

Customer Engagement 2024

A Global Trends &
Benchmarks Report



IF YOU CAN MAKE A USER **STAY** WHEN
THEY HAVE NO INTENTION TO BUY,
THEY WILL WILLINGLY **BUY** FROM YOU EVEN
WHEN YOU HAVE NO INTENTION TO SELL.



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2024 wasn't just a year—it was a revolution. Powered by data, shaped by AI, and steered by bold strategies, brands across the globe redefined what it means to engage, convert, and retain.

This year was a testament to the fact that standing still isn't an option in a world where technology and user behavior evolve in tandem. From pioneering AI-driven personalization to reshaping benchmarks, brands pushed boundaries to create deeper connections and smarter campaigns.

As the year winds down, we bring you a treasure trove of insights

from the dynamic world of user engagement—numbers that capture the essence of user behavior and channel trends across 8+ industries and 6+ geographies.

This trends report is your ultimate guide—a synthesis of the insights, benchmarks, and patterns that defined user engagement in 2024 and a roadmap to outpace 2025.

This report aims to highlight the statistics of the year gone by in each channel, geography, and industry, granularly. It then moves on to setting the context for the year to come with our qualitative insights from experts across industries.

Numbers that empower you to make data-driven decisions with confidence.

These insights come straight from the firsthand experiences of WebEngage's brands and their interactions with users worldwide.

From The Editorial Desk

2024 was a year of redefining possibilities. It was a year when brands didn't just adapt to change—they set new benchmarks, questioned the status quo, and rewrote the rules of engagement. As I compiled this report, the one thing that stood out was the sheer resilience and creativity displayed by businesses across the globe.

The insights in this report are not just statistics—they're a narrative of how user engagement evolved over the year. From the rise of new channels to the growing importance of AI and personalization, this report captures the essence of a year where the only constant was progress. **Each number here represents a strategy that worked, a trend that emerged, or a benchmark that was broken.**

But this isn't just a retrospective. It's a forward-looking playbook for brands that want to turn insights into action. Whether you're curious about the best-performing channels, the nuances of user behavior, or the optimal timing for engagement, you'll find data-backed answers on these pages.

As you delve into this trends report, I hope it serves not just as a resource but as inspiration—an inspiration to innovate, experiment, and achieve greater heights in the year ahead. Let's continue to create stories worth telling.



With gratitude and optimism,

Prakhya Nair,
Content Manager,
WebEngage.

Ready to explore the data shaping tomorrow's decisions?

We're more than happy to dive in,
EXCEPT...

We'd be amiss if we didn't mention the great work WebEngage is doing.




Have a look here:



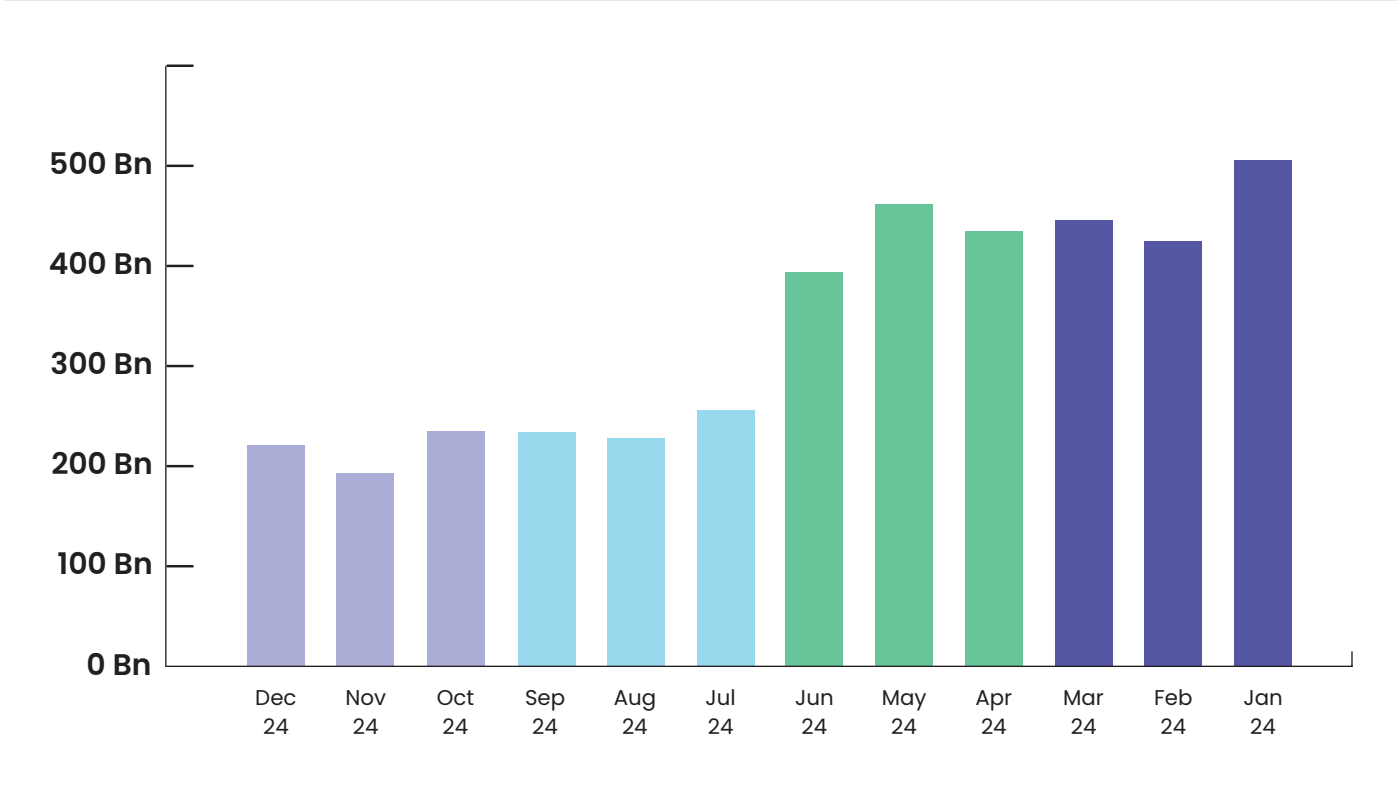
A bird's eye view of WebEngage

Total messages sent	Total views	Total clicks
403 Billion	105 Billion	116 Million

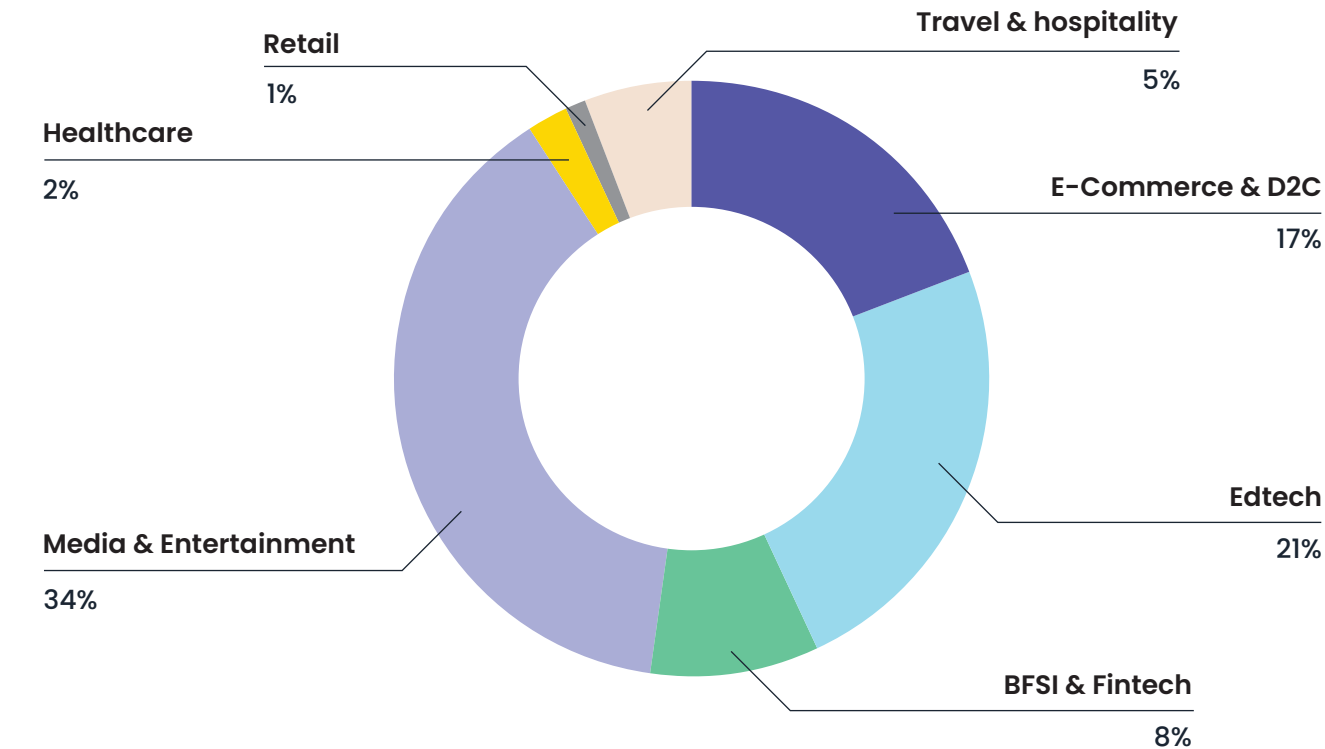
Our Wins for 2024

					
> Martech Company of the Year			> Best Marketing Personalisation Tool (Gold)		
> Best Use of MarTech – Retail & E-commerce for Shoppers Stop & WebEngage			> Best Marketing Automation Tool (Silver)		
			> Best Customer Data Platform (Silver)		
			> D2C (WebEngage along with Neemans)		
Best Use of MarTech – Retail Shoppers Stop x WebEngage	Best Use of MarTech – E-Commerce The Indus Valley x WebEngage	Best Use of MarTech & Marketing Automation – BFSI Acko x WebEngage			

450+ Billion Messages Sent & Analyzed



850 brands analyzed, and 450 billion messages in 2024



Top Performers across metrics

BFSI is ahead in CTR at 0.9%, conversion rate at 0.1%, and open rate at 35.3%, showing that campaigns are very effective and targeted.

Media leads revenue generation at 84.34T, thus showing a good ROI with a relatively moderate click-through rate.

Engagement

E-commerce & D2C show high engagement with 170.5M clicks, but CTR is relatively low at 0.2%.

Travel & Hospitality shows an open rate of 34.5% with potential for conversion and revenue improvement.

Low Performance

Healthcare and Retail are the areas that face fewer clicks (22.18M and 33.57M, respectively) and minimal revenue contribution (0.503T, 3.12T), thus calling for better targeting and messaging.

Opportunity Areas

Edtech has a higher sent volume (85.95B) but minimal impact on revenue and conversions, which requires re-evaluating content relevance and audience segmentation.

Channels

Email



Volume: 16.7 Bn	CTR: 1.1%	CTCR: 4%
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WhatsApp



Volume: 1.9 Bn	CTR: 3.1%	CTCR: 6.8%
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Web & App Personalization



Volume: 143.9 Mn	CTR: 5.8%	CTCR: 8.6%
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Web Push



Volume: 283.5 Bn	CTR: 0.1%	CTCR: 0.5%
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SMS



Volume: 4.6 Bn	CTR: 1.4%	CTCR: 8.6%
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Push Notification



Volume: 304.1 Bn	CTR: 0.5%	CTCR: 8%
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In-App Notification



Volume: 1.5 Bn	CTR: 5.1%	CTCR: 9.7%
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On-Site Notification





Volume: 1.3 Bn	CTR: 3.1%	CTCR: 1.1%
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Key Findings

- ➔ The overall contextual campaigns saw significant growth (+58.8%), reaching 44B messages in 2024, with 15.63B views (+63.3%), 471M clicks (+42.4%), and 46.34M conversions (+27%). However, CTR (-0.1%) and conversion rate (-0.2%) saw slight dips, indicating areas for further optimization.
- ➔ The overall campaigns reflect focused efficiency—fewer messages are being sent, but engagement is higher (views, clicks, and conversions), and revenue growth is superlative. To keep the momentum, the focus should be on better campaign constructs, improving personalization algorithms, optimizing timing for better open rates, and refining conversions overall.
- ➔ Despite a 4.7% decline in total messages sent (403.36B), campaign performance surged, with views increasing by 10.6% (105.70B), clicks rising by 28.5% (1.16B), and conversions jumping by 37.9% (89.09M). Notably, revenue saw an exponential rise of 163% (32.63T), accompanied by slight improvements in open rates (+0.2% to 26.20%) and CTR (+0.30%).
- ➔ This stupendous rise in contextual campaigns shows the rising adoption of more personalized, relevant, and sharper messages, which indicates a larger role for precision marketing-led campaigns.

Inferences

1 <i>Personalization is paramount</i> in today's retention marketing landscape. Marketers must leverage data and AI-powered solutions to deliver tailored experiences that resonate with individual customers.	2 An <i>omnichannel</i> strategy that integrates multiple channels, including mobile-first options, <i>is essential</i> for reaching customers where they are most likely to engage for maximizing engagement.
3 Understanding industry-specific channel performance and regional nuances is crucial for developing targeted and effective retention campaigns.	4 The continued growth of the retention marketing domain emphasizes <i>customer loyalty</i> , and long-term engagement is finally getting due importance it deserves. It is no longer negotiable for sustainable business growth.

 *Customer retention is non-negotiable. Invest in loyalty programs, personalized follow-ups, and data-driven journeys to engage post-purchase.* 

Nazia H.
Growth Manager, D2C



Global Channel Performance

Across channels, if there is ONE thing shone through, it is—that personalization is not only optional but a mandate for optimizing ROI.

- 1

Email
- 2

SMS
- 3

WhatsApp
- 4

App Push
- 5

Web Push
- 6

RCS



CONTEXTUAL CAMPAIGNS

v/s

NON-CONTEXTUAL CAMPAIGNS

KPIs Overview		
Sent	44 Bn	Sent359 Bn
Views	15 Bn	Views90 Bn
Clicks	471 Mn	Clicks693 Mn
Average open rate	35%	Average open rate25%

By leveraging user data, brands can craft messages that speak directly to individual preferences, behaviors, and needs. From tailored product recommendations to contextual campaigns, personalization not only boosts conversions but also builds trust and loyalty, transforming one-time buyers into lifelong advocates.

**Global channels’ performance.*



Email

1

The workhorse of communication, email remains a powerhouse for delivering both transactional updates & marketing campaigns. Its versatility & ability to provide detailed content make it a cornerstone of user engagement strategies.

CONTEXTUAL CAMPAIGNS

Open rate	Click-through rate	Click-through conversion rate
18.41%	4.5%	7.5%

BLAST PROMOTIONAL CAMPAIGNS

Open rate	Click-through rate	Click-through conversion rate
19.6%	2.0%	1.9%



SMS

2

With unmatched immediacy, SMS guarantees delivery straight to the user's device. It's perfect for time-sensitive updates and critical notifications, making it a reliable choice for brands aiming for instant attention.

PERSONALIZED CAMPAIGNS

Total sent	Click-through rate	Click-through conversion rate
------------	--------------------	-------------------------------

354 Mn **1.43%** **10.2%**

BLAST PROMOTIONAL CAMPAIGNS

Total sent	Click-through rate	Click-through conversion rate
------------	--------------------	-------------------------------

247 Mn **0.83%** **4.03%**



WhatsApp

3

With over 2 billion users globally, WhatsApp offers an informal yet highly engaging channel for personalized conversations. Its rich media capabilities and familiarity make it ideal for relationship-building and interactive campaigns.

PERSONALIZED CAMPAIGNS

Open rate	Click-through rate	Click-through conversion rate
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29.1% **7.48%** **8.43%**

BLAST PROMOTIONAL CAMPAIGNS

Open rate	Click-through rate	Click-through conversion rate
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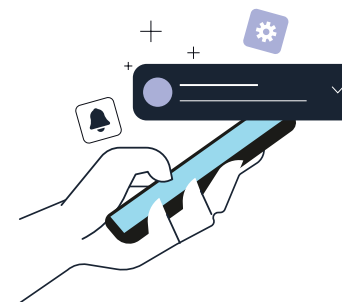
29.5% **4.46%** **6.9%**



While WhatsApp is impactful but costly, RCS could emerge as a cost-effective alternative, especially after iOS integration.



