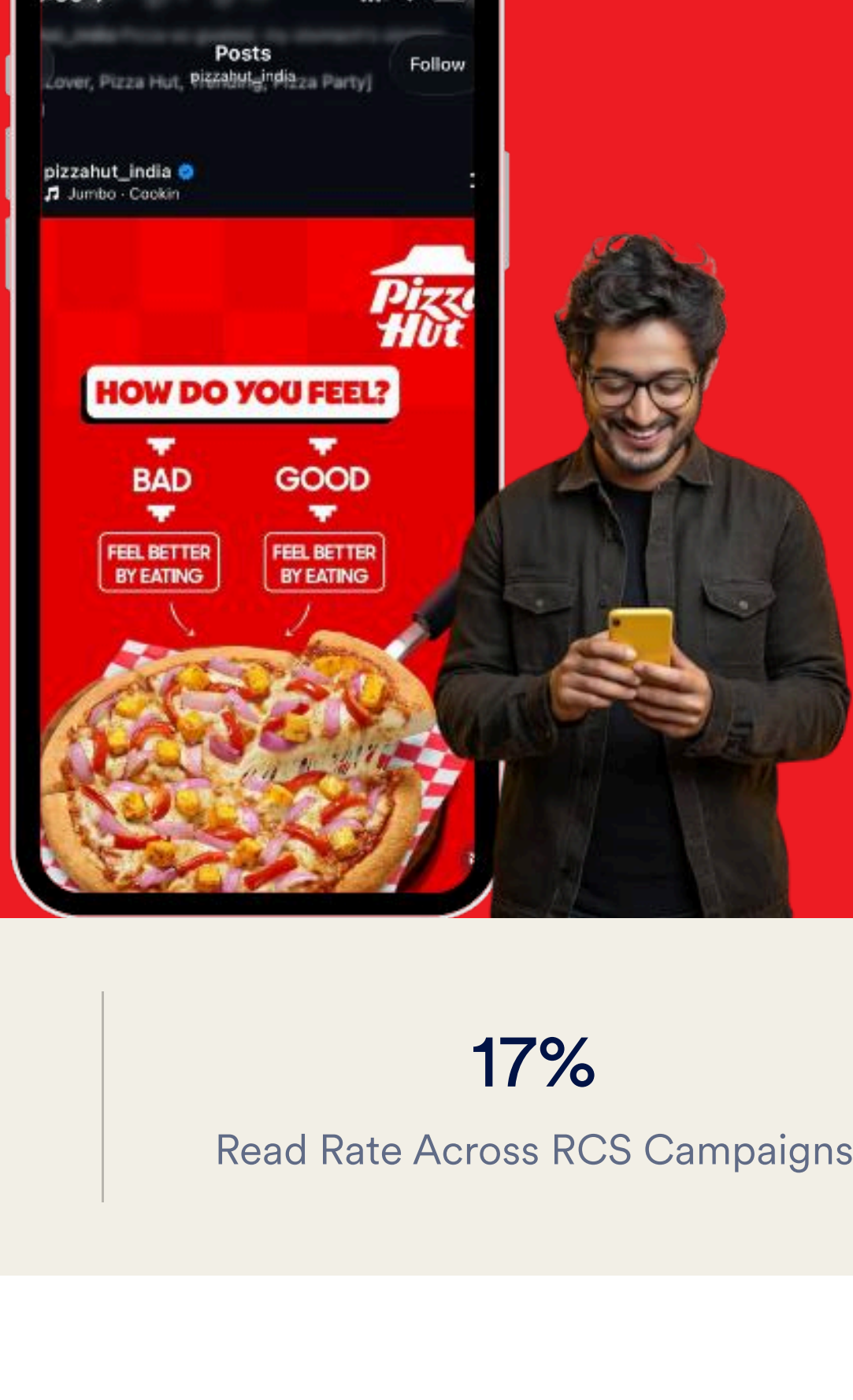


How Pizza Hut Boosted Trust and Accelerated Conversions with RCS Business Messaging



