

braze

EMAIL

INSPIRATION GUIDE

40+ Customizable Campaigns to Take Your
Customer Engagement Efforts to the Next Level

Table of Contents

Introduction	3
Campaign Inspiration to Drive Business Growth	
• Activation Campaigns	4
• Monetization Campaigns	14
• Retention Campaigns	27
Conclusion	52



Introduction

It's no understatement to say we've entered a whole new era of customer engagement. Between rapidly shifting customer expectations, and unstable macroeconomic conditions, even the savviest brands are struggling to keep up.

To help brands get (and stay) ahead of the curve, we've put together a collection of 40+ inspirational email marketing use cases that can be easily customized to fit your unique needs and address your unique challenges. These examples are inspired by real campaigns by Braze customers and they show what's possible for brands looking to activate, monetize, and retain their customers. After all, to get the most out of this essential channel, you need to ensure you're sending campaigns that fit your audience and your business needs.

How to Use This Guide

We recommend you think of this guide as a library of inspirational customer engagement use cases you can delve into when brainstorming new marketing campaigns. While we welcome you to read the whole guide, it is also formatted so you can easily skip to specific pages based on the goals you have set.

Follow these steps each time you need to whip up a campaign idea:

- 1 Determine if your goal is to activate, monetize, or retain customers for your use case and visit the relevant section in this guide for the goal you choose.
- 2 Visit Benchmarks to help you hypothesize and validate performance goals.
- 3 Once you launch your campaign, test and learn to continue to improve performance over time. Take advantage of Sage AI by Braze if you need help with this one!

Activation Campaigns

A 3D sign with the word 'OPEN' in large, bold, white letters. The letters are mounted on a dark blue base with a white dotted pattern. The sign is set against a light blue background and is hanging from a string. A small 'U.S.-LED' logo is visible in the bottom right corner of the sign's background.

OPEN

SHOP

Understanding Growth Levers: Activation

At Braze, we believe that activation—that is, the process of taking a newly acquired user from sign-up to their first actions—is arguably the most important component in driving sustainable growth.

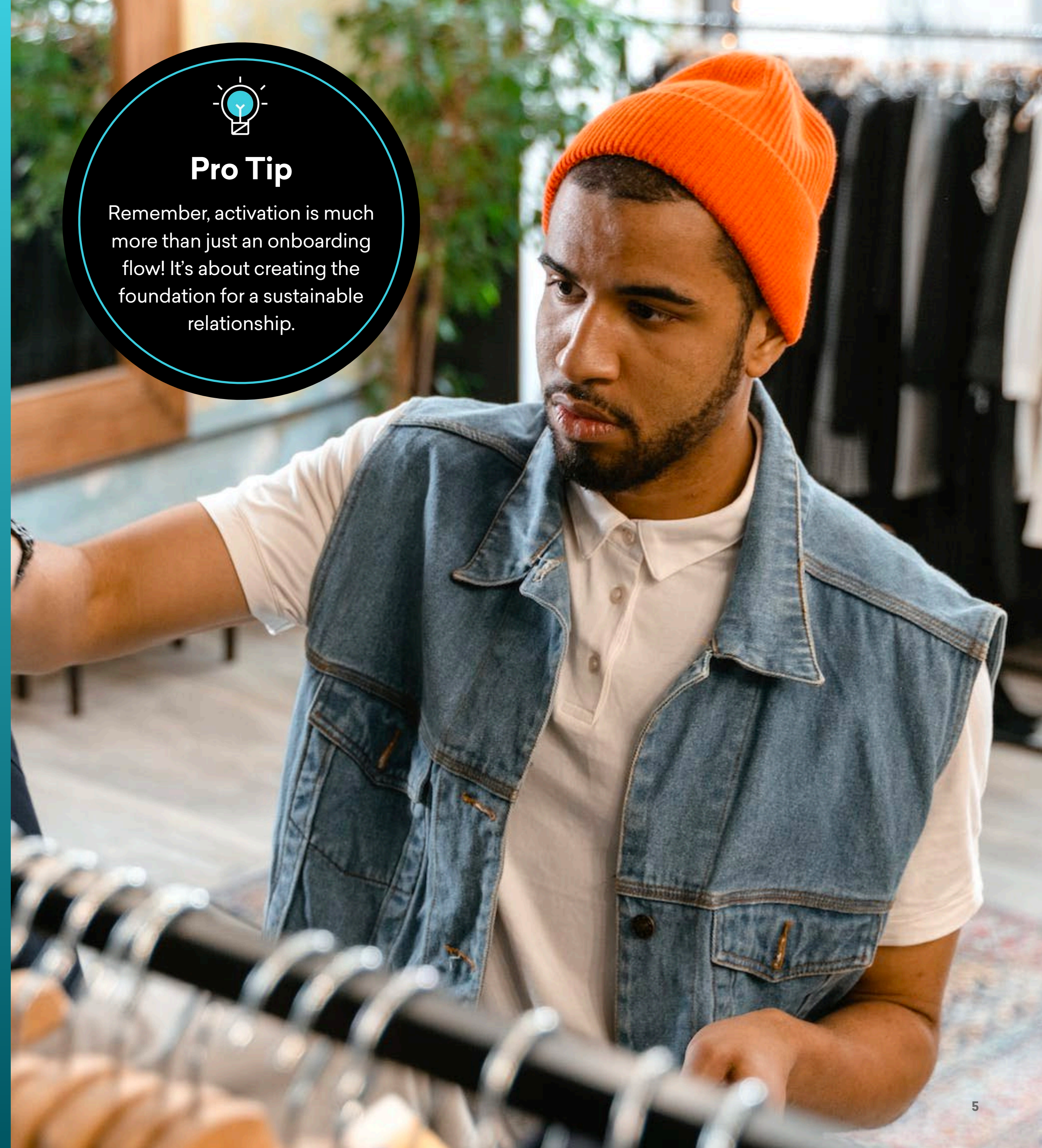
It's the only lifecycle stage that touches 100% of acquired customers, so it's an essential time for brands to make a good first impression. When brands get activation right, they unlock future opportunities for engagement, loyalty, and success. And the first step to improving your activation strategy is focusing on three key areas:

- 1 Setup:** This might be when your user creates an account, subscribes to your email list, or adds a preferred payment method
- 2 Aha Moment:** A customer's first positive experience with your brand, centered around your core value proposition
- 3 Habit Generation:** When a customer starts establishing a pattern of engagement with your brand, app, or website



Pro Tip

Remember, activation is much more than just an onboarding flow! It's about creating the foundation for a sustainable relationship.



Welcome Campaigns

Problem

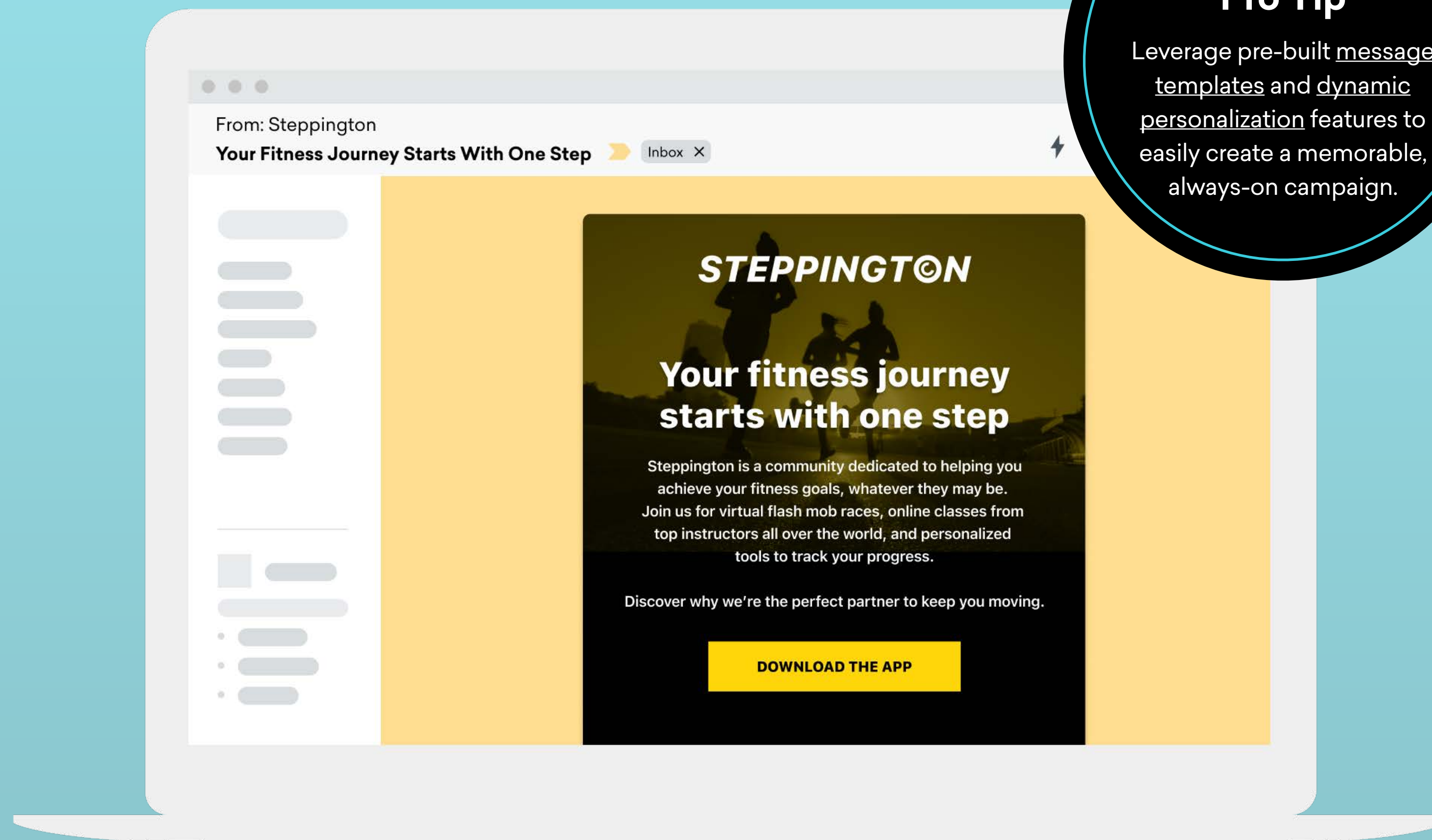
A user signs up, but doesn't actively engage with your app or website, making it difficult to demonstrate your value or understand what your user wants.

Campaign Solution

Use email to deliver a welcome message that clearly states what your product does and encourages users to explore high-value features.

Value

You get to set expectations, communicate value propositions, and establish a relationship with your user. It also brings new users back inside your app/website to start getting more value from your brand.



Pro Tip

Leverage pre-built message templates and dynamic personalization features to easily create a memorable, always-on campaign.

Free Trial Campaigns

Problem

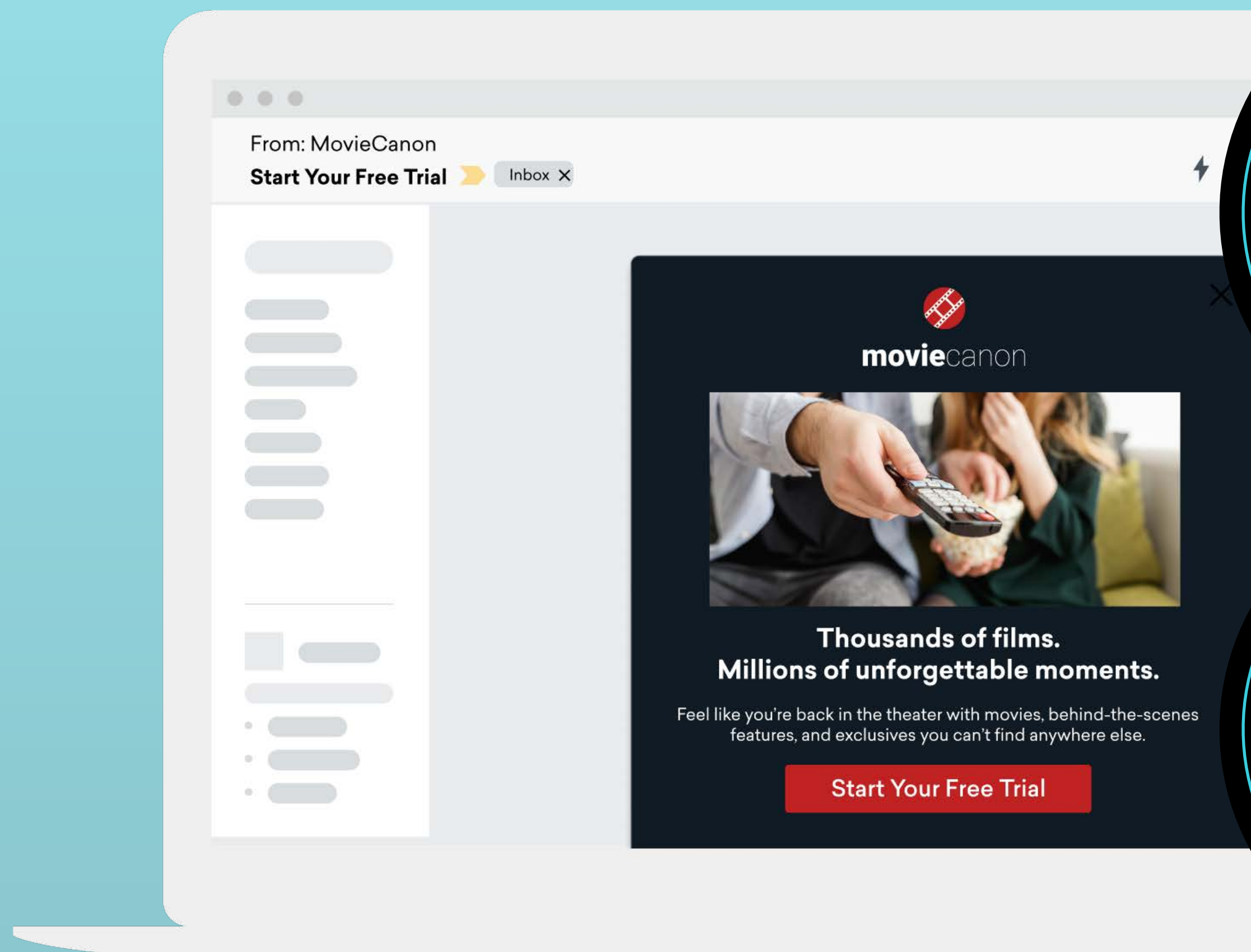
Users aren't aware of your free trial option, or you need to drive sign-ups for a new offering.

Campaign Solution

Reach out to your users with messaging that highlights what you have to offer. Experiment with content and timing to create the most effective and conversion-driving messages possible.

Value

When users sign up for a free trial, they get a chance to see what makes you special—and hopefully convert to a paid subscription when the trial is over.



Pro Tip

To keep the friction as low as possible for free trial sign-ups, consider whether to require users to share credit card information up front and be clear about how long the trial will last.

Sending campaigns based on specific user actions drives

2.2X

higher free trial sign-up conversions, compared to the baseline.

App Download Campaigns

Problem

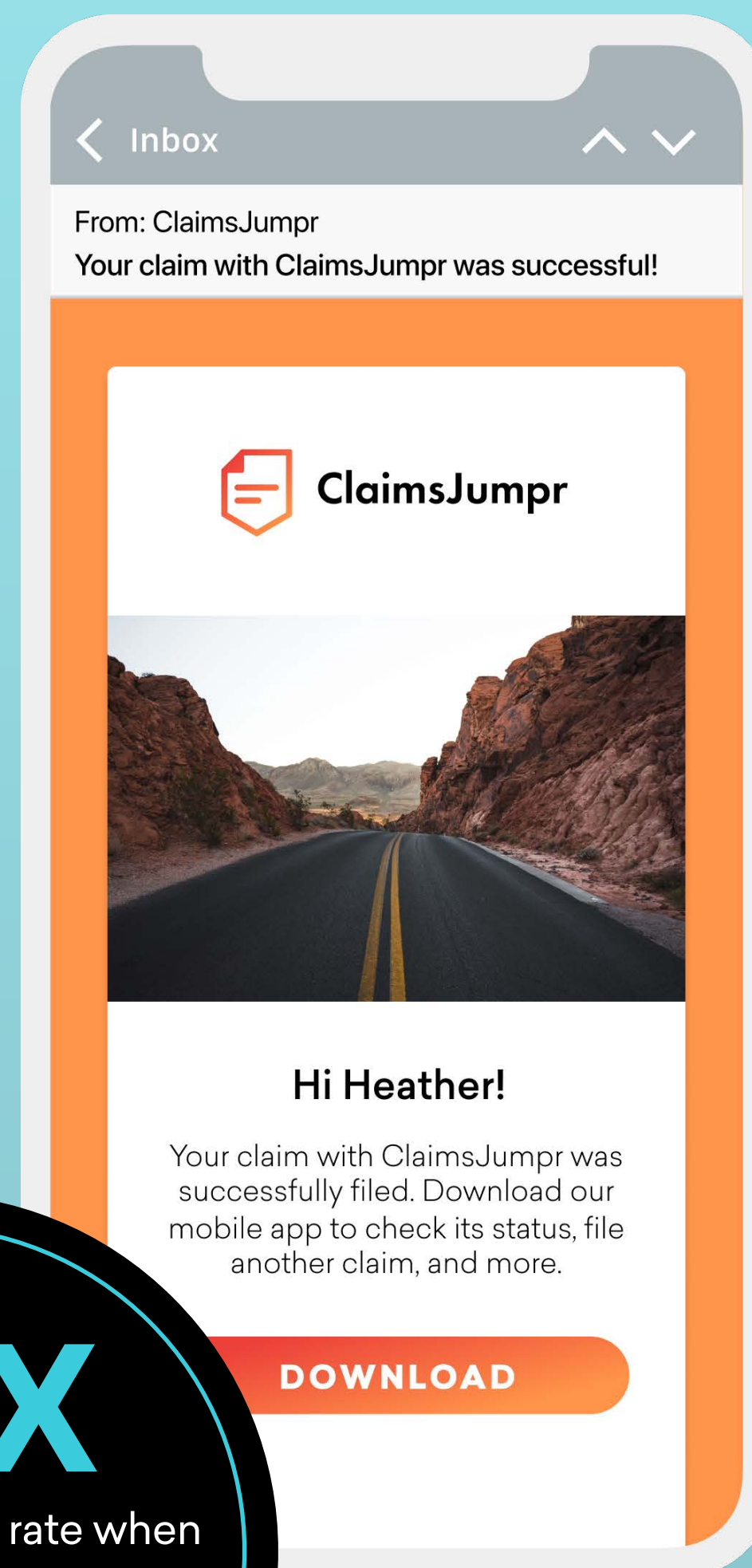
You need to drive web users to your mobile app so they can get even more value out of your products.

Campaign Solution

Take advantage of email to nudge active web users to download your app. Consider highlighting personalized app benefits based on their current behavior and patterns.

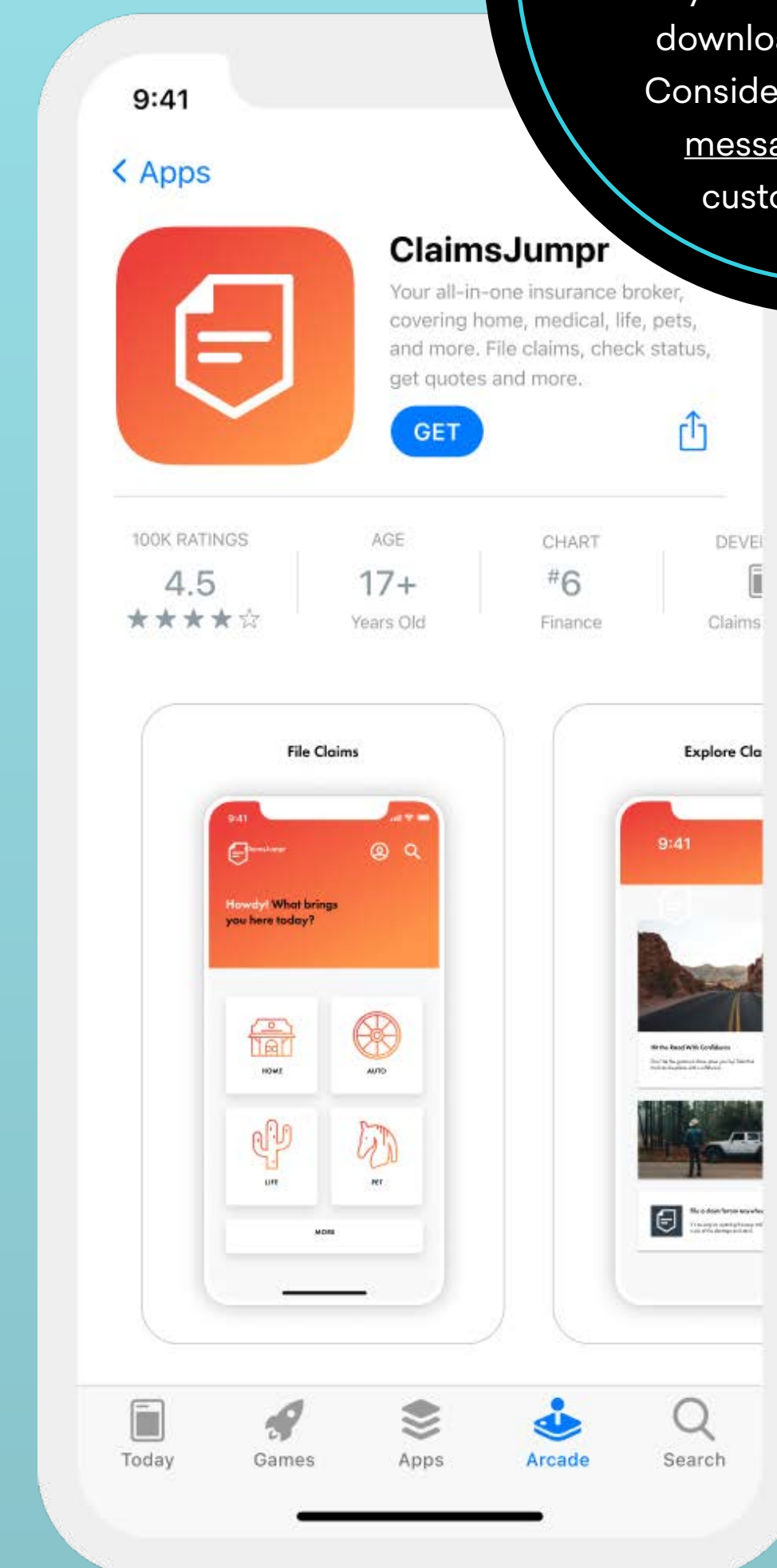
Value

Drive stronger engagement and stickiness by motivating your audience to take advantage of your valuable mobile offering.



4.5X
Higher conversion rate when triggered messages are sent based on customer actions, compared to the baseline.

Pro Tip
Looking to drive your customers to carry out a key conversion like downloading your app? Consider using triggered messages based on customer actions.



Onboarding Campaigns

Problem

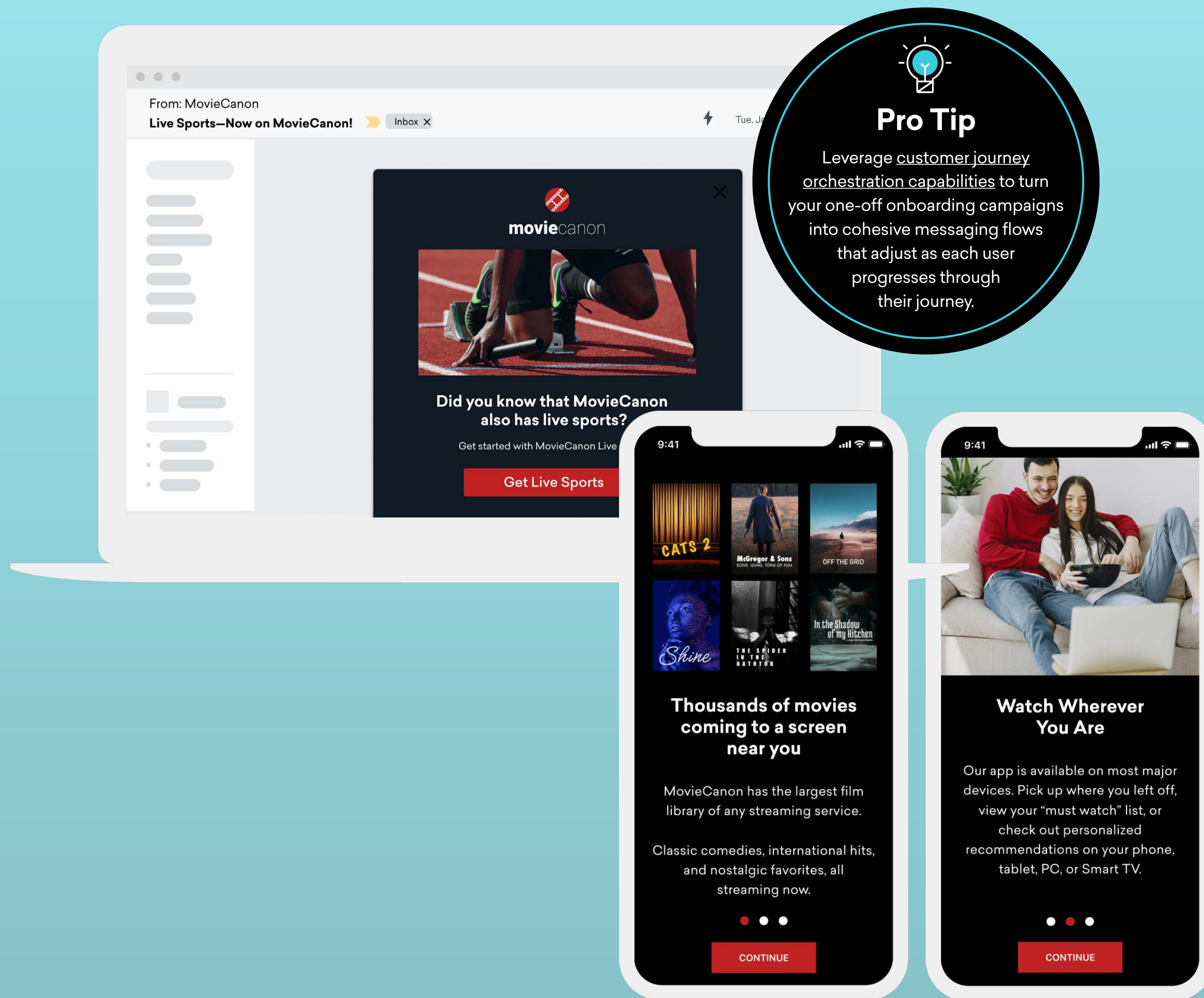
New users don't know where to start, let alone all that your product has to offer.

Campaign Solution

Build a dedicated onboarding flow that walks your audience through your product's features and value, powered by email and other high-impact channels. By helping users get comfortable and fully explore your app and/or website, you'll set them up for deeper engagement and a stronger relationship with your brand.

Value

A good onboarding experience proves your brand's value right away by driving customers to your best content and stickiest features.



Double Opt-In Campaigns

Problem

You're seeing high unsubscribe rates or low engagement amongst your email audiences.

Campaign Solution

After users express intent to opt-in to email, send a message that requires an action in order to confirm an opt-in. By leveraging this kind of triggered messaging, you'll ensure you're following key compliance best practices or regulatory requirements.

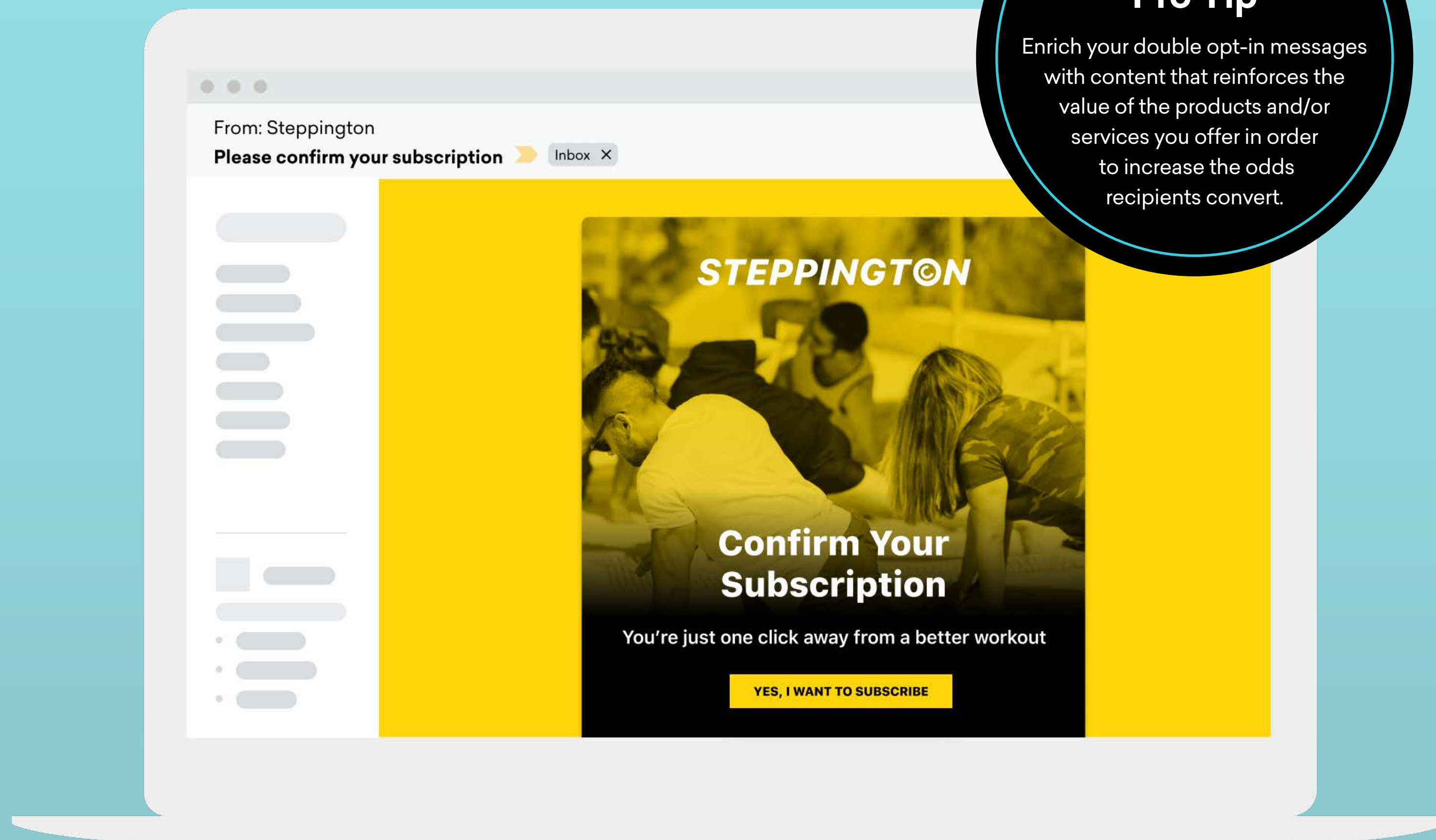
Value

By building a healthy subscriber list, you'll reach customers who are highly engaged and avoid wasting sends on less engaged customers.



