



The State of Insights-led Engagement Report 2022

Southeast Asia Edition

How insights help you connect the dots to build an impactful customer engagement strategy and provide a delightful experience.



Table of Contents

○ Foreword	03
○ From Data to Insights - The Changing Landscape of Customer Engagement	04
○ Inside the Insights	06
○ Today's Customer Engagement Landscape	07
○ Insights on Customers	14
○ Insights on Journeys	20
○ Insights on Campaigns	24
○ Impact of Insights on Business Metrics	28
○ Keeping a Foot on the Gas Pedal of Insights-led Engagement	30
○ Why MoEngage	33
○ Meet the Insights-led Mentors	36



When it comes to creating hyper-personalized experiences, it is crucial to have access to customer insights and develop a deeper understanding of expectations.

This report sheds light on the findings from the survey and guides marketers wishing to move from a campaign-centric to an insights-led, customer-centric approach to engagement.



From Data to Insights - The Changing Landscape of Customer Engagement

It is not uncommon to receive irrelevant SMSs and Emails offering products you don't want or might have purchased already. However, the pressing question is—as a marketer, are you guilty of sending out similar **‘one-size-fits-all’** messages to your customers yourself?

Cookie-cutter marketing stems from a traditional approach to customer engagement where the focus is on running the desired campaigns and then bringing in the channels.

While the campaign-centric approach is still popular, it is not enough. Today, marketers have access to multiple data points from customers, which they can use to create hyper-personalized campaigns.

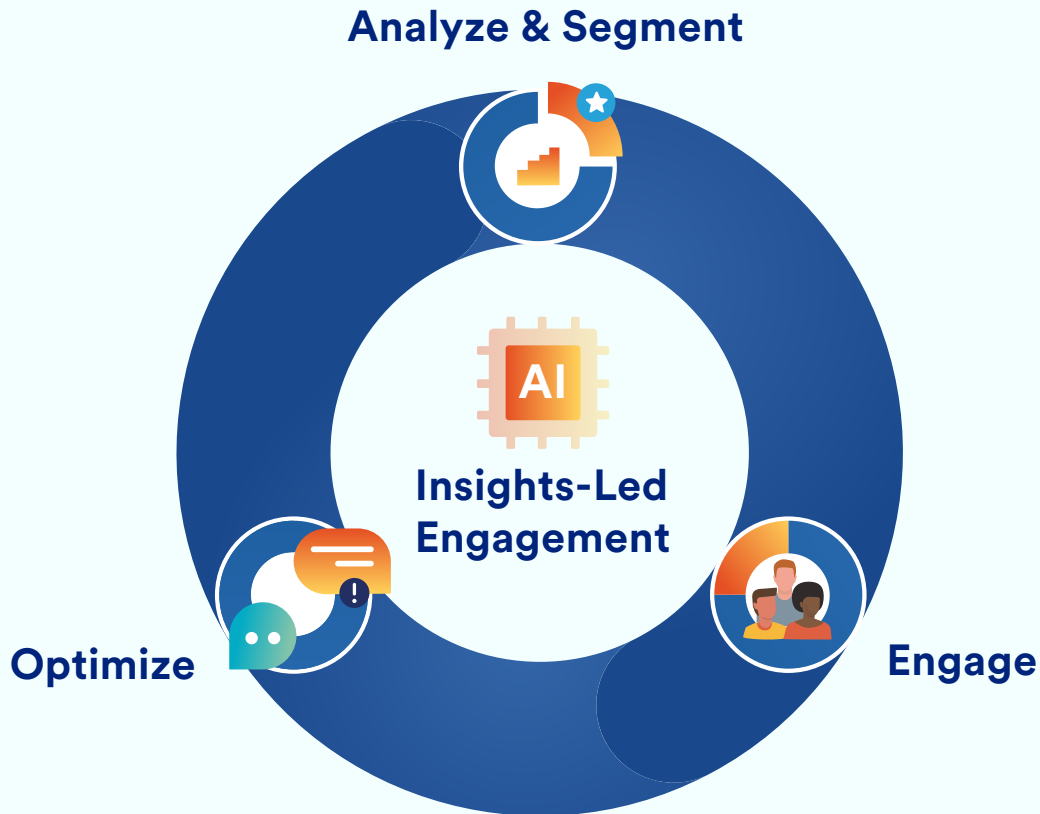
However, the path to purchase is often not linear and isn't necessarily a seamless experience. A recent Gartner report states that **63%** of marketers still struggle to connect the dots across channels to create a personalized customer experience.

In other words, these data points are primarily meaningless when taken at face value or analyzed in silos. However, the same data analyzed using the right marketing intelligence can bring out informative customer insights, predict customer behavior, and engage them with the most relevant marketing message and channel. This is what we call insights-led engagement.

In this report, we delve deeper into what an Insights-led approach to customer engagement entails, whether it is the right time to adopt such an approach, and how marketers in Southeast Asia can improve their current strategy of gathering and utilizing customer insights.



Driving a Smoother Customer Journey Through Insights-led Engagement



Typically, customer engagement is looked at through a campaign-focused, hypothesis-driven lens. These engagement campaigns mostly run on a marketer's supposition of what the customer wants, so the results only have a short-term impact.

On the other hand, the insights-led engagement approach is a continuous loop that uses market demand to generate real-time insights by monitoring customer behavior, existing data, and buying patterns across various channels. Insights-led engagement is also built to analyze data at scale and leverage it to predict customer behavior in the future.

Inside the Insights

Insights-led engagement is the path to more profound, personalized customer experiences. For brands like yours to adopt an Insights-led approach, you'll need to take stock of where you currently stand.

For **'The State of Insights-led Engagement Report,'** MoEngage commissioned a survey from December 2021 to February 2022 to understand the impact of insights-led engagement and why it is a pressing priority for marketers today. The survey respondents included:



1000 Male and
1000 Female marketers

from Indonesia and Singapore



in marketing functions



across 4 industries (Finance and
Insurance, Education, Retail and
Hotel and Food Services)



who are managers,
sr. managers, directors, and
C-level executives



from varying organization sizes --
Small Business (0-500),
Mid-size Business (500-1000),
and Enterprise (1000 to 5000+)

Today's Customer Engagement Landscape

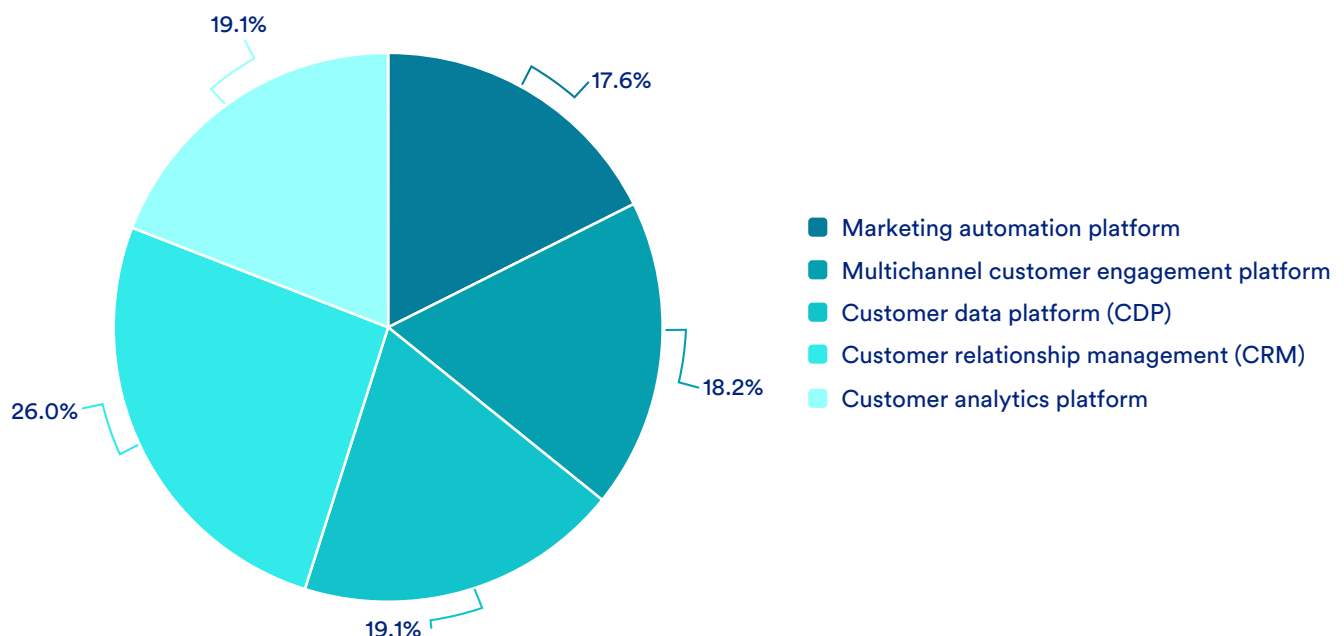
Before looking into the data insights that marketers are currently evaluating, we decided to understand their **current engagement tech stack** and challenges they face to meaningfully engage customers.



CRMs overrun CEPs by a significant margin

A huge part of evaluating where you currently stand in your customer engagement strategy is to understand how your current marketing tech stack stands.

What does your customer engagement tech stack consist of?



26% of marketers in Southeast Asia rely on customer relationship management platforms (CRM), followed by customer analytics platform and customer data platform (CDP) with **19.1%**, respectively. It is interesting to note that the multichannel customer engagement platform (CEP) is second last in the tech stack list, considering it is helpful in creating more touchpoint-based engagement campaigns.