Shourya Gupta, AVP



App Push

4

Direct, timely, and hard to ignore, app push notifications are a go-to for engaging users already active on your mobile app. They drive instant action and are pivotal in retention strategies.

PERSONALIZED CAMPAIGNS

Open rate	Click-through rate	Click-through conversion rate
37.57%	2.06%	12.64%

BLAST PROMOTIONAL CAMPAIGNS

Open rate	Click-through rate	Click-through conversion rate
32.44%	0.88%	5.26%



App Push is zero-cost and 100% effective, provided deep linking and precise timing are in place, especially for time-sensitive transactions.

Shourya Gupta, AVP



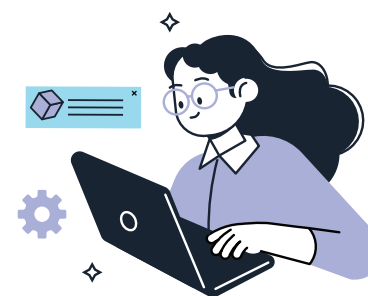
Push notifications and in-app banners are unparalleled for merchant engagement, while WhatsApp excels for broader communication.”

Vibhas Gupta,
DGM Growth and
User Retention



App notifications emerged as a game-changer for us, driving significant clicks and conversions, proving their efficacy alongside WhatsApp, our high-cost but highly impactful channel.”

Shourya Gupta, AVP



Web push notifications are perfect for reaching users beyond your app, offering a seamless way to re-engage and bring them back to your site with timely and relevant updates.

PERSONALIZED CAMPAIGNS

Open rate	Click-through rate	Click-through conversion rate
18.23%	1.16%	6.07%

BLAST PROMOTIONAL CAMPAIGNS

Open rate	Click-through rate	Click-through conversion rate
18.95%	0.32%	13.38%

Web Push

5



RCS
6

RCS or Rich Communication Services combines SMS’s reach with the interactivity of modern messaging apps, offering verified, media-rich conversations without the high costs of third-party platforms.

PERSONALIZED CAMPAIGNS

Total sent	Click-through rate	Click-through conversion rate
------------	--------------------	-------------------------------

2.33% 0.82% 0%

BLAST PROMOTIONAL CAMPAIGNS

Total sent	Click-through rate	Click-through conversion rate
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1.75% 0.59% 11.68%

Global Channel Performance

Channel	Sent (B)	Views (B)	Clicks (M)	Open Rate	Click Through Rate
Overall	403.4	105.7	1164.5	26.20%	0.29%
EMAIL	23.1	4.5	112.9	19.4%	0.5%
IN-APP NOTIFICATION	1.4	1.4	73.4	-	5.4%
SMS	6.0	0.0	71.2	-	1.2%
WHATSAPP	3.5	1.0	62.0	29.3%	1.8%
WEB PUSH	175.6	33.3	112.3	18.9%	0.1%
PUSH NOTIFICATION	191.6	63.6	685.8	33.2%	0.4%
ON-SITE NOTIFICATION	1.0	1.0	35.4	-	3.4%
WEB PERSONALIZATION	0.1	0.1	8.7	-	6.1%
APP PERSONALIZATION	0.8	0.8	2.4	-	0.3%
RCS	0.2	0.0	0.0	1.8%	0.0%
VIBER	0.0	0.0	0.0	93.3%	26.7%

*Overall channel performance numbers, blast & personalized.

EMEA

North America

South-East Asia

Industry	Volume	Open Rate	CTCR
BFSI	26 Bn	33.56%	7.28%
E-Commerce & D2C	67 Bn	21.68%	4.30%
Edtech	85 Bn	24.93%	3.16%
Media & Entertainment	138 Bn	22.94%	11.85%
Travel & Hospitality	20 Bn	35.84%	2.96%
Miscellaneous	4 Bn	22.75%	5.12%
Retail	2 Bn	28.76%	3.86%
Healthcare	10 Bn	17.30%	2.88%

| 27 |

EMEA

Industry	Volume	Open Rate	CTCR
BFSI	2 Bn	24.54%	38.70%
E-Commerce & D2C	18 Bn	47.23%	7.50%
Edtech	5 Bn	42.85%	10.97%
Media & Entertainment	2 Bn	24.88%	7.17%
Travel & Hospitality	0.4 Bn	42.57%	52.97%
Miscellaneous	0.2 Bn	31.90%	44.50%
Retail	1.7 Bn	28.02%	1.74%
Healthcare	0.4 Bn	31.59%	6.06%

CTCR = Click Through Conversion Rate

LATAM

Industry	Volume	Open Rate	CTCR
Miscellaneous	98 Mn	45.79%	11.99%
Edtech	51 Mn	24.69%	18.22%
Retail	111 Mn	7.698%	2.29%
Healthcare	2 Mn	40.35%	0.80%
E-Commerce & D2C	66 Mn	44.67%	0.37%
BFSI	36 Mn	25.23%	3.95%
Media & Entertainment	4 Mn	9.71%	1.55%

CTCR = Click Through Conversion Rate

North America

Industry	Volume	Open Rate	CTCR
Miscellaneous	277 Mn	45.34%	11.33%
Retail	804 Mn	36.86%	2.40%
Edtech	158 Mn	21.79%	1.94%
Media & Entertainment	104 Mn	46.29%	7.51%
Healthcare	14 Mn	41.97%	3.89%
E-Commerce & D2C	0.2 Mn	10.88%	2.33%
BFSI	6.5 Mn	38.44%	0.002%
Travel & Hospitality	40 Mn	332.5%	0%

CTCR = Click Through Conversion Rate

South-East Asia

Industry	Volume	Open Rate	CTCR
Media & Entertainment	904 Mn	41.22%	10.66%
Miscellaneous	44 Mn	24.51%	8.07%
Retail	0.79 Mn	10.34%	25.54%
EdTech	7.43 Mn	20.63%	1.73%
E-Commerce & D2C	3.43 Mn	17.76%	0.15%
Healthcare	0.70 Mn	18.37%	0.69%
BFSI	0.87 Mn	43.73%	0.01%
Travel & Hospitality	0.47 Mn	3.80%	0%

CTCR = Click Through Conversion Rate

The best time to send messages is...

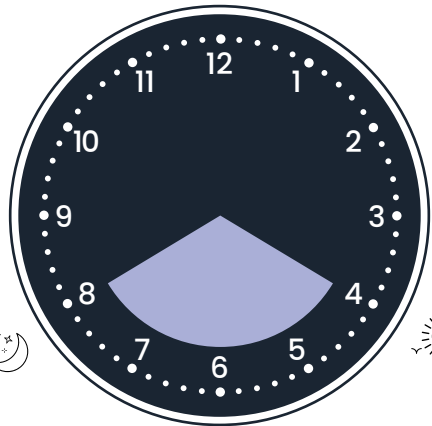
Timing is everything when it comes to user engagement. The right message at the right moment can mean the difference between a quick swipe away and meaningful interaction. Understanding when your users are most active and receptive ensures your campaigns hit the sweet spot, maximizing visibility and impact.

