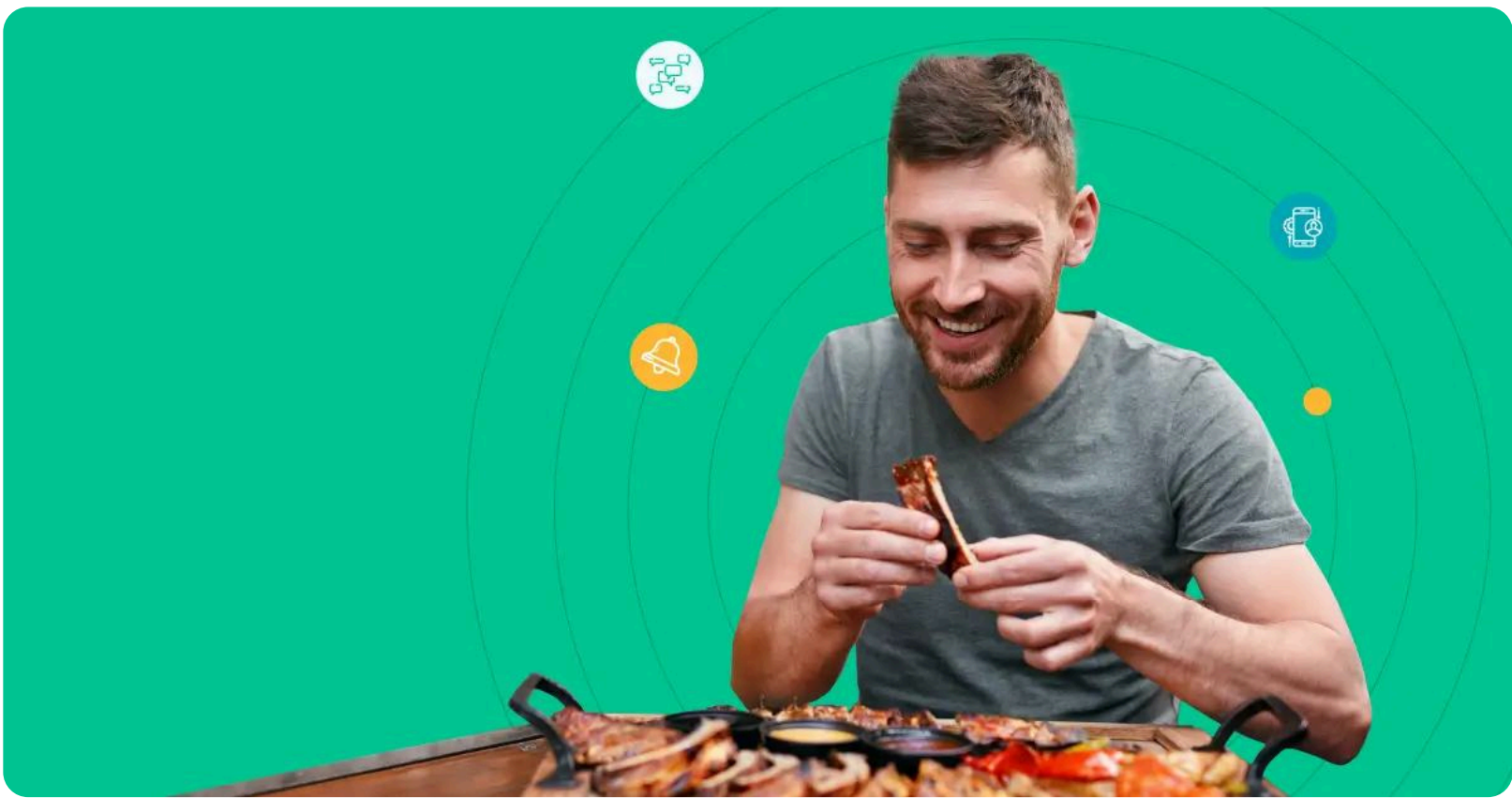


How Outback Personalized Engagement Campaigns Using MoEngage Insights



ABOUT OUTBACK STEAKHOUSE

Outback Steakhouse has 155 restaurants in Brazil and is present in more than 60 Brazilian cities and 20 states, plus the Federal District. In the world, the brand is present in 23 countries in America, Asia and Oceania. The first restaurant in the country was opened in Barra da Tijuca, in Rio de Janeiro, in 1997. With its special cuts of meat and iconic appetizers such as Bloomin’ Onion, Outback became popular among Brazilians due to the quality and striking flavour of its cuisine, added to the relaxed service and cozy facilities. Inspired by Australian culture, the restaurant emphasizes various aspects of it, such as sports, tourist attractions, iconic landscapes and traditions. Furthermore, the brand offers a unique, fun and high-quality experience that, in Brazil, became known as #MomentoOutback.



MoEngage platform, as a whole, is easy to understand and has all the customer engagement features we need. In addition, the platform has suggested templates/layouts that helped us develop these communications. Also, the team’s availability to assist us throughout the integration process has been immensely valuable.



Daniel Barbosa
IT Director, Outback Steakhouse Brazil

Business Need

At Outback, the customer is at the center of everything. With digital transformation at its peak, Outback, as a brand, changed its marketing strategy to become digital-first. Outback’s marketing team’s primary objective was to provide a consistent experience on their mobile app. So, they wanted to:

- 1. Get a better understanding of customer behavior across the app through deeper insights.
- 2. Utilize these insights to create a more relevant and personalized communication strategy.

The MoEngage Solution

The team strategized to use an engagement platform to send personalized messages across channels like push notifications, emails, SMS, and WhatsApp. They also wanted to a frequency capping to these messages while covering every channel touchpoint.

Outback’s marketing team onboarded MoEngage as their customer engagement partner. The team then integrated their existing platforms with MoEngage using react-native SDK for Android and iOS platforms. Now that the platform is up and running, the Outback team plans to launch personalized engagement campaigns using deeper customer insights, starting with push notifications.

Products Used

Push Notification

Reach customers at the right time using AI-powered, targeted, [push notifications](#).

About MoEngage

MoEngage is an insights-led customer engagement platform trusted by more than 1,350 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. [Get a demo of MoEngage today!](#)

To learn more, visit www.moengage.com.