



User Satisfaction Ratings

Data is scoped to the Personalization Engines category. All reviews were collected as of October 21, 2024

	<div> CleverTap</div>	<div> MoEngage</div>
Star Rating	★★★★☆ 536 reviews	★★★★☆ 461 reviews
Ratings		
Quality of Support	<div><div></div><div>95%</div><div>Responses: 91</div></div>	<div><div></div><div>91%</div><div>Responses: 42</div></div>
Ease of Admin	<div><div></div><div>94%</div><div>Responses: 40</div></div>	<div><div></div><div>90%</div><div>Responses: 17</div></div>
Has the product been a good partner in doing business?	<div><div></div><div>95%</div><div>Responses: 40</div></div>	<div><div></div><div>93%</div><div>Responses: 16</div></div>
Ease of Use	<div><div></div><div>95%</div><div>Responses: 84</div></div>	<div><div></div><div>92%</div><div>Responses: 43</div></div>
Ease of Setup	<div><div></div><div>88%</div><div>Responses: 43</div></div>	<div><div></div><div>86%</div><div>Responses: 24</div></div>
Meets Requirements	<div><div></div><div>91%</div><div>Responses: 93</div></div>	<div><div></div><div>90%</div><div>Responses: 42</div></div>
Uninstall Tracking	<div><div></div><div>95%</div><div>Responses: 43</div></div>	<div><div></div><div>81%</div><div>Responses: 20</div></div>
Geofencing	<div><div></div><div>95%</div><div>Responses: 48</div></div>	<div><div></div><div>84%</div><div>Responses: 19</div></div>
Proximity Marketing	<div><div></div><div>93%</div><div>Responses: 40</div></div>	<div><div></div><div>82%</div><div>Responses: 19</div></div>
Internationalization	<div><div></div><div>95%</div><div>Responses: 37</div></div>	<div><div></div><div>86%</div><div>Responses: 14</div></div>
Recommendation Engine	<div><div></div><div>94%</div><div>Responses: 48</div></div>	<div><div></div><div>85%</div><div>Responses: 21</div></div>
Geolocation	<div><div></div><div>94%</div><div>Responses: 31</div></div>	<div><div></div><div>85%</div><div>Responses: 16</div></div>
Integrations - Mobile Marketing	<div><div></div><div>97%</div><div>Responses: 40</div></div>	<div><div></div><div>88%</div><div>Responses: 20</div></div>
Two-Way Text Messaging	<div><div></div><div>93%</div><div>Responses: 36</div></div>	<div><div></div><div>84%</div><div>Responses: 15</div></div>
Audience Insights	<div><div></div><div>95%</div><div>Responses: 50</div></div>	<div><div></div><div>87%</div><div>Responses: 28</div></div>
User, Role, and Access Management	<div><div></div><div>96%</div><div>Responses: 38</div></div>	<div><div></div><div>89%</div><div>Responses: 22</div></div>
Revenue Analytics	<div><div></div><div>93%</div><div>Responses: 43</div></div>	<div><div></div><div>86%</div><div>Responses: 23</div></div>
Audience Segmentation	<div><div></div><div>98%</div><div>Responses: 43</div></div>	<div><div></div><div>91%</div><div>Responses: 21</div></div>
Contextual Targeting	<div><div></div><div>96%</div><div>Responses: 55</div></div>	<div><div></div><div>89%</div><div>Responses: 23</div></div>
Internationalization	<div><div></div><div>91%</div><div>Responses: 28</div></div>	<div><div></div><div>84%</div><div>Responses: 15</div></div>
User Path Tracking	<div><div></div><div>95%</div><div>Responses: 26</div></div>	<div><div></div><div>88%</div><div>Responses: 20</div></div>
Integrations	<div><div></div><div>95%</div><div>Responses: 49</div></div>	<div><div></div><div>88%</div><div>Responses: 28</div></div>
Website Personalization	<div><div></div><div>94%</div><div>Responses: 46</div></div>	<div><div></div><div>88%</div><div>Responses: 17</div></div>
