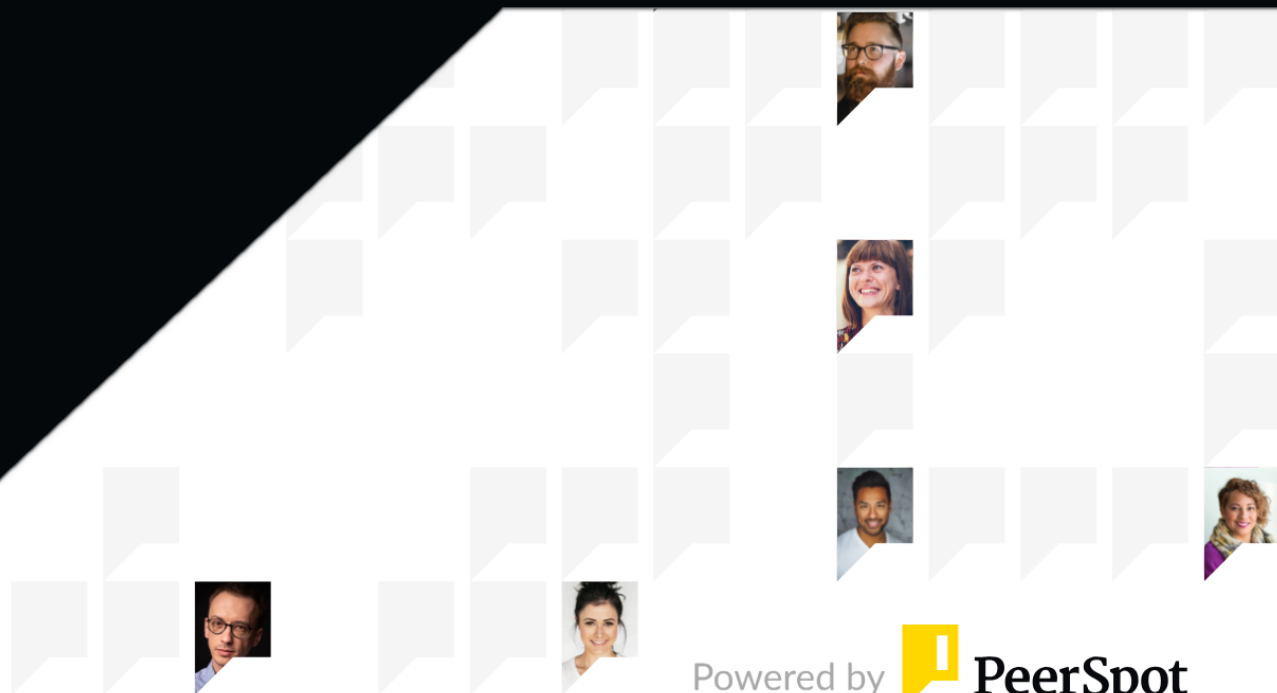


aws marketplace

MoEngage

Reviews, tips, and advice from real users



Powered by  PeerSpot

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Product Recap



MoEngage

MoEngage Recap

MoEngage is an advanced platform offering businesses valuable tools for enhancing customer engagement through personalized interactions across digital channels.

Businesses leverage MoEngage to achieve targeted customer engagement with personalized messaging, ensuring increased customer retention and satisfaction. By providing actionable insights and simplifying complex workflows, MoEngage enables organizations to optimize customer interactions without extensive technological constraints. This platform's capabilities in analyzing user behavior and segmenting audiences allow businesses to take strategic steps towards growth.

What are the standout features of MoEngage?

- **Push Notifications:** Timely delivery of personalized messages to engage audiences effectively.
- **In-App Messaging:** Real-time communication within apps to enhance user engagement.
- **Customer Journey Mapping:** Visualize and optimize entire customer paths for better results.
- **Cross-Channel Communication:** Engage users across web, mobile, and email seamlessly.
- **Behavioral Analytics:** Gain insights into user behavior for informed decision-making.

What benefits should users look for in MoEngage reviews?