Finance and Insurance



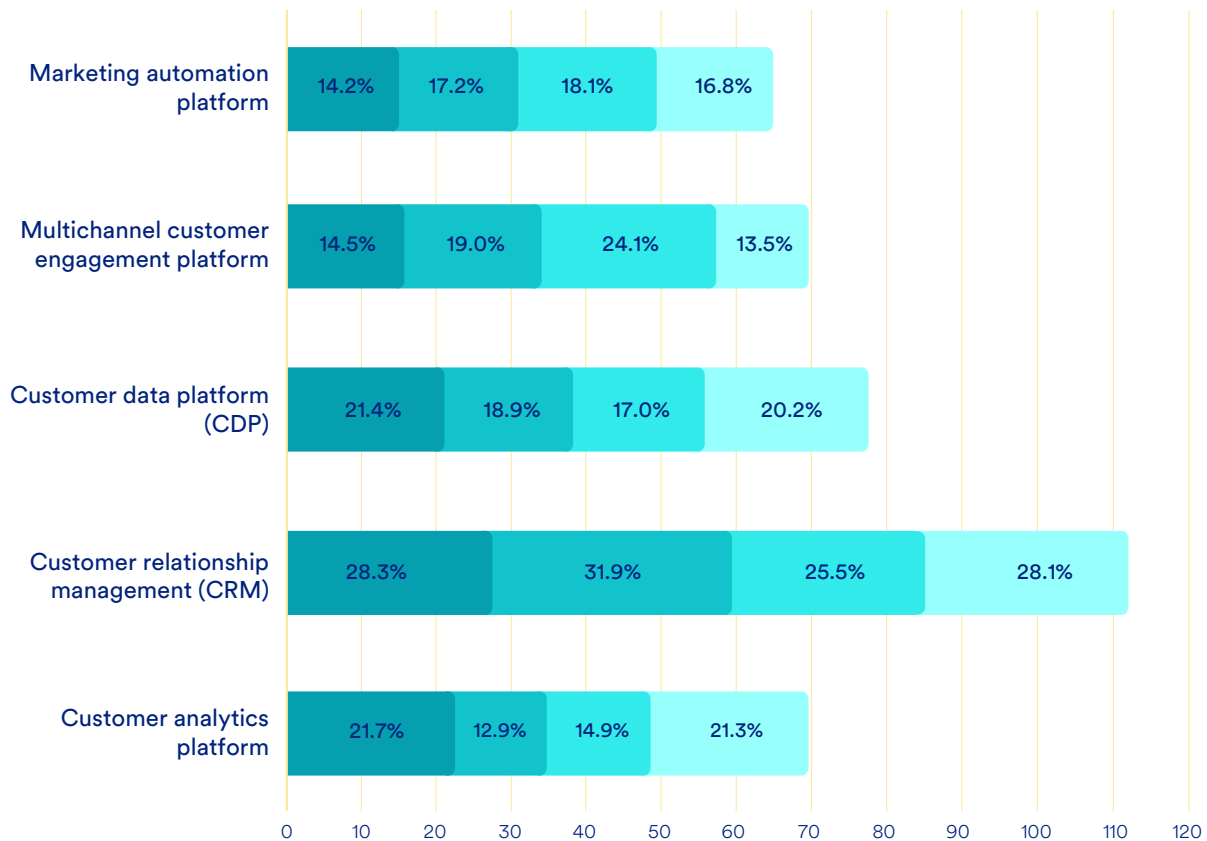
Education



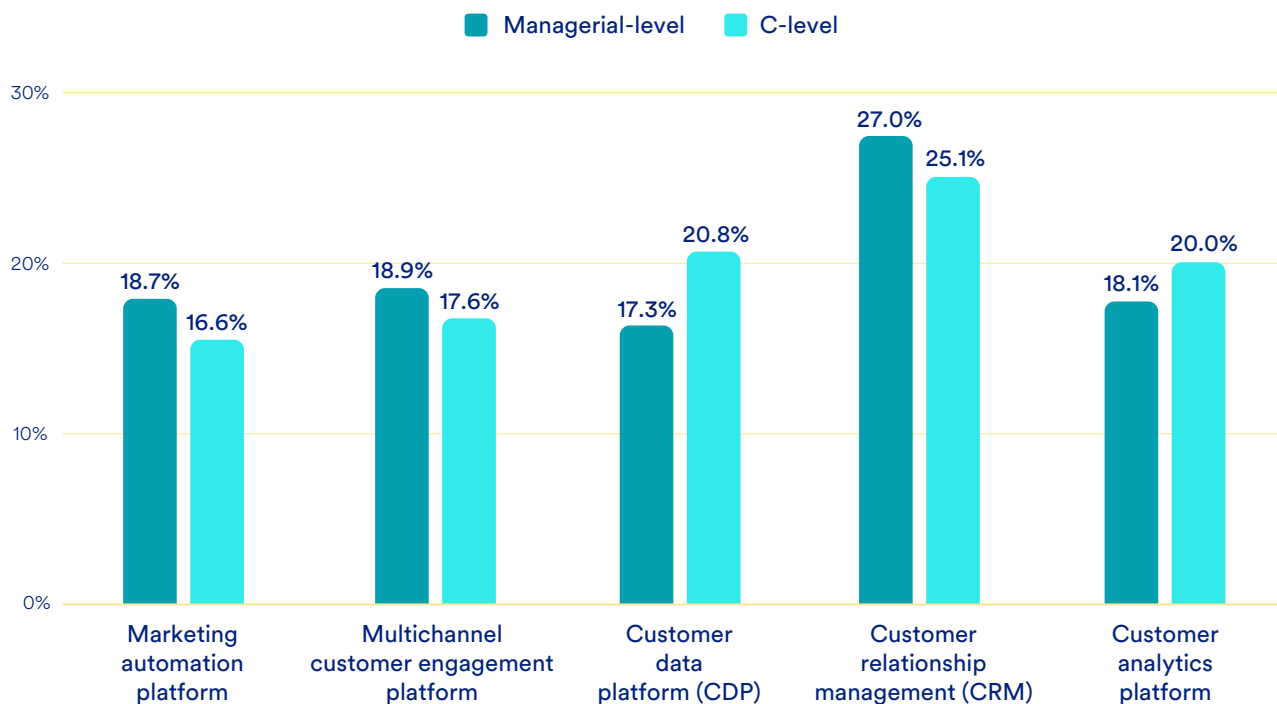
Retail



Hotel & Food Services



Our research shows that **28.3%** Finance and Insurance, **31.9%** Education, **25.5%** Retail, and **28.1%** Hotel and Food Services marketers rely heavily on CRM platforms to engage customers.



Managerial and C-suite marketers are also relying heavily on a CRM, which comes from following a campaign-centric approach.

Even though CRM is the most utilized platform, it is the multichannel customer engagement platform that the marketers need to have in their stack to remain relevant. Marketers must focus on creating personalized experiences, aggregate real-time analytics, and map their customer journeys using insights. All this and more is possible only with a multichannel customer engagement platform.



Why choose a multichannel Customer Engagement platform instead of a CRM?

Customer Engagement Platforms (CEPs) gives you one place to communicate with your users, irrespective of the channel.

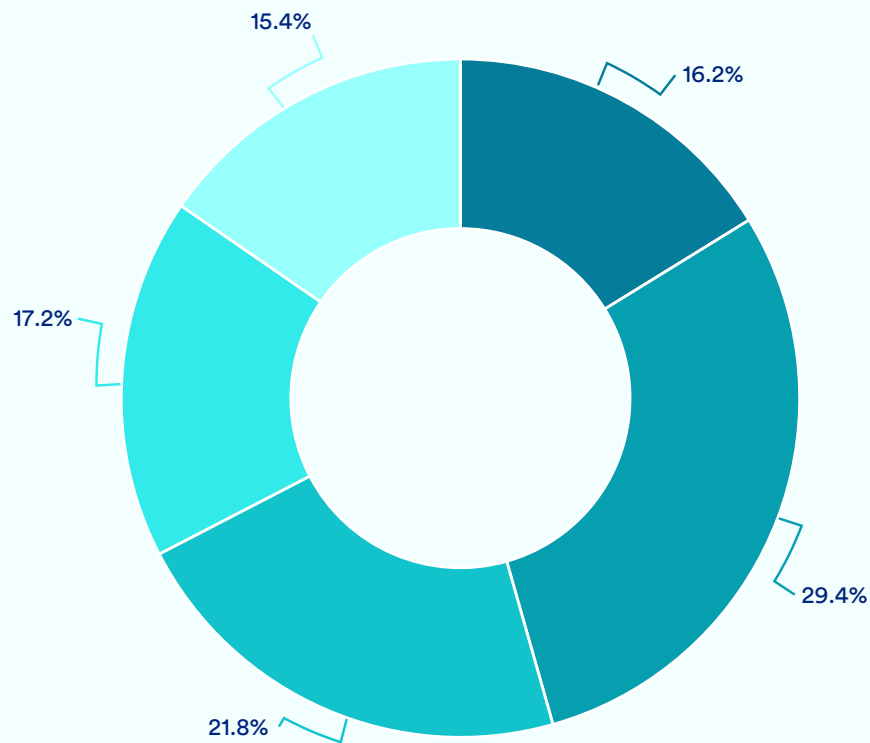


CDPs, CRMs, and CEPs are all tools that give you data on your customers. CDPs help you collect customer data from multiple sources, and CRMs aid in analyzing customer interactions to optimize marketing, drive sales, and improve customer support. While both these platforms help gain a holistic understanding of your customer, CEPs go a step further. They help you build a unified customer profile and drive a personalized, omnichannel experience for your customers. CEPs picks up where CRM falls short by connecting applications across the marketing ecosystem.



Lack of real-time analytics poses a challenge to effective engagement

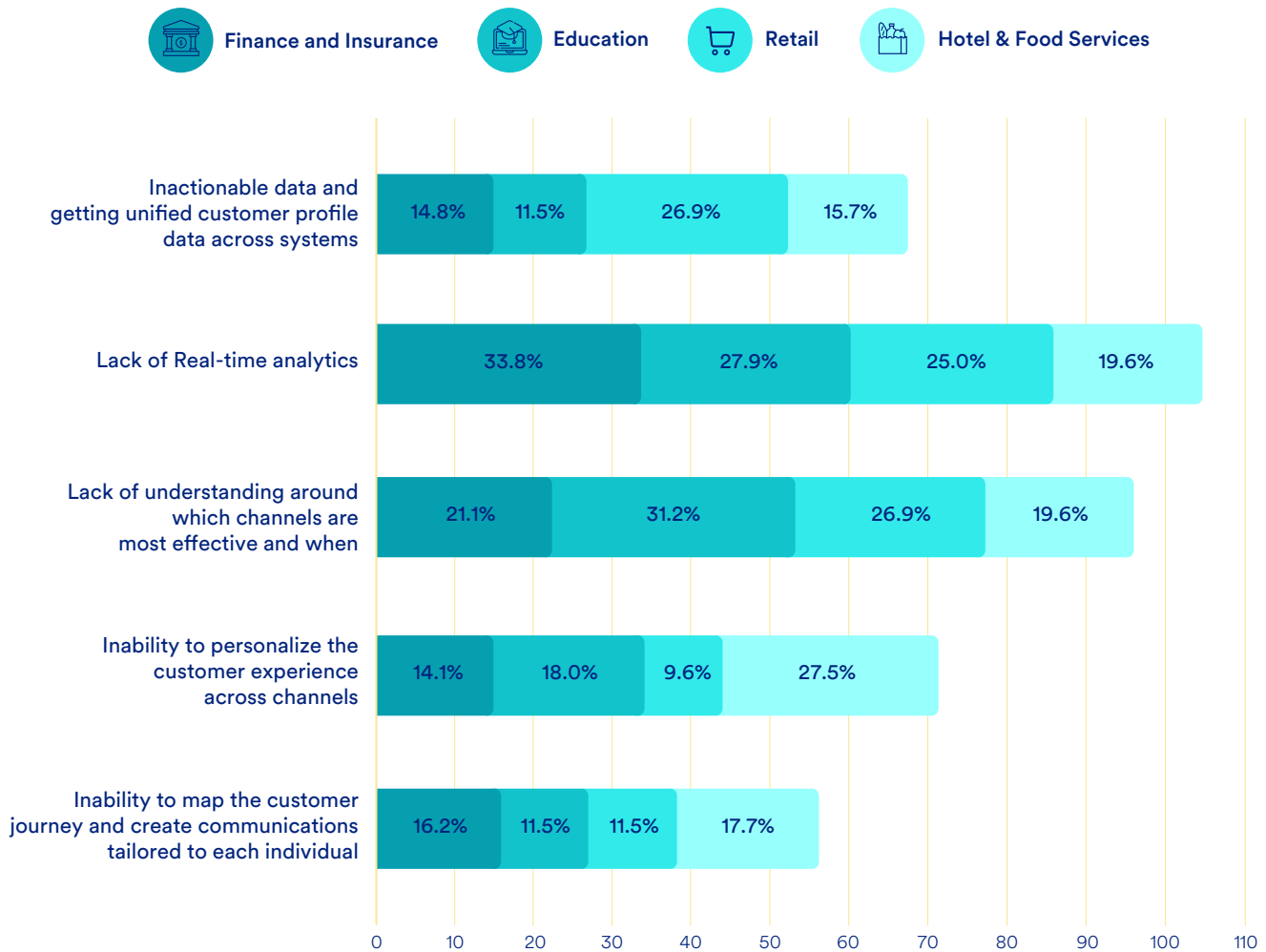
What is your top customer engagement challenge?



- Inactionable data and getting unified customer profile data across systems
- Lack of real-time analytics
- Lack of understanding around which channels are most effective and when
- Inability to personalize the customer experience across channels
- Inability to map the customer journey and create communications tailored to each individual

The next thing we wanted to understand is the current customer engagement challenges marketers are facing. We found that almost **30%** of the marketers said lack of real-time analytics is their top challenge when engaging customers. The lack of understanding of the channel effectiveness came in second with **21.8%**.

