

Global reach, local approach

MoEngage achieves growth in international markets with a localised strategy on LinkedIn



moengage

Industry: Technology, Information and Internet

No. of Employees: 501-1,000

Headquarters: San Francisco, California

MoEngage is an insights-led customer engagement platform for “customer-obsessed marketers and product owners”. It offers a full-stack solution consisting of powerful customer analytics, AI-powered customer journey orchestration and personalisation capabilities—all in a single dashboard.

Born in India, the Series E company is confident that its business model is replicable in international markets and has had its sights set on pursuing growth beyond borders from its early days.

LinkedIn has been a trusted partner throughout its international expansion journey, which started closer to home in markets like South East Asia. MoEngage has since grown on a global scale with offices in nine countries and priority international markets spanning North America, Latin America, Europe, Middle East and Asia Pacific.

Recognising that it is at different stages of business expansion in each market, MoEngage leverages LinkedIn to effectively localise its marketing efforts for optimal results.

THE RESULTS

Over six quarters, MoEngage’s marketing efforts on LinkedIn have:

Influenced
35%

of opportunities generated

Resulting in

65 deals booked or won



THE CHALLENGE

MoEngage's global growth corresponds to the three stages of sustainable international expansion:

- Phase 1: Influencing where to go by finding the right product-market fit
- Phase 2: Securing quick wins to become ROI-positive with a short-term plan
- Phase 3: Driving sustainable growth through deep localisation

Given the company's phased approach to expansion, its international markets are at different stages. This calls for a tailored marketing strategy for each market in order to drive new customer acquisition and business growth.

For example, MoEngage is more established in markets like South East Asia (Phase 3), so their focus is on driving sustainable growth by strengthening their local footprint and taking a longer-term approach to nurturing and converting key accounts.

Meanwhile, in newer markets like North America and Europe (Phase 2), the company is faced with keen competition from existing industry players. Contending with comparatively lower brand awareness, their marketing strategy is trained on quick wins to gain a foothold in the market.

To navigate the complexity of international marketing, MoEngage turns to LinkedIn, intelligently leveraging data signals and targeting capabilities to grow globally.

THE SOLUTION

MoEngage invests in localising its product positioning, distribution approach, and marketing content for each international market. It brings this onto LinkedIn, using account-based marketing strategies to run highly localised campaigns targeted at specific sets of accounts.

Depending on the market, this may take the form of top-funnel brand awareness and engagement campaigns for long-term nurture or bottom-funnel conversion-focused outreach for short-term results. The company also embraces a test-and-learn mindset, using LinkedIn signals like account engagement and demographic insights to deepen their market and audience understanding.

This approach to international marketing on LinkedIn has enabled MoEngage's Digital Marketing team to influence 35% of opportunities generated in the past six quarters, which resulted in 65 deals booked or won.

THE FUTURE

Having tasted success in international markets, MoEngage continues to look beyond borders for growth. As its international markets steadily mature towards sustainable growth, the company's focus is on accelerating deal velocity—with LinkedIn as its trusted partner.

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LinkedIn gives us unparalleled reach to a quality audience across all our international markets. This, coupled with the ability to accurately target audiences based on our localised marketing strategy, makes LinkedIn our preferred international marketing partner.



Arti Prasad

Director, Digital Marketing
MoEngage