How Oswald, a Unilever Brand, Uses MoEngage to Power Omnichannel Engagement

About Oswald

Oswald, a Unilever brand, is a state-of-the-art supplier of over 250 product categories of fine food ingredients, such as bouillons, spices, sauces, and desserts, all with outstanding taste. From generation to generation, whole families in Switzerland have been cooking with the delectable Oswald products.

> "
>
> Being a customer-centric brand, we wanted to onboard a platform that helped us unify our customer data, accurately segment our customer base, and send out highly personalised campaigns through multiple channels, both online and offline. We evaluated a lot of products on the market, but MoEngage proved to be the best fit. Not just due to the platform's capabilities but also the team's unwavering commitment to ensure our brand's success.
>
> **Nadine Berdux ,**
> Head of CRM & Online Marketing, Oswald, Oswald

> "
>
> **,**
> , Oswald

Business Challenge

Oswald uses offline and online channels to engage and bring its products closer to its customers. Their engagement strategy included channels ranging from an online store to booths at fairs and field staff who went door-to-door on people's homes to educate and bring their products closer to them. Their previous martech stack didn't allow them to unify data from both online and offline sources to help them build a 360-degree, unified customer profile. They were looking to bring in an intuitive customer engagement platform that aided the consolidation of customer data from multiple sources so they could build an omnichannel engagement strategy. In addition, Oswald wanted to onboard a platform that would help them with segmentation and powerful analytics capabilities.

Embracing the power of 360-degree customer data unification

As a brand committed to building a seamless omnichannel engagement strategy, Oswald onboarded MoEngage® for its 360-degree customer data unification, powerful predictions model, and segmentation capabilities. Oswald uses MoEngage®'s powerful analytics and segmentation capabilities to optimise online engagement and help the field sales representatives use these insights to personalise their communication. The brand also saw the need for a custom feature in the form of outbound segment sync to automatically export segments to their other tools such as cloud telephony tools and coupon triggering platform. MoEngage® was able to build this for Oswald, as well as sync and update these segments on a daily basis.

The Road Ahead

Oswald will be adding MoEngage®'s Web Push as a new channel in their engagement strategy, drive better on-site personalisation and set up different MoEngage® dashboards to improve reporting and help various stakeholders within the brand understand the customer better.

Delivering Real-time Customer Engagement at Scale

MoEngage harnesses AWS's powerful infrastructure for its real-time engagement platform, ensuring 99.99% uptime and scalability. This partnership caters to over 1,350 clients, managing billions of profiles and messages daily, highlighting the reliability and global reach of MoEngage with AWS.

MoEngage integrates with AWS CDS (SMS, Email, WhatsApp) to provide brands with Message Orchestration, journey management, and Advanced AI for marketing campaign optimization, ensuring high security and deliverability. Additionally, MoEngage offers a Warehouse Native integration with Amazon Redshift, featuring zero-copy data personalization for secure, direct data access without data movement.

Products Used

Web Push
Create personalized web experiences with targeted web push notifications based on behavior and segments.

Custom Segments
Create easy-to-use cohorts based on behavioral, funnel, and RFM analysis.

The Impact

- ☑ Seamless integration of online and offline customer data, leading to a holistic omnichannel engagement approach.
- ☑ Better personalisation, driven by powerful analytics, predictions, and segmentation capabilities.
- ☑ Increased visibility across different teams and stakeholders due to detailed reporting and dashboards.

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.