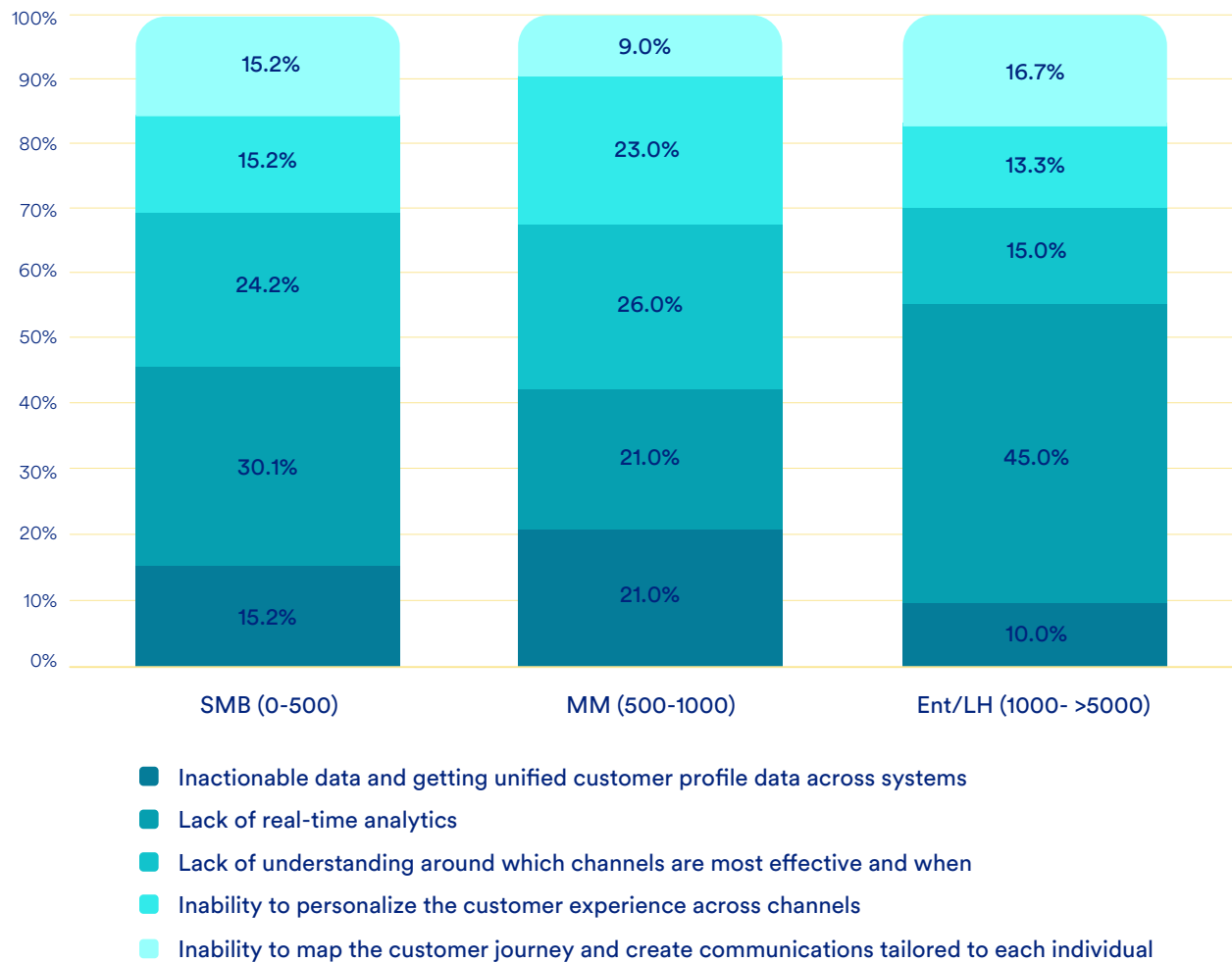
Customer engagement challenges across varying industries



From industry perspective, the responses are varying from industry to industry with one exception Banking and Fintech marketers who feel lack of real-time analytics is their top challenge. However, marketers from Education and Retail expressed that a lack of understanding of the effectiveness of channels is their challenge with **31.15%** and **26.9%**, respectively. **27.4%** of marketers from Hotel and Food brands expressed that the inability to personalize the customer experience across channels is their top challenge.

On the other hand, Retail marketers feel their top challenge is inactionable data and getting unified customer data across systems.

Customer engagement challenges across organization size



The lack of real-time analytics shows a significant customer engagement bottleneck across organizations of different business size as well. This reinforces that marketers' current marketing tech stack does not provide them with the much-needed customer insights.

“Here at AXISNet, we are focused on driving the adoption of our mobile app, particularly among the younger demographic. Using MoEngage, we're able to create a 360-degree customer profile, understand preferences, run better-converting campaigns, and drive higher active users across the app.”

Dhany Saballini,

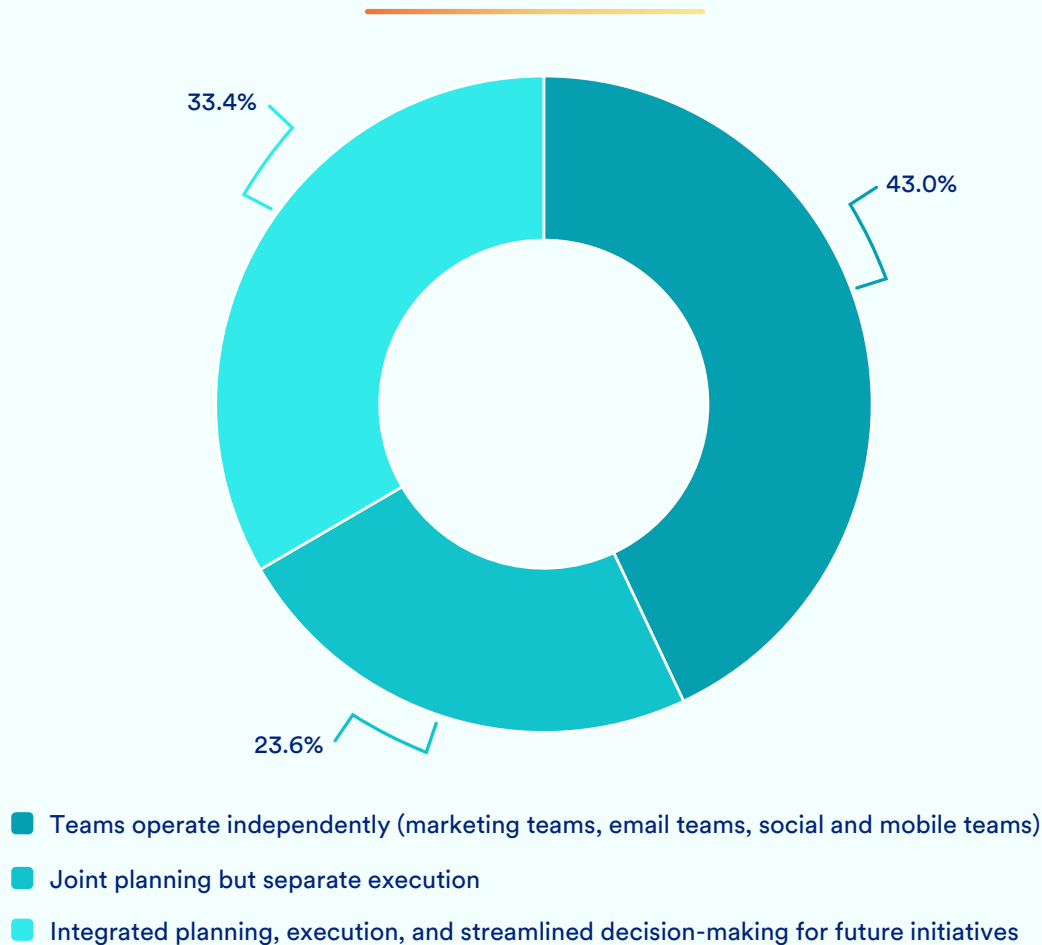
Consumer Touchpoint Product Owner, XL Axiata





Siloed data leads to disjointed customer experiences

How do you manage customer engagement resources and operations?



To better understand the state of the current engagement tech stack, we decided to deep-dive into how marketers operate with other business teams. We found that 43% of Southeast Asian brands' teams operate independently when planning and executing customer engagement. However, 33.4% of marketers do follow integrated planning and execution with a streamlined decision-making process for managing customer engagement resources.

It is clear from our findings that most marketers are working in siloes, thus creating a gap when building a customer 360-degree view. With no unified view, it becomes challenging to plan a holistic, relevant purchase journey thereby creating friction in the customer engagement strategy.

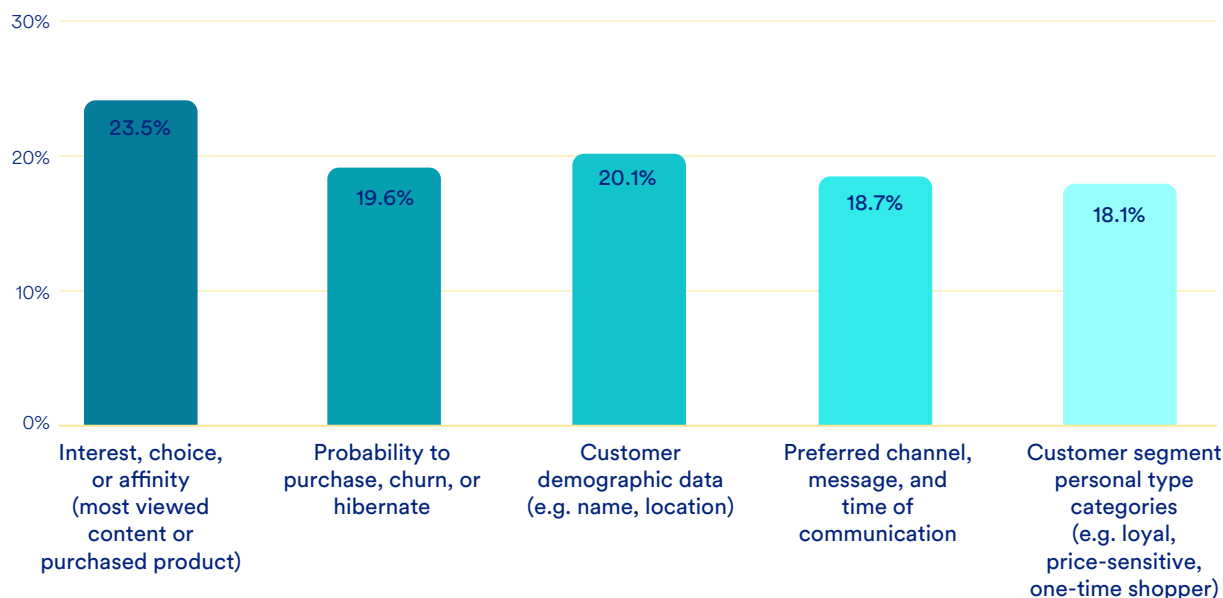
Insights on Customers

Now that we understand the current state and approach to customer engagement, let's look at the current approach to insights. We asked marketers what insights they gather on their customers, their journey, and campaign effectiveness. Let's understand the customer insights that marketers monitor.



Marketers must go beyond demographics

What customer insights are you measuring currently?



23.5% of marketers currently measure interest, choice, or affinity, followed by **20%** who measure demographic data.

However, the current insights measured will only provide surface-level information on customers. To know your customers on a deeper level, marketers need to focus on channel-based, persona-based, and campaign-based data points too.



Finance and Insurance



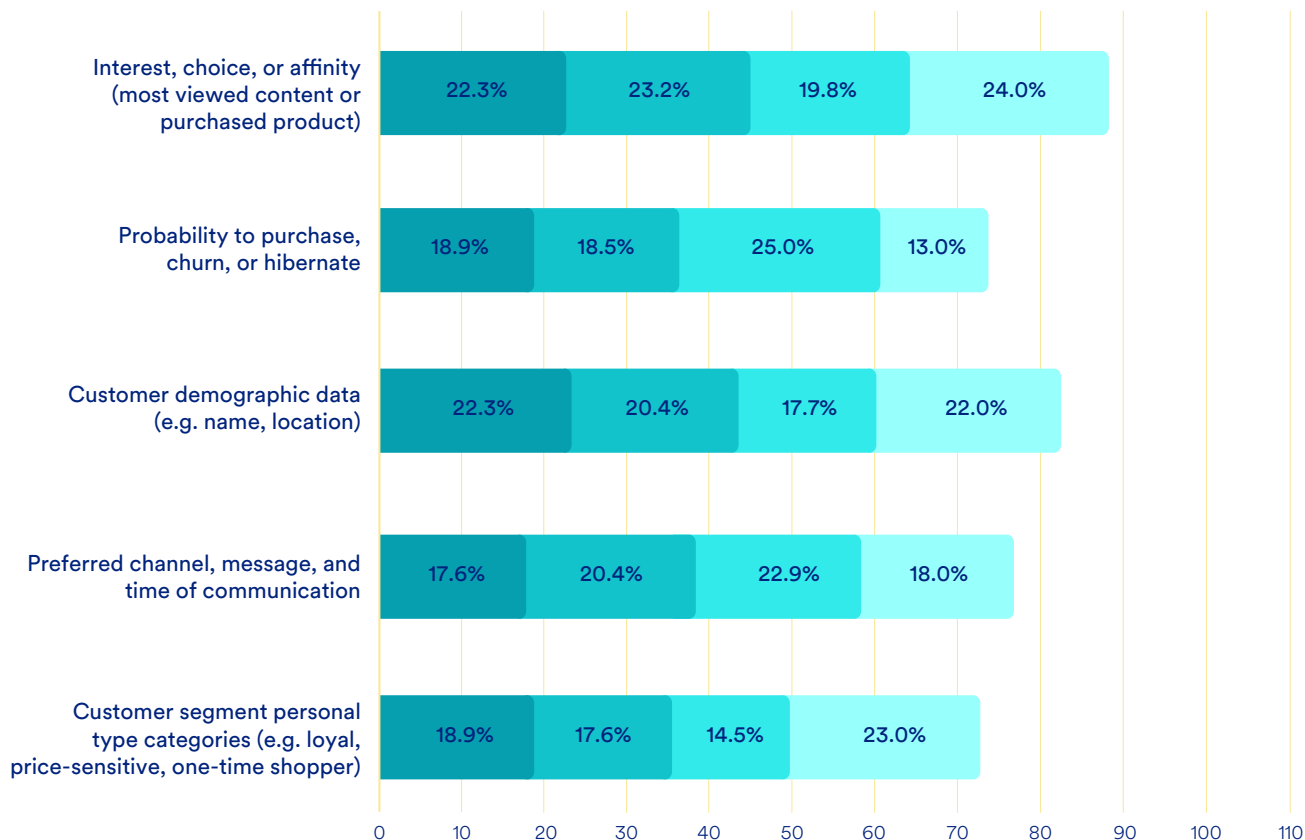
Education



Retail



Hotel & Food Services



From industry perspective, the focus remains on measuring interest, choice, or affinity. However, these Banking and Fintech, Education, and Hotel and Food Services industries also pay the least emphasis on insights around the purchase, churn, or hibernating customers.

