

How Robinsons Retail Unified Its Customer Data Infrastructure and Reduced Campaign Go-Live Time



90%
faster campaign cycle

2X
SMS Conversion Rate

PHP 16M
revenue from one email campaign with Merlin AI



ABOUT ROBINSONS RETAIL HOLDINGS

Robinsons Retail Holdings, Inc. (RRHI) is one of the Philippines’ largest and most diversified retail conglomerates, operating across a wide range of business units spanning supermarkets, department stores, DIY and home improvement, drugstores, and specialty retail. From everyday grocery shopping to lifestyle and leisure, Robinsons touches virtually every category of Filipino consumer life. The scale and diversity of Robinsons’ portfolio make it one of the most complex and high-stakes customer engagement environments in Southeast Asian retail.

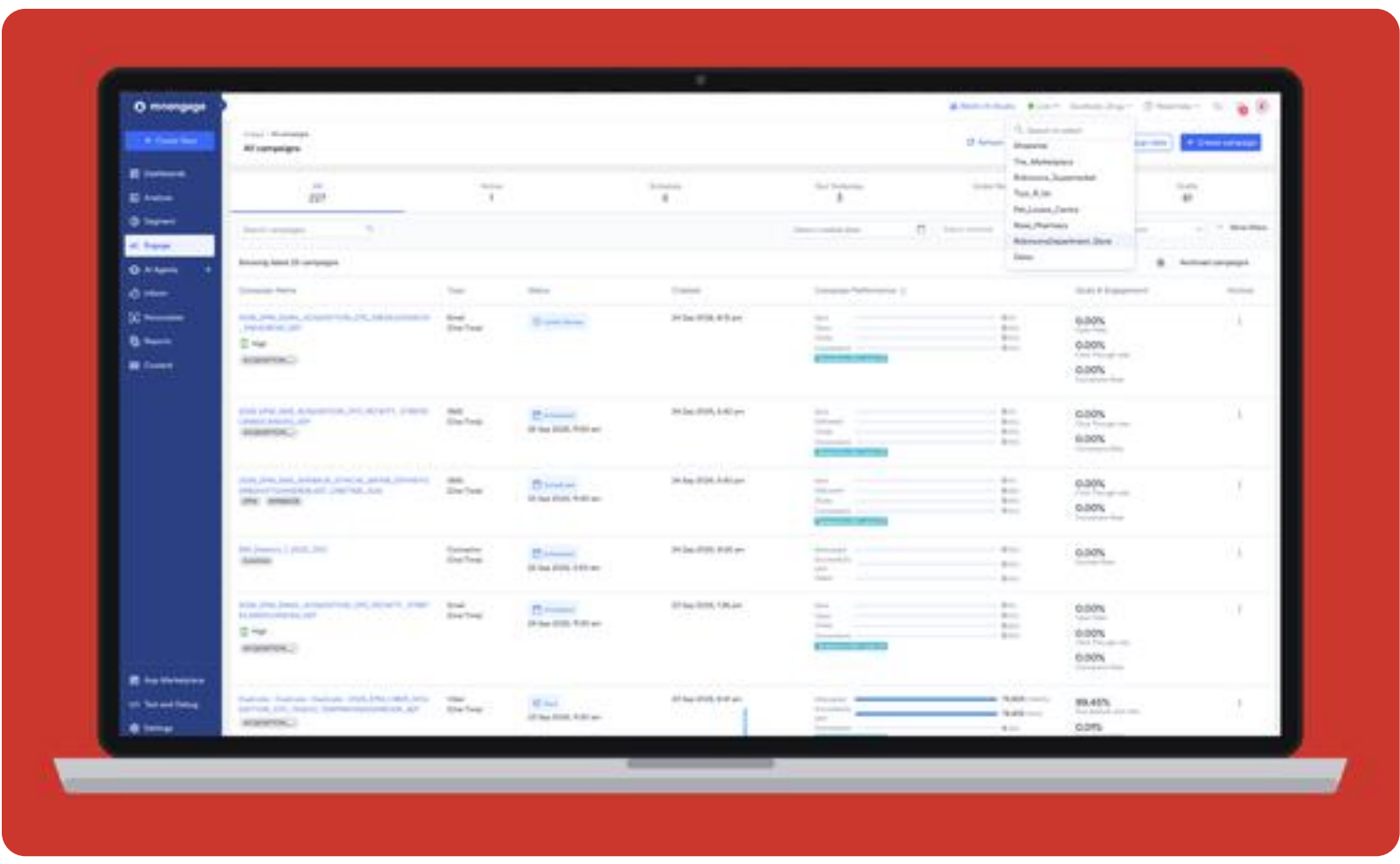


The Scenario:

Before MoEngage, Robinsons' CRM execution ran through a third-party rewards platform that acted as the operational intermediary for every promotional campaign. The marketing team was driving strategy, but every campaign had to be routed through this external party for execution, which meant launches, segmentation, and optimisation all took more time than the business needed. The data architecture added to this: each business unit operated as a separate workspace with no data exchange between them, offline store data could not be ingested into the CRM, and there was no consolidated view of campaign performance across the group. What Robinsons needed was a Customer Data Engagement Platform (CDEP) that could ingest data from across the business, power independent campaign execution, and lay the foundation for a unified view of its customers at the scale its retail portfolio demands.