**These insights are based on aggregated campaign data. While they serve as a guide, results may vary by brand, audience, and channel. A/B testing is recommended for optimal performance.*



India & APAC

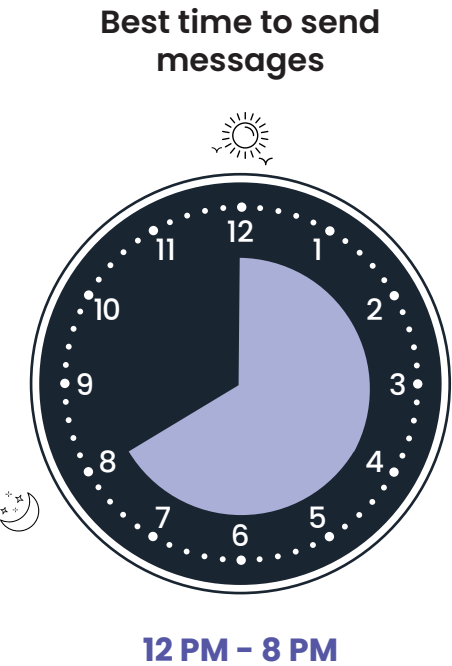
Best time to send messages



4 AM – 8 AM

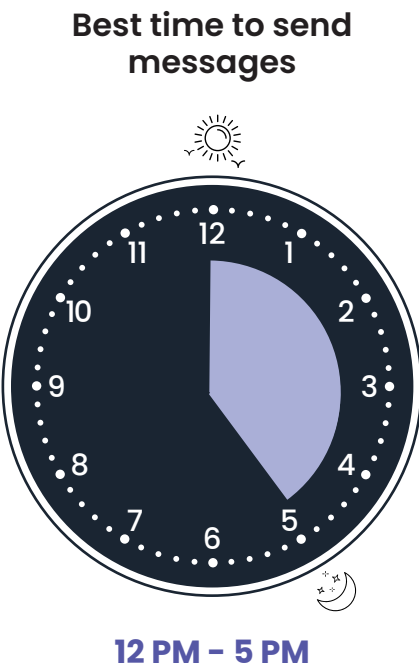
Email	Volume: 13.1 Bn	CTR: 0.6%	CTCR: 3.04%
SMS	Volume: 3.5 Bn	CTR: 1%	CTCR: 6%
WhatsApp	Volume: 1.8 Bn	CTR: 2.4%	CTCR: 7%
Push Notification	Volume: 265 Bn	CTR: 0.4%	CTCR: 5%
Web & App Personalization	Volume: 115.8 Mn	CTR: 3.4%	CTCR: 14.2%
In-App Notification	Volume: 424 Mn	CTR: 7.5%	CTCR: 7.1%
Web Push	Volume: 278 Bn	CTR: 0.1%	CTCR: 0.5%
Onsite Notification	Volume: 815 Mn	CTR: 4%	CTCR: 0.6%

EMEA



Email	Volume: 2.1 Bn	CTR: 1.5%	CTCR: 3.8%
SMS	Volume: 836 Mn	CTR: 3.1%	CTCR: 12%
WhatsApp	Volume: 6.8 Mn	CTR: 2.3%	CTCR: 4.2%
Push Notification	Volume: 31.8 Bn	CTR: 0.8%	CTCR: 12.2%
Web & App Personalization	Volume: 8.8 Mn	CTR: 6.3%	CTCR: 16.7%
In-App Notification	Volume: 1.06 Bn	CTR: 4.2%	CTCR: 12%
Web Push	Volume: 1.9 Bn	CTR: 0.22%	CTCR: 2.4%
Onsite Notification	Volume: 465 Mn	CTR: 1.6%	CTCR: 3.5%

SEA



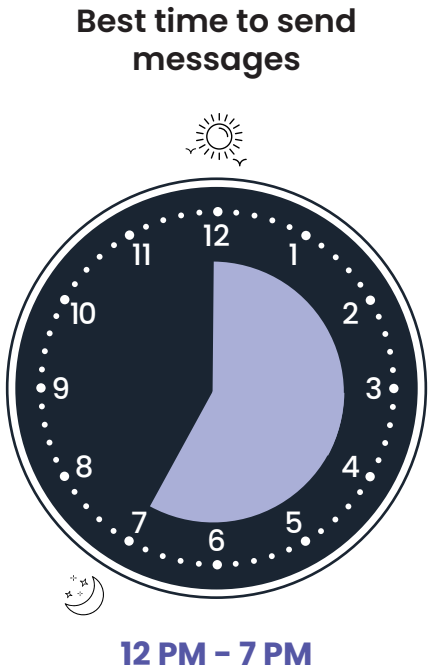
Email	Volume: 21.5 Mn	CTR: 1.42%	CTCR: 3%
SMS	Volume: 5.2 Mn	CTR: 1.3%	CTCR: 12.5%
WhatsApp	Volume: 0.4 Mn	CTR: 1%	CTCR: 4.2%
Push Notification	Volume: 0.8 Bn	CTR: 0.7%	CTCR: 10.5%
Web & App Personalization	Volume: 1.4 Mn	CTR: 1.23%	CTCR: 8.6%
In-App Notification	Volume: 17.5 Mn	CTR: 8.8%	CTCR: 6.1%
Web Push	Volume: 2.18 Mn	CTR: 0.23%	CTCR: 0.85%
Onsite Notification	Volume: 5.45 Mn	CTR: 3.1%	CTCR: 1.1%

North America



Email	Volume: 205 Mn	CTR: 1.2%	CTCR: 2.8%
SMS	Volume: 68.7 Mn	CTR: 0.25%	CTCR: 7.9%
WhatsApp	Volume: 5.6 Mn	CTR: 2.49%	CTCR: 6.71%
Push Notification	Volume: 1.95 Bn	CTR: 0.45%	CTCR: 3.8%
Web & App Personalization	Volume: 1.36 Mn	CTR: 8.2%	CTCR: 5.5%
In-App Notification	Volume: 1.8 Mn	CTR: 14%	CTCR: 10%
Web Push	Volume: 112 Mn	CTR: 0.1%	CTCR: 2.6%
Onsite Notification	Volume: 2.3 Mn	CTR: 3.5%	CTCR: 0.1%

LATAM



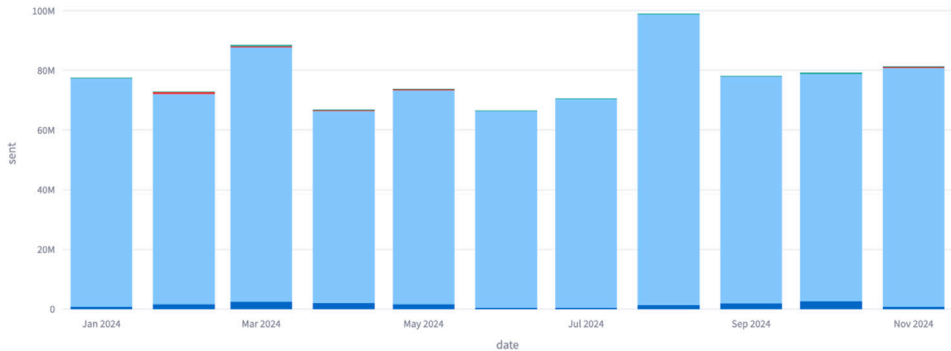
Email	Volume: 129.7 Mn	CTR: 0.85%	CTCR: 4.12%
SMS	Volume: 7 Mn	CTR: 0.7%	CTCR: 5.54%
WhatsApp	Volume: 6.8 Mn	CTR: 3%	CTCR: 2%
Push Notification	Volume: 230 Mn	CTR: 1.4%	CTCR: 14.1%
Web & App Personalization	Volume: 1.4 Mn	CTR: 7.52%	CTCR: 11%
In-App Notification	Volume: 9.1 Mn	CTR: 8.2%	CTCR: 2.3%
Web Push	Volume: 8.1 Mn	CTR: 0.1%	CTCR: 14.1%
Onsite Notification	Volume: 1.01 Mn	CTR: 5.35%	CTCR: 0.8%



While the sent volume in **India and APAC** is the **highest overall**, the Open Rate (**24.8%**) and Click-Through Rate (**0.2%**) are the **lowest across regions**. EMEA (**41.3%**) has the **highest Open Rate**, while LATAM (**1.3%**) leads the **overall Click-Through Rate**.