Pro Tip

Enrich your double opt-in messages with content that reinforces the value of the products and/or services you offer in order to increase the odds recipients convert.



Abandoned Onboarding Campaigns

Problem

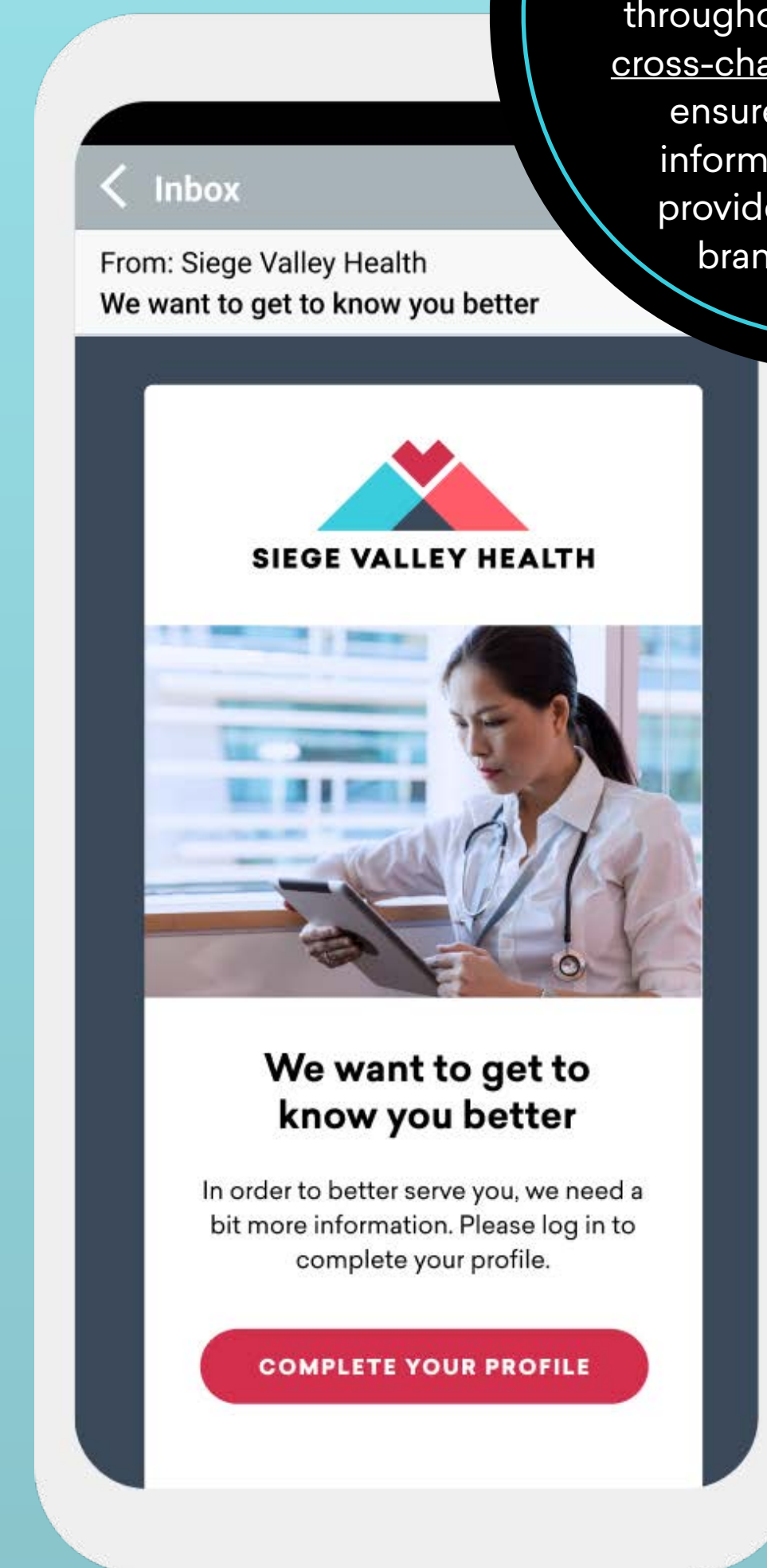
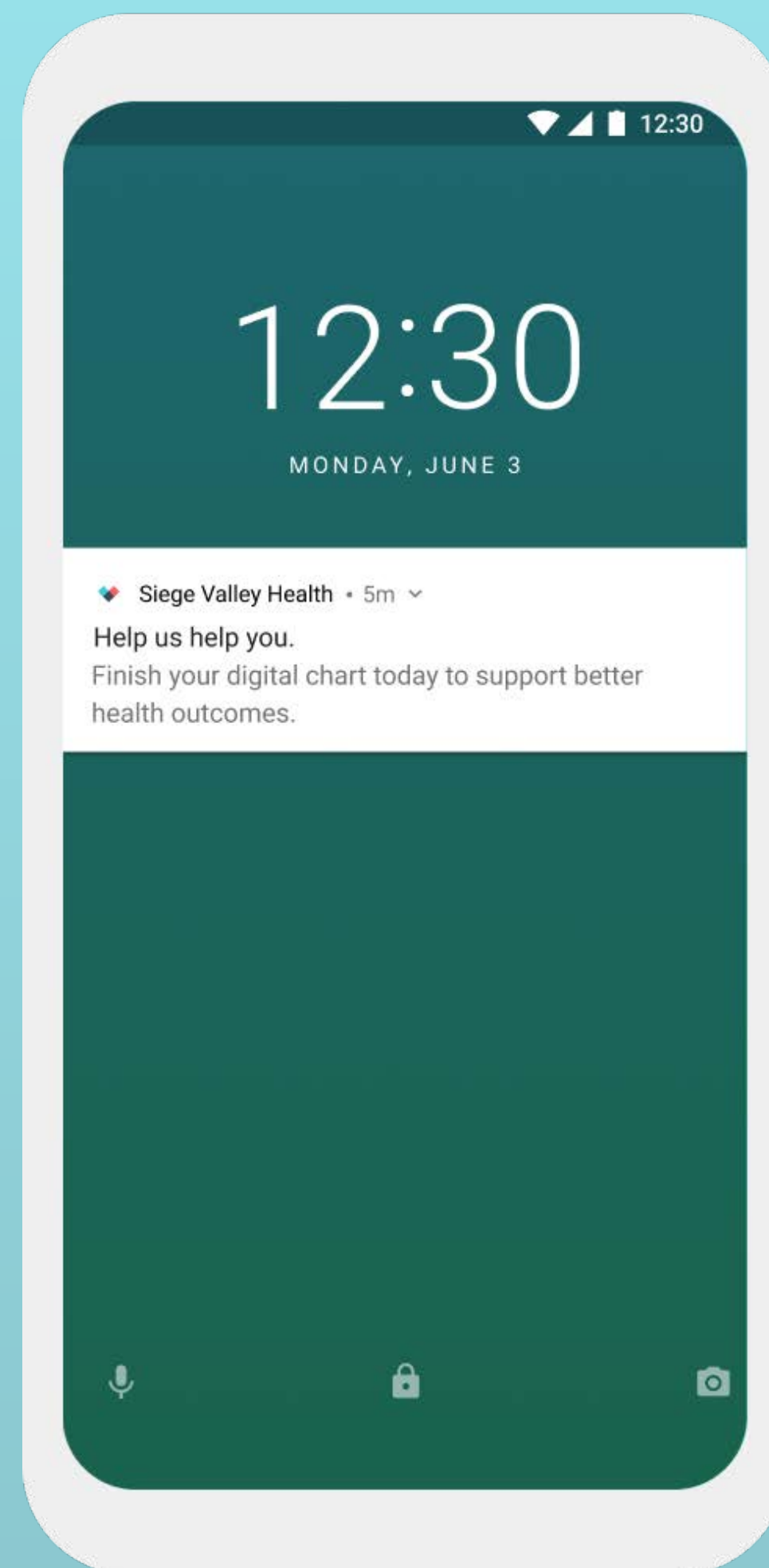
Users haven't completed onboarding, leading to incomplete profiles that affect your ability to serve up highly relevant, personalized experiences.

Campaign Solution

Re-engagement messages tailored to where the user dropped off can provide a key opportunity to get them back on track. By deep linking them directly to where they stopped engaging with the onboarding flow, you can provide a clear path toward completion (and long-term engagement).

Value

Abandoned onboarding campaigns can both bring users back to your app/website and make it possible to gather actionable data to boost the impact of your onboarding and better address user needs going forward.



Pro Tip

Keep in touch with users throughout onboarding via cross-channel messaging to ensure they share the information needed to provide an exceptional brand experience.

Initial Value Campaigns

Problem

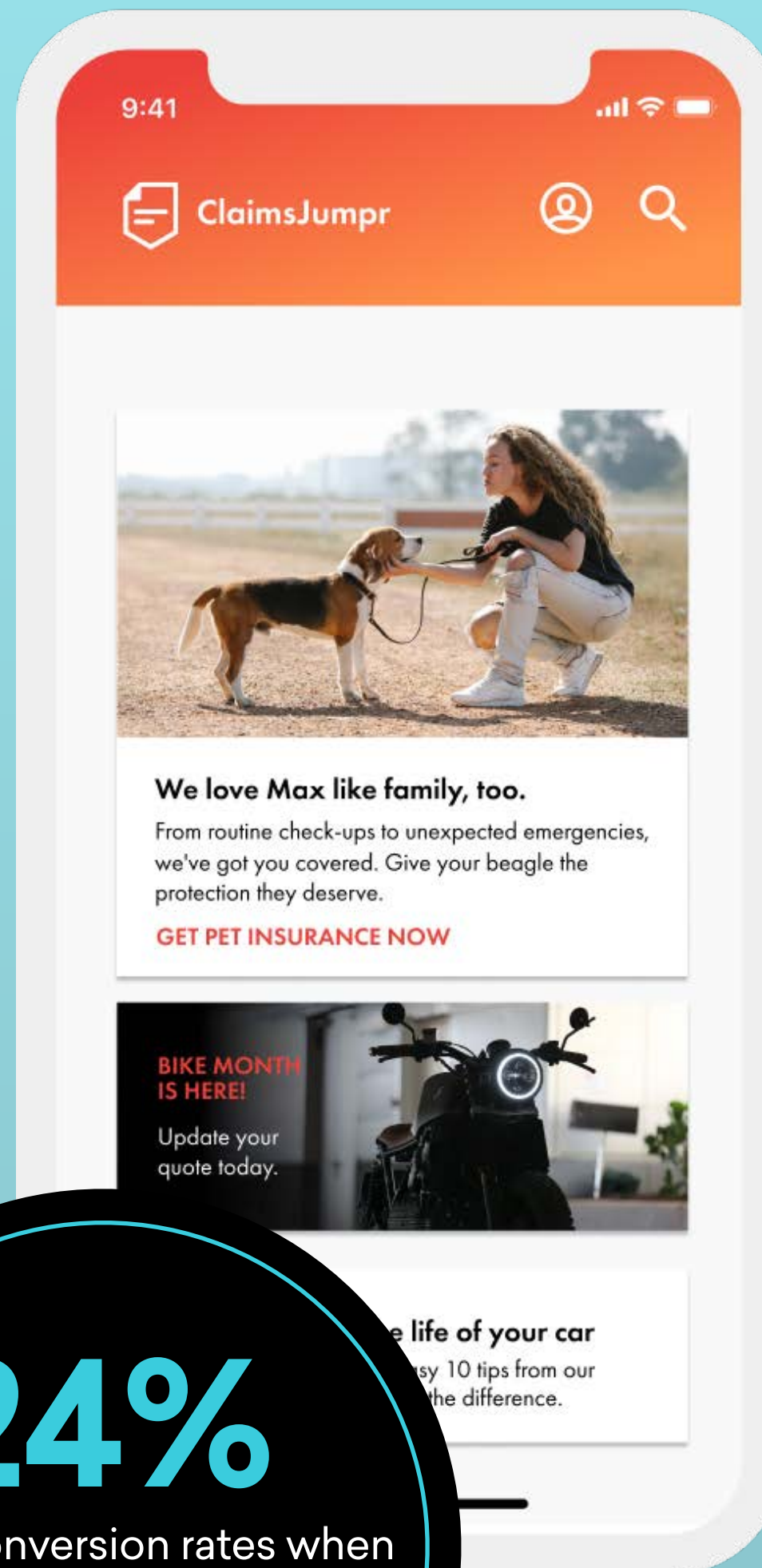
Your users have completed onboarding, but they haven't made their first big move—like making a purchase or signing up for a subscription.

Campaign Solution

Move beyond onboarding by sending targeted, behavior-based messaging that encourages users to carry out that first valuable action. Further personalize content based on each user's profile, preferences, and actions.

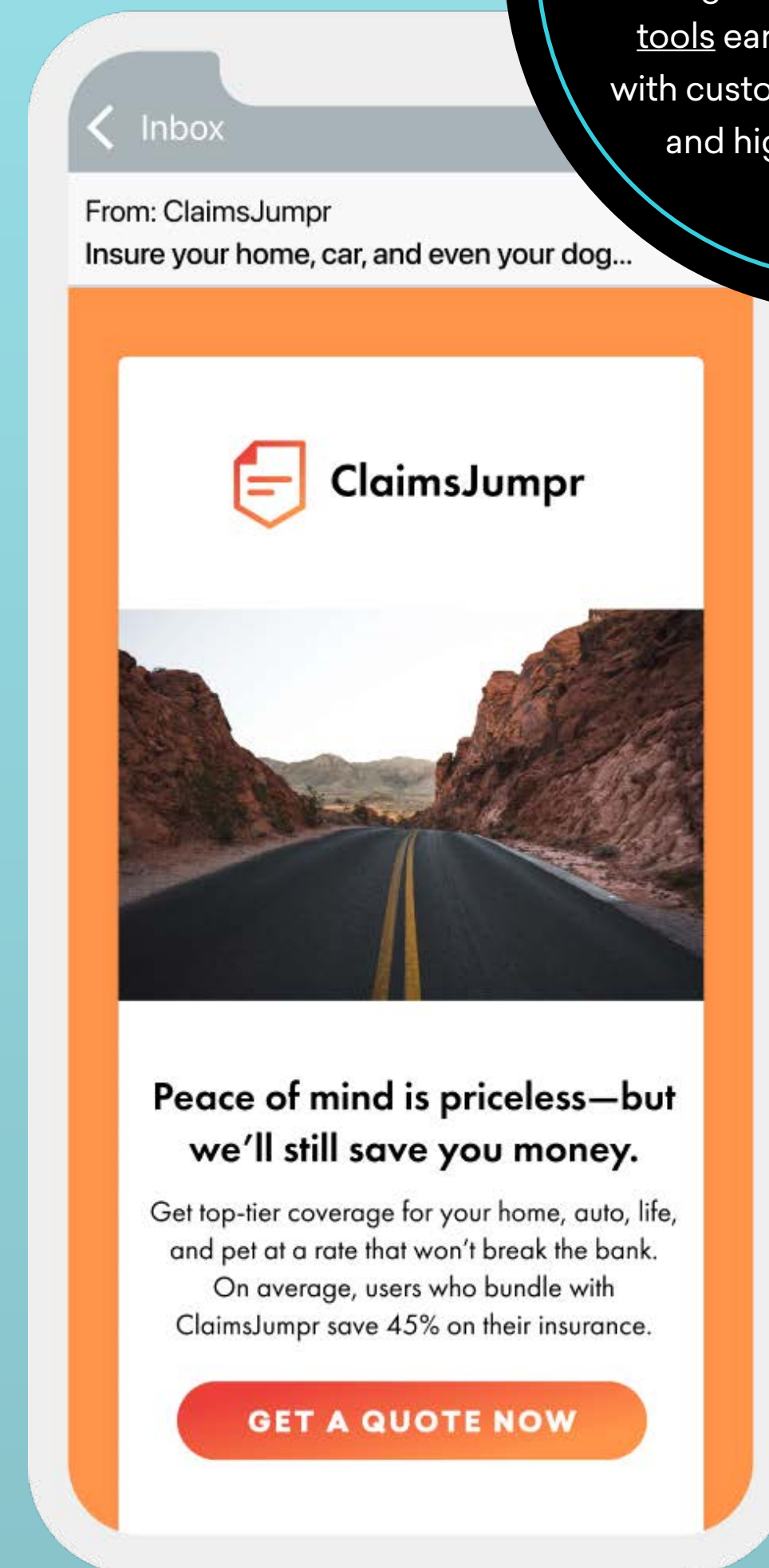
Value

By sending messages tailored to each customer, you can deepen their engagement, help them make their way through the lifecycle, and set them on a path for long-term loyalty.



24%
Higher conversion rates when send-time optimization tools are used, compared to the baseline.


Pro Tip
Timing matters! Campaigns that leverage send-time optimization tools early in the relationship with customers can drive loyalty and higher lifetime value.



Referral Campaigns

Problem

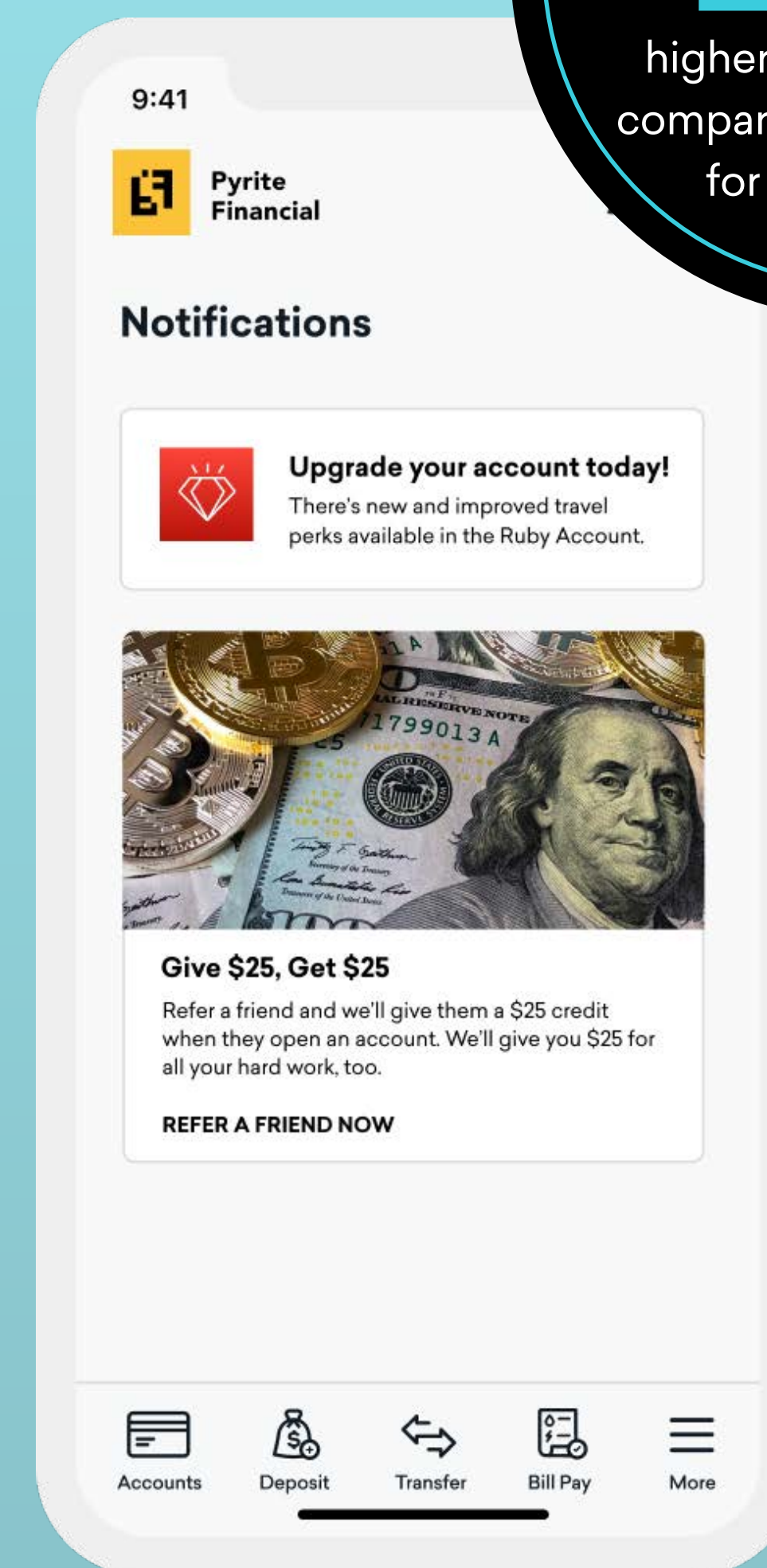
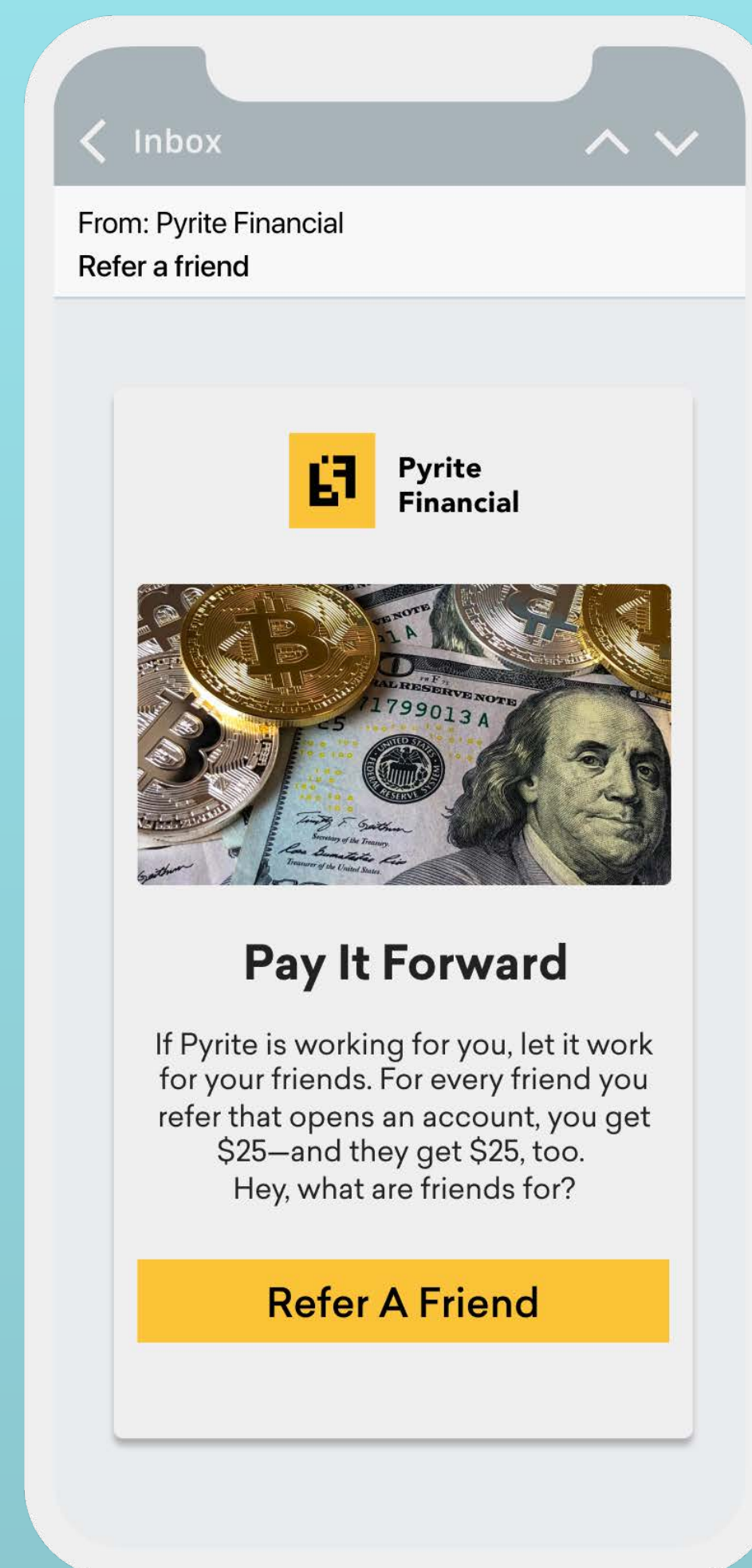
You need more cost-effective ways to grow your base of loyal customers.

Campaign Solution

Encourage satisfied existing customers to promote your product to their friends and family via a referral program. Rewards make the process pay off for both sides—you gain customers and existing ones have new incentives to spread the word.

Value

A larger audience is built using the timeless power of word of mouth, growing your customer base in a more targeted and less expensive way—plus, users referred by a connection tend to be more valuable customers over the long haul.



Action-based referral campaigns have a **2.4X** higher conversion rate, compared to the baseline for this use case.

Monetization Campaigns



Understanding Growth Levers: Monetization

What is monetization? It's all about how your brand drives revenue and profitability, and how certain customer actions line up to those goals.

Customer engagement plays a crucial role when it comes to a brand's monetization strategy. Simply put, the more users who continue engaging, the more opportunities you have to monetize them. But customers aren't going to spend more with your brand just because you're messaging them. You have to provide real value, whether it's a spot-on recommendation, a frictionless way to order lunch, or workout reminders that keep them motivated.

Not only is monetization essential to driving sustainable growth, but it can also have a domino effect across your activation and retention strategies. That makes it all the more important to get it right.



