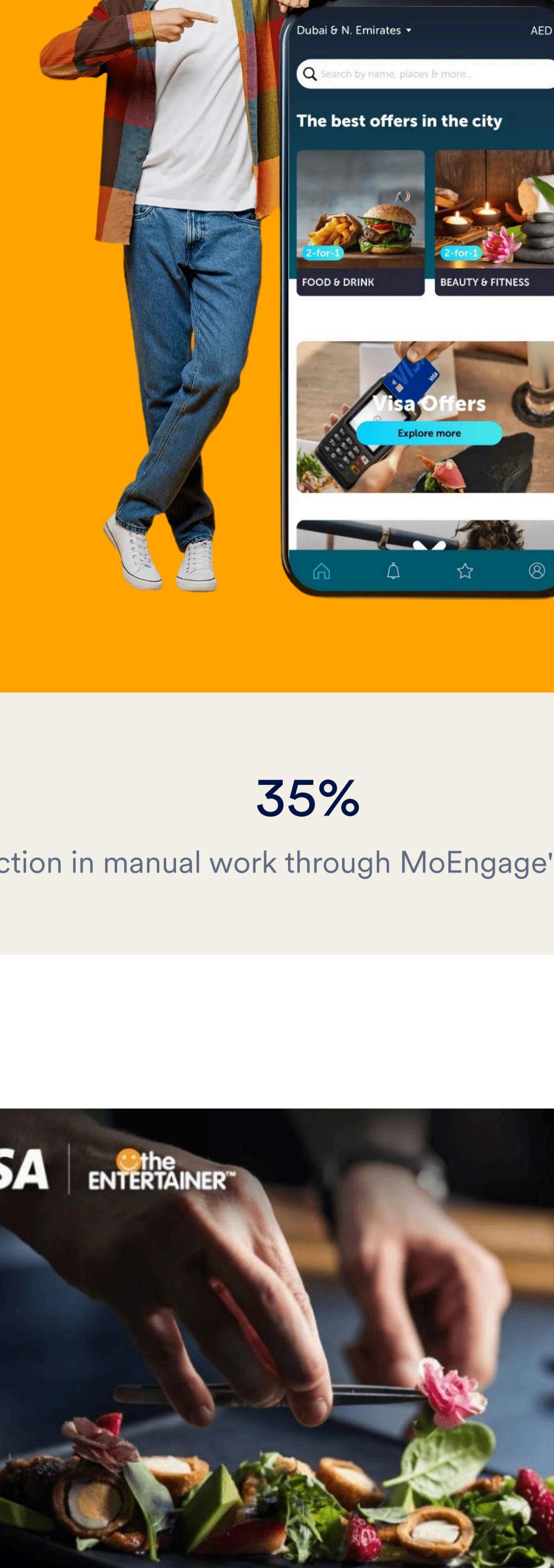


## The ENTERTAINER Achieves AED 5.4 Million Savings with 60%+ uplift in Redemptions for Visa Cardholders Using MoEngage



AED 5.4 Million

Estimated Savings for Visa card holders

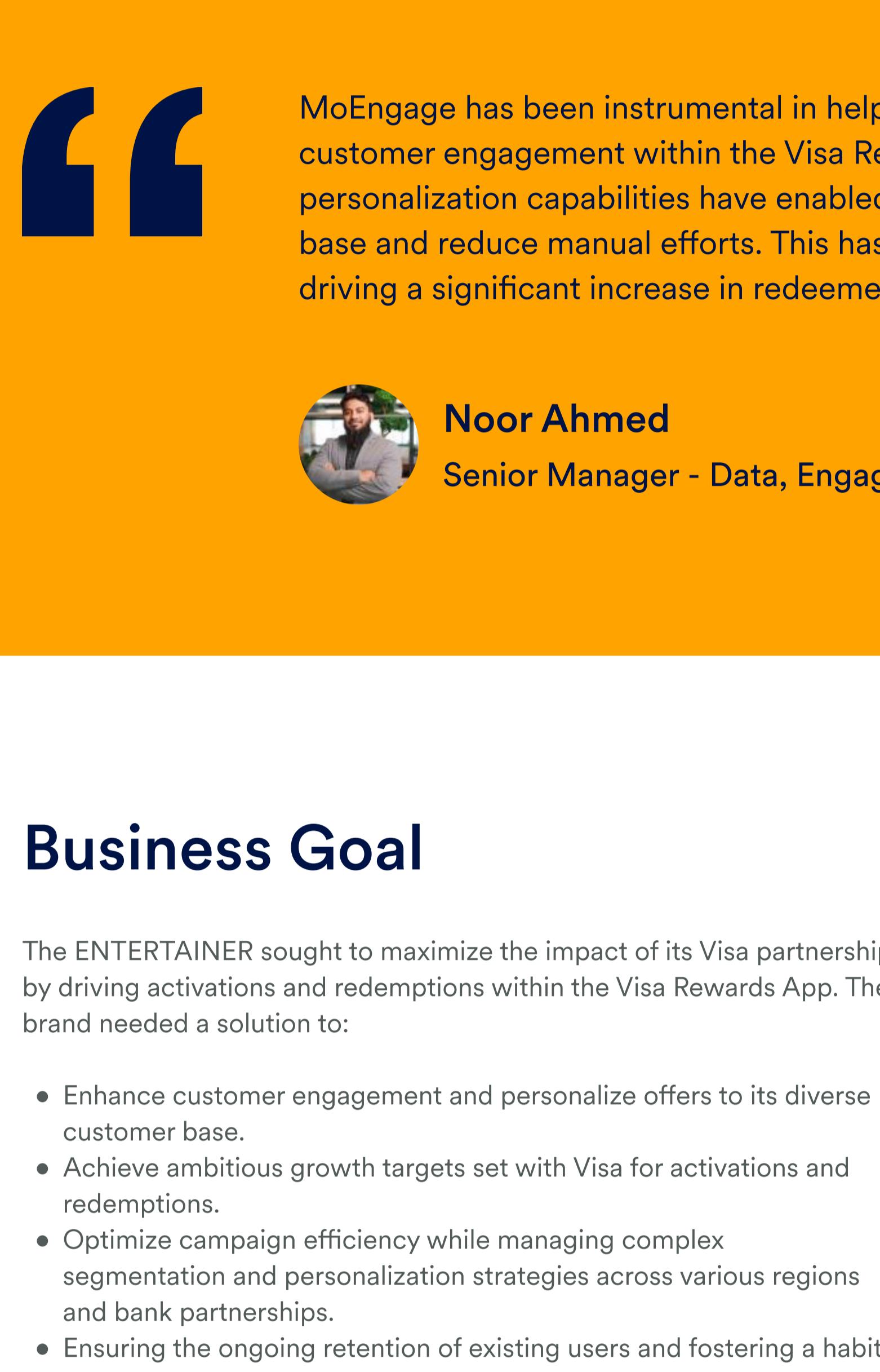
35%

Reduction in manual work through MoEngage's platform

### ABOUT THE ENTERTAINER

The ENTERTAINER is the largest provider of buy-one-get-one offers and discounts across the GCC region, partnering with Visa and numerous banks to enhance customer experiences, customer loyalty, and drive card usage.

**About the ENTERTAINER business:** Powered by the ENTERTAINER – the region's leading lifestyle savings app with a network of 10,000 merchant partners globally – the ENTERTAINER business empowers over 250 global businesses with customized loyalty and rewards programs. They enable businesses to tailor programs to enhance customer acquisition, improve staff retention, and drive data-driven omnichannel engagement.

