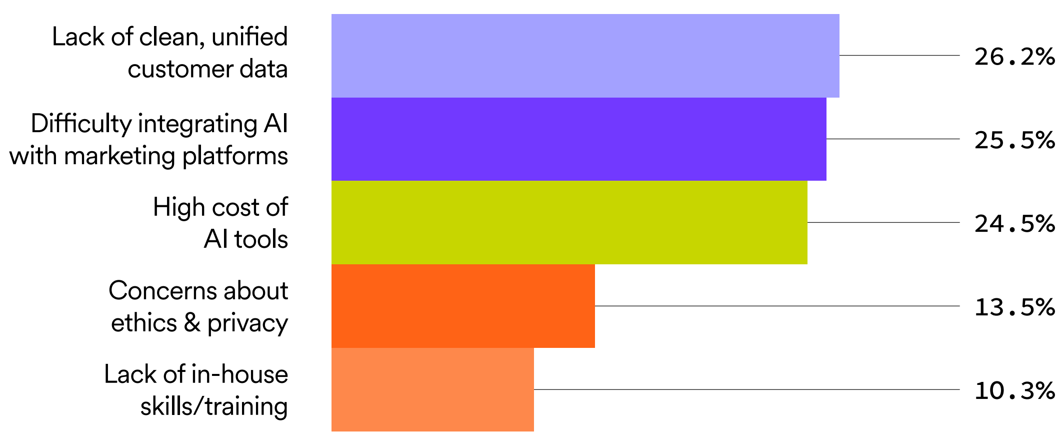
Barriers to Scale

The Growth Blockers

While the technology exists, the primary barriers to evolving AI from a niche assistant into a deeply embedded autonomous engine are both technical and organisational. 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 prioritise overhauling workflows and upskilling employees to sustain autonomous AI.

Primary Roadblock to Scaling AI

Levels of Human Oversight in AI Workflows



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51.7% of organisations cite data fragmentation and integration failures as their number one blocker. Both barriers share the same root cause: a disconnected technology architecture.

Interestingly, only 10.3% name skills and training as their primary barrier. The inability to scale AI is not a talent problem; it is an infrastructural problem. Brands are hiring for a problem they should be engineering away.

THE COST TRAP

24.5%

of organisations 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

10.3%

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.

CHAPTER 4

Privacy and Ethics

The Regulatory Guardrails

Strict data privacy regulations, specifically compliance with the Protection of Personal Information Act (POPIA) in South Africa, mean that 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

44.3%

of banking and insurance leaders cite privacy, compliance, and ethics as their number one barrier to scaling AI. Every data handoff between fragmented tools represents a potential compliance risk.

RETAIL

37.6%

of regional consumers express concern over how AI processes and leverages their behavioural data. The challenge lies in earning trust by making the value exchange completely transparent.

52.1%

of surveyed respondents across industries are actively prioritising a unified, secure data infrastructure over the next 12 months, deliberately slowing down superficial experimentation to fix the architectural foundation first.

THE IMPLICATION

Privacy-by-Design

To achieve autonomous scale in 2026, brands cannot treat security as an afterthought. Whether managing a high-frequency retail loyalty programme or a sensitive banking portfolio, the transition to a unified Agentic CDEP is the only path to compliant AI. This architecture ensures:

System Architecture Benefits

DATA RESIDENCY

Keeping data within South African borders to meet regulatory mandates under POPIA and related frameworks.

DETERMINISTIC CONTROL

Moving away from probabilistic AI guesses that might breach ethical boundaries towards deterministic certainty based on consented, first-party customer data.

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

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

Low Utility

DANGER ZONE

LOW UTILITY · LOW SECURITY

Powerful AI tools without unified oversight. Data moves across fragmented, third-party systems.

RISK:
Regulatory fines, PII data leaks, consumer trust erosion.

STAGNATION ZONE

LOW UTILITY · HIGH SECURITY

Legacy systems that are secure but slow. Unable to leverage AI for personalisation.

RISK:
Competitive irrelevance and customer churn as early adopters compound their advantage quarterly.

Low security

High security

TRANSITION ZONE

HIGH UTILITY · LOW SECURITY

Neither secure nor high-performing. Often, the result is rapid experimentation and the lack of a solid data governance foundation. Most common state for early-stage adopters.

STRATEGIC LEADER ZONE

HIGH UTILITY · HIGH SECURITY

AI-native CEP with a robust, unified first-party data architecture. All AI operates within a walled garden of consented data. Compliant, autonomous growth at scale. Data residency within South African borders.