Discount & Sale Campaigns

Problem

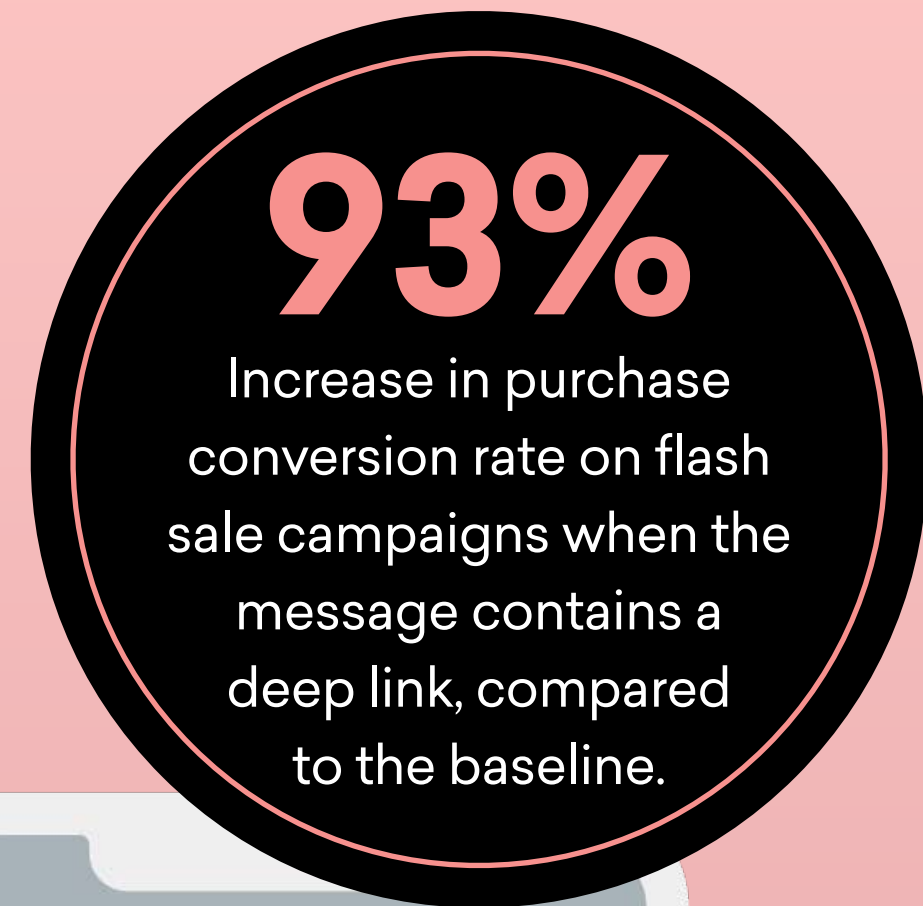
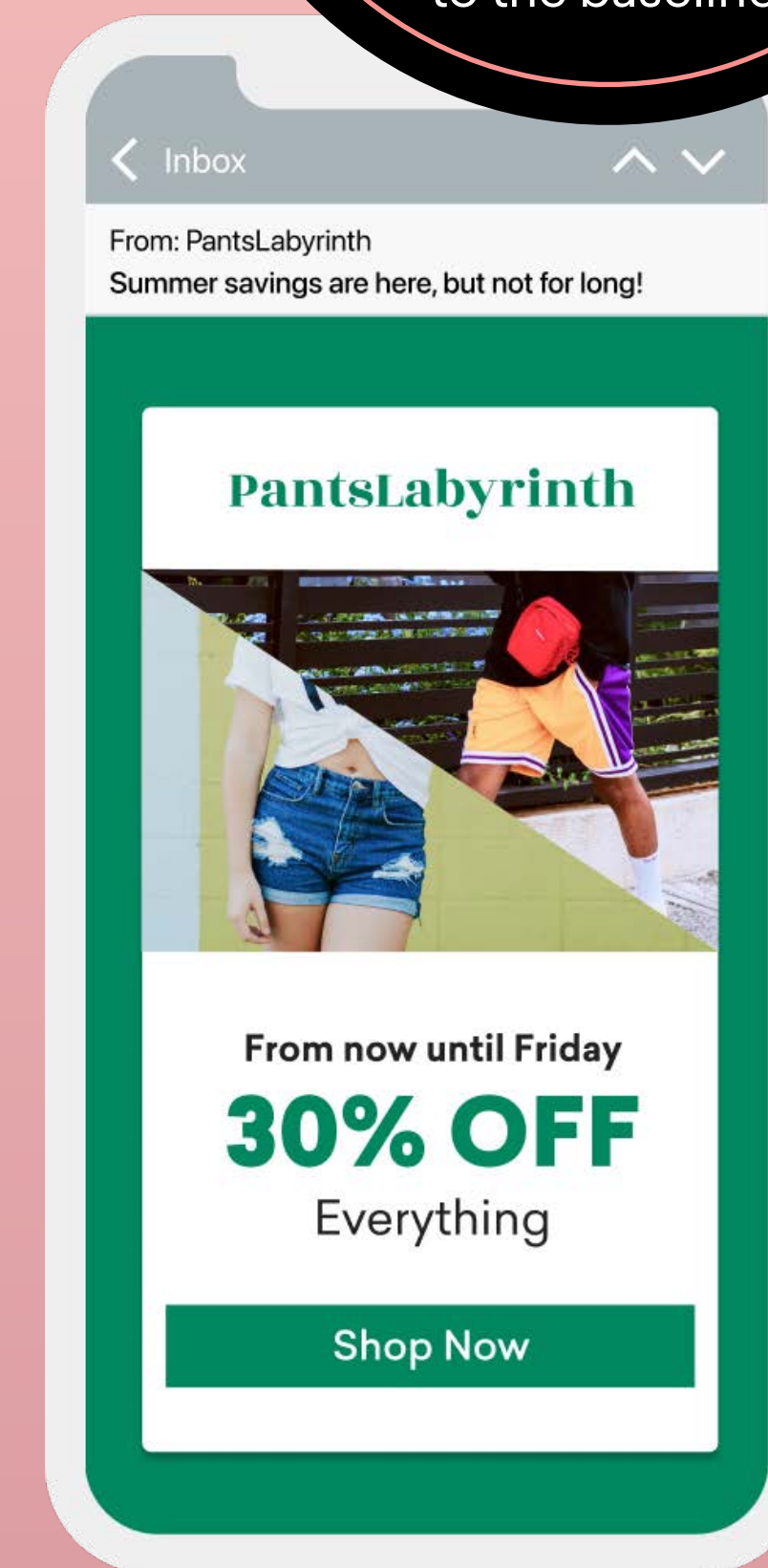
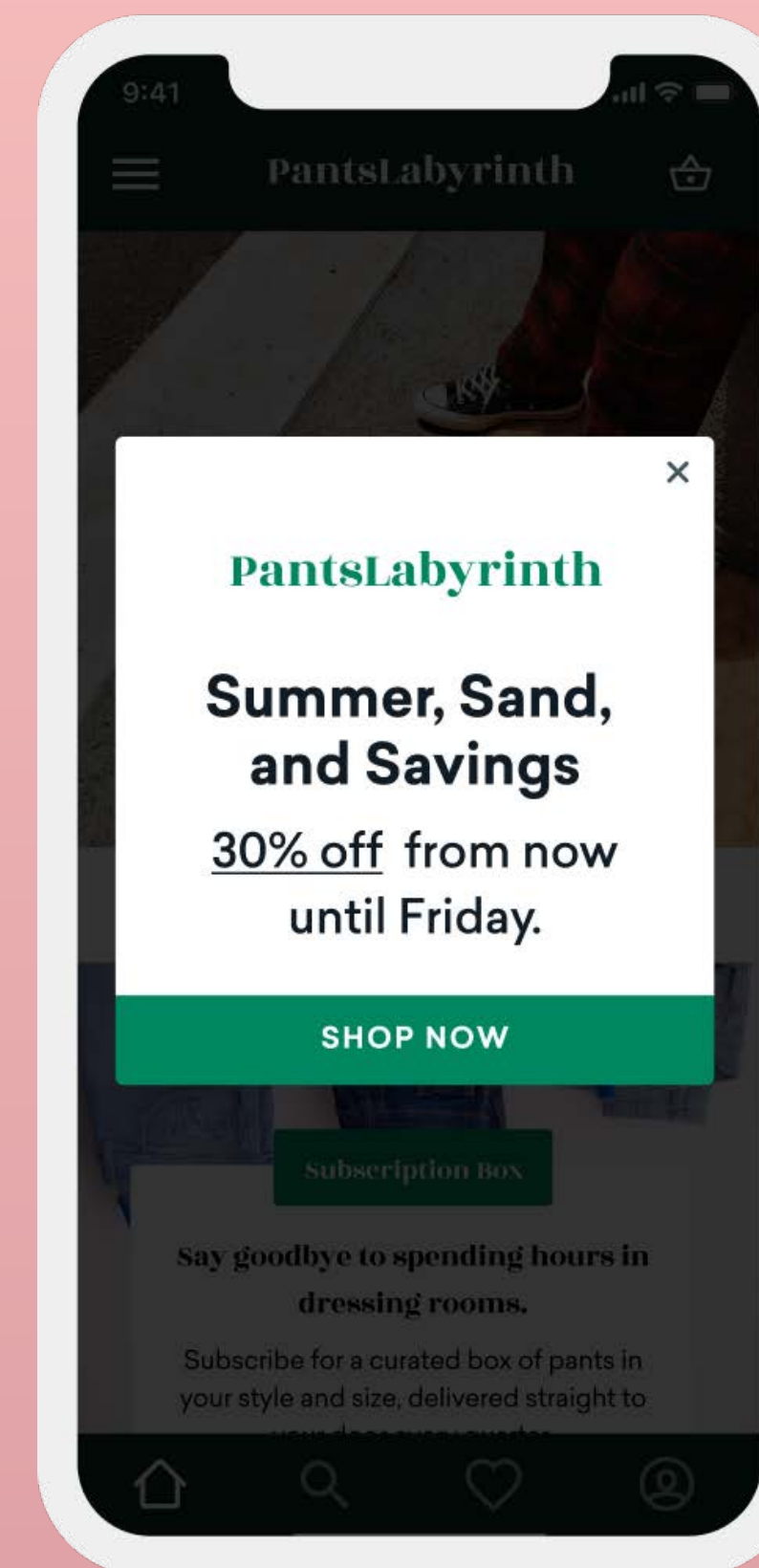
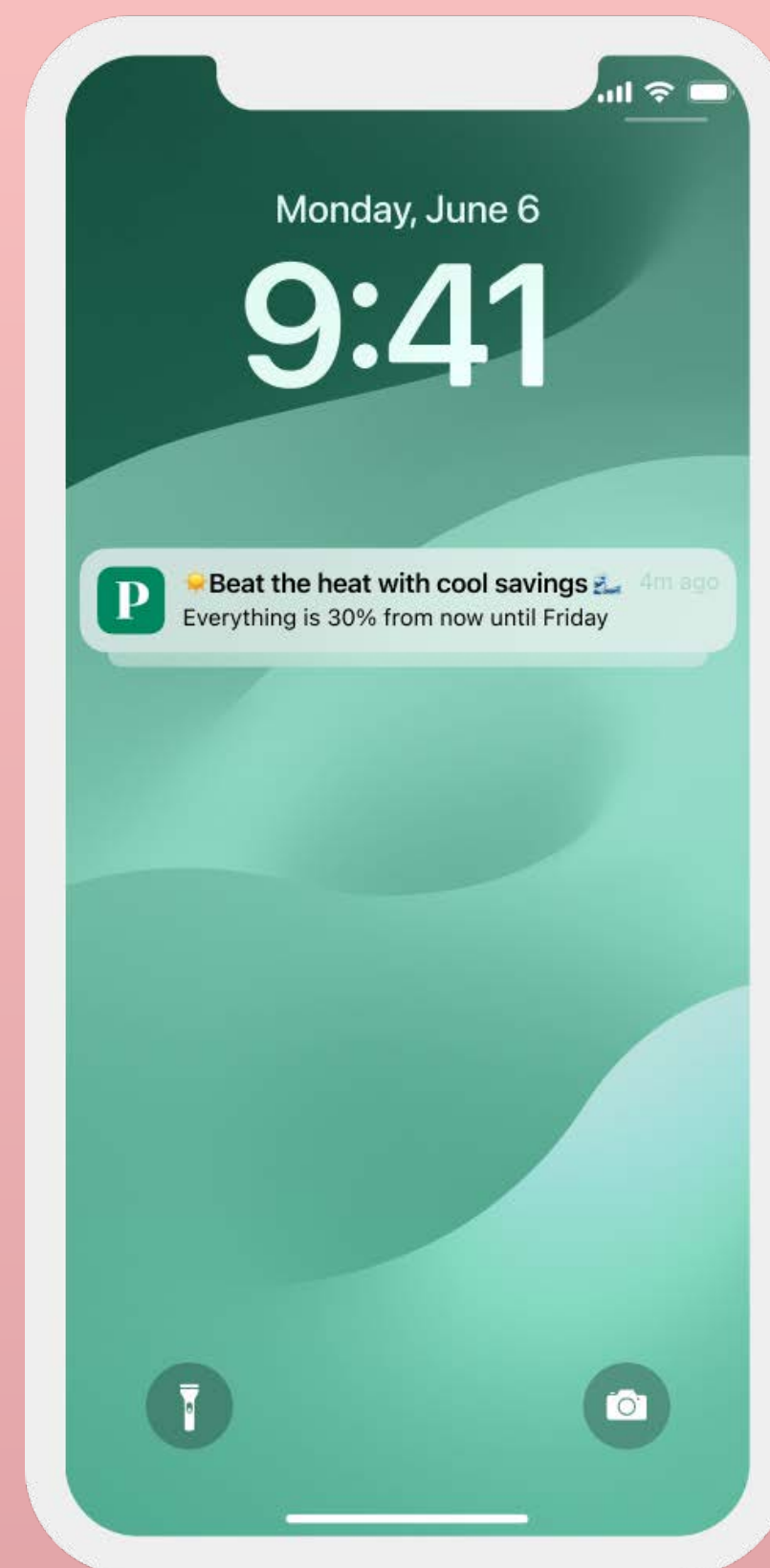
You're having a big sale and need effective ways to let your customers know.

Campaign Solution

Send a cohesive promotional campaign that engages recipients across different channels and platforms.

Value

Giving customers the opportunity to take advantage of sales leads to more conversions—and more revenue.



Alternative Payment Option Campaigns

Problem

Significant fees charged by app stores and other third-party platforms are cutting into your brand's profits.

Campaign Solution

Leverage out-of-app messaging channels (like email), to encourage your new and existing customers to pay for purchases and subscriptions directly on your web page or other non-app properties instead of through app stores, avoiding app store or platform fees. Check the terms and conditions of relevant app stores/platforms to see what payment options are allowed.

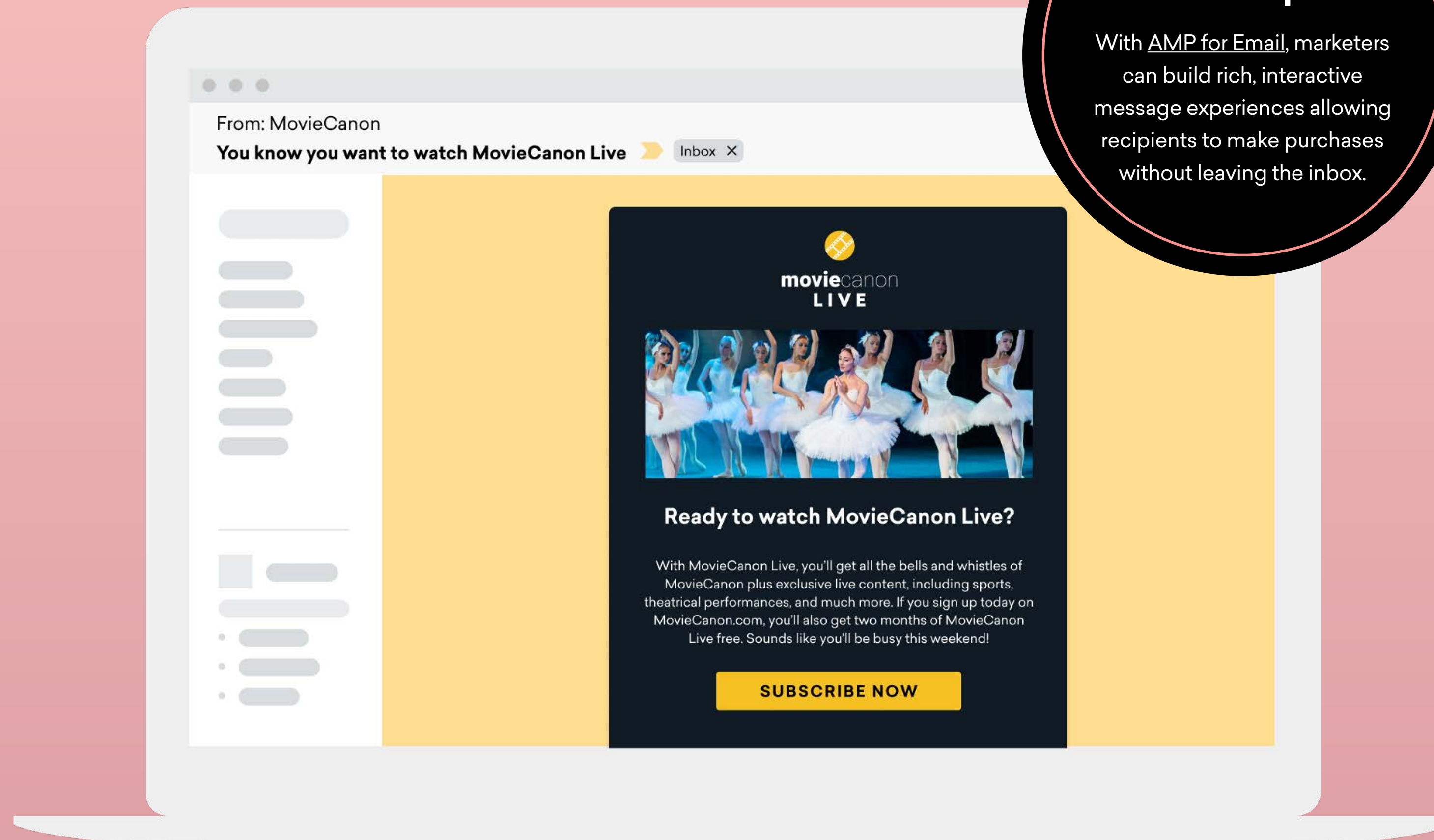
Value

Encouraging direct out-of-app payments makes it possible for your brand to sidestep fees, boost revenue, and pass along cost savings to your audience.



Pro Tip

With [AMP for Email](#), marketers can build rich, interactive message experiences allowing recipients to make purchases without leaving the inbox.



Seasonal Promotions

Problem

Your always-on campaigns are stellar, but you're ready to launch more timely promotions.

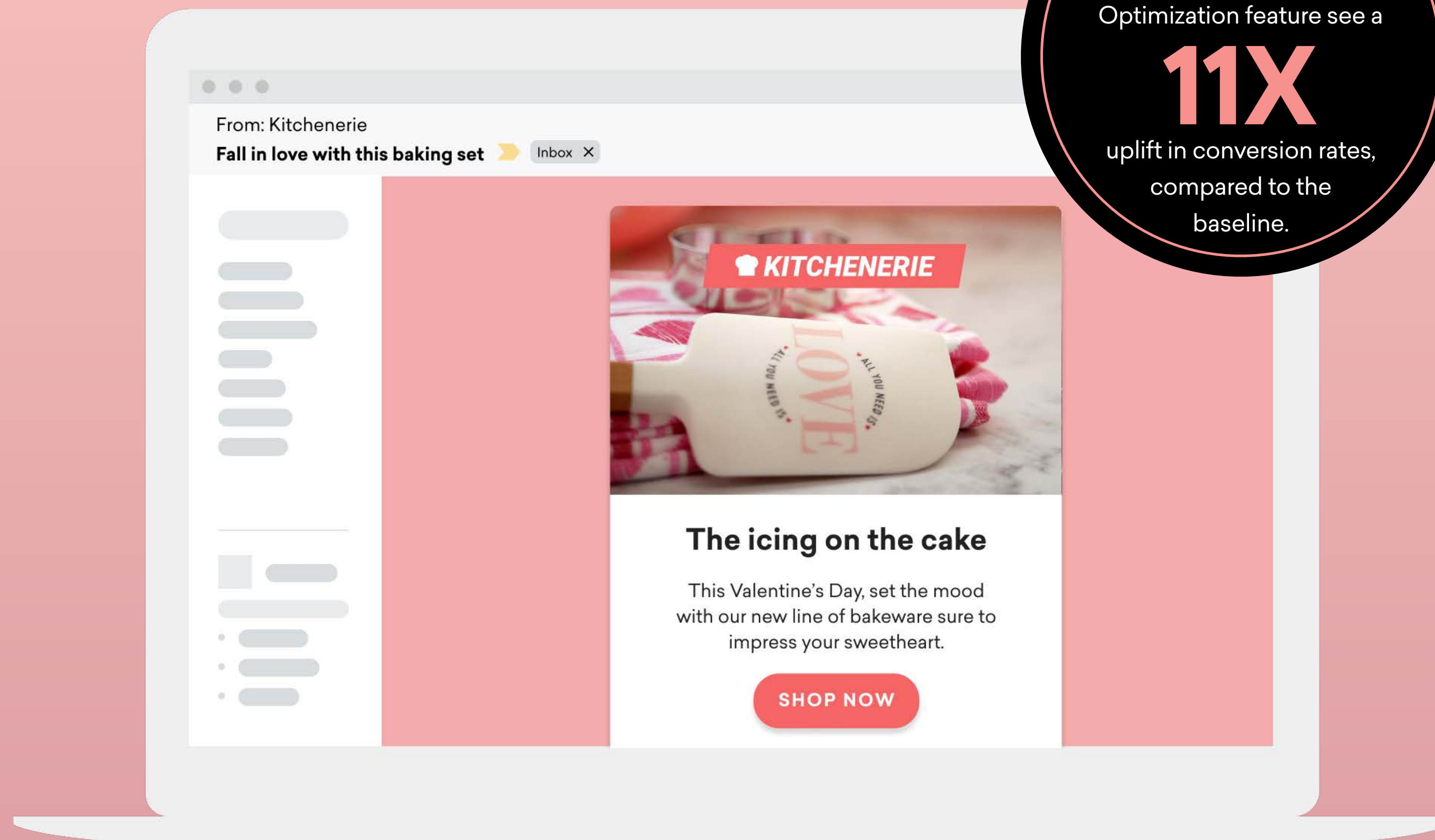
Campaign Solution

Build a promotional calendar around regional, national, and global holidays and events to inform relevant sales and messaging. Make these messages sing by personalizing them with behavioral data, deep linking to relevant pages in your app/website, and leveraging time-sensitive promotion codes.

Value

By using regional, national, and global holidays and events as a jumping off point for promotional campaigns, you can effectively drive conversions over a specific period.

Campaigns and Canvas steps that utilize our Automatic Distribution Optimization feature see a **11X** uplift in conversion rates, compared to the baseline.



Abandoned Cart Campaigns

Problem

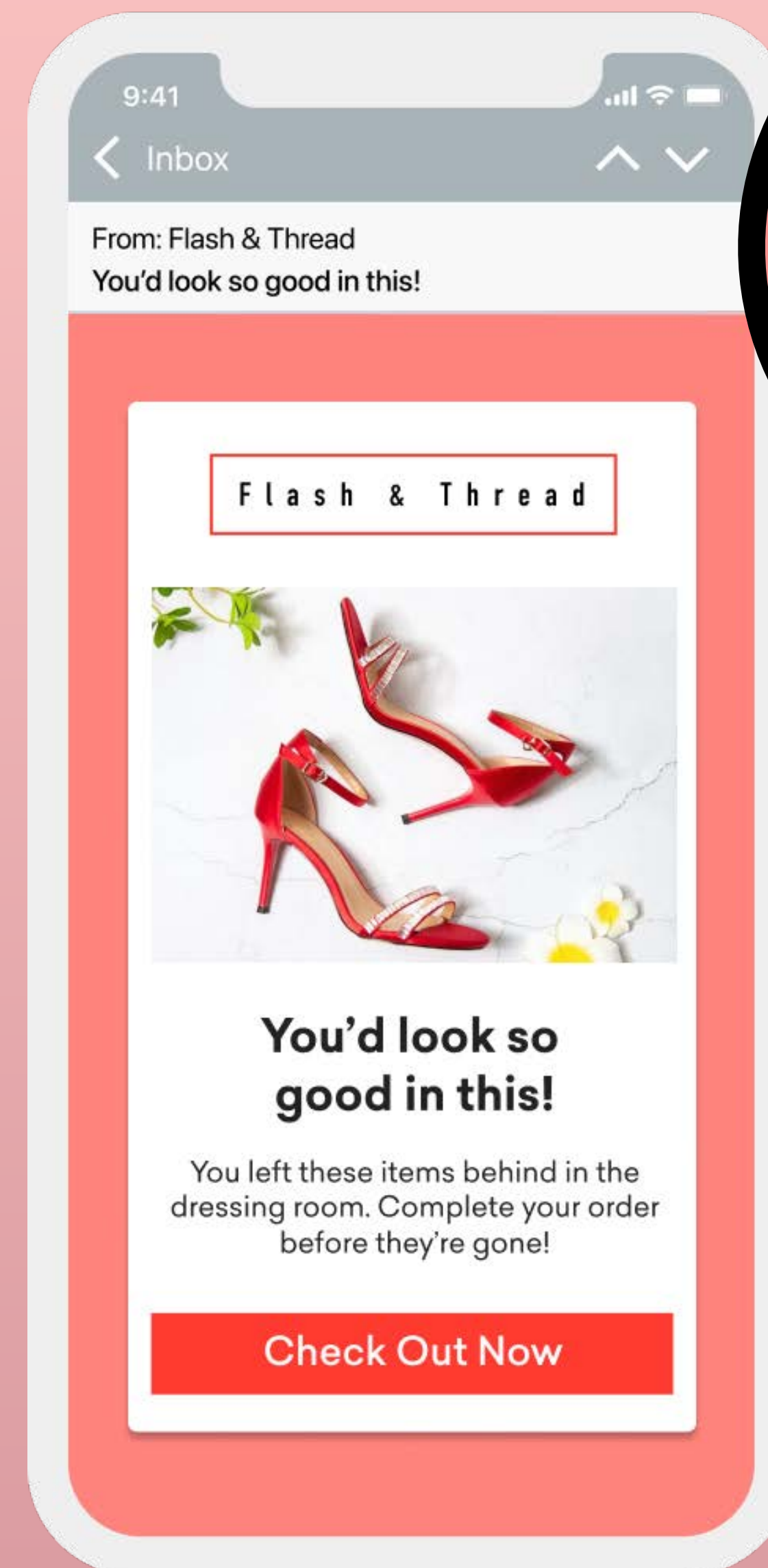
Your customers are abandoning the checkout flow before they complete a transaction—and that indecision is impacting your bottom line.

Campaign Solution

Send automated reminders to users who have not finished their transactions to bring them back into the checkout flow. Leverage [A/B testing](#) to determine the ideal timing windows for these messages and use personalized messages and special offers to nudge recipients to come back and complete their purchase.

Value

Being able to automatically recapture potential purchases beyond the browsing stage results in higher sales with minimal effort.



27%
Higher conversions for abandoned cart messages containing pictures, compared to the baseline for this use case.

Upsell Campaigns

Problem

You need ways to help customers discover premium versions of products and relevant add-ons in order to drive larger order sizes.

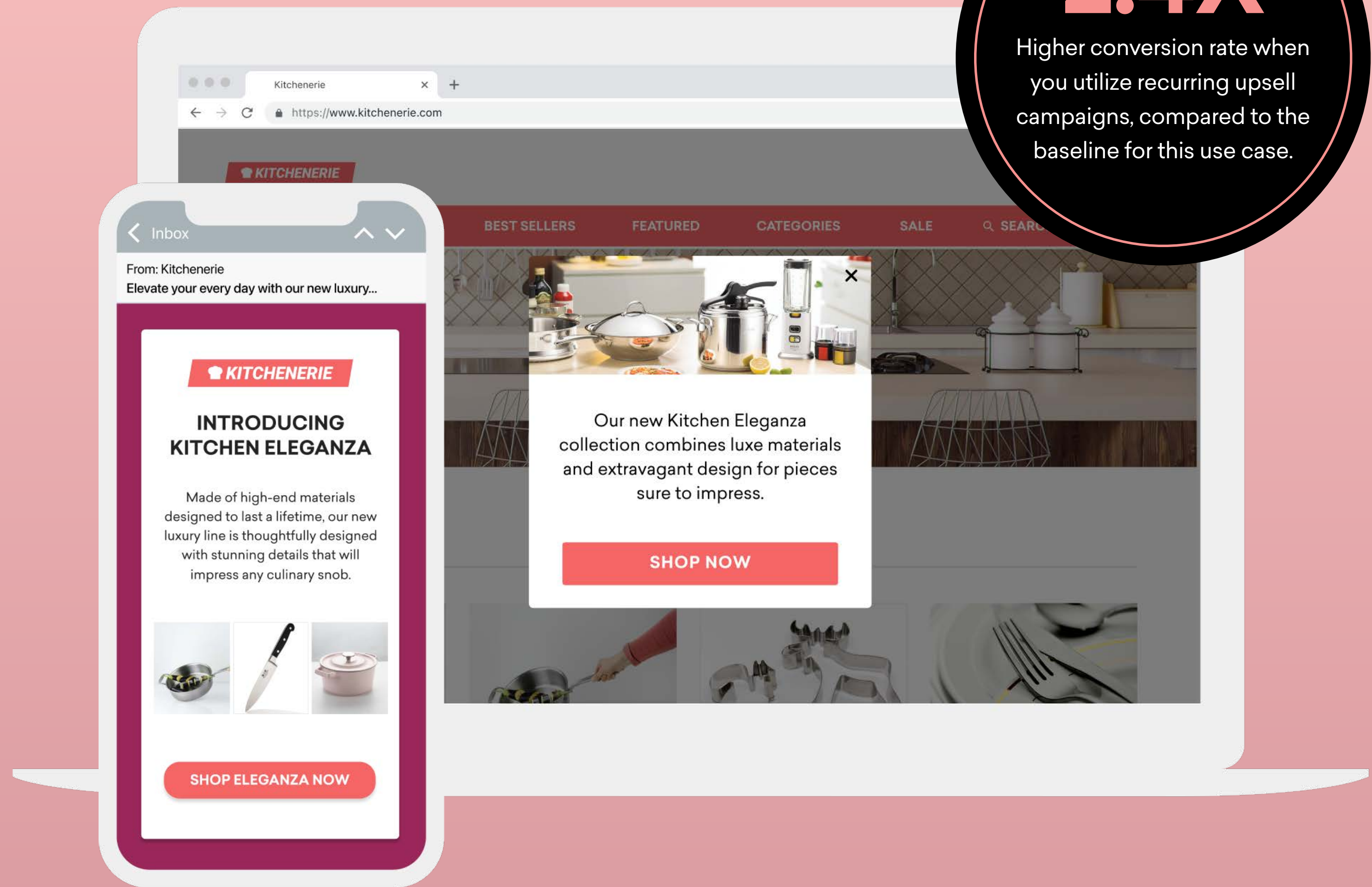
Campaign Solution

Leverage in-product messages to highlight relevant upgrades and add-ons before a customer completes check-out. Showcase premium items in out-of-product messages (e.g. email) with deep links to make purchasing easy.

Value

Drive more expensive purchases and see higher customer lifetime value (LTV), boosting your company's bottom line.

2.4X
Higher conversion rate when you utilize recurring upsell campaigns, compared to the baseline for this use case.