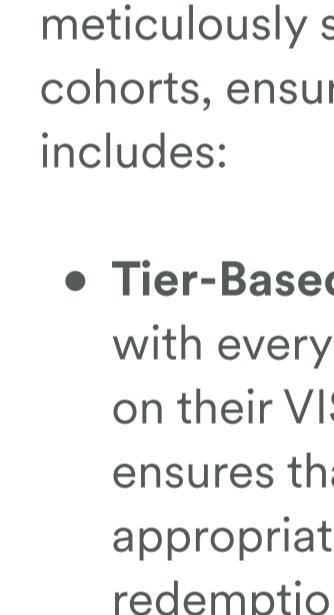


### ABOUT THE ENTERTAINER'S PARTNERSHIP WITH VISA

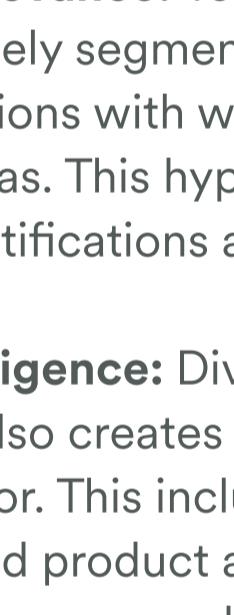
The partnership between The ENTERTAINER and Visa, bolstered by MoEngage's Customer Data and Engagement Platform, has demonstrated remarkable growth and success. Starting with the launch of the Visa Rewards App for Visa Premium Cardholders in the GCC in 2021, the initiative quickly yielded significant results. The partnership achieved a 45% increase in redemptions compared to 2023, a feat replicated in YTD 2025 until June with another 75% increase compared to 2024. This consistent high performance has empowered Visa and The ENTERTAINER to set increasingly ambitious goals, evidenced by the 60% increase in redeemers targeted for 2024. The partnership achieved remarkable success, resulting in over AED 5.4 million in estimated savings for app users and around AED 13 million spent using Visa cards in 2024. These growing targets underscore Visa's confidence in The ENTERTAINER's ability to deliver value with MoEngage by its side.

## About the ENTERTAINER's Partnership With Visa

The partnership between The ENTERTAINER and Visa, powered by MoEngage's Customer Data and Engagement Platform, has achieved remarkable success since launching the Visa Rewards App for GCC Premium Cardholders in 2021. Redemptions increased by 45% in 2023 and a further 75% by YTD June 2025, compared to previous years. This consistent high performance has driven increasingly ambitious goals, including a 60% increase in redeemers targeted for 2024. In 2024 alone, the initiative generated over AED 5.4 million in estimated savings for app users and approximately AED 13 million in Visa card spending, underscoring Visa's confidence in The ENTERTAINER's value delivery with MoEngage's support.



Partnering with MoEngage has empowered us to deliver personalized messaging and offers at scale, while leveraging their powerful analytics to fine-tune our campaigns. The impact has been significant, and we're genuinely excited about the results we've seen so far.



**Simon Taylor**  
Global Head of B2B, The ENTERTAINER



MoEngage has been instrumental in helping us achieve ambitious growth targets and enhance customer engagement within the Visa Rewards App. The platform's advanced segmentation and personalization capabilities have enabled us to deliver highly relevant offers to our diverse customer base and reduce manual efforts. This has ensured that we're on track to overachieve our targets in driving a significant increase in redeemers and redemptions.

