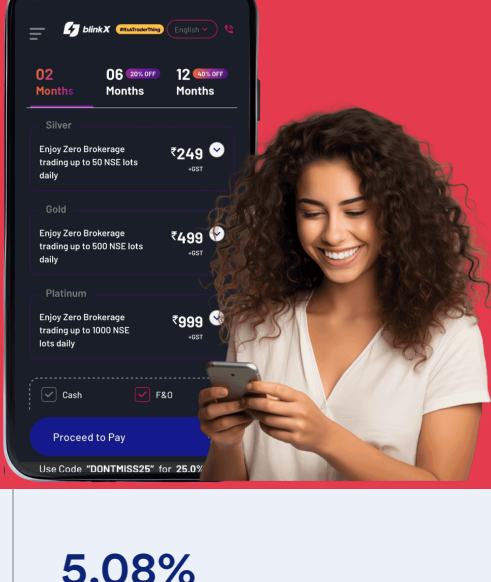


BlinkX by JM Financial Doubles MAUs with Seamless Customer Onboarding and Engagement Practices

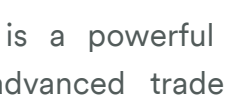


114% Increase in MAUs

16000 Crores+ Asset Under Management (AUMs)

5.08% Stickiness Quotient (Q4'24)

About BlinkX by JM Financial



BlinkX by JM Financial is a powerful trading platform designed for advanced traders who demand stability, precision, and speed. Built on a foundation of cutting-edge technology, BlinkX offers a seamless, high-performance trading experience with features tailored for serious traders. The platform is also built for options traders, providing dedicated features like Option Chain, Open Interest Analysis, Order Slicing and more. With real-time market insights, advanced tools, and fast order execution, BlinkX is redefining the future of trading.



“MoEngage’s best-in-class technology helps us engage with our customer base in real-time, from customer onboarding to timely renewals. Data-driven decision-making is core to our operations, and MoEngage’s advanced data management, analytical, and engagement capabilities help us move in the right direction with the help of data.”

Rathik Pathak, AVP- Marketing, BlinkX by JM Financial

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Why BlinkX Chose MoEngage

BlinkX marries JM Financial's trust and legacy with data-driven strategies that help it engage the modern Indian fintech consumer in real-time.

Since its launch, BlinkX aimed to engage with customers in real-time in a hyper-personalized fashion across all stages of the customer lifecycle- right from customer onboarding to opening a demat account to educating customers about trading to re-engaging dormant traders.

For this, BlinkX needed an all-in-one customer engagement platform to help them automate their engagement strategy and scale seamlessly as they experience growth in DAUs and MAUs.

After carefully evaluating all customer engagement solutions in the market, the marketing and growth team at BlinkX chose MoEngage as their customer engagement platform (CEP) to set their growth trajectory in motion.

Speed and Scalability: Purpose-Built for the Brokerage Industry Where Every Second Counts

BlinkX aims to revolutionize the brokerage industry with its cutting-edge, high-speed, real-time market quotes broadcast. With this feature, traders get immediate access to critical market data, allowing them to make fast, informed decisions and capitalize on trading opportunities.

Speed is the most important parameter in the world of trading. Moving slowly can result in missed opportunities for the traders and BlinkX. BlinkX solves the speed challenge by offering real-time updates from the NSE/BSE to ensure traders stay ahead of the curve.

Even in everyday operations, speed is paramount. The marketing team must prioritize execution speed to uphold customer trust and satisfaction. By choosing MoEngage as their customer engagement platform, BlinkX engages with millions of customers in real time without hiccups.



MoEngage Personalize to Create Connected Experiences Across Channels and Devices

BlinkX acquires its customers using performance marketing, paid ads, offline and online SEO, etc. Once these first-time unknown visitors land on the website, the home page is personalized based on the source from where they were acquired. This helps eradicate the disconnect website visitors may experience if the message and brand elements used differs across acquisition channels and the website.

Using MoEngage personalize, the marketing team at BlinkX can easily personalize the website even for unknown visitors, A/B test different iterations of personalizations, and conduct in-depth analytics to understand the performance of the personalized web or app page.



Omnichannel Flows for Seamless Customer Onboarding

The first step for customers who have downloaded the BlinkX app from the website or Play Store is to open a Demat / trading account. To simplify and streamline this process, the team at Blinkx has created automated omnichannel flows using channels like emails, SMS, push notifications, and WhatsApp.

Blinkx can effortlessly nudge customers without proof of identity, address, or bank details using emails, SMS, push notifications, and WhatsApp. Through this automated flow, Blinkx can also inform its customers of its onboarding progress.



Products Used

- Customer Journey Orchestration Create unique, seamless experiences at every stage of your customer’s journey.
- Customer Insights & Analytics Create omnichannel, personalized experiences using AI-powered insights and analytics.

About MoEngage

MoEngage is the Middle East’s #1 Customer Data and Engagement Platform (CDEP), most trusted by over 1,350 global consumer brands, including Galadari Brothers, DP World, Homzmart, Alsaif Gallery, Azadea, Botim, Gathern, Jazeera Airways, Mobily Pay, The ENTERTAINER, Othaim Markets, Seera Group, BFL, Apparel Group, Telda, Riva Fashion. MoEngage combines data from multiple sources to help brands gain a 360-degree view of their customers.

For over a decade, consumer brands in 60+ countries have been using MoEngage to power digital experiences for over a billion monthly customers. With offices in 15 countries, MoEngage is backed by Goldman Sachs Asset Management, B Capital, Steadview Capital, Multiples Private Equity, Eight Roads, F-Prime Capital, Matrix Partners, Ventureast, and Helion Ventures.

MoEngage was the only vendor to be named a Customers’ Choice Vendor in the Gartner Peer Insights™ Voice of the Customer: Email Marketing Report 2025, Contender in The Forrester Wave™: Real-Time Interaction Management, Q1 2024 report, and Strong Performer in The Forrester Wave™ 2023 report. MoEngage was also featured as a Leader in the IDC MarketScape: Worldwide Omni-Channel Marketing Platforms for B2C Enterprises 2023.

To learn more, visit www.moengage.com.