Flash Sale/ Limited Time Offer Campaigns

Problem

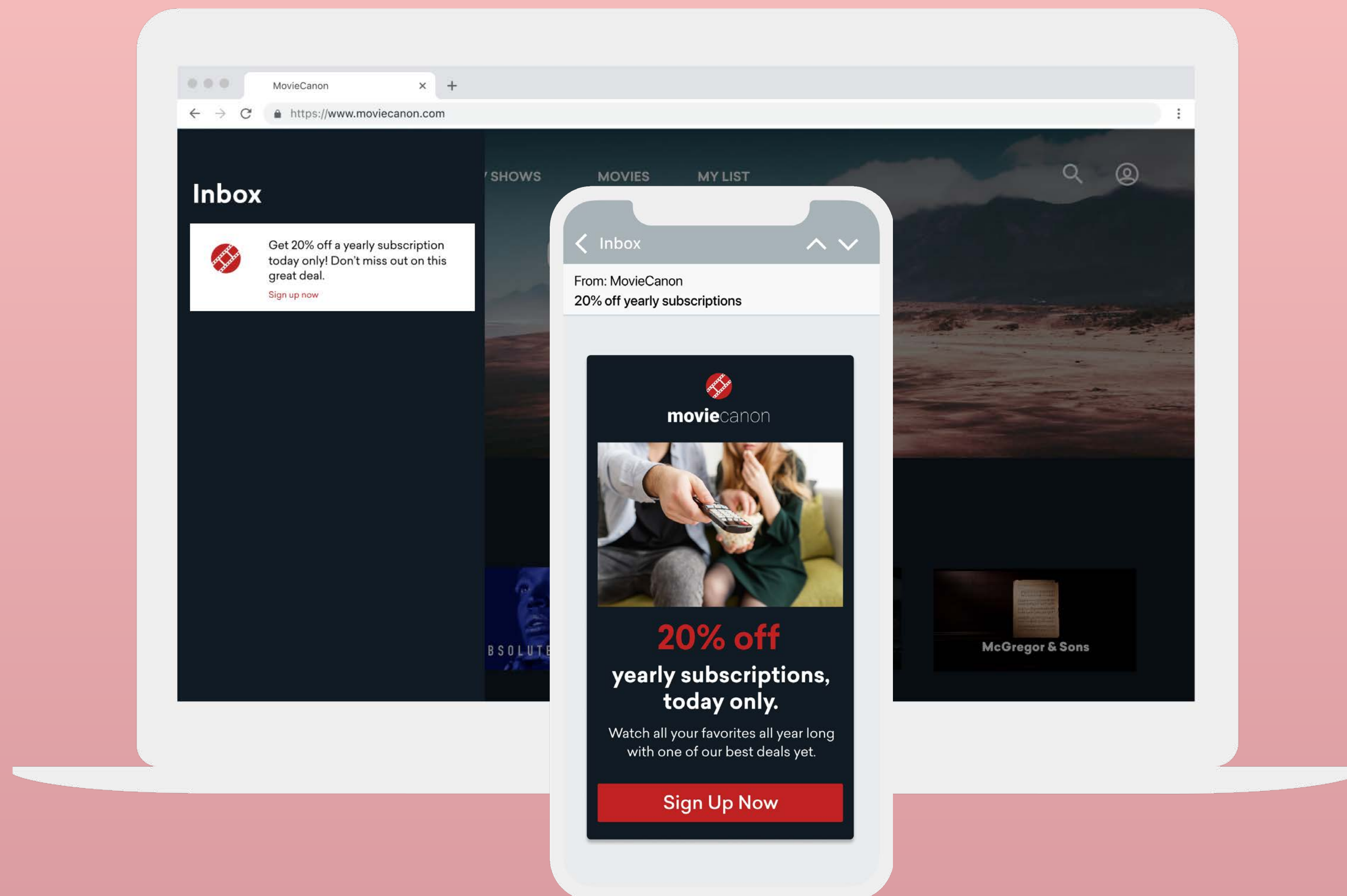
Conversions are stagnating and your company needs to spike sales quickly in order to meet its business goals.

Campaign Solution

Use time-sensitive messaging campaigns to spotlight short-term discounts, sales, and special offers to recipients.

Value

Effectively drive immediate purchases by emphasizing high interest, short-term offers.



Free-to-Paid Subscription Campaigns

Problem

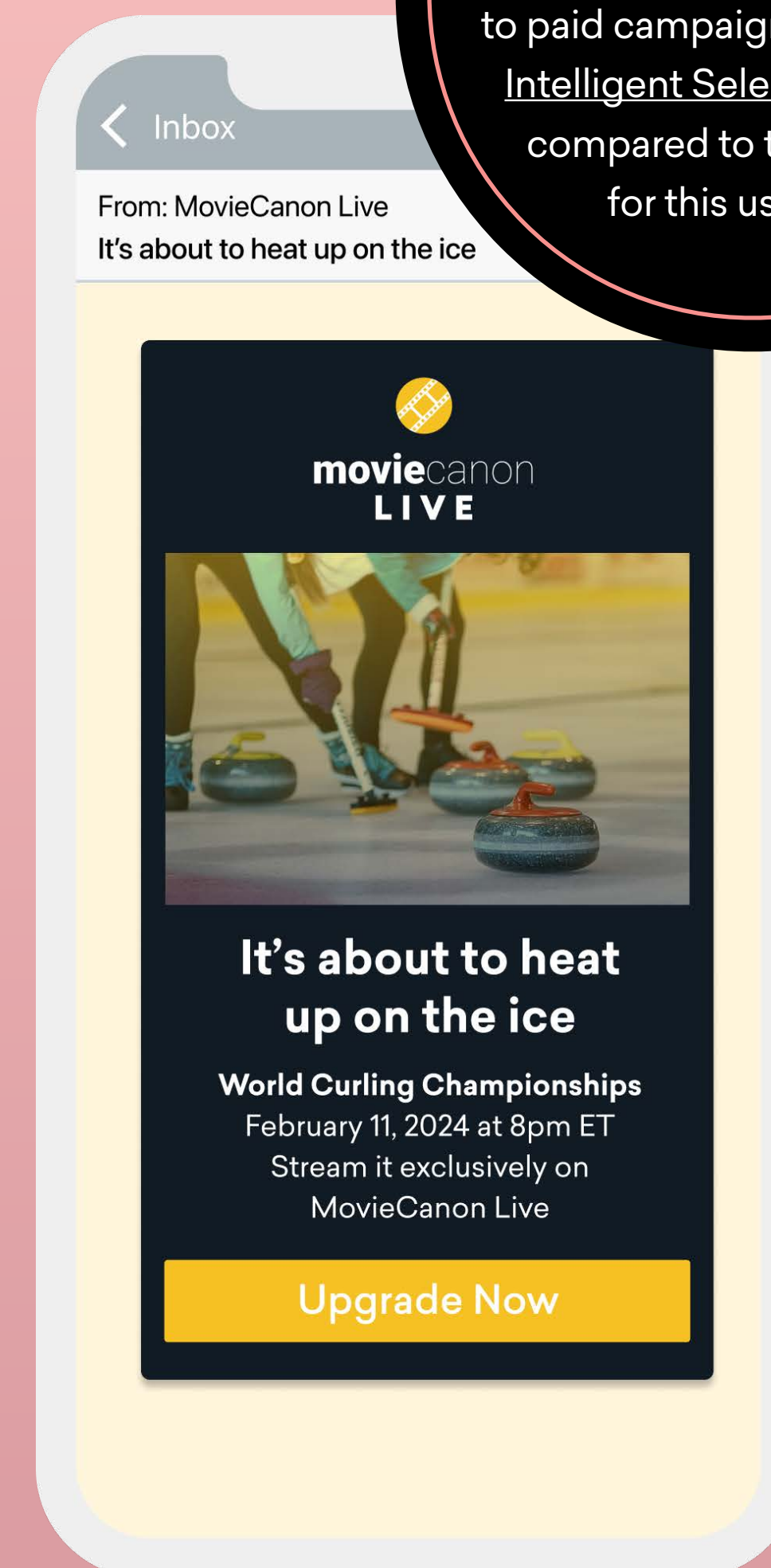
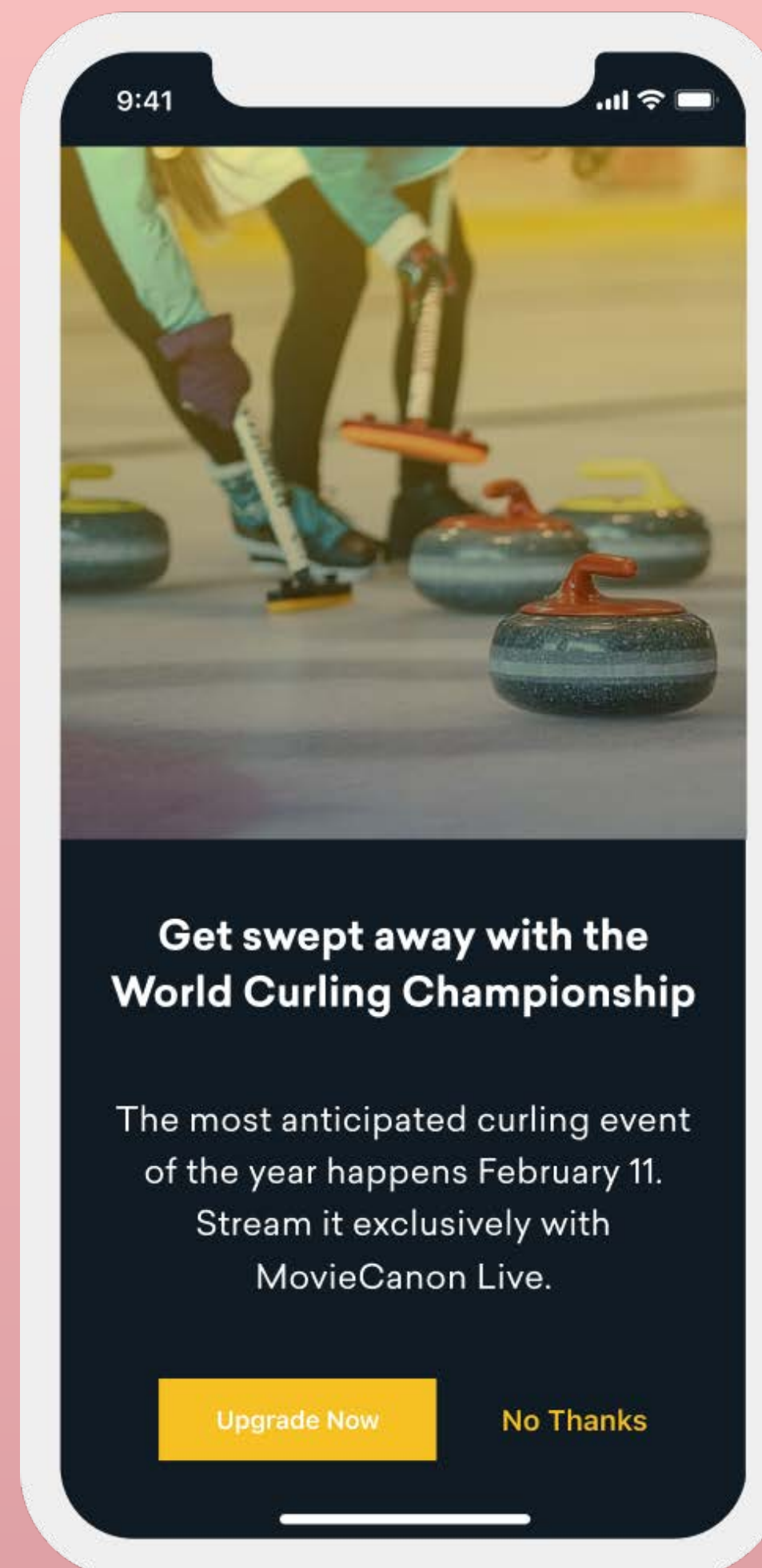
Free trial users aren't converting to paid subscribers at the rate you need to sustain your business.

Campaign Solution

Leverage visual messaging that illustrates the advantages of upgrading to a premium experience. Consider triggering these messages when users encounter gated content or features, or when they hit retention milestones. Personalize using data to spotlight relevant features that will complement their activity.

Value

Recurring revenue via subscriptions is a steady income driver that can help your company grow and exceed growth goals.



4.6X
Higher conversion rates on free to paid campaigns that use the Intelligent Selection feature, compared to the baseline for this use case.

Subscription Renewal Campaigns

Problem

Your subscribers haven't yet renewed their paid subscription to your brand's service, potentially leading to reduced revenue.

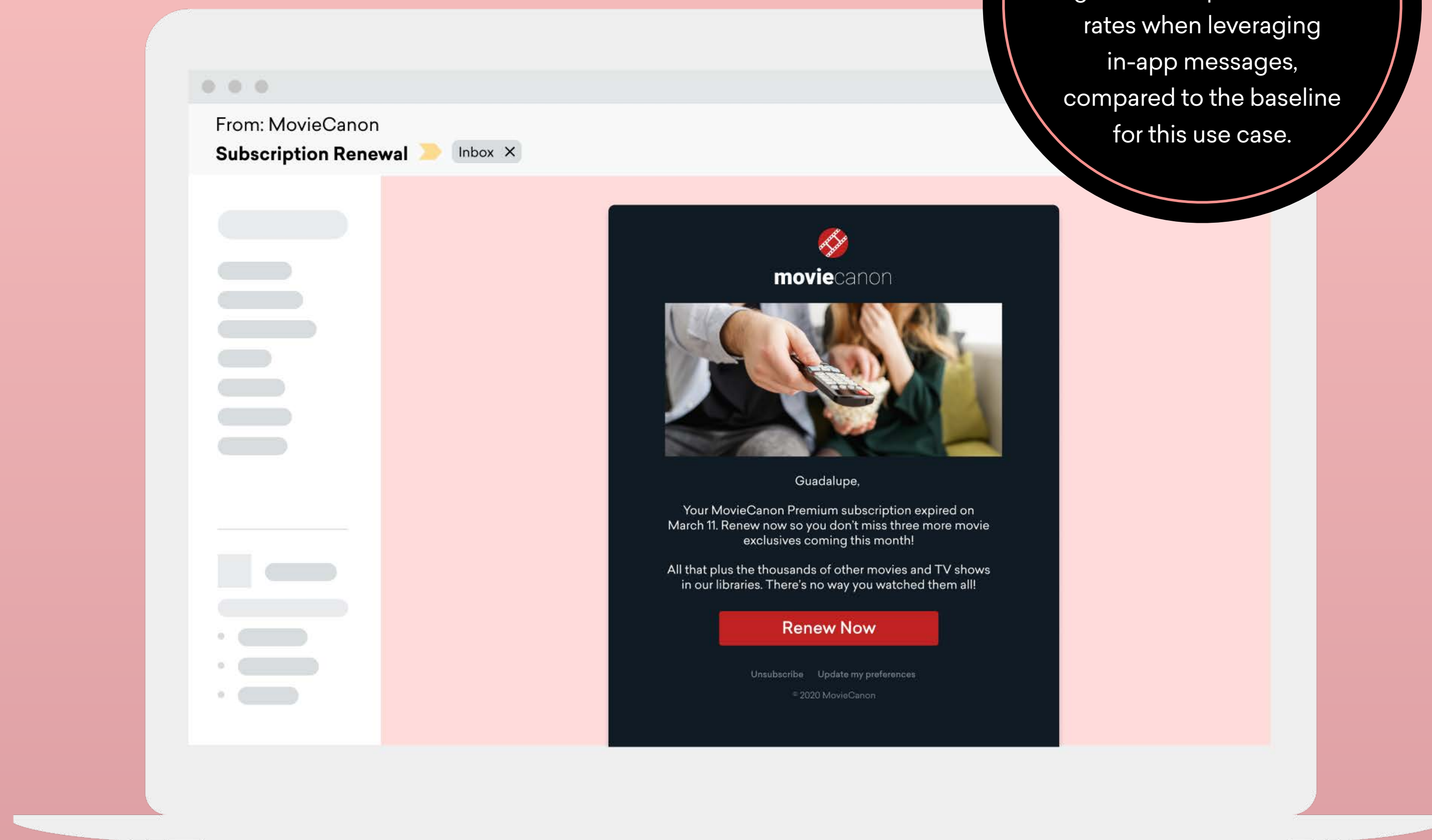
Campaign Solution

Target subscribers before their current subscription expires with messaging that highlights incentives to re-enroll or auto-enroll. Automatically trigger campaigns when users approach the end of their current subscriptions and take advantage of deep linking within reminder messages to ensure frictionless renewals.

Value

A seamless renewal process leads to more renewed subscriptions and drives increased customer lifetime value.

3.6X
Higher subscription renewal rates when leveraging in-app messages, compared to the baseline for this use case.



Merchant/ Affiliate Highlight Campaigns

Problem

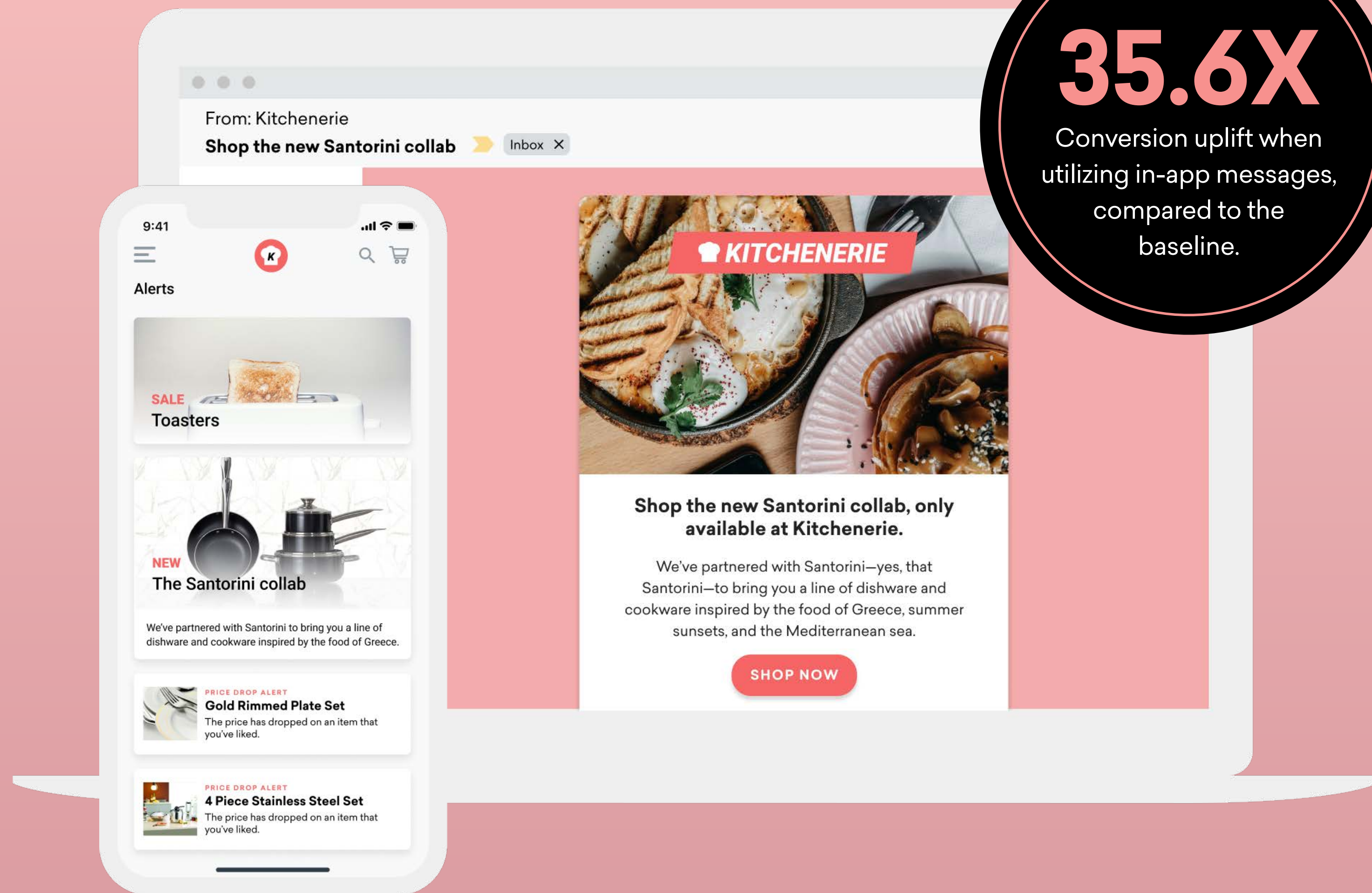
Some of your best products are hidden in your app or website—and you're missing out on opportunities to monetize your users' attention.

Campaign Solution

Show off the big brands and product exclusives on your platform by leveraging rich channels like email, Content Cards, and more to put a spotlight on key offerings.

Value

You can boost revenue by effectively showcasing what you offer to customers—or by charging third-party vendors for the right to have their products highlighted in an email or on your app or website via a Content Card, in-app message, and more.



35.6X
Conversion uplift when
utilizing in-app messages,
compared to the
baseline.

Cross-Sell Campaigns

Problem

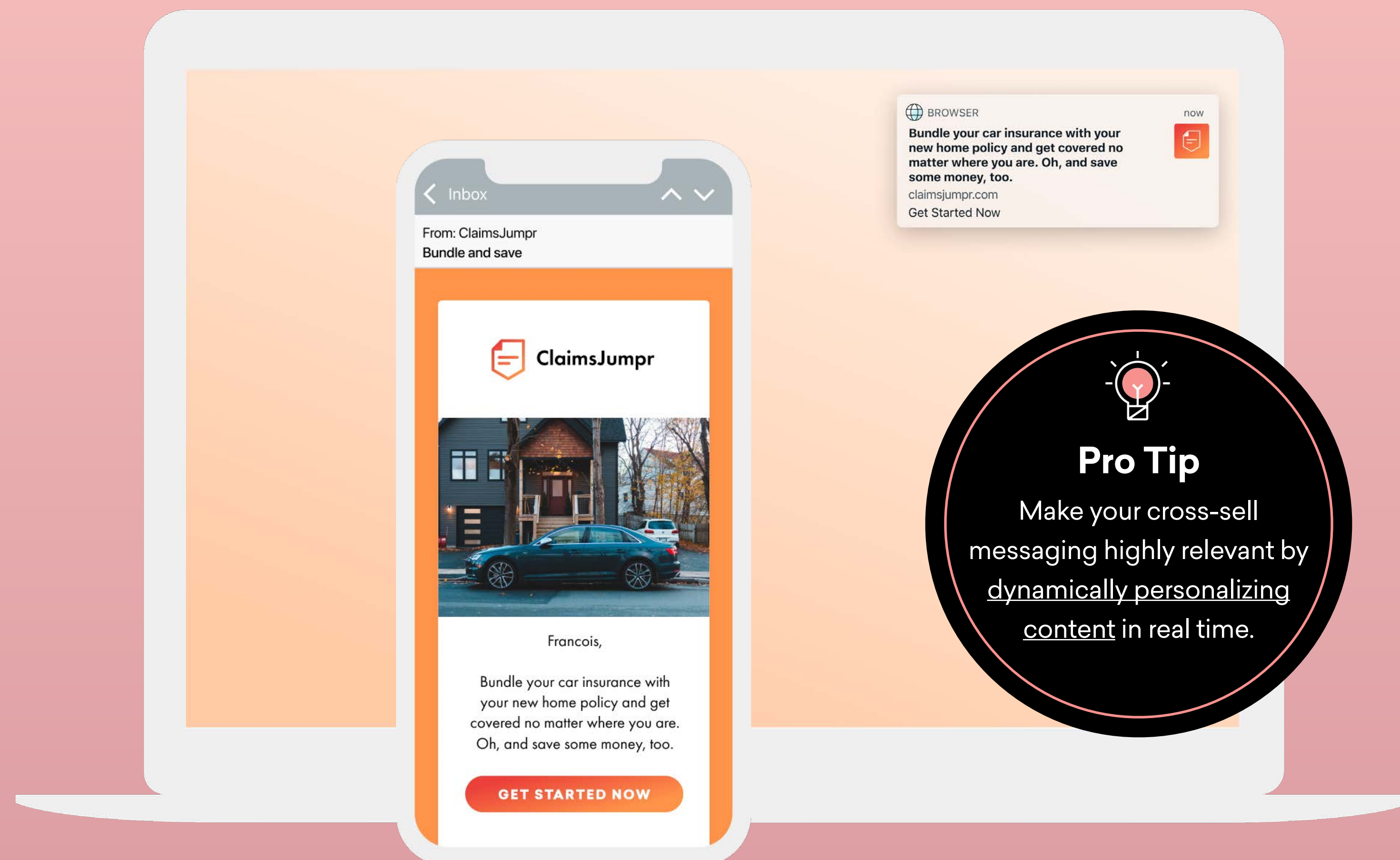
You want to help customers discover new products they might be interested in to drive higher lifetime value.

Campaign Solution

Leverage data on each users' past purchases and browsing activity to send personalized product recommendations to your customers. Draw on a recommendation engine to make intelligent suggestions for items frequently bought together or services that add clear value.

Value

Targeted cross-sell recommendations increase customer lifetime value by driving purchases without adding extra steps to the buying journey.



Back-in-Stock/ Price Drop Campaigns

Problem

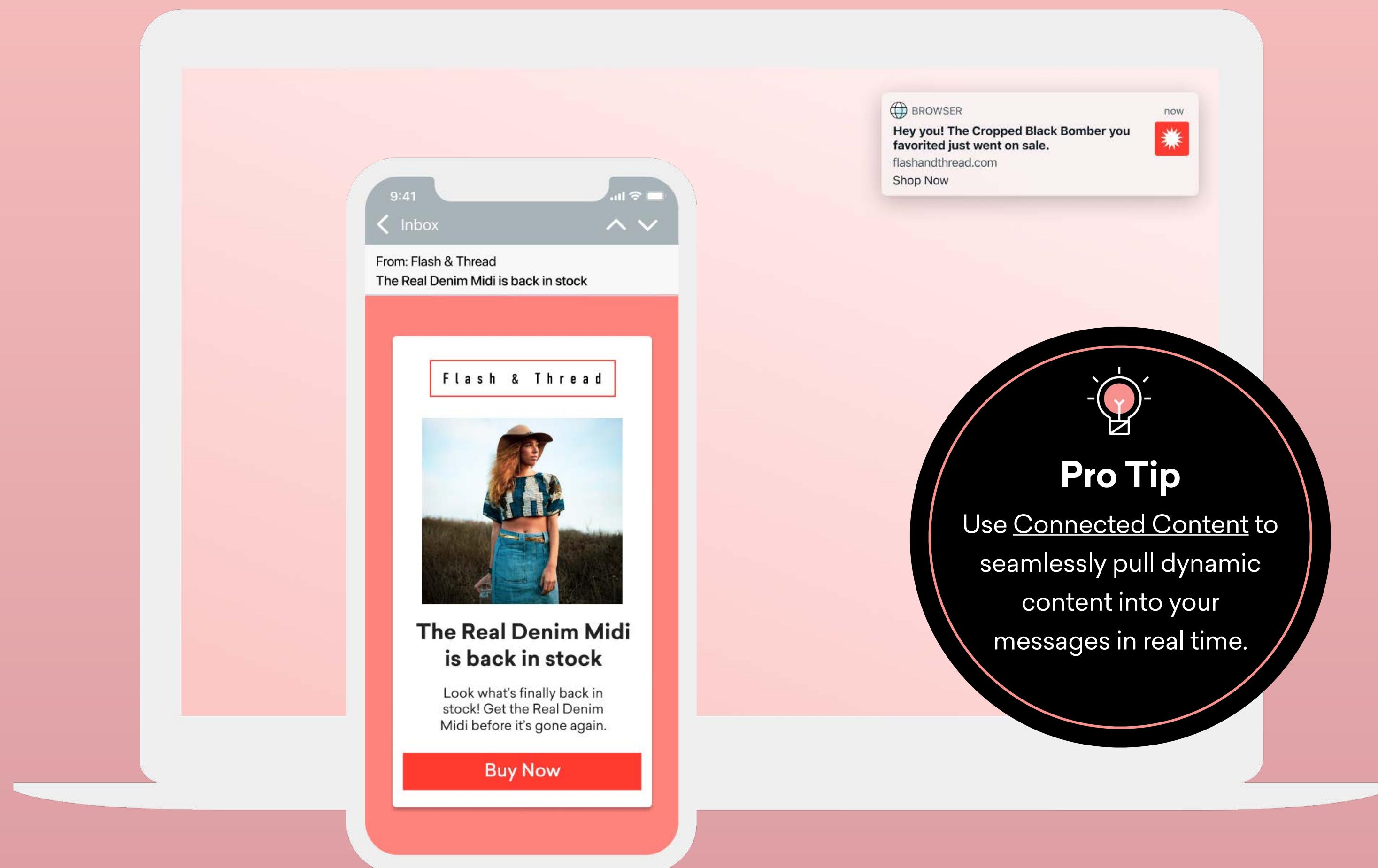
Your customers aren't aware of key changes in product availability or price that might motivate buying decisions, cutting into opportunities for additional purchases.

Campaign Solution

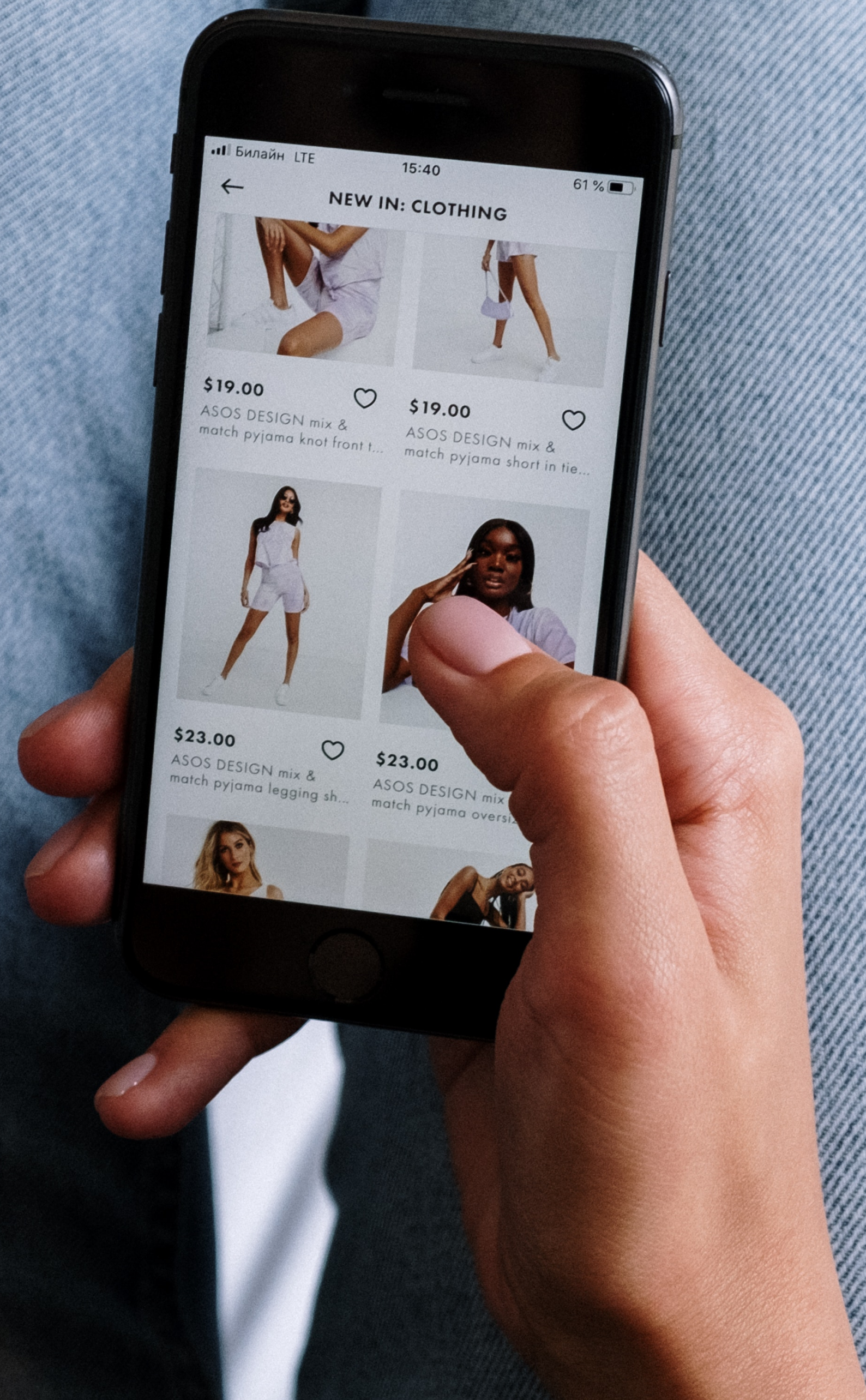
Tap into behavioral data to identify specific items that users have favorited or otherwise engaged with, then use this information to trigger messages when these items go on sale, come back into stock, or have other status changes.