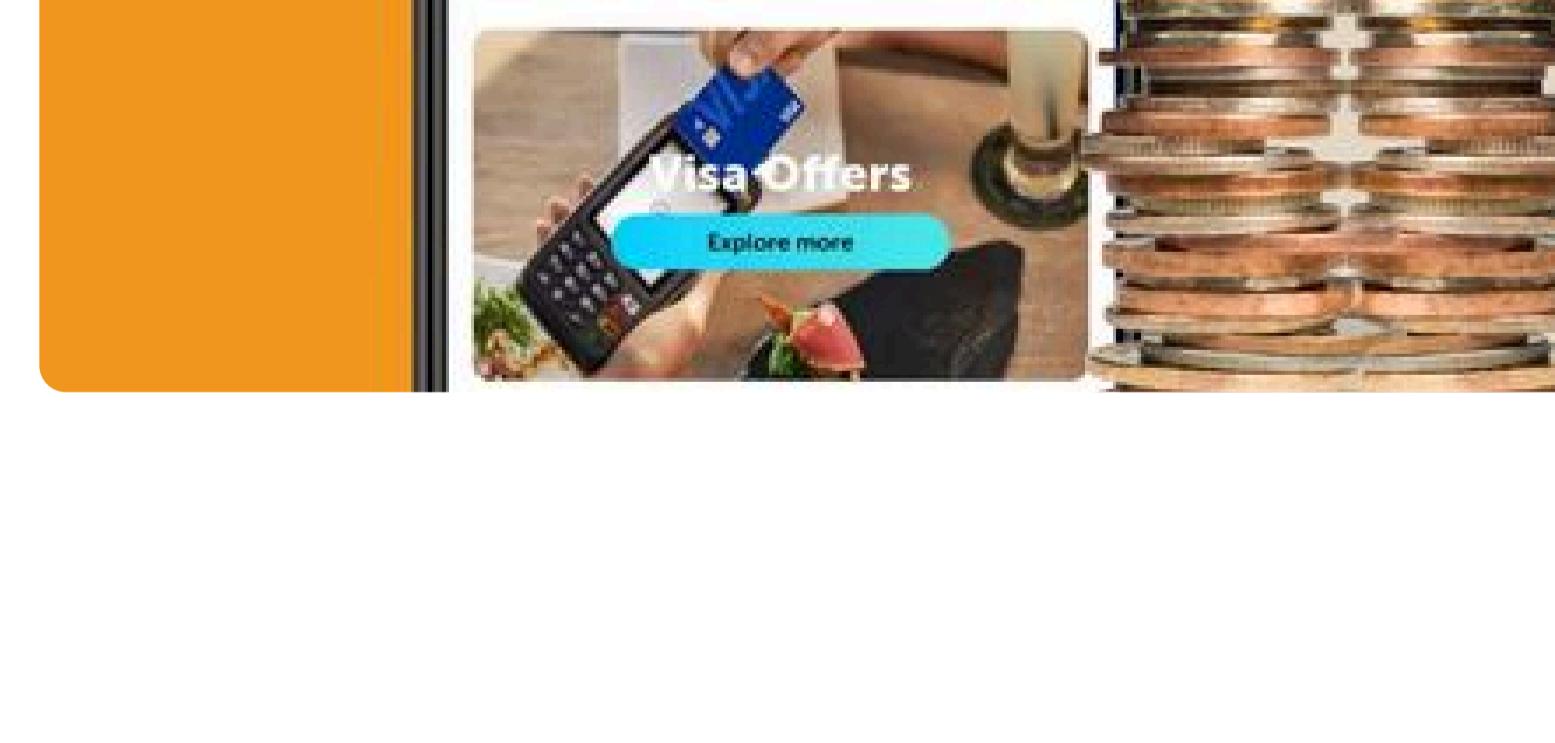


**Noor Ahmed**  
Senior Manager - Data, Engagement and CRM, The ENTERTAINER

## Business Goal

The ENTERTAINER sought to maximize the impact of its Visa partnership by driving activations and redemptions within the Visa Rewards App. The brand needed a solution to:

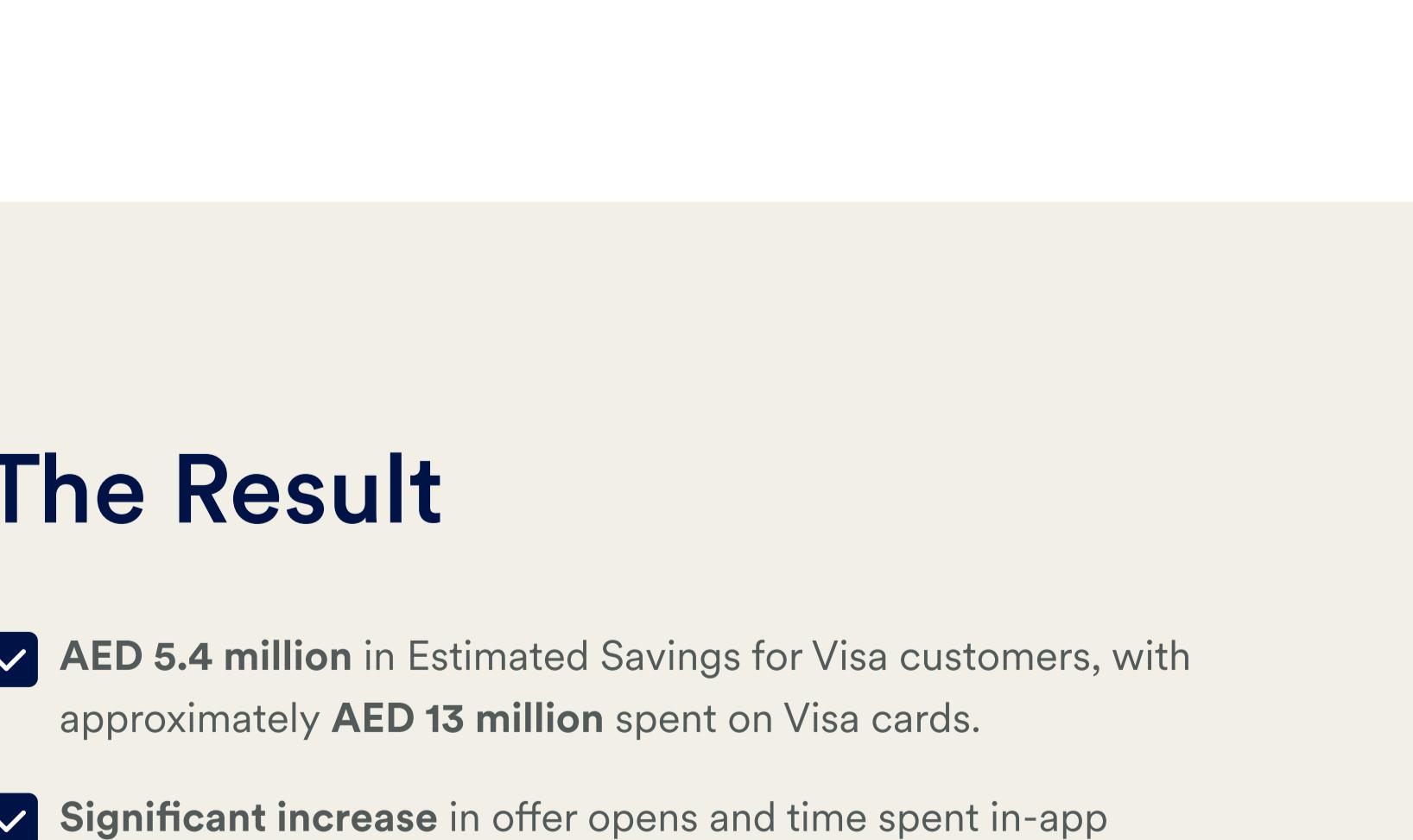
- Enhance customer engagement and personalize offers to its diverse customer base.
- Achieve ambitious growth targets set with Visa for activations and redemptions.
- Optimize campaign efficiency while managing complex segmentation and personalization strategies across various regions and bank partnerships.
- Ensuring the ongoing retention of existing users and fostering a habit of repeat app usage.



## Customer Lifecycle Personalization and Optimization

The ENTERTAINER spearheaded the personalization and optimization of the entire customer lifecycle within the Visa Rewards App by leveraging MoEngage's Customer Data and Engagement Platform, covering:

- Registration and Onboarding:** Personalized the initial onboarding with targeted offers based on early customer interactions, significantly boosting engagement from day one. An example of this is the onboarding campaign that the ENTERTAINER ran. Upon registration, users were enrolled in the onboarding journey through MoEngage's Flows. The journey used behavioral triggers to serve personalized nudges.



- Monthly Communications:** Facilitated themed monthly campaigns, transitioning towards dynamic content delivery via API for efficient and personalized updates on offers and events.

- Zero Redemers and Dormant Users:** Enabled precise identification and re-engagement of inactive users (customers who haven't redeemed in 60 days) through targeted pushes and compelling offers, preventing churn.