Multichannel Tracking	<div><div></div><div>95%</div><div>Responses: 43</div></div>	<div><div></div><div>89%</div><div>Responses: 22</div></div>
Rich Notifications	<div><div></div><div>97%</div><div>Responses: 50</div></div>	<div><div></div><div>91%</div><div>Responses: 29</div></div>
Lead Nurturing	<div><div></div><div>94%</div><div>Responses: 44</div></div>	<div><div></div><div>88%</div><div>Responses: 20</div></div>
Automated Email Responses	<div><div></div><div>95%</div><div>Responses: 46</div></div>	<div><div></div><div>89%</div><div>Responses: 25</div></div>
Bulk SMS	<div><div></div><div>92%</div><div>Responses: 42</div></div>	<div><div></div><div>87%</div><div>Responses: 14</div></div>
Coupons and Promotions	<div><div></div><div>94%</div><div>Responses: 36</div></div>	<div><div></div><div>88%</div><div>Responses: 18</div></div>
Push Notifications	<div><div></div><div>97%</div><div>Responses: 46</div></div>	<div><div></div><div>91%</div><div>Responses: 21</div></div>
Campaign Analysis	<div><div></div><div>96%</div><div>Responses: 46</div></div>	<div><div></div><div>91%</div><div>Responses: 22</div></div>
Custom Event Tracking	<div><div></div><div>97%</div><div>Responses: 29</div></div>	<div><div></div><div>92%</div><div>Responses: 20</div></div>
Optimization	<div><div></div><div>97%</div><div>Responses: 39</div></div>	<div><div></div><div>91%</div><div>Responses: 23</div></div>
Email Campaigns	<div><div></div><div>97%</div><div>Responses: 43</div></div>	<div><div></div><div>91%</div><div>Responses: 21</div></div>
Marketing Lead Database	<div><div></div><div>95%</div><div>Responses: 43</div></div>	<div><div></div><div>90%</div><div>Responses: 20</div></div>
Custom Dashboards	<div><div></div><div>95%</div><div>Responses: 43</div></div>	<div><div></div><div>90%</div><div>Responses: 20</div></div>
Multi-User Access	<div><div></div><div>96%</div><div>Responses: 42</div></div>	<div><div></div><div>91%</div><div>Responses: 20</div></div>
Attribution	<div><div></div><div>94%</div><div>Responses: 27</div></div>	<div><div></div><div>88%</div><div>Responses: 20</div></div>
Campaign Performance	<div><div></div><div>95%</div><div>Responses: 55</div></div>	<div><div></div><div>90%</div><div>Responses: 29</div></div>
Brand Optimization	<div><div></div><div>95%</div><div>Responses: 40</div></div>	<div><div></div><div>90%</div><div>Responses: 21</div></div>
ROI Analytics	<div><div></div><div>93%</div><div>Responses: 44</div></div>	<div><div></div><div>88%</div><div>Responses: 23</div></div>
Segmentation	<div><div></div><div>97%</div><div>Responses: 56</div></div>	<div><div></div><div>93%</div><div>Responses: 29</div></div>
Templates	<div><div></div><div>94%</div><div>Responses: 57</div></div>	<div><div></div><div>90%</div><div>Responses: 19</div></div>
Triggered Emails	<div><div></div><div>95%</div><div>Responses: 54</div></div>	<div><div></div><div>91%</div><div>Responses: 25</div></div>
Sandbox / Test Environments	<div><div></div><div>92%</div><div>Responses: 30</div></div>	<div><div></div><div>88%</div><div>Responses: 17</div></div>
Campaign Insights	<div><div></div><div>96%</div><div>Responses: 46</div></div>	<div><div></div><div>92%</div><div>Responses: 24</div></div>
Dynamic Content	<div><div></div><div>95%</div><div>Responses: 48</div></div>	<div><div></div><div>92%</div><div>Responses: 24</div></div>