High Utility

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

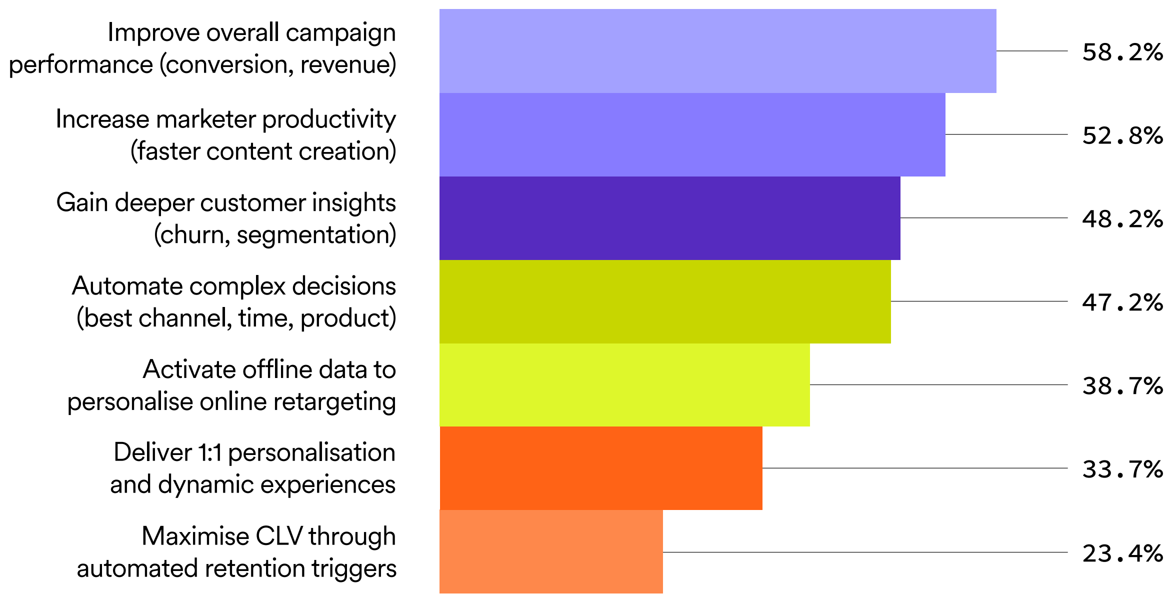
CHAPTER 5

Content vs. Intelligence

The 2026 Pivot

The definition of AI utility is undergoing a critical pivot in South Africa, 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?



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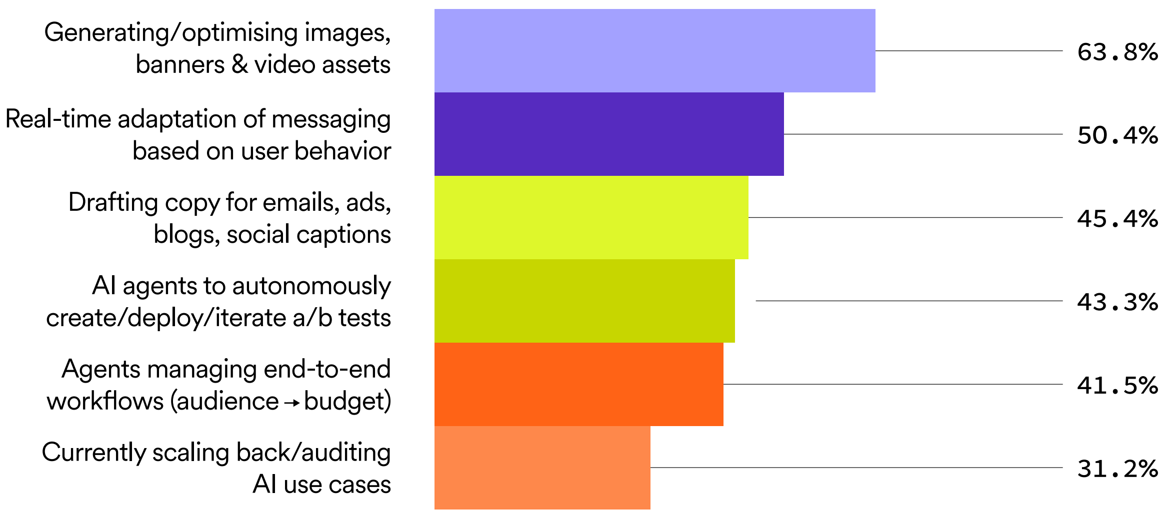
⚠ WARNING SIGNAL

31.2%

of brands are actively auditing or scaling back their AI deployments due to performance or accuracy concerns. This is a direct symptom of deploying AI without a unified data foundation. Poor data in always results in poor decisions out.

Where is AI actually deployed today?



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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 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.

CHAPTER 6

The Autonomous Frontier

Unified Decisioning

Customer engagement is rapidly evolving from marketing co-pilots towards autonomous agents. Instead of merely assisting humans with isolated tasks, these agents handle complex strategic decision-making loops to champion human output.

The decisioning gap remains stark: only 15.6% of BFSI brands and 11.3% of retailers currently use centralised AI Agents to make real-time decisions about the customer journey across multiple channels. Meanwhile, 76.2% of South African brands are still tethered to manual or rule-based offer logic, treating customers as broad segments rather than individuals.

CURRENT REALITY

17%

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

WHILE

28.5%

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

THE DECISIONING GAP

16% **Of BFSI brands**

AND

11% **Of Retailers**

currently use centralised 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.

