

aws marketplace

MoEngage

Reviews, tips, and advice from real users



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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

Product Analyst at a consultancy with 51-200 employees

- ✓ “Around 40 to 50% of my work has mentally transferred to this particular tool, helping me in more structured follow-up.”



Garima Vyas Purohit

Sr manager Corporate Training and Placement at a educational organization with 1,001-5,000 employees

- ✓ “MoEngage is a really good and reliable tool for patient retention and engagement, as it helps us maintain constant communication with patients.”



Zeeshan Ali

General Dentist at Smile Profile Dental Clinic

What users had to say about valuable features:

“The best features MoEngage offers are that it helps send automated appointment reminders and follow-up notifications. Additionally, it helps us run targeted campaigns so we can increase the number of our patients and keep patients informed if any offers are running in our clinic or if there is a free dental check-up coming up.

“MoEngage's automated reminders are easy to set up and customize for our patients. For instance, if we want MoEngage to send reminders to patients whose upcoming appointment is within the next 48 hours, we can easily do that. If we want to send a reminder to a patient who hasn't had their dental check-up in the last six months, we can easily set it up on MoEngage and send those notifications via email or WhatsApp.

“MoEngage has positively impacted my organization as it helps to increase the patient satisfaction level since we are in constant touch with patients regarding their feedback before and after the appointment. It increases the patient flow to our clinic as it constantly sends reminders, thereby reducing the number of missed appointments. Furthermore, it enhances the dental staff's efficiency by reducing the administrative workload on our dental staff..”

Zeeshan Ali

General Dentist at Smile Profile Dental Clinic

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“MoEngage actually fits into our workflow better than we expected. Initially, I thought it would be just another tool to manage, but it ended up simplifying things. Instead of coordinating across emails, WhatsApp, and manual follow-ups, a lot of communication became more streamlined in one place. An unexpected benefit was the visibility it gave us. We could see which messages are being opened and where students were not responding, which helped us plan follow-ups more practically instead of just guessing. Around 40 to 50% of my work has mentally transferred to this particular tool, helping me in more structured follow-up. I had the privilege of a more streamlined process in one place. It also helped us become more organized in how we communicate, sending the right message to the right group instead of broadcasting everything to everyone.

“The best features that MoEngage offers, on which we rely most, are mainly around segmentation and sending targeted communication instead of sending the same message to all students. We filter based on criteria such as courses, eligibility, or placement status, which is really helpful for us. We also use the notification feature quite a lot, especially for reminders and important updates. The ability to schedule messages and send them at the right time has made things easier during busy placement drives. Another thing I find personally useful is the basic analytics MoEngage provides. Even seeing who has opened messages or not gives us a fair idea of how students are responding so we can follow up accordingly. Overall, we use it for simple day-to-day communication and engagement and not anything too advanced..”

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Sr manager Corporate Training and Placement at a educational organization with 1,001-5,000 employees

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“In my opinion, MoEngage provides numerous features, but the best one I find is Advanced Segmentation and Customer Insights because it offers a 360-degree view of users and enables deep behavioral segmentation. We can segment users based on real-time and historical behavior, build cohorts using multiple attributes and events, and analyze funnels, retention, and user paths. This allows us to move beyond generic campaigns and deliver highly targeted, data-driven engagement strategies, which directly improve conversion and retention rates for our organization. Additionally, I appreciate the Omnichannel Engagement feature because it enables seamless communication across different channels including push notifications, email, SMS, and in-app messaging from a single platform. From a product manager standpoint, this is extremely valuable as it ensures consistent messaging across touchpoints, reduces dependency on multiple tools, and helps design a unified customer journey. Another feature that stands out is the Customer Journey Builder, which is an automation process by MoEngage. It allows us to create automatic workflows based on user behaviors, add conditional logic, and trigger real-time engagement. All of this helps us scale lifecycle campaigns including onboarding, retention, and re-engagement with minimal manual efforts.

“Out of these features, I think AI-Powered Insights and Predictions have the biggest impact on my work because it helps predictively identify users who are likely to churn or convert, which is extremely useful for proactive engagement. For example, it predicts users likely to uninstall or become inactive, identifies highly convertible users, and triggers campaigns based on predictive behaviors. This shifts our strategy from reactive to proactive product growth. Additionally, the personalization capabilities of the platform allow for deep personalization using attributes, preferences, and past interactions. We can customize messages dynamically and show personalized product recommendations, tailoring communications based on lifecycle stages. These have significantly improved engagement rates and user experience.

“Another feature that stands out is the analytics and reporting aspect. It provides strong analytics tools such as funnel analysis, retention tracking, and user behavior insights. These insights help my product team continuously optimize campaigns, identify drop-offs, and make data-driven decisions..”

Other Solutions Considered

“Before choosing MoEngage, I evaluated several other options but ultimately decided to proceed with MoEngage. We considered CleverTap, WebEngage, Braze, and Salesforce Marketing Cloud..”

