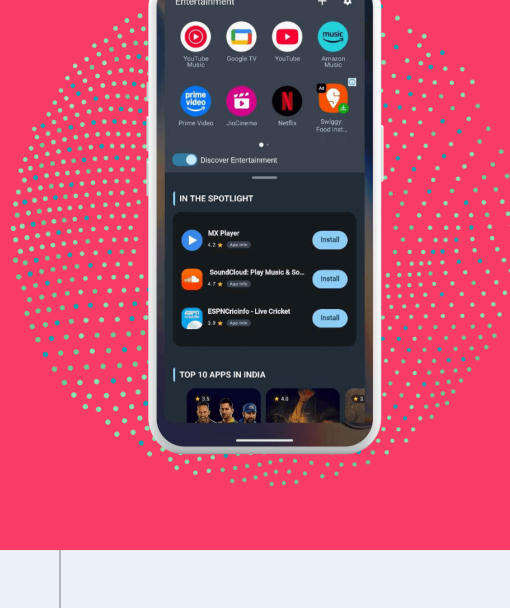


## Glance achieves 50% faster campaign go-live times with MoEngage's Merlin AI



**50%**  
faster campaign go-live times

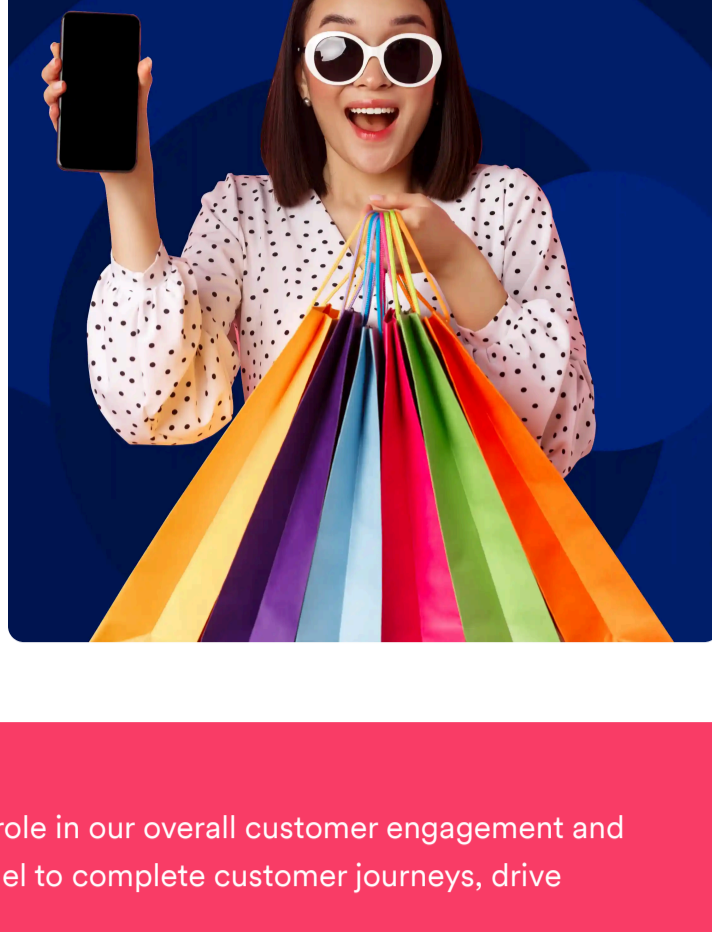
**38%**  
uplift in mobile push notification CTRs

**2 million**  
customers added to A/B tests

### About **glance**

Glance is an unconsolidated subsidiary of InMobi, a leading provider of marketing and monetization technologies that offers a lock screen-based content discovery platform to create commerce experiences in a world of connected devices. Headquartered in Singapore, InMobi maintains a large presence in San Francisco and Bangalore.

