

Let AI Handle the Send.

Smarter Channel
Decisions in Real Time

mengage



Katharine Lucic

Lead Product Marketing
Manager

mengage

Nobody woke up wanting
to pick **Wednesday's email**



20% Off




DREAMLOFT
COMFORT

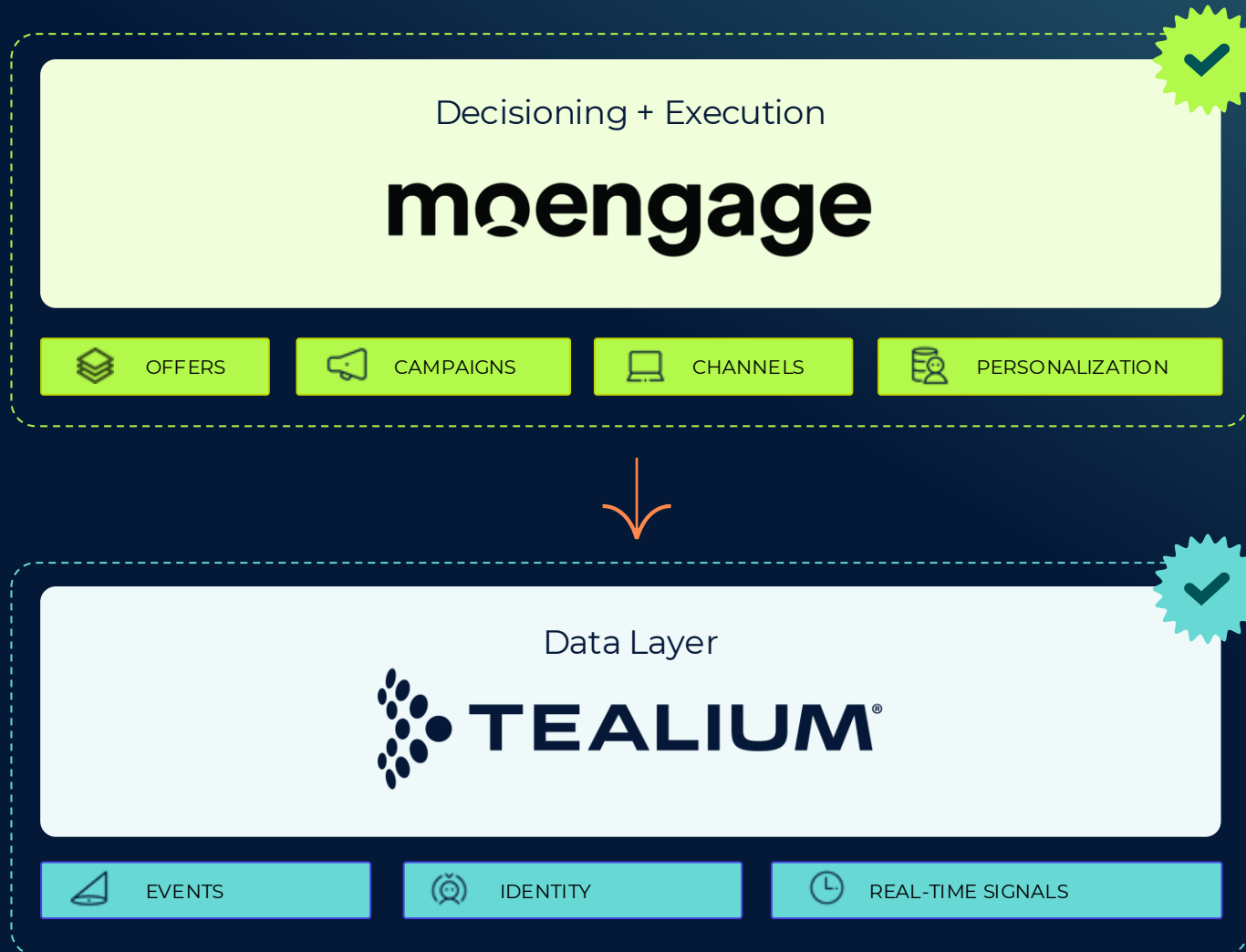
**ULTIMATE COMFORT.
UNBEATABLE SALE.**

20% OFF

EXPERIENCE PURE COMFORT
Premium sleep, better prices. Shop our curated collection for a limited time.