Vyas Shubham

Product Analyst at a consultancy with 51-200 employees

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“We were using different solutions, including our internal solutions. We didn't use any dedicated platform before this, though. Most of our communication was handled through WhatsApp groups or emails and sometimes manual coordination through different channels. It became difficult to manage messages over time; messages would get lost or there was a lot of duplication. It was hard to track who had actually seen or responded, which is when we felt the need for a more structured solution and moved to MoEngage. The idea was to have better control over communication and make it more targeted rather than sending everything to everyone..”

Garima Vyas Purohit

Sr manager Corporate Training and Placement at a educational organization with 1,001-5,000 employees

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ROI

Real user quotes about their ROI:

“We have seen a return on investment through time savings, as we do not have to send reminders for upcoming appointments or spend time answering calls or messages from patients, as MoEngage handles those tasks. This allows our dental staff to focus more on high-priority tasks such as patient treatment. Additionally, the reduction in missed appointments has increased the number of patients at our clinic, thereby increasing revenue and profit..”

Zeeshan Ali

General Dentist at Smile Profile Dental Clinic

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“I wouldn't say we have calculated the ROI in numbers formally, but we have definitely seen value in terms of time and effort saved. A lot of manual follow-ups and repeated communication has reduced, making our team more efficient, especially during peak placement periods. In terms of time, we have probably saved around 25 to 30% effort on communication-related tasks. Managing multiple channels and tracking responses used to take a lot of time, and it has also indirectly helped improve outcomes such as better attendance in training sessions, around 15 to 20% better, and fewer missed deadlines, which adds to the overall effectiveness of our process. It may not be a direct cost saving in terms of reducing team size, but it has definitely improved productivity and made our workflow smoother..”

Garima Vyas Purohit

Sr manager Corporate Training and Placement at a educational organization with 1,001-5,000 employees

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“We have seen a positive return on investment after using MoEngage, impacting revenue and operational efficiency. From a business perspective, it has significantly improved the efficiency of our marketing spend due to campaign targeting enhancements that lead to a rough uplift of 10 to 15% in campaign-driven revenue. Better segmentation reduces wasteful outreach, improving overall marketing ROI by approximately 20 to 30%. We also observed a 10 to 12x ROI uplift with a 40% reduction in spend for similar revenue outcomes. These metrics clearly show how personalization and automation translate directly into financial returns. Regarding cost savings, we see reduced dependency on multiple tools, saving around 15 to 25% in total costs, while better audience segmentation lowers customer acquisition costs over time. Regarding time savings, campaign creation time has been cut by about 50 to 70%. What previously took several days can now be completed in just hours or even minutes, and campaign execution time has dropped from seven to eight days to under an hour since adopting MoEngage..”

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Product Analyst at a consultancy with 51-200 employees

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Use Case

“I have been using MoEngage for more than 11 to 12 months. Initially, we started on a smaller scale just to manage student communication for placement updates, but gradually we began using it more for engagement around training sessions and event reminders as well.

“My main use case for MoEngage is student communication and keeping them engaged during the training and placement activities. Earlier, we were mostly dependent on WhatsApp groups and emails, which used to get very cluttered and students would miss important updates. With MoEngage, we started sending structured notifications and reminders. For example, during placement drives, we send targeted messages to only those students who are eligible for a particular company, along with reminders for deadlines or assessments. We also use it for training sessions, sending reminders a day before and then a quick nudge just before the session starts. This has actually helped improve attendance and responsiveness from students, which was a challenge earlier..”

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Sr manager Corporate Training and Placement at a educational organization with 1,001-5,000 employees

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“My main use case for MoEngage is for communicating with patients and using it as an engagement platform where we send timely reminders about upcoming appointments to patients, follow-up after treatment is done, and for running targeted campaigns. This allows us to make consistent and reliable communications with our patients.

“A specific example of how I use MoEngage for a campaign is when we run targeted campaigns. If we are running a free dental check-up, all the patients who haven't come to our clinic in the last six months receive reminders and push notifications about the free dental check-up from MoEngage. Another example is when we run a discount on our treatment, such as teeth cleaning. MoEngage sends reminders via push notifications, email, and WhatsApp to patients who haven't had their teeth cleaned for more than a year, so they can avail themselves of the services and help us to increase the number of patients visiting our clinic.

“We use MoEngage for sending reminders for upcoming appointments and for follow-up after treatment is done. This helps maintain consistent and reliable communication with patients, increases patient satisfaction levels, and also helps us to identify areas of improvement..”

Zeeshan Ali

General Dentist at Smile Profile Dental Clinic

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“My main use case for MoEngage is to primarily focus on driving user engagement, retention, and lifecycle optimization. MoEngage has been a highly effective platform for enabling data-driven customer engagement strategies across our multiple channels. The key feature we use is user segmentation and personalization, excelling in behavioral segmentation. We create cohorts based on real-time and historical actions, allowing us to target users very precisely. From a product standpoint, it helps me deliver contextual communication, improving conversion rates, reducing churn, and leveraging personalization capabilities based on user attributes, activities, and preferences, which are especially powerful when running lifecycle campaigns.