Glance Folders is a mobile app that serves as a one-stop shop for consumers' shopping, entertainment, travel, and gaming needs. The application helps customers organize apps, get the latest shopping deals, discover trending apps, explore games, and receive relevant mobile app recommendations.



“ Mobile push notifications play a critical role in our overall customer engagement and retention strategy. We rely on this channel to complete customer journeys, drive purchases, and improve app stickiness.

**Vrinda Aggarwal**,  
Senior Associate Growth at InMobi,

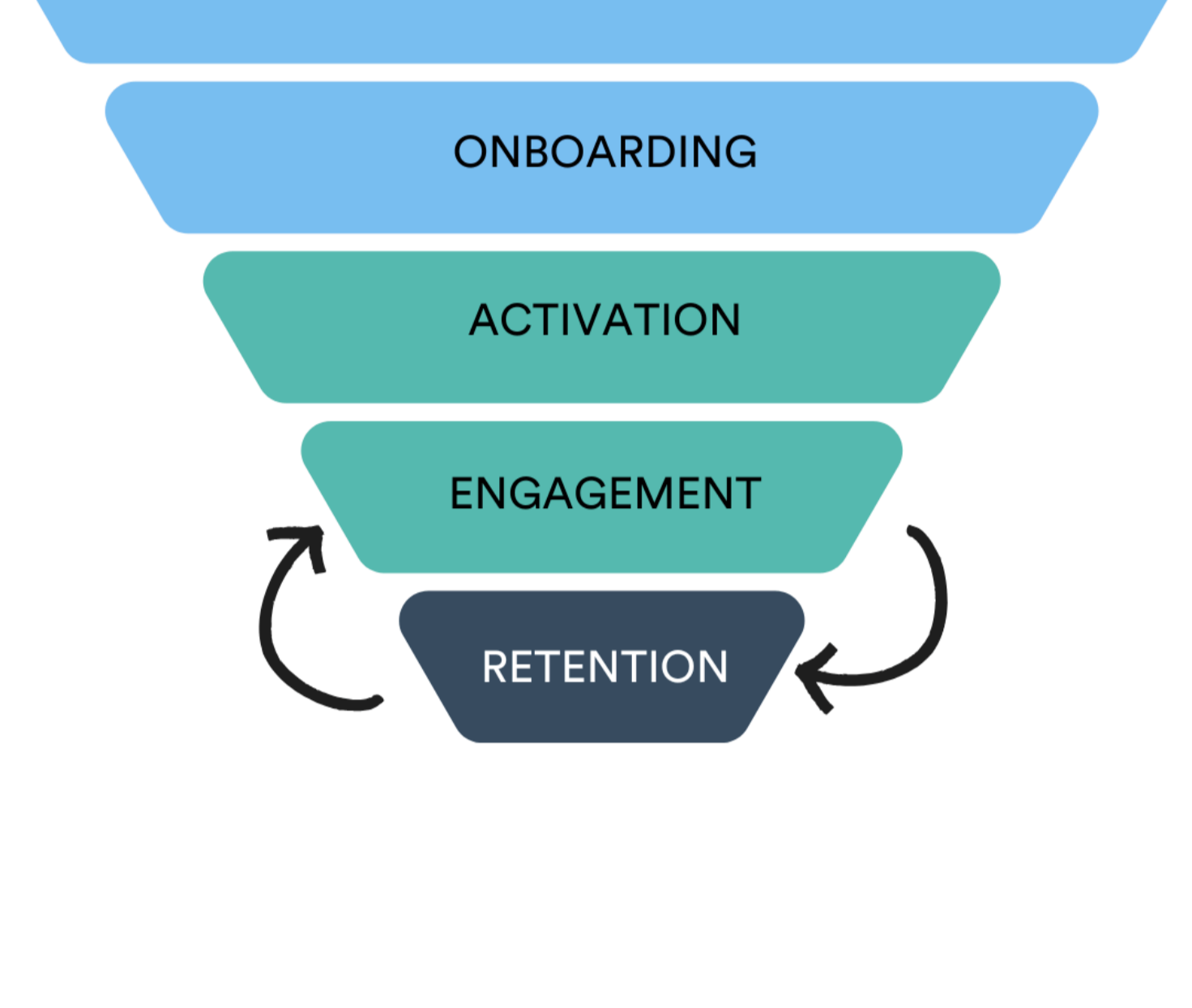
### What is Glance's engagement strategy?