100M+

Messages Delivered via RCS

50%

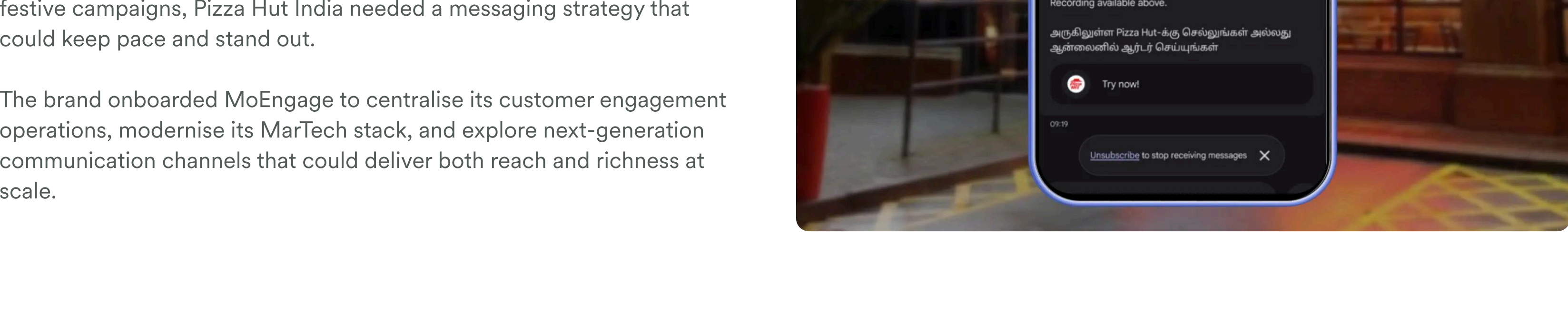
Message Delivery Rate

17%

Read Rate Across RCS Campaigns

In India, the brand operates at a pace and scale that places enormous demands on its marketing and technology teams. With new locations opening rapidly, a fast-growing customer base, and a promotional calendar spanning everything from new product launches to major festive campaigns, Pizza Hut India needed a messaging strategy that could keep pace and stand out.

The brand onboarded MoEngage to centralise its customer engagement operations, modernise its MarTech stack, and explore next-generation communication channels that could deliver both reach and richness at scale.



Key Reasons why Pizza Hut explored RCS as a Channel within MoEngage

Verified Branding

Building Credibility of the communications

Rich Media

Interactive Buttons and Rich media support

High Read Rates

Predictable and High Delivery plus Read rates

Content Capacity

Looking for greater content capacity for enriched engagement

Traditional SMS Couldn't Keep Up With a Visual Brand

Pizza Hut sells an experience that relies heavily on visuals and instant interactions. Traditional SMS simply couldn't deliver on those fronts.

Static and Impersonal: Plain text messages failed to showcase the brand's visual identity, making promotions feel disconnected from what customers expected.

Zero Interactivity: Unlike the mobile app, SMS lacked rich browsing features. Customers couldn't swipe through deals or tap to order directly from their inbox, adding extra steps to the buying process.

The Scale vs. Richness Tradeoff: WhatsApp offered a rich experience but became too costly at scale, while SMS offered broad reach but sacrificed visual quality. Pizza Hut needed both without the compromise.

The Trust Deficit: Inboxes are crowded with unverified promotional texts. Without clear brand verification, important updates often risked being ignored or treated as spam.



Partnering with MoEngage for RCS has turned our communication from standard broadcasts into immersive, personalized experiences. By combining verified branding with rich media and regional language support, we've built deeper trust while scaling to millions of messages annually. This synergy has allowed us to maximize our reach and engagement.



Puneet Khare
Head - Retention & Growth

RCS for Business: App-Like Interactivity Inside the Inbox

Pizza Hut India became an early adopter of RCS for Business on MoEngage, recognising its unique potential to cut through the noise of traditional SMS and deliver a genuinely differentiated customer experience without requiring a separate app download.

RCS upgrades the native messaging inbox into a rich, interactive, branded communication surface. For Pizza Hut, it was the precise intersection of channel reach and content quality they had been seeking: visual richness comparable to their app, at the scale of SMS, with engagement mechanics that drove immediate action.