76.2%

are still using manual or rule-based offer logic

32.6%

Manual A/B tests to determine a single creative winner for entire segments

29.8%

Static, rigid rule-based logic (e.g., If VIP, show Offer A; else, show Offer B)

13.8%

Display the exact same offer to large customer lists with zero optimisation

THE OPPORTUNITY

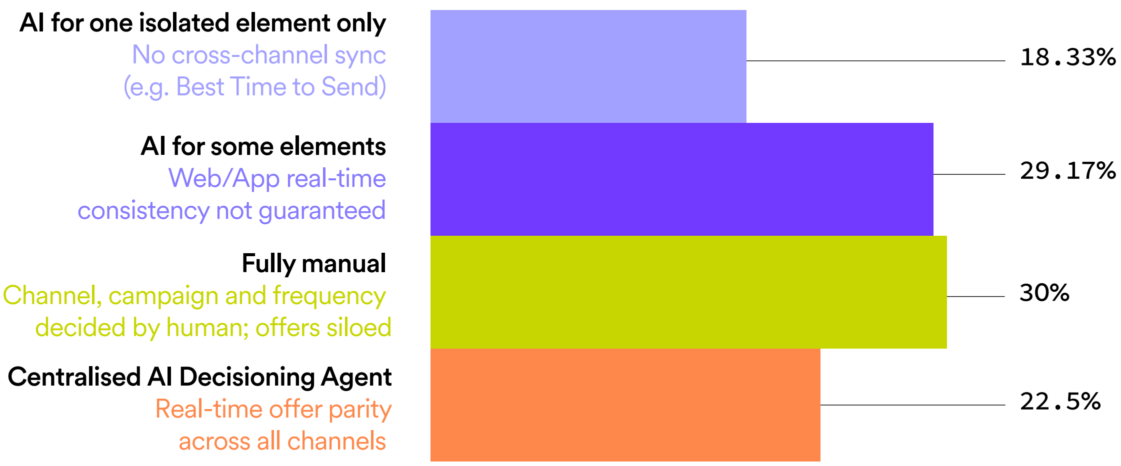
Real-time AI selects the optimal offer for each individual, not a segment, not a rule. Every interaction is uniquely optimised.

Shifting to an Agentic CDEP delivers

- AI analyses intent signals, history and context in real time
- Selects optimal channel, time, and offer per individual
- Continuously learns from outcomes, keeping feedback

Cross-Channel AI Consistency

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



*MoEngage Research

77.5%

of South African brands lack cross-channel AI consistency, creating a disconnected experience where an offer reflected on a web browser fails to sync with the mobile app touchpoint.

Shifting to an Agentic CDEP ensures real-time offer parity, continuous feedback loops, and individual-level optimisation across web, app, email, and SMS touchpoints simultaneously.

Architecture Capability Comparison

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

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 Impact: The brand leveraged an AI-native Customer Engagement Platform to boosts 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

CHAPTER 7

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 measureable, and autonomous so it champions the humans.

DATA

REAL-TIME DATA. PRIMED FOR ACTION

Unified Real-Time Data Layer: Ingests, unifies, and segments data from all online and offline sources instantly. This gives the AI the full context it requires to eliminate stale profiles, sync delays, and broken learning feedback loops.

AI

PURPOSE-BUILT AI FOR ENGAGEMENT TEAMS

Purpose-Built Platform Intelligence: AI designed specifically for customer engagement workflows, featuring brand-aware content generation, predictive decisioning, autonomous journey orchestration, and natural language interfaces.

ENGAGEMENT

ENGAGE EVERY CUSTOMER. EVERY CHANNEL

Omnichannel Execution Layer: Orchestrates consistent interactions across owned and connected channels (web, app, email, SMS, WhatsApp), ensuring total offer parity and timing optimisation.

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.

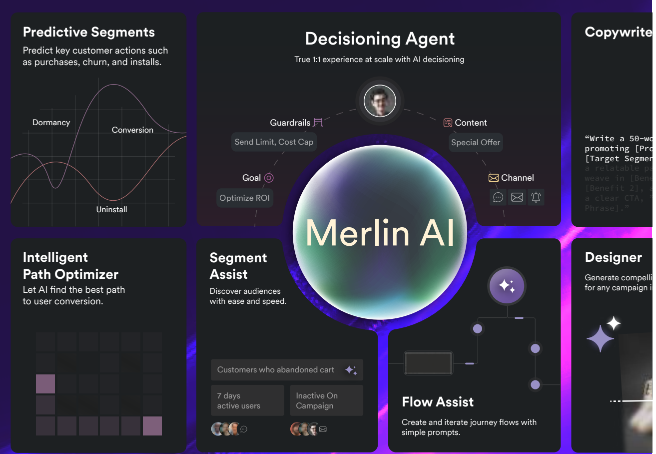
The Solution

From Integration Tax to Zero Tax AI-Native Engagement

The MoEngage Merlin AI solution

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

moengage

Africa's #1 CDEP

MoEngage is Africa's #1 Customer Data and Engagement Platform (CDEP), most trusted by over 1,350 global consumer brands, including Jumia, Botim, Jazeera Airways, Mugg & Bean, Tyme Bank, Nestle, DP World, Standard Chartered Bank, MANO Africa, and MDLBeast. 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 behaviour, 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 Personalise), 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