[SHOP SALE NOW →](#)

Tealium x MoEngage Partnership



Marketers still have to **decide** on a lot of unknowns



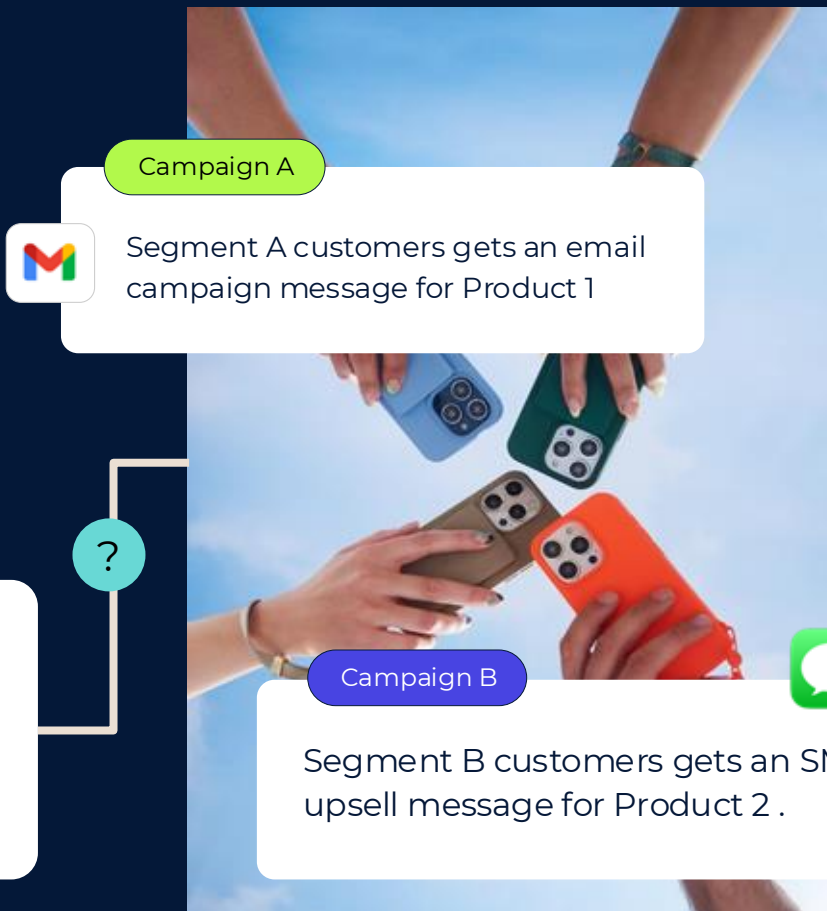
% Offerings



Customers



Segments



Will all customers in Segment A prefer Product 1?

Is Email the best channel for all customers in Segment A?

How do you know which content copy and incentive works for customers in Segment B?

And many such micro decisions, where manual A/B testing across all these dimensions fail


What scale exposed at the fastest-growing wireless carrier in the U.S.

- ➔ Multi-platform execution
- ➔ Cross-team dependencies
- ➔ 1 Month+ launch cycles
- ➔ Heavy operational strain

This wasn't a feature gap.
It was workflow friction.