“A specific example of how we've used MoEngage for user engagement is during new user onboarding on our platform. We assist users in their onboarding journey, addressing the significant drop-off between user sign-up and first key actions. The problem we noticed was a large percentage of users signing up but not completing the initial onboarding steps required to experience the core value of the product. We used MoEngage to identify drop-off points through behavioral data and created segments of users who did not complete onboarding within the first 24 hours. We designed a multi-level automated journey targeting these users, built a lifecycle flow, included push notifications reminding users to complete the onboarding, provided in-app messages guiding users step by step when they reopen their apps, and followed up with emails containing clear value propositions and quick start tips. We also implemented A/B testing on messaging to optimize performance. As a result, we saw significant improvements in onboarding completion rates, increased activation rates within the first 48 hours, and better early-stage user retention.

“Overall, MoEngage enables us to move from generic communication to highly contextual, behavioral-driven engagement, which directly impacts product adoption and retention..”

Vyas Shubham

Product Analyst at a consultancy with 51-200 employees

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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.

“My experience with MoEngage's pricing, setup cost, and licensing is that pricing is based on usage, such as how many SMS are sent and how many users are interacting with MoEngage. The licensing is tier-based, and initial setup is straightforward with some help from the support team..”

Zeeshan Ali

General Dentist at Smile Profile Dental Clinic

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“We didn't do a very extensive comparison with many platforms before choosing MoEngage. It was more of a practical decision based on the immediate need to streamline communication. We did look at a couple of other options at a basic level, but many felt either too technical or focused on pure marketing use cases. What worked in favor of MoEngage was that it was flexible enough for our kind of needs. Even though we are not a typical marketing team, it allowed us to adapt it for student communication without making the process too complicated..”

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Sr manager Corporate Training and Placement at a educational organization with 1,001-5,000 employees

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“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..”

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Customer Service and Support

“My experience with customer support for MoEngage is quite good. They are knowledgeable whenever we need assistance. I have reached out to the support team multiple times, especially during onboarding and while setting up complex campaigns. The response time has generally been quick and reliable, with queries addressed efficiently within reasonable timeframes. They provide a dedicated account manager to streamline communication and ensure easy access to support channels. They have been helpful in resolving campaign issues, debugging journeys, offering best practices for segmentation and lifecycle strategies, and assisting with implementation challenges..”

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“We haven't had much opportunity to connect with the customer support team as we haven't required much support, and we had limited interaction, mostly during the initial setup and a few times when we needed clarification on certain features. Overall, the experience has been decent. They were helpful in resolving our queries. Although sometimes, the response time could have been a little quicker, especially when we needed support during ongoing campaigns. The support is reliable, but there is definitely room for more proactive guidance, especially for a team such as ours who are not very technical and are still exploring MoEngage..”

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Other Advice

“My advice to others looking into MoEngage is to start with a clear use case instead of trying to use everything at once, as focusing first on student communication and engagement makes it easier to understand MoEngage and see value quickly. I suggest spending time during the initial phase to properly set up your data and segments because that really makes a difference later when you want to send targeted communication. Non-technical teams should not hesitate to take support or guidance in the beginning. Once you get comfortable with the basics, it becomes much easier to explore more features gradually. Overall, MoEngage is a useful platform, so approach it step by step rather than trying to do everything from day one. I have given this review an overall rating of 7..”

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“My advice for others looking into using MoEngage is that they should definitely consider it because it aids in customer retention and engagement. For our dental clinic, we are gaining more and more patients due to the targeted campaigns and regular reminders of upcoming appointments sent by MoEngage, which ultimately increases revenue and profit for the organization.

“MoEngage is a really good and reliable tool for patient retention and engagement, as it helps us maintain constant communication with patients. It increases patient satisfaction levels and enhances the efficacy of our dental staff. I would rate MoEngage an eight out of ten overall..”

Zeeshan Ali

General Dentist at Smile Profile Dental Clinic

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“As an experienced user, my advice for others considering MoEngage is to define their use case early. Before implementing MoEngage, they should clearly identify their key goals, such as optimizing user onboarding, reducing retention and churn, implementing feature adoption, and planning re-engagement campaigns. Understanding that MoEngage is more effective when aligned with specific lifecycle objectives rather than just ad hoc messaging will be beneficial. Investing in proper event tracking is essential, and starting simply and scaling gradually is a good approach. They should leverage automation and journey builders, use A/B testing, and make data-driven iterations. Finally, they should train their teams early to increase cross-stream collaboration among product, marketing, and analytics personnel and utilize MoEngage support and documentation for best results.

“MoEngage is not just a messaging tool but a strategic product growth platform that significantly enhances user engagement and retention when used effectively. I would rate this review an overall 8 out of 10..”

Vyas Shubham

Product Analyst at a consultancy with 51-200 employees

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