We found that **22.3%** of Enterprises and **21.8%** of Mid-size businesses still rely on demographic data where as small-sized businesses are focused on interest, choice, or affinity insight.

Customer Engagement plays a key role in increasing product stickiness for a digital entertainment brand at the scale of POPS. We measure stickiness by tracking the growth of the DAU:MAU ratio month-on-month and are constantly looking for ways to improve this ratio with every activity we do.

Loc Do Hoang

Senior Marketing Manager - Growth, POPS Worldwide





Channel-specific engagement signals an impending unified approach to personalization

How do you run your engagement campaigns today?



27.6%

Consider customer behavior data to create segments and send personalized communication



32.3%

Understand best performing channel and time by looking at previous campaigns



22.9%

Use machine learning to analyze customer data and set automated communication



17.2%

Leverage multiple channels as a part of one customer journey

After learning the focus customer insights, we wanted to understand marketers' approach to engagement campaigns. We found that **32.3%** of marketers stated they use data from past campaigns to determine the preferred channels and the best time to send communication. About **27.6%** use behavioral data, while **17.2%** leverage multiple channels as part of one customer journey.

In addition to that, only **22.9%** of marketers use machine learning to analyze customer data and set automated communications. The high percentage of marketers using channel data to run campaigns can be due to the limitations of their current tech stack that hinders them from leveraging multiple channels as part of one customer journey.



Finance and Insurance



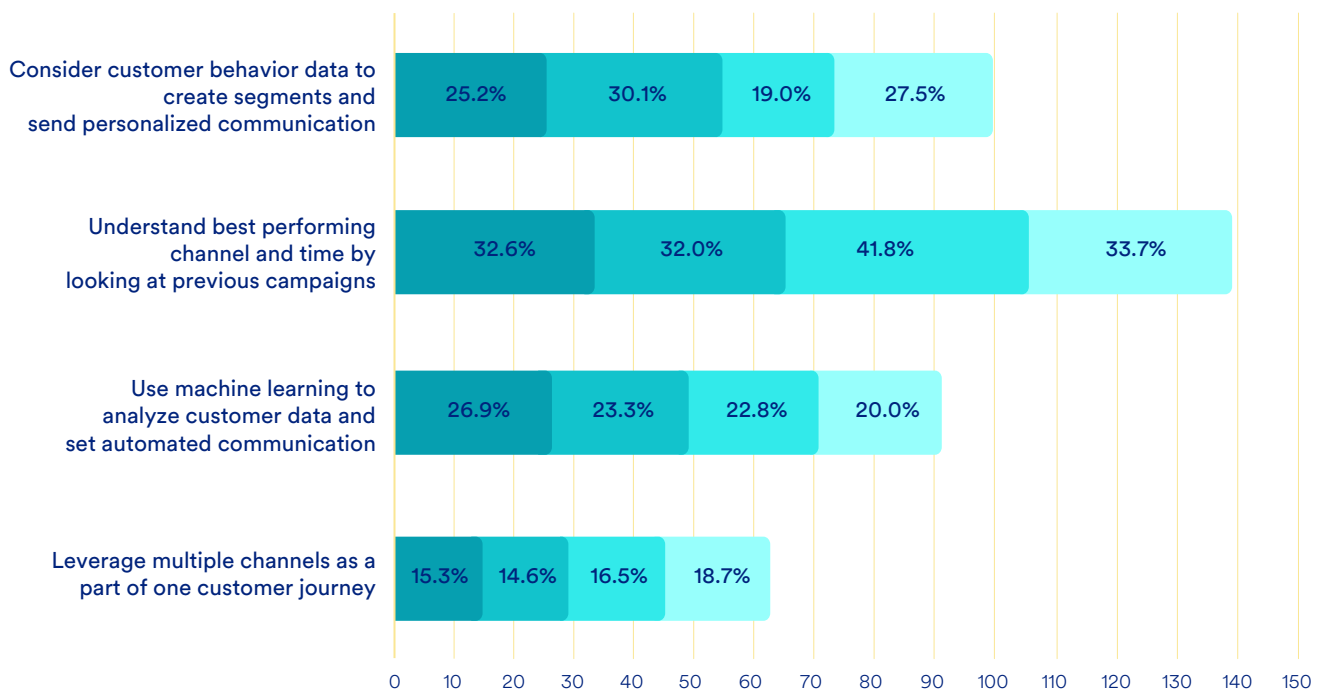
Education



Retail



Hotel & Food Services



We see similar trends when it comes to the industries in Southeast Asia. The emphasis on leveraging multiple channels is minimal. However, one in three marketers does focus on understanding the best-performing channel by analyzing their previous campaigns.

One of the best performing and proven channels to engage and retain our app users is push notifications. To increase the efficiency of our campaigns, we want to experiment with the content through MoEngage's machine learning campaign optimization combined with A/B Testing.

Arian Vivaldi

Head Of Marketing, Alodokter

ALODOKTER



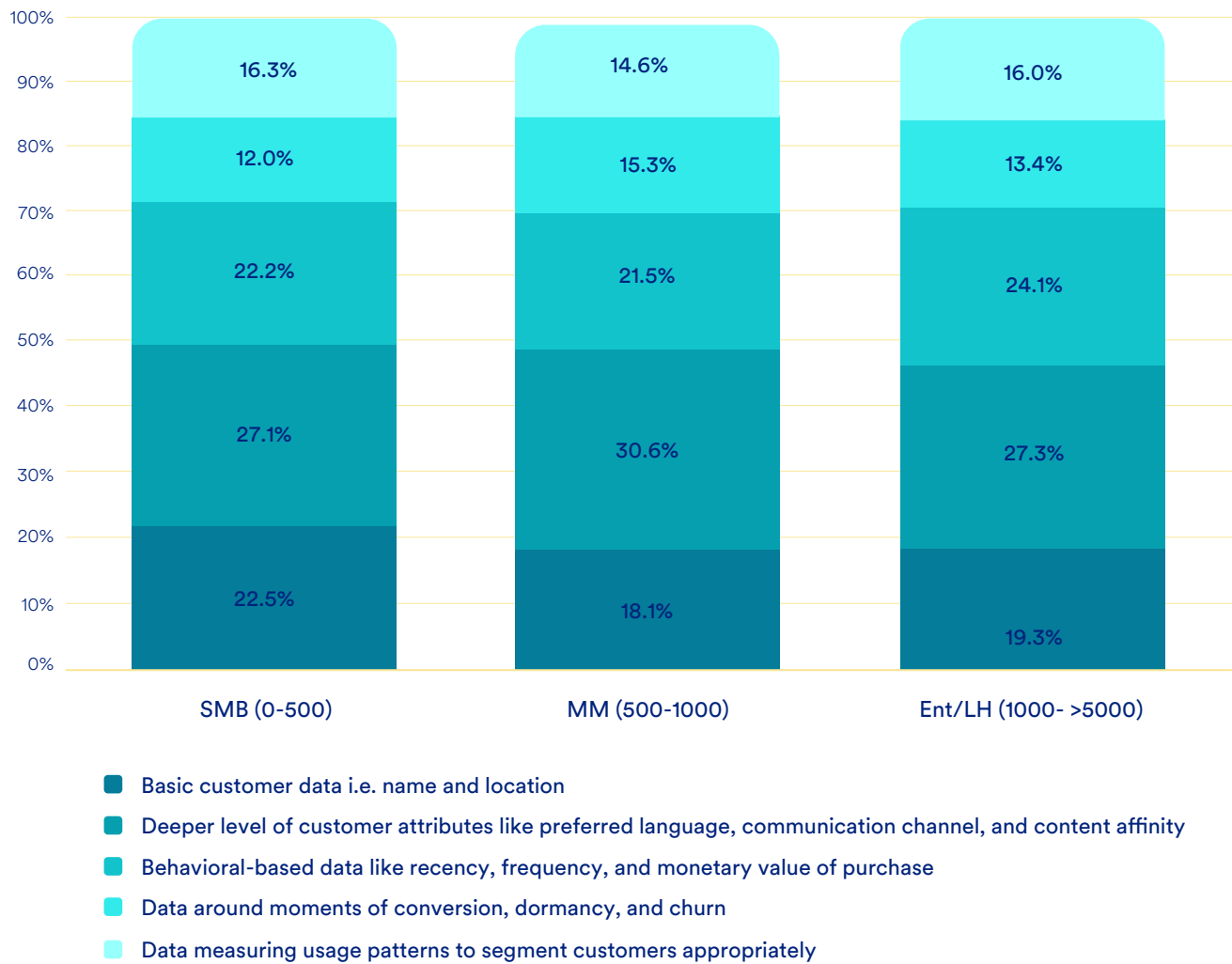
Marketers prioritize customer attributes for personalization

How do you personalize communication?



We also wanted to know marketers' campaign personalization approach. **30.4%** of marketers personalize based on customer attributes like language, preferred channel, and content affinity, followed by personalization based on purchase recency, frequency, and how much they spent on the brand (at 24.8%). However, **10.8%** of marketers personalize their communication based on churn, dormancy, conversion, etc.

How do different sized companies personalize?



The trend follows across organization sizes with all of them focusing on deeper levels of customer attributes such as language, content affinity, and more. Overall our findings suggest that marketers are missing out on leveraging multiple channels in providing a unifying customer journey. For marketers to succeed, they must look deeper into customer insights to personalize their communication which can only happen if they stop clinging to a campaign-centric approach.

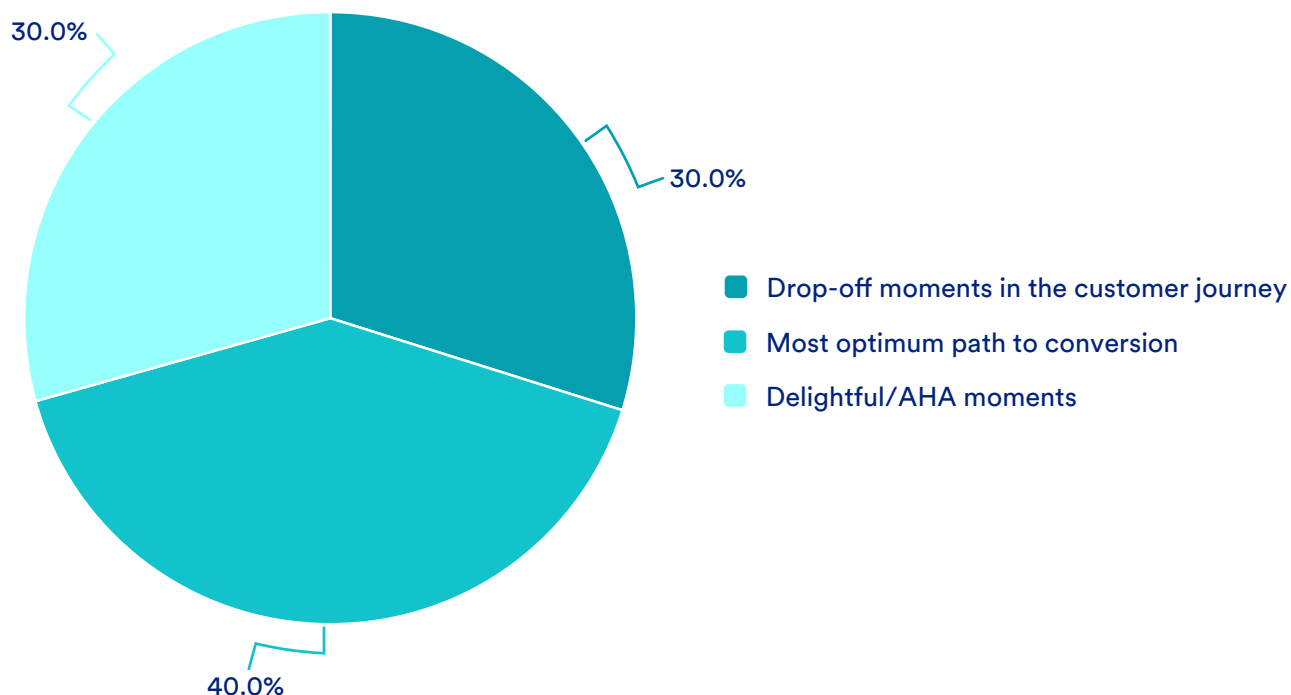
Insights on Journey

For any engagement strategy to work, it is crucial to know your customer's purchase journey across all channels. Knowing how customers navigate on your website, mobile app, social channels, and other channels is essential to optimize the customer experience effectively. That's why the next insights we cover are journey insights.



