Transforming the Customer Experience

How to leverage the power of data to improve efficiency, ignite creativity, and achieve results

braze

Introduction

In an era where both the amount of data and expectations around its usage are only rising by the day, it's more important than ever for brands to get their tech stacks in order. When 71% of customers expect brands to deliver personalized experiences—and 76% get frustrated when they don't—it's a huge risk if you can't action the data to make that happen. Customers aren't just looking for brands to know their names, they want them to know how to recommend stuff they like, when they'd prefer an email over a text message, and what actions they've taken on other channels. Customers are tired of getting messages to review items they've returned or ads for things they just bought.

Access to the right data allows marketers to deliver the personalized, relevant experiences that customers desire. The type that increases brand loyalty, reduces marketing spend, and drives revenue. But how do you get access to the right data?

80% of marketers we surveyed said they are collecting too much data, a move that results in not being able to action on what they have. **The challenge, then, is not to collect as much data as possible, but rather to create a strategy on how to effectively accumulate, manage, and use what's at your disposal.** It's about what you need to build better relationships with customers, and how to access that in the moment.

It may seem like a tall order, but with the right strategy and set of tools, you can deliver the kinds of data-driven experiences that resonate with customers—and lower activation costs, boost customer lifetime value, and drive more revenue.

In this guide, we'll explore how to leverage data to activate and retain customers, what embracing a self-serve approach looks like, and how to harness the power of artificial intelligence (AI) to unlock more creative and compelling campaigns. Let's dive in.

3 Key Factors For Customer Engagement Success

1

Leveraging data to more effectively activate, engage, and retain customers via personalized, optimized brand experiences

2

Boosting the value of every marketing dollar by embracing the right tools and teamwork so you can get what you need, when you need it

3

Harnessing the power of AI to unlock creativity, save time, and build stronger customer relationships

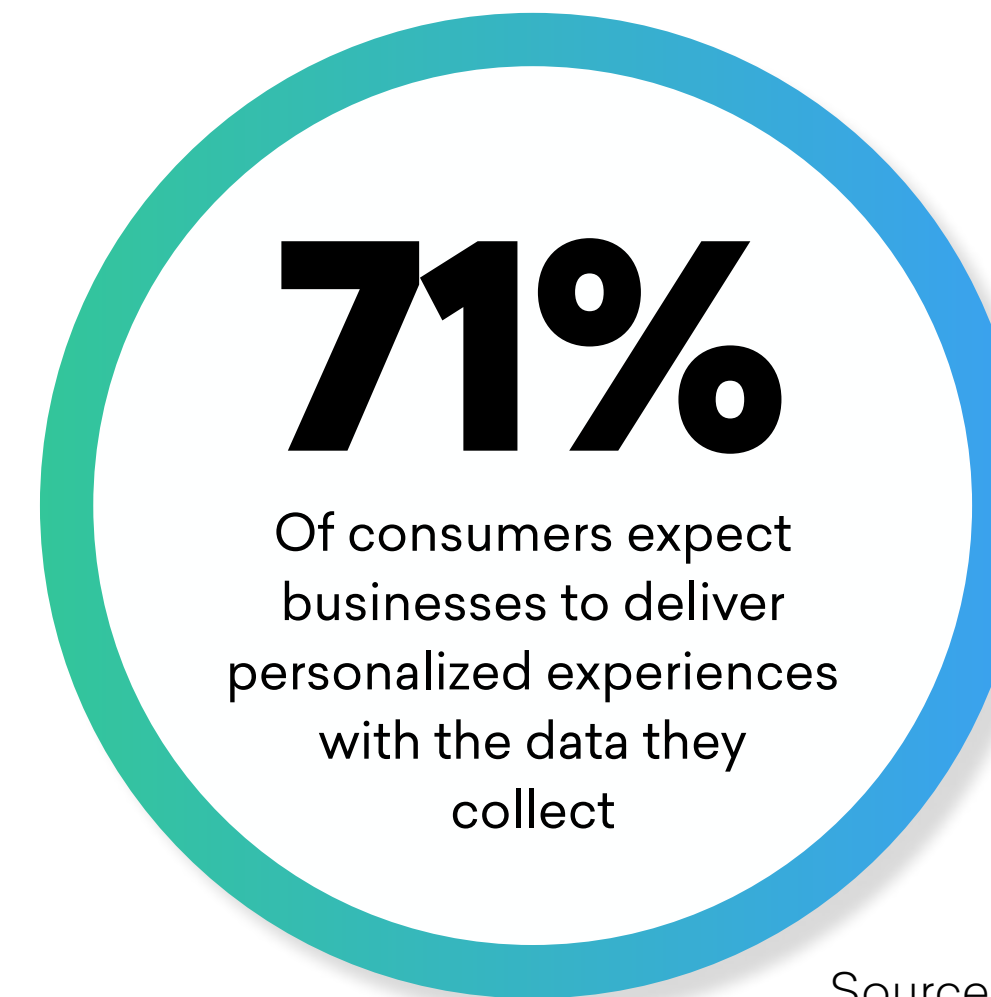# Leveraging data to more effectively activate, engage, and retain customers

Leveraging data to more effectively activate, engage, and retain customers

Customer engagement is a powerful way to boost ROI—after all, it allows brands to build stronger relationships with their users and leverage those relationships to drive retention and revenue with only small additional costs. But modern customer engagement is highly dependent on the right data. Without it, marketers can't effectively understand their audience, reach users on their preferred channels, or serve up the kinds of responsive, personalized experiences that drive stronger engagement, conversions, and retention over time.

The amount of global data being produced is projected to hit

181
Zettabytes (ZB)
by 2025

Source:
Techjury

71%
Of consumers expect businesses to deliver personalized experiences with the data they collect

Source:
McKinsey

76%
Of consumers say they get frustrated when they don't receive personalized experiences
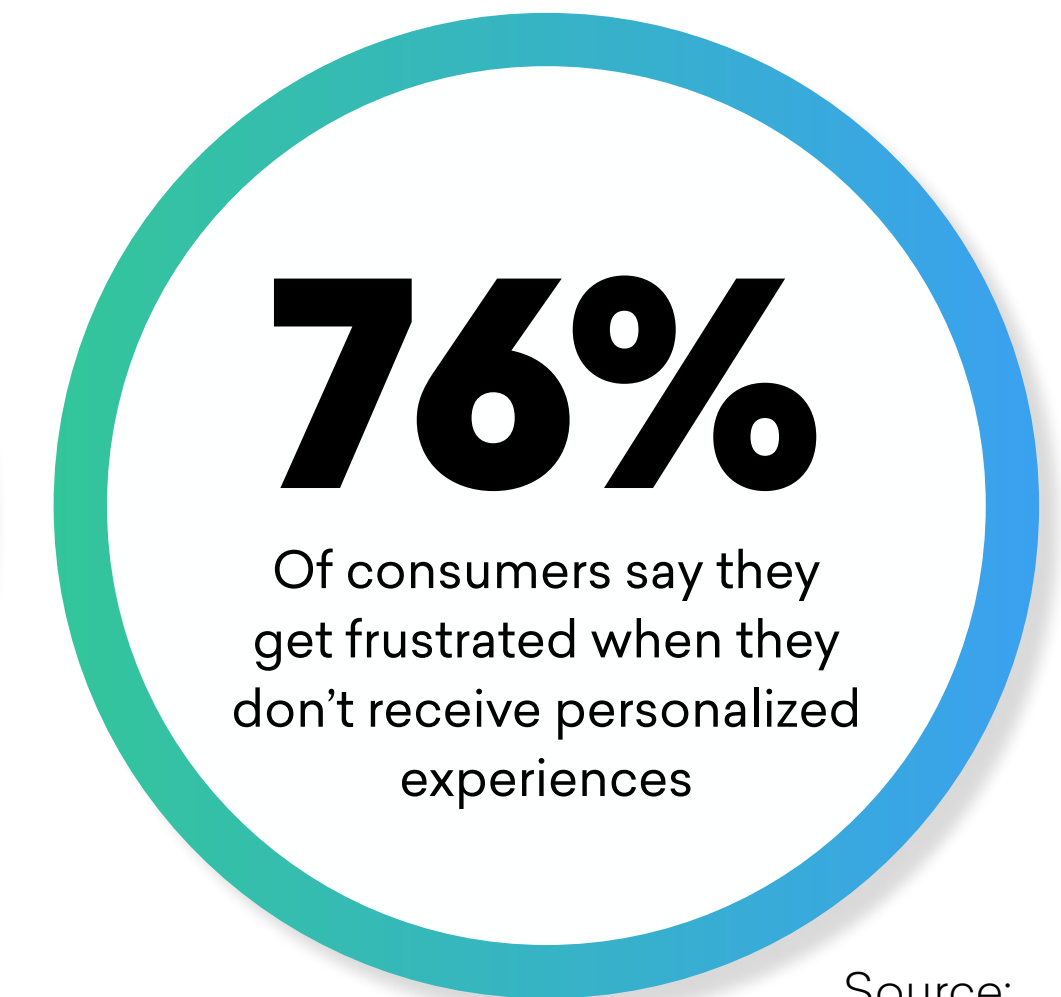
Source:
McKinsey

