Creating Memorable Experiences To Drive Engagement And Retention

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Head Evangelist

braze

Leading global brands use Braze to forge human connections with their customers through relevant, memorable messaging experiences

Founded in 2011

NYC, BER, LON, SF, SG, CHI, TYO, ATX
Global offices

1300+
Employees

1,500+
Customers
(As of July 31, 2022)

4.1 B
Monthly Active Users (as of July 31, 2022)

~1.5T Messages Sent in FY '2022

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MOBILE PUSH

WEB PUSH

EMAIL

SMS

CONTENT CARDS

IN-BROWSER MESSAGES

WEBHOOKS

IN-APP MESSAGES

Who We Serve

Filmstaden · Disney · Etsy · Pizza Hut

QLIRO · voi. · storytel · Grindr

GAP · FISHBRAIN · Rakuten · blocket

Domino's · Microsoft · FOXNEXT GAMES · URBAN OUTFITTERS

KFC · paradox INTERACTIVE · zynga · HBO

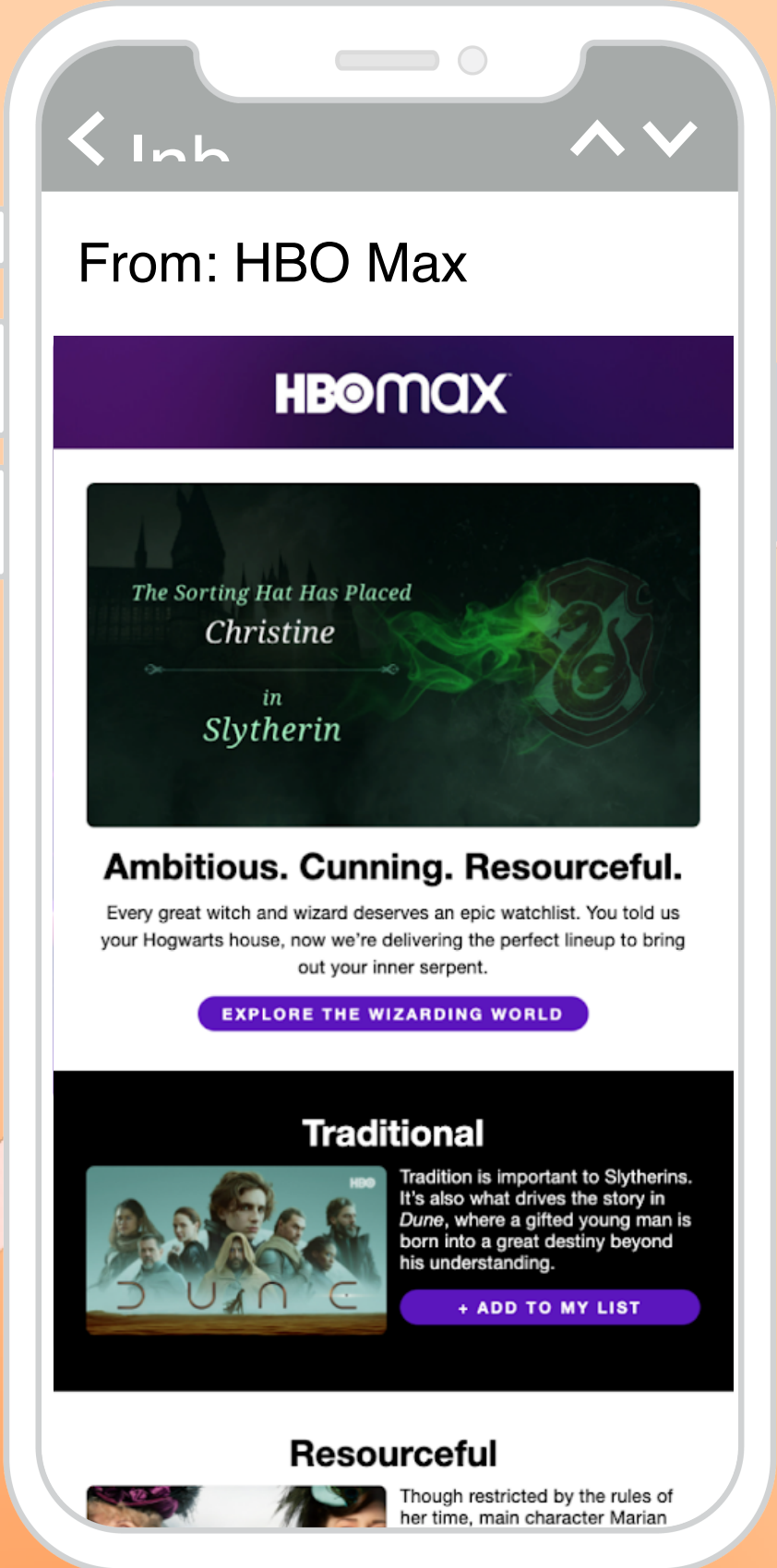AVANZA · overstock · Too Good To Go · The Guardian
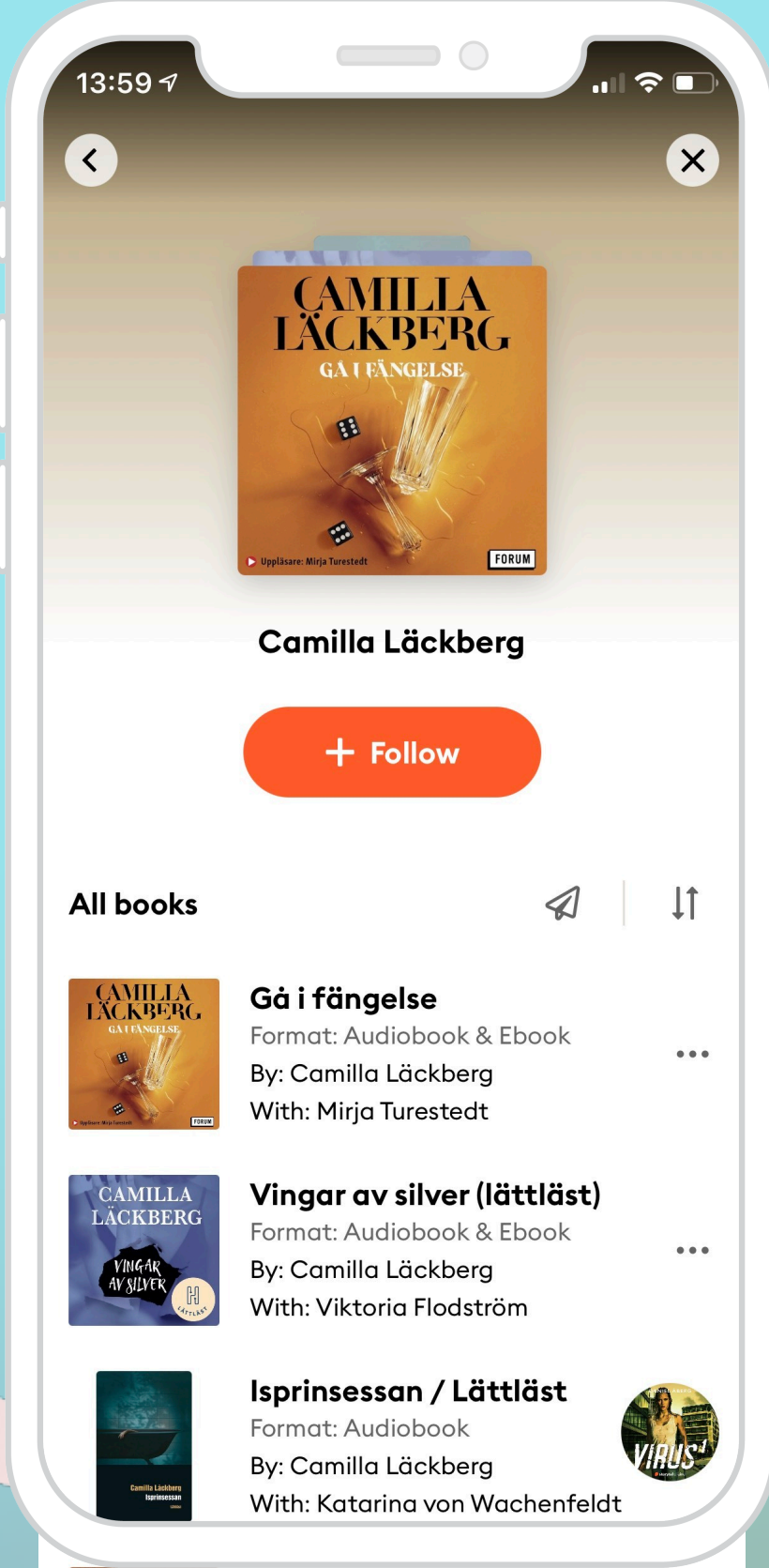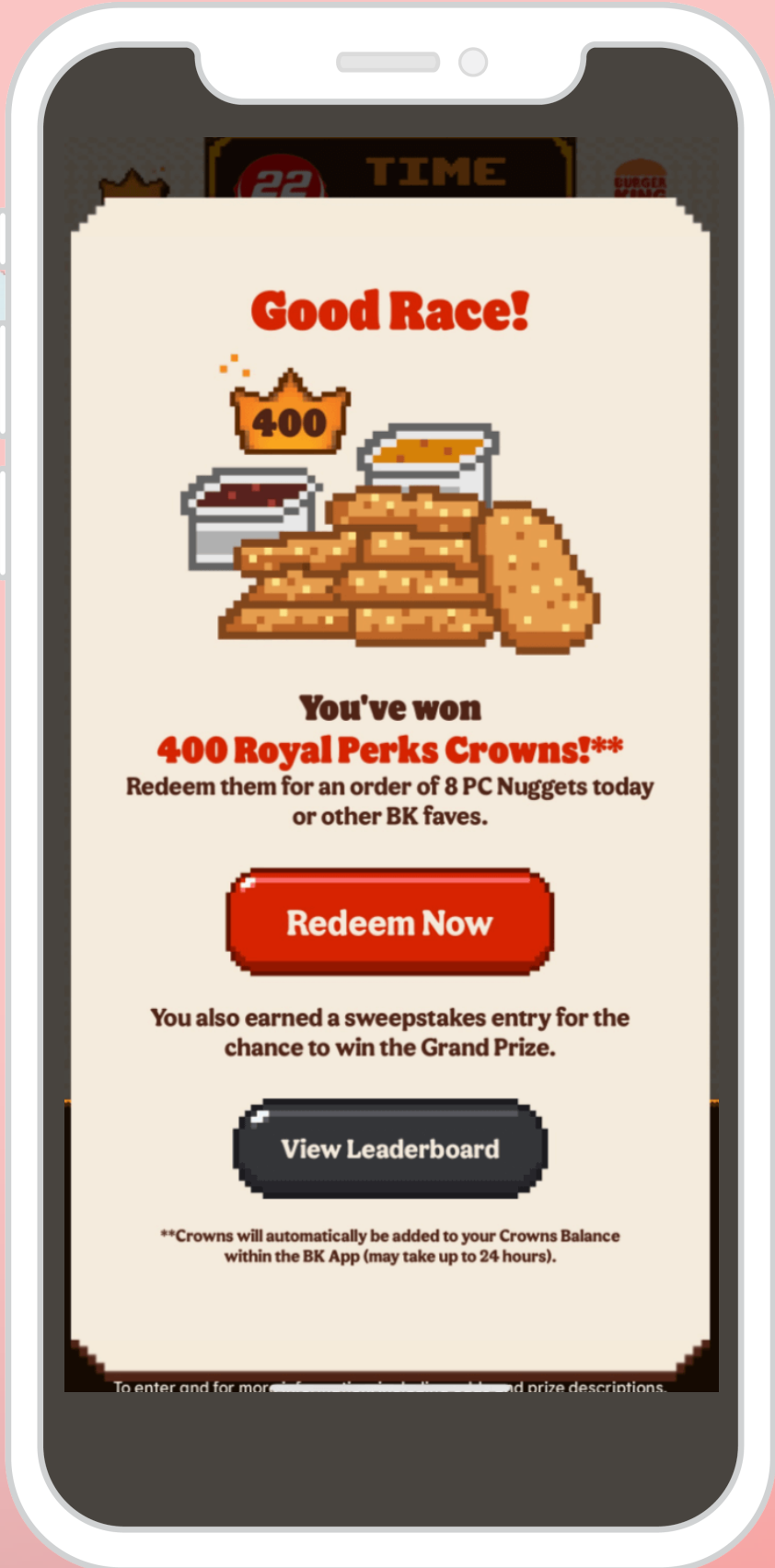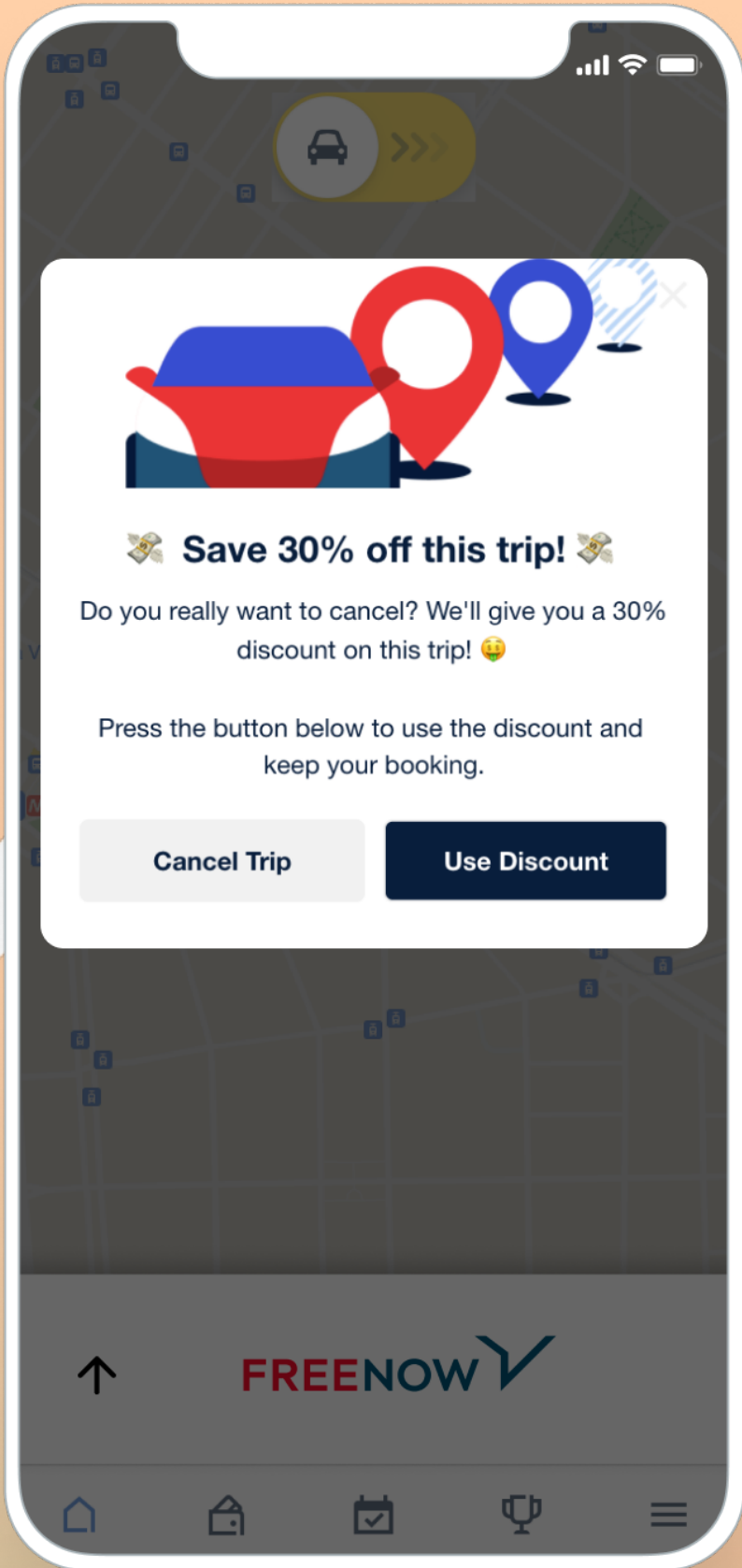
The Guardian · Delivery Hero · Viber · OLD NAVY