- **Increased Engagement:** Users find heightened interaction levels with target audiences.
- **Simplified Campaign Management:** Streamlined processes save time and resources.
- **Improved Retention Rates:** Strengthened user loyalty through targeted efforts.
- **Better Personalization:** Tailored experiences that resonate with the audience.
- **Higher ROI:** Effective strategies contributing to notable business growth.

Many industries integrate MoEngage to tailor customer experiences, especially in e-commerce for promoting seamless shopping journeys and in finance for personalizing communications to enhance trust and retention. In the travel sector, MoEngage facilitates delivering targeted offers and relevant content, driving higher customer satisfaction.

Valuable Features

Excerpts from real customer reviews on PeerSpot:



“MoEngage is not just a messaging tool but a strategic product growth platform that significantly enhances user engagement and retention when used effectively.”



Vyas Shubham

Senior Quality Analyst at a consultancy with 51-200 employees



“MoEngage had a measurable impact on user engagement and feature adoption in our organization through better behavioral segmentation, personalized messaging, and automated customer journeys.”



Navya Rajan

Product Manager - Associate at Greytip Software Pvt Ltd



“Specific outcomes that show how MoEngage has impacted my organization include real-time triggers that it offers, enabling real-time campaigns that have increased the engagement rate.”



Verified user

Vice President at a insurance company with 10,001+ employees



“MoEngage's scope as an analytics engine is significant, and I am confident that it will provide insights to product managers to improve their products, and I encourage everyone to try it.”



Rohit Takalkar

Lead Engineer at IndiaMART InterMESH Limited



“MoEngage has been helping us by enabling batch and blast communications to highly targeted and automated customers engaging through behavioral segments and personalized journeys.”



Verified user

CRM Manager at a tech vendor with 51-200 employees



“MoEngage has been a primary tool for sending communications across all of these factors, and I think it is helping us very positively right now, and we hope to continue with it in the future.”



Verified user

Senior Executive Retention at a hospitality company with 201-500 employees



“MoEngage has positively impacted my organization because the delivery rate from MoEngage is really high, and I receive a very low amount of bounce-back rates and undeliverable email IDs because it has an automatic feature of segregating nullable and invalid email IDs.”



Shrutee Samal

Manager, Salesforce Campaign at a tech vendor with 5,001-10,000 employees

What users had to say about valuable features:

“In my experience, the best features MoEngage offers include the ability to design flows and utilize a multi-level channel feature that identifies the most reachable users, which is very useful for cost savings since I don't need to bombard everyone with communication through the same channel.

Although I don't have detailed numbers, I can say that earlier I used four WhatsApp communications in a journey, but by incorporating a multi-channel strategy, I reduced the number of WhatsApp instances while improving delivery rates significantly..”

Askar Kk

Associate Director at a hospitality company with 201-500 employees

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“The best features MoEngage offers include a very good support system, which has always been responsive whenever I have faced any kind of issues. Issues get resolved quickly.

Beyond support, I find the flow part of the campaign automation particularly valuable. It is really good because it is a one-time setup and the success rate is also really great.

MoEngage has positively impacted my organization by helping us improve our retention from approximately 40% to 70% and activation from 9% to 33%.

MoEngage contributed to those improvements in retention and activations mainly by targeting the target audience and trying to target people who have not opened the campaign yet, having those attributes and features on MoEngage that help us make our campaigns successful. The fact that we could add specific campaigns that are created by us through the backend to MoEngage is also something that is really great..”

Nabeel Mohammed

[Read full review](#) 

Product & Growth at a financial services firm with 51-200 employees

“MoEngage offers excellent customer engagement features. For personalization, I can use the customer's name and the exact product a customer was viewing on the website, allowing me to send personalized WhatsApp messages with the customer's preferred product, name, and preferred time of opening the message. These types of automations have been highly effective. Through the automation journeys I created for abandoned cart, abandoned checkout, and product view, I achieved significant customer retention improvements, with my retention rate increasing from fifteen to twenty percent before MoEngage to nearly thirty-five to forty percent after implementation. I measured this retention increase and other positive results by checking the retention rate through Shopify data, confirming that customers return to the website and make purchases. Revenue has increased through the CRM, old buyers generate additional revenue, customer lifecycle value has increased, and this demonstrates how MoEngage has helped the business..”

