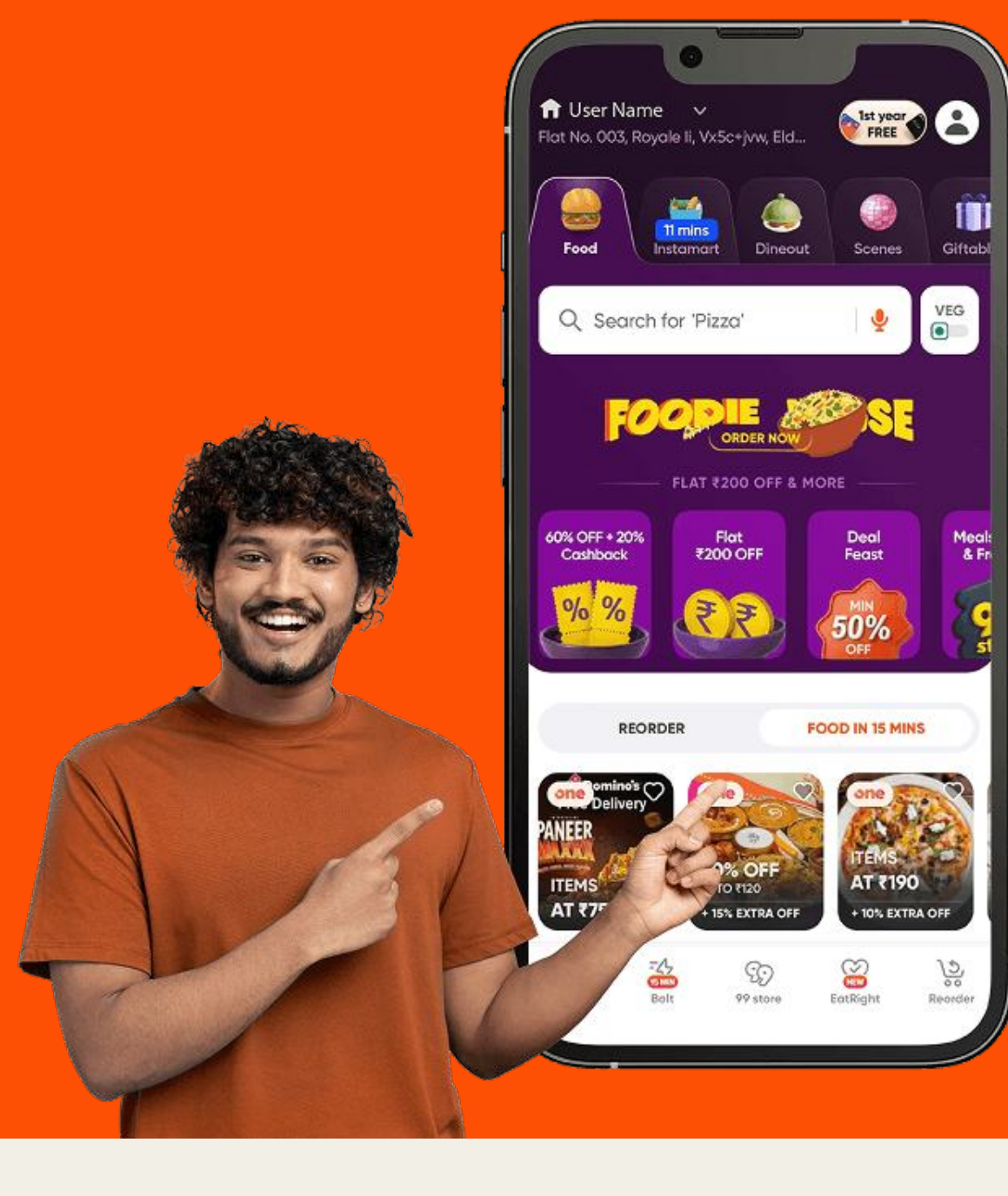


From Scheduling Campaigns to Managing Agents: How Swiggy Scales 6,000+ Campaigns with MoEngage + Aampe



3X
Faster Campaign Go-Lives

2X
Lift in In-App CTRs

6000+
Monthly Campaigns Managed



UNDERSTANDING THE SWIGGY MULTIVERSE

Swiggy operates an immense digital "Multiverse" that engages over 25.2 million Monthly Transacting Users across core offerings like Food Delivery, Instamart Groceries, and DineOut. Moreover, decentralized teams spread across 11 distinct Business Units like the Food Marketplace, Crew, and Toing increase the platform's operational complexity.