Retarget	<div><div></div><div>96%</div><div>Responses: 51</div></div>	<div><div></div><div>92%</div><div>Responses: 27</div></div>
Workflow Capability	<div><div></div><div>92%</div><div>Responses: 34</div></div>	<div><div></div><div>88%</div><div>Responses: 18</div></div>
Data Quality Management	<div><div></div><div>93%</div><div>Responses: 42</div></div>	<div><div></div><div>90%</div><div>Responses: 24</div></div>
User Activity History	<div><div></div><div>94%</div><div>Responses: 27</div></div>	<div><div></div><div>91%</div><div>Responses: 20</div></div>
Customize	<div><div></div><div>96%</div><div>Responses: 52</div></div>	<div><div></div><div>92%</div><div>Responses: 28</div></div>
Program Management	<div><div></div><div>94%</div><div>Responses: 46</div></div>	<div><div></div><div>90%</div><div>Responses: 24</div></div>
SEO / Keyword Analytics	<div><div></div><div>84%</div><div>Responses: 39</div></div>	<div><div></div><div>80%</div><div>Responses: 11</div></div>
Personalization	<div><div></div><div>95%</div><div>Responses: 54</div></div>	<div><div></div><div>92%</div><div>Responses: 29</div></div>
Campaign Stickiness	<div><div></div><div>95%</div><div>Responses: 43</div></div>	<div><div></div><div>92%</div><div>Responses: 23</div></div>
Sending Outbound Emails	<div><div></div><div>94%</div><div>Responses: 49</div></div>	<div><div></div><div>91%</div><div>Responses: 23</div></div>
Social Media Advertising	<div><div></div><div>90%</div><div>Responses: 43</div></div>	<div><div></div><div>86%</div><div>Responses: 17</div></div>
Basic Reporting	<div><div></div><div>94%</div><div>Responses: 49</div></div>	<div><div></div><div>90%</div><div>Responses: 24</div></div>
Exit Tracking	<div><div></div><div>94%</div><div>Responses: 26</div></div>	<div><div></div><div>91%</div><div>Responses: 15</div></div>
Product Direction (% positive)	<div><div></div><div>98%</div><div>Responses: 90</div></div>	<div><div></div><div>95%</div><div>Responses: 41</div></div>
Customer Insights	<div><div></div><div>96%</div><div>Responses: 47</div></div>	<div><div></div><div>93%</div><div>Responses: 23</div></div>
Building and Personalizing Emails	<div><div></div><div>95%</div><div>Responses: 53</div></div>	<div><div></div><div>92%</div><div>Responses: 25</div></div>
Likelihood to Recommend	<div><div></div><div>96%</div><div>Responses: 97</div></div>	<div><div></div><div>93%</div><div>Responses: 49</div></div>
Web Analytics	<div><div></div><div>92%</div><div>Responses: 47</div></div>	<div><div></div><div>89%</div><div>Responses: 22</div></div>
Triggered Notifications	<div><div></div><div>96%</div><div>Responses: 51</div></div>	<div><div></div><div>94%</div><div>Responses: 29</div></div>
Triggered Messages	<div><div></div><div>95%</div><div>Responses: 55</div></div>	<div><div></div><div>93%</div><div>Responses: 23</div></div>
Personalized Discounts	<div><div></div><div>89%</div><div>Responses: 48</div></div>	<div><div></div><div>86%</div><div>Responses: 17</div></div>
Customer Profiles	<div><div></div><div>96%</div><div>Responses: 56</div></div>	<div><div></div><div>94%</div><div>Responses: 26</div></div>
Real-Time Insights	<div><div></div><div>93%</div><div>Responses: 29</div></div>	<div><div></div><div>90%</div><div>Responses: 20</div></div>
Behavioral Targeting	<div><div></div><div>96%</div><div>Responses: 56</div></div>	<div><div></div><div>93%</div><div>Responses: 24</div></div>
Application Attribution	<div><div></div><div>93%</div><div>Responses: 40</div></div>	<div><div></div><div>90%</div><div>Responses: 21</div></div>