For many brands, messy data, siloed technologies, and limited engineering and technical resources have hurt their ability to harness their data and take advantage of the opportunities that customer engagement presents.
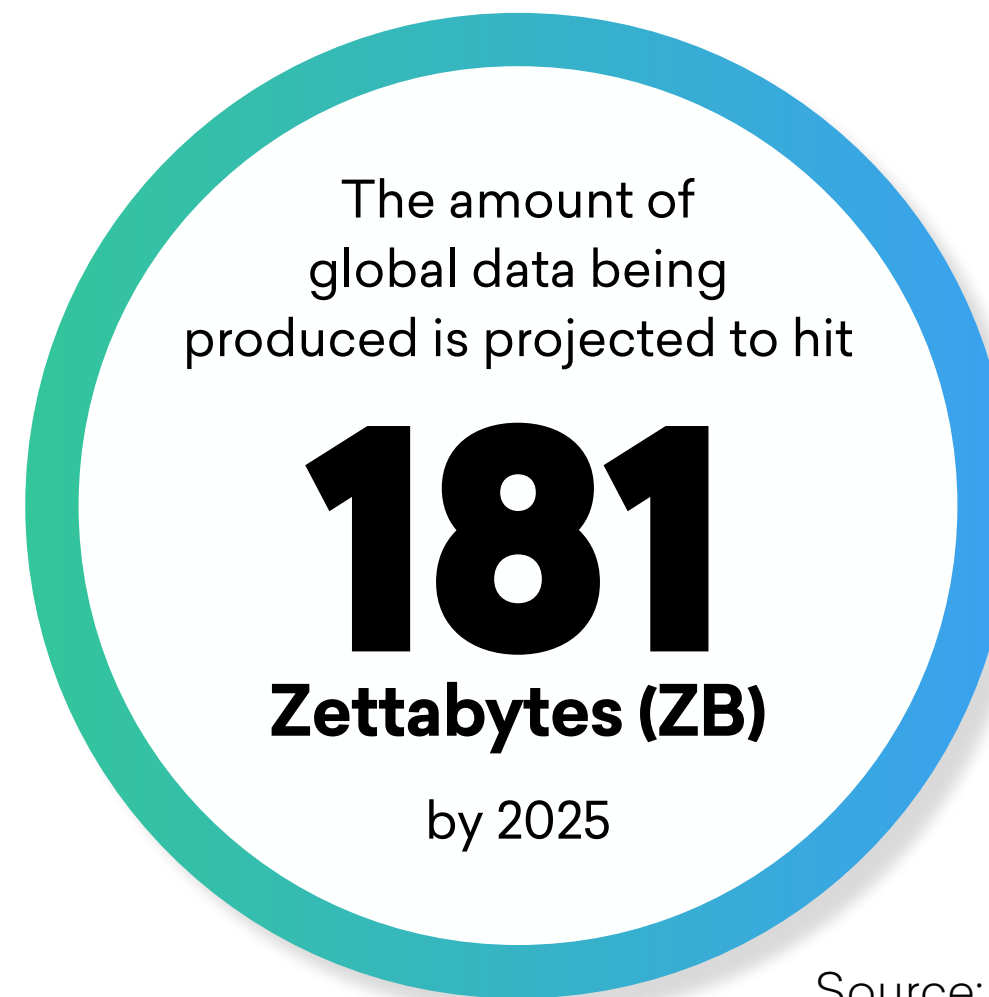
At the same time, many businesses are incurring a legacy of tech and innovation debt that threatens future competitiveness. These compounding challenges cause many brands to struggle to keep up with the demands of today's customers.

Leveraging data to more effectively activate, engage, and retain customers

To stay competitive, brands need to ensure that they are able to do these three key things when it comes to their customer engagement data:

1 Activate Any Data

Giving marketers **easy access to timely, relevant information** is difficult for many companies today, but that's what's needed to create kinds of personalized experiences that increase **customer lifetime value**. To make it happen, technical teams across engineering, data science, IT, and product need to break down silos separating them from marketing teams so they can ensure different elements of their tech stack work together effectively. This allows brands to **unlock the full value of their customer data**, with marketers able to access the right information in the moment—and at a moment's notice.

2 Achieve Performance at Scale

Consumers today expect **relevant experiences** from all brands, big and small. Companies that fall short of this risk losing out to competitors that are getting this right. But many are held back by outdated data processing methods that keep them from scaling real-time customer experiences. That's why businesses need to make sure they have an engagement strategy and a **tech stack** that are capable of growing with their users without sacrificing performance.

3 Unify Customer Engagement

Today's consumers are engaging with brands across a wider range of devices and digital platforms than ever before. They expect responsive experiences from companies at every touchpoint. To optimize for conversions and reduce the risk of churn, organizations need to unify their data and marketing programs to support experiences that speak to each customer, wherever and whenever they choose to engage. After all, in our digital world, customer engagement isn't a nice-to-have: It's the way your customers connect with your business every day.

How Payomatic Boosts Mobile App Adoption and Lifetime Value with Data-Driven Marketing

With a history that dates back to the 1950s, check-cashing and financial services provider Payomatic knew it needed to evolve its brick-and-mortar business model and embrace digital transformation while also expanding beyond traditional marketing channels like advertising and in-store cross-selling to adopt direct-to-consumer (DTC) cross-channel marketing.