The Bottlenecks Of Swiggy's Hyper-Scale

This scale of operation introduces three massive pain points:

- **User Fatigue:** 11 BUs managing 6,000+ monthly campaigns across 5 apps
- **Slow Execution:** 3-5 days to get campaigns live due to heavy engineering dependencies
- **Fragmented Messaging:** Uncoordinated, competing offers bombarding the same shared user base, strained user attention spans



With MoEngage coming in, I think we broadly drew different pillars on how we want to build with AI. The first one being unification of data across channels. We're able to leverage all of that from a single platform, setting the right context for the AI system to build on.

Parth Shah
Growth Lead



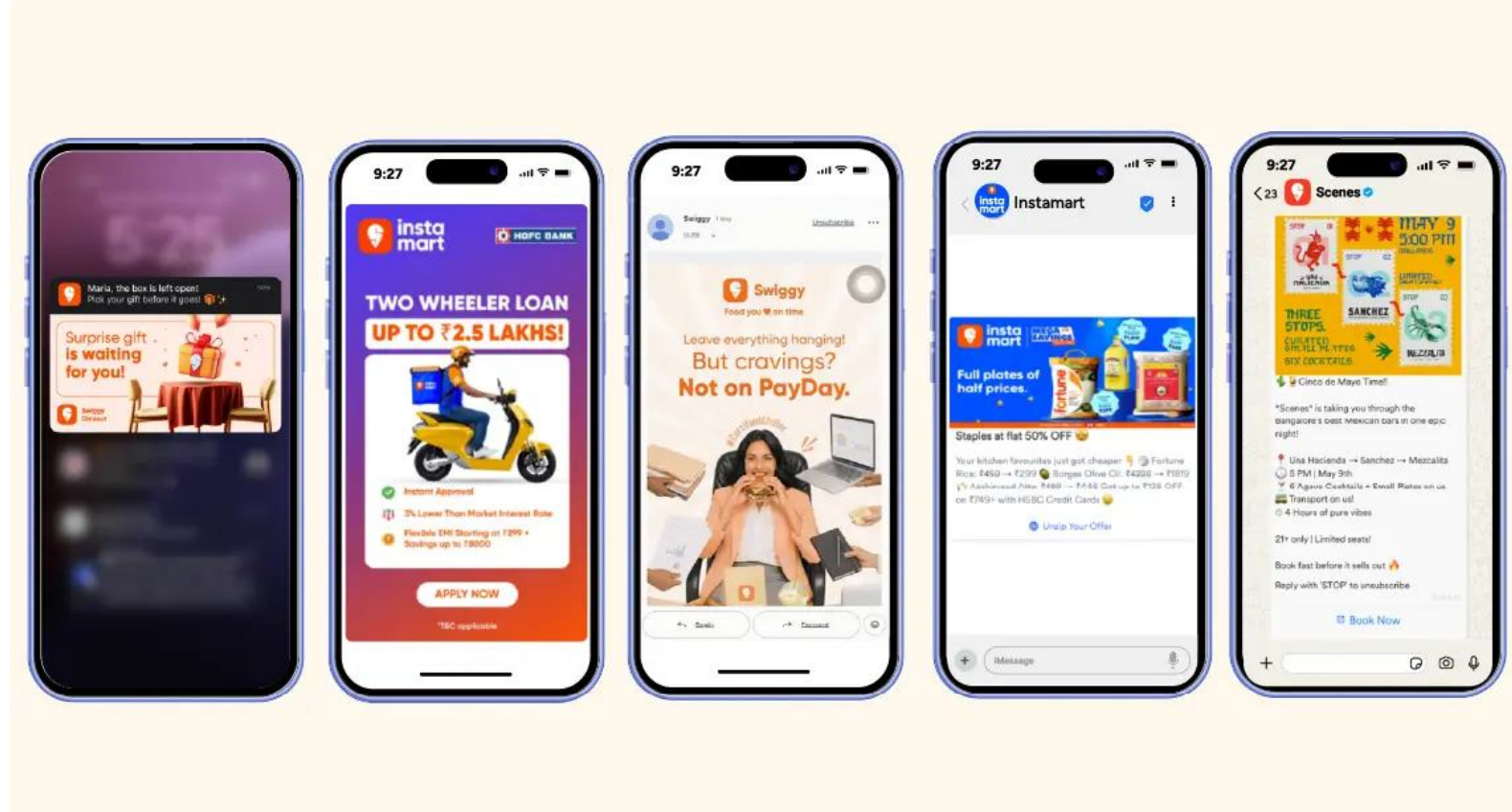
Earlier as marketers, we would schedule campaigns, and now we are sort of managing agents to run these campaigns. That's how our job has moved on.