Campaign-centric vision hinders seamless customer journeys

What journey insights are you measuring currently?



40% of Southeast Asian marketers measure the optimal path to conversion. If we look at the findings from the industry perspective, **42.9%** of Finance and Insurance, and **38.6%** of Hotel and Food Services marketers also measure the most optimum path to conversion. However, Retail and Education industry marketers focus on measuring delightful/aha moments.



Finance and Insurance



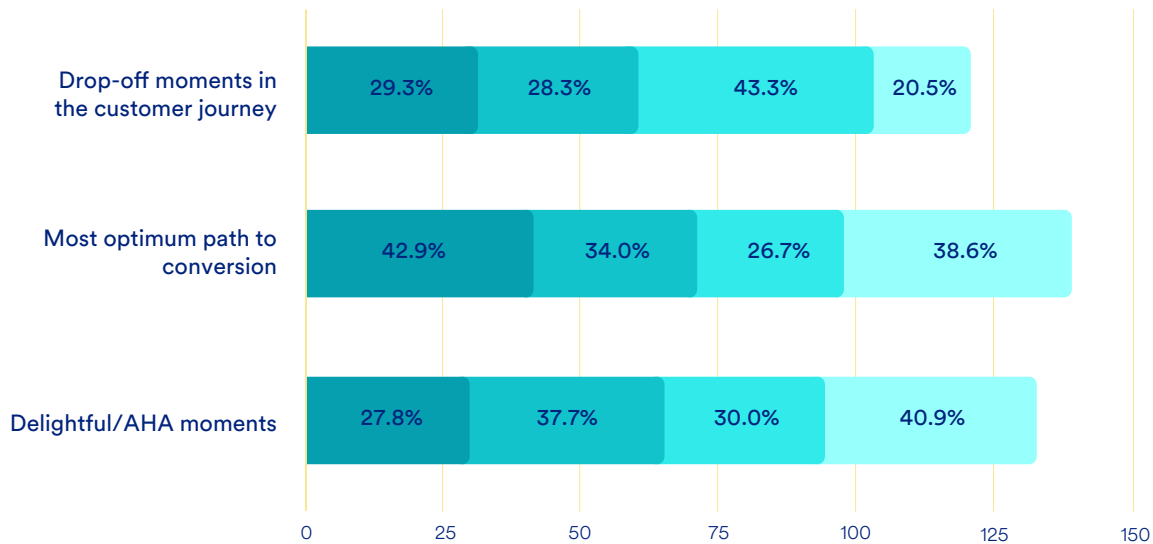
Education



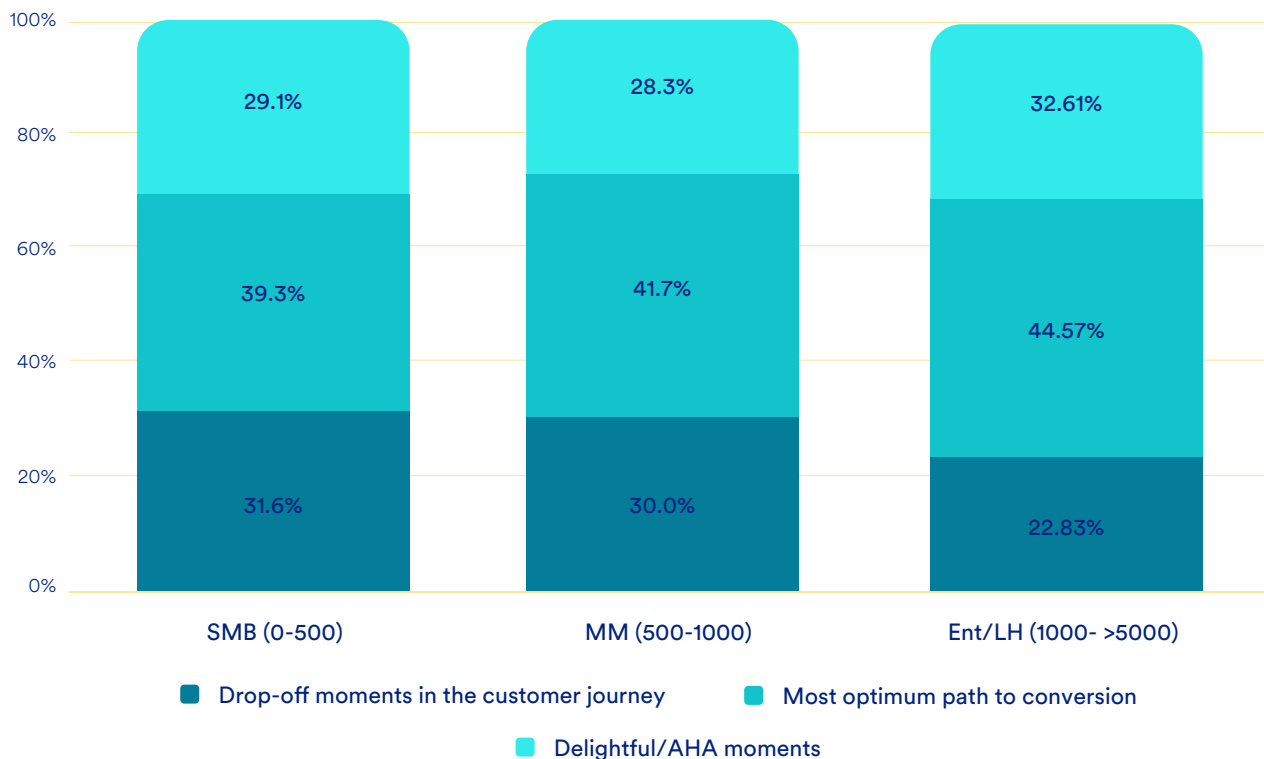
Retail



Hotel & Food Services



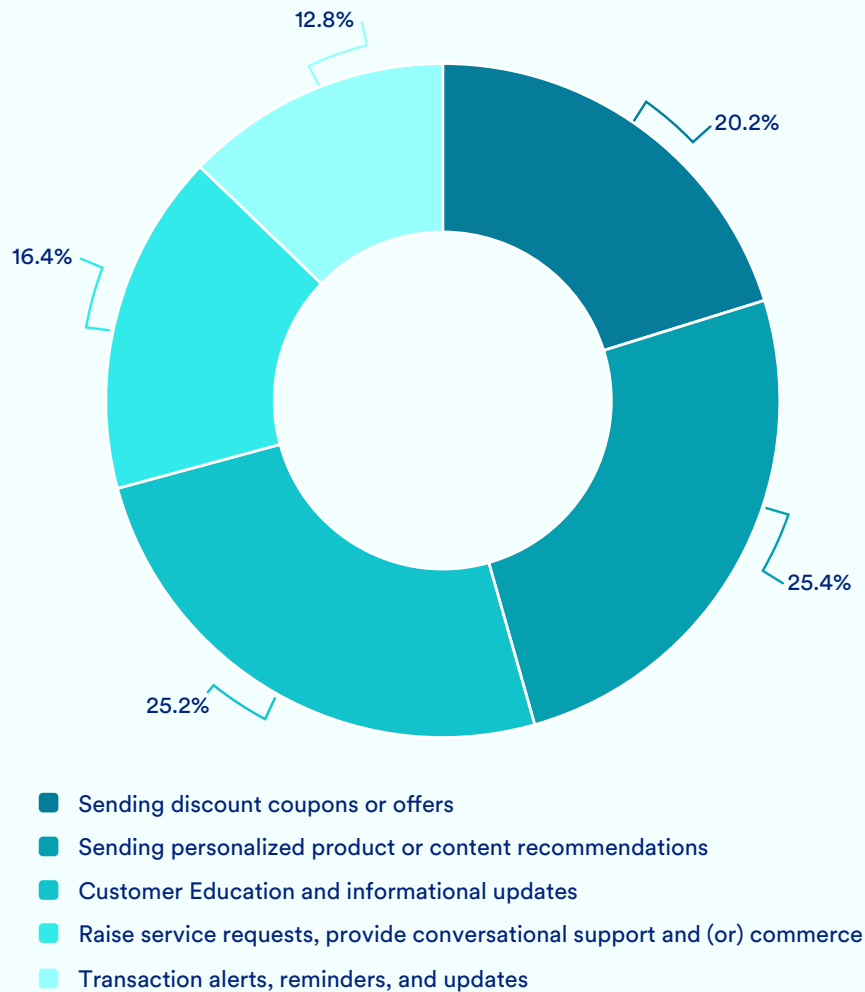
When it comes to organization size, we found that marketers across organizations focus on measuring conversions. Brands measure insights such as AHA and drop-off moments to better segment and send hyper-personalized messages.



Marketers in Southeast Asia are following a nuanced approach to measure journeys; but the strong dependency on optimum conversion paths (as a journey insight) shows that there's still scope to develop a deeper customer understanding, especially their purchase journey. One of the many reasons for this gap can be the current tech stack limitation. This limitation isn't allowing marketers to be far-sighted when it comes to customer understanding.



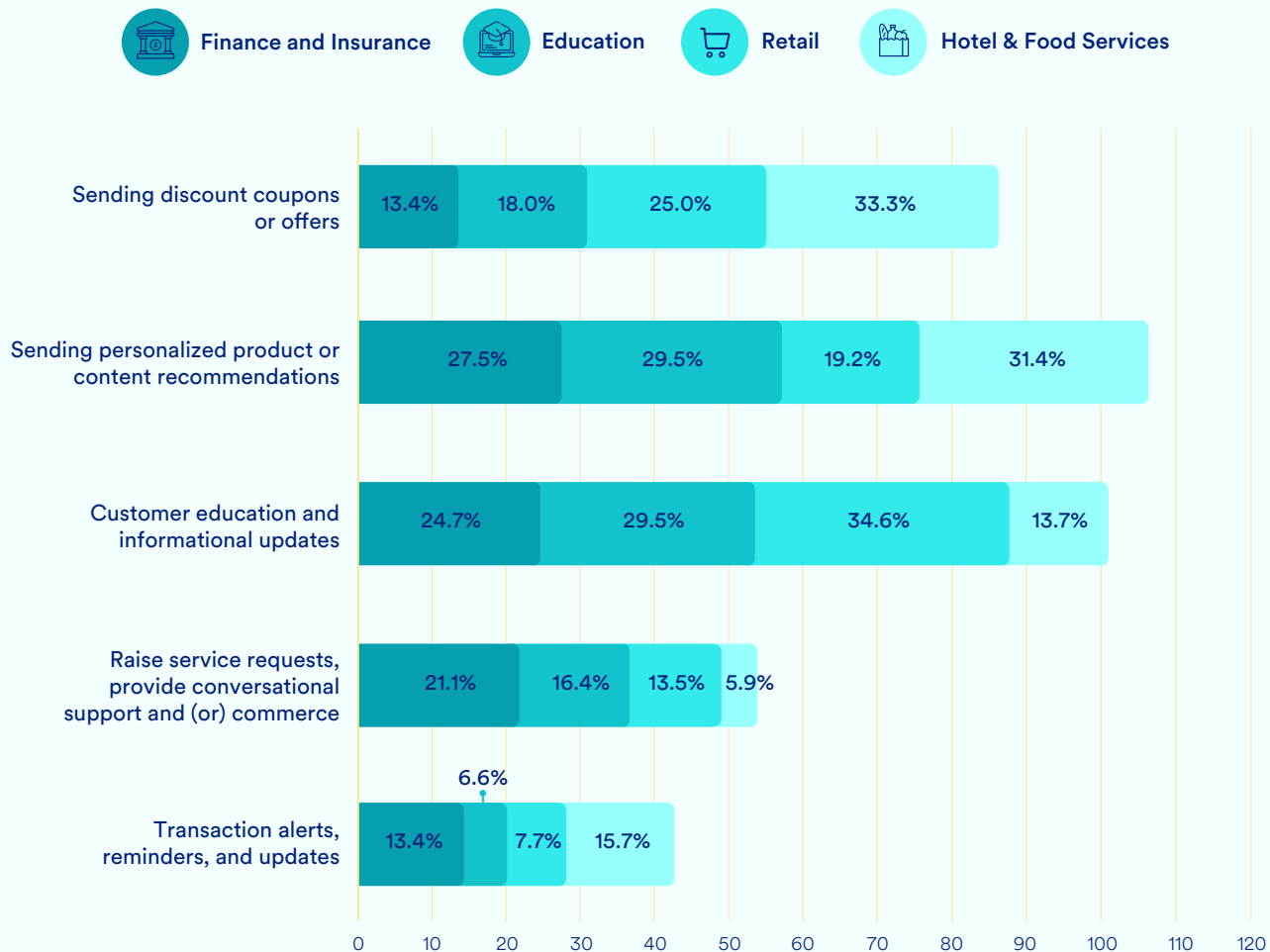
What are you using digital (web, social, email, mobile) channels for?