By teaming up with Braze and Braze Alloys technology partner Snowflake, the company has been able to achieve a cloud-based, 360-degree view of its customers, and, as a result, is now able to unlock actionable insights to create personalized, cross-channel campaigns, onboard customers more effectively, get users to engage with the app more frequently, optimize its customer engagement messaging, drive conversions of high-value actions, and boost customer lifetime value.
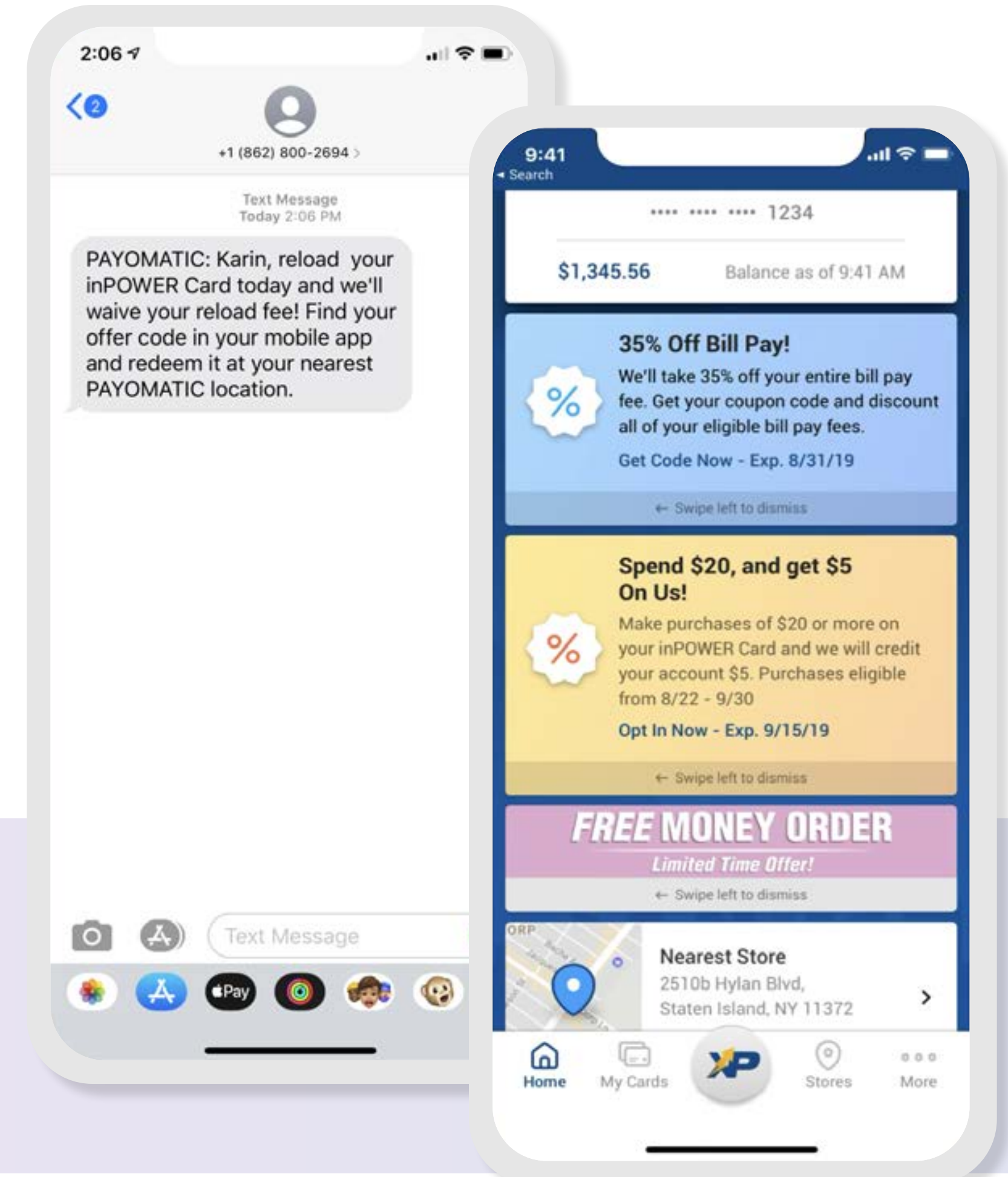
32%
Uplift in direct deposit adoption via app

11%
Increase in mobile app engagement

50%
Prepaid cardholder mobile app penetration

Read the full case study here

Boosting the value of every marketing dollar by embracing the right tools and teamwork so you can get what you need, when you need it

Boosting the value of every marketing dollar by embracing the right tools and teamwork so you can get what you need, when you need it

In today's fast-changing market, it's not enough to have a clear, effective marketing strategy—you need to be able to iterate on that strategy to quickly activate new users, adapt to changing customer preferences and behaviors, and **drive stronger retention** both now and in the future.

> Businesses that are able to **increase customer retention by just 5%** see profits increase by anywhere from **25% to 95%**

To foster long-term success, you need the right tools and insights to implement a self-serve approach that can support your customer engagement program as it matures. Embrace a collaborative, cross-disciplinary approach that builds sustainable campaign practices into everything you do. That way, you don't have make requests of the tech team every time you have a new idea.

Here are some key tools, features, and tactics your brands can adopt to ensure you have everything you need to achieve your business goals.

Boosting the value of every marketing dollar by embracing the right tools and teamwork so you can get what you need, when you need it

#1 Streaming Data to Power Real-Time Marketing

Today's consumers change their behaviors and preferences in real-time. Brands without access to timely data about these actions and interests will find themselves without the insights necessary to drive retention and lifetime value.

Businesses need to move away from list-based, batch-processed solutions that often struggle with latency. Instead, they need to embrace marketing technologies that process and activate data in the moment and leverage them to break down the sorts of organizational and data silos that can hinder their engagement efforts. This sort of technology makes it possible to trigger messages and target users based on real-time data changes, supporting more relevant, meaningful brand experiences that drive conversions and reduce opt-outs and unsubscribes.

Personalization has become table stakes for today's consumers—and can have a big impact on your bottom line

69%
Of consumers expect a personalized, consistent experience across channels

Source:
Businesswire

Personalization initiatives result in
10-30%
higher revenue on average

Source:
McKinsey

Braze research show that using marketing automation tools like Liquid personalization that leverage real-time data can drive a:

76%
Uplift in SMS conversion rates

Source:
Braze

1.3X
Higher in-app message click rates

Source:
Braze

1.5X
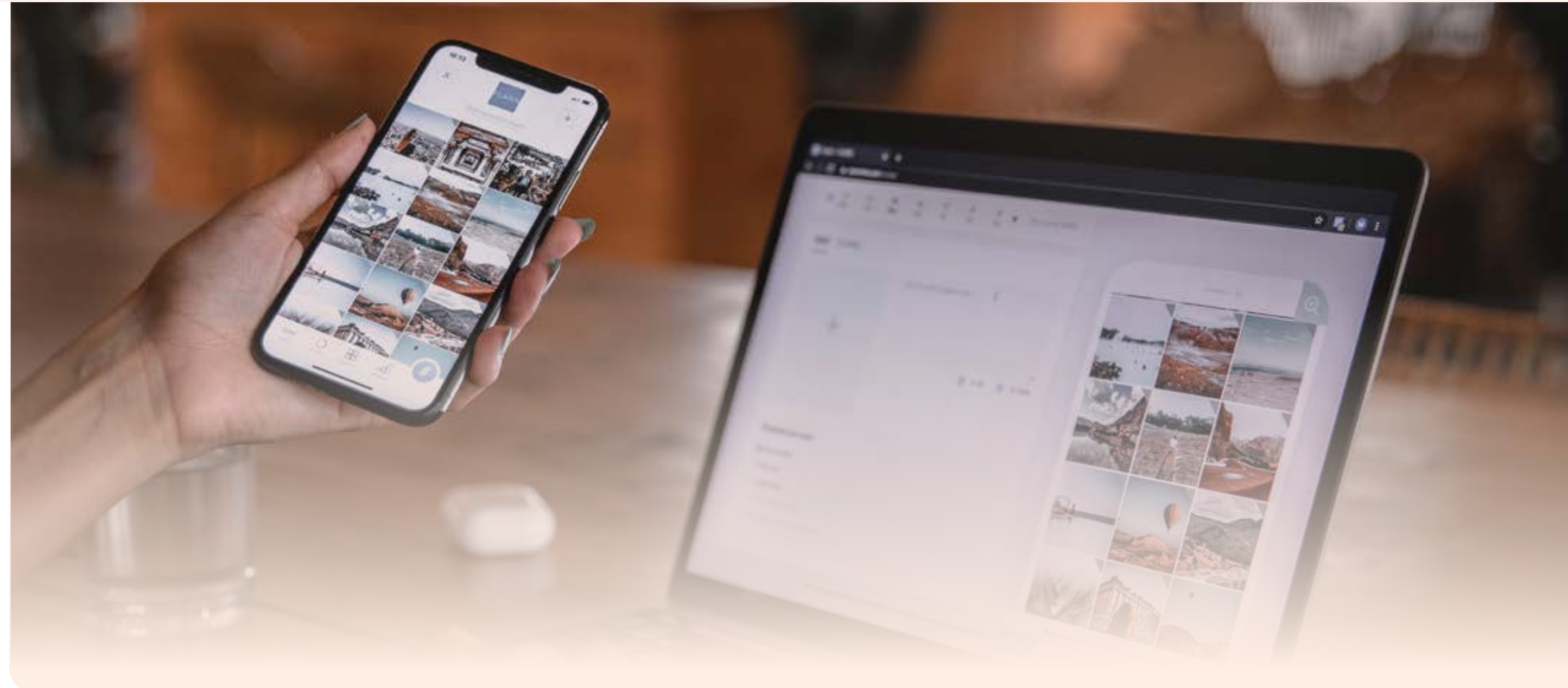More push notification total opens

Source:
Braze

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#2

Cross-Channel Engagement and Optimization

Customers expect marketers to reach them on the channels they prefer. With channel optimization tools (for instance, **Braze Intelligent Channel**), brands can automatically determine each customer's high-engagement channel, rather than having to test channel preferences manually.