Onyx Studio 9 Speaker 50% off now

Only \$149.99



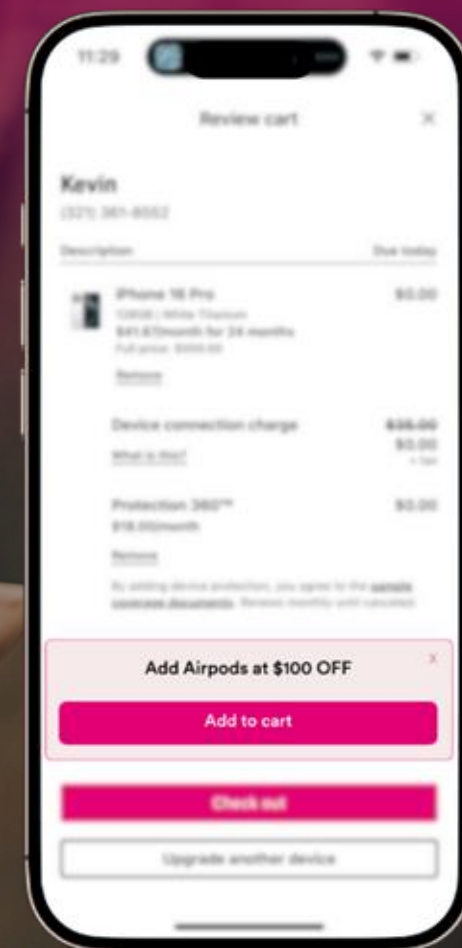
Get the Onyx Studio 9 for \$0 down, plus tax. Experience powerful sound while supplies last

Dismiss



Time is running out 🕒😓

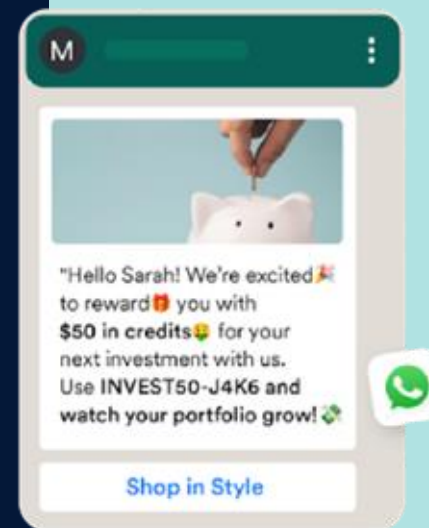
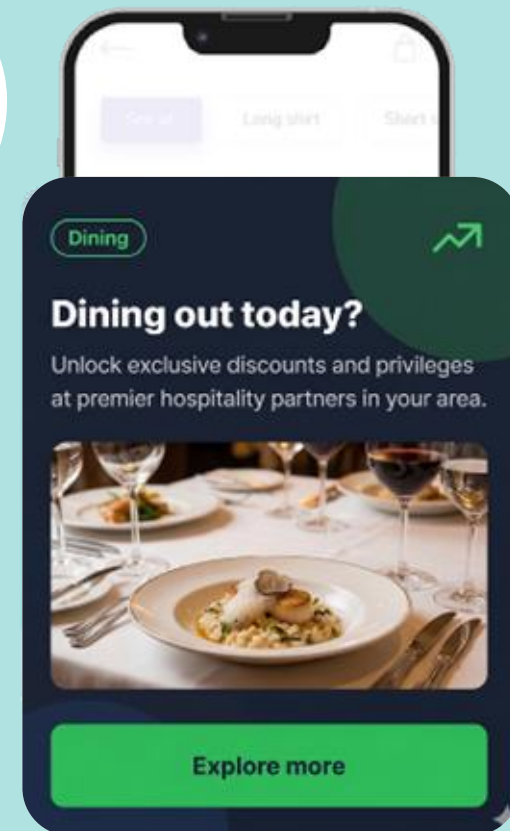
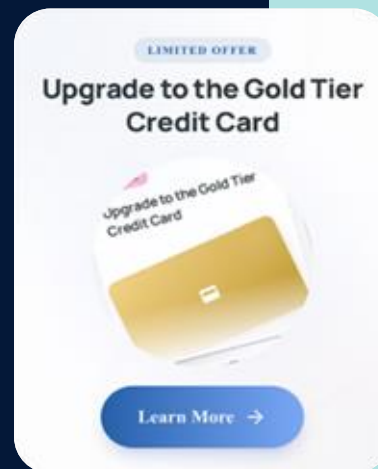
Your QDOBA Mexican Eats perk is almost gone.



INTRODUCING Offer Decisioning

A centralized platform to deliver the right offer to the right customer at the right time.

