Telekom Romania, a Deutsche **Telekom Subsidiary, Improves** Campaign CTR by a Staggering 65% with Merlin GenAl



65%

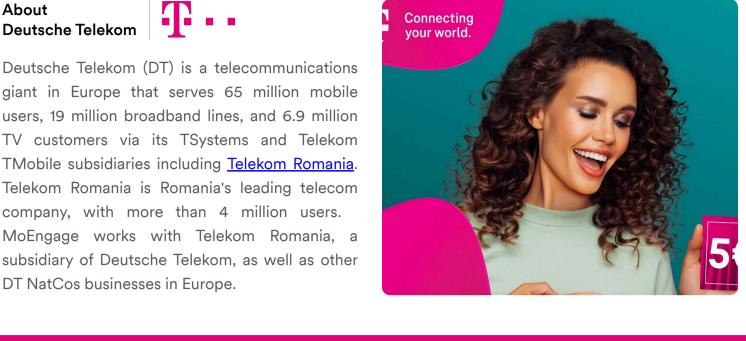
increase in click-through rate

15 hours saved per month on billable time from manual copywriting



giant in Europe that serves 65 million mobile users, 19 million broadband lines, and 6.9 million TV customers via its TSystems and Telekom TMobile subsidiaries including <u>Telekom Romania</u>. Telekom Romania is Romania's leading telecom company, with more than 4 million users. MoEngage works with Telekom Romania, a subsidiary of Deutsche Telekom, as well as other DT NatCos businesses in Europe.

George Enache,





save us a lot of time and money on copywriting for all of our campaigns, which is another win for us!

The copy itself sounds authentic and on-brand, which is exactly what we want. Plus, it will



Digital Product Owner at Telekom Romania, Deutsche Telekom

Deutsche Telekom

Prepaid activation is one of Telekom Romania's continuing and significant marketing initiatives; they

Goals and Challenges

send a reminder to their 4 million+ users about this every week. The intention is to encourage consistent app usage by activating additional data packs, roaming packs, and other products and services that are relevant to the app users.

As with their other campaigns, it is important to use well-written copy that is specific to each user on a

large scale in order to achieve the desired results. So Telekom Romania spends a significant amount of time developing and A/B testing to see which copy converts best. When they heard about MoEngage's Merlin AI for Copywriting, they wasted no time in using it.

Unlike other GenAls, Merlin Al for Copywriting uses data from past campaign performance to produce copies proven to significantly improve conversion rates. It is a generative AI engine that learns and

improves over time.

conversion as a result.

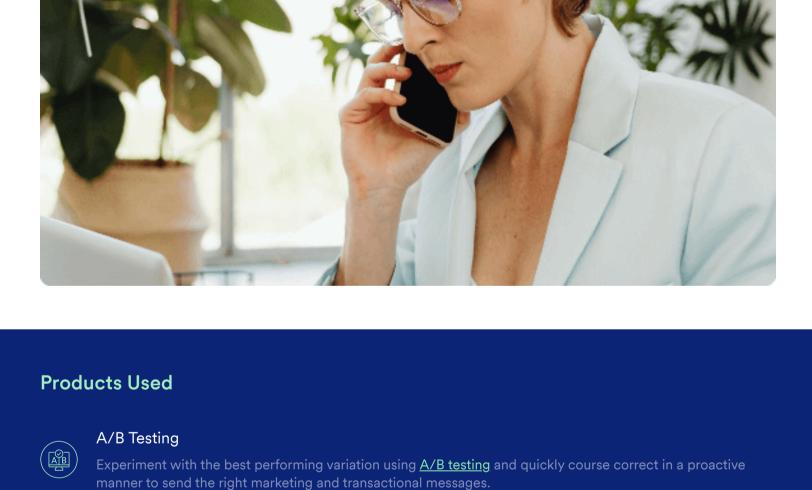
Merlin AI for Copywriting Impact

After only one month of use, Merlin AI for Copywriting has gradually raised Telekom Romania's clickthrough rates for their prepaid activation campaigns using Push as a channel to 65%, increasing

The AI engine's data-driven feature and ability to adapt to Telekom Romania's brand and tone of voice made a significant difference for the team. Not only did it improve marketing efficiency, but it also increased team productivity by freeing up time for important tasks rather than arduous copywriting.

after seeing encouraging outcomes.

Telekom Romania plans to roll out the use of Merlin AI for Copywriting in their other marketing efforts



Build high ROI-driving campaigns with Merlin AI by learning from past campaigns, understanding context (based on audience and use case), and considering impact of certain



Build high ROI-driving campaigns with Merlin AI by learning from past campaigns, understanding context Merlin Alby (based on audience and use case), and considering impact of certain keywords.

dign-app Messaging

keywords.Merlin Generative Al

Segmentation **stPerson**alize experiences by creating nuanced <u>segments</u> based on behavior and action.

Accelerate engagement and motivate action on mobile, through contextually personalized, in-app messages.

Push Notification

orcReach dustomers at the right time using Al-powered, targeted, push notifications.

Customer Insights & Analytics Create <u>omnichannel</u>, <u>personalized experiences</u> using Al-powered insights and analytics.

The Results



✓ 15 billable hours saved per month from manual copywriting

✓ 65% CTR increase in prepaid activation campaigns

MoEngage is the Middle East's #1 Customer Data and Engagement Platform (CDEP), most trusted by over

About MoEngage

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

F-Prime Capital, Matrix Partners, Ventureast, and Helion Ventures.

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,

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

To learn more, visit <u>www.moengage.com.</u>

Platforms for B2C Enterprises 2023.