Value

Interested customers return to your app or site to take advantage of new deals, complete unfinished purchases, or secure desired products before they're out of stock.



Retention Campaigns



Understanding Growth Levers: Retention

What is retention? Essentially, it's creating the kind of long-term relationship with your customer that drives sustainable growth over the long haul. To optimize for retention, it's important to understand it's an output metric—and to achieve a certain output, brands must optimize the input. In the case of retention, the input is activation, engagement, and monetization.

In general, we see four ways to increase engagement, and thus boost retention:

- 1 Add use cases to engage customers at more stages of the customer lifecycle
- 2 Increase the frequency of product use
- 3 Increase the number of features being used
- 4 Increase the intensity of each use of the product



Loyalty Enrollment Campaigns

Problem

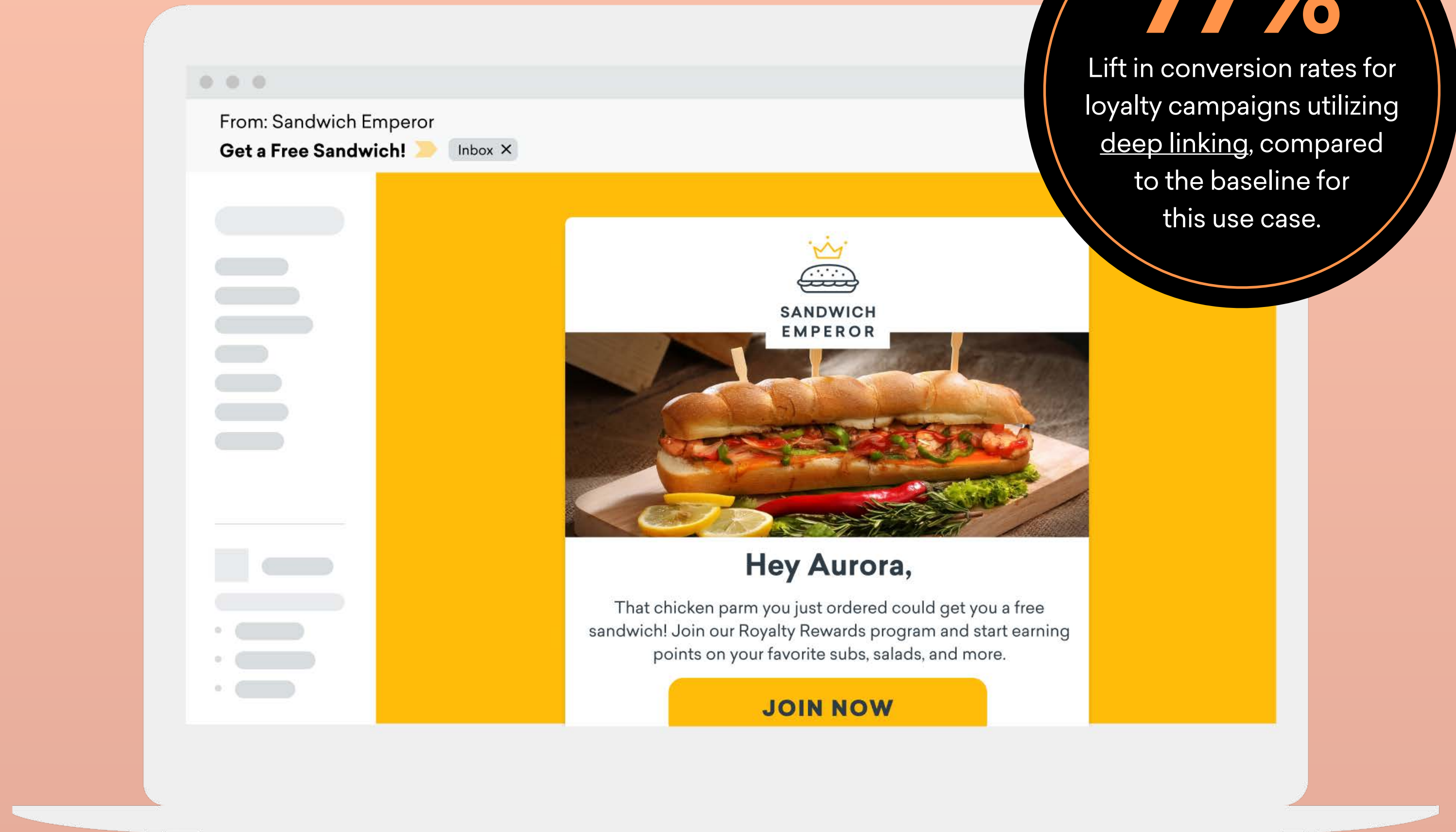
Competition is fierce, so you need an effective way to motivate your customers to stick with you over the long haul.

Campaign Solution

Leverage email to encourage enrollment in your company's loyalty and reward programs. Loyalty program membership reinforces the value of your product offering and bolsters users' personal investment in your brand via discounts, referrals, and exclusive access.

Value

Drive more customers to join your loyalty program, engage more seriously, and spend more with your brand.



Product Launch Campaigns

Problem

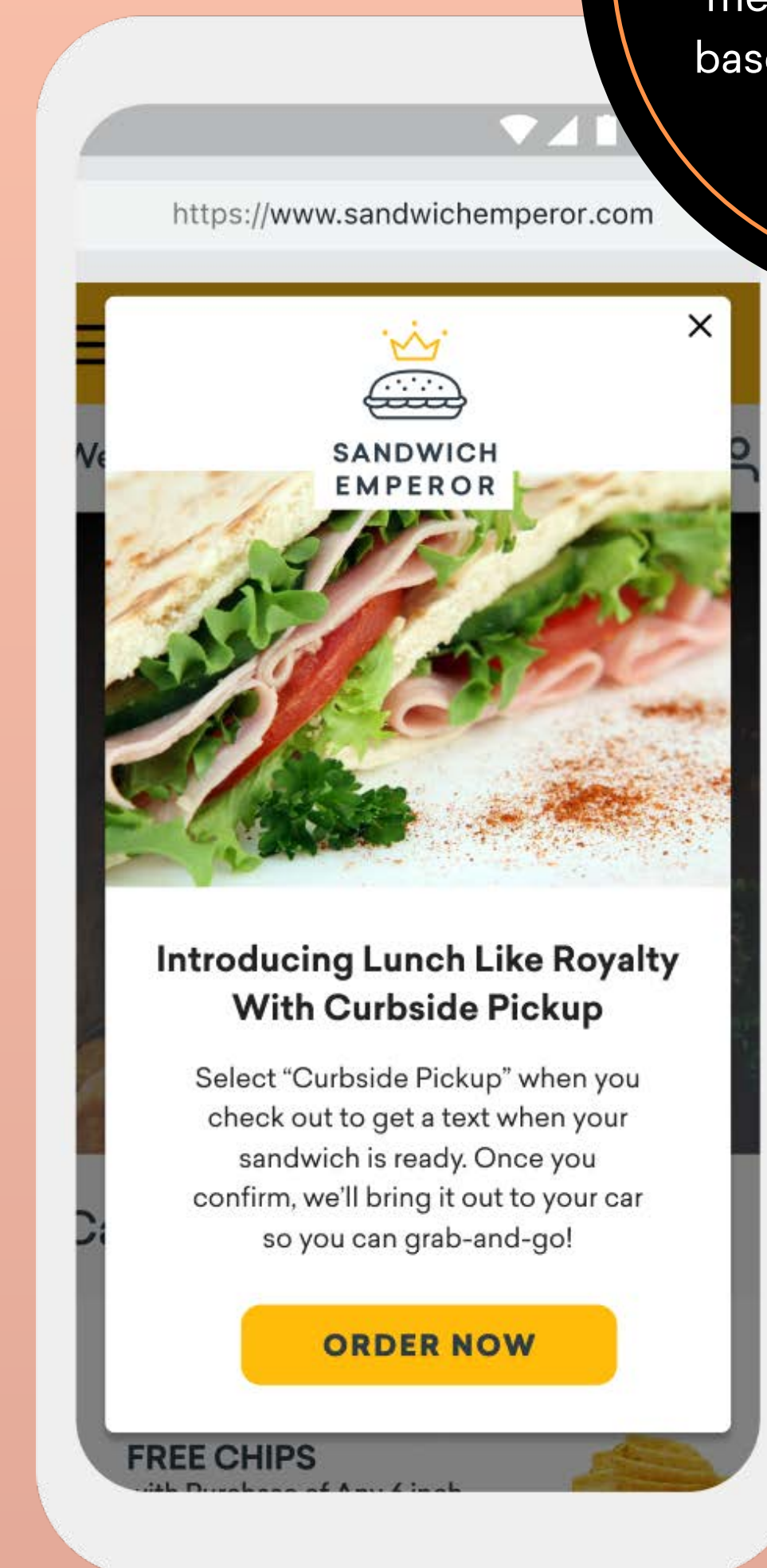
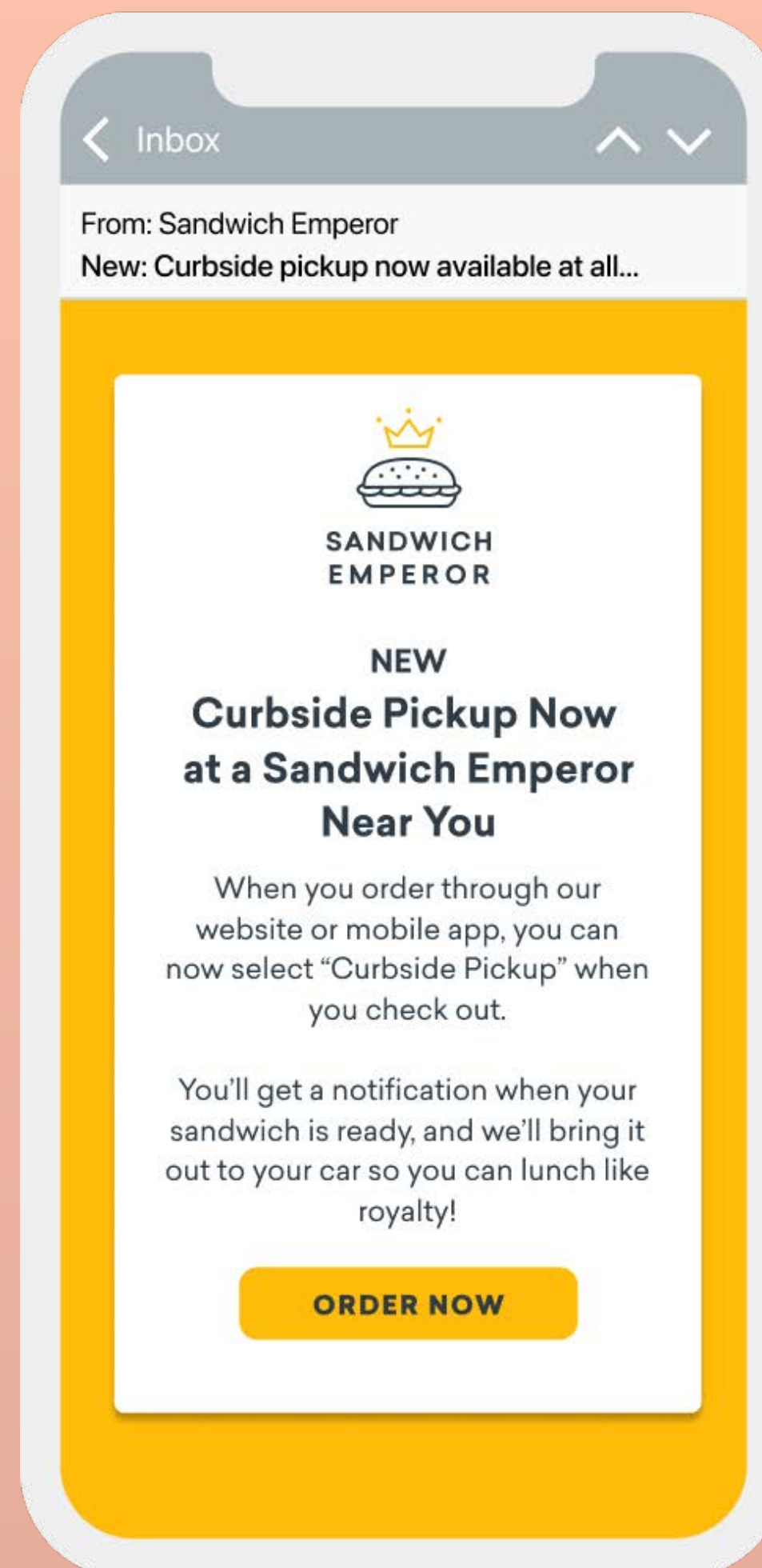
Your team spent months preparing and launching a new feature, product, or service, and now you need to convince your audience to take advantage of it.

Campaign Solution

Leverage email as part of a cross-channel messaging campaign to highlight new products, features, and services and the value they provide for your users. Consider triggering messages when a given user takes an action or views a product that suggests that your new offering would be a good fit for them.

Value

The more features or services a customer uses, the more likely they'll stick around for the long haul, supporting deeper relationships and helping your brand meet its business goals.



4.9X
Higher conversions when messages are triggered based on user behaviors, compared to the baseline.

App Update Campaigns

Problem

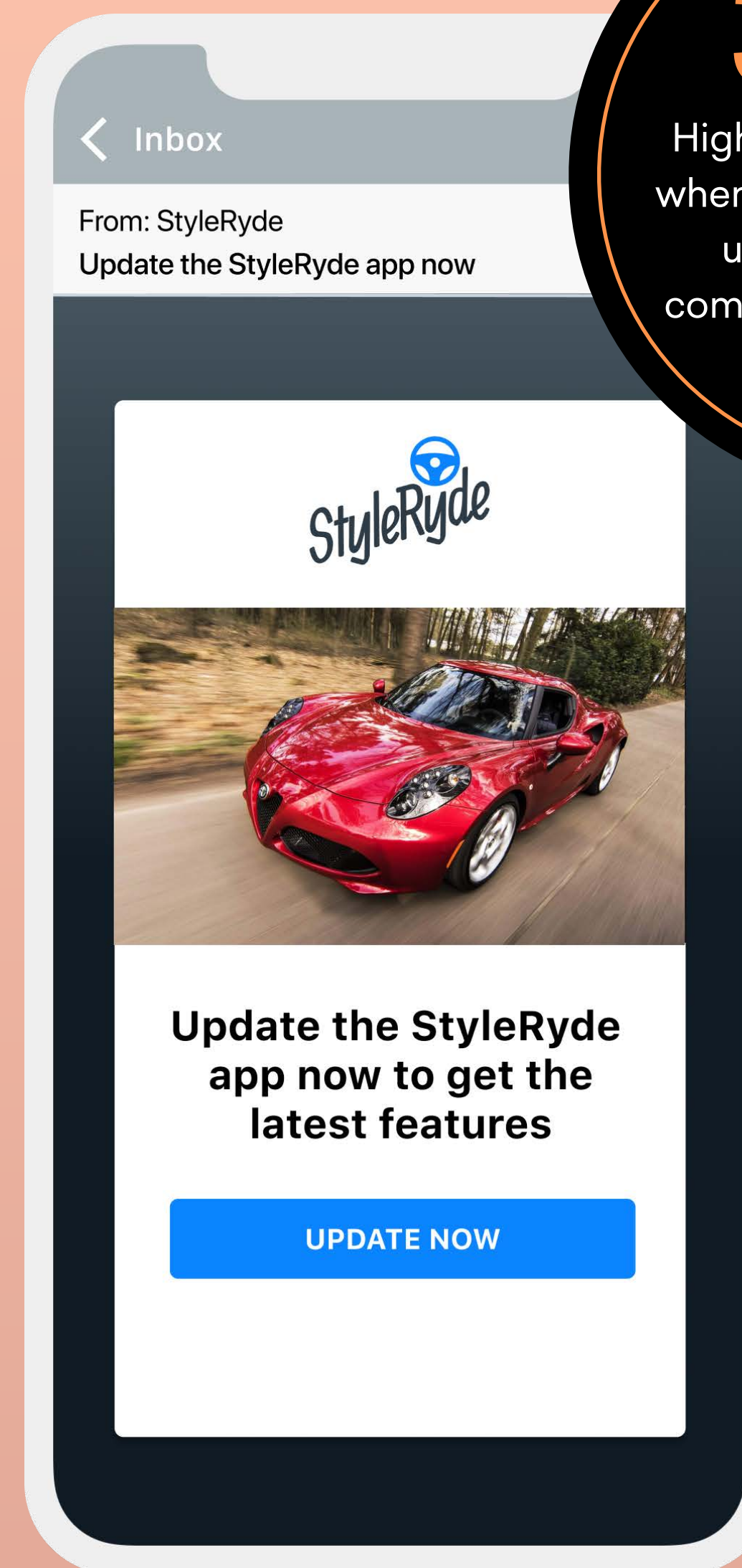
Some users fail to update to the newest version of your mobile app, keeping them from accessing key usability updates and new features.

Campaign Solution

Use email to communicate the value of these free updates and how simple it is to install them. By informing users that there is an update available while they're already on their mobile device, you've removed barriers and made the process as simple as one or two clicks.

Value

Keeping apps up-to-date simplifies the work required of your support team and allows you to take advantage of new features and functionality on iOS and Android.



3.9X

Higher conversions rates when email is used for app update campaigns, compared to the baseline for this use case.

Brand Values Campaigns

Problem

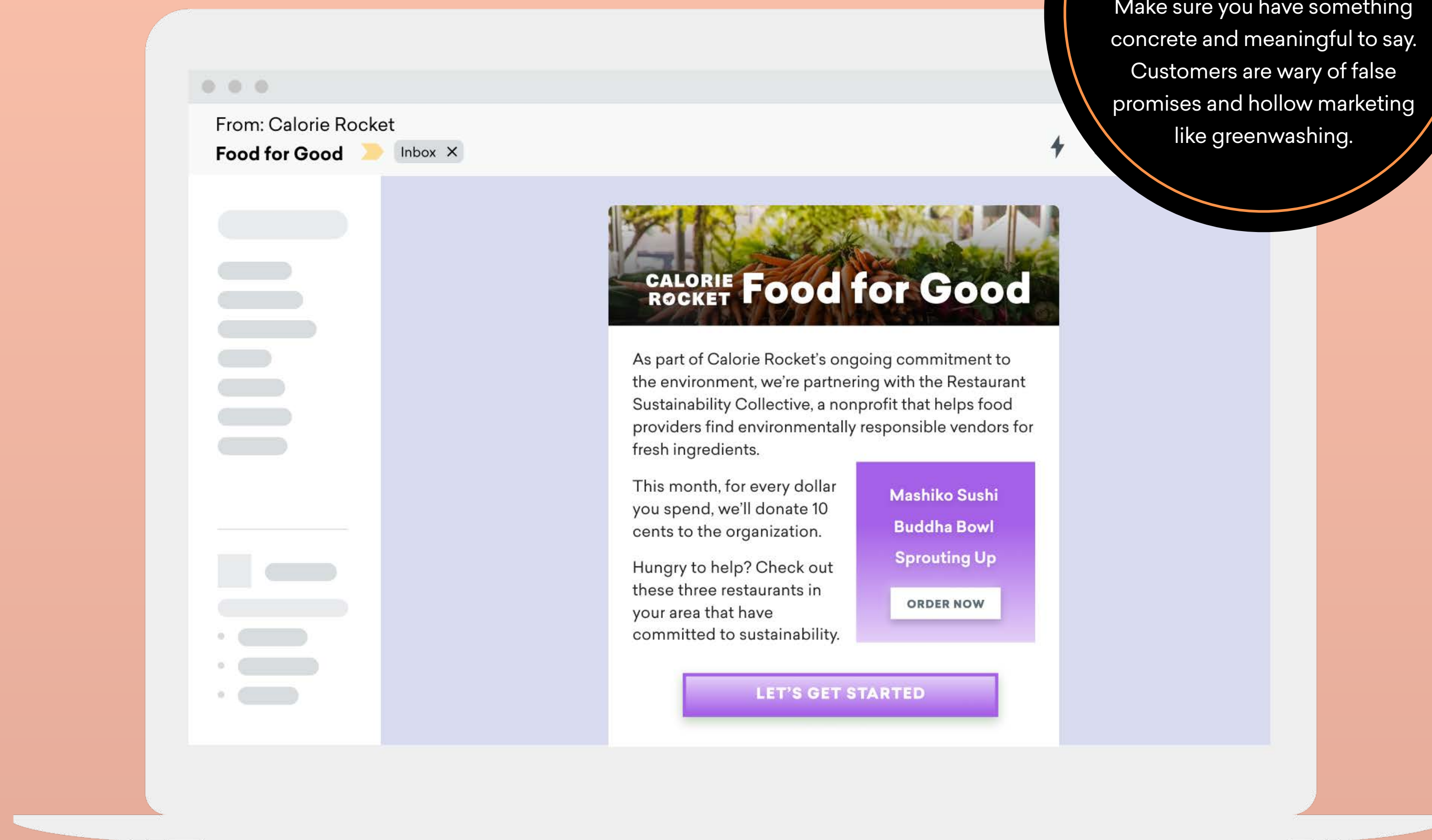
You want to develop a stronger relationship with your customers by showing them what your company stands for.

Campaign Solution

Deliver clear statements about what matters to your company by leveraging messaging channels like email and in-app messages to effectively communicate your corporate values. Done right, this outreach can help customers see your brand as a three-dimensional entity with strong values—just make sure it represents the real actions you're taking and isn't all talk.

Value

Create more human connections with customers and drive stronger engagement, revenue, and brand loyalty over the long haul.



General Education Campaigns

Problem

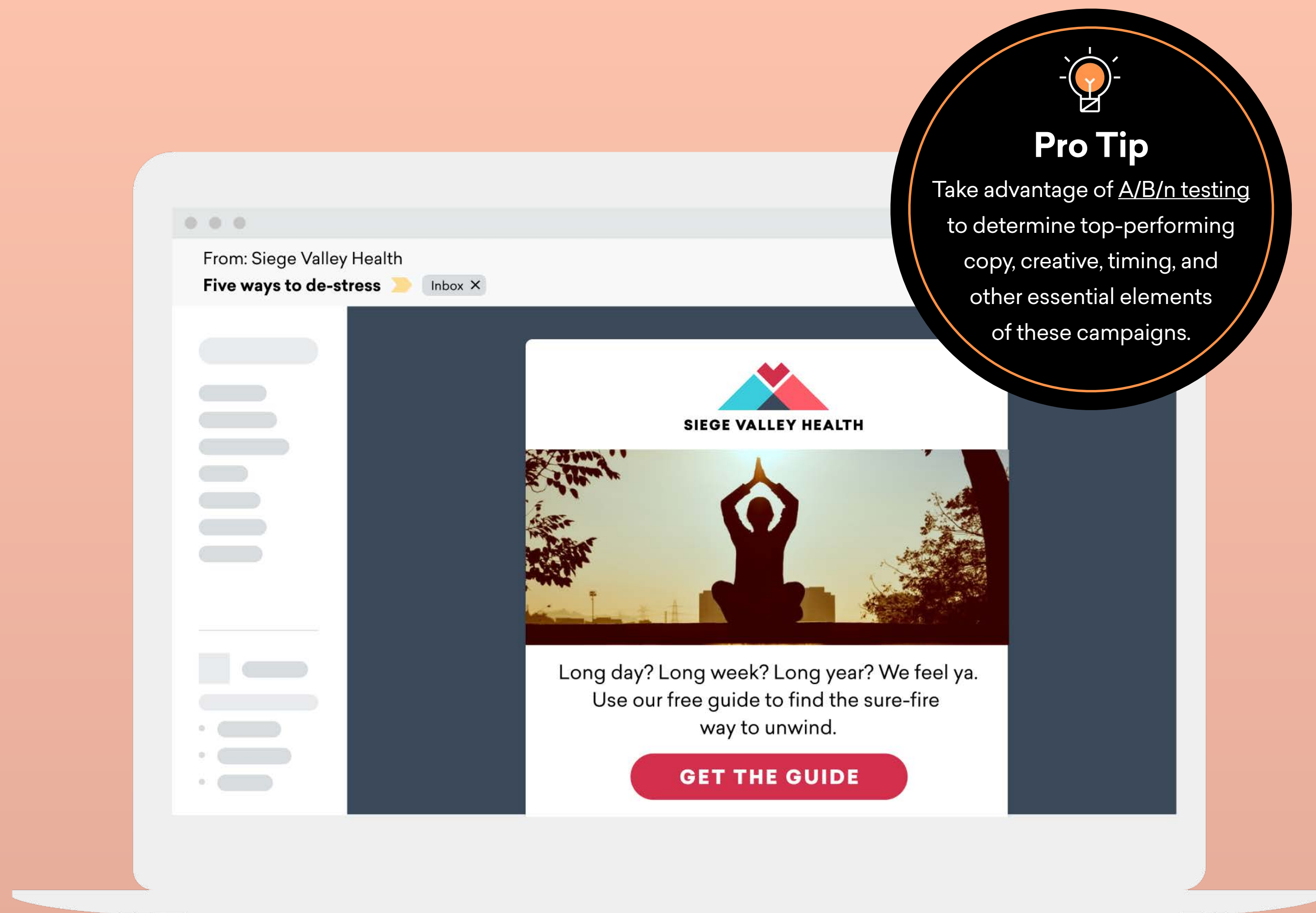
You want to stay top-of-mind with customers as well as demonstrate your company's value and expertise.

Campaign Solution

Boost habit-forming behavior and make your company an integral part of your customer's digital life by surfacing relevant content to users via email. Trigger these messages based on user behavior—or inactivity milestones—to create automated touchpoints that enhance each customer's holistic perception of your product's value.

Value

Increase engagement and retention by educating your customers about your product and helping them use it as effectively as possible.



Reward & Perk Campaigns

Problem

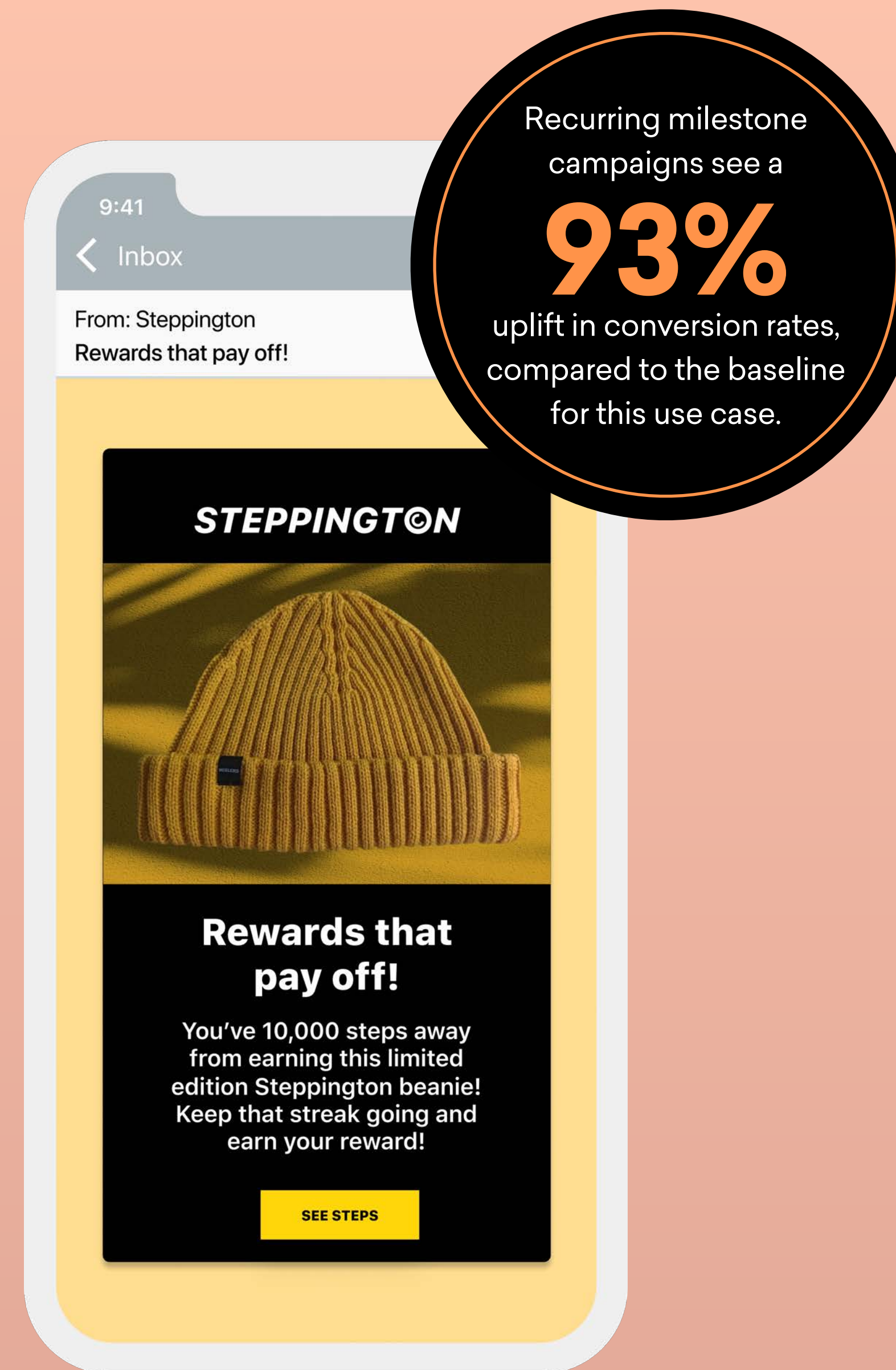
Your company needs to strengthen loyalty and reward power users in order to create valuable long-term relationships.