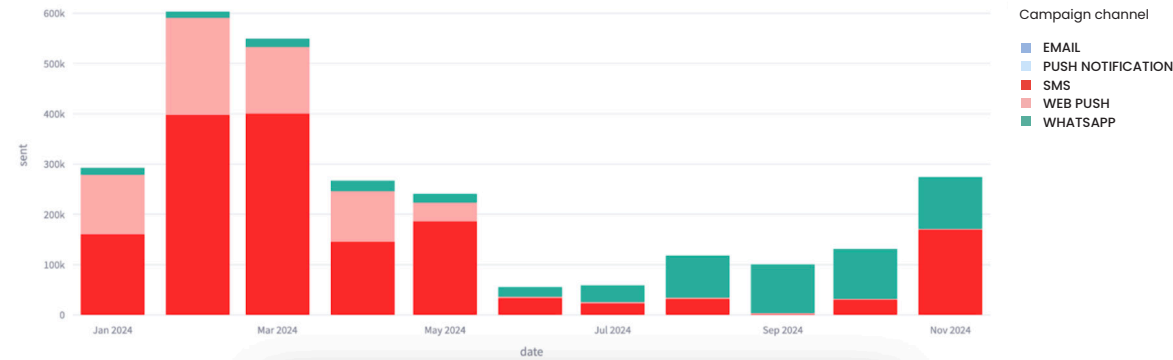
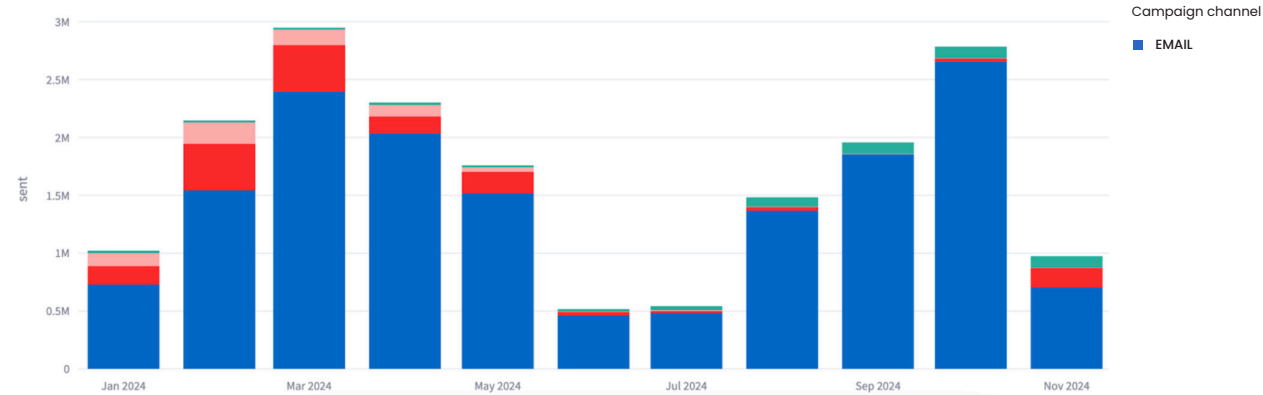
More about the South-East Asian game

In 2024, push notifications emerged as the dominant channel in the Southeast Asian market, with nearly 100 million app pushes sent throughout the year. The channel also outperformed others in click-through conversion rates, highlighting its effectiveness in driving user actions and engagement.



Some statistics for the road...

For over 871 million messages sent, we achieved:				
Click-through conversions:	Click-through revenue:	Average open rate:	Average click-through rate:	Average click-through conversion rate:
1.95x	1.54x	1.00x	0.99x	0.99x



Channel Performance Rankings:



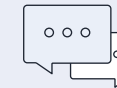
Push Notifications

The most-used channel with the highest conversion rates.



Email

The second-best performer, showing strong engagement, particularly for transactional and promotional campaigns.



SMS

Ranked third, maintaining relevance for time-sensitive and transactional communications.



WhatsApp & Web Push

Shared an equal split, used primarily for conversational and personalized messaging.

Channel Split:

1 Push Notifications

Leading the pack in usage and conversions.

2 WhatsApp

Effective for personalized, conversational engagement.

3 Email

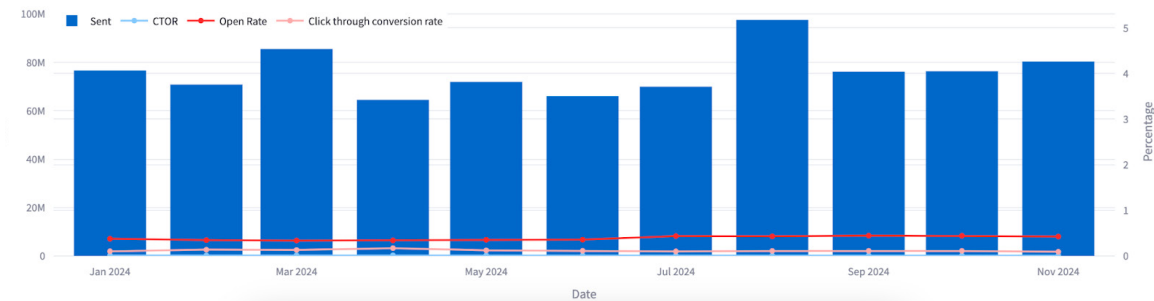
A strong contender for driving transactional and promotional outcomes.

4 SMS

Key for high-priority, time-sensitive communications.

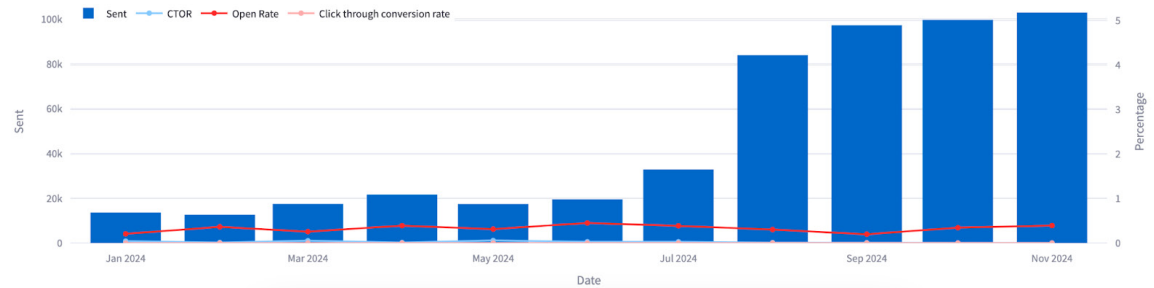
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Push Notifications



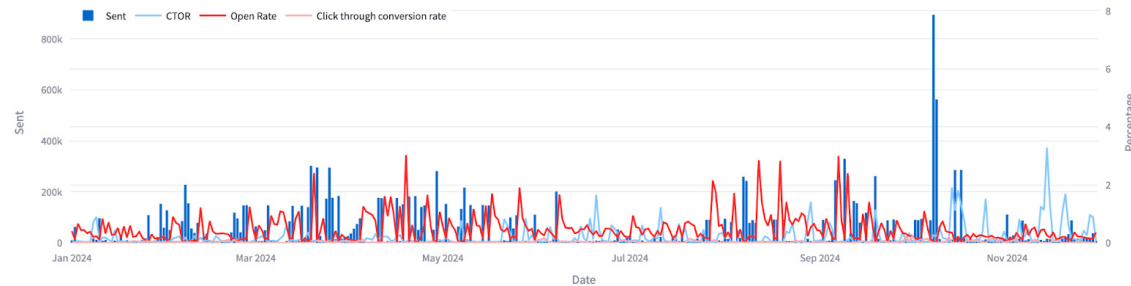
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WhatsApp



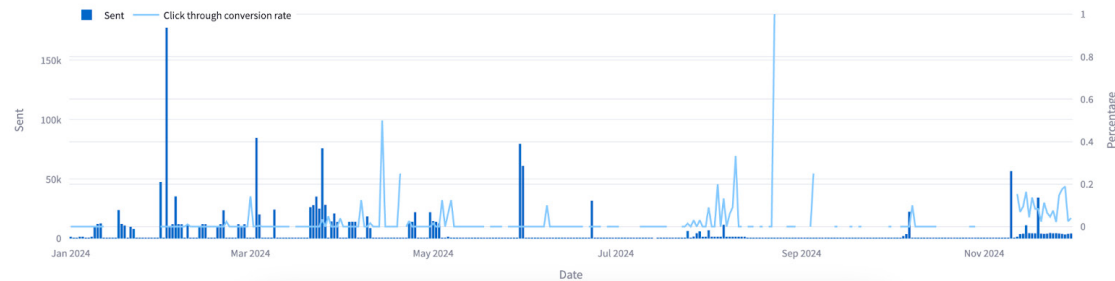
3

Email



4

SMS



Here's your
industry's
channel-wise
performance...