Multi-user Access and Collaboration	<div><div></div><div>95%</div><div>Responses: 53</div></div>	<div><div></div><div>94%</div><div>Responses: 18</div></div>
A/B Testing	<div><div></div><div>95%</div><div>Responses: 59</div></div>	<div><div></div><div>93%</div><div>Responses: 22</div></div>
Multiple Personas	<div><div></div><div>96%</div><div>Responses: 50</div></div>	<div><div></div><div>94%</div><div>Responses: 14</div></div>
A/B Testing	<div><div></div><div>94%</div><div>Responses: 49</div></div>	<div><div></div><div>92%</div><div>Responses: 28</div></div>
Social Media Engagement	<div><div></div><div>84%</div><div>Responses: 36</div></div>	<div><div></div><div>82%</div><div>Responses: 16</div></div>
CRM Lead Integration	<div><div></div><div>94%</div><div>Responses: 42</div></div>	<div><div></div><div>92%</div><div>Responses: 17</div></div>
Engagement	<div><div></div><div>96%</div><div>Responses: 36</div></div>	<div><div></div><div>94%</div><div>Responses: 15</div></div>
Mobile Optimized	<div><div></div><div>94%</div><div>Responses: 48</div></div>	<div><div></div><div>93%</div><div>Responses: 24</div></div>
Social Listening	<div><div></div><div>81%</div><div>Responses: 16</div></div>	<div><div></div><div>80%</div><div>Responses: 10</div></div>
Data Collection	<div><div></div><div>94%</div><div>Responses: 44</div></div>	<div><div></div><div>92%</div><div>Responses: 22</div></div>
Reports and Dashboards	<div><div></div><div>92%</div><div>Responses: 46</div></div>	<div><div></div><div>91%</div><div>Responses: 24</div></div>
Conversions	<div><div></div><div>95%</div><div>Responses: 35</div></div>	<div><div></div><div>94%</div><div>Responses: 16</div></div>
ROI Tracking	<div><div></div><div>92%</div><div>Responses: 39</div></div>	<div><div></div><div>91%</div><div>Responses: 22</div></div>
Scheduling	<div><div></div><div>96%</div><div>Responses: 54</div></div>	<div><div></div><div>95%</div><div>Responses: 29</div></div>
Budgeting	<div><div></div><div>85%</div><div>Responses: 32</div></div>	<div><div></div><div>85%</div><div>Responses: 14</div></div>
User Segmentation	<div><div></div><div>96%</div><div>Responses: 32</div></div>	<div><div></div><div>95%</div><div>Responses: 20</div></div>
Dashboard	<div><div></div><div>92%</div><div>Responses: 30</div></div>	<div><div></div><div>91%</div><div>Responses: 20</div></div>
Customization	<div><div></div><div>92%</div><div>Responses: 42</div></div>	<div><div></div><div>92%</div><div>Responses: 20</div></div>
Social Campaigns	<div><div></div><div>86%</div><div>Responses: 36</div></div>	<div><div></div><div>85%</div><div>Responses: 16</div></div>
Online Behavior Tracking	<div><div></div><div>94%</div><div>Responses: 43</div></div>	<div><div></div><div>93%</div><div>Responses: 22</div></div>
Exporting	<div><div></div><div>92%</div><div>Responses: 55</div></div>	<div><div></div><div>91%</div><div>Responses: 19</div></div>
Integration APIs	<div><div></div><div>91%</div><div>Responses: 36</div></div>	<div><div></div><div>90%</div><div>Responses: 22</div></div>
Manage Email Deliverability	<div><div></div><div>93%</div><div>Responses: 51</div></div>	<div><div></div><div>93%</div><div>Responses: 25</div></div>
Data Analytics	<div><div></div><div>96%</div><div>Responses: 23</div></div>	<div><div></div><div>95%</div><div>Responses: 11</div></div>
Avg. ROI (months)	Average 8 Months	Average 11 Months

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