Parth Shah
Growth Lead

Solving it Agenticly with MoEngage & Aampe

To overcome these hyper-scale challenges, Swiggy deployed the unified MoEngage and Aampe agentic marketing framework. By moving past rigid segments and static user journeys, this combined architecture restructures growth around true 1:1 personalization. The framework relies on three interconnected pillars:

- **Data Consolidation:** Consolidating cross-channel data for real-time context
- **Agentic Workflows:** Leveraging MoEngage's Merlin AI to accelerate operations through prompt-based asset creation and journey orchestration
- **Per-User Agentic Decisioning:** Deploying a dedicated, autonomous Aampe AI agent for every individual customer to calculate the next best action in real time



moengage x aampe

Consolidating Data & Channels

MoEngage unified Swiggy's user data across all touchpoints while bringing channels like push, in-app, email, RCS, SMS, and WhatsApp onto a single platform. This allows marketers to launch real-time, cross-channel journeys from a centralized hub without switching tools.

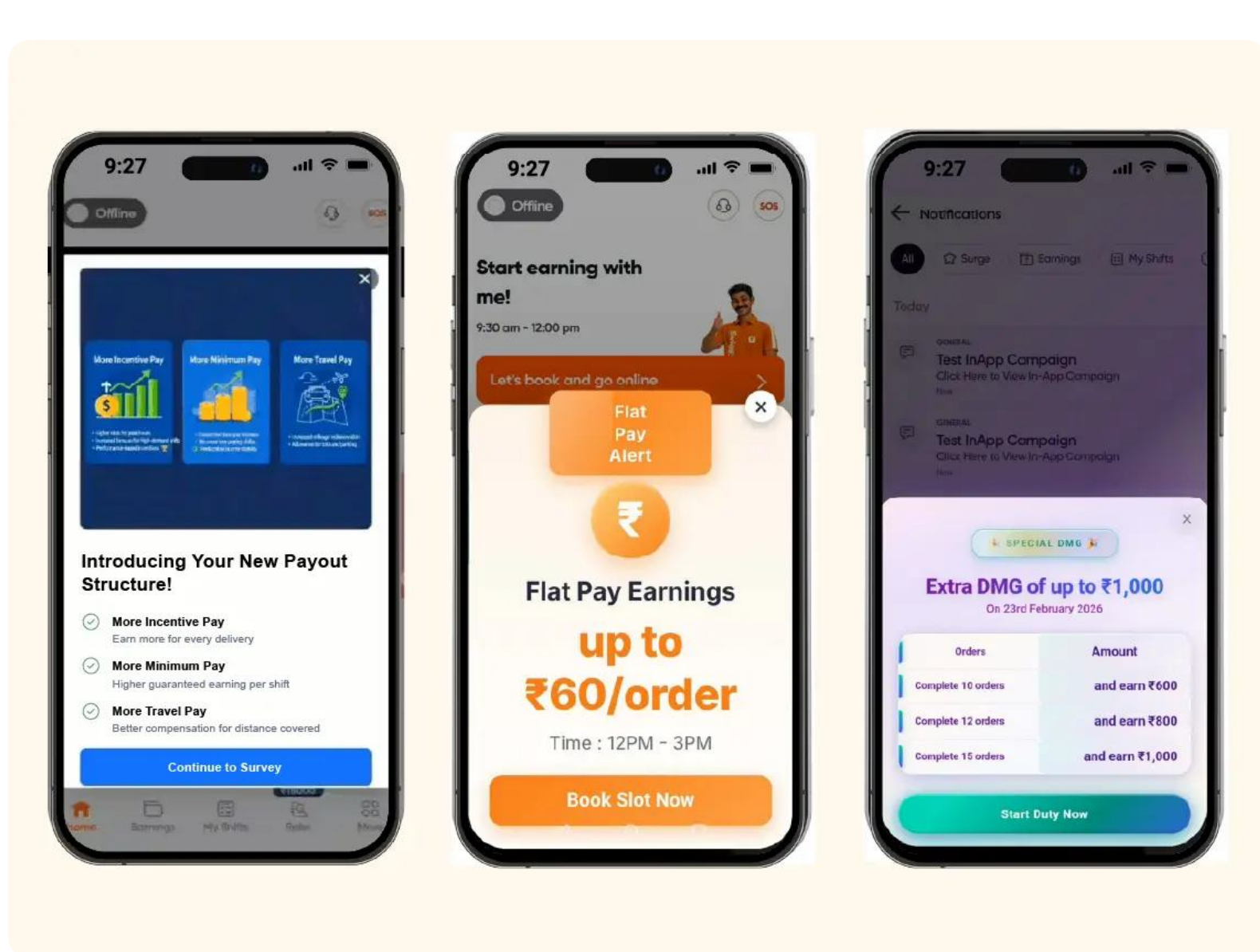
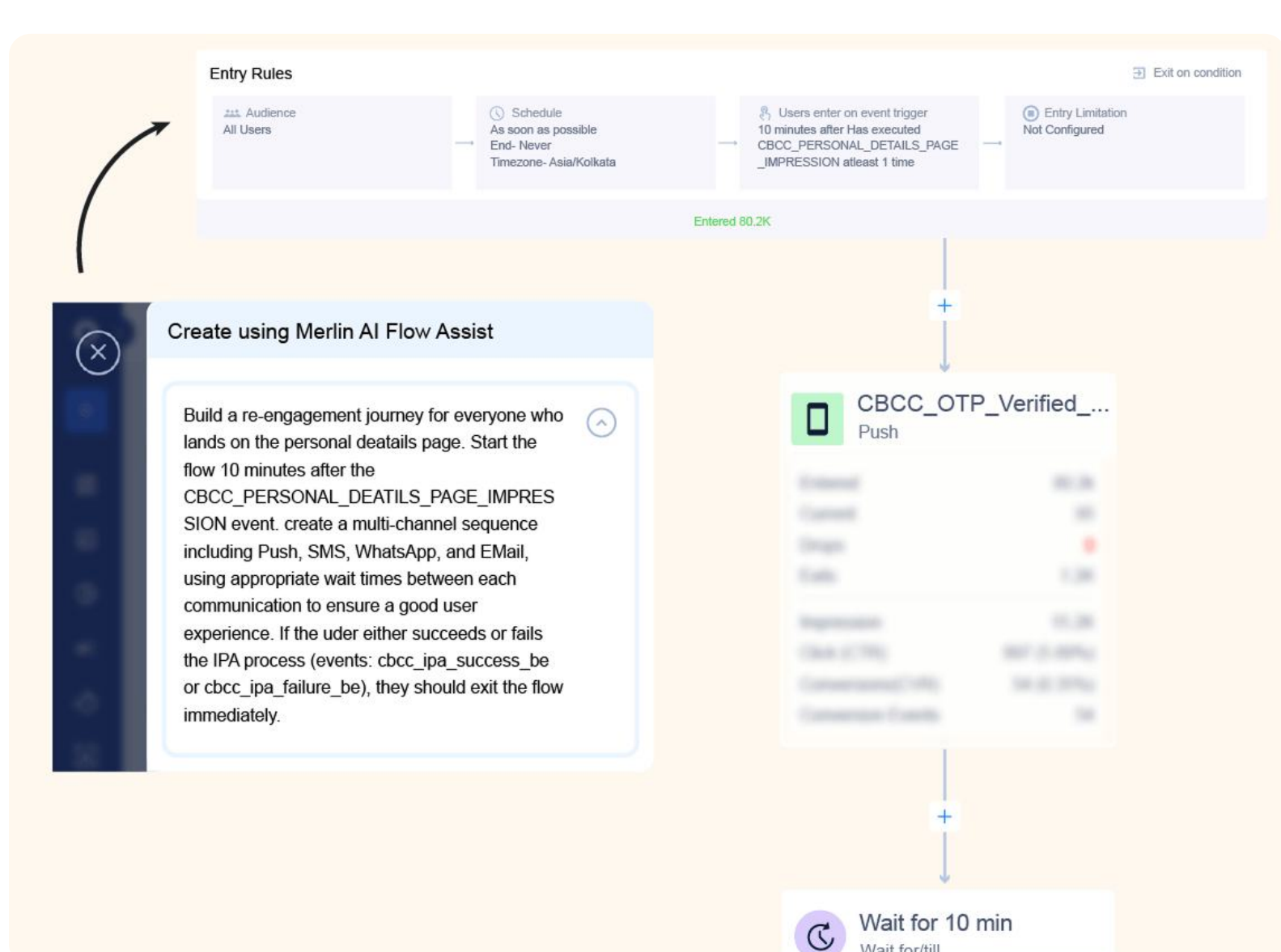
With all data and lifecycle campaigns in one place, the AI engine sees every customer action and gains the context to continuously optimize engagement.