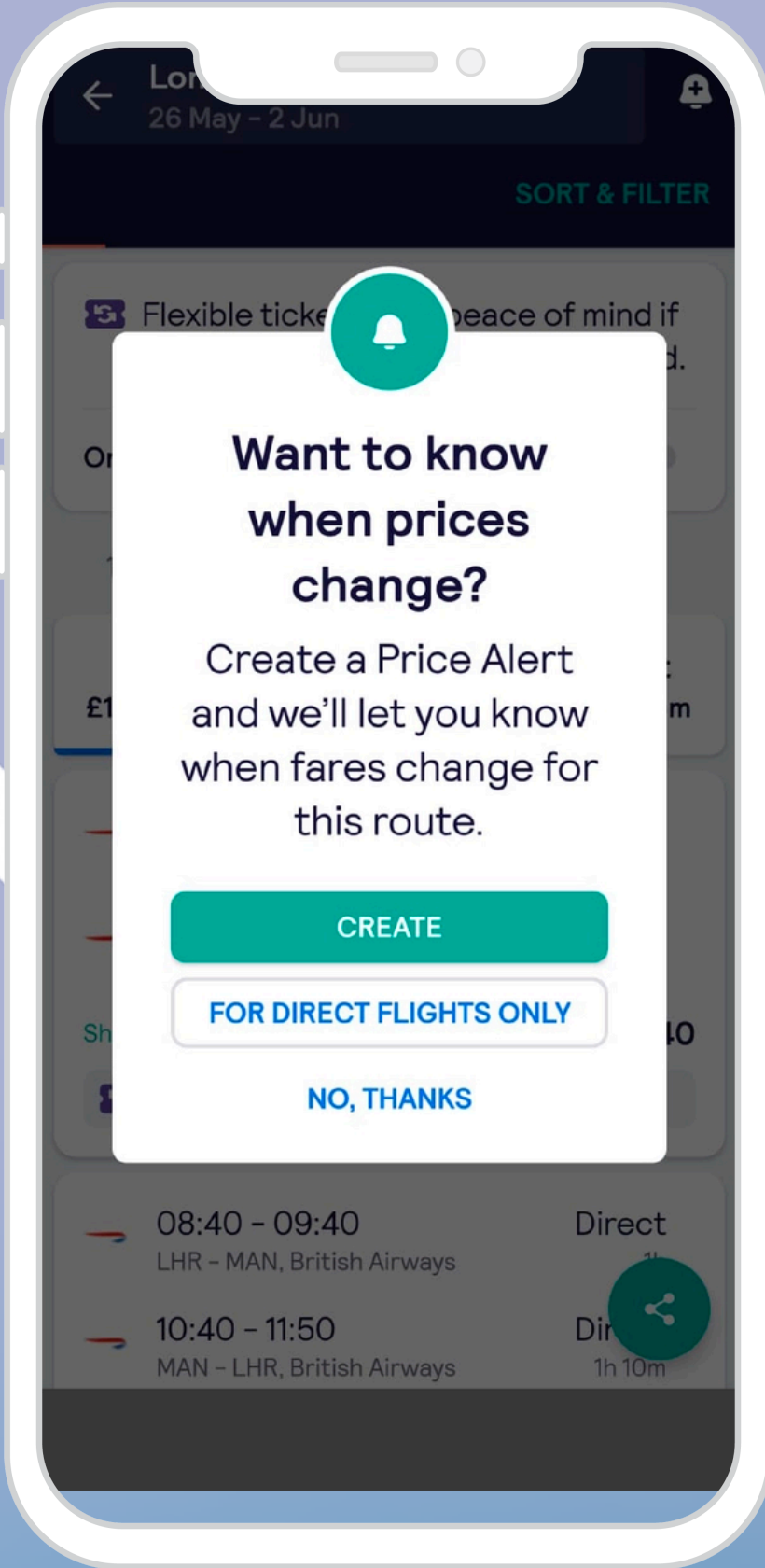venmo · HEARST · yelp · GRUBHUB

My Journey From London To Stockholm

At Braze, our growth philosophy is very simple

Optimizing your customer lifecycle strategy is essential in driving sustainable growth

Growth Levers

Activation
Acquire customers more efficiently

Engagement
Keep your customers coming back

Retention
Keep customers around longer

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Our mission is to empower brands to identify and drive meaningful moments that lead to memorable experiences and support long-term growth

Growth Levers

Activation
Acquire customers more efficiently

Engagement
Keep your customers coming back

Retention
Keep customers around longer

How you do it?

Right message right time

Personalised Recommendations

Testing & Experimentation

Channel & Data Optimisation

Customer Segmentation

Habits
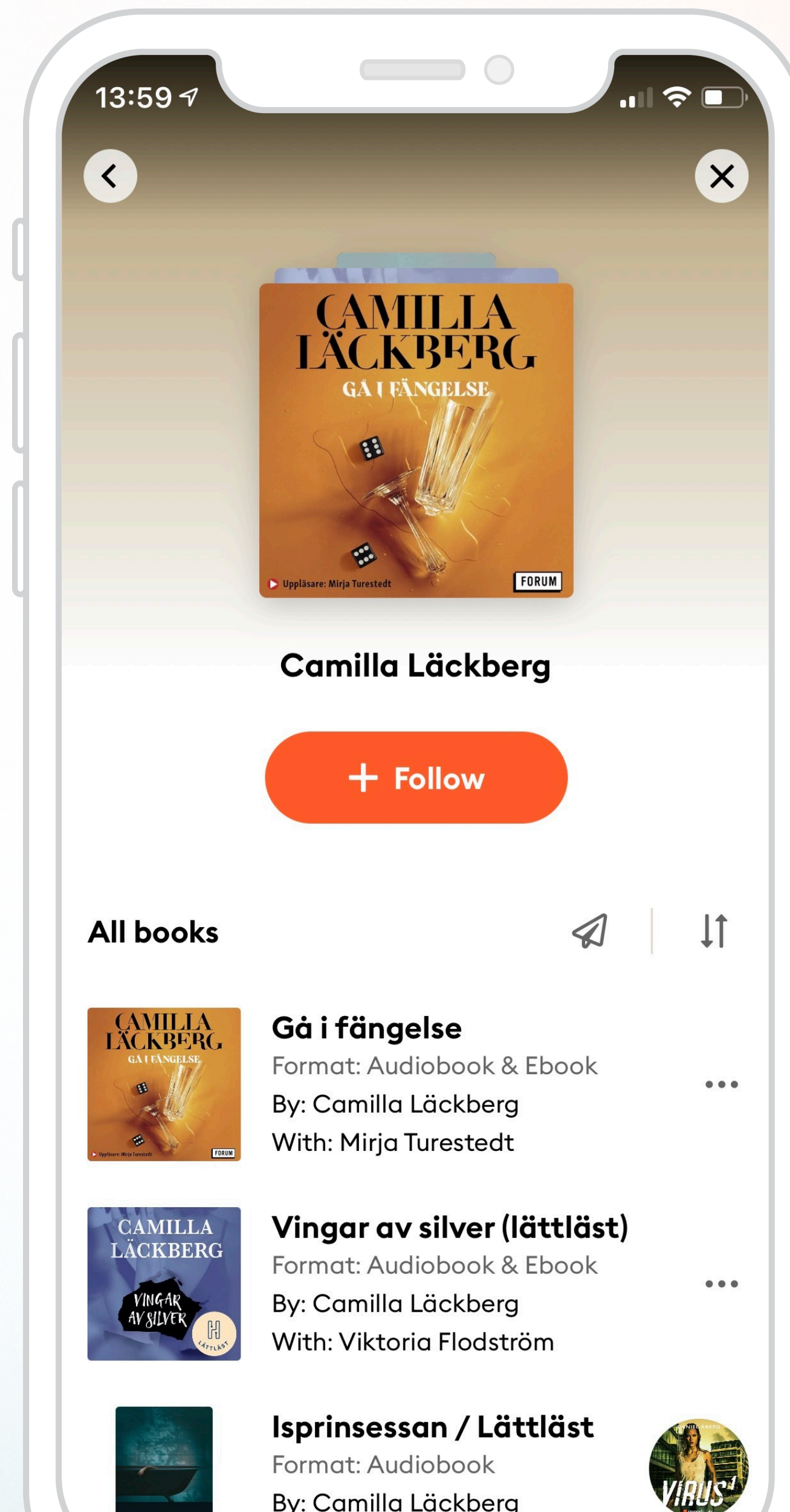
Meaningful Lifecycle Moments
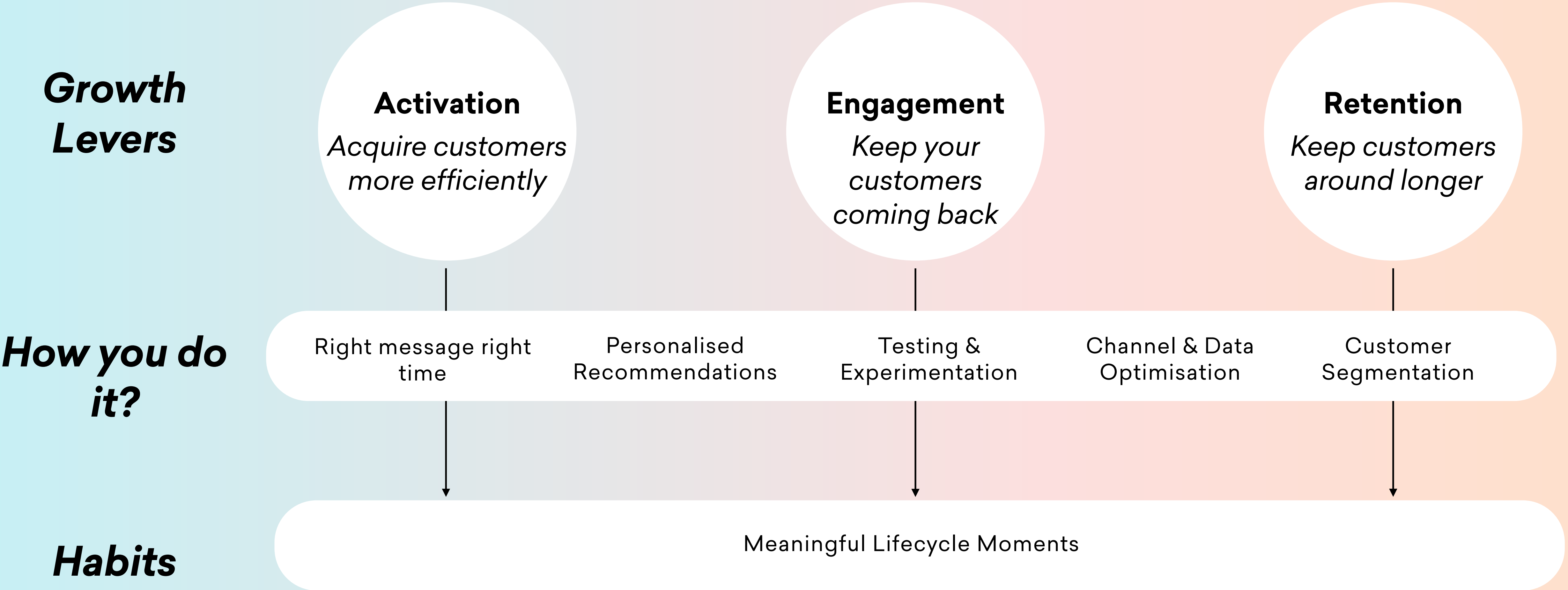
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storytel