Mobile push notifications play a crucial role in Glance's engagement strategy. Glance's customers rely on push notifications to discover app features, get content recommendations, explore new shopping deals, travel tips, and more.

The Glance team relies on mobile push notifications to ensure a healthy active user base on their mobile app and to prevent mobile app uninstalls.

### The role of mobile push notifications in Glance's customer engagement strategy

- 1. Ensuring customers complete their customer lifecycle:** The team identifies customers at each lifecycle stage and sends personalized mobile push notifications to help customers move to the next stage in their lifecycle.
- 2. Driving customers back to the mobile app:** App stickiness is a key metric for the Growth team at Glance. Mobile push notifications help the team bring back customers to the app frequently via recommendations, deals, and more. This leads to building a stronger relationship with customers and directly improving brand recall.
- 3. Asking loyal customers to rate the mobile app:** The team identifies loyal customers and sends targeted communication prompting for reviews on Google Play.



### Why did Glance Folders need Merlin AI?

Given that Glance Folders for Entertainment is a new product offering by Glance Folders, the team wanted to be more agile with campaign launches and optimizations. The team wanted to run over 80 A/B tests on push notification copies to test the best-performing variations for different customer segments.

It took the team about 3-4 days to launch campaigns with multiple testing variations, giving them little to no time available to execute personalization strategies.

### What alternatives did the team consider?

Realizing this as a core challenge to overcome, the team at Glance Folders decided to use Open AI's LLM ChatGPT to reduce campaign go-live times. Unfortunately, this did not significantly impact their agility. Additionally, the push notification copies given by ChatGPT lacked historical knowledge about what variations have worked best in the past.

This is where MoEngage's proprietary generative AI engine, Merlin AI, came into the picture.