How Pizza Hut Uses Every Dimension of RCS Through MoEngage

Rich media carousels: Instead of a static text link, customers receive interactive carousels of meal deals (swipeable previews of pizzas, sides, and beverages) turning every message into an in-inbox storefront.

Verified sender branding: Every message arrives with Pizza Hut's verified brand badge, logo, and identity, eliminating uncertainty, building instant trust, and driving customers to engage rather than ignore.

Native action buttons: 'Action buttons such as Order Now', 'Locate Store', 'Claim Offer', embedded directly in the message. Zero-friction paths to purchase with no redirects, no extra taps, no drop-off between intent and action.

Video attachments: For product launches and festive campaigns, Pizza Hut delivered video content directly inside the message, bringing the appetite-driven visual experience of the app into the customer's inbox.

Personalised messaging: MoEngage's segmentation engine enabled personalized RCS messages tailored to individual customers, relevant offers based on preferences, order history, and location, not generic blasts.

Regional and local language localization: To maximise reach and resonance across linguistically diverse customer base, campaigns were delivered in regional and local languages, making every message feel native and relevant to the customer receiving it.

Key RCS Features utilized in the campaigns elevating engagement

Personalized Message

Verified branding

Video Attachments

Regional Language Localization

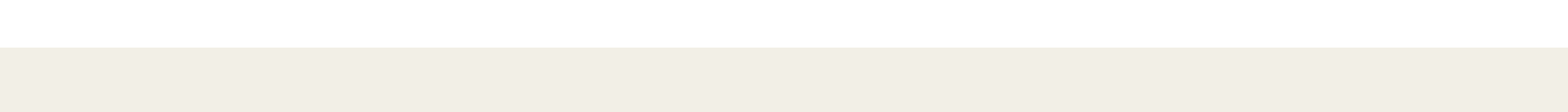
CTA Button

Use Cases Deployed

An active channel for wide array of campaign types: Pizza Hut didn't treat RCS as a single-use experiment. The brand deployed RCS for Business across its entire promotional calendar, proving that the channel was versatile enough to anchor every major customer-facing initiative.

From promotional blasts to trust-building experiences: The shift was more than technical. By deploying RCS across these use cases with verified branding, personalised content, and native interactive buttons, Pizza Hut transformed their typical promotional messaging into a trust-building, immersive, and instantly actionable experience for customers.

Each message no longer arrived as an anonymous text from a random short code. It arrived as a branded, verified communication from Pizza Hut that's recognisable, trustworthy, and rich enough to drive immediate intent.



Products Used

RCS Business Messaging
Deliver rich, interactive messaging experiences in customer's native messaging app and achieve higher engagement rates.

100 Million Messages. Consistent Delivery. Impactful Conversions.

The numbers tell a story that goes beyond reach. Pizza Hut India's RCS campaigns on MoEngage delivered performance that set a new benchmark for what promotional messaging could achieve, in terms of volume, reliability, and customer response.

Customers didn't just receive these messages but they read them and acted on them. The combination of verified brand identity, appetite-driving visuals, and one-tap native action buttons meant each message functioned as a high-intent storefront. The channel eliminated the traditional drop-off between a customer seeing a promotional offer and taking action on it.

By maintaining a consistent **50% delivery rate** and a **17% read rate** across over 100 million messages at scale, across diverse geographies and use cases, Pizza Hut India demonstrated that RCS for Business was not a niche experiment. It was a production-grade, results-driven engagement channel.

About MoEngage

MoEngage is an insights-led customer engagement platform trusted by 1,350+ global consumer brands, including Unilever, Airtel, PNB, The Coca-Cola Company, IndusInd Bank, Titan, Tanishq, Samsung, Tata Capital, Flipkart, Domino's, The Indian Express, Nestle, OYO, Akasa Air, NDTV and more.

Built for enterprises, MoEngage operates at a vast scale, processing 1 Trillion+ Data points per month, sending 80 Billion+ Messages and 1 Billion+ Emails per month, and engaging 900 Million+ MAUs per month. By increasing campaign velocity, reducing the time to go live, and eliminating redundancy while maintaining data security and privacy, MoEngage helps enterprises become more agile, efficient, future-ready, and independent.

To learn more, visit www.moengage.com.