20-30%

VIEW RATE ON CONTENT CARDS

1.5 Million

SUBSCRIBERS

Storytel Leverages Braze Content Cards to Increase User Base to 1.5 Million

PROBLEM: With Storytel's planned expansion, they needed to expand their communications into new channels in order to improve loyalty and the app experience.

STRATEGY: Storytel created a valuable and personal customer journey that included the use of Braze Content Cards, a flexible and persistent in-app messaging channel.

RESULTS: Storytel was able to optimize their customer experience and grow their subscriber base to 1.5 million users.

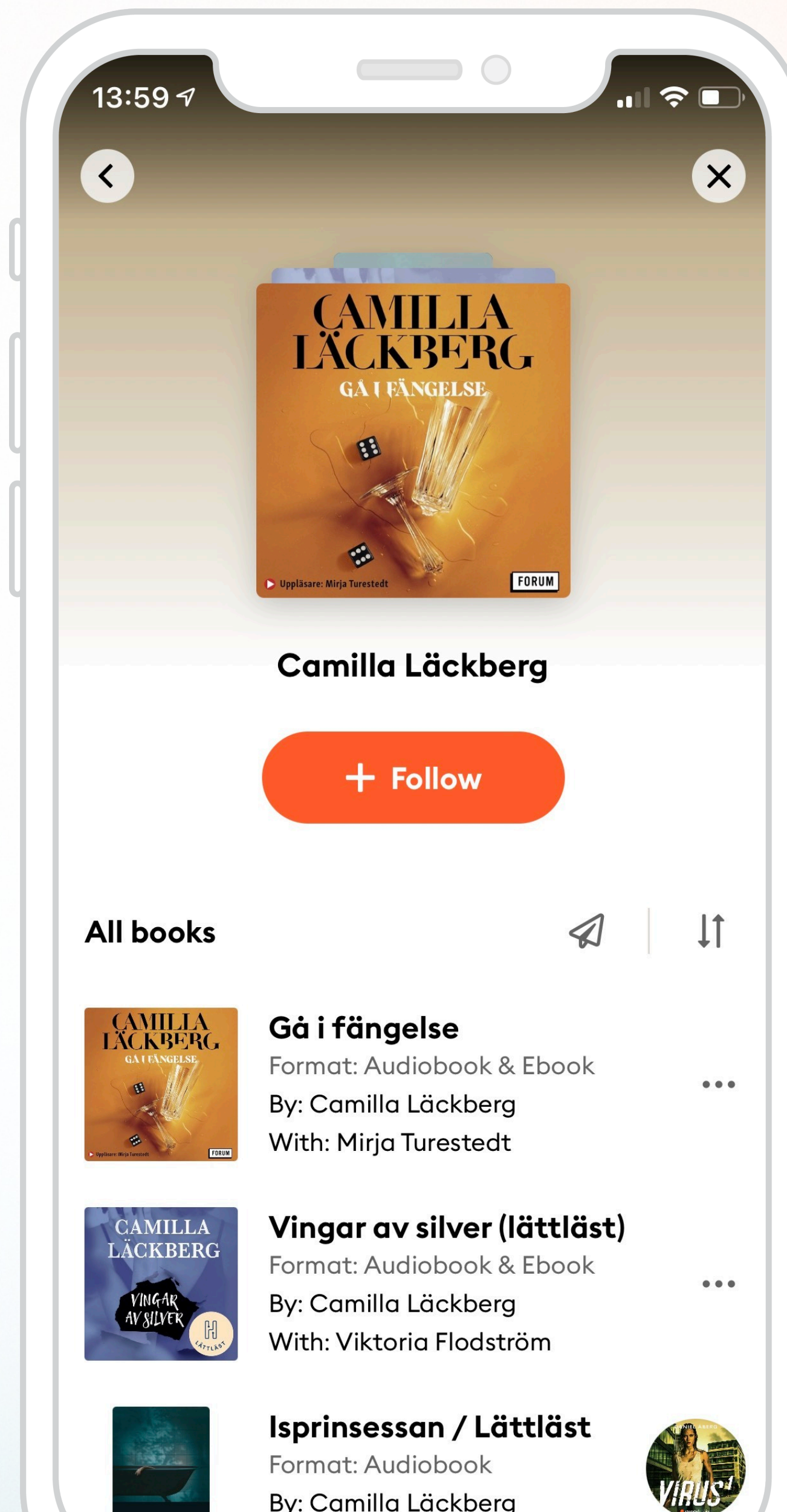braze

storytel

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SUBSCRIBERS

"

I was impressed by how easy it was to set up communications in Braze, and how small changes can have a significant impact on how we engage customers. By adding new channels, we're able to reach all our customers on the channels they prefer.