By leveraging technologies that support a true cross-channel approach, companies can orchestrate more effective campaigns across owned channels (e.g. email, push, and in-app/in-browser messaging) and paid (e.g. Instagram ads, TikTok ads, etc.) from a single, holistic solution. **Braze Audience Sync** lets companies dynamically add and remove customers from paid ad campaigns across platforms (e.g. Facebook, Instagram, Google, YouTube, TikTok) as part of a cohesive customer journey. Coordinating paid and owned channels empowers marketers to reach more high-value customers and improve return on ad spend.

Brands that leverage cross-channel messaging across in-product messaging (e.g. in-app and in-browser messaging) and out-of-product messaging (e.g. email, push, SMS) can **boost 90-day retention rates by 55%** and see a **3.2X average increase** in purchases per user for each additional messaging channel used.

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#3 Customer Journey Management, Testing, and Optimization

When customers no longer open push notifications or emails as often as they once did, abandon their shopping carts, or let long periods of time pass between engaging with your brand, these are all signs of churn. Thankfully, there are two key ways to intervene before customers lapse: Digging into your data and conducting user testing.

To benefit from these approaches, **marketers need the ability to manage customer journeys in a holistic way from a single interface—without having to make new requests to their tech teams.** They need the open ability to test at every level of the customer journey, from individual message elements like subject lines or images to overall journey elements like channels, cadence, and frequency. Ideally, marketers will use a tool that automatically learns from these tests and sends future customers down the best possible journey path.

KFC Ecuador adopted data-driven testing using Braze, **boosting revenue by 15%**

This sort of testing and optimization requires two different types of technologies:

1. First, automated experimentation tools that can support an iterative process with the flexibility to change direction over time. This means that as your program grows and evolves, you have confidence your messages are going send—no matter how many, at what time, or across what channel.

2. Second, AI-driven features that can both help marketers understand what variants or approaches are performing—and also automatically send customers down the optimal path, boosting conversions.
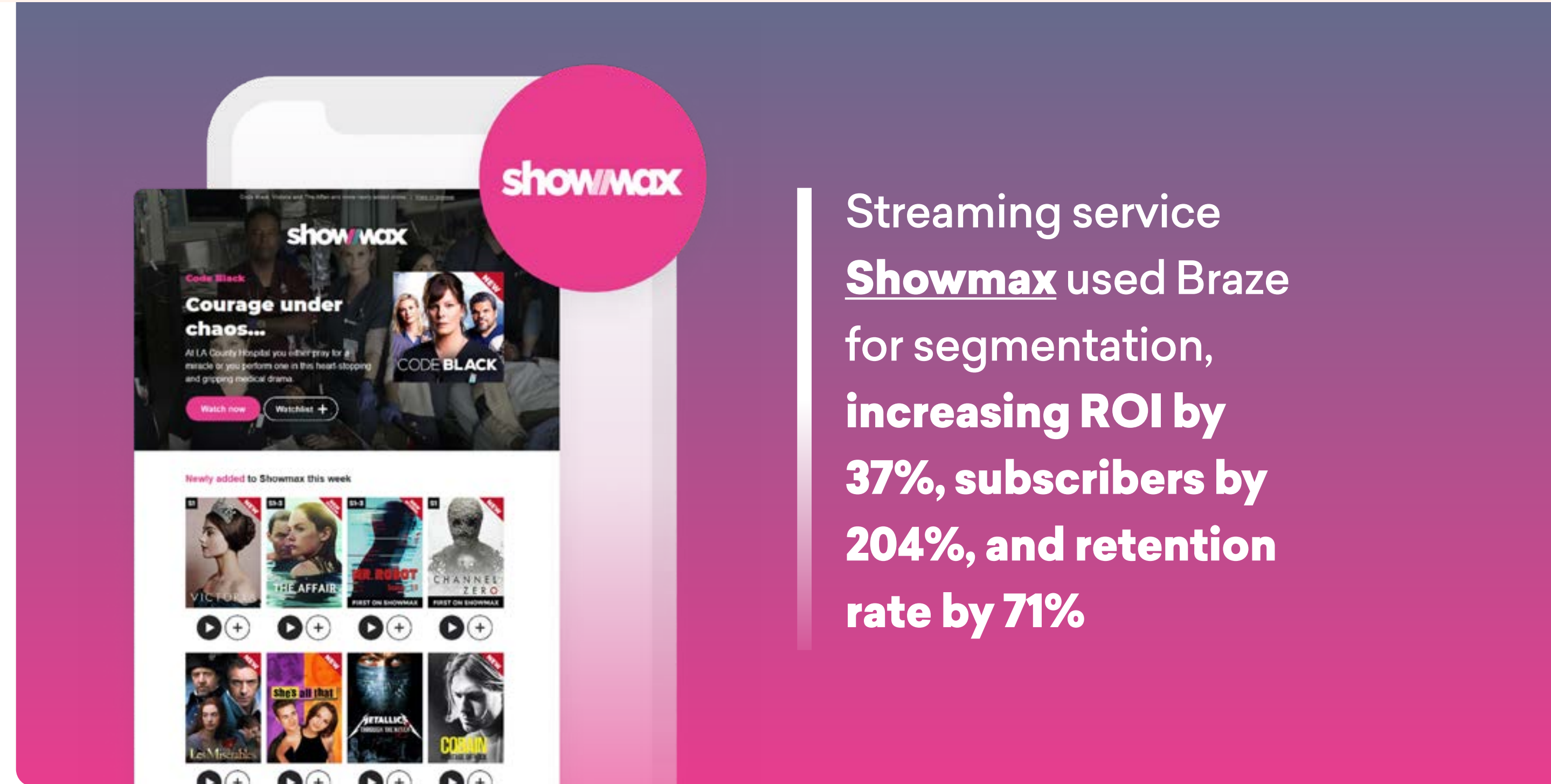
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#4 Dynamic Segmentation and Personalization

Evolving customer expectations are forcing marketers to find ways to acquire, activate, and retain customers more efficiently. That means focusing on individuals who are most likely to convert and delivering messaging that's most likely to drive action.

To do that, marketers need access to **real-time segmentation features** that dynamically create and update granular audiences when users make a purchase, stop engaging as frequently, or otherwise shift their behavior, supporting better targeting and higher conversions.

It also means having access to tools that allow marketers to automate the process of personalizing copy, images, and other elements of messages **based on data from a customer's profile**, as well as pulling in relevant **creative** from other sources.

Streaming service **Showmax** used Braze for segmentation, **increasing ROI by 37%, subscribers by 204%, and retention rate by 71%**

Using the Braze platform's AI-powered **Intelligent Timing feature** to send campaigns at the time each individual user is most likely to engage can **boost upsell conversions by 9X.**

