

Thomas Cook Achieves 90% Faster Campaign Go-live Times with MoEngage’s Merlin AI

90% faster

Campaign go-live times for Push Notification campaigns

5-10 minutes

Time taken to create visuals for Push Notification campaigns what was previously a 2-4 hour designer-dependent workflow

About



Thomas Cook (India) Limited has been a cornerstone of Indian travel since 1881. As a leading travel and financial services company, it has built an impressive portfolio that includes foreign exchange services and corporate and leisure travel through well-known brands like SOTC, TCI, and SITA. Over the decades, they've established themselves as a major force in India's travel and tourism sector, backed by an extensive office network and a comprehensive suite of services that cater to diverse customer needs.



Since leveraging Merlin AI Designer for our Push Notification campaigns, we've been able to create images on the fly, a process that used to take hours. This speed has not only streamlined our workflow but has also translated to good impressions and click rates.

Shubham Jain,
Marketing Manager, Thomas Cook,

What is Thomas Cook’s engagement strategy?

To drive conversions, Thomas Cook focuses on raising awareness of its holiday packages for domestic and international destinations. Although it adopts a multichannel approach, push notifications play a significant role. Each Push Notification features catchy copy accompanied by a relevant visual that promotes different holiday packages.

They send out multiple campaigns daily to relevant customers, which helps drive most conversions. The Push Notification campaigns are also part of specific customer journeys that are triggered at certain points in the customer journey.

What were Thomas Cook’s challenges with Campaign Creation?

Thomas Cook faced a major hurdle with its promotional Push Notification campaigns. On average, they send around 5 holiday package promotions every day, and each campaign requires a custom visual. This meant involving their design team.


Simple campaigns that could launch within minutes required 2-3 hours for design, with revision cycles adding a few additional hours. This creative slowdown held them back, making it impossible for them to quickly respond to popular trends. The time wasted on these inefficiencies meant they had significantly less bandwidth to devote to other critical areas of customer engagement.


Why did Thomas Cook need Merlin AI?

Thomas Cook’s marketing team was trapped in lengthy design cycles—what should have taken minutes stretched into hours of back-and-forth collaboration. This creative slowdown made it impossible to capitalize on trending opportunities, while consuming critical bandwidth that is better spent on other aspects of customer engagement.

As an early adopter of Merlin AI Designer, Thomas Cook saw immediate value. With just a few lines of prompt, their marketing team could create stunning visuals for their push notification campaigns. Complex visual creation tasks that previously required extensive collaboration now happen with just a few clicks. This operational breakthrough didn't just accelerate their creative output—it freed their team’s bandwidth.

Products Used

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Merlin AI
[Merlin AI](#) combines the creative genius of LLM with campaign performance to create data-driven copy and compelling visuals, enabling marketers to to maximize engagement and deliver more impactful campaigns independently while overcoming creative blocks.
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Push Notification
Reach customers at the right time using AI-powered, targeted, [push notifications](#).

Key Results

Merlin AI revolutionized Thomas Cook's Push Notification campaign creation process by enabling their team of three to create more engaging, brand-compliant visuals with integrated text overlays independently within a couple of minutes.

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Enhanced campaign performance

Improved click rates and impressions on Push Notification campaigns

Better visual appeal

More catchy, destination-specific images that resonate with audiences

Seamless text integration

Easy addition of banner text and promotional copy directly on images

Brand consistency

Generated images follow established brand guidelines

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

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