Aakash Kumar

Assistant Manager, Marketing at Ethos Limited

[Read full review](#) 

“I use MoEngage extensively on a day-to-day basis. For example, I send push notifications twice a day, in the morning and evening, to our targeted users. Because it is cost-effective, we try to use it more frequently. I have also used Merlin AI to generate images so I am not dependent on the brand team for that. MoEngage is the main tool I use on a day-to-day basis, and there are many capabilities available. For example, I do promotional WhatsApp campaigns as well as connecting directly through an API to MoEngage.

The best feature I would suggest is the Merlin AI one because it really helps when I just give the prompt and I get exactly what I want. Additionally, the HTML in email campaigns helps a lot. I have used Merlin AI quite frequently for push notifications.

On a day-to-day campaign basis, I believe that not only the retention marketing team but other teams are also using MoEngage. Sending out daily campaigns or using the same format of campaigns saves a lot of time. Connecting with our business partners, vendors, and customers, MoEngage has been a primary tool for sending communications across all of these factors. I think it is helping us very positively right now, and we hope to continue with it in the future..”

Verified user

[Read full review](#) 

Senior Executive Retention at a hospitality company with 201-500 employees

“One of the best features MoEngage offers, in my opinion, is the data that I can export as an Excel file because I did not find that option in many of the CRM platforms that I researched, but MoEngage was offering it at that time.

The Excel export feature helped me in my work because I was handling a lot of data, and when I received it in an Excel output, there were many rows and detailed insights that were very helpful for me to discover insights about the campaign that we were running.

MoEngage has positively impacted my organization because the company where I was interning was at the early stages of conducting active CRM, and MoEngage made the job much easier by automating notification and push notification flows, making life easier for us at my previous company.

We noticed specific outcomes and improvements after using MoEngage because we tested sending push notifications at a specific time after conducting research. We found that engagement was higher during a specific time period and the push notifications sent at that time had a better call to action, delivering us good results..”

Mahadevan Kv

Management Trainee at HCLTech

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“The features I find most valuable in MoEngage are behavioral segmentation. It allows me to create dynamic user segments based on action, demographic, lifecycle change, and product usage, enabling highly targeted engagement. The customer journey feature is also very interesting to me. The visual journey builder makes it easy to automate personalized, multi-step engagement flow. Omni-channel messaging is another valuable aspect. It supports email, push notification, in-app messages, SMS, and WhatsApp, allowing a consistent experience across channels.

“Personalization is another important feature. Messages can be tailored using user attributes, events, and recommendations. A/B testing is one of the most important parts in my day-to-day work. It is easy to experiment with different messaging, content, timing, and channels to improve campaign performance. Event tracking and integration is one of the mostly used features by me because MoEngage integrates well with the product analytics and data dashboards. This makes it easier to capture user events and trigger real-time campaigns. The dashboard with funnels, cohorts, and campaign analytics from analytical insights and actions is another area which I use daily.

“MoEngage had a measurable impact on user engagement and feature adoption in our organization through better behavioral segmentation, personalized messaging, and automated customer journeys. I improved engagement by around 15% for the campaigns I was involved with. It also helped me to improve feature adoption by reaching the right users at the right stage of their journey. While these results were the result of collaboration across product, marketing, and engineering, MoEngage was a key platform that enabled me to execute, measure, and continuously optimize our customer engagement strategy..”

Navya Rajan

Product Manager - Associate at Greytip Software Pvt Ltd

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Other Solutions Considered

“Treebo Hospitality Ventures previously used WebEngage, but there they were facing some template or technical issues because of which they switched to MoEngage..”

Verified user

Senior Executive Retention at a hospitality company with 201-500 employees

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“Previously, I was using WebEngage, but switched to MoEngage because MoEngage offers better personalization, better segmentation, and better cohorts, allowing me to create better analysis and reports..”

Aakash Kumar

Assistant Manager, Marketing at Ethos Limited

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Clients usually evaluate other CRM tools in the market, including Oracle, Responsys, Salesforce, Braze, Insider, and Emarsys, before choosing MoEngage.

Hebert Santos

Engenheiro De Soluções at a outsourcing company with 51-200 employees

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“By the time I joined, MoEngage was already the customer engagement platform in place, so I was not involved in evaluating or migrating from another solution. I worked with MoEngage throughout my tenure for segmentation, customer journey, and campaign analytics..”