Create, manage, and deliver personalized promotions and content in real-time using sophisticated targeting and advanced AI to maximize engagement and conversion.

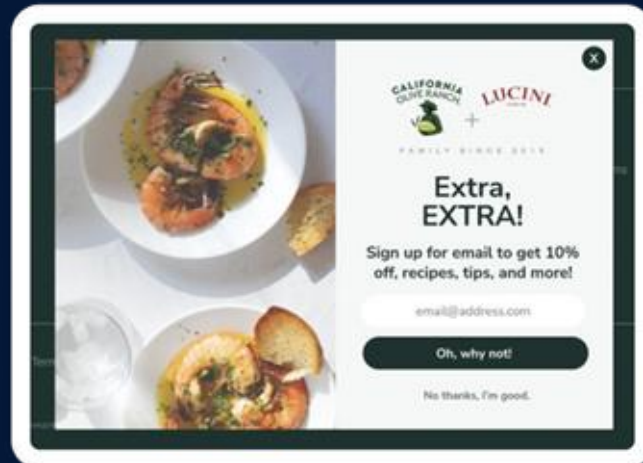


Offers are **more** than just Discounts and Vouchers

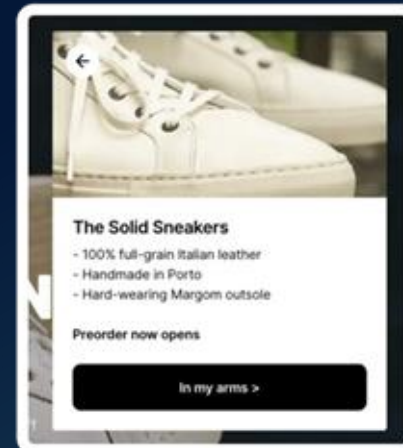