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#5 Global Control Groups

With marketing and customer engagement teams under greater pressure to deliver results and justify the value of their efforts, control groups are more important than ever. With **global control groups**, brands can holistically measure the impact of customer engagement over time, allowing them to better understand the strengths and weaknesses of their overall marketing programs in order to drive better outcomes in the future. That's because global control groups make it possible for marketers to see how they're driving key objectives and results overall, not just at the campaign level.
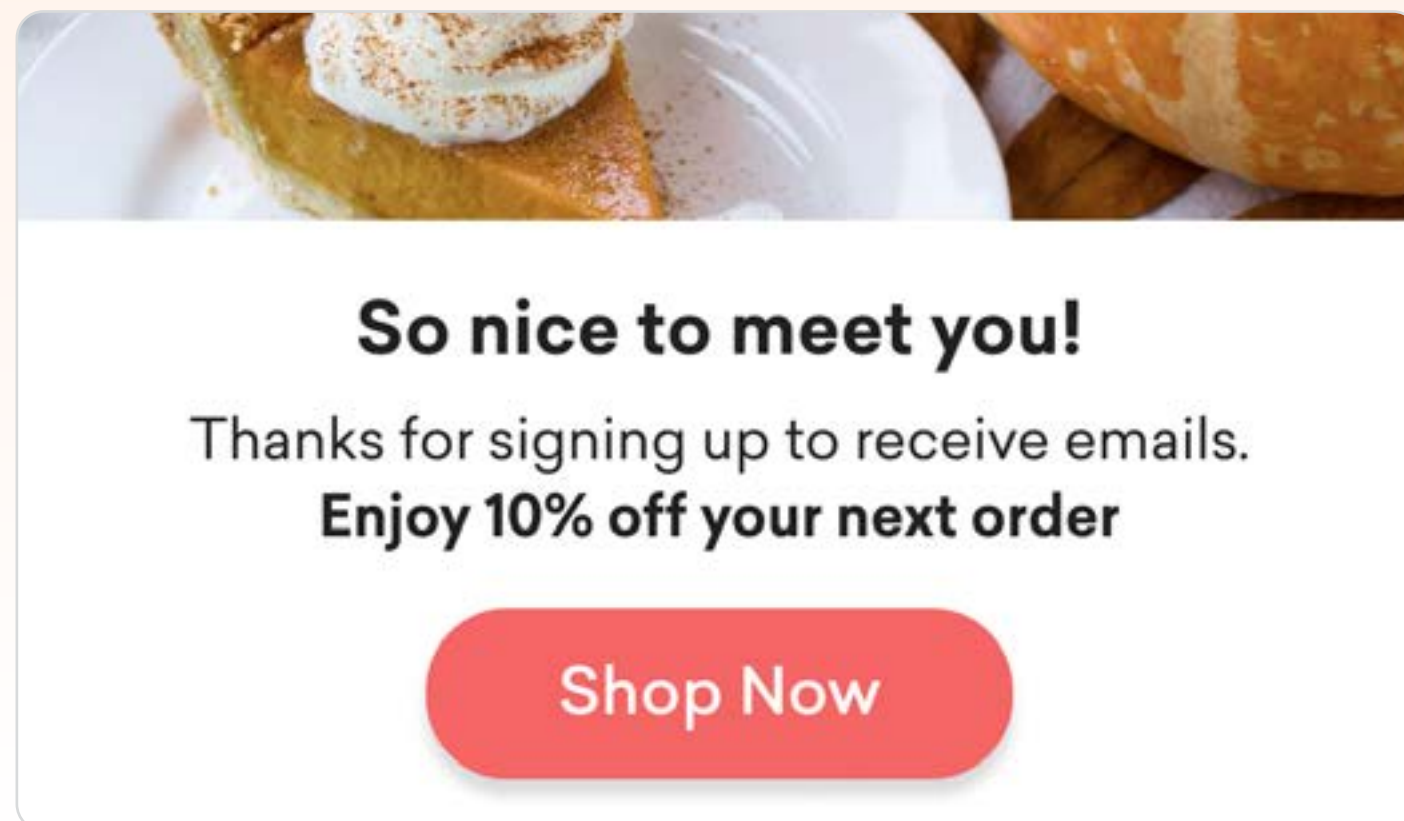
Every message is an opportunity to strengthen a customer's connection with your brand. However, certain campaigns punch above their weight when it comes to driving stronger retention and ROI. Looking to get the most out of your customer engagement efforts in today's challenging environment? On the next page are five campaigns to keep on your radar.

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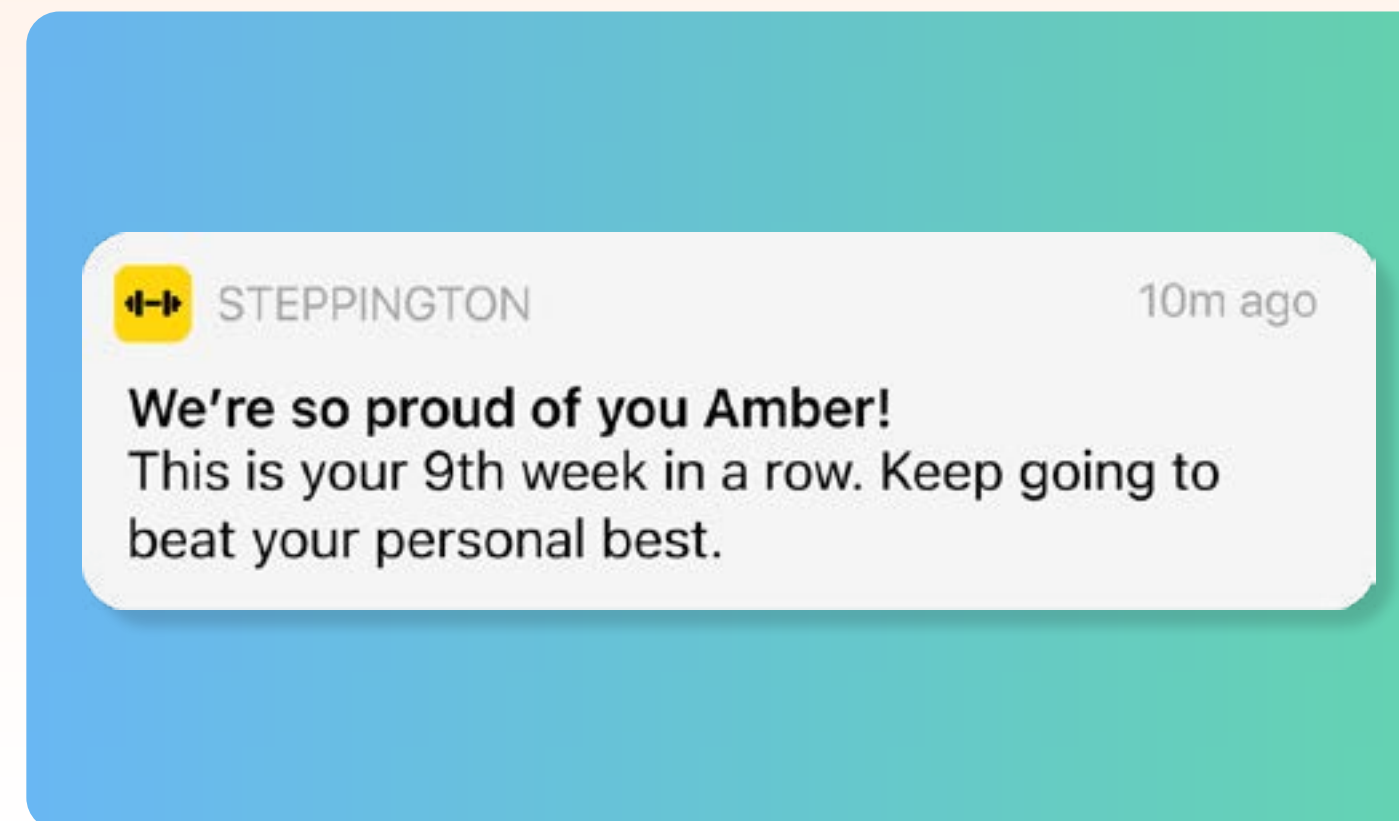
① Welcome Campaigns

Educate new users on how to get the maximum value out of your app or website. Welcome emails can be a powerful way to turn new customers into long-term active users.

So nice to meet you!
Thanks for signing up to receive emails.
Enjoy 10% off your next order

Shop Now

② Continue Your Streak Campaigns

Staying top of mind is key to long-term retention. Capitalize on consistently strong engagement from individual users by sending targeted, personalized messages calling out notable engagement streaks (i.e. "You've meditated for seven straight days!"), gamifying future engagement and giving users another reason to come back.

STEPPINGTON   10m ago

We're so proud of you Amber!
This is your 9th week in a row. Keep going to beat your personal best.

③ Cart Abandonment Campaigns

More than 75% of digital shopping carts that get filled end without the customer completing the process, adding up to lost revenue of **more than $111 billion** each year for retailers. Reminders, follow-up offers, and customer service notifications can help recoup these potential sales.

PamperHer   34m ago

Forgetting something? Use Promo Code MYCART to SAVE 10% on our newest range of skincare products!