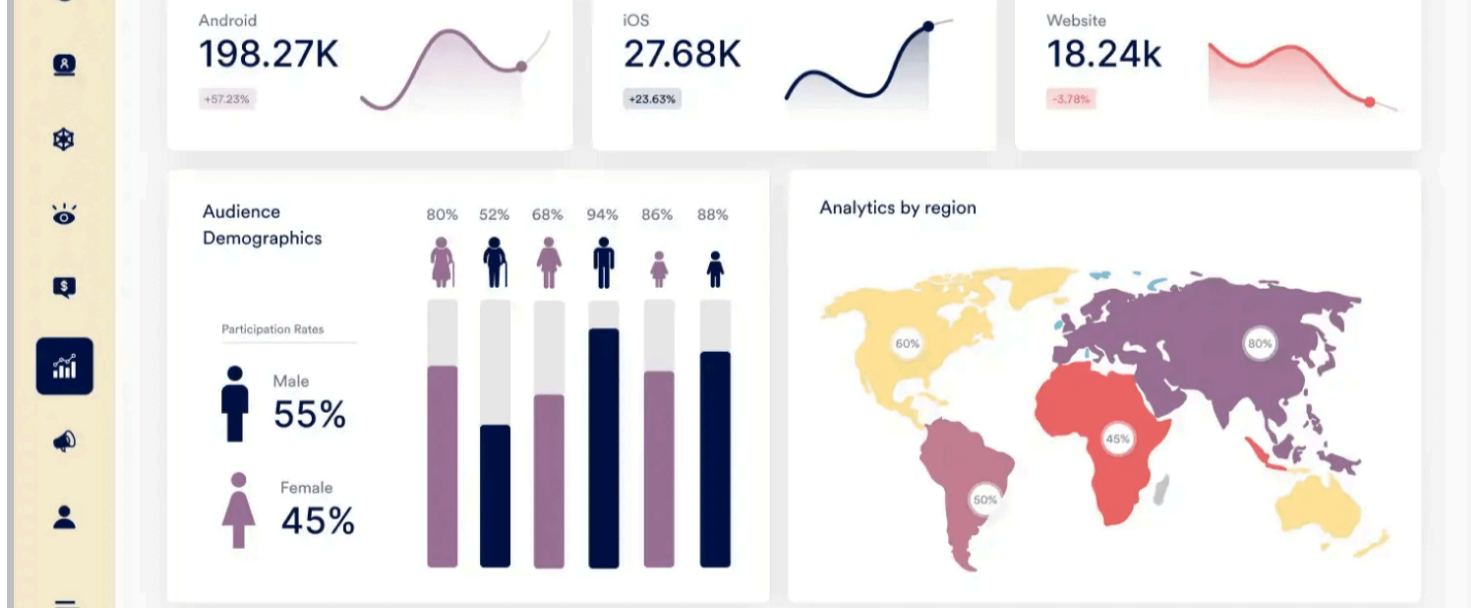


### How did Merlin AI help the Glance team?

Merlin AI learned how Glance's audience responds to different push notification copies. It then combined this knowledge with the prompts the team gave it and created relevant push notification copies with A/B variations instantly.

The time saved by using Merlin AI was precious to the Glance team. It gave them an opportunity to:

- understand customers, their behavior, and preferences better,
- do a deeper analysis of drop-off points in the customer journey, and
- build a strategy to optimize the customer journey leading to a purchase



### Understanding customer preferences with Merlin AI

Complying with multiple privacy regulations, Glance does not collect sensitive information about its customers, making it challenging to understand their preferences. However, wanting to send relevant news segments to their customers, the team built a plan to circumvent the absence of customer preference data.

Thanks to the flexibility of going live quickly with multiple A/B push notification campaigns, the team sent different categories of new pieces to multiple audience sets in the United States and India.

Based on the engagement received on the suggested content recommendations, the team at Glance was able to deduce the individual content preferences of these customers without gathering any first-hand information from them.

The team's strategy and the quick go-live times by Merlin AI helped them fill gaps in customer understanding where information was absent, use this understanding to recommend relevant content to multiple audience segments via push notifications, and drive engagement for their mobile app.

### Products Used

- Merlin AI**  
Merlin AI combines the creative genius of Open AI (GPT LLM) with campaign performance to maximize engagement and deliver more impactful campaigns.
- A/B Testing**  
Experiment with the best performing variation using **A/B testing** and quickly course correct in a proactive manner to send the right marketing and transactional messages.

### Key Results

Here's how the Glance team benefited with MoEngage's Merlin AI:

- 50% faster**  
go-live time of campaigns with multiple A/B variations (down to 1-2 days from 3-4 days)
- 38% uplift**  
in click-through rates on mobile push notifications sent to ~2 million customers

### About MoEngage

MoEngage is an insights-led customer engagement platform trusted by more than 1,200 global consumer brands such as Ally Financial, McAfee, Flipkart, Domino's, Nestle, Deutsche Telekom, OYO, and more. MoEngage empowers marketers and product owners with insights into customer behavior and the ability to act on those insights to engage customers across the web, mobile, email, social, and messaging channels. Consumer brands across 35 countries use MoEngage to power digital experiences for over 1 billion customers every month. With offices in 13 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 recognized as a Customers' Choice Vendor in the 2022 Gartner Peer Insights 'Voice of the Customer' for the Multichannel Marketing Hubs Report and a Strong Performer in the Forrester Wave™: Cross-Channel Marketing Hubs, Q1 2023 Evaluation. See how MoEngage's customer engagement platform can power your growth

Get a demo of MoEngage today!

To learn more, visit [www.moengage.com](http://www.moengage.com).