New Product announcements



Sign-up nudges



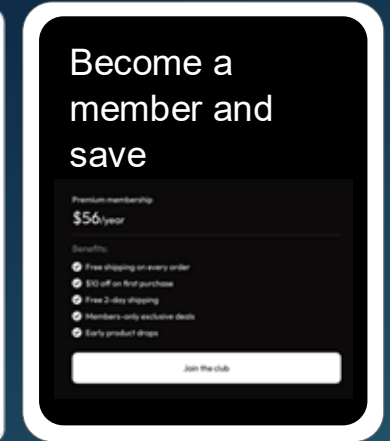
Pre-Order Messages



Category promotions



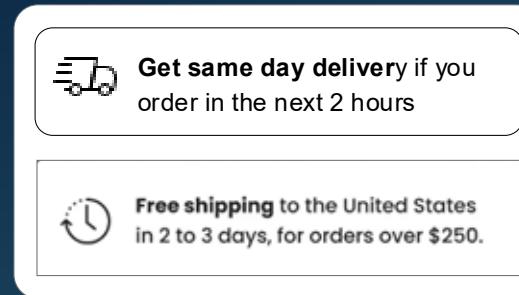
Membership access



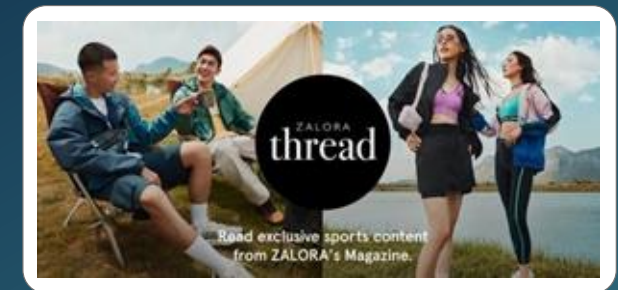
Discounts



Special occasions promotion