BFSI & Fintech

E-Commerce & D2C

Edtech

Healthcare

Retail

Media & Entertainment

Travel & hospitality

Miscellaneous

BFSI & Fintech

Channel	Total Views (In Millions)	Open Rate	CTCR
Web Push	17	17.24%	2.52%
SMS	0	0%	7.24%
WhatsApp	344	35.07%	8.72%
Email	2,389	23.32%	6.82%
Push Notification	6,996	40.71%	9.32%
In-App Notification	622	100%	6.78%
On-Site Notification	234	100%	0.50%
Web Personalization	37	100%	4.30%
RCS	0.0088	1.40%	0%
App Personalization	790	100%	0.20%

CTCR = Click Through Conversion Rate



For merchant loans, our campaign offering personalized processing fee reductions saw a 20-30% jump in loan disbursements, showcasing the power of time-sensitive and cohort-driven messaging.



For health insurance, educating customers with simple, relatable pointers helped us engage tier-2 and tier-3 audiences effectively.



Vibhas Gupta,
DGM Growth and User Retention



E-Commerce & D2C

Channel	Total Views (In Millions)	Open Rate	CTCR
Push Notification	10,758	35.54%	10.46%
Web Push	3,690	10.46%	2.15%
Email	481	14.65%	1.31%
SMS	0	0%	7.12%
WhatsApp	230	33.02%	8.20%
In-App Notification	51	100%	26.64%
On-Site Notification	50	100%	0.60%
Web Personalization	45	100%	13.14%
RCS	0.14	2.96%	0%
App Personalization	0.0089	100%	0%

CTCR = Click Through Conversion Rate



Quick commerce is where we see major growth. Platforms like Zepto and Blinkit now contribute more revenue than our own website, and adapting advertising strategies for these platforms is a key focus.

Apurv Misal,
Head Marketing and Sales D2C



The Great Indian Sleep Sale during Diwali exemplifies our omnichannel approach, driving ₹100 crore+ in revenue. Combining online and offline strategies allowed us to cater to diverse consumer behaviors across regions.

Nazia H., Growth Manager, D2C



Edtech

Channel	Total Views (In Millions)	Open Rate	CTCR
Web Push	446	6.61%	0.55%
Email	791	16.16%	3.28%
In-App Notification	205	100%	2.79%
Push Notification	19744	27.15%	3.30%
SMS	0	0%	11.29%
WhatsApp	172	26.27%	9.30%
On-Site Notification	79	100%	0.36%
Web Personalization	2	100%	10.12%
RCS	0.6	2.92%	27.46%
App Personalization	0.086	100%	1.10%
Viber	0.000004	100%	0%

CTCR = Click Through Conversion Rate

Healthcare

Channel	Total Views (In Millions)	Open Rate	CTCR
Web Push	488	8.51%	2.97%
Email	23	6.64%	1.10%
Push Notification	1280	31.20%	1.52%
In-App Notification	22	100%	14.39%
WhatsApp	21	26.61%	3.11%
SMS	0	0%	2.40%
On-Site Notification	67	100%	3.14%
App Personalization	0.004	100%	2.38%
Web Personalization	3.08	100%	2.42%
RCS	0.000005	31.25%	-

CTCR = Click Through Conversion Rate

Media & Entertainment

Channel	Total Views (In Millions)	Open Rate	CTCR
Push Notification	4161	25.82%	3.12%
WhatsApp	2.8	16.73%	37.53%
Email	62.7	12.27%	3.62%
Web Push	27685	22.63%	16.23%
In-App Notification	44	100%	17.62%
SMS	0	0%	5.46%
On-Site Notification	176	100%	0.51%
Web Personalization	0.037292	100%	78.01%
App Personalization	0.000017	100%	-

CTCR = Click Through Conversion Rate

Retail

Channel	Total Views (In Millions)	Open Rate	CTCR
Web Push	71	28.70%	1.63%
Push Notification	1069	32.60%	2.82%
Email	74	17.94%	1.44%
WhatsApp	125	34.76%	4.17%
SMS	0	0%	2.74%
In-App Notification	25	100%	9.50%
On-Site Notification	34	100%	1.69%
RCS	0.11	3.84%	2.49%
Web Personalization	3.23	100%	6.91%

CTCR = Click Through Conversion Rate

Travel & hospitality

Channel	Total Views (In Millions)	Open Rate	CTCR
Push Notification	7712	36.74%	6.79%
SMS	0	0%	8.92%
Web Push	191	17.93%	1.37%
Email	259	22.60%	0.55%
WhatsApp	9.43	3.56%	3.72%
In-App Notification	31	100%	11.80%
On-Site Notification	47	100%	0.55%
Web Personalization	3	100%	48.61%
App Personalization	5.64	100%	8.49%
RCS	0.003	12.5%	-

CTCR = Click Through Conversion Rate


Miscellaneous & Others

Channel	Total Views (In Millions)	Open Rate	CTCR
Email	145	20.15%	13.26%
Push Notification	8884	44.22%	6.90%
SMS	0	0%	13.26%
Email	251	16.14%	2.50%
Web Push	254	31.79%	2.31%
WhatsApp	40	27.41%	7.57%
In-App Notification	303	100%	5.56%
On-Site Notification	299	100%	4.64%
RCS	2.36	1.51%	0.22%
App Personalization	0.52	100%	1.85%
Web Personalization	8.26	100%	0.61%

CTCR = Click Through Conversion Rate


And your industry’s best channel is...

BFSI:

Channel	Sent (In Millions)	Views (In Millions)	Open Rate	CTCR
RCS	0.62	0.008	1.40%	0%
App Personalization	790	790	100%	0.20%
On-Site Notification	234	234	100%	0.50%
Web Push	102	17	17.24%	2.52%
Web Personalization	37	37	100%	4.30%
In-App Notification	622	622	100%	6.78%
Email	1024	2389	23.32%	6.82%
SMS	2243	0	0%	7.24%
WhatsApp	981	344	35.07%	8.72%
Push Notification 	17185	6996	40.71%	9.32%


CTCR = Click Through Conversion Rate

Edtech:

Channel	Sent (In Millions)	Views (In Millions)	Open Rate	CTCR
Viber	0.004	0.004	100%	0%
On-Site Notification	79.25	79.25	100%	0.36%
Web Push	6752.14	446.59	6.61%	0.55%
App Personalization	0.09	0.09	100%	1.10%
In-App Notification	205.15	205.15	100%	2.79%
Email	4896.50	791.65	16.16%	3.28%
Push Notification	72700.03	19744.43	27.15%	3.30%
WhatsApp	655.73	172.29	26.27%	9.30%
Web Personalization	2.02	2.02	100%	10.12%
SMS	637.51	0.00	0%	11.29%
RCS 	21.94	0.64	2.92%	27.46%


CTCR = Click Through Conversion Rate

E-commerce & D2C:

Channel	Sent (In Millions)	Views (In Millions)	Open Rate	CTCR
RCS	4.62	0.14	2.96%	0%
App Personalization	0.01	0.01	100%	0%
On-Site Notification	50.72	50.72	100%	0.60%
Email	3287.78	481.97	14.65%	1.31%
Web Push	35273.88	3690.21	10.46%	2.15%
SMS	519.33	0.00	0%	7.12%
Whatsapp	696.80	230.09	33.02%	8.20%
Push Notification	30268.48	10758.52	35.54%	10.46%
Web Personalization	45.66	45.66	100%	13.14%
In-App Notification 	51.07	51.07	100%	26.64%


CTCR = Click Through Conversion Rate

Healthcare:

Channel	Sent (In Millions)	Views (In Millions)	Open Rate	CTCR
Email	347.83	23.11	6.64%	1.10%
Push Notification	4102.64	1280.15	31.20%	1.52%
App Personalization	0.004	0.004	100%	2.38%
SMS	290.20	0.00	0%	2.40%
Web Personalization	3.08	3.08	100%	2.42%
Web Push	5741.38	488.68	8.51%	2.97%
WhatsApp	78.98	21.02	26.617%	3.11%
On-Site Notification	67.70	67.70	100%	3.14%
In-App Notification 	22.29	22.29	100%	14.39%