Unifying Customer Data Across Different BUs

The most foundational shift in the Robinsons-MoEngage engagement was positioning MoEngage (internally branded by Robinsons as Engage+) as the Customer Data Engagement Platform underpinning the group's entire CRM strategy. Robinsons migrated to a cloud data warehouse, enabling offline data such as in-store receipts to be ingested directly into MoEngage, closing the online-offline gap that had made unified customer understanding impossible at this scale. As reach expanded and send volume scaled 2.5x, delivery held steady, and SMS conversion rate doubled. Over six months, Robinsons sent 50M messages across Email, SMS, and Viber with consistent messaging, and Viber now serves as a fallback channel for SMS.



Reduction in Campaign Go-Live Time, From a Month-Long Launch Cycle to Under 3 Days

Previously, the marketing team depended on a third-party platform to execute every promotional activity, which meant SLAs of up to two weeks to launch a campaign and another two weeks to receive reporting. MoEngage gave Robinsons the tools to own the full campaign lifecycle internally, and a dedicated CRM team now handles segmentation, campaign creation, and launch without external dependency. Campaigns that once took up to a month to launch and report on now go live in 2 to 3 days, with real-time analytics closing the reporting gap entirely. Merlin AI's native agents speed this up further, as Copywriter handles message content, Designer handles campaign creatives, and Best Time to Send handles send-time optimisation.

Merlin AI Turned One Email Send Into PHP 16 Million in Revenue

Beyond speed and infrastructure, Merlin AI gave Robinsons a way to extract more value from every send. Instead of timing one blast for an entire segment, Best Time to Send calculated an individual send time for each of the 247K recipients based on their own engagement history, targeting a warm audience of users who had opened an email in the prior 90 days. This drove an open rate of 45.4%, and a 10-day view-through attribution window captured purchases the email influenced even without a click, generating PHP 16 million in revenue from a single campaign. Business units also use Merlin AI's native agents like Segmentation, Copywriter, and Designer, and marketers adjust the output to brand guidelines and add specifics such as coupon codes, so speed does not come at the cost of brand control.



A Training-Led Rollout Powered by MoEngage Customer Success

Deploying a platform across multiple business units, each with its own operational teams and priorities, is a significant implementation challenge. MoEngage's Customer Success team partnered with Robinsons on a cascade training model: MoEngage trained top leadership first, who then took ownership of knowledge transfer to their respective business unit teams through structured sessions Robinsons internally nicknamed "Kumon" sessions. The result was a swift enterprise implementation, with several business units going live within a single month. This approach accelerated deployment and ensured genuine platform adoption at every level, from leadership to the marketers running day-to-day campaigns, rather than a surface-level rollout.

Products Used

- Email**
Create personalized [emails](#) that land in-the-box.
- Merlin AI**
[Merlin AI](#) combines the creative genius of LLM with campaign performance to create data-driven copy and compelling visuals, enabling marketers to maximize engagement and deliver more impactful campaigns independently while overcoming creative blocks.
- MoEngage Analytics**
Create omnichannel, personalized experiences using [AI-powered analytics](#).

Results

- 50M messages sent in six months:** Across Email, SMS and Viber, with consistent messaging on every channel.
- 2 to 3 days to go live, down from up to a month:** The combined time to launch and report on a campaign fell from up to a month to 2 to 3 days.
- PHP 16M revenue from one email campaign using Merlin AI:** A single AI-optimised send to 247K users, with a 10-day view-through attribution window, drove over 46,000 transactions.

About MoEngage

MoEngage is an agentic customer data and engagement platform trusted by 1,350+ global consumer brands, including Unilever, 7-Eleven, The Coca-Cola Company, Grab, Samsung, Domino's, Kredivo, TGV Cinemas, Nestle, Zalora, Air Asia Move, Robinsons Retail, Angkas and more.

The platform combines deep customer analytics, agentic marketing workflows through its Merlin AI Agents, and omnichannel orchestration across messaging and surfaces, helping marketing and product teams deliver experiences that feel personal at any scale. MoEngage operates globally with 15 offices across Asia, North America, and EMEA.

Learn more at www.moengage.com.