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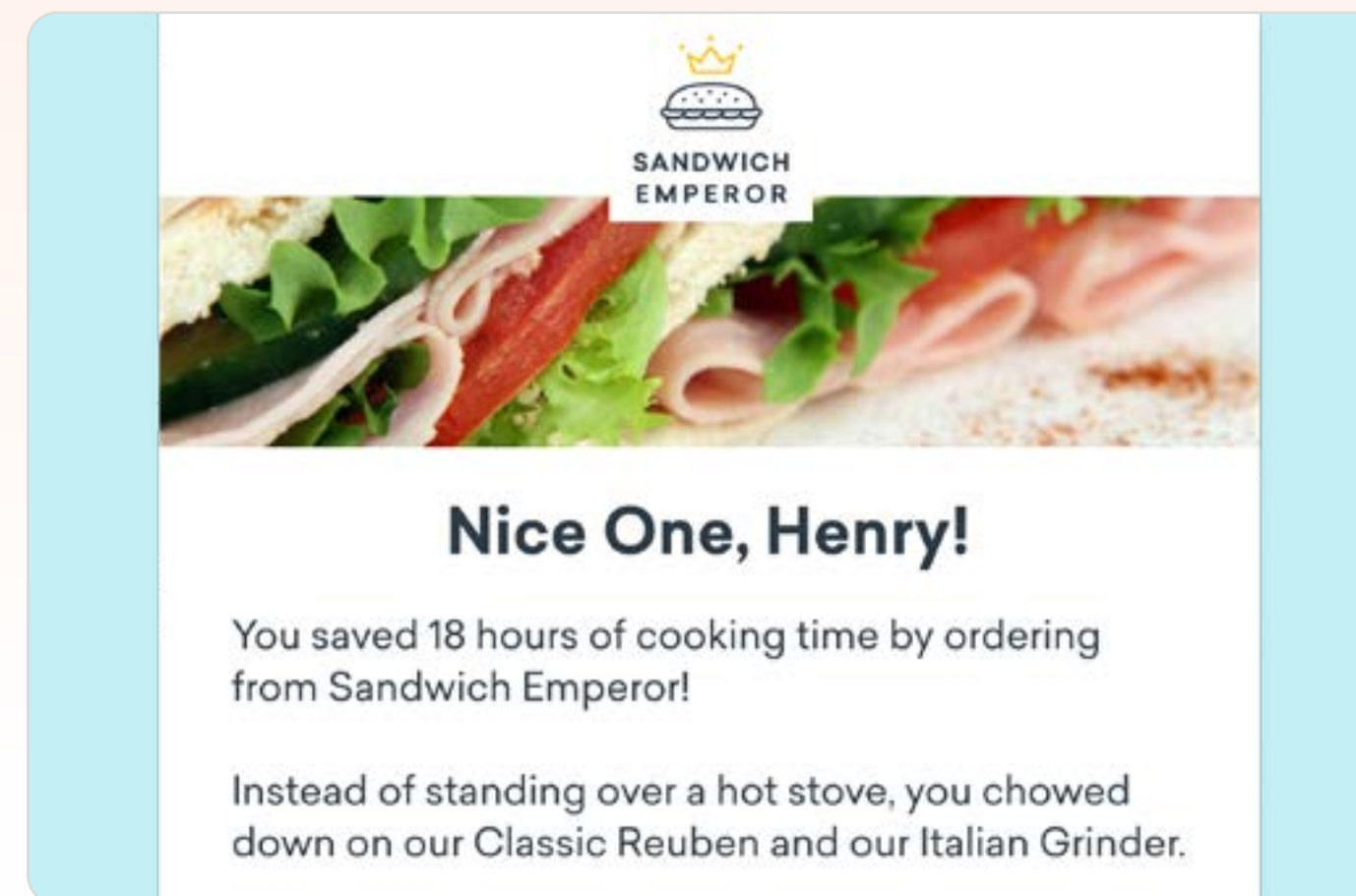
4 Win-Back Campaigns

Not every customer who stops using your app or visiting your website will return, but careful re-engagement campaigns can bring your former "best customers" back online, reducing churn and boosting retention—as well as your bottom line. Use testing to determine which message variants drive the most win-backs and leverage personalization to tailor incentives to each recipient.

Flash & Thread

We miss you!
Come back and get 15% off your next order.
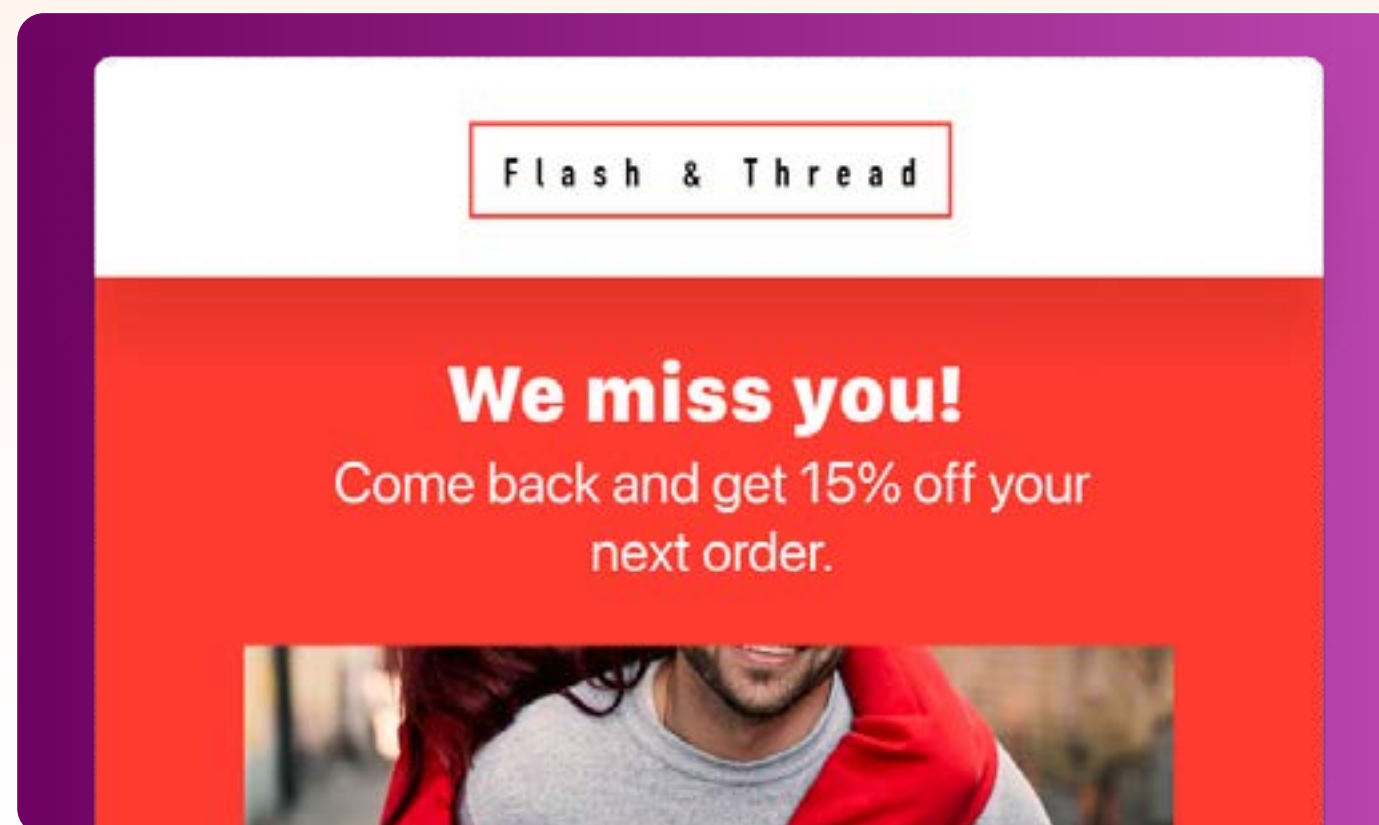
5 Value Demonstration Campaigns

Personalize messages with information about how each customer has benefitted from your product—whether that's highlighting how much money they've saved with your service or how much time they've spent engaged in a favorite activity.

SANDWICH EMPEROR

Nice One, Henry!

You saved 18 hours of cooking time by ordering from Sandwich Emperor!