Campaign Solution

Use customer data (e.g. time spent in-app, purchase amounts, or social mentions) to target top-tier users with dynamic messages that include a reward for staying active. Leverage deep links to make it easier for these customers to leave positive reviews or share content on social media.

Value

Engaged users can be your most effective advocates, spreading the word of your company beyond traditional marketing channels.



Newsletter Campaigns

Problem

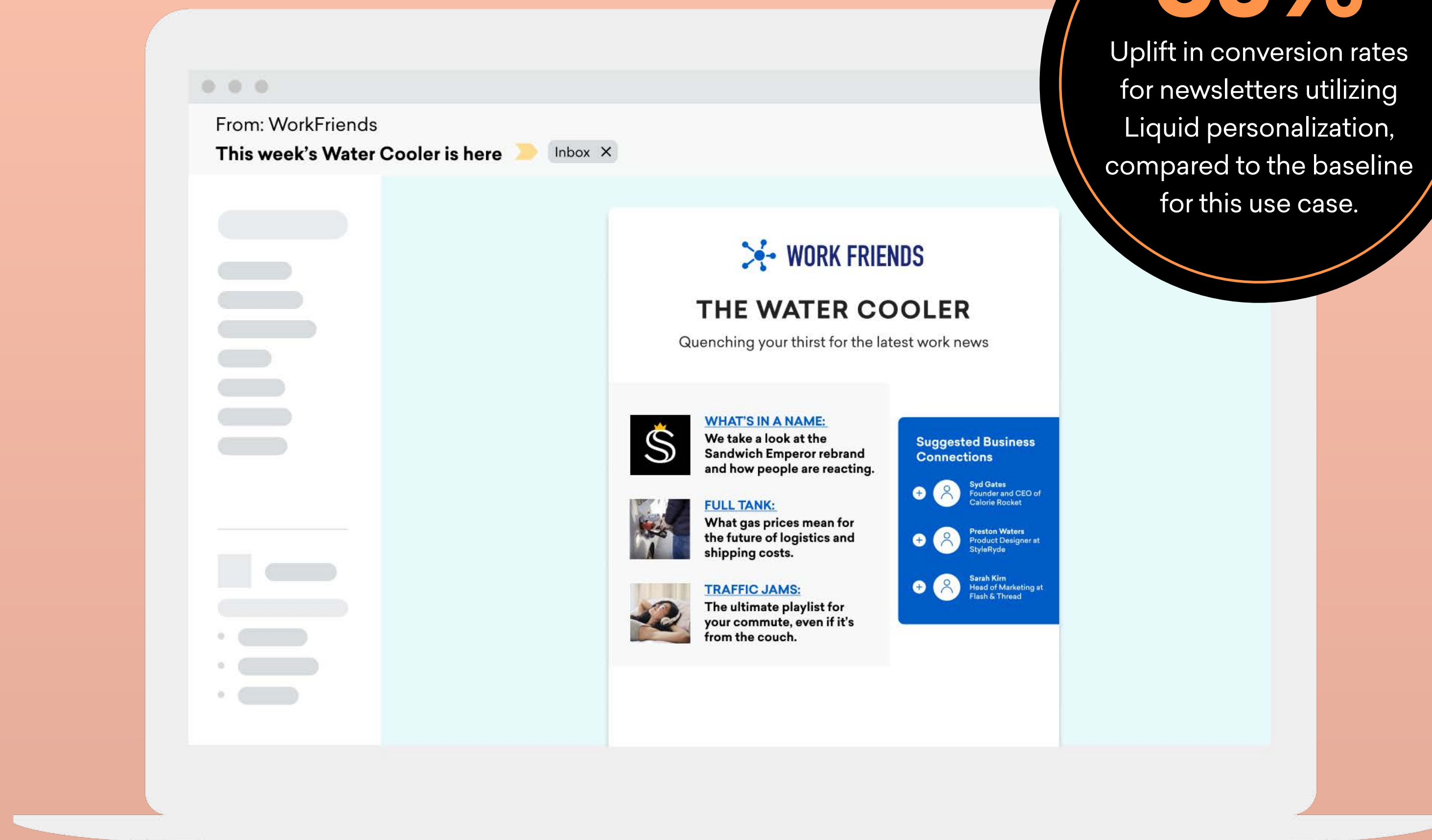
Your brand struggles to get customers to return regularly to your app or website—and that struggle is reflected in your retention rates.

Campaign Solution

Consistent outreach through newsletters can bolster relationships by providing users with relatable and actionable content. A solid content strategy is essential here: You want to capture eyeballs, but basing it on user data gives you significantly more leverage.

Value

If they're personalized and provide real, concrete value, recurring campaigns like email newsletters can provide users with a compelling reason to engage more frequently while also driving conversions.



Product Feedback/ Net Promoter Score (NPS) Campaigns

Problem

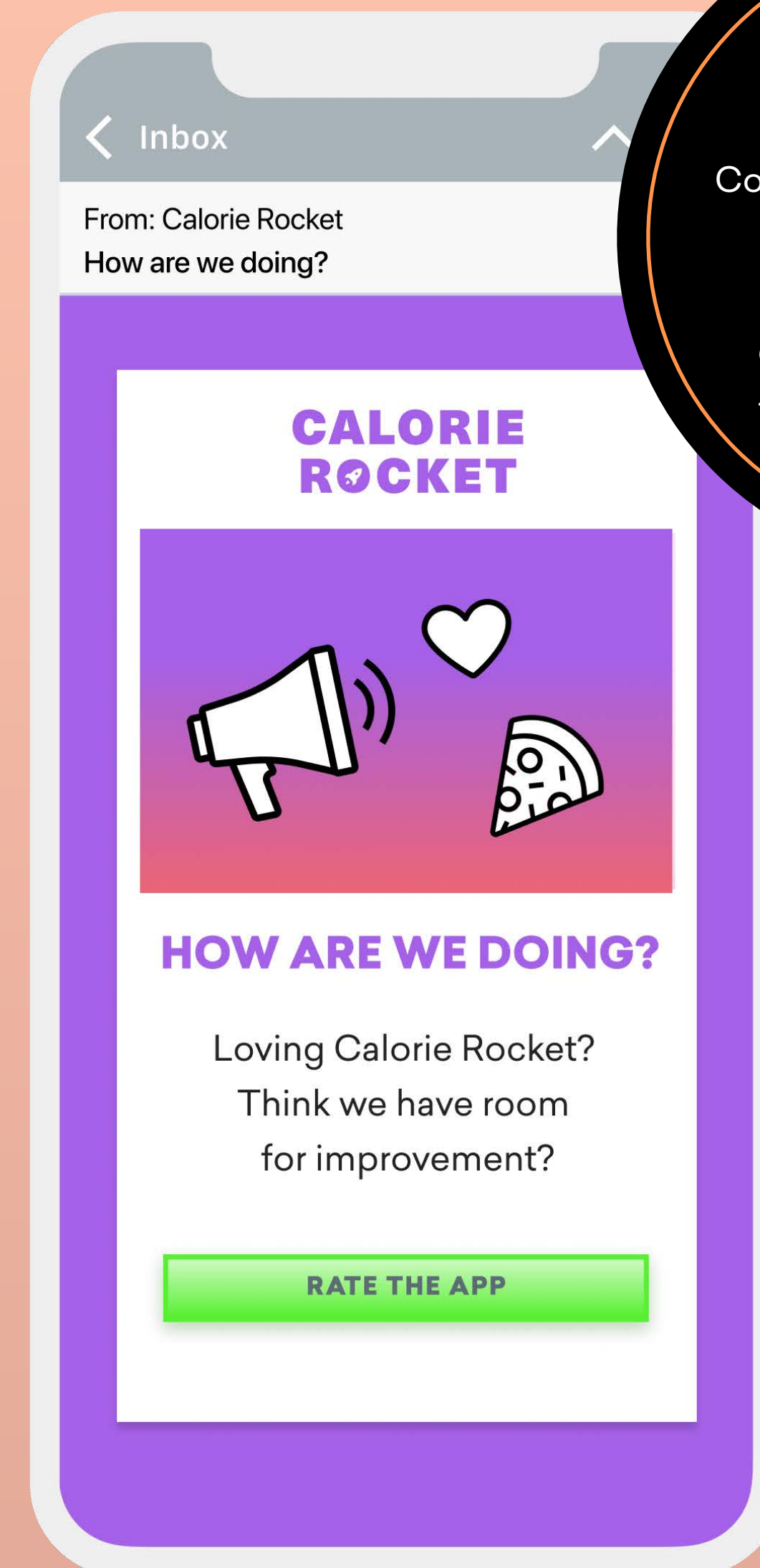
You want to make meaningful improvements to the customer experience—but you can't, because you don't know what your users do and don't like about what you're offering.

Campaign Solution

Use feedback surveys—promoted by or contained within your email messages—following key engagement moments (e.g. post-onboarding, after first purchase) to capture details about what your customers love about your brand, as well as what they want to see improved.

Value

Bolstering your insight into customer opinions makes it easier to take a data-driven approach to prioritizing future enhancements that keep customers coming back.



Pro Tip

Consider leveraging AMP for Email to allow message recipients to score their experience and provide feedback—without ever leaving the inbox.

Product Adoption Campaigns

Problem

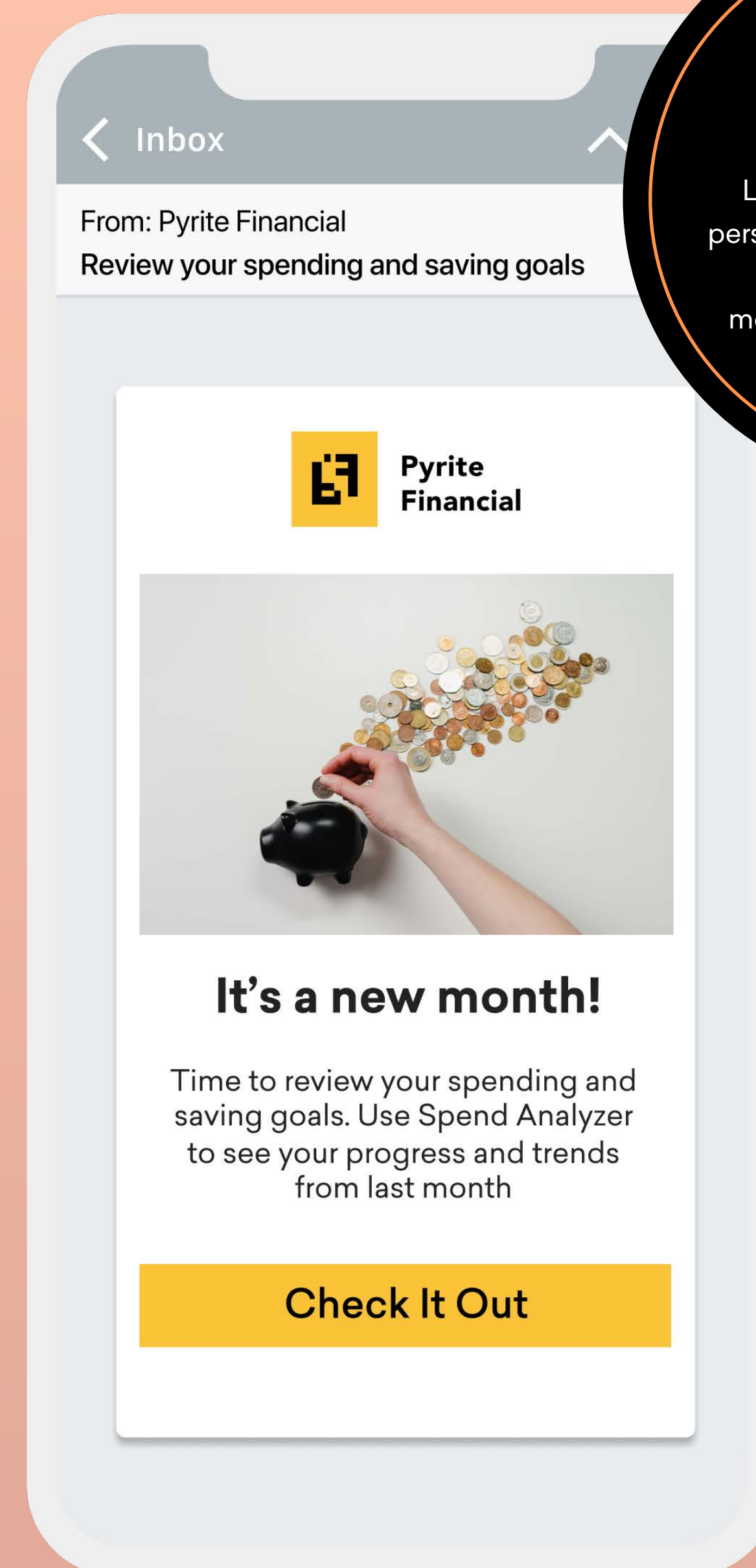
Even after onboarding, some of your users aren't discovering and using key features of your product, putting their continued engagement at risk.

Campaign Solution

Highlight the value of your core functionality via personalized emails and introduce additional features or components in a measured way, building on each other as recipients adopt them. Segment messages specifically to users who haven't begun using a given feature to avoid irrelevant outreach.

Value

Helping users adopt—and establish habits around—key features allows you to position your business as essential.



Pro Tip

Leverage dynamic content personalization to make product recommendations in the moment, based on individual user actions.

Urgent Communication Campaigns

Problem

You need to let customers know about critical information related to your product or offering (e.g. weather updates, credit card expiration), even if they're not currently using your app or website.

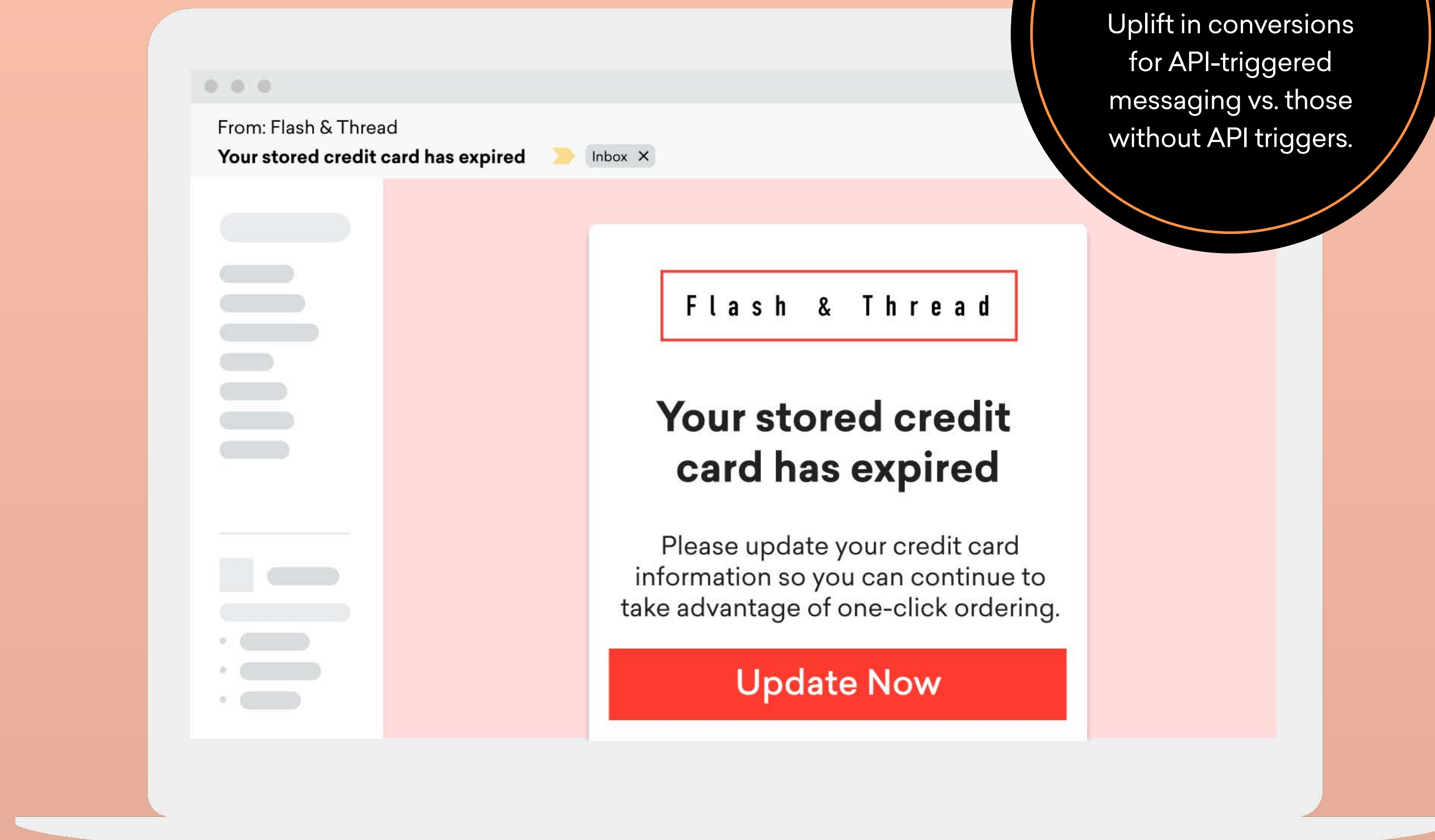
Campaign Solution

Leverage email for time-sensitive communications to keep users up-to-date on essential information and changes.

Value

Sending prompt, proactive updates draws users back to your app or website, gives them the information they require to make decisions that meet their needs, and builds trust in your relationship.

34%
Uplift in conversions for API-triggered messaging vs. those without API triggers.



Order Tracker/ Fulfillment Campaigns

Problem

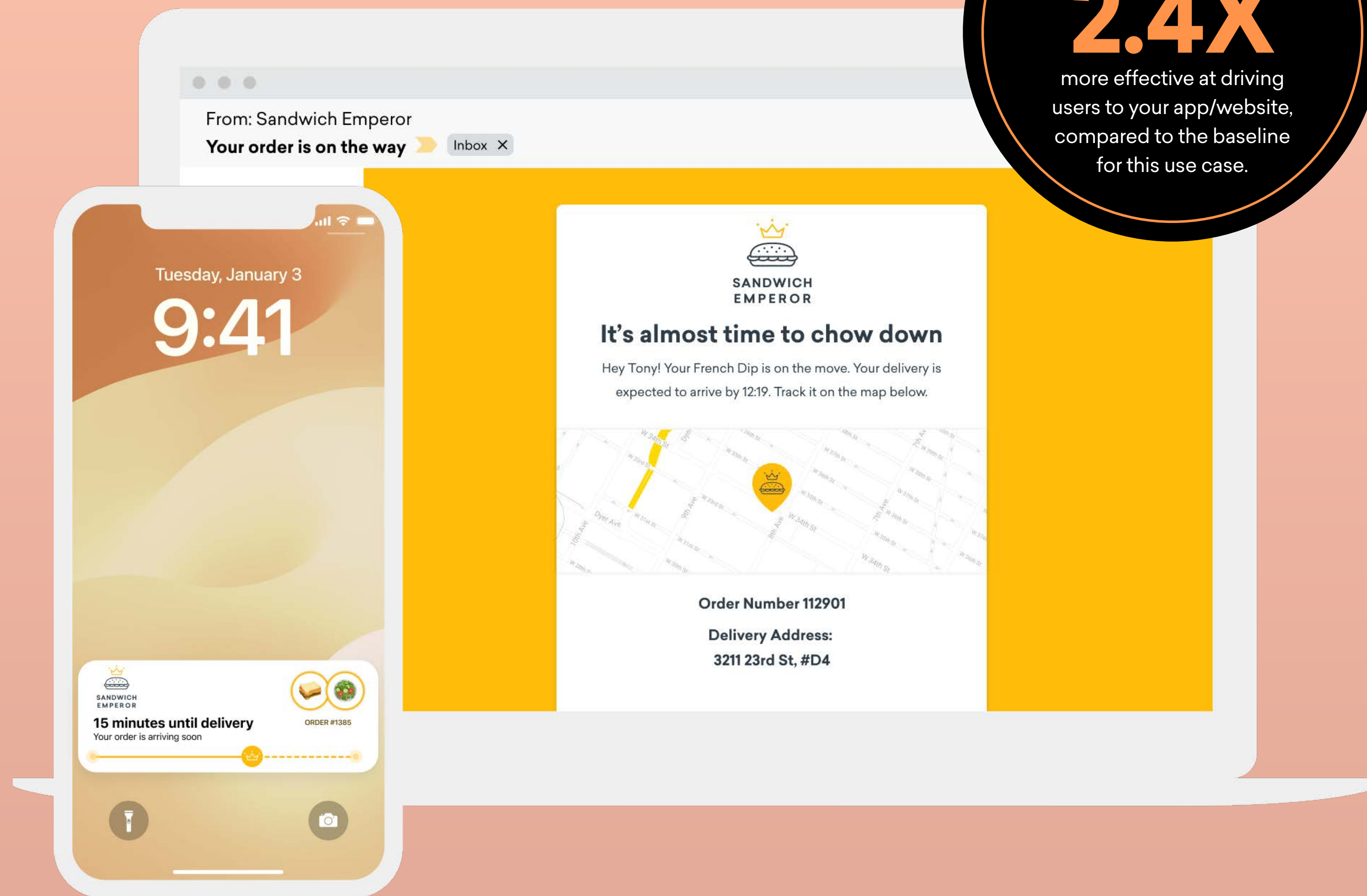
When customers don't know the status of their recent purchase, they become frustrated and contact your support team, weakening your relationship and increasing the support burden.

Campaign Solution

Update users on their order or delivery status, with messages timed at important milestones like when a product is shipped or a courier has picked up their item. These real-time tracking notifications extend the bond of trust between your company and the customer.

Value

Real-time tracking builds trust with customers and provides another way to engage post-purchase.



Event Attendance Campaigns

Problem

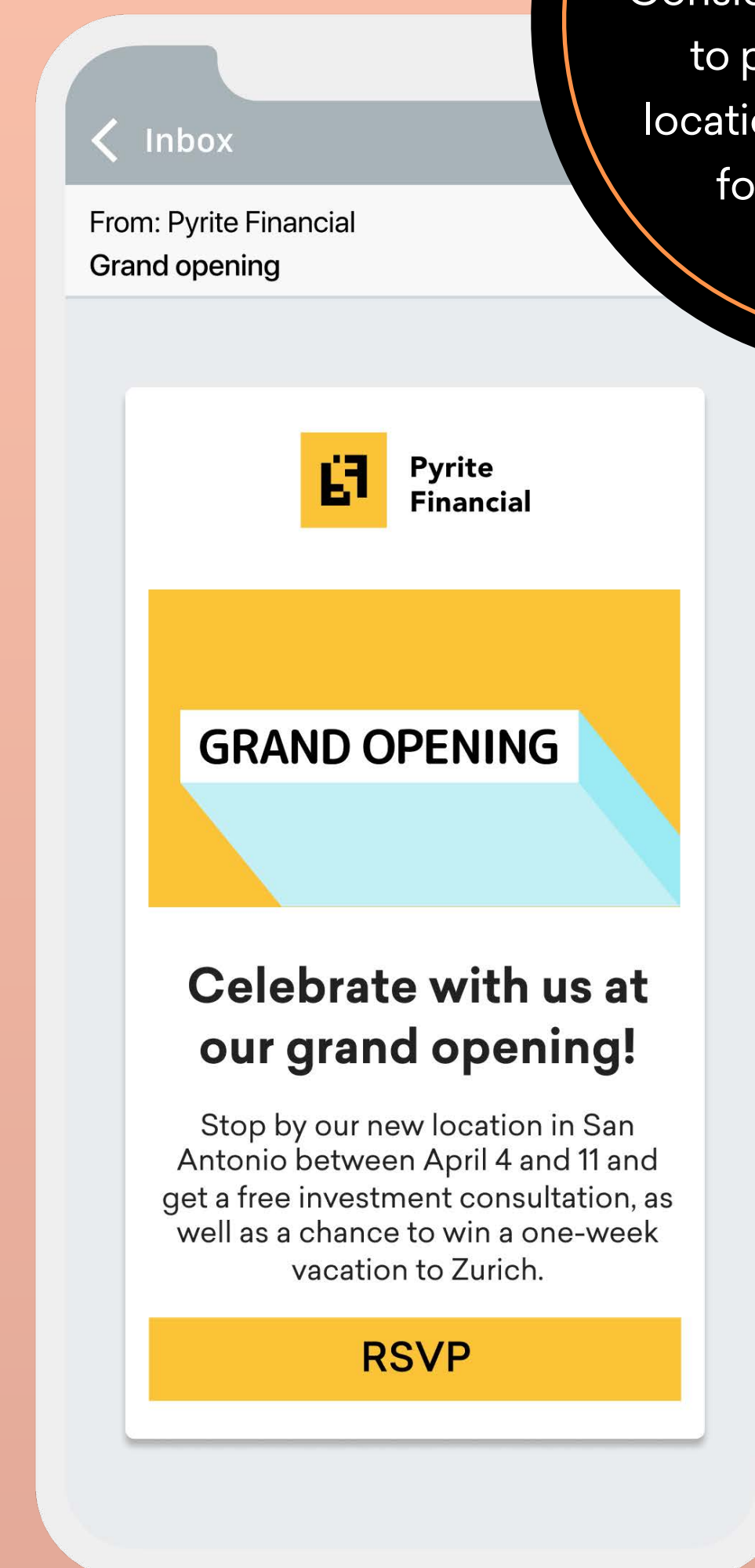
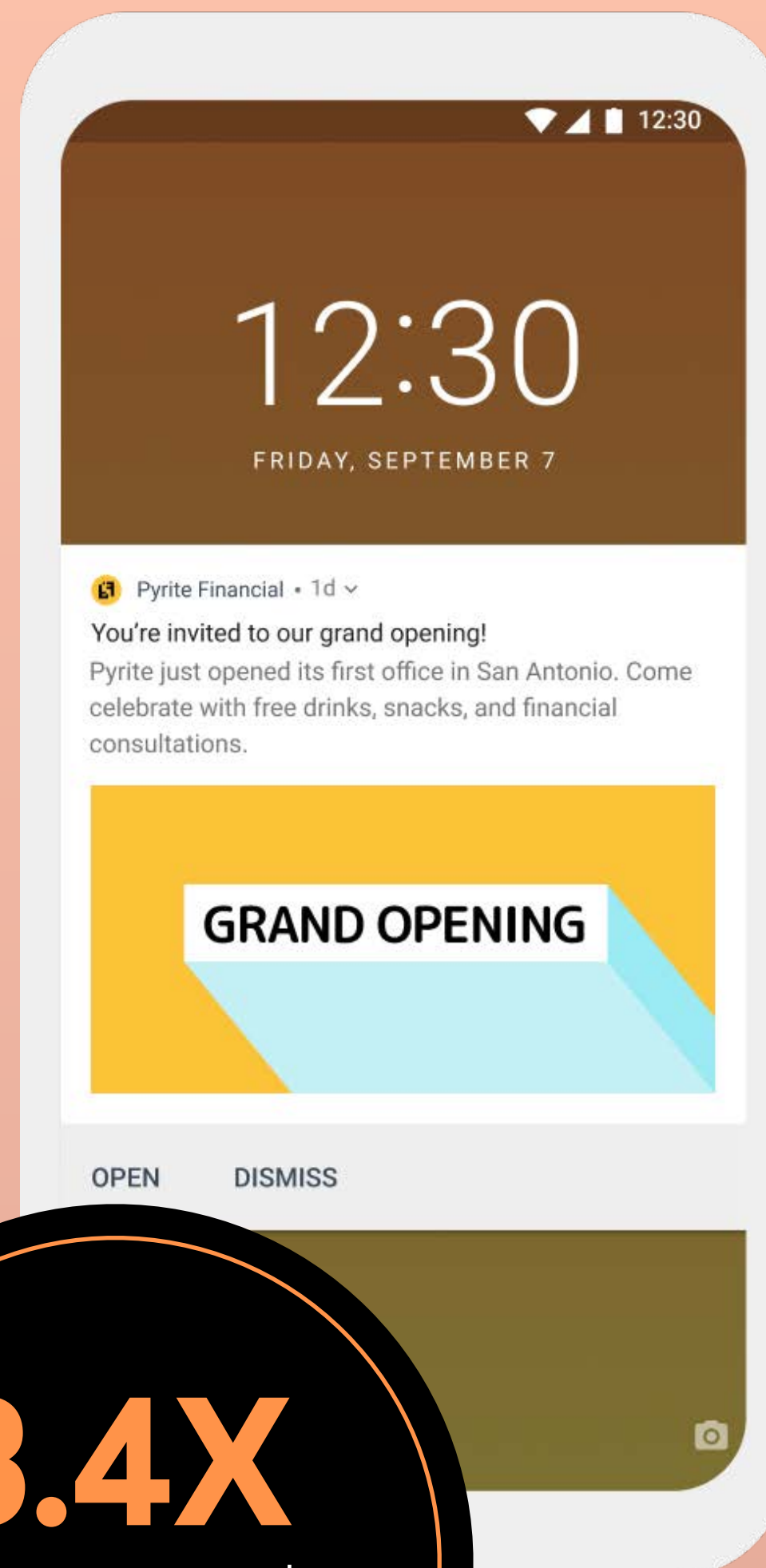
You want to engage users ahead of and after events to ensure they take advantage of the in-person experiences and opportunities you have to offer.