Navya Rajan

Product Manager - Associate at Greytip Software Pvt Ltd

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“I was not involved in the vendor evaluation process, so I cannot say with certainty which other platforms were considered. By the time I joined, MoEngage had already been selected and implemented. My role was focused on using the platform to drive customer engagement and product outcomes rather than evaluating vendors..”

Navya Rajan

Product Manager - Associate at Greytip Software Pvt Ltd

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“Our sales team is responsible for evaluating options before onboarding an ESP, and I only provide my user experience reporting and pricing details. Factors such as pricing comparison and ROI are handled by a different team, which decides on onboarding the ESP for the organization..”

Shrutee Samal

Manager, Salesforce Campaign at a tech vendor with 5,001-10,000 employees

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ROI

Real user quotes about their ROI:

“We have seen a return on investment because we needed fewer employees to run the entire CRM automation part, and it saved a lot of money and time for us..”

Mahadevan Kv

Management Trainee at HCLTech

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“The saving is on money, as we can save a number of people who maintain target user, and with MoEngage, we can simplify by clicking the attribute user or the segment or behavior user, which I believe can save our money..”

Verified user

Digital Banking Sharia at a financial services firm with 51-200 employees

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“I do not have a specific example of return on investment, but as a Senior Campaign Analyst, I see that whenever reports are circulated across the team after campaigns are deployed, the analysis shows a 30% reduction in OPEX costs. My role is limited to campaign analytics, while the return on investment is handled by a different team..”

Shrutee Samal

Manager, Salesforce Campaign at a tech vendor with 5,001-10,000 employees

[Read full review](#) 

“I have seen a return on investment with MoEngage, and it has helped us tremendously and improved our business significantly.

MoEngage improved my business by improving retention from 40 to 70% and activation from 9 to 33%..”

Nabeel Mohammed

Product & Growth at a financial services firm with 51-200 employees

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“I definitely saw a positive return from using MoEngage, although I was not responsible for calculating the financial return on investment. From the product perspective, I saw around a 15% improvement in engagement for the campaigns I optimized through better segmentation and personalized customer journeys. I also saved significant time by automating lifecycle campaigns that would otherwise have required manual execution. Instead of repeatedly creating and sending campaigns, the journeys ran automatically based on user behavior, allowing the marketing and product team to focus on optimization rather than operation..”

Navya Rajan

Product Manager - Associate at Greytip Software Pvt Ltd

[Read full review](#) 

“Specific outcomes that show how MoEngage has impacted my organization include real-time triggers that it offers, enabling real-time campaigns that have increased the engagement rate. For example, when we started, our active user base was around 2 to 2.5 lakh users, which in 2.5 years has crossed a million now. The engagement rate, or what I would say, active monthly users has grown from 2 to 2.5 lakhs to over a million in around 30 months.

We have managed to increase campaign execution efficiency by 30%, as earlier, a campaign used to take around three days to rollout to actual users, but now it can be done in a day or maximum 10 to 12 hours..”

Verified user

Vice President at a insurance company with 10,001+ employees

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Use Case

“My main use case for MoEngage is that I use it for most of the CRM-related activities and outreach purposes.

I used MoEngage for a mobile push notification campaign in 2024 when I was interning at a company. We primarily ran mobile push notification campaigns on MoEngage, and my responsibility was to extract the data from MoEngage and analyze it for better engagement and to discover insights from the data..”

Mahadevan Kv

Management Trainee at HCLTech

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“My main use case for MoEngage involves targeting customers, specifically in the B2C sector of the hospitality industry, where I primarily use it to target customers and retain them through transaction-based communications.

For example, every month we run a payday sale or a mid-month sale targeting specific segments, such as RFM segments directly from MoEngage, and I utilize channels including email, WhatsApp, RCS, and push notifications to send the communication..”

Askar Kk

Associate Director at a hospitality company with 201-500 employees

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“I primarily use MoEngage for creating cohorts and executing campaigns, as well as creating automation journeys. I identify specific cohorts for products, such as determining how many customers purchased product X in the last six months or twelve months, and how many customers purchased the same product twice within six months. I create these cohorts on MoEngage and use automation journeys for abandoned cart, abandoned checkout, product view, and birthday campaigns. Beyond automation journeys, I utilize MoEngage for overall marketing efforts..”

Aakash Kumar

Assistant Manager, Marketing at Ethos Limited

[Read full review](#) 

“I send day-to-day campaigns and journeys through email, push, RCS, and other channels to our user base, as well as maintaining event-triggered journeys.

My day-to-day tasks include sending promotional campaigns where I target users who have booked with us previously last year but have not booked with us this year or are no longer booking with us recently. We also use RFM segments to be more precise with our database, identifying users who are looking at our website pages and checking out hotels but are not booking with us. RFM segments help us check which users have been our loyal customers or which have been recent users, which helps us target users more accurately. For journey-based campaigns, we currently focus on users who have already been added to our loyalty tier membership. Once they are eligible, they receive communications based on events that trigger in MoEngage..”

Verified user

Senior Executive Retention at a hospitality company with 201-500 employees

[Read full review](#) 

“My main use case for MoEngage is for sending communications to our target users.

I have primarily executed three kinds of CRM campaigns on MoEngage for sending communications to our target users. One is emails, then I have done push notifications, and I have also integrated WhatsApp. We have done different campaigns for various scenarios. For example, with a fintech brand, when a user signs up and has not completed verification, we send a specific flow of communications or a specific sequence of messages. It could be one-time, it could be automated, or a combination of all.

MoEngage has been very useful, and I have had the opportunity to try out many features..”

Nabeel Mohammed

Product & Growth at a financial services firm with 51-200 employees

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“I used MoEngage from October to December 2025. My primary use case for MoEngage has been customer engagement and lifecycle communication. I used it to create and manage multi-channel campaigns across email, WhatsApp, push notification, and in-app messages. I worked on defining the target audience, user segmentation, campaign objectives, messaging, and success metrics while partnering with marketing and CRM teams for execution. I also analyzed campaign performance through metrics such as open rate, click-through rate, conversions, and engagement to optimize future campaigns.

“One example was a feature adoption campaign. I noticed that many users were signing up but were not exploring some of our newer HR features after onboarding. I used MoEngage to segment users based on their product behavior, such as users who had completed onboarding but had not used a specific feature within a set timeframe. I designed a multi-channel journey using email and in-app messages to educate users about the feature, highlighting its benefits and providing a direct call-to-action to try it. I worked on defining the target audience, user journey, campaign objectives, and the success metrics. While partnering with the marketing team, I was able to make it a better use case. I tracked metrics such as open rate, click-through rate, and feature adoption conversion. After iterating on the messaging and timing, I saw approximately a 15% improvement in engagement and higher adoption of the targeted feature.

“Another memorable campaign I worked on at Housing.com focused on improving user engagement for the Housing community feature. I wanted to encourage users who had registered but were not actively participating in discussions. I segmented users based on their behavior, such as users who had signed up but had not posted or interacted with the community within the first week. Using MoEngage, I created an engagement journey with push notification and email highlighting relevant discussions, trending topics, and prompts to ask the first question. As a product manager, I worked on defining the user journey, segmentation criteria, campaign objective, and success metrics. I monitored metrics such as click-through rate, returning users, and community engagement. The campaign helped increase user participation and improve overall engagement within the community feature. I collaborated closely with the CRM or marketing team, and my responsibility was defining the product use case, user segment journey, and key performance

indicators.

“Beyond campaign execution, I primarily viewed MoEngage as a product insight and customer engagement platform. I used it to understand user behavior, identify drop-offs in key journeys, and validate whether product changes were improving engagement. I collaborated closely with the marketing, design, and engineering teams to ensure the right events were tracked and users were segmented correctly. While I was not a dedicated CRM manager, I was hands-on in defining user journey, segmentation logic, campaign objective, and success metrics. I also analyzed campaign performance and used those insights to iterate on both the product experience and customer communication..”

Navya Rajan

Product Manager - Associate at Greytip Software Pvt Ltd

[Read full review](#) 

Setup

The setup process involves configuring and preparing the product or service for use, which may include tasks such as installation, account creation, initial configuration, and troubleshooting any issues that may arise. Below you can find real user quotes about the setup process.

“Monthly pricing was approximately two point five lakhs, which I considered a bit high for the amount of data being handled at that time. The setup cost was acceptable and negotiable, but the monthly pricing was high. Licensing terms are good..”

Aakash Kumar

Assistant Manager, Marketing at Ethos Limited

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“I participated in the initial setup and deployment of MoEngage.

For the initial setup of MoEngage, you can install it by using the SDK or you can use npm, and you have to go through the documentation for the first time, but I think it is still pretty easy and straightforward to integrate..”

Lakshay Khokhar

Software Developer 1 at Lorien Finance

[Read full review](#) 

“MoEngage was deployed as a public cloud SaaS solution in our organization. I accessed it through the web interface, and it integrated with our product analytics stack through software development kits and application programming interfaces. I did not manage the underlying infrastructure myself. The platform was cloud-hosted, which made it easy to scale and maintain. As a product manager, my focus was on configuring user journeys, segmentation, event tracking, and analyzing campaign performance, while the infrastructure and platform management was handled by MoEngage and our engineering team..”

Navya Rajan

[Read full review](#) 

Product Manager - Associate at Greytip Software Pvt Ltd

“MoEngage has been helping us by enabling batch and blast communications to highly targeted and automated customers engaging through behavioral segments and personalized journeys. We are able to deliver more relevant messages at the right time, to the right person, with the right communication. The platform has helped improve key metrics such as activations, retargeting basis, and retention. The automated journey reduces the manual efforts of the CRM team, where we can work on other pieces and get the work done accordingly and act on upcoming products. It also has a very perfect analytics department. Experimentation capabilities have allowed us to continuously optimize our campaigns through A/B testing..”

Verified user

[Read full review](#) 

CRM Manager at a tech vendor with 51-200 employees

“My experience with pricing, setup cost, and licensing for MoEngage has been positive, especially considering the value it delivers, though there are nuances worth mentioning. The pricing model follows a customer user-based pricing mechanism, primarily based on monthly tracked users and feature tiers. The pricing is not fixed and depends on scale, features, and channels employed. It typically offers plans including Growth and Enterprise tiers, with additional features as add-ons in the billing cycle. From a product perspective, this flexible model scales well as the business grows. Regarding cost versus value, I feel the pricing is justified for the capabilities provided by MoEngage, especially when considering improved engagement and retention, reduced engineering dependencies, and consolidation of multiple tools into one platform. While it may not always be the cheapest solution on the market, it provides strong value for mid-to-range products. In terms of setup and implementation cost, the initial setup requires investment, particularly in SDK integration and event tracking, which necessitates time to define user events and data structure. Initial onboarding and configuration efforts do require investment, but once implemented, the platform becomes largely self-serve for product and marketing teams, offsetting the upfront costs over time..”

Vyas Shubham

[Read full review](#) 

Senior Quality Analyst at a consultancy with 51-200 employees

Customer Service and Support

According to what I have seen with my clients, MoEngage's customer support was satisfactory because I only had one experience where they provided a professional to follow the implementation.

Hebert Santos

Engenheiro De Soluções at a outsourcing company with 51-200 employees

[Read full review](#) 

“Customer support is excellent. I have reached out multiple times when executing new campaigns or implementing new personalization features. I would rate customer support as nine on a scale of one to ten..”

Aakash Kumar

Assistant Manager, Marketing at Ethos Limited

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“I rate the customer support 9 out of 10 because they provide great email support, and if the bug is critical and needs priority attention, we have contact numbers to get in touch with the team..”

Shrutee Samal

Manager, Salesforce Campaign at a tech vendor with 5,001-10,000 employees

[Read full review](#) 

“Customer support at MoEngage is really great. My experience with customer support was positive. Whenever I had questions related to platform usage, campaign configuration, or anything else, the support team was responsive and helpful. I would rate customer support between 8 to 10..”

Navya Rajan

[Read full review](#) 

Product Manager - Associate at Greytip Software Pvt Ltd

“I communicated with the technical support of MoEngage, though I think our seniors had more communication with them, mostly for pricing and getting the keys and login. Apart from that, I do not think we had that much communication with them.

I would rate the technical support from MoEngage around nine out of ten..”

Lakshay Khokhar

[Read full review](#) 

Software Developer 1 at Lorien Finance

“MoEngage's customer support is good, and they have a dedicated customer success manager and integration expert. However, since they do not own actual channels, many queries are redirected to third-party service providers such as Netcore or SendGrid, which can lead to challenges as MoEngage does not take ownership of those services..”

Verified user

Vice President at a insurance company with 10,001+ employees

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Other Advice

“I advise others looking into using MoEngage to leverage its personalization feature, which is excellent, and to use the module that provides better insight into customer behavior. I would rate this review as eight on a scale of one to ten..”

Aakash Kumar

Assistant Manager, Marketing at Ethos Limited

[Read full review](#) 

“I would say to go ahead and give MoEngage a try. It is actually helpful for us because it has saved our time. We have been able to create journeys in most scenarios. It was quite handy for us. I would rate this review at a nine out of ten..”

Verified user

Senior Executive Retention at a hospitality company with 201-500 employees

[Read full review](#) 

“My advice for others looking into using MoEngage is that it is a great tool currently available, very suitable and user-friendly for advanced use. I would rate this product an 8 out of 10..”

Askar Kk

Associate Director at a hospitality company with 201-500 employees

[Read full review](#) 

“My advice would be to first define your business goals before implementing MoEngage, whether you are trying to improve onboarding, increase feature adoption, boost retention, or reduce churn. I also would recommend investing time in event tracking and data quality. Start with a few high-impact use cases, measure the results, and iterate. Finally, treat MoEngage as more than a campaign tool. I would rate this overall experience a 9..”

Navya Rajan

Product Manager - Associate at Greytip Software Pvt Ltd

[Read full review](#) 

“I would suggest considering the different use cases for MoEngage. It definitely enables use cases that are not practically possible in-house, in terms of hyper-personalization, real-time notification, event-based cards, and other capabilities. MoEngage also has a feature called LPs, landing pages, where you can create your own landing pages, customize them, and make modifications to go live. You can explore multiple use cases with MoEngage and should discuss your business objectives with the MoEngage SPOC for different alternatives and available use cases that you might not have thought of. I give this review an overall rating of 7..”

Verified user

Maths Trainer at a educational organization with 51-200 employees

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“I do not remember any challenges with MoEngage because it is a user-friendly tool, and anybody can figure out the entire tool within a day or week of usage if they are interested in it.

MoEngage as a whole is a good platform and there are not many complaints about it.

I would rate MoEngage a nine out of ten because it was user-friendly and solved many of the problems that I was facing.

I have no comments on MoEngage's AI capabilities regarding governance and security because I have not explored that part of MoEngage yet.

I have not explored MoEngage's AI capabilities regarding the accuracy and reliability of output either, so I have nothing worth mentioning.

I am not sure how MoEngage is deployed in my organization.

I do not have any visibility on MoEngage's pricing, setup cost, and licensing..”

Mahadevan Kv

Management Trainee at HCLTech

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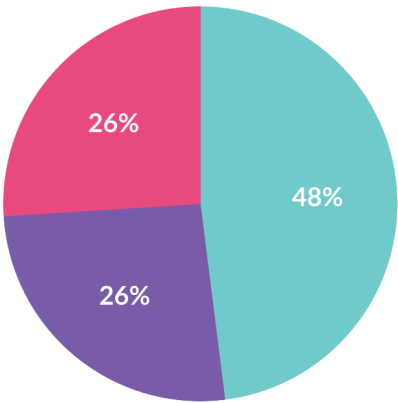
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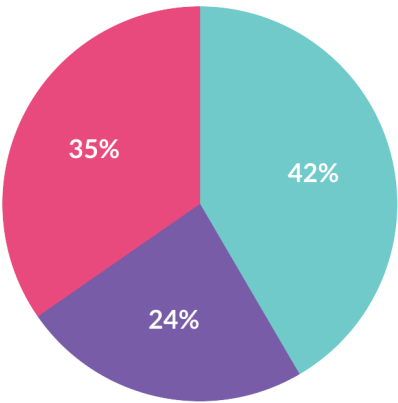


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by reviewers



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Large Enterprise Midsize Enterprise Small Business

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