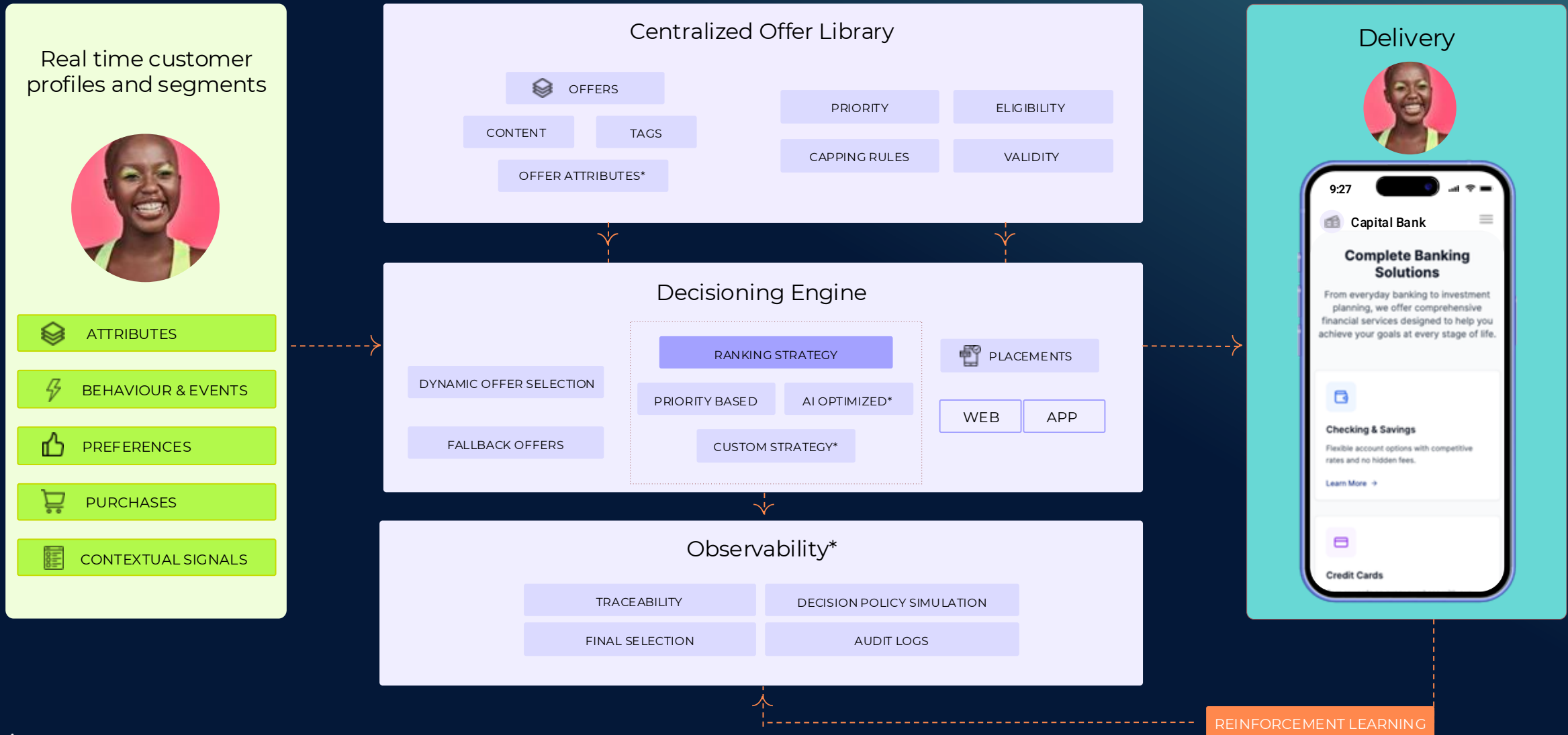


Express delivery promotions

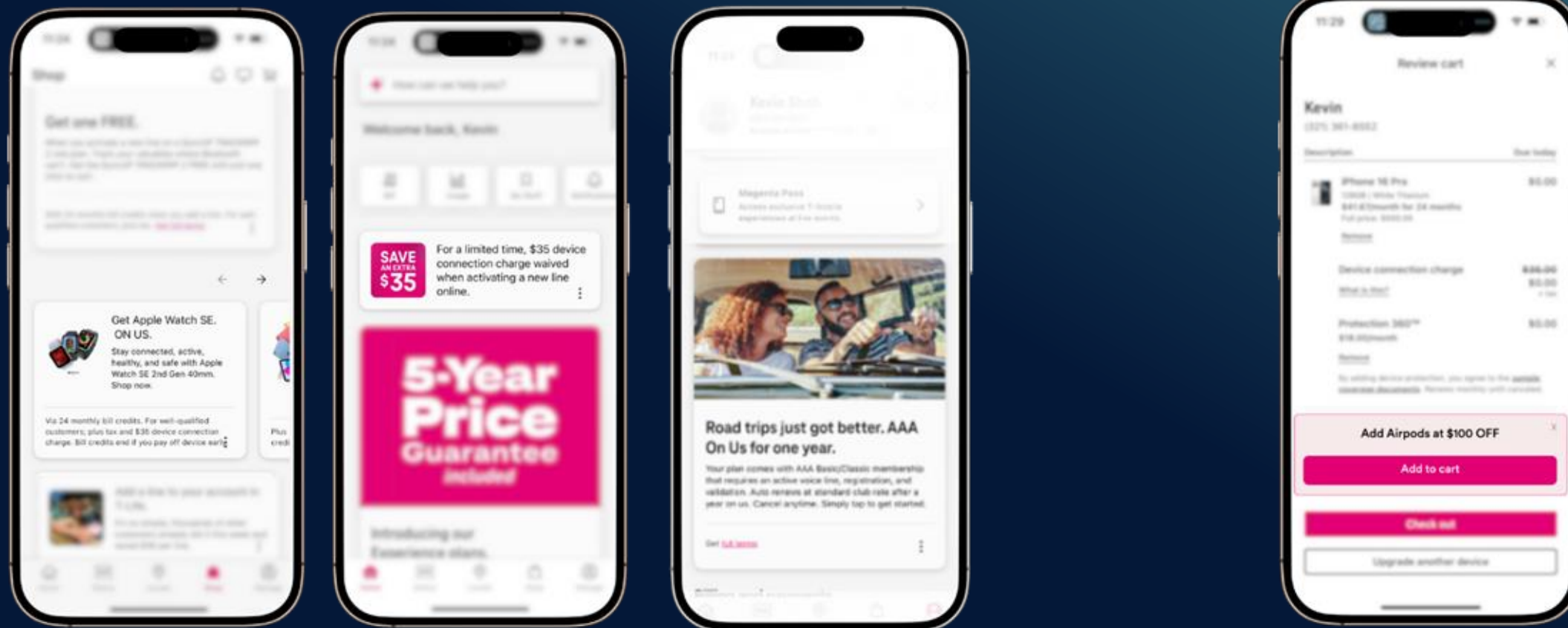


Content promotions

The building blocks of Offer Decisioning



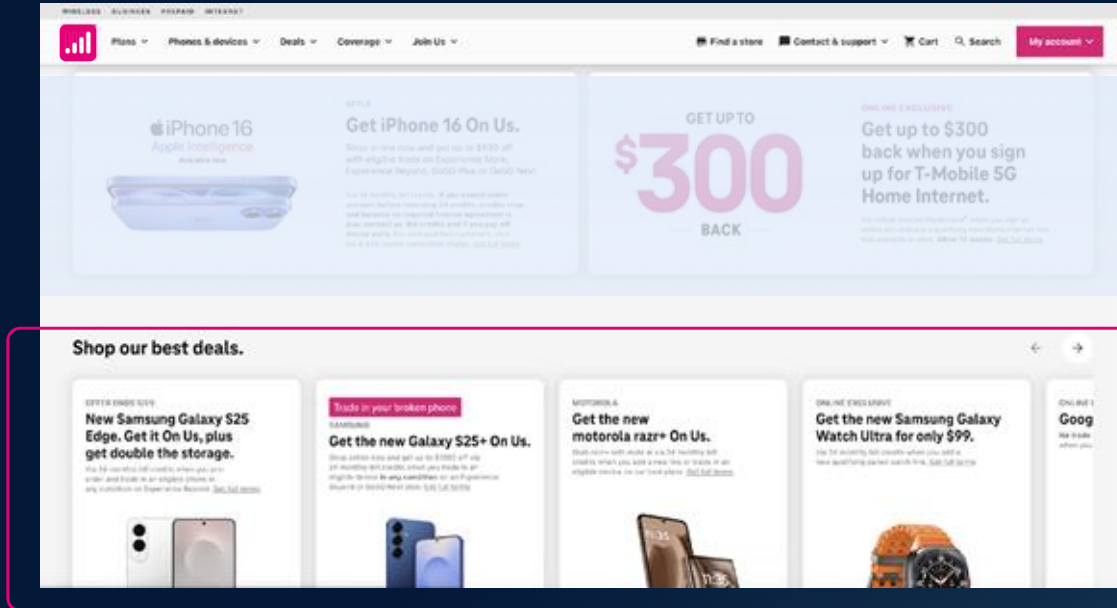
Delivering Offers on wireless carrier mobile app