Campaign Solution

Encourage event attendance via email and cross-channel messaging using [location targeting](#) to reach customers where they are. Inviting users to relevant physical events makes them feel special, especially when you show you know them with personalized messaging.

Value

Encouraging users to attend live events or visit brick-and-mortar locations deepens brand awareness and creates new customer engagement opportunities.



Pro Tip

Consider using [geofences](#) to provide nuanced, location-based targeting for these kinds of campaigns.

3.4X

Uplift in app usage when location or geofencing is used vs. not.

Milestone/ Anniversary Campaigns

Problem

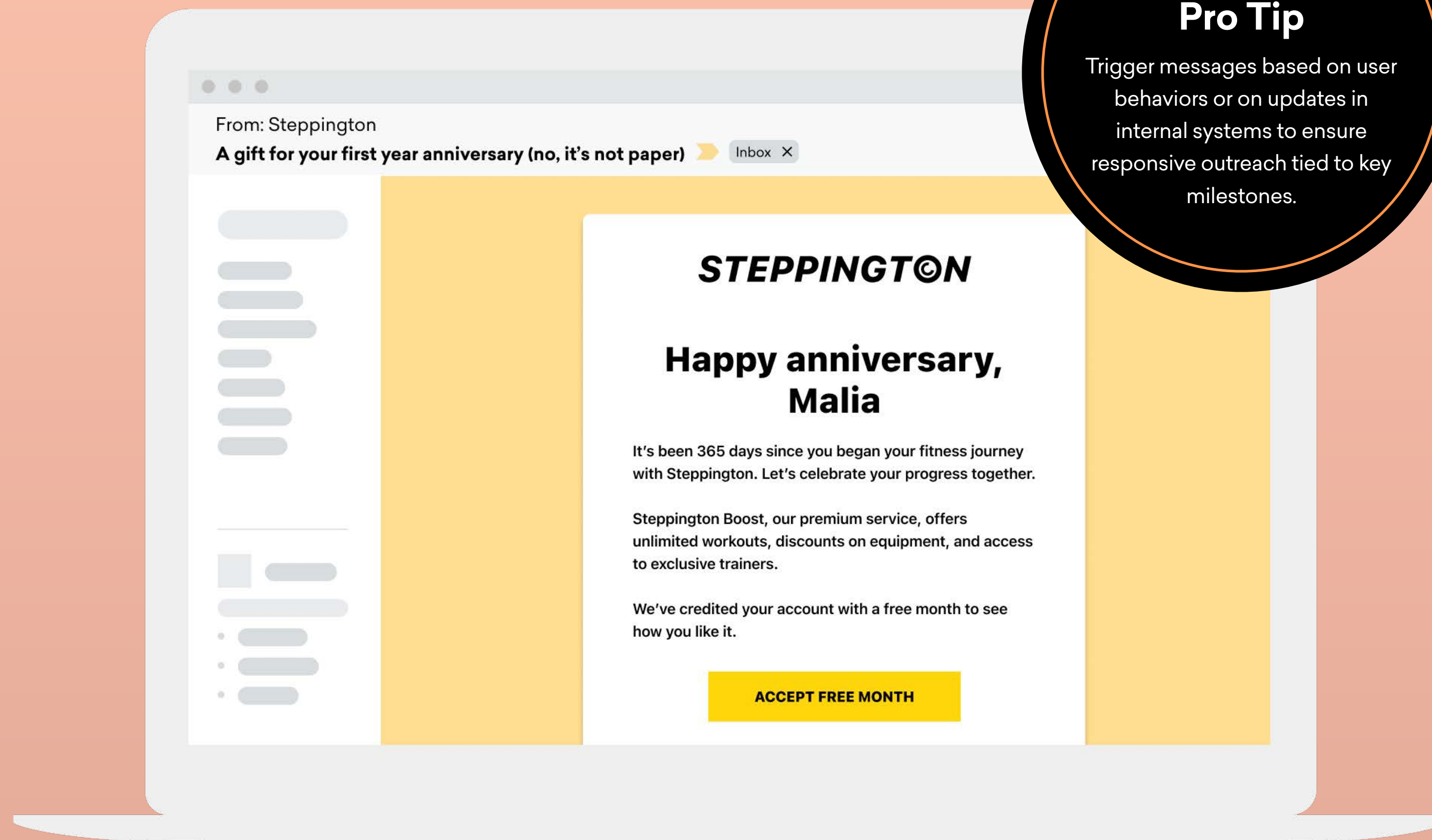
Your brand is focused on increasing the average lifetime of your user base and you need ways to acknowledge loyal customers that will bolster their relationship with your brand.

Campaign Solution

Congratulate users who are actively engaged when they reach usage milestones with your product/services. Recognizing these milestones with hyper-personalized outreach to celebrate their achievements right when they happen make these communications even more powerful.

Value

Bolster customer retention by building in these automated usage reminders, which encourage continued engagement and support stronger relationships over the long haul.



Pro Tip

Trigger messages based on user behaviors or on updates in internal systems to ensure responsive outreach tied to key milestones.

Loyalty Member Campaigns

Problem

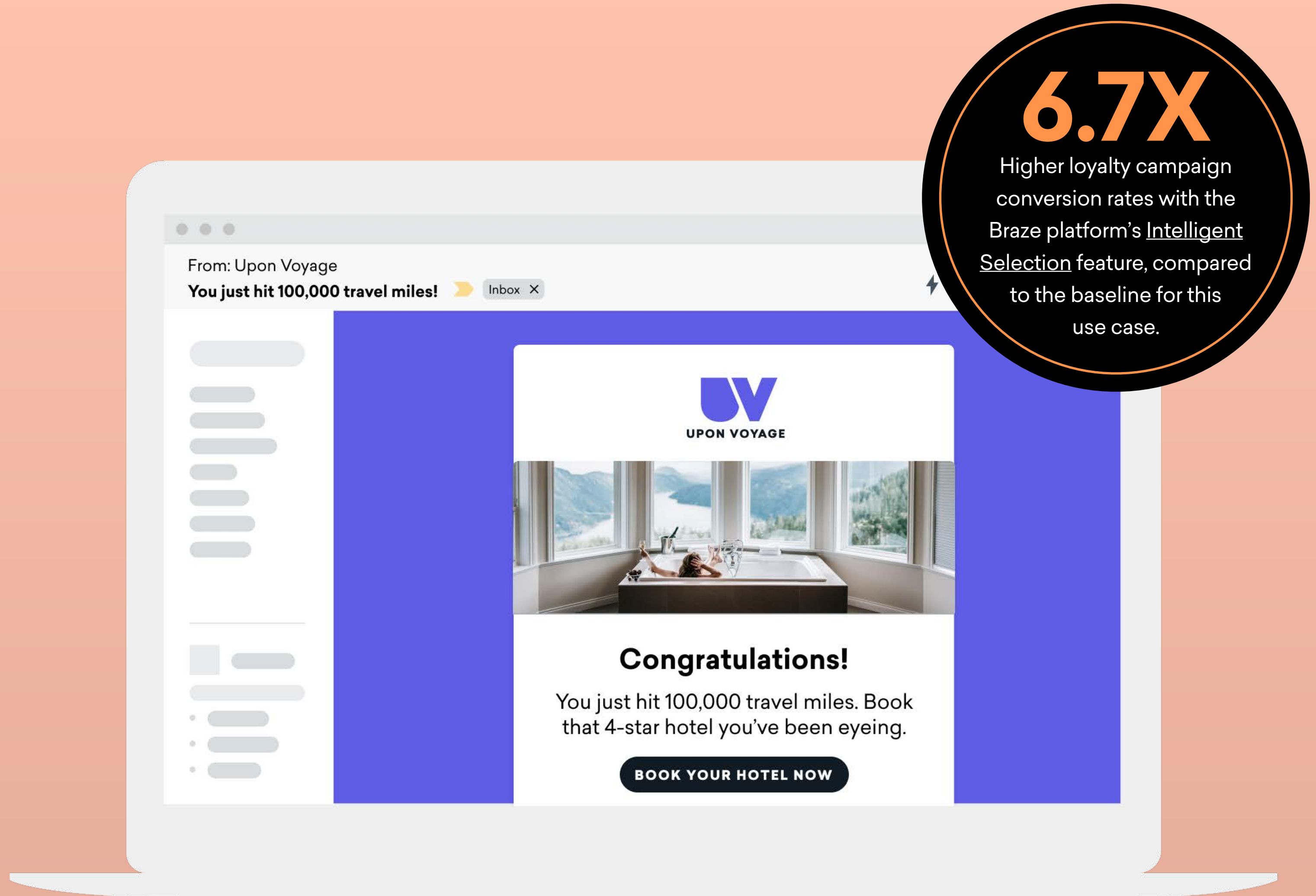
Users aren't redeeming their loyalty points and are missing out on key rewards, reducing the impact of the time and energy put into running your loyalty program.

Campaign Solution

When users reach key points milestones or hit redemption opportunities, highlight them with personalized messaging powered by loyalty program data, giving these users more compelling reasons to engage and deepen their connection with your brand.

Value

By linking directly to redemption opportunities, you can ensure customers are able to leverage their rewards while positioning the program as a valuable addition to your core business.



Community Building Campaigns

Problem

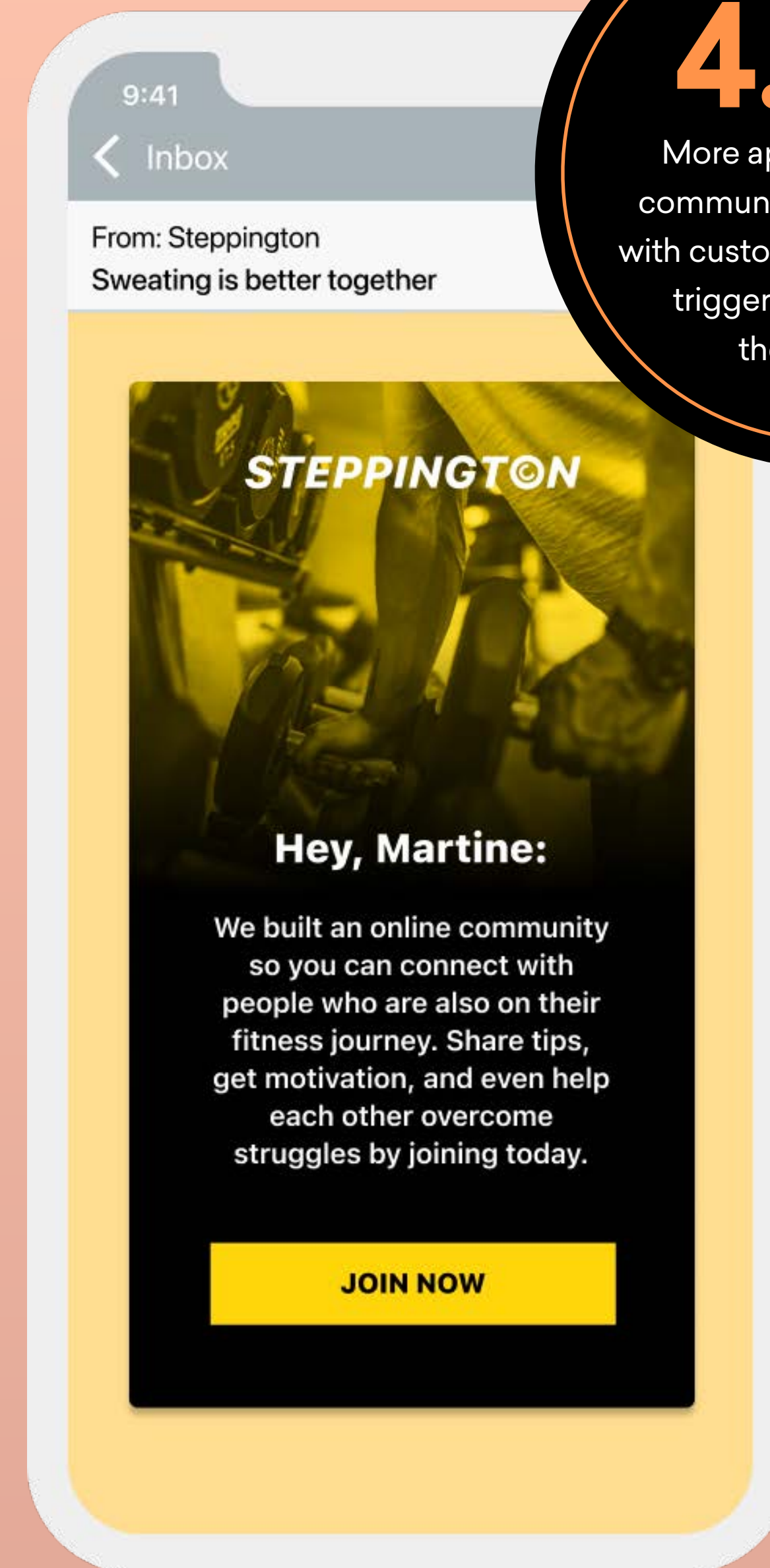
Your company needs ways to build community among customers in order to reinforce engagement and loyalty.

Campaign Solution

Identify power users in your customer base and send personalized messages nudging them to join your brand's online groups and/or in-person community events.

Value

By giving them the opportunity to compare experiences and grow their understanding of your business, these campaigns can provide these users with a better customer experience and drive stronger loyalty over time.



4.3X
More app sessions, like community engagements, with custom event campaign triggers, compared to the baseline.

Lapsing User Campaigns

Problem

Some of your users are engaging less frequently, raising the risk that they churn altogether.

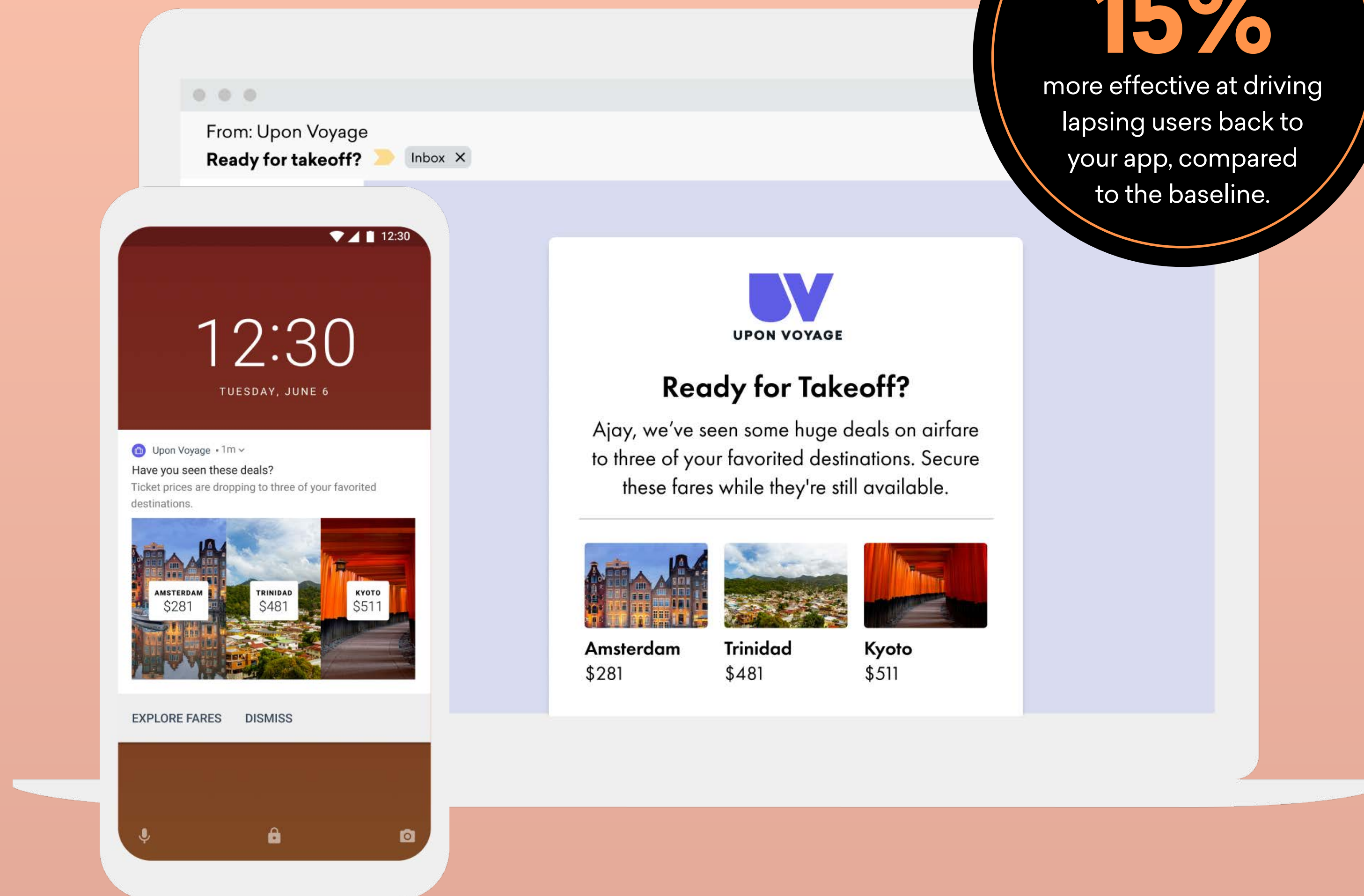
Campaign Solution

Create segments of lapsing users based on engagement data so you can reach out to them with tailored content that supports more frequent—and deeper—engagement. Customize these messages with information about each users' historical activity and purchases to highlight the value they get from your offering.

Value

By providing users who are drifting away with concrete reasons to come back, you can more effectively sustain growth and see stronger revenue over time.

Liquid personalization is **15%** more effective at driving lapsing users back to your app, compared to the baseline.



Win-Back Campaigns

Problem

Customer attrition is eating away at your user base, and generic marketing isn't enough to bring them back.

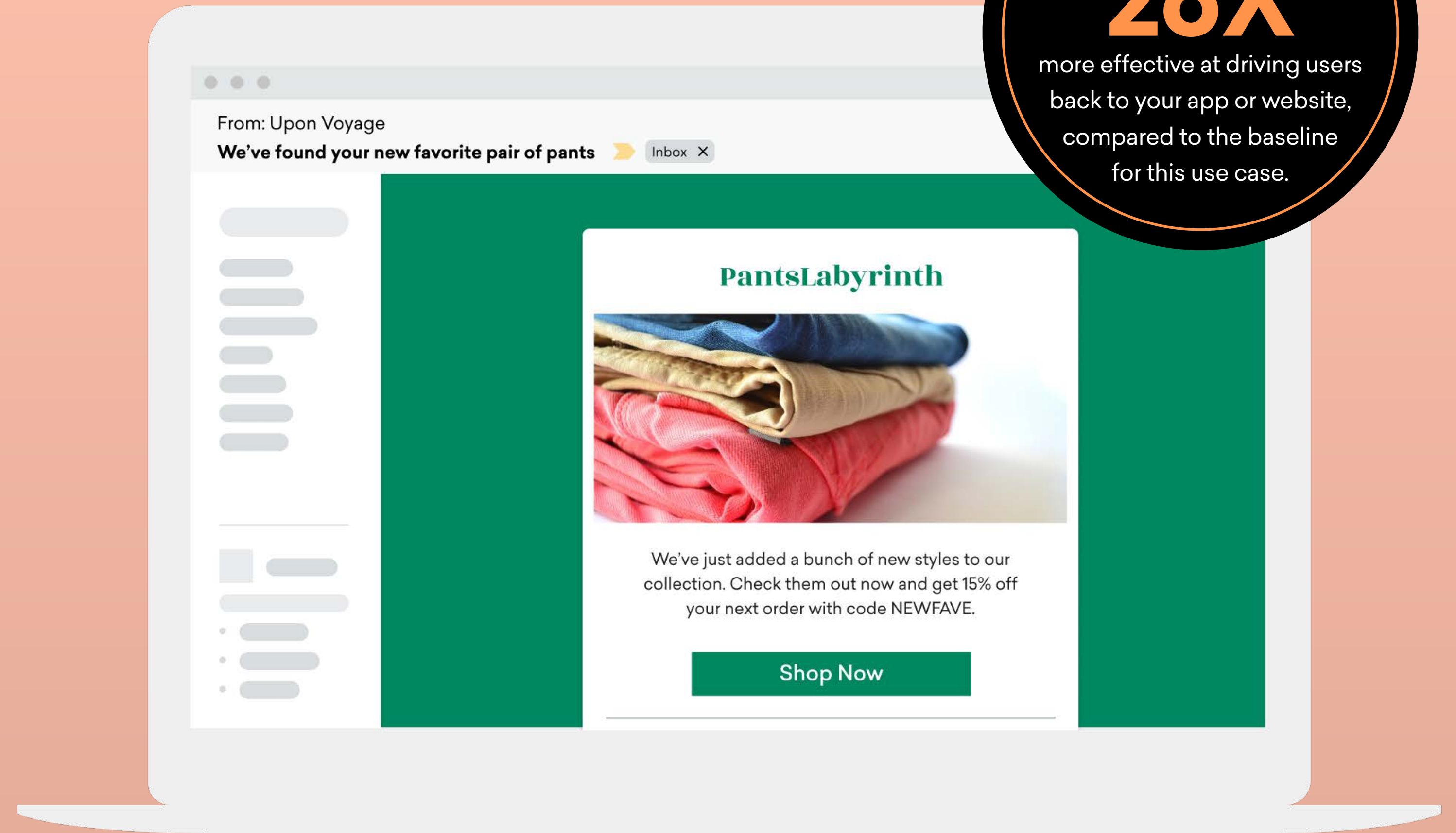
Campaign Solution

Leverage the user data at your disposal to lure back lapsed users with personalized re-engagement messages. Use a combination of owned messaging channels and social advertising to reach them effectively and consider using promotion codes to provide clear value and drive future conversions.

Value

You can re-engage lapsed users and bring them back into the funnel, which is more cost-effective than acquiring new users.

Win-back campaigns with images are **26X** more effective at driving users back to your app or website, compared to the baseline for this use case.



Recommendation Campaigns

Problem


Your users leave your app or website when they don't see anything sufficiently relevant or interesting to them.

Campaign Solution

Use the data you have on user behaviors and preferences to surface relevant content in real time to draw them back to your app/website.

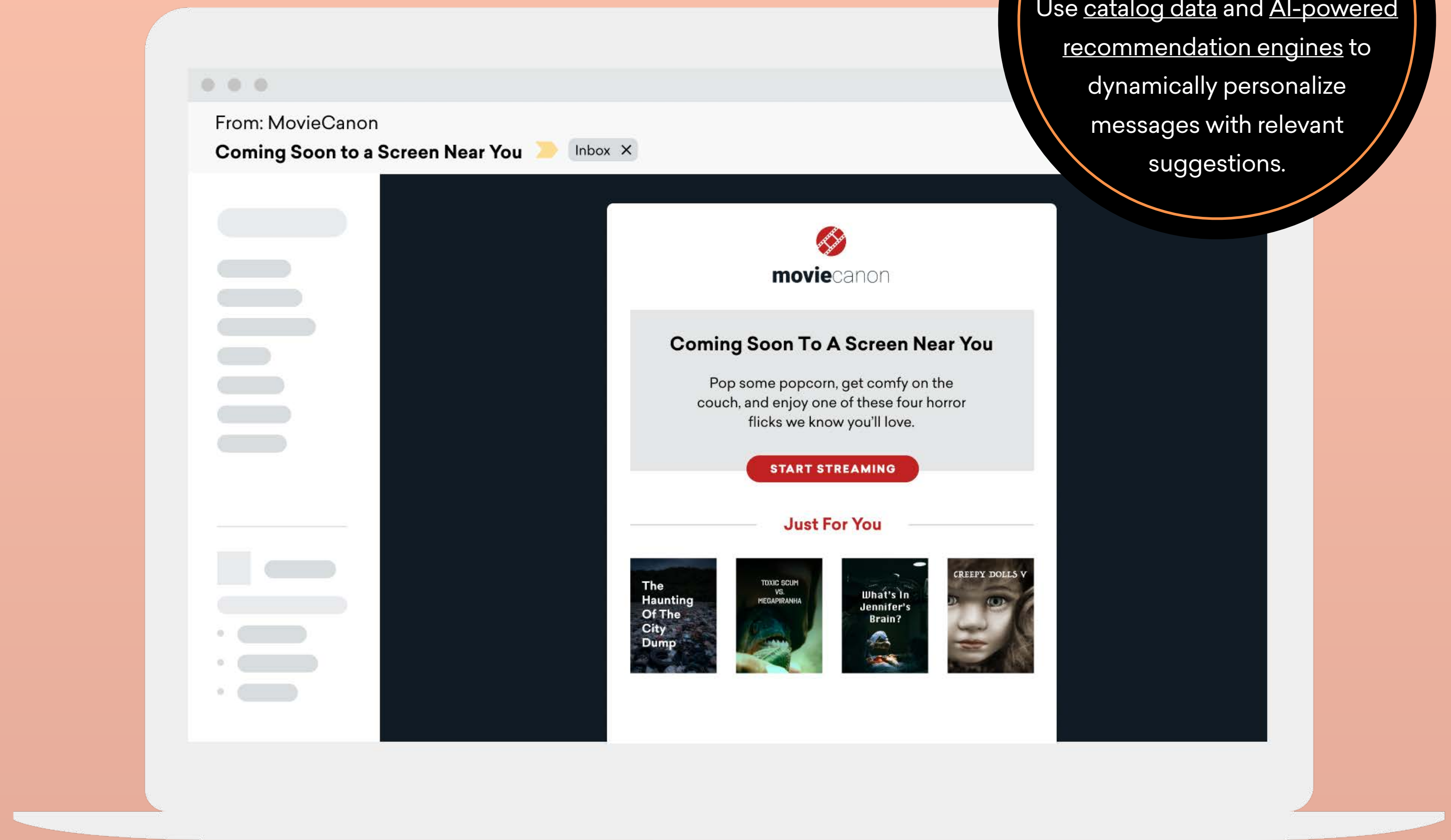
Value

By personalizing content recommendations, you can boost engagement, retention, and your bottom line.



Pro Tip

Use catalog data and AI-powered recommendation engines to dynamically personalize messages with relevant suggestions.



Continue-Your-Streak Campaigns

Problem

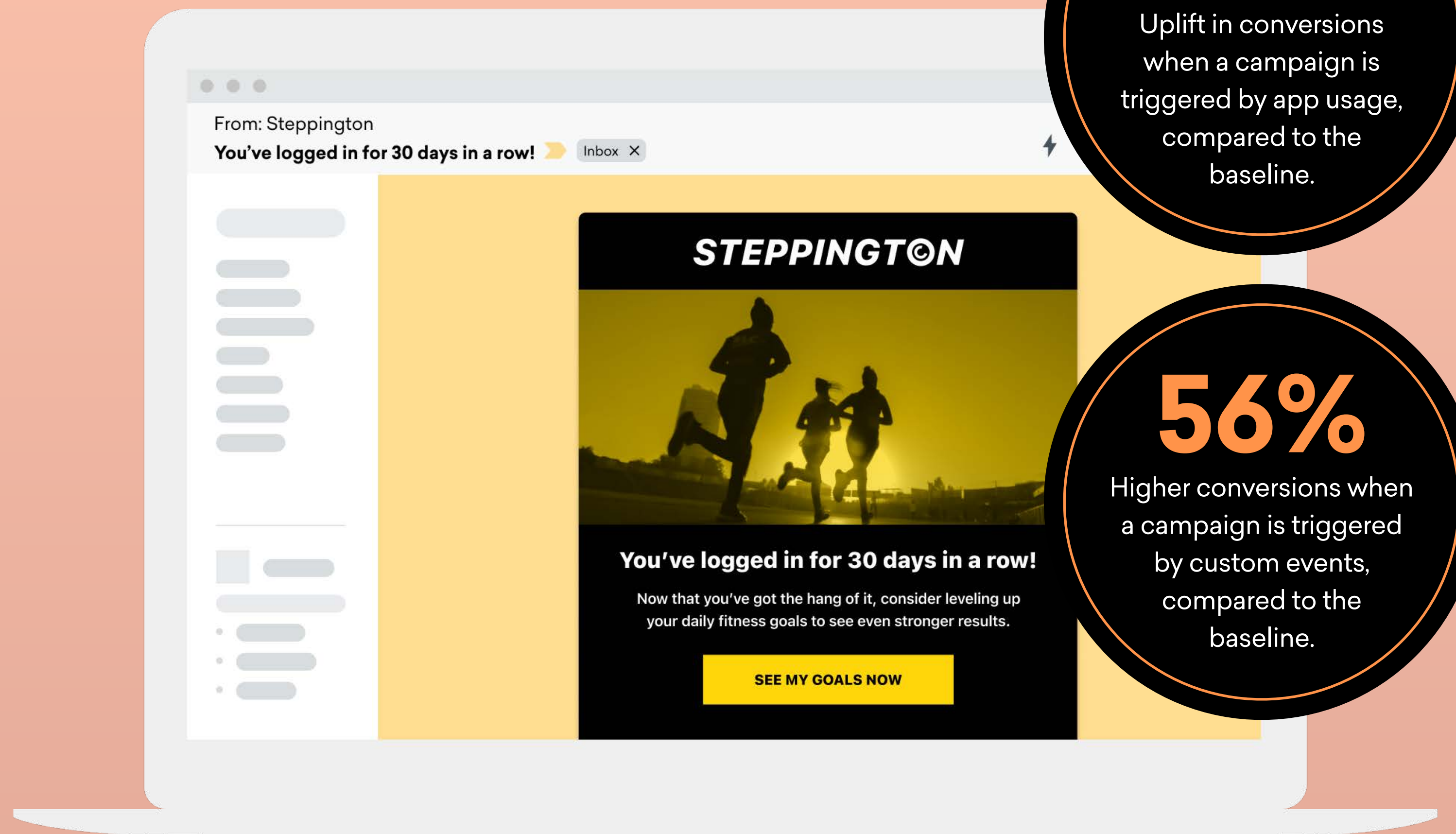
You want to reinforce positive user habits to keep engagement high, but aren't sure how to nudge them effectively.