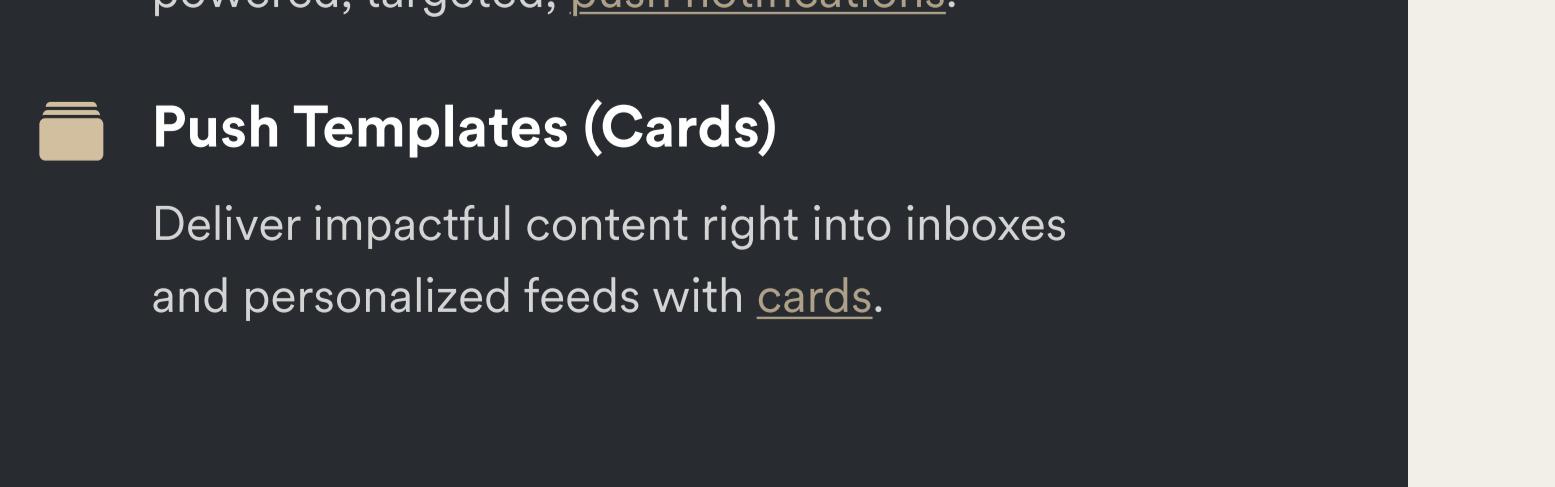
## About MoEngage

MoEngage is the Middle East's #1 Customer Data and Engagement Platform (CDEP), most trusted by over 1,350 global consumer brands, including Galaxia, Brothers, DP World, HomeMart, Alsaif Gallery, Azadea, Botin, Gathern, Jazeera Airways, MobiPay, The ENTERTAINER, Othaim Markets, Seera Group, BFL Apparel Group, Telfta, Kiva Fashion. MoEngage combines data from multiple sources to help brands gain a 360-degree view of their customers.

For over 15 decades, consumer brands in 60+ countries have been using MoEngage to power digital experiences for over a billion monthly users. With MoEngage, brands have been able to achieve a 60%+ uplift in redemptions, a 35% reduction in manual work, and a 30%+ increase in campaign efficiency.

MoEngage was the only vendor to be named a Customers' Choice Vendor in the Gartner Peer Insights™ Voice of the Customer: Email Marketing Report 2023. MoEngage also featured as a Leader in the IDC MarketScape: Worldwide Omni-Channel Marketing Platforms for B2C Enterprises 2023 report.

To learn more, visit [www.moengage.com](http://www.moengage.com).



## The Result

- AED 5.4 million in estimated savings for Visa customers.**

- Significant increase in offer opens and time spent in-app.**

- High redemption rates, particularly in the UAE.**

- 35% reduction in manual work through MoEngage's platform.**

- Successful engagement of a large and diverse user base across 40+ bank partnerships.**