Instead of standing over a hot stove, you chowed down on our Classic Reuben and our Italian Grinder.

How MoneySuperMarket Delivers a 25% Conversion Rate with Data-Driven Cross-Channel Experiences

UK-based MoneySuperMarket, a platform that helps users price compare insurance, mortgages, loans, and credit card offerings, had access to a massive data infrastructure, providing a wealth of insights into user activities that could potentially be leveraged to boost conversions and drive engagement. However, they found that the messaging platform they were using wasn't capable of utilizing the data points at their disposal in real time.

That's why the company turned to Braze, making it possible to power hyper-relevant, cross-channel campaigns using the Braze platform's dynamic personalization capabilities across email, in-app messaging, and SMS. These capabilities helped MoneySuperMarket scale their sending volume and transactions and deliver an impressive 25% conversion rate, all within eight weeks of signing up with Braze.
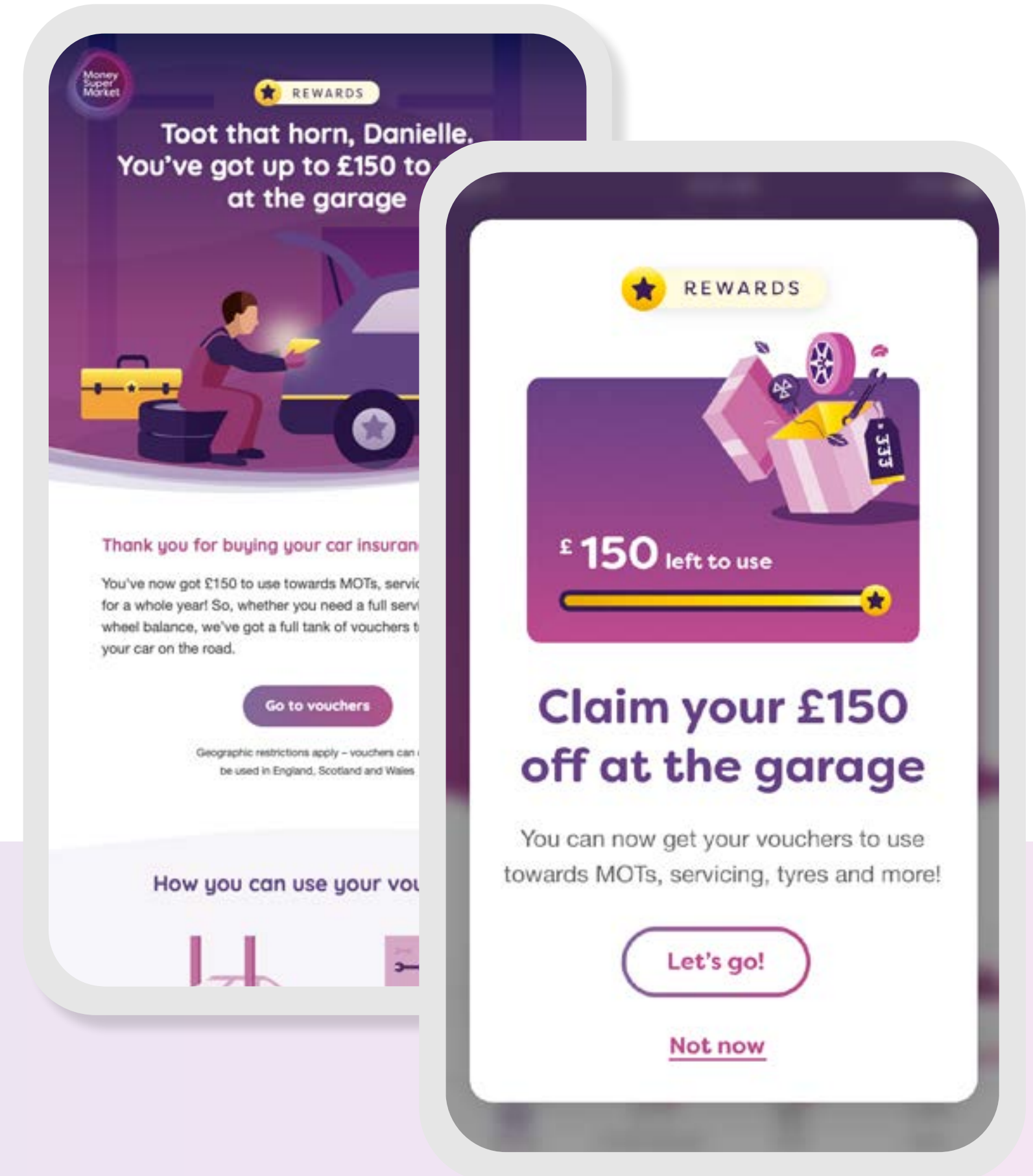
25,000
Emails sent per minute

25%
Campaign conversion rate

25,000
Transactions per minute

Read the full case study here

Harnessing the power of AI to unlock creativity, save time, and build stronger customer relationships

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It's no secret that AI has the potential to revolutionize the way businesses operate, particularly when it comes to customer engagement. However, AI's transformative power only works if you have the right tools and teamwork in place to take advantage of its capabilities. When customer engagement is handled by cross-functional teams—marketing, product, data, and more—brands will be able to optimize personalization, experimentation, and iterate along every step of the customer journey. All while increasing productivity and decreasing reliance on technical teams.

For marketers specifically, AI's ability to deepen personalization, assist with content creation, and automate optimization is a game-changer. Generative AI features can help spark productivity, take on routine copywriting tasks, and even reduce the burden on design teams. With predictive AI tools, brands can deliver personalized experiences at scale, helping to ensure that each person gets the most effective experience at every point in the customer journey.

By leveraging AI, brands can focus more on strategic and creative aspects of their campaigns, reducing the burden on overworked creative teams. For instance, Braze's Sage AI, with its robust AI capabilities, is designed to inspire marketing creativity while automating tasks like content creation, report building, and user targeting. This not only saves time but also opens up new avenues for experimentation and personalization, thereby enhancing the overall value proposition for customers. This level of automation and personalization can significantly enhance a brand's ROI, making AI an invaluable asset in any marketer's toolkit.

One thing to note: You have to have the right data pipelines in place to use AI at scale. AI is smarter and works better when you have feedback loop-based streaming data. The cleaner and more accurate the data, the more precise and effective the outputs become.

27%
Of marketers have deployed AI/ML in active strategy[1]

90%
Of marketers have plans to use AI in campaigns this year[1]