Faster Workflows with Prompt-Based AI Agents

Swiggy removed engineering bottlenecks by leveraging MoEngage's prompt-based AI agents to create campaigns in a fraction of the time.

Multi-Channel Journeys

Merlin AI Flow Assist helped Swiggy build complex, multi-channel journeys with natural language prompts. Marketers describe the logic, channels, delays, and exit triggers, and the agent generates the complete workflow, cutting setup from hours to minutes.

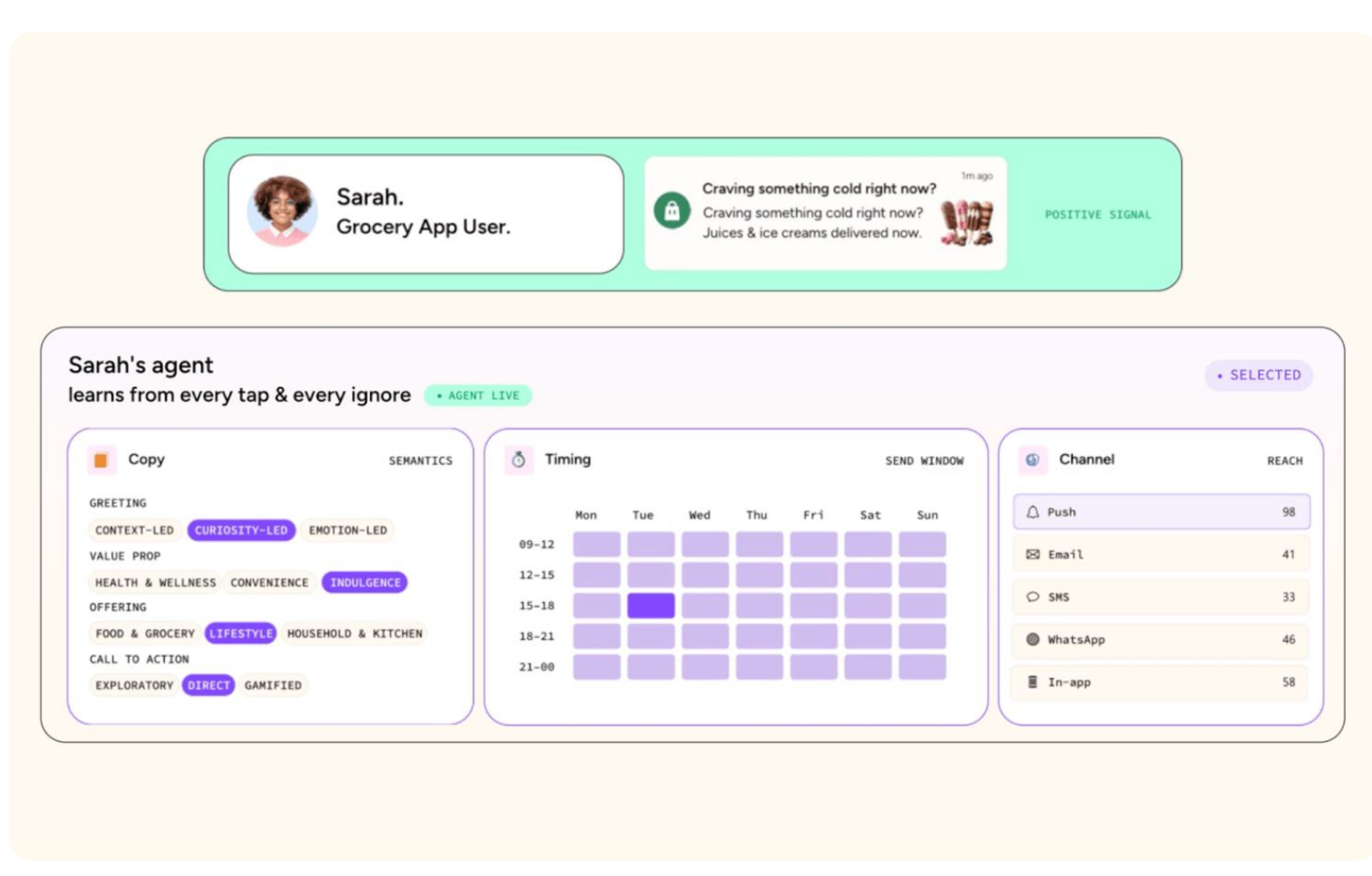
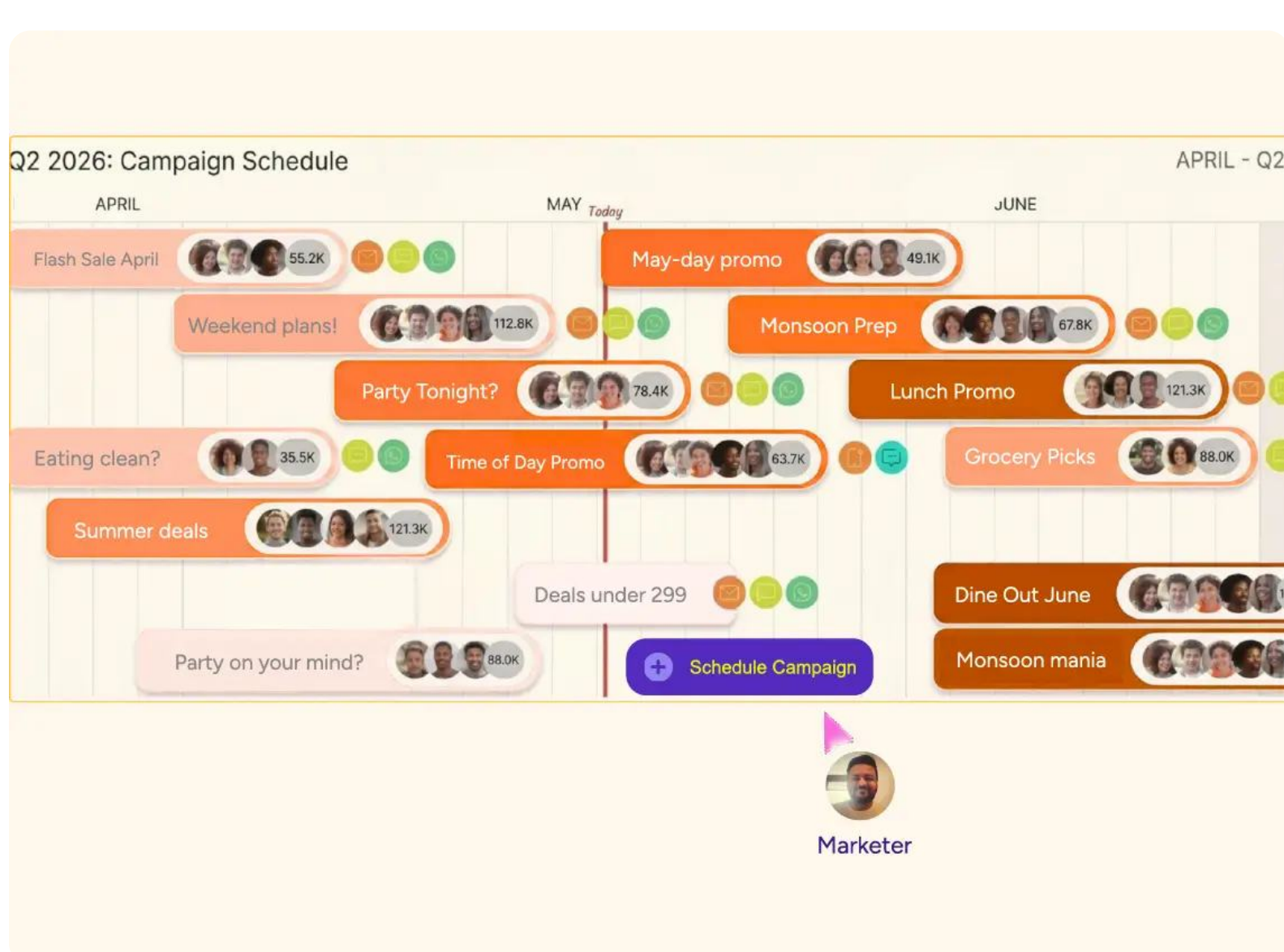


