

Scaling to 2 Million Emails Per Day: MoneyHero Amplifies Customer Engagement With MoEngage

60 days

Migration, Implementation and Go-Live Timelines

2+ Million Emails

Email Ramp Up Volume

About MoneyHero Group



MoneyHero Limited (NASDAQ: MNY) is a market leader in the online personal finance and digital insurance aggregation and comparison sector in Greater Southeast Asia. The Company operates in Singapore, Hong Kong, Taiwan and the Philippines. Its brand portfolio includes B2C platforms MoneyHero, SingSaver, Money101, Moneymax and Seedly, as well as the B2B platform Creatory.



MoEngage’s team has been extremely proactive right from the start. Most implementation was completed within 60 days for 4 MoneyHero brands across four countries. This is our fastest implementation experience with a customer engagement platform (CEP) vendor.

Rohith Murthy,
CEO and Board Director, MoneyHero Group, MoneyHero Group



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, MoneyHero Group

Improvements Sought by MoneyHero Group

MoneyHero Group wanted to give marketing teams more control and autonomy over campaigns. They also wanted to offer their diverse customer base a deeper personalized experience with more targeted and relevant campaigns and gain better insights into customer preferences.

Why Did MoneyHero Choose MoEngage?

MoneyHero wanted to provide the same level of service for all customers across brands, platforms, channels, and devices. The team wanted to analyze anonymous users visiting MoneyHero’s website and gain more insights into customer preferences, market trends, and demographics to provide them with more personalized and relevant communications. The team wanted to engage with its diverse customer base across countries and brands in a contextual and personalized manner, and it needed an all-in-one customer engagement platform purpose-built for financial service brands. After evaluating various customer engagement vendors for reliability, scalability, ease of use, and agility, MoneyHero Group onboarded MoEngage as their customer engagement partner.

MoneyHero’s Implementation Journey With MoEngage

1) Email migration- Email migration for four brands under the MoneyHero group for all regions was completed with a ramp-up volume of up to 2 million emails. 2) Auxiliary Data for Smarter Data Management—The marketing team could use auxiliary data to supplement their permanent data repository with additional data points. These data points support their dynamic personalization initiatives, where readers of the MoneyHero blog receive curated content and product recommendations using On-site Messaging (OSM).

Comprehensive Implementation Support from MoEngage

A structured implementation workflow with predetermined timelines for security testing, onboarding, and periodical connections with relevant stakeholders across multiple functions helped MoneyHero Group manage expectations and better plan their everyday activities. MoneyHero group was provided with a dedicated project manager, implementation manager, and customer success manager to ensure they were proactively supported at all stages of their go-live journey.

Products Used



Email Builder
Create out-of-the-box, personalized emails that convert, with fastest and easiest [email builder](#).

Results

Implementation was done in less than 60 days for four brands under the MoneyHero group across four countries.

Email warm-up and migration were done for 90+ campaigns with a ramp-up volume of up to 2 million emails.

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](#).