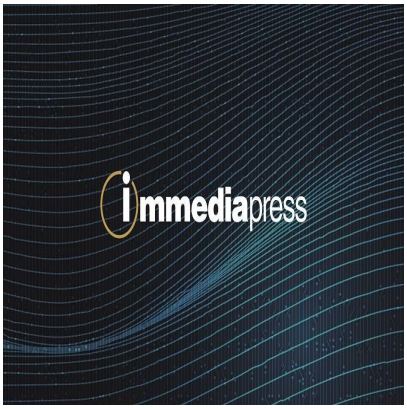

MoEngage Acquires Aampe to Bring 1:1 Agentic Decisioning to B2C Marketing Teams

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Acquisition completes MoEngageâ??s vision of an Agentic Customer Engagement Platform

LONDON, June 24, 2026 /PRNewswire/ â?? MoEngage, the agentic customer engagement platform trusted by more than 1,350 consumer brands globally, today announced the acquisition of San Francisco-headquartered Aampe, an AI infrastructure company that provisions a dedicated, autonomous AI agent for every individual customer of a brand.

The acquisition marks a significant milestone in MoEngageâ??s journey as a global SaaS leader. It brings Aampeâ??s reinforcement learning engine natively into MoEngage, creating the first engagement platform where workflow agents for marketers and decisioning agents that act for each user operate from a single, unified system delivering true 1:1 personalization at scale.

Most personalization efforts eventually hit a ceiling. As demands grow, so do the segments, journeys, experiments, and resources required to manage them. Most decisioning tools often start from scratch with every new initiative, forcing teams to repeatedly rebuild context rather than build on prior learnings.

With a growing footprint across the European market, MoEngage has become a trusted engagement partner for consumer brands navigating tightening data privacy regulations and rising customer expectations for relevance. Aampeâ??s privacy-centric architecture, which stores no personally identifiable information and relies on anonymised behavioural patterns, is consistent with the data minimisation principles at the heart of global privacy regulations, enabling individual-level personalisation without compromising user privacy. MoEngage continues to expand its presence across key markets worldwide, helping consumer brands deliver personalised customer engagement at scale.

â??Every marketer wants to show up at the right moment, with the right message, for every individual user. The challenge has never been ambition, itâ??s been infrastructure,â?• said Raviteja Dodda, Co-

founder and CEO, MoEngage. â??Aampe has built something the rest of the market hasnâ??t cracked: a system that continuously optimizes content, timing, channel, and frequency together at an individual level. What impressed me equally was the team behind the technology. Paul, Schaun, Sami, and the entire Aampe team bring a rare combination of research depth and production rigor to one of the hardest problems in marketing. Together, weâ??re building the future of agentic marketing, and weâ??re thrilled to have them building it with us.â?•

While MoEngage has been investing heavily in AI-powered marketing workflows through its Merlin AI platform, Aampe brings a highly specialized agentic decisioning capability that has already been proven across some of the worldâ??s most sophisticated consumer brands. Each agent decides what to say, when to say it, how often, and on which channel, composing the right message for that specific individual and learning from every outcome. Marketers define the content, goals, and guardrails; agents handle the rest, with full transparency into every decision made.

â??We built Aampe on one conviction: one agent per user, not one model per segment,â?• said Paul Meinshausen, Co-founder and CEO, Aampe. â??A per-user agent builds a persistent and continuously evolving understanding of each individual customer, their rhythm, their content preferences, and what actually moves them to act. And because it learns over meanings rather than specific messages, everything it knows carries forward to the next interaction; nothing starts from zero. MoEngage gives us the infrastructure, channel depth, and customer relationships to make that the default for every brand, not the exception.â?•

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As part of the acquisition, Aampeâ??s founding team, Paul Meinshausen, Schaun Wheeler, and Sami Abboud, will join MoEngage to lead its Agentic Decisioning initiatives. Aampeâ??s existing customers will continue to be served without disruption and will benefit from the additional engineering, data science, and customer support resources available through MoEngage.

Aampeâ??s agents are in production across leading consumer brands, including Taxfix, ZenBusiness, Grab, and Swiggy. At scale, the platform runs hundreds of millions of dedicated AI agents and processes more than 200 billion decisions every week.

Taxfix, Europeâ??s leading AI platform for digital tax management, deployed agentic infrastructure, provisioning an AI agent per user instead of relying on segments and static flows.

â??We ran Aampe side by side against a rule-based CRM system weâ??d iterated on for four years. Aampe beat it by 50%, delivered a 40% revenue uplift versus a global holdout, and was breakeven in thirty days. When I compared the fully loaded cost of running Aampe against what we spend on advertising to drive the same returning-customer behavior, Aampe was 120 to 150 times more efficient,â?• said Alex Beresford, Chief Growth Officer, Taxfix.

The acquisition unlocks what MoEngage calls a â??Start Anywhereâ?? approach. B2C brands can plug Aampeâ??s per-user agents into their existing customer engagement or marketing automation platform without any disruption; MoEngage customers get Aampe natively, without switching a thing. Either way, individual-level agentic decisioning becomes accessible to every brand.

It also unites both companiesâ?? AI Labs under a single focus: building the next generation of agentic marketing, giving Aampeâ??s research team production-scale context across MoEngageâ??s global customer base to accelerate whatâ??s already working.

About Aampe

Aampe was founded in 2020 and is headquartered in San Francisco, with a fully distributed team across 14 countries. The company was founded by a trio of scientists, Paul Meinshausen (CEO), Schaun Wheeler (Chief Scientist), and Sami Abboud (CTO). Aampeâ??s reinforcement learning infrastructure, incorporating Thompson Sampling and multi-armed bandit algorithms, with causal inference at the individual-user level, is in production across leading consumer brands in fintech, food delivery, travel, media, and e-commerce globally, helping them amp up their personalization. Learn more at aampe.com

About MoEngage

MoEngage is an Agentic Customer Engagement Platform trusted by over 1,350 global consumer brands, including Farfetch, Kayak, SoundCloud, Dominoâ??s, and Deutsche Telekom. 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 North America, EMEA, and Asia. Learn more at moengage.com.

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