

Raviteja Dodda believes that marketing technology is the key to achieving customer success in today's mobile era. The thought initially led him to co-found and successfully launch the Delight Circle app to help e-commerce companies drive mobile conversions. Delight Circle's success as well as the experience gathered while working with e-commerce companies prompted Dodda to establish MoEngage.

MoEngage is an artificial intelligence-powered, omnichannel user analytics and engagement platform that helps mobile companies reduce churn and improve customer lifetime value. The platform is a next-generation marketing cloud built for a mobile-first world.

The MoEngage platform allows companies to orchestrate campaigns across channels like push, email, in-app messaging, web push and SMS, with auto-optimisation towards higher conversions powered by machine learning. The company works with consumer businesses including Fortune 500 brands like Samsung, Deutsche Telekom (T Mobile), Vodafone, Hearst, and Prudential. It enables hyper-personalisation at scale, analysing more than 200 million users and delivering over 12 billion interactions across channels in a month.

As the founder and CEO of MoEngage, Dodda helps customers get the best out of marketing automation to achieve early growth. He is currently working on increasing the global footprint for the company's product offerings and building international teams. "I am focused on building the world's most trusted marketing cloud services," he says.

Dodda believes that close to 75 per cent users exit an app without completing a purchase. Marketers need to identify such use cases and engage users during these micro-moments and bring them back to the app to perform the desired action. With MoEngage's real-time device triggers, marketers can deliver instant push notifications to users at the right moment, even when they are not connected to the internet.

Dodda has a degree in computer science from IIT Kharagpur. He was a Google Summer of Code student for two years and contributed widely to the open source community. He has also published a paper on cross-cloud management.

During his spare time, Dodda enjoys speaking at startup and tech-related events and loves mentoring new-age entrepreneurs. He also enjoys travelling and reading books.

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