To get a better understanding of customer purchase journey mapping, we analyzed how marketers are utilizing digital channels. We found **25.4%** of marketers utilize digital channels to send personalized product recommendations, followed by updates to educate customers (25.2%). But at the same time, marketers are not leveraging the full potential of digital channels in providing conversational support, reminders, and even sending offers.

From a hierarchical and industry-split point of view as well, majority of the marketers are focused on personalized recommendations. However, some are focusing on using digital channels for education or informational updates and sending discount coupons or offers.

Service requests and conversational support only get better iteratively from the accurate insights. However, one of the reasons marketers aren't able to utilize their digital channels optimally is because of the limitation or lack of insights gathered.



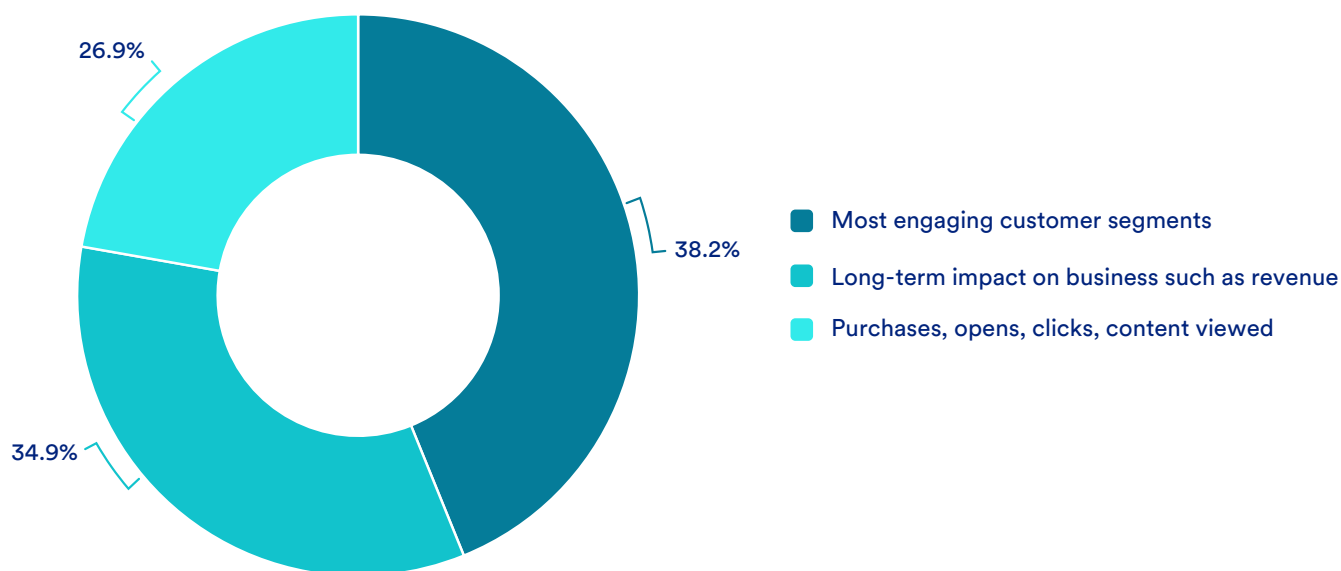
Insights on Campaigns

We've analyzed insights into customers and their journeys measure by the marketers; now, we analyze campaigns insights measured by marketers to understand how customers respond to the communication sent.

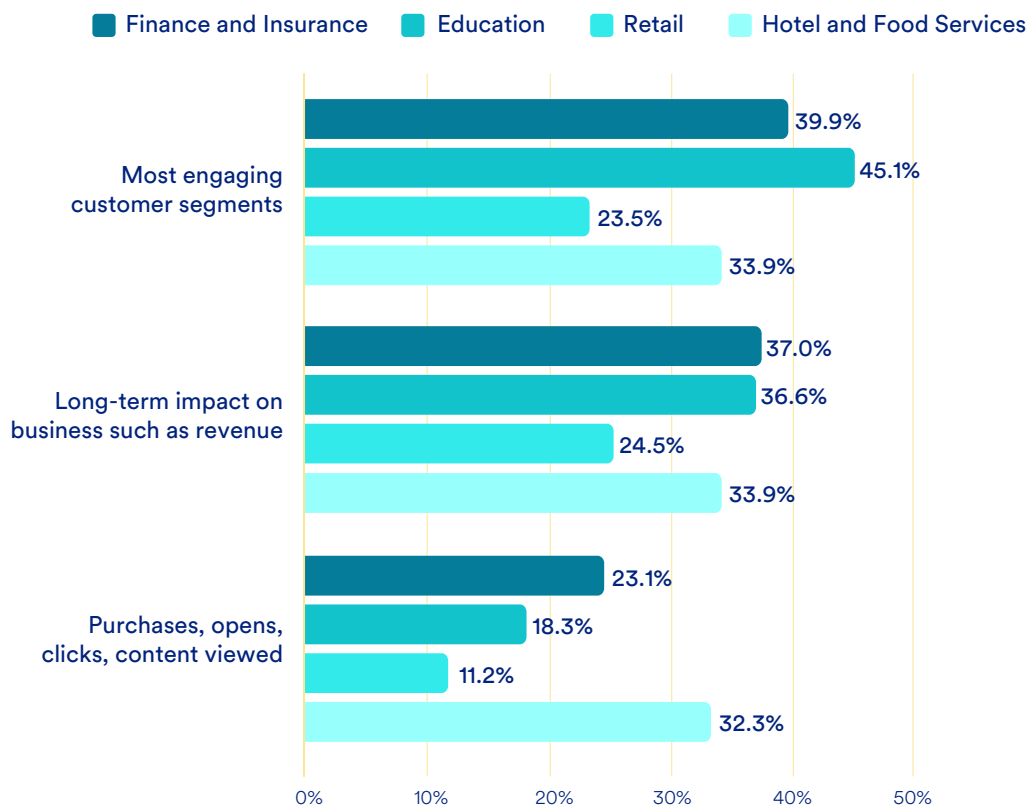


Emphasis on engagement and impact on business revenue

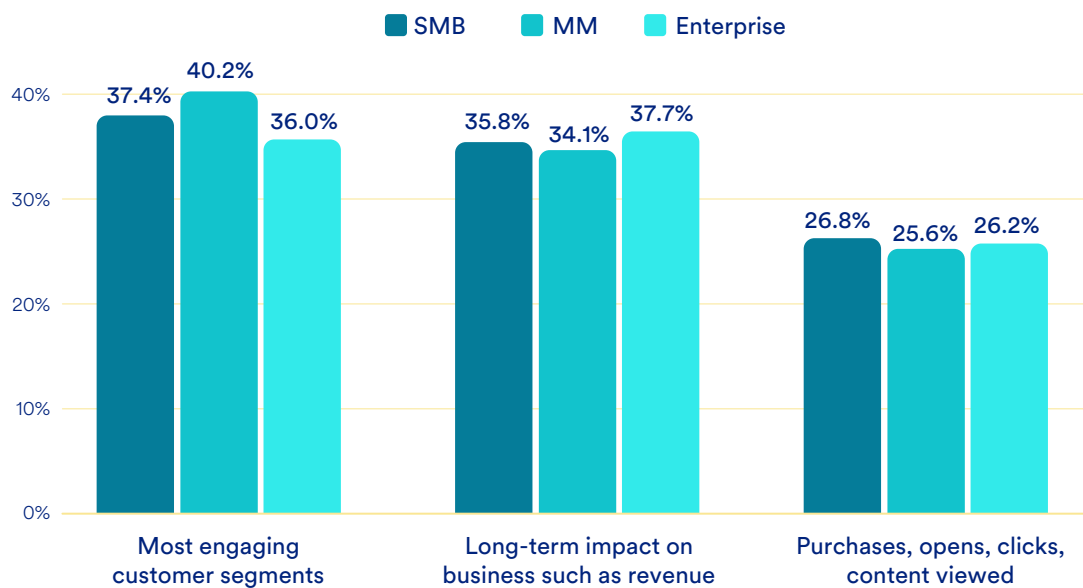
What customer campaign insights are you measuring currently?



Just under **39%** of marketers measure their most engaging customer segments; and around **34%** measure the long term impact campaigns have on their business.



There's a clear split between most engaging customer segment and long-term impact on business insights when it comes to industries. While Retail and Finance and Insurance focus on the former insight, Education and Hotel and Food services focus on the latter one.



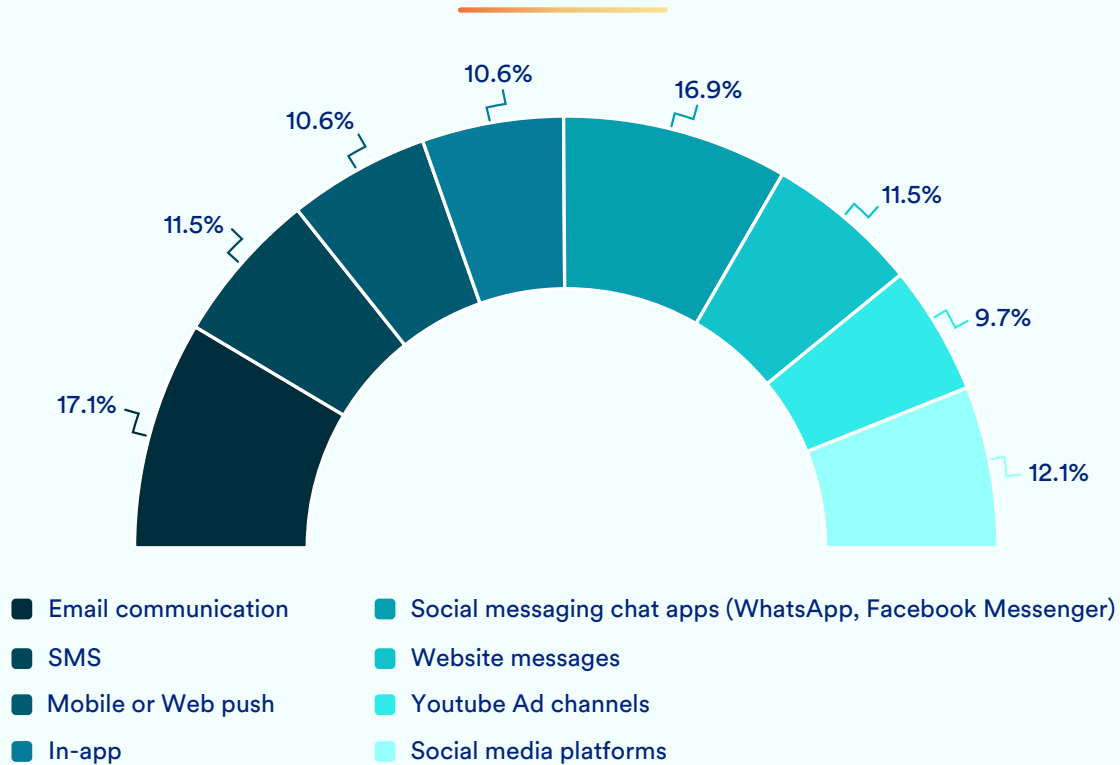
We see the lack of focus on measuring purchases, opens, and clicks by customers continue across Small-size businesses, Mid-size businesses, and Enterprises.

