Zeta delivers on promise of omnichannel real-time transactional messaging at scale with MoEngage Inform

9.6 million+ critical alerts sent in a year

send time for transactional messages

<2 seconds

use-cases across the customer lifecycle

45+

Zeta is a leading next-gen banking technology

About



institutions to launch extensible and compliant banking asset and liability products, across cards, loans and deposits, rapidly. Zeta's cloud-native and fully API-enabled stack supports processing, issuing, lending, core banking, fraud, loyalty, digital banking apps, and many other capabilities. As a technology provider to banks and financial institutions that cater to millions of customers globally, Zeta recognized the need for a robust notification system that could: Deliver real-time alerts across multiple channels (SMS, email, push notifications, etc.)

 Maintain consistent performance across global regions Meet strict banking security and

Provide comprehensive analytics, audit

compliance requirements

Scale reliably to handle millions of

monthly transactions

- trails and reporting

Apurva Jaiswal,

Director of Engineering, Zeta,

Anand Madanapalle Sridhar,

Associate director, Product Management, Zeta,

We were pleased to find Inform is capable of not only sending all these transactional notifications via Push, SMS and Email at scale, but also helping us with really good



MoEngage Inform has freed up our engineering bandwidth, allows us to invest resources in the most critical problems, and go to market fast.

analytics on how many users are receiving these communications, how many are opening this communications and how are our customers engaging with these communications.

across the customer lifecycle.

following considerations:

testing cycles.

and vendors.

similar is also seamless with Inform.

Million transactional alerts to these users.

"

Strategic Partnership for Real-Time Notifications at Scale

Though Zeta could have expanded its existing notification engine's capabilities internally, this would have meant an opportunity cost in terms of engineering resources and time that could be allocated to

Unified Transactional Messaging With MoEngage Inform

time delivery infrastructure through partnership.

MoEngage Inform offered Zeta a unified solution for reliable transaction messaging across channels.

1. Time to Market: MoEngage Inform's ready-to-deploy solution offered immediate access to proven omnichannel notification delivery capabilities, eliminating the need for extensive development and

While key benefits included a zero latency promise and ability to enable seamless omnichannel messaging via a single API, Zeta's decision to partner with MoEngage Inform was driven by the

mission critical items on their solution roadmap. Zeta recognized the opportunity to enhance its real-

Zeta's Luminos Notifications is a fully configurable, omnichannel communications platform that enables the creation of real-time, personalized notifications. However, the company was looking for a solution to

work with the Luminos platform to execute the omnichannel delivery of transactional notifications

2. Technical Synergy: MoEngage's unified API approach aligned well with Zeta's own architecture,

Expansion Into New Communication Channels With Ease

3. Operational Efficiency: The partnership enabled Zeta to provide enhanced notification capabilities to its clients without the operational overhead of maintaining additional infrastructure for message delivery.

Through a single API, MoEngageInform enables Zeta to set up and send critical alerts across channels

MoEngage Inform also makes it easy for Zeta to add any new vendor or channel in just a few clicks, saving weeks of effort and critical developer bandwidth. Adding a new channel such as WhatsApp or

enabling seamless integration while maintaining Zeta's high standards for performance and reliability.

Ability To Build Scale With Optimal Efficiency Today, MoEngage Inform enables Zeta to support average Monthly active users (MAU) of about 130 K

was otherwise required to build and run these use cases at this scale.

Comprehensive Analytics And Message Lifecycle Management

The robust analytics suite enables Zeta's product and engineering teams to:

• Track delivery rates and engagement metrics across all communication channels Monitor message performance in real-time with detailed delivery status tracking

Access comprehensive historical data on message delivery and customer interactions

Analyze trends in customer communication preferences and engagement patterns

Generate detailed reports on messaging volumes, success rates, and channel effectiveness

Empowering Key Customer Digital Touch Points With MoEngage Inform

MoEngage Inform had also enabled Zeta teams to drastically reduce their engineering bandwidth which

users and with an average volume of 0.8 Million alerts sent per month or average yearly volume 9.6

performance is critical. MoEngage Inform delivers real-time notifications (< 2 seconds) across Push, SMS, and Email channels while offering detailed insights into message performance and customer engagement patterns.

For Zeta, having access to comprehensive message tracking capabilities and rich analytics around

Zeta had deployed MoEngage Inform to ensure there is a seamless customer experience in receiving and engaging transactional messages at different key digital touch points across the customer value chain.

and welcome emails, and more. Fraud Alerts: MoEngage Inform enables Zeta to send fraud alerts and dispute updates to customers, allowing them to promptly address any suspicious activity. Inform also sends verification messages when customers log in from new devices, ensuring account security and preventing unauthorized access.

3. Secure Transactions: Inform is utilized to send messages for credit card verification, ensuring accurate and secure payment information. It is also utilized for Phone Number Updates and adding

freezing or unfreezing the card, and communicates updates on dispute resolution. This proactive

approach improves customer satisfaction and trust in Zeta's platform.

payment methods to facilitate smooth transactions and provide customers with necessary information. **4. Dispute Resolution:** Inform guides Zeta's customers through dispute resolution messages, such as

5. Customer Retention: Zeta uses Inform to notify eligible customers about their SCRA benefits, such as lower interest rates or waived annual fees, ensuring transparency and providing relevant information

1. Credit Card Activation: Zeta uses MoEngage Inform to guide customers through the credit card activation process, ensuring a smooth onboarding experience. This includes sending application

pending review emails, physical card activation messages, successful PIN setup messages, verification

- to maintain customer loyalty. **6. Upsells:** Inform is a valuable tool for Zeta's upselling efforts. It leverages customer data and insights from MoEngage Platform to send targeted upsell messages based on spending habits and preferences.
- Reach customers at the right time using Al-powered, targeted, push notifications.

transactional messaging use-cases across the customer lifecycle solved

MoEngage Inform

Push Notification

Products Used

Here are the key results Zeta achieved with MoEngage Inform

45+

MoEnga Manage and scale <u>Transactional Messaging</u> efforts with minimal developer dependencies.

433 different critical alerts sent using MoEngage Inform

<2 seconds

send time for transactional messages

Key Results

About MoEngage

29 alerts

sent via multiple channels

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 <u>www.moengage.com.</u>