CTCR = Click Through Conversion Rate

Travel & Hospitality:

Channel	Sent (In Millions)	Views (In Millions)	Open Rate	CTCR
Email	1145.81	259.01	22.60%	0.55%
On-Site Notification	47.25	47.25	100%	0.55%
Web Push	1069.09	191.75	17.93%	1.37%
WhatsApp	264.90	9.43	3.56%	3.72%
Push Notification	20991.53	7712.85	36.74%	6.79%
App Personalization	5.64	5.64	100%	8.49%
SMS	389.07	0.00	0%	8.92%
In-App Notification	31.07	31.07	100%	11.80%
Web Personalization 	3.16	3.16	100%	48.61%


CTCR = Click Through Conversion Rate

Retail:

Channel	Sent (In Millions)	Views (In Millions)	Open Rate	CTCR
Email	417.87	74.99	17.94%	1.44%
Web Push	250.05	71.77	28.70%	1.63%
On-Site Notification	34.25	34.25	100%	1.69%
RCS	2.90	0.11	3.84%	2.49%
SMS	408.67	0.00	0%	2.74%
Push Notification	3278.66	1069.05	32.60%	2.82%
WhatsApp	359.68	125.04	34.76%	4.17%
Web Personalization	3.23	3.23	100%	6.91%
In App Notification 	25.40	25.40	100%	9.50%



CTCR = Click Through Conversion Rate

Media & Entertainment:

Channel	Sent (In Millions)	Views (In Millions)	Open Rate	CTCR
On-Site Notification	176.04	176.04	100%	0.51%
Push Notification	16115.81	4161.99	25.82%	3.12%
Email	511.05	62.73	12.27%	3.62%
SMS	65.05	0.00	0%	5.46%
Web Push	122287.04	27685.33	22.63%	16.23%
In-App Notification	44.89	44.89	100%	17.62%
WhatsApp	17.20	2.88	16.73%	37.53%
Web Personalization 	0.04	0.04	100%	78.01%

CTCR = Click Through Conversion Rate

Miscellaneous:

Channel	Sent (In Millions)	Views (In Millions)	Open Rate	CTCR
RCS	155.20	2.36	1.51%	0.22%
Web Personalization	8.26	8.26	100%	0.61%
App Personalization	0.52	0.52	100%	1.85%
Web Push	800.73	254.60	31.79%	2.31%
On-Site Notification	299.65	299.65	100%	4.64%
In-App Notification	303.09	303.09	100%	5.56%
Push Notification	20090.80	8884.97	44.22%	6.90%
WhatsApp	147.56	40.45	27.41%	7.57%
Email 	723.80	145.87	20.15%	13.26%
SMS 	801.65	0.00	0%	13.26%

CTCR = Click Through Conversion Rate

Metrics You Must Track

Industry Insights and Impact Stories™

When it comes to growing your business, knowing what to track makes all the difference. The right metrics tell you what's working, what's not, and where to focus next. But these numbers are more than just reports—they're your roadmap to better decisions and stronger connections with your customers.

Whether you're in BFSI, e-commerce/D2C, retail, or healthcare, each industry has its own priorities.

Next, we've highlighted the most critical metrics for your space, along with real-world examples of how brands are using them to solve problems, seize opportunities, and create impact. We've also shown you some real-life examples of brands with our **Impact Stories™** that have achieved and successfully acted on those metrics to skyrocket their business.

This isn't just about tracking data—it's about gaining insights and knowing how to act on them. Let's examine the numbers that shaped 2024 and show how they can guide you in 2025.



BFSI: Building Trust Through Data

01

Banking

North Star Metric: Onboarding Drop-off Rate

Why it matters:

- ✓ Tracks where customers abandon during onboarding, indicating friction points in user experience.
- ✓ Reduces acquisition costs by ensuring potential customers complete their journey.
- ✓ Helps optimize digital account opening processes to increase conversions.

Insurance

North Star Metric: Cross-sell/Upsell Conversion Rate

Why it matters:

- ✓ Tracks how effectively existing customers adopt additional lending products like credit cards or loans.
- ✓ Maximizes customer lifetime value by fulfilling multiple financial needs.
- ✓ Indicates the success of personalization strategies in retaining high-value customers.

Lending

North Star Metric: Cross-sell/Upsell Conversion Rate

Why it matters:

- ✓ Tracks how effectively existing customers adopt additional lending products like credit cards or loans.
- ✓ Maximizes customer lifetime value by fulfilling multiple financial needs.
- ✓ Indicates the success of personalization strategies in retaining high-value customers.

Investments & Wealth Management

North Star Metric: Customer Lifetime Value (CLTV)

Why it matters:

- ✓ Evaluates the long-term profitability of investment customers across various products.
- ✓ Ensures resources are allocated to high-value customers who contribute consistently.
- ✓ Encourages focus on retention and tailored advisory services.

Digital Payments

North Star Metric: Daily Active Users to Monthly Active Users (DAU/MAU) Ratio

Why it matters:

- ✓ Reflects user engagement and the habitual use of digital payment platforms.
- ✓ Indicates success in creating sticky services like recurring bill payments or QR code transactions.
- ✓ Prioritizes features that drive repeat usage and deepen customer reliance.



Our Women's Day campaign targeted dormant women investors, leveraging app notifications, WhatsApp, and email, which resulted in significant re-engagement and conversions.

Shourya Gupta, AVP

✓ YES SECURITIES



Impact Story:

Wright Research Saw An 81.41% Increase In Revenue Via Omnichannel Engagement With WSP.





E-commerce/D2C: Conversions and Beyond

02

E-commerce

North Star Metric: Cart Abandonment Rate

Why it matters:

- ✓ Tracks where customers leave without completing their purchases, identifying barriers to conversions.
- ✓ Helps optimize checkout processes, reducing friction like unexpected costs or confusing navigation.
- ✓ Increases revenue by recovering lost sales through retargeting and personalized reminders.

D2C (Direct-to-Consumer)

North Star Metric: Customer Acquisition Cost (CAC)

Why it matters:

- ✓ Evaluates the efficiency of marketing spend in acquiring new customers.
- ✓ Ensures sustainable growth by balancing acquisition costs with lifetime value (CLTV).
- ✓ Guides decisions on optimizing channels and strategies for cost-effective acquisition.



Our Diwali campaign, 'Yeh Diwali Phool Wali,' was a standout, driven by vibrant, festive narratives and UGC content. It perfectly captured the emotional essence of gifting during the festival season.

Apurv Misal, Head Marketing and Sales



Impact Story:

Luxury Brand Pernia's Pop-Up Shop Achieved A 5X Growth In De-anonymization Of Users With WebEngage In 1 Year.



Retail North Star Metric: Conversion Rate (Online and Offline)

Why it matters:

- ✓ Measures the effectiveness of campaigns and in-store efforts in driving actual purchases.
- ✓ Helps identify and optimize high-performing channels and campaigns.
- ✓ Enhances customer experience by addressing factors that affect buying decisions.

Impact Story:

Shoppers Stop Saw A 2x Jump In CRM Revenue Contribution With WebEngage.



Edtech: Engaging Learners, Driving Outcomes

K-12 North Star Metric: Engagement Rate (Live Classes, Assessments)

Why it matters:

- ✓ Tracks how actively students participate in classes, quizzes, and assignments.
- ✓ Indicates the effectiveness of course material and teaching methods in keeping young learners engaged.
- ✓ Helps refine lesson plans to make learning more interactive and enjoyable for students.

Higher Education North Star Metric: Completion Rate

Why it matters:

- ✓ Measures the percentage of students finishing online courses, certifications, or degree programs.
- ✓ Highlights barriers like dropout points, content difficulty, or lack of motivation.
- ✓ Helps improve course design and student support services to maximize program success.

Impact Story:

Edtech Company Testbook Drove Up In-App Campaigns' Revenue By 9x With New WebEngage Gamification Feature



Professional Upskilling **North Star Metric:** Career Advancement Rate (Post-Certification)

Why it matters:

- ✓ Tracks the percentage of learners achieving tangible career benefits like promotions or new roles after completing upskilling courses.
- ✓ Demonstrates the real-world value of professional certifications, boosting enrollment and referrals.
- ✓ Encourages platforms to align course content with industry needs for higher relevance and impact.