DIANA BOSKOSKA

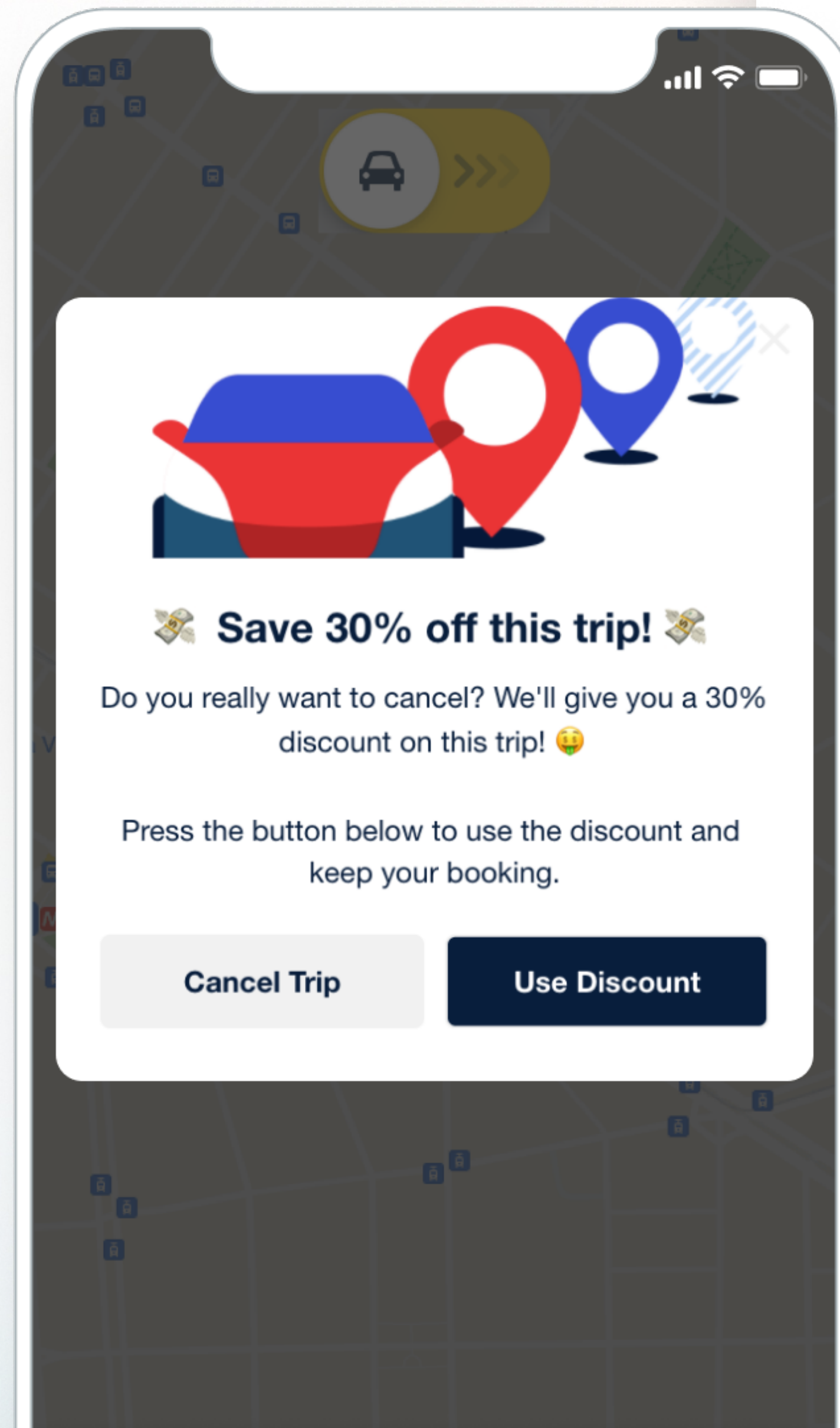GLOBAL CRM PROJECT MANAGER, STORYTEL

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FREENOW V

47%
INCREASE IN DRIVER ACTIVATION WITH CUSTOMIZED QUESTS

4.33%
UPTICK IN CONVERSIONS IN USERS WHO ATTEMPTED TO CANCEL

21%
RISE IN BOOKINGS AFTER REACTIVATING CUSTOMERS WITH SMS

💸 **Save 30% off this trip!** 💸

Do you really want to cancel? We'll give you a 30% discount on this trip! 🤑

Press the button below to use the discount and keep your booking.
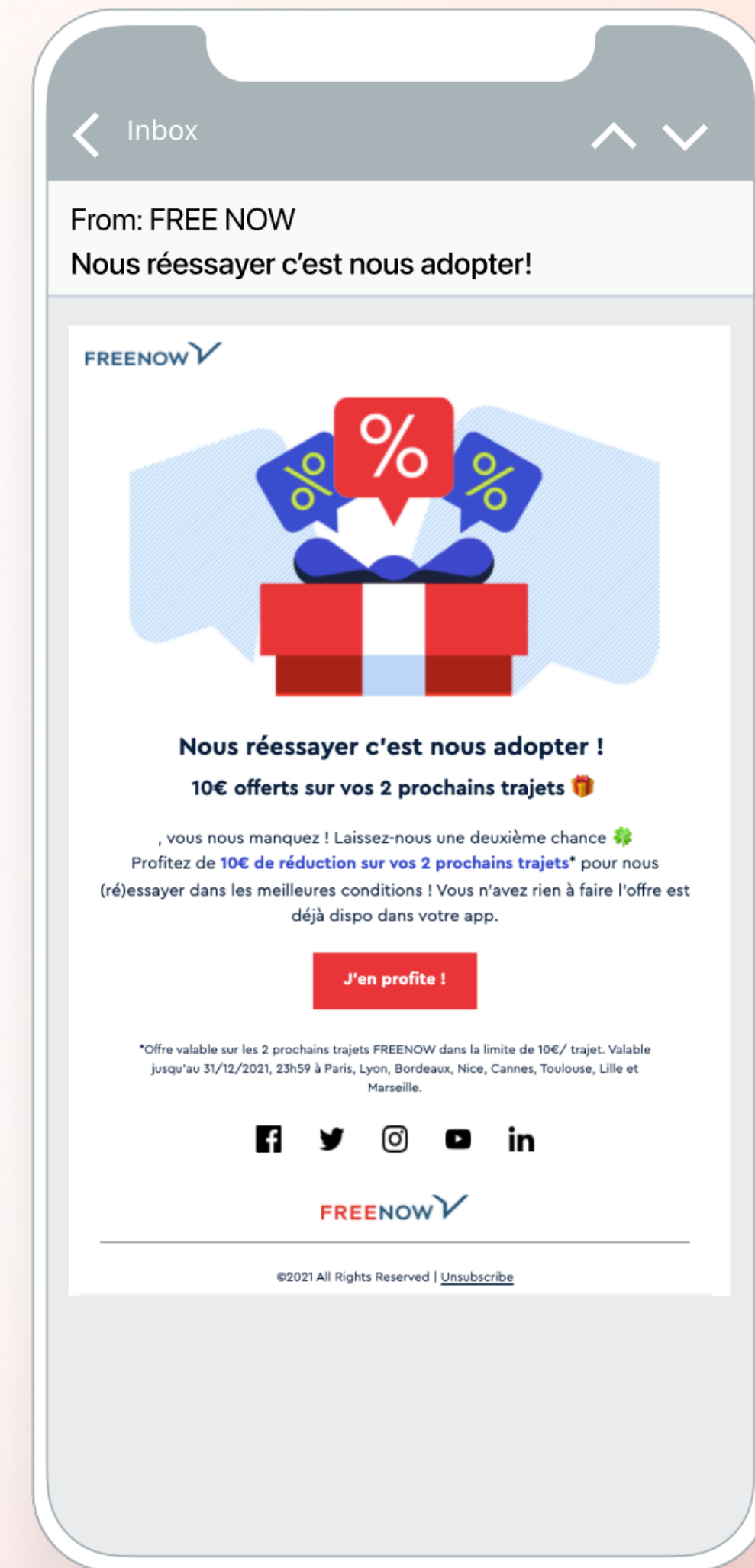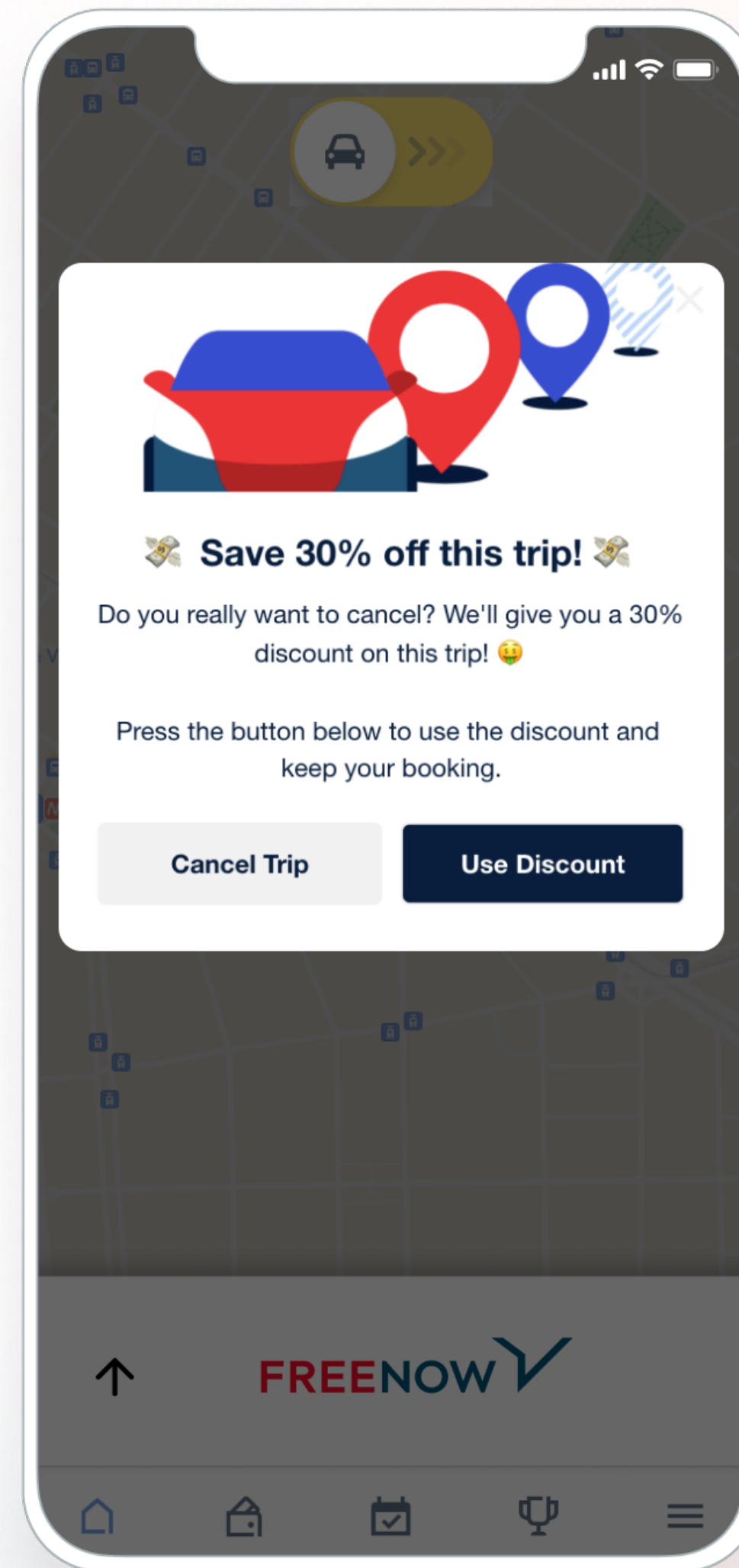
Cancel Trip   **Use Discount**