64%
Of marketers believe that AI adoption will be critical to establish a competitive advantage[2]
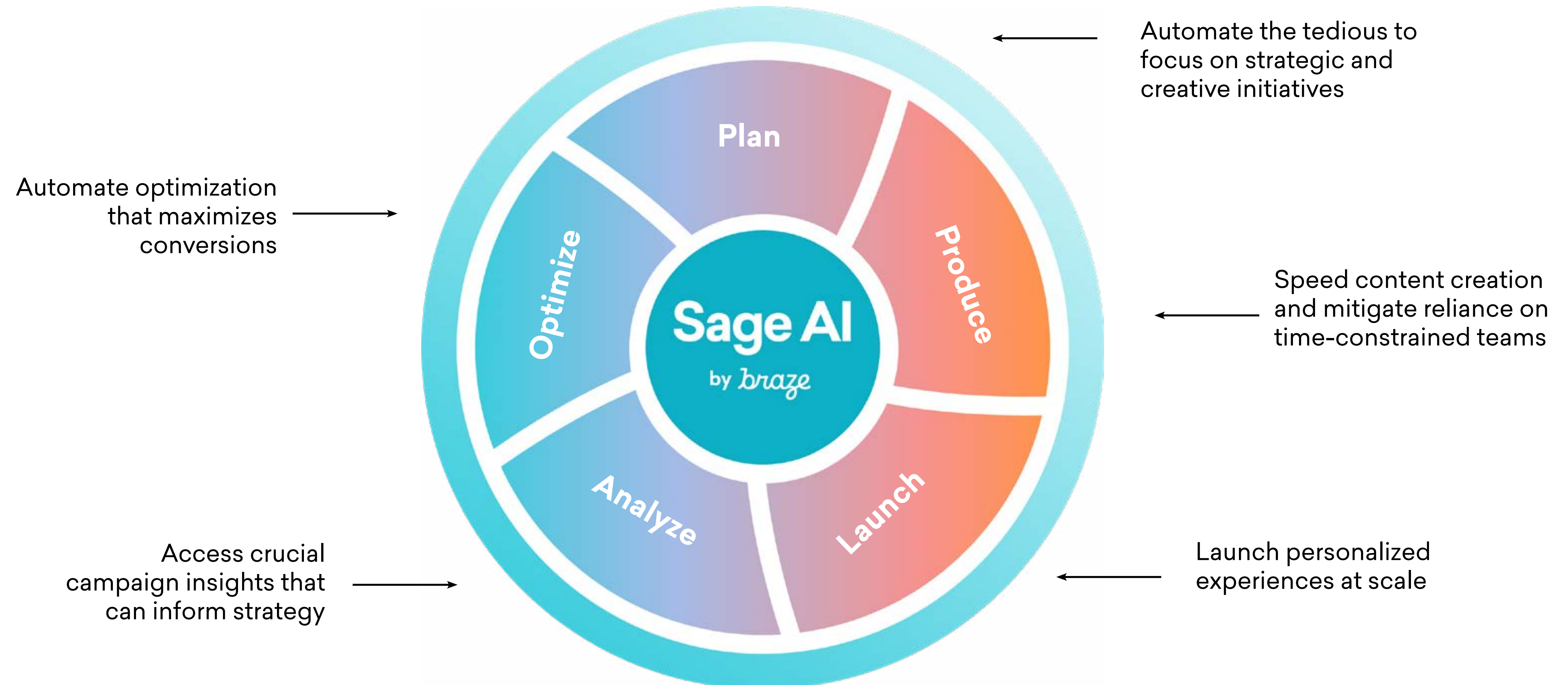
Markets Need Tools That Increase Both Efficiency and ROI
According to a Gartner CMO survey, 75% agree that marketing organizations face pressure to "do more with less" while 86% say organizations must make significant changes to how they work to achieve sustainable results.

**Harnessing the power of AI to unlock creativity, save time, and build stronger customer relationships**

IMPROVE EVERY STEP OF THE CAMPAIGN LIFECYCLE WITH AI

Automate the tedious to focus on strategic and creative initiatives

Automate optimization that maximizes conversions

Speed content creation and mitigate reliance on time-constrained teams

Access crucial campaign insights that can inform strategy

Launch personalized experiences at scale

Plan

Produce

Launch

Analyze

Optimize

Sage AI by braze

How Majid Al Futtaim's SHARE Rewards Programme Upleveled Their Direct Communications

Majid Al Futtaim, a leading developer and owner of shopping malls, communities, and retail and leisure businesses in the Middle East, wanted to ensure that they were communicating effectively with their customers, especially in connection with their loyalty program, the SHARE Rewards Programme. To make the most of its digital communications to engage, retain, and grow its audience, the organization decided to move all of its 10+ brands and over 100 existing communications into Braze.

Following a seamless transition made possible by collaboration between a variety of stakeholder teams, they were able to migrate all existing SHARE communications and accelerate the launch of 110+ new automated campaigns across multiple messaging channels. The team was also able to make the most of the Braze platform's AI-based capabilities by embracing features like Intelligent Channel, Intelligent Timing, Canvas Flow, Audience Paths, Action Paths, and Conversion Events.
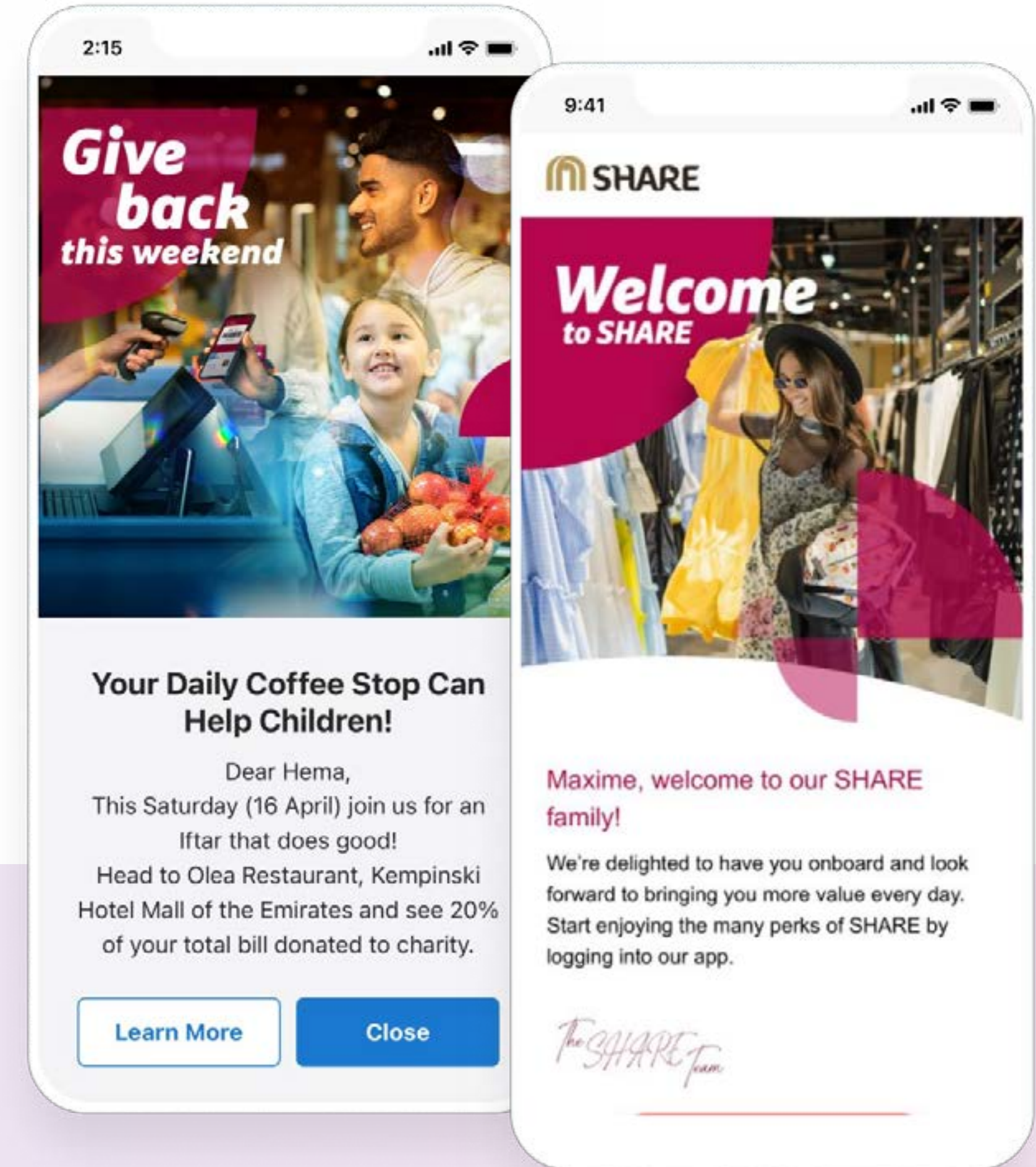
5.6M
Customers reached every month

1K+
Unique communications executed

110+
Automated campaigns in 2022

Read the full
case study here

Conclusion

As we navigate an increasingly complex digital environment, it's crucial for brands to make informed decisions about their resources. The key to success lies in the thoughtful leveraging of data to activate, engage, and retain customers—not collecting data just for the sake of having it. The journey may seem daunting, but with the right strategy and tools, brands can deliver data-driven experiences that resonate with customers.

At Braze, we help marketers build deeper connections with their customers, get the most out of their technology investments, maximize every dollar allocated toward customer engagement, and carry out high-ROI activities that drive greater value and support stronger retention and customer health going forward.

To learn more about the kind of exceptional experiences and outcomes that Braze makes possible, visit **braze.com/customers**.

braze

Get in touch to learn more
BRAZE.COM/CONNECT-WITH-SALES