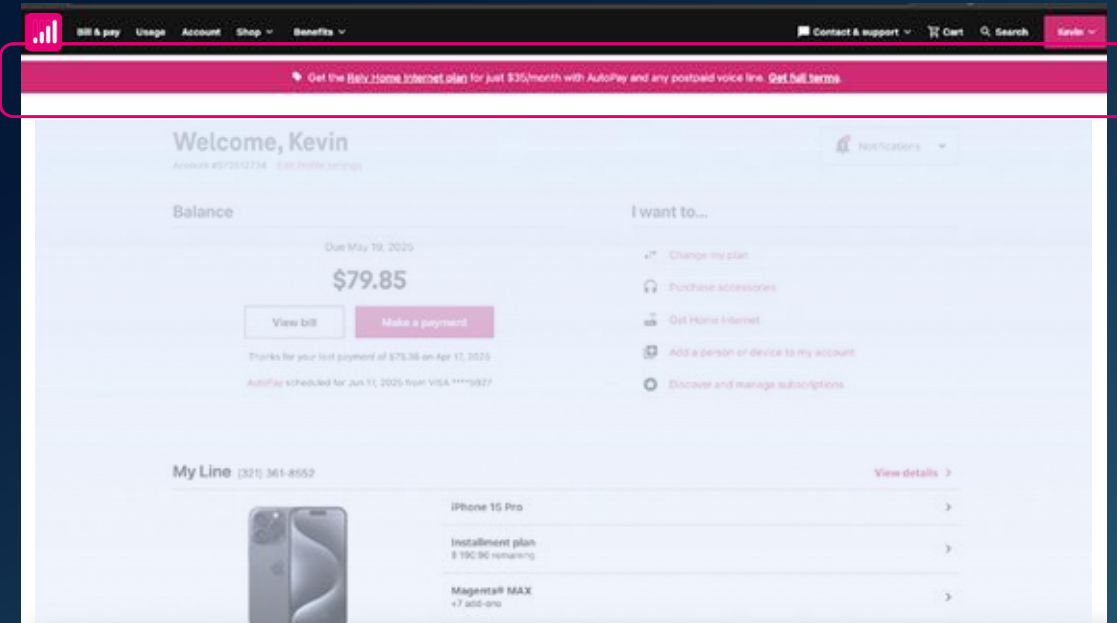
MoEngage powered personalized promotional campaigns across the app

Real-time user actions based promotions like upsell and cart abandoned

Web experience powered by Offer Decisioning



Personalized Offers delivered on Home-page



Authenticated promotions on MyTMO

INTRODUCING Campaign Decisioning

Choose the right campaign to send, at the right time, on the right channel.

Use real-time data and goal-based decisioning to coordinate delivery across channels — reducing overlap, improving timing, and driving better results.