FREE NOW Activates Drivers and Reduces Ride Cancellations With In-App Messages and SMS from Braze

When FREE NOW wanted to increase driver retention and reduce ride cancellations, they accelerated their messaging strategy with Braze, leading to a 47% increase in driver activation, a 4.33% uptick in conversions with customers who attempted to cancel, and a 21% rise in bookings from lapsed users.

PROBLEM: FREE NOW wanted to incentivize drivers to take more trips and reduce cancellations by passengers.

STRATEGY: FREE NOW created three campaigns: Customized Quests and reduced fees for drivers, reduced pricing for users who attempted to cancel, and incentives for users who downloaded the app but never booked a ride.

RESULTS: The campaigns drove a 47% increase in activation among drivers, and a 4.33% uptick in conversions with users who attempted to cancel.

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Choose your Friday night bonus! Don't miss out ⚠️

Choose the quest that interests you the most and take the corresponding challenge this Friday between 6pm and midnight!

Please select your favourite quest before Thursday 00:00

I confirm my choice

FREENOW

💸 **Save 30% off this trip!** 💸

Do you really want to cancel? We'll give you a 30% discount on this trip! 😀

Press the button below to use the discount and keep your booking.

Cancel Trip | **Use Discount**

FREENOW

Inbox

From: FREE NOW
Nous réessayer c'est nous adopter!

FREENOW

Nous réessayer c'est nous adopter !
10€ offerts sur vos 2 prochains trajets 🎁

, vous nous manquez ! Laissez-nous une deuxième chance 🍀
Profitez de **10€ de réduction sur vos 2 prochains trajets*** pour nous (ré)essayer dans les meilleures conditions ! Vous n'avez rien à faire l'offre est déjà dispo dans votre app.

J'en profite !

*Offre valable sur les 2 prochains trajets FREENOW dans la limite de 10€/ trajet. Valable jusqu'au 31/12/2021, 23h59 à Paris, Lyon, Bordeaux, Nice, Cannes, Toulouse, Lille et Marseille.

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FREENOW

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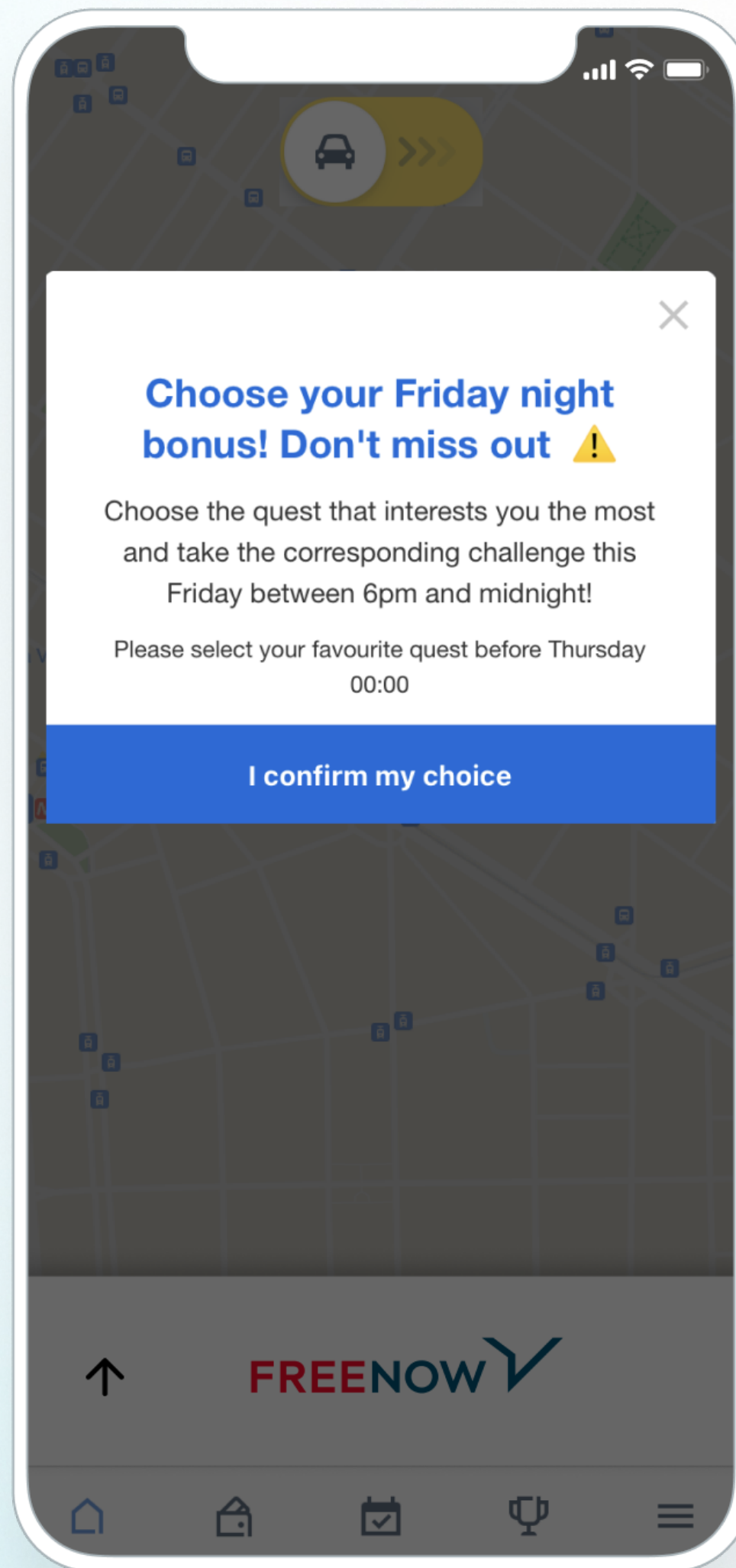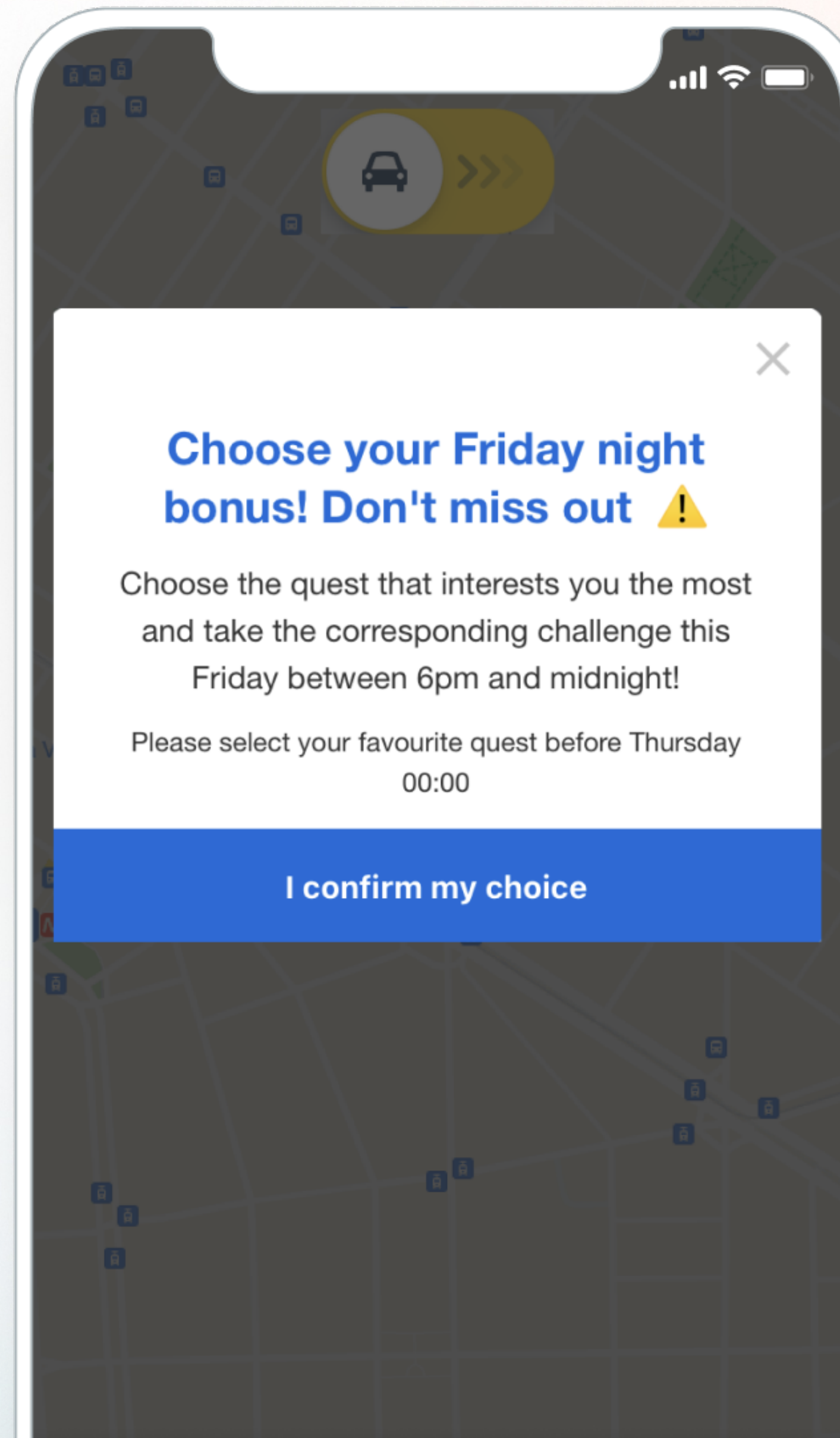RISE IN BOOKINGS AFTER REACTIVATING CUSTOMERS WITH SMS