Healthcare: Delivering Precision and Care

04

Diagnostics & Clinics **North Star Metric:** Appointment Conversion Rate

Why it matters:

- ✓ Tracks the percentage of inquiries or bookings that convert into actual appointments.
- ✓ Indicates the effectiveness of communication, follow-ups, and user experience in driving patient engagement.
- ✓ Helps streamline the booking process and reduce drop-offs, increasing operational efficiency.

Hospitals **North Star Metric:** Patient Satisfaction Score (PSS)

Why it matters:

- ✓ Reflects patient experience across services like admissions, consultations, and discharge.
- ✓ Highlights areas for improvement, such as wait times, staff responsiveness, and care quality.
- ✓ Drives trust and loyalty, encouraging repeat visits and word-of-mouth referrals.

Healthtech

North Star Metric: Daily Active Users (DAU)

Why it matters:

- ✔ Measures user engagement with digital health platforms like teleconsultations, fitness tracking, or medication reminders.
- ✔ Indicates the platform’s ability to become a habitual part of users’ healthcare routines.
- ✔ Helps identify features that drive higher retention and long-term user adoption.

Impact Story:

Leading Health & Supplement Brand What’s Up Wellness
Achieved A 55+% Increase in Revenue Via Our Journey Designer.



Travel & Hospitality: Crafting Memorable Experiences

05

Travel Aggregators (OTA)

North Star Metric: Booking Completion Rate

Why it matters:

- ✔ Tracks how many users complete bookings after starting the process, indicating barriers in the funnel.
- ✔ Helps optimize the booking experience by addressing issues like pricing transparency or payment failures.
- ✔ Directly impacts revenue and user trust, encouraging repeat bookings.

Hospitality

North Star Metric: Average Revenue Per Guest (ARPG)

Why it matters:

- ✔ Measures how much revenue is generated per guest, considering room bookings, dining, and additional services.
- ✔ Reflects success in upselling and cross-selling, such as spa packages or dining upgrades.
- ✔ Encourages personalized guest experiences to drive higher spending and loyalty.

From transforming how brands understand their customers to revolutionizing operational efficiency, AI has solidified its role as a cornerstone of modern business strategies. **This year, AI wasn't just a buzzword—it was a force driving real, measurable change across industries.**



Mainstream Adoption Across Industries

Once reserved for innovators and tech giants, AI tools became accessible to businesses of all sizes this year. BFSI firms used AI to enhance fraud detection and streamline credit assessments, while e-commerce brands leveraged it for real-time personalized recommendations. Travel and hospitality saw AI optimize dynamic pricing and suggest curated experiences, and healthcare adopted predictive analytics to refine diagnostics and patient care.



Personalization Like Never Before

In 2024, AI took personalization to a whole new level. Its ability to analyze vast datasets in real time enabled brands to deliver hyper-relevant campaigns tailored to individual user preferences. From chatbots that suggest personalized travel itineraries to e-commerce platforms that predict purchase behavior, AI created deeper, more meaningful user connections, driving both engagement and loyalty.



AI Meets Automation

The integration of AI with automation tools amplified operational efficiency across sectors. Marketing teams used AI to identify optimal campaign timings and craft data-driven content, while customer service teams relied on AI for sentiment analysis to prioritize and resolve issues faster.



A Catalyst for Change

AI didn't just improve how businesses operate—it redefined what's possible. From predictive insights to real-time solutions, it became the backbone of innovation in BFSI, e-commerce, travel, healthcare, and beyond.



WhatsApp and email have been exceptional for retention. AI-powered segmentation has further enhanced our targeting, making campaigns highly personalized.

Nazia H., Growth Manager, D2C



While festive campaigns often deviate from strict brand guidelines, AI tools allowed us to ideate quickly while ensuring brand consistency through post-production.

Apurv Misal,
Head Marketing and Sales D2C



AI has been a game-changer for content creation. Tools like ChatGPT helped us save time on ad copies, product listings, and even image enhancements for campaigns.

Apurv Misal,
Head Marketing and Sales D2C



AI-powered chatbots have bridged the gap between users and service agents, resolving basic queries efficiently while preserving chat histories for quicker resolutions in complex cases.

Shourya Gupta, AVP





Although we're still exploring AI's full potential, it has shown promise in streamlining our operations and assisting in content visualization for faster campaign execution.

Shourya Gupta, AVP



And at WebEngage, we've always believed in staying ahead of the curve, and 2024 was no exception. Our AI capabilities are designed to help brands unlock the full potential of their data, making smarter decisions faster.

From predictive user behavior insights to hyper-personalized recommendations, WebEngage's AI empowers businesses to create deeply meaningful engagements. Whether it's optimizing campaign performance or automating complex workflows, our AI tools ensure you're always a step ahead.

With WebEngage's AI, you can enable:

Predictions

- 800+ Native Integrations
- Unified Customer Profile
- Live & Static Segments
- Support For Offline Data



Precision

- 15+ Available Channels
- Advanced Journey Builder
- Anti-spam Controls
- Granular Analytics & Reports



Performance

- Real-time Product Analytics
- Detailed Revenue Analytics
- Role-based Dashboards
- Segment-level Analytics



Personalization

- Web & App In-line Support
- Multiple On-site Layouts
- Contextual Channel Content
- Custom API Integrations



We spoke to some market leaders about their upcoming views on **2025** and what they think will shape the future of **BFSI** and **E-commerce/D2C** brands.

Here is what they said:

Tread with Caution

On influencer marketing and regulatory challenges:



Influencers have their appeal, but SEBI's stricter guidelines mean BFSI marketers must toe the line. Instead, leveraging subtle, relatable trends like memes and creative reels can help brands remain approachable while staying compliant.

Shourya Gupta
AVP, Yes Securities



Over-reliance on influencer marketing without audience alignment leads to wasted budgets. Metaverse campaigns, while trendy, demand high investment with unclear ROI.

Nazia H
Growth Manager, D2C,
The Sleep Company



Hyper-Personalization Will Take Center Stage



2025 will be about hyper-personalization, where AI tailors customer journeys based on their familiarity with the product, language preference, and past behaviors.

Vibhas Gupta
DGM Growth and User
Retention, Paytm



Tailoring Trends to Fit Your Brand



Not every trend works for BFSI. You must consider your audience, brand tone, and industry guidelines before adopting any trend.

Shourya Gupta
AVP, Yes Securities



All Things Automation



AI has streamlined our creative workflows, saving man-hours and enabling faster go-to-market strategies. Our focus is shifting from acquiring traffic to optimizing the funnel for retention.

Vibhas Gupta
DGM Growth and User Retention, Paytm



Customer retention is non-negotiable. Invest in loyalty programs, personalized follow-ups, and data-driven journeys to engage post-purchase.

Nazia H
Growth Manager, D2C,
The Sleep Company



Prioritizing Retention



Retention remains the hardest and most critical metric, especially in a competitive market where users switch brokers after a single poor experience.

Shourya Gupta
AVP, Yes Securities



What can you expect next?

WebEngage is on the verge of unprecedented growth.

And we'd like for you to be a part of it.

Tell us how you apply these insights in 2025.

Join the conversation on LinkedIn using [#Engage2025](#) or reach out to us for a personalized deep dive into your industry's performance.

We appreciate your feedback and would love to know if you've applied this, used it, showed it to your boss, ditched it, got bored of it, or anything else at all.

Till then, see you around.

Regards,
Prakhya Nair,
Content Manager, WebEngage.



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Notes:

Notes:

About WebEngage

WebEngage is a full-stack customer engagement and retention platform. With a robust Customer Data Platform, you can get a unified view of your customers, engage them across 12+ channels with automation workflows, and hyper-personalize their experiences with a state-of-the-art personalization engine, all backed by a solid analytics framework.

It works across several industries, and key clientele includes marquee brands like Adani, Bajaj Auto, IKEA, MakeMyTrip, Yes Securities, L&T SuFin, Eureka Forbes, Akasa Air, etc.

With a mission to humanize the world's websites & apps, we now power over two billion messages sent daily to customers across 50+ countries and 20+ industries.

Request a Demo