While measuring campaign insights that have a long-term impact on business performance is useful, marketers in Southeast Asia are not measuring crucial campaign insights based on purchases, opens, clicks, and content.



Social messaging apps are integral but Email rules

What digital channels do you use in your omnichannel strategy?



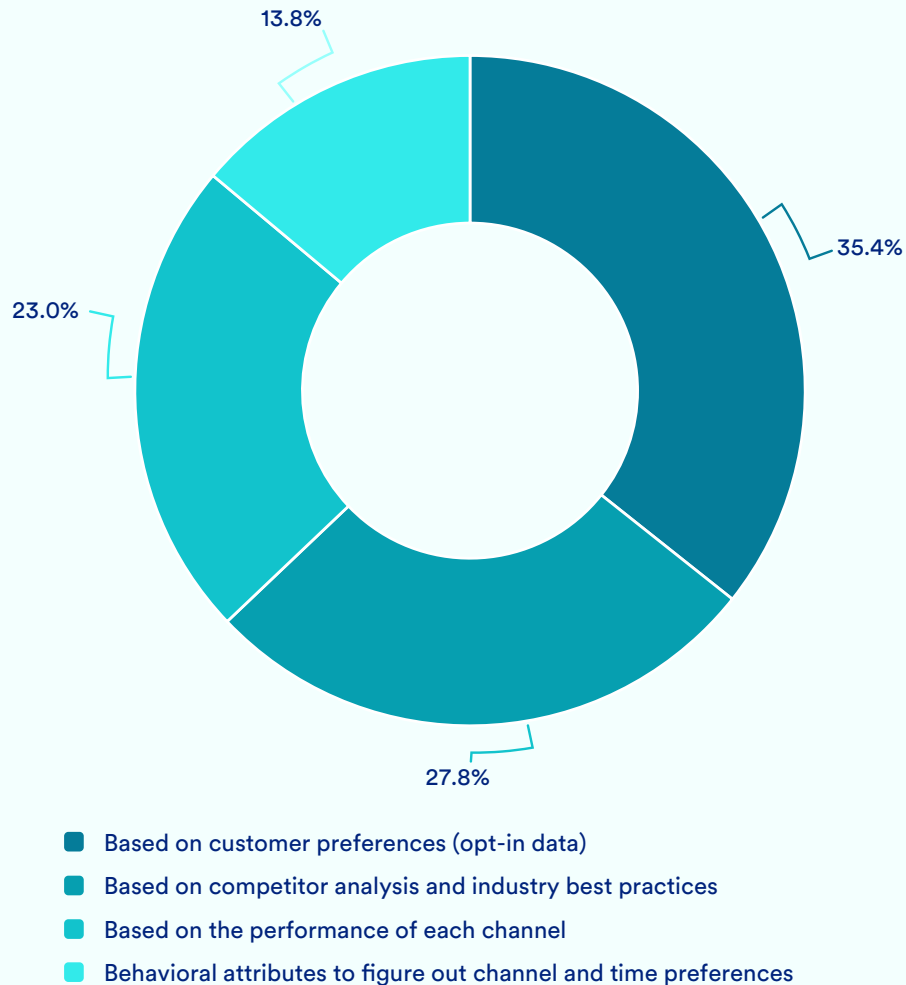
Now, that we understand what campaign insights are being measured, we wanted to also understand how communication channels are being prioritized. It comes as no surprise that good old email still tops with **17.1%**. We observed that Southeast Asian marketers rely a lot on social messaging apps (16.9%) such as Messenger, WhatsApp, and others. It can be attributed to the enthusiastic smartphone customers in the Southeast Asia region.





Customer preference helps marketers prioritize communication channels

How do you prioritize channels for communication?



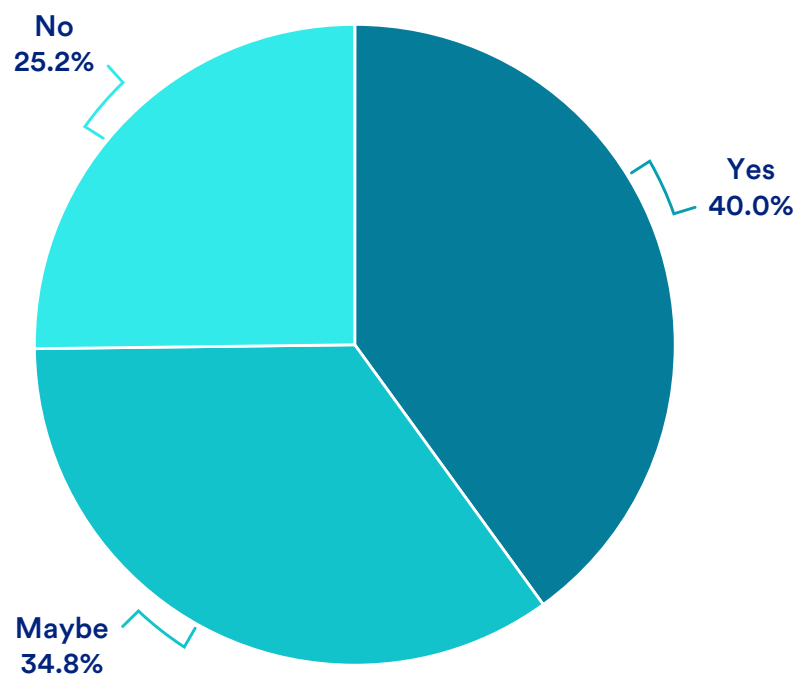
Next we wanted to understand how these channels are being prioritized. **35.4%** of marketers in the region prioritize communication channels based on customer preference. The second most used strategy is competitor analysis and industry best practices.

While this indicates that marketers think about customers while planning their communication. However, the mark of a truly customer-focused approach would be factoring in deeper insights like behavioral attributes and channel performance.

Impact of Insights on Business Metrics

Now that we understand the insights marketers are able to measure using their current tech stack, let's see what they think about its impact. We asked the marketers to tell us how impactful analyzing the three types of insights (customer, journey, and campaign) are on their overall business metrics.

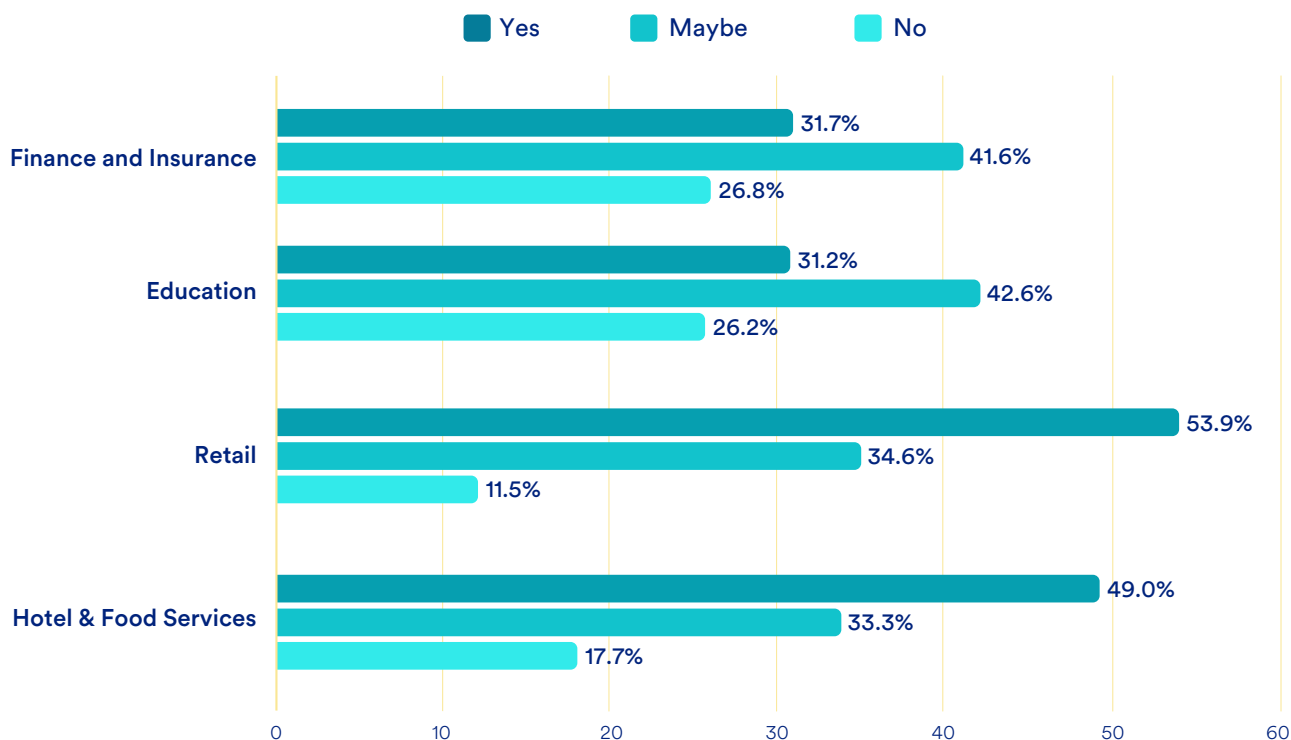
On a scale of 1 to 5, how impactful do you think customer and campaign insights are to your business metrics?



40% of Southeast Asian marketers believe that measuring customer, campaign, and journey insights have a high impact while **34%** feel there may be some impact on their business metrics. Even from organization-level perspective, it is clear that marketers (across different sized organizations) feel these insights will have a positive impact on their overall business growth and ROI.

However, the industry-vertical findings is not conclusive. Marketers from both Hotel and Food Services and Retail feel measuring insights have a higher impact on business metrics.

Education and Finance and Insurance marketers are on the fence about it and the reason behind this can be the current insights they are gathering. Both these industries' marketers are looking at basic behavioral and ROI-based insights instead of deeper insights such as persona-based segmentation, channel engagement, delightful and drop-off moments, and those aspects.



Overall, majority of marketers do realize the need for deeper insights and believe they impact business metrics in a positive way. However, their current customer engagement tech stack might be holding them back when it comes to understanding customers on a deeper level.

Keeping a Foot on the Gas Pedal of Insights-led Engagement

One of the key takeaways from this report is that winning brands have invested in the right technology and an insights-led approach to customer engagement. You can get there too. Here are some tried and winning strategies to help you transition to an Insights-led customer engagement approach.



1. Develop foresight into your Omnichannel Strategy

An effective foresight into your omnichannel strategy allows you to leverage and benefit from an insights-led approach. Marketers should build a framework that enables them to provide a superior omnichannel experience across the customer journey by elevating products and offers, allowing their favorite payment method, and driving app loyalty through incentives and rewards.

Additionally, an insights-led approach can also help marketers drive personalization across the customer journey through tailored offers and provide better customer experience and retention by leveraging a brand ecosystem.



2. Think personalization at scale

With the increased adoption of digital channels and the resulting increase in the inflow of data, delivering meaningful personalization is posing a new challenge to marketers.

Personalisation efforts often fail due to:

- Not having enough data to drive meaningful personalised interaction
- Confusion around the customer journey
- Siloed data across different teams
- Forgetting to consistently optimise
- Using too much personalisation or bombarding your audience

Understanding your customer holistically will require you to look at them from three different aspects and collect insights based on:



Customer Attributes:

Customer interest; choice; preferred category; their probability to purchase, go dormant, or churn; preferred channel of communication; as well as demographic data.



Journey Insights:

Moments/paths leading to conversions, drop-offs, and churns.



Campaign Insights:

Segments that actively engage and ones that don't; campaigns that led to the most churn; campaigns that led to the most revenues; what content was most viewed; and which campaigns saw the highest interaction.



3. Move beyond campaign-centric engagement

Campaign-centric engagement leads marketers to plan campaigns based on a hypothesis of how the customer might behave and segment a broad cohort of customers. This often creates irrelevant campaign communications. A campaign-centric approach is often the result of a lack of insights, which leads marketers to skip a significant step of analyzing customer behavior and journeys and creating a campaign in the dark.