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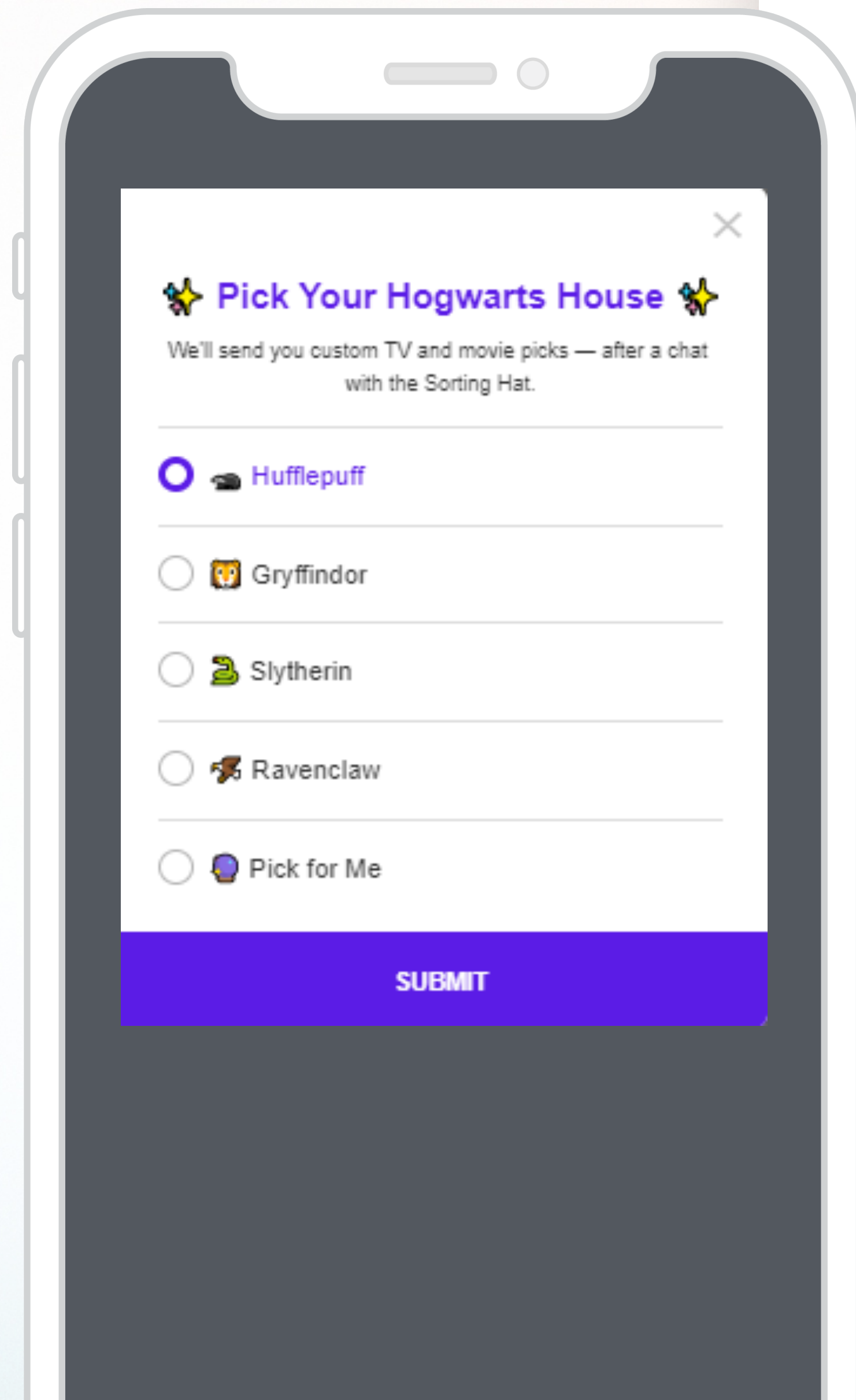
I confirm my choice

"

You can't make the most of your customer engagement efforts without testing and iteration. With Braze, we have been able to build out a robust experimentation program that looks at how our drivers and passengers respond to different campaigns and incentives. Those findings help us to provide a good experience for every user and improve our engagement and retention rates.

THOMAS ZIMMERMANN
CMO AT FREE NOW

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HBO max

3.36%
LIFT IN VIEWERSHIP OF THE RECOMMENDED TITLES

3.12%
LIFT IN SESSION STARTS

6X
HIGHER CLICK RATE TO THE IN-APP MESSAGE

✨ **Pick Your Hogwarts House** ✨

We'll send you custom TV and movie picks — after a chat with the Sorting Hat.

- ⬤ 🧤 Hufflepuff
- ○ 🦁 Gryffindor
- ○ 🐍 Slytherin
- ○ 🦅 Ravenclaw
- ○ 🧙 Pick for Me

SUBMIT

HBO Max Drives 600% More Clicks With Interactive Cross-Channel Campaign

When HBO Max wanted to create a buzz leading up to the launch of Harry Potter prequel Fantastic Beasts: The Secrets of Dumbledore on its platform, they designed a campaign focused on engaging with a cohort of fans of the Wizarding World franchise. The results were magic—they saw a 6x higher click rate to the in-app message over their benchmark.

PROBLEM: Leading up to the release of the third installment of the Fantastic Beasts franchise, HBO Max wanted to engage subscribers with tailored Wizarding World content.

STRATEGY: They implemented a Simple Survey in-app message in order to deliver curated content recommendations based on zero-party customer data.