In-App Template Builder

Merlin AI In-App Template Builder generates polished in-app layouts such as surge pay alerts, multi-step surveys, and payment breakdowns, directly from text prompts, eliminating engineering dependencies. By streamlining these creative and operational workflows, Swiggy launches campaigns 3x faster while doubling in-app Click-Through Rates (CTRs) from 10% to 21%.

Swiggy's Campaign Personalization Challenges

Swiggy ran 6,000+ monthly campaigns but struggled with user-level unknowns: how many notifications to send, which business units to prioritize, when to target them, and what content to use. Manually scheduling this across fragmented business units made true personalization impossible.



Transitioning to Aampe's 1:1 Agentic Decisioning

To resolve this, Swiggy replaced static scheduling with Aampe's 1:1 agentic decisioning engine via a streamlined, three-step automated workflow:

- **Goal Setting:** Marketers define overarching business objectives rather than building fixed workflows.
- **Reward Signal Configuration:** User behaviors are weighted to balance positive rewards (conversions) against negative feedback (unsubscribes).
- **Autonomous Optimization:** Aampe's per-user agents process real-time signals and guardrails to automatically deliver optimized 1:1 journeys on the fly.

Products Used

- **Agentic Decisioning**
Drive personalized experiences with [Decisioning Agents](#) that translate business goals and real-time user signals into the perfect message, channel, and timing.
- **Merlin AI Flow Assist**
Complex, [multi-channel user journeys](#) from plain-language prompts.
- **Merlin AI In-App Template Builder**
Polished [in-app layouts](#) like surge alerts and surveys directly from text.

Results

- ✓ **Campaign Speed:** 3X faster campaign deployment and go-live times using prompt-based generative AI.
- ✓ **Click-Through Rates:** More than doubled average in-app CTRs, jumping from 10% to 21%.
- ✓ **Campaign Scale:** Streamlined operational workflows to easily manage over 6,000+ campaigns per month.
- ✓ **Setup Efficiency:** Reduced sophisticated journey configuration time from hours down to a few minutes.

About MoEngage

MoEngage is an insights-led consumer 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.