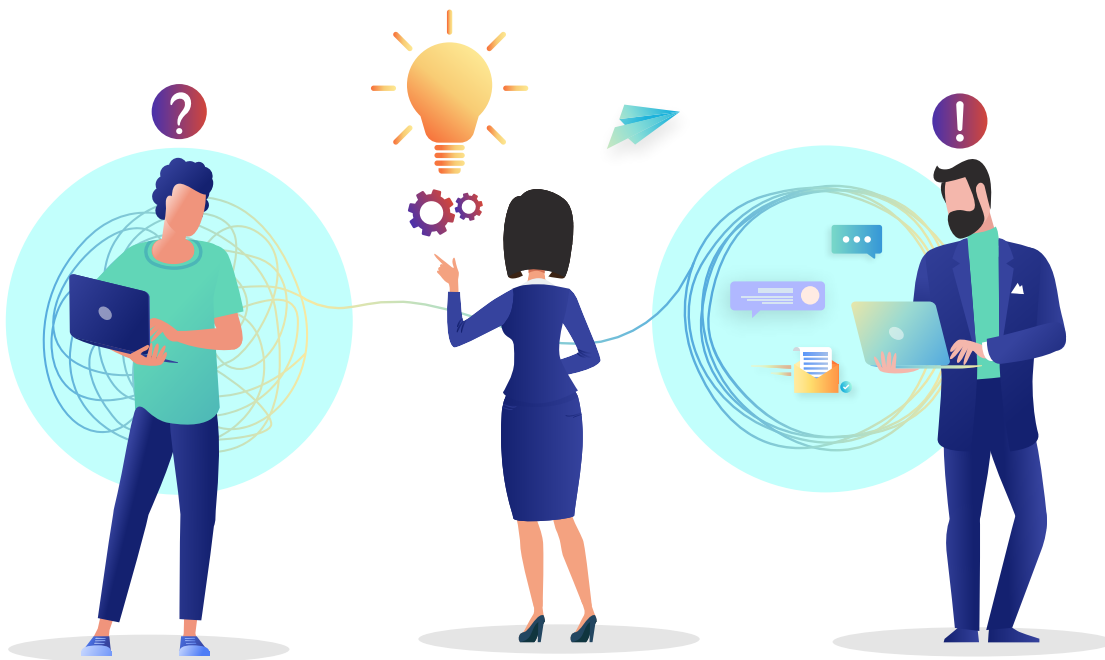
A customer-centric approach helps marketers to move beyond essential lifecycle campaigns to those based on deeper customer insights and predictions. Adopting a customer-centric, insights-led approach also ensures that marketers measure the long-term impact of multiple campaigns to improve retention revenue and continuously optimize engagement.



4. Elevate your tech stack

A customer-centric engagement platform helps marketers gain a holistic view of the customer, their purchase path across channels and real-time AI-driven predictive analytics. To be able to meaningfully personalize and impact the customer's lifetime value (LTV), see if your current marketing tech stack has these capabilities. It can do a lot more for you if you invest in the technology and ask the right questions when evaluating an offering for your customer engagement needs.

It is vital to gain a holistic view of the customer, their purchase path across channels, AI-driven real-time predictive analytics, and much more to personalize and drive a higher customer LTV.



Customer centricity is at the core of our values at POPS and it is refreshing to see MoEngage share the same values. MoEngage has proven to be a trusted partner in enabling us to provide value to our customers and increase our product stickiness significantly month-on-month.

Trang Ly,

Vice President of Marketing, POPS Worldwide



Why MoEngage

All the information we've gathered tells us this: insights transform data into delightful customer experiences. Insights help you connect the dots of customer behavior and turn them into meaningful actions. Modern Customer Engagement platforms such as MoEngage go one step further and help you automate the process of insights-led engagement, helping you uncover insights such as:

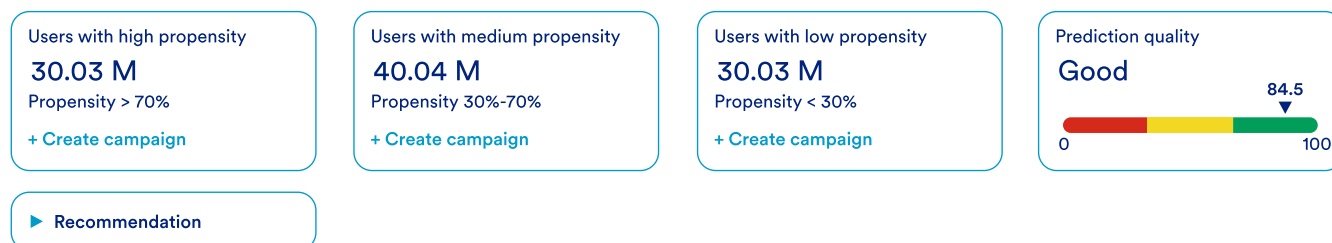


What your customers really want

To engage with your customers, you need to understand what they want—before they realise what they want themselves. This is where insights can lead the way. Insights reveal who each customer is at heart to help you create relevant conversations at every step. With MoEngage Predictive Segmentation and

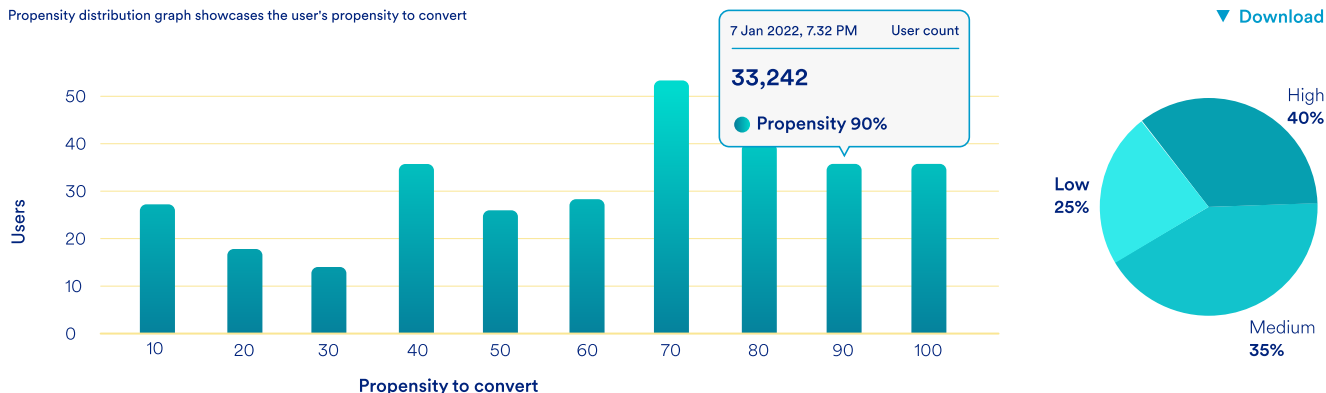
Recommendations, you can use a customer's behaviour and personality to predict their future actions. You can send them dynamically personalised product recommendations they are most likely to engage with at a time and channel they're most likely to respond on.

Conversion prediction overview



Propensity Distribution

Propensity distribution graph showcases the user's propensity to convert





Who loves you and who doesn't

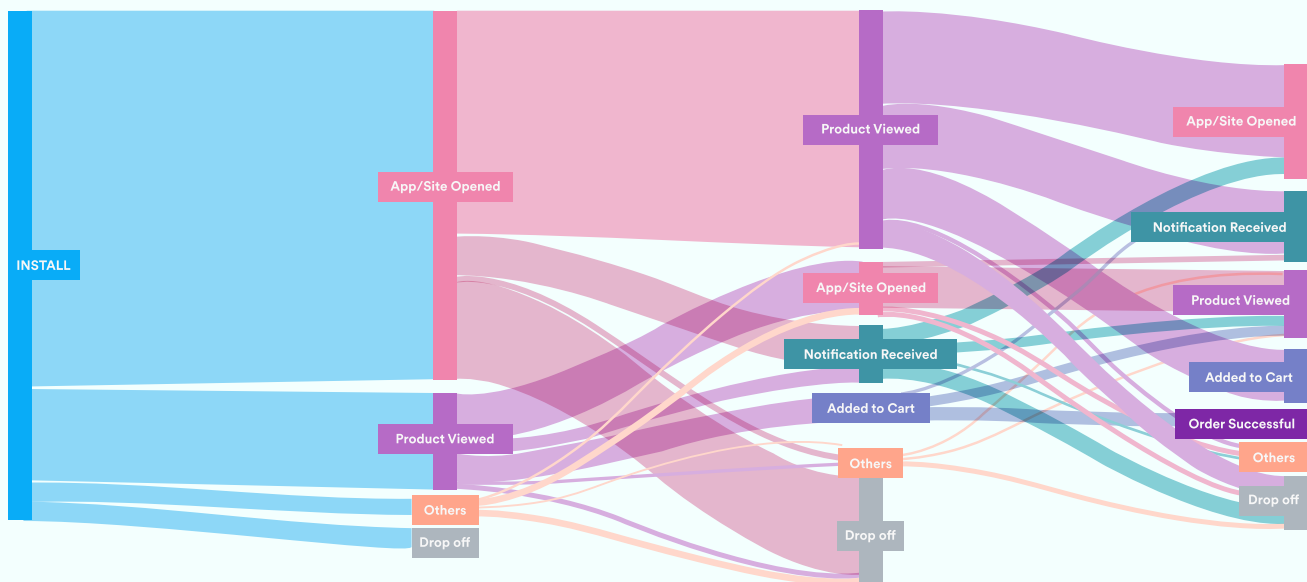
MoEngage RFM modelling allows you to automatically segment customers based on their purchase's recency, frequency, and monetary value. This way, you'll know which customers are price-sensitive, which need attention, which are hibernating or are loyalists, and communicate with them accordingly. These insights are more intelligent, more incisive, and more dynamic than raw data, and give a strategic advantage to your marketing strategy.





The path to a delightful customer journey

Think of the complete customer journey for your product. In an ideal scenario, customers are delighted every step of the way and move smoothly forward on their path. But more often than not, customers get lost somewhere along the journey or get deterred by meaningless or negative experiences. Marketers need a way to truly understand the unique paths taken by each customer—and based on this—craft the perfect journey.



With MoEngage User Path Analysis, you can get a bird's-eye view of customers' different paths, dig deep into the steps they take from one activity to another, and fill gaps in the customer journey. You can learn what intersects the path your customers are on, understand customer requirements at every touchpoint, find out what keeps them on or off the path, and help them navigate the journey.

Meet the Insights-led Mentors



Raviteja Dodda,
CEO & Co-founder
ravi@moengage.com



Yash Reddy,
Chief Business Officer -
APAC and EMEA



Saurabh Madan,
Vice President & General Manager
SEA, ANZ, and Japan



Divya Jagwani,
Associate Director, SEA



Arijeet Rana,
Associate Director, SEA & ANZ



About moengage

MoEngage is an insights-led customer engagement platform built for the customer-obsessed marketer.

With AI-powered customer journey orchestration, personalisation capabilities, and in-built analytics, MoEngage enables hyper-personalisation at scale across mobile, email, web, SMS, and messaging channels.

Over 1,000+ brands across 39+ countries use MoEngage to send 80 billion messages to over 1 billion customers every month. We serve Enterprises such as Deutsche Telekom, Samsung, Ally Financial, Vodafone, McAfee, and internet-first brands such as Flipkart, Ola, OYO, and Bigbasket use MoEngage to orchestrate efficient customer engagement.

MoEngage was recognised as a Leader in the Gartner Magic Quadrant 2020 for Mobile Marketing Platforms and a Strong Performer in The Forrester Wave™ Report for Cross-Channel Campaign Management (Independent Platforms), Q3 2021. G2 also named MoEngage a Leader in the Fall 2020 Grid® Report and the #1 Mobile Marketing Platform in the Spring 2021 Momentum Report.

[Get a Demo of MoEngage Today](#)

Gartner



FORRESTER





The State of Insights-led Engagement Report 2022

To learn how we can help you create an insightful and dynamic customer engagement:

Request A Demo

For more insights into how to build a promotion system that works for your customers and empowers creative campaigns, talk to one of our promotion experts.

We hope you found this report interesting and actionable. If you've learned something valuable, please share your insights. For any questions related to this report, please reach out to

► **content@moengage.com**