RESULTS: The campaign saw a 3.36% lift in viewership of the recommended titles over control, a 3.12% lift in session starts over control, and a 6x higher click rate to the in-app message over benchmark.
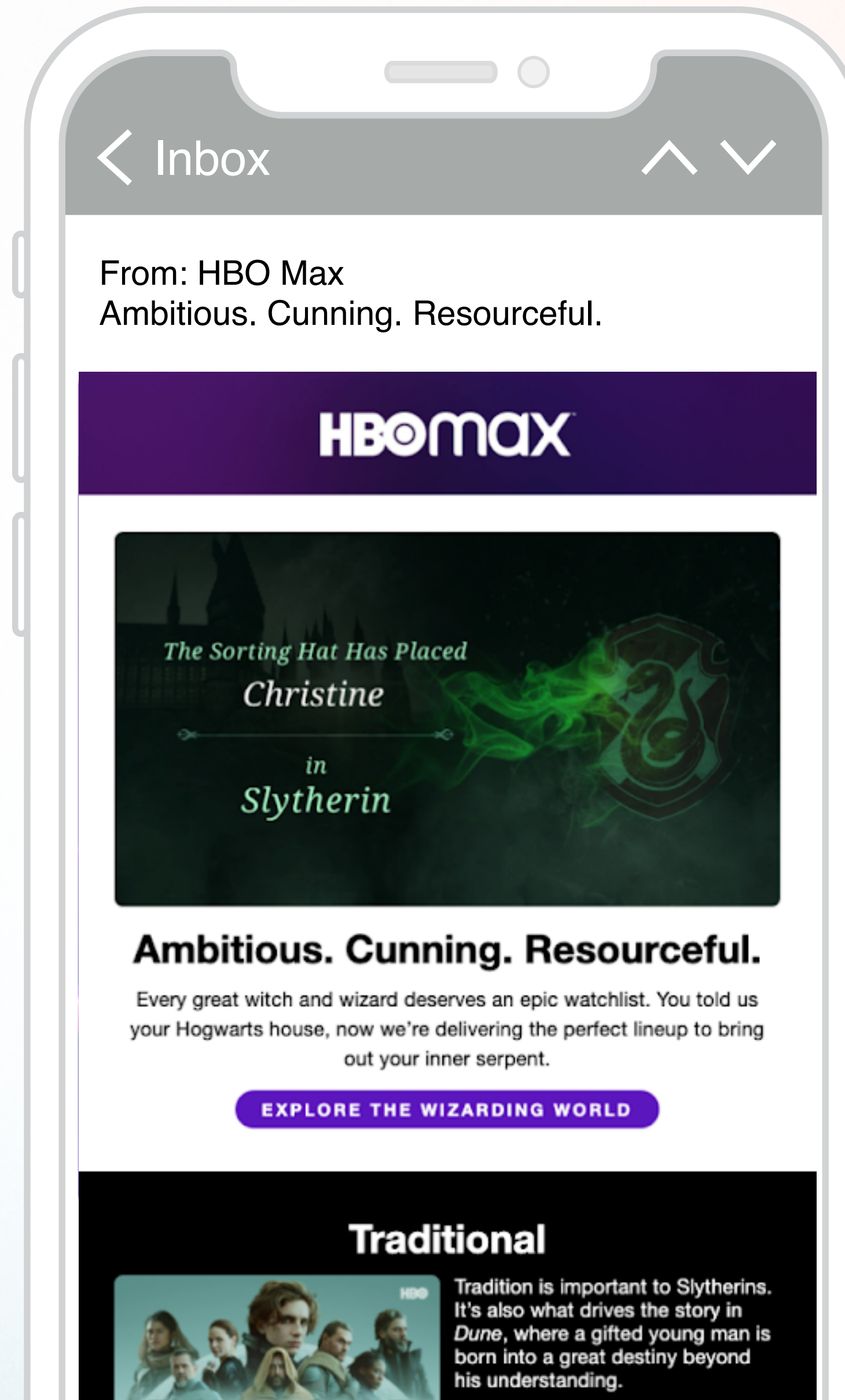
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HBO max

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HIGHER CLICK RATE TO THE IN-APP MESSAGE

From: HBO Max
Ambitious. Cunning. Resourceful.

HBO max

The Sorting Hat Has Placed
Christine
in
Slytherin

Ambitious. Cunning. Resourceful.

Every great witch and wizard deserves an epic watchlist. You told us your Hogwarts house, now we're delivering the perfect lineup to bring out your inner serpent.

EXPLORE THE WIZARDING WORLD

Traditional

Tradition is important to Slytherins. It's also what drives the story in *Dune*, where a gifted young man is born into a great destiny beyond his understanding.

"

As both a Potterhead and a member of this phenomenal team, I found this campaign incredibly fulfilling. It was a fun and innovative way to get the fans engaged and keep them coming back for more. When you combine arts and science with incredible content like this, you can truly make magic happen.
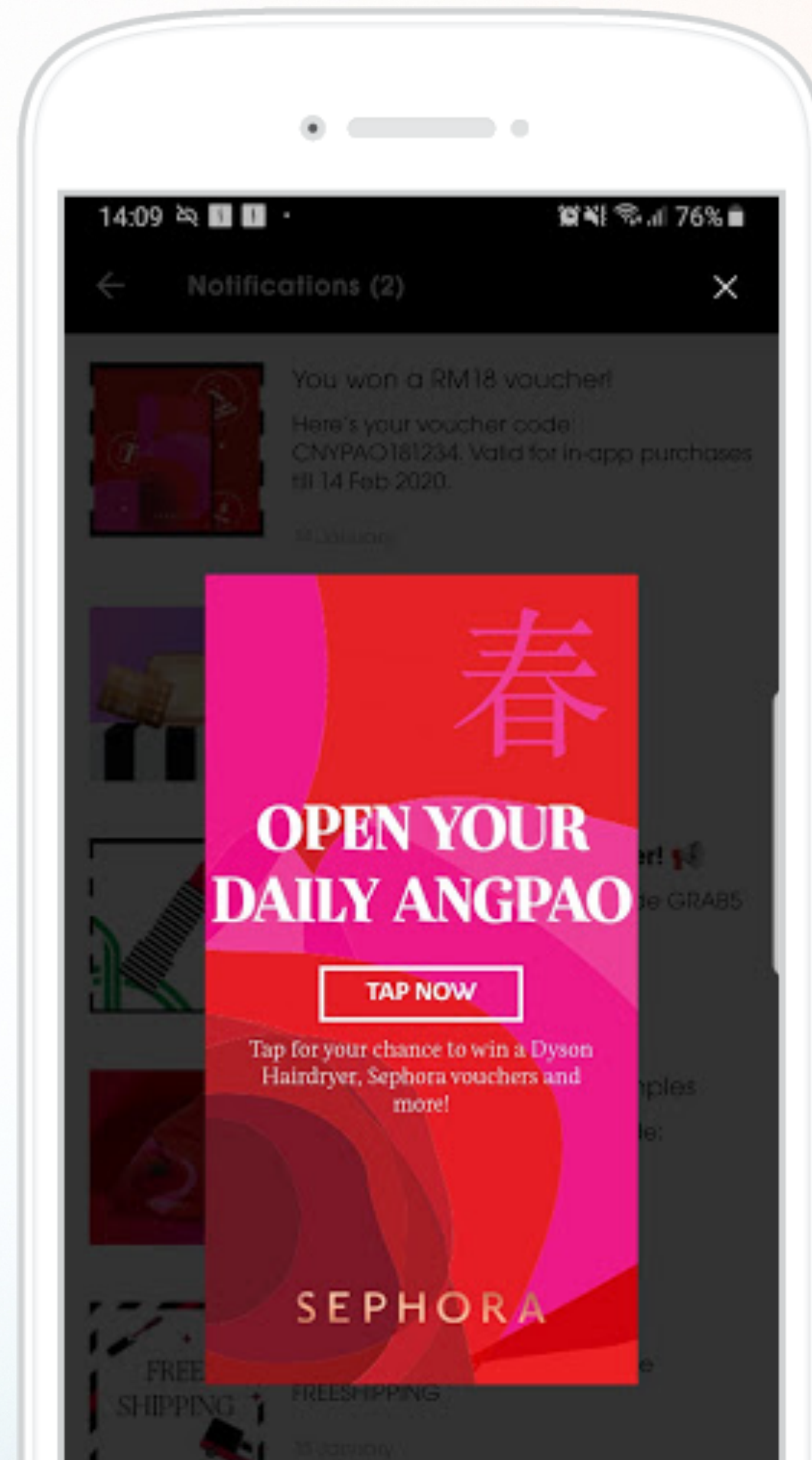
SLY WAHABZADAH

CRM OPERATIONS MANAGER AT HBO MAX

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SEPHORA

132%

INCREASE IN PURCHASES

BY CAMPAIGN RECIPIENTS

Sephora SEA Used In-App Message Gamification to Increase Purchases by 132%

With over 2,600 stores in 34 countries worldwide, the French Head quartered company features nearly 300 brands, allowing customers to contour, curl, and double cleanse to their hearts' desire.

PROBLEM: Beauty brand Sephora's South East Asia division needed a memorable, attention-grabbing way to stand out in a very competitive, highly saturated market.

STRATEGY: Using the Braze platform's customization and streaming data abilities, Sephora SEA created a special "Ang Pao" campaign in its Malaysia market on the eve of Lunar New Year.

RESULTS: Sephora SEA was able to achieve a 132% increase in purchases from customers who participated in the event.

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Growth Levers: What Sets Ace Brands Apart?

Brands need to continuously develop their use of both technology and teamwork in order to reach Ace status—and thus reap more benefits of customer engagement. Here's how the most mature brands do it.

The Methods

TECH

14% More likely to be using 3+ channels*

25% More likely to use a single solution to orchestrate cross-channel campaigns*

TEAMS

2.3X More likely to actively experiment with campaigns and customer journeys across channels*

42% More likely to have employees trained on customer engagement technologies and approaches*

The Impact