Campaign Solution

Send targeted, personalized messages calling out notable engagement streaks (e.g. "You've meditated for seven straight days!"), effectively gamifying future engagement and giving users another reason to come back tomorrow.

Value

Maintaining high engagement levels builds brand loyalty and helps drive additional interactions and sales.



Abandoned Intent Campaigns

Problem

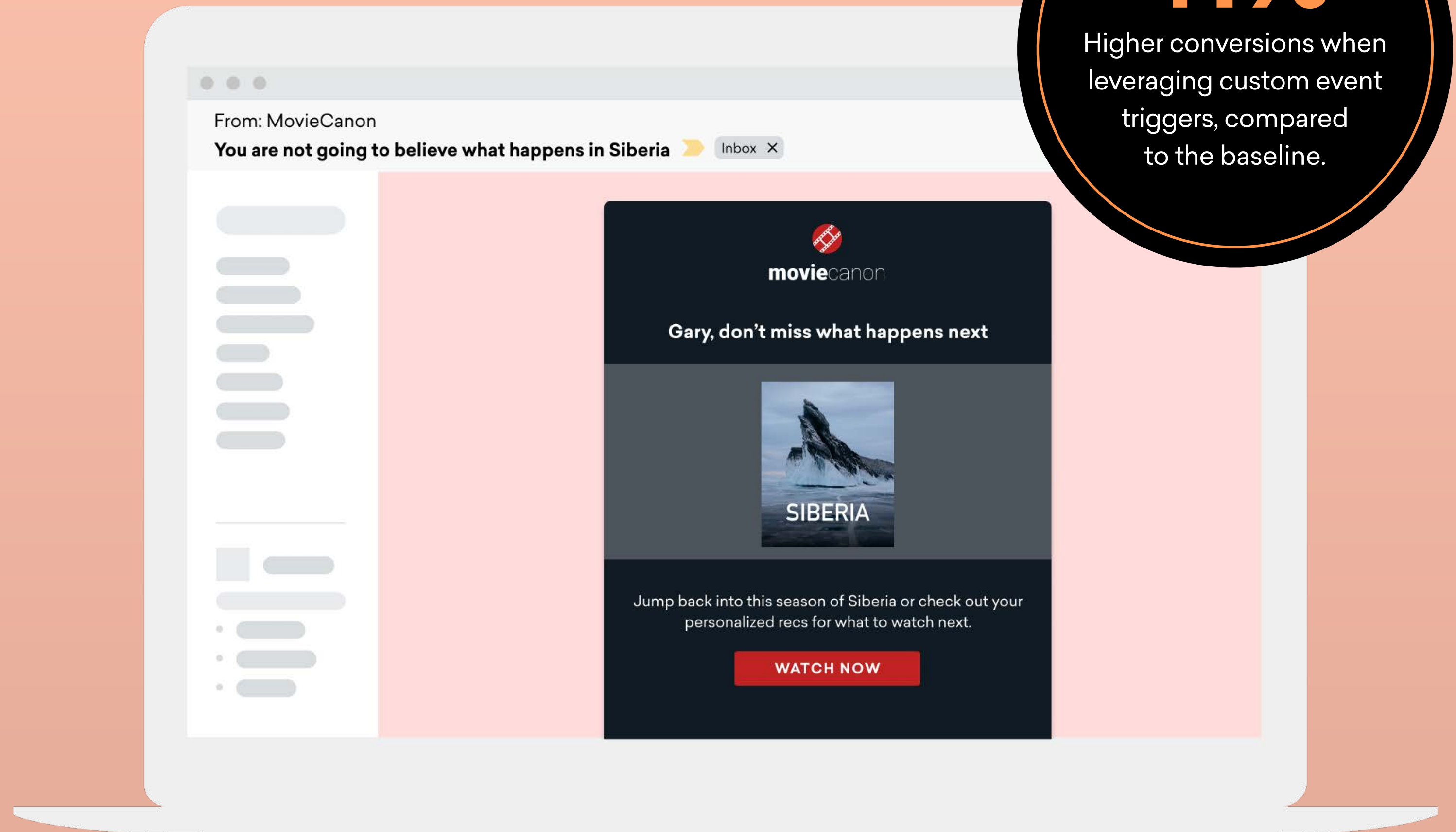
Some of your users are abandoning goals you have for them on your website or app, interrupting your ability to build the kinds of brand relationships that drive stronger retention and revenue.

Campaign Solution

Nudge users back on track by creating contextual messaging with user-specific information, discounts, or exclusive content. One smart approach: Email can reach users after they've left your site or app, and transition them back to their place in your flow.

Value

Personalizing the experiences you offer users based on their past behavior is an effective way to entice them to return to your app or website.



Social Activity Messaging Campaigns

Problem

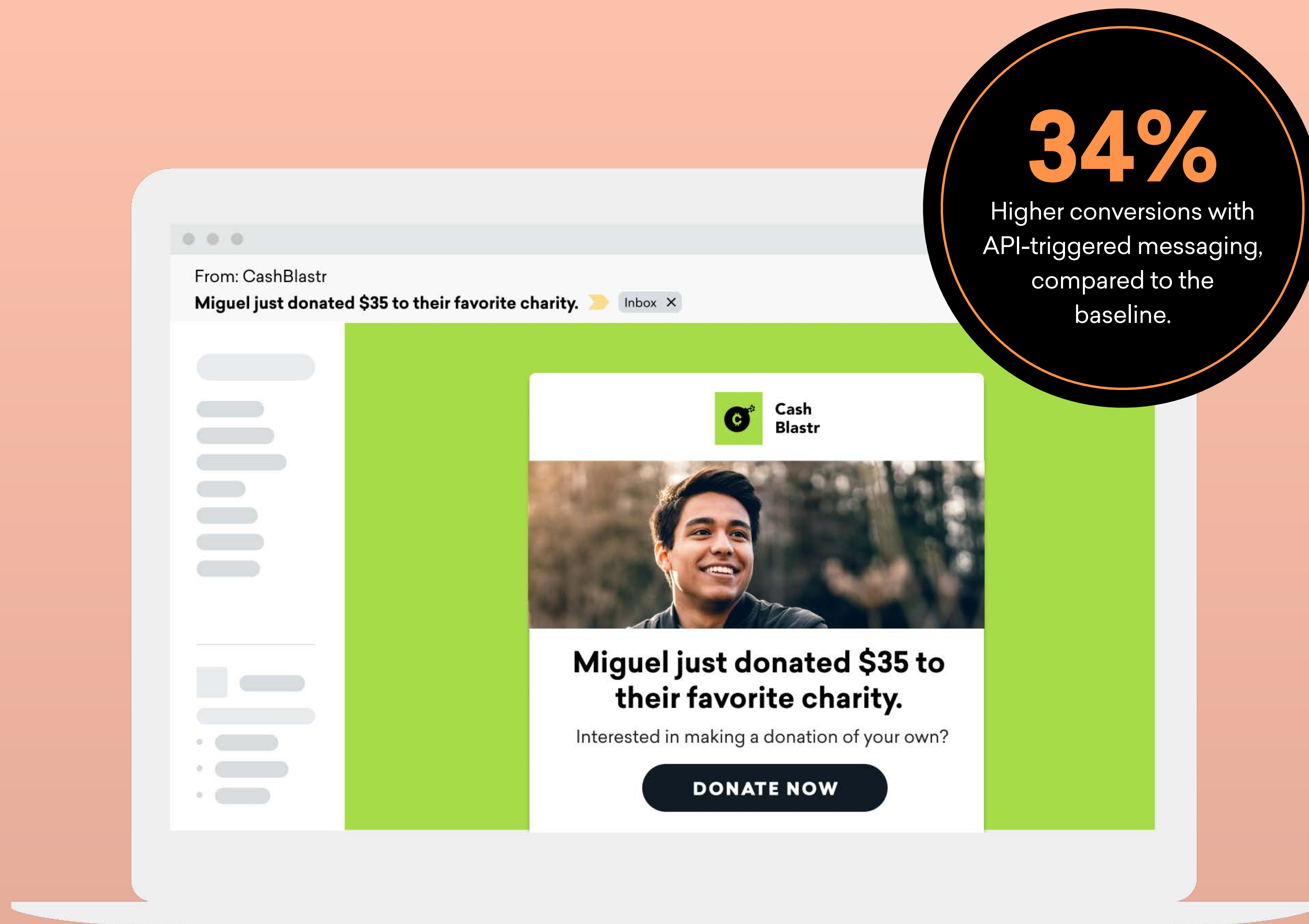
You need ways to continuously encourage user engagement beyond your traditional messaging strategies.

Campaign Solution

Highlight customers' social activity to build a sense of community and confidence around your brand. Social proof is key to increasing user engagement, since people are more likely to participate in an activity if they see their friends doing it.

Value

Social proof optimizes conversion rates by raising confidence through the experiences and actions of other users.



Year-in-Review Campaigns

Problem

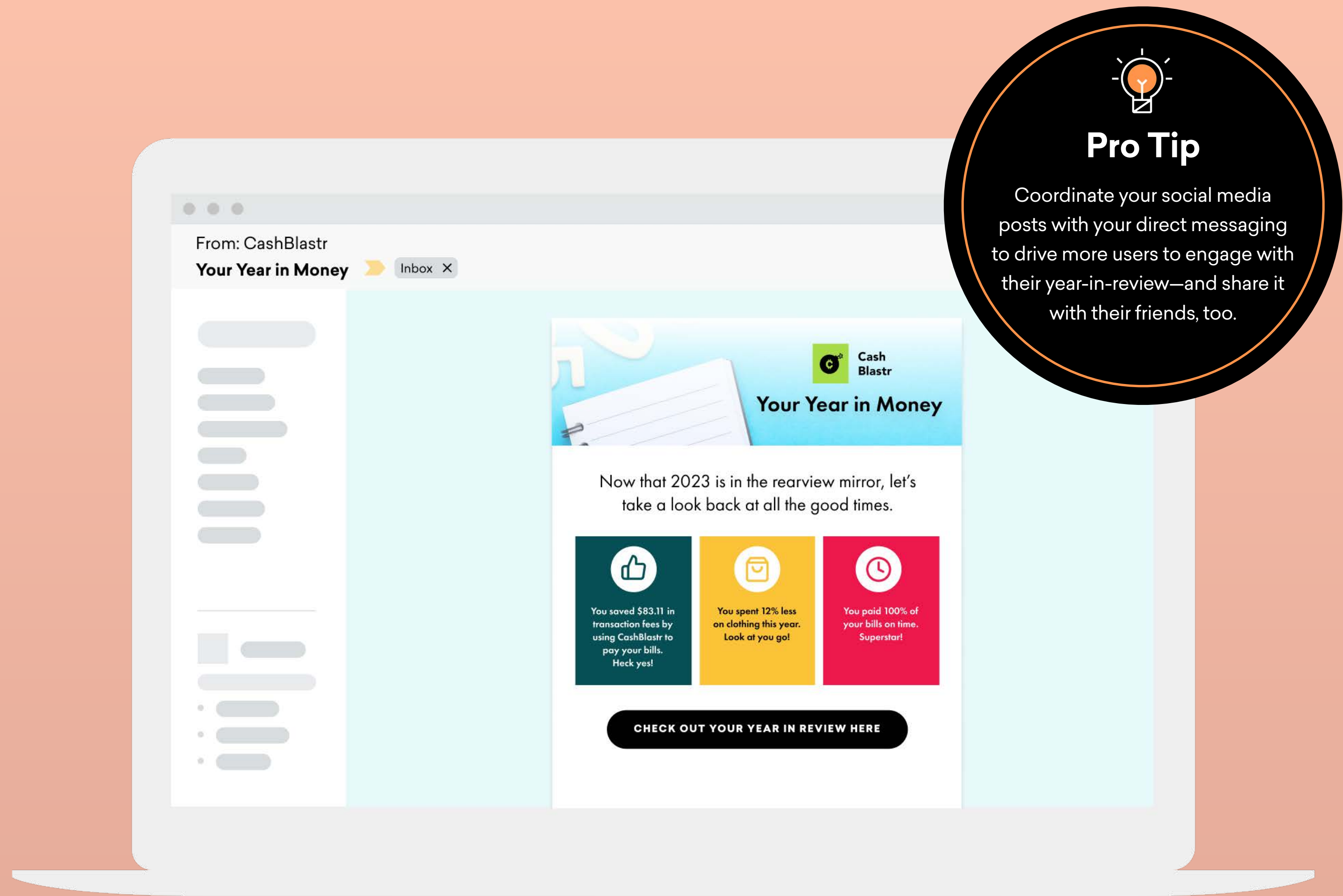
Your brand is looking to communicate its long-term value to engaged customers in fun, memorable ways.

Campaign Solution

Remind customers of why they love your brand with a personalized year-in-review. Leverage behavioral data to individually customize each message and consider using deep links to drive them back to activities they've previously enjoyed.

Value

This kind of outreach is a great way to communicate long-term connection, drive engagement, and spur social sharing.



Pro Tip

Coordinate your social media posts with your direct messaging to drive more users to engage with their year-in-review—and share it with their friends, too.

Value Demonstration Campaigns

Problem

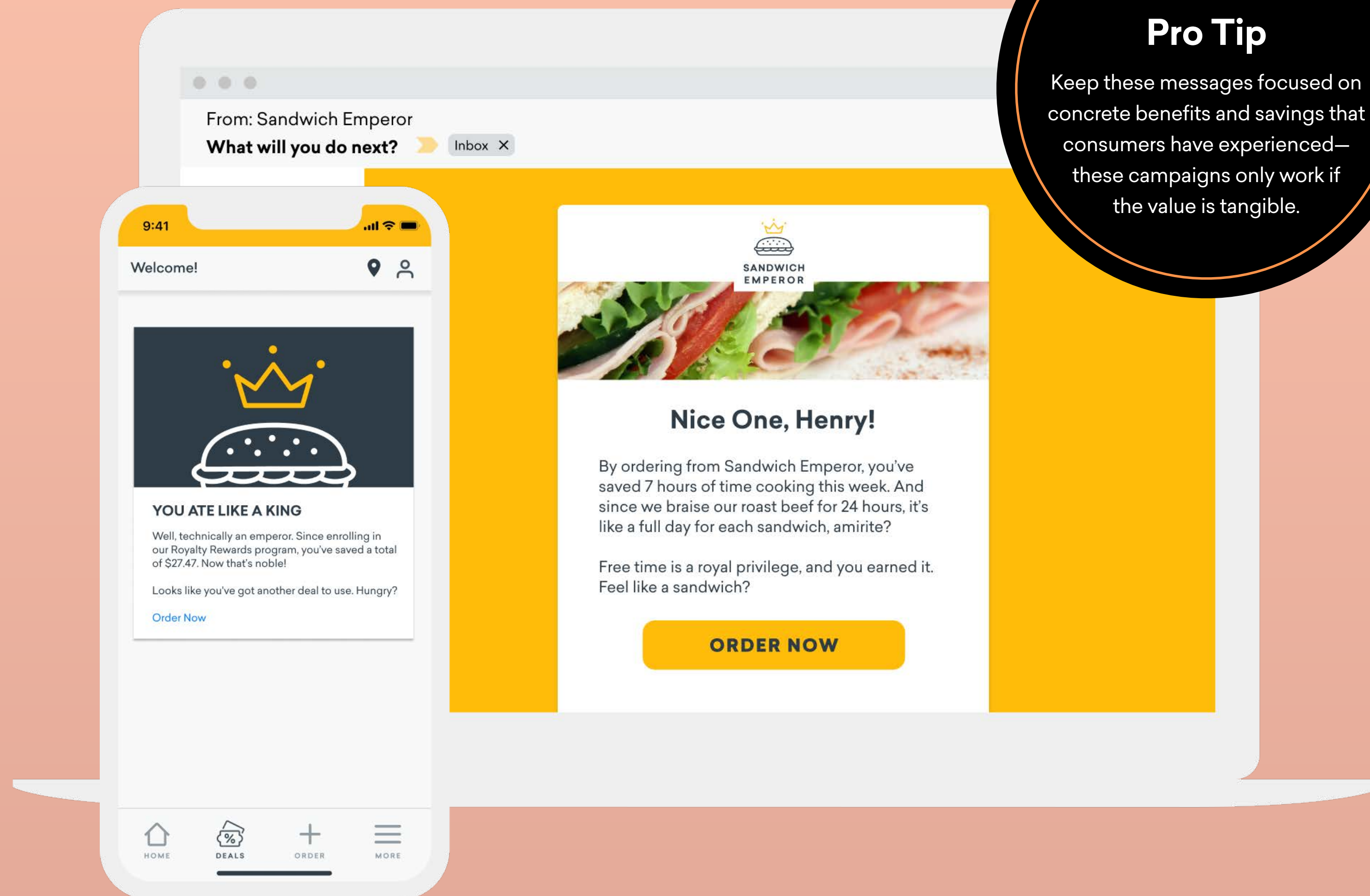
Competition is fierce, and customers may not remember all the ways you're different from rival businesses if you don't find ways to remind them.

Campaign Solution

Personalize messages with information about how each customer has benefitted from your product. Depending on your brand and your business model, that might mean highlighting how they've saved money with your service, how much time you've spent playing your games, or how you always deliver their favorite sandwich on time.

Value

Even dedicated users can deepen their appreciation of your brand and engage more deeply with what you can offer with the right messaging approach.

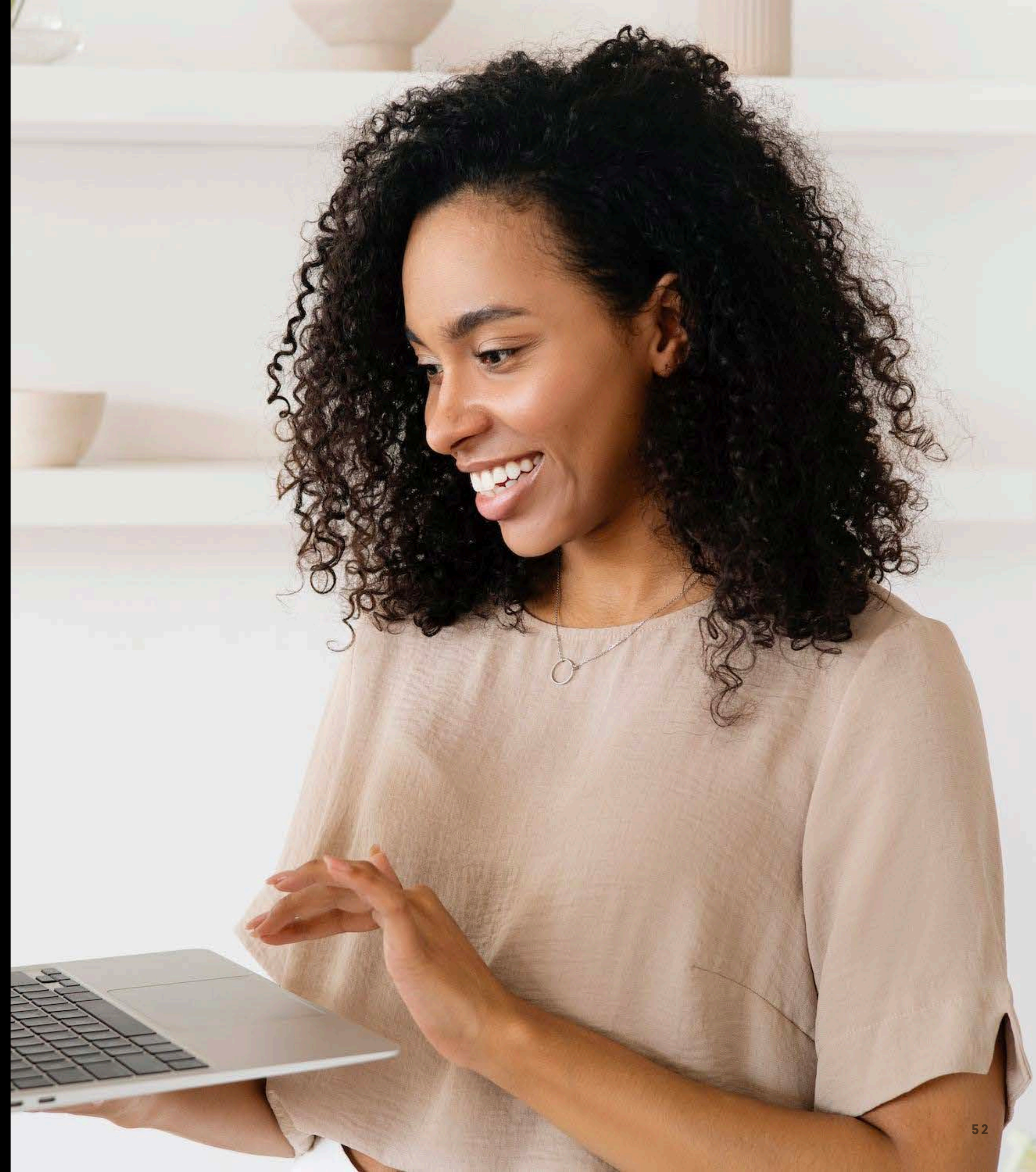
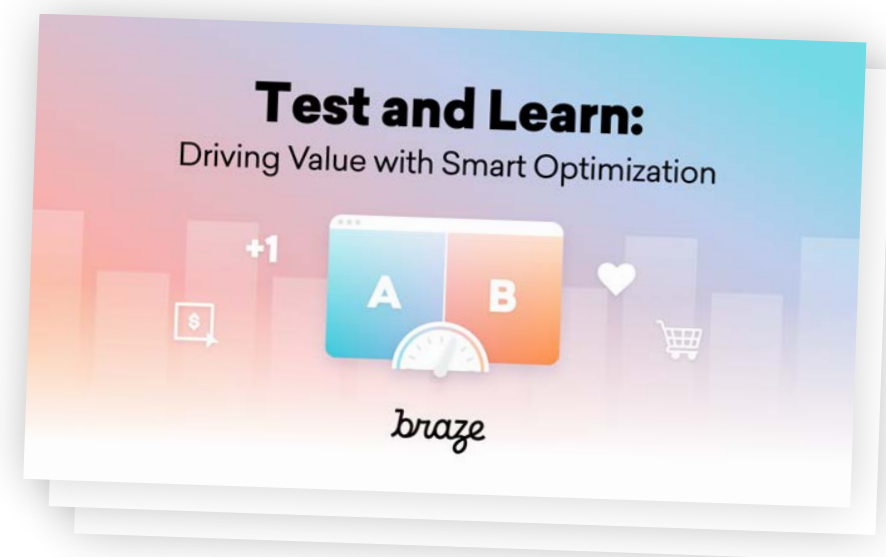


Conclusion

Now that your creative juices are flowing, it's time to put what you've learned into practice. There are so many ways to improve the effectiveness of your messaging, from dynamic personalization to AI-powered experimentation. Keep this guide handy during your next brainstorming session or take it out when it's time to bring an existing campaign to the next level. We can't wait to see what you come up with!

Ready to take these campaigns to the next level?

Check out [Test and Learn: Driving Value with Smart Optimization](#) for a look at how successfully leveraging data and testing can dramatically improve your marketing performance.



Methodology

The analysis contained in this report was compiled from Braze campaign data gathered between May 2022 and May 2023, drawn from more than 1,900 companies across 50+ different verticals. As part of the analysis, data quality standards were applied to limit data to metrics in which there were sufficient data for comparison. There are at least five companies and 1,000 users in every row metric that was included in the analysis.

Statistics included herein represent average campaign performance based on the foregoing data. These statistics do not represent, and should not be construed as a guarantee of, any future campaign performance.

KEY POINTS

- When “conversion criteria” is mentioned in the report, we are referring to the event that defines that specific campaign’s conversion rate; typically these campaigns drive users to complete this event.
- When “tags” are mentioned in the report, we are referring to any tag set by the brand that indicates a certain type of campaign or message.
- When “campaign name” is mentioned in the report, we are referring to any naming convention set by the brand that indicates a certain type of campaign or message.
- When “filters” or “audiences” are mentioned in the report, we are referring to the criteria set by the brand which limits campaign sends to specific recipients.
- When presenting an uplift, it is in comparison to a baseline of conversions for the campaign type, in aggregate, compared to conversions for the campaign type that include the applicable feature type.

Due to limitations on what information can be gathered from these metrics, as well as brand-to-brand variances regarding data tracking on an aggregate level, there may be messages corresponding to each category that are missing from this data pull.

The use cases listed on the following pages are the campaign types that could be analyzed specifically by that campaign type. There are use cases in this guide that do not fit specific campaign criteria, therefore were analyzed against standard campaign benchmarks.

CAMPAIGN TYPE AND DATA DEFINITIONS

Referral Campaigns

Referral campaigns are defined as those which encourage loyal customers to bring newcomers into the app, site, or brand experience. Data were pulled for this metric by analyzing campaigns with the keyword “refer” in the name.

Free Trial Campaigns

Free trial campaigns give potential customers the ability to test the waters before making a commitment. Data were pulled for this metric by analyzing campaigns with keywords related to “trial” in the name (i.e. “free,” “demo,” etc.).

Message and Data Opt-in Campaigns

Opt-in campaigns have a common goal of getting users to subscribe to brand communications on various or share user data. Data were pulled for this metric by analyzing campaigns whose conversion criteria was related to the keyword “opt-in.”

Loyalty Enrollment Campaigns

Loyalty enrollment campaigns encourage customers to sign-up for a loyalty or rewards program. Data were pulled for these campaigns using keywords in the conversion criteria that were set on the campaign, such as “loyalty,” “reward,” “signup,” or “frequent.”

App Update Campaigns

App update campaigns focus on getting users to upgrade to the latest version of a mobile app. Data were pulled for this metric by analyzing campaigns whose conversion criteria indicated app version upgrades.

Abandoned Intent Campaigns

Abandon intent campaigns use context of past on-site or in-app actions to drive conversions on various criteria, such as completing a certain action or transaction. Data were pulled for these campaigns by analyzing messages triggered by user actions indicating abandonment, such as “quit” or “discard”.

Abandoned Cart Campaigns

Abandoned cart campaigns send automated reminders to individuals who have not finished an online transaction. Data were pulled for these campaigns by analyzing messages triggered by events containing keywords similar to “abandon” and drove users to complete a purchase or financial transaction.

Upsell Campaigns

Upsell campaigns use context from past purchases or activity to drive sales of a higher-end, more expensive product. Data were pulled for this metric by analyzing campaigns tagged with the keyword “upsell” that also drove recipients to purchase.

Discount & Sale Campaigns

These campaigns highlight upcoming/ongoing non-seasonal sales to drive additional purchases/revenue. Data were pulled by analyzing campaigns with copy using keywords indicating a sale, such as “discount,” and also drove recipients to purchase.

CAMPAIGN TYPE AND DATA DEFINITIONS

Flash Sale Campaigns

Highly time-sensitive campaigns highlight short-term sales/ discounts with the goal of driving immediate purchases by recipients. Data were pulled by analyzing campaigns with copy that used keywords indicating a sale, such as “discount,” and also drove recipients to purchase within 3 days.

Upgrade/Premium Campaigns

Upgrade campaigns are designed to encourage recipients to upgrade their existing subscriptions to a higher tier or to go from making ad-hoc purchases to paying for a premium experience. In our data, these campaigns were classified as those which drive to subscription upgrades. Upgrade/premium campaigns can include free to paid subscription campaigns, but can also cover other subscription upsell use cases.

Subscription Renewal Campaigns

These messages are sent to subscribers who are not auto-enrolled ahead of the sunset of their current subscription with the goal of encouraging them to re-enroll. In our data, these campaigns were classified as those which drive to subscription renewals.

Continue-Your-Streak Campaigns

Continue-your-streak campaigns use customer behavioral data to trigger outreach when a user reaches or approaches predetermined engagement streaks (e.g. five straight days of tracking calories) to encourage them to keep up their current engagement level and build brand loyalty. We measured this by analyzing campaigns filtered to send only to users who had completed a certain number of actions, such as a session start or game play, within a certain number of days.

Order Tracker/Fulfillment Campaigns

Fulfillment campaigns let customers know about the status of an order or delivery in order to provide peace of mind and a better customer experience. Data for this metric were pulled by analyzing campaigns with message copy containing keywords indicating an order update.

Milestone/Anniversary Campaigns

Milestone campaigns use customer behavioral data to trigger messages that congratulate customers for reaching key brand or time-related milestones, with the goal of encouraging stronger brand loyalty. To analyze this dataset, we looked at campaigns tagged as being associated with “milestone” keywords such as “streak” or “anniversary”.

Lapsing User Campaigns

Lapsing user campaigns are targeted at customers who have seen their engagement levels decline, with the goal of nudging them to engage more frequently/deeply in the future. To analyze this metric, we looked at campaigns tagged as lapsing user or reactivation campaigns.

Newsletter Campaigns

Newsletter campaigns are recurring messages—usually emails—that contain updates, educational information, and other high-interest information to customers in order to keep the messenger’s brand front of mind and encourage retention. To analyze newsletter performance, we looked at the likelihood of a user logging a session after receiving a campaign tagged with the “newsletter” keyword.

Win-Back Campaigns

Win-back campaigns are targeted at customers who have stopped engaging, with the goal of nudging them to start engaging again. To analyze win-back campaign performance, we looked at the likelihood of a user logging a session in the app after receiving a campaign tagged with the “win-back” keyword or a variation on it.

braze

Get in touch to learn more

BRAZE.COM/CONNECT-WITH-SALES