Tata Digital Delivers Critical Alerts Across 50+ Brands with 0 Latency



Zero

Latency in delivering Transactional Messages

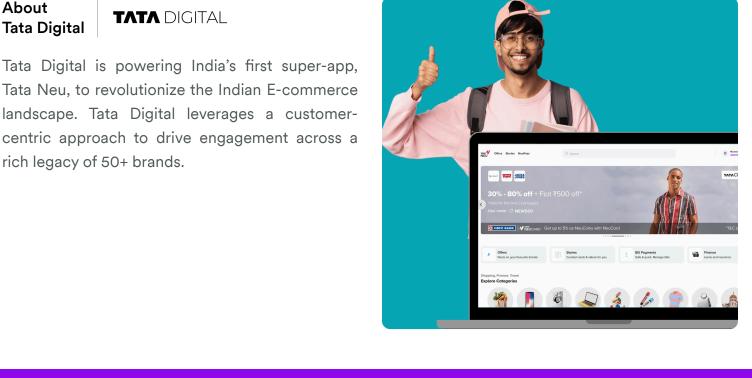
For Critical Alerts Across 50+ Brands

1API

About Tata Digital

Tata Neu, to revolutionize the Indian E-commerce landscape. Tata Digital leverages a customercentric approach to drive engagement across a rich legacy of 50+ brands.

TATA DIGITAL





Neu umbrella. The ease of setting up campaigns across such a vast array of brands—and the support received—has been integral to our success.

MoEngage Inform has been pivotal in our mission to amalgamate our brands under the Tata



MarTech Lead, Tata Digital, Tata Digital

Antriksh Johari,

Tata brands are known to be the pioneers in customer-centricity. Taking this legacy forward, Tata Digital wanted to ensure zero latency for critical alerts across their channels.

Delivering Real-Time Engagement Across 50+ Brands

Tata Digitial knew that managing 50+ brands under a single platform without a unified infrastructure was

too tedious, and the team needed a secure, enterprise-ready solution to help them achieve this at the

scale of millions. The team needed to access real-time analytics and logs. They also needed a platform that enabled

communications.

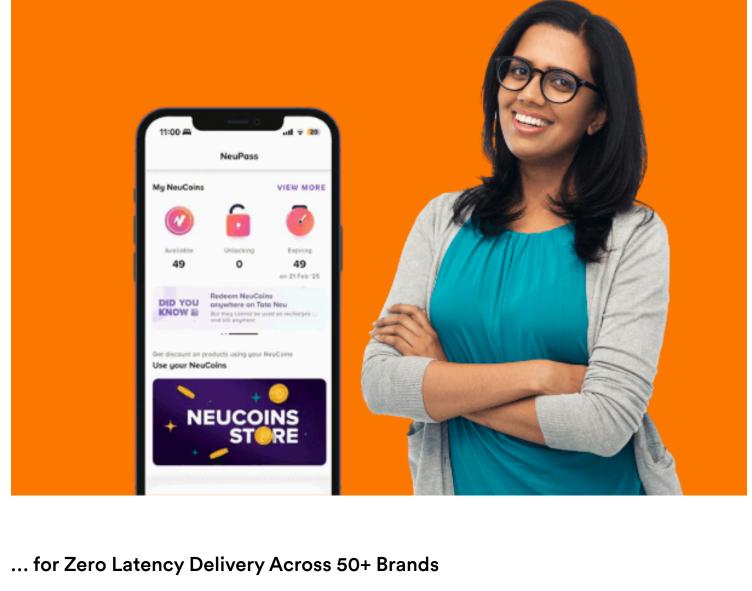
seamless unification between the promotional and transactional aspects of their customer

spikes.

Tata Digital Deploys an Enterprise-Ready Infrastructure...

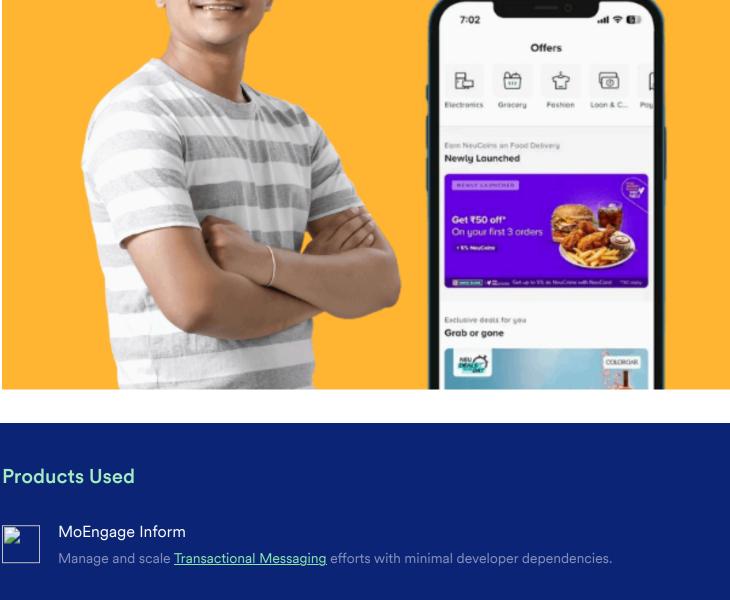
This strategic move allowed them to dynamically scale their infrastructure in real time, while maintaining enterprise-grade security.

Tata Digital implemented MoEngage Inform to ensure reliable message delivery regardless of volume



touchpoint.

MoEngage Inform provided a robust, scalable infrastructure that enabled Tata Digital to deliver 500+ critical alerts across 50+ brands in real-time, with zero latency. Tata Digital incorporates loyalty points into Transactional Messages in a seamless manner, ensuring hyper-personalized interactions at every



What results did Tata Digital see with MoEngage?

About MoEngage

Get a demo of MoEngage today!

Single API integration for 500+ Transactional Alerts across Email, SMS, and Push Scalable, enterprise-grade infrastructure capable of managing volume

Zero latency delivery for essential Transactional communications across multiple channels

✓ A secure infrastructure that also provided visibility into real-time analytics and logs

A seamless, unified messaging experience across 50+ brands

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

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.