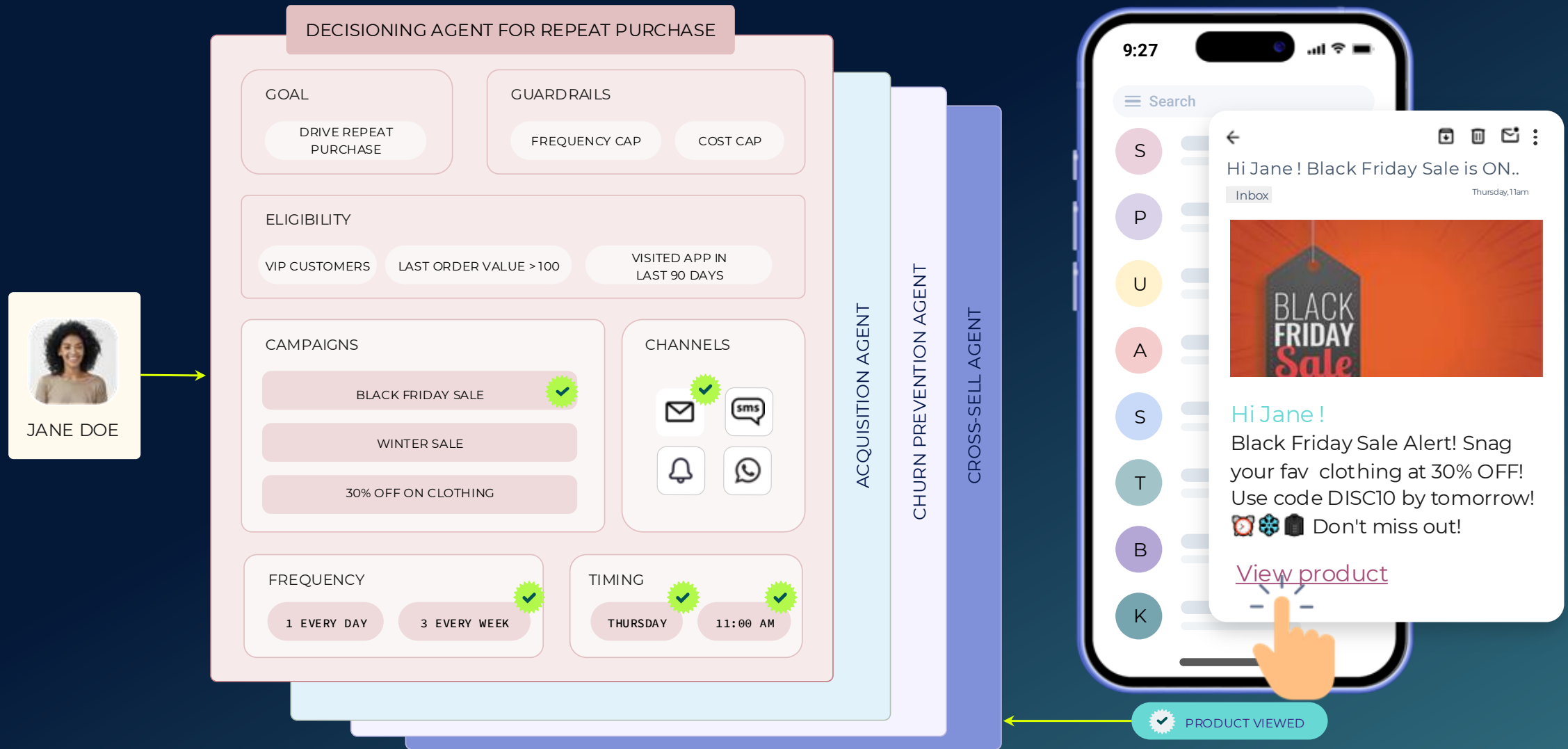


Best Channel: **Email**

Most Recent Offer:
20% off

Likely to Purchase in the
next 7 days

How Campaign Decisioning Works



What's **no longer** on your plate

Which segment gets which offer

Which channel for which customer

What time to send

What happens when campaigns compete

Whether this customer already got something



Define the goal

Set the guardrails

Hand MoEngage the campaign options

Let the system decide



MoEngage AI Decisioning

Offer Decisioning

Serve Next Best Offerings (NBO) to customers across app, web and other channels.



Campaign Decisioning

Goal-based Decisioning Agents that serve the relevant campaign, with the right value proposition, creative, channel, frequency and timing for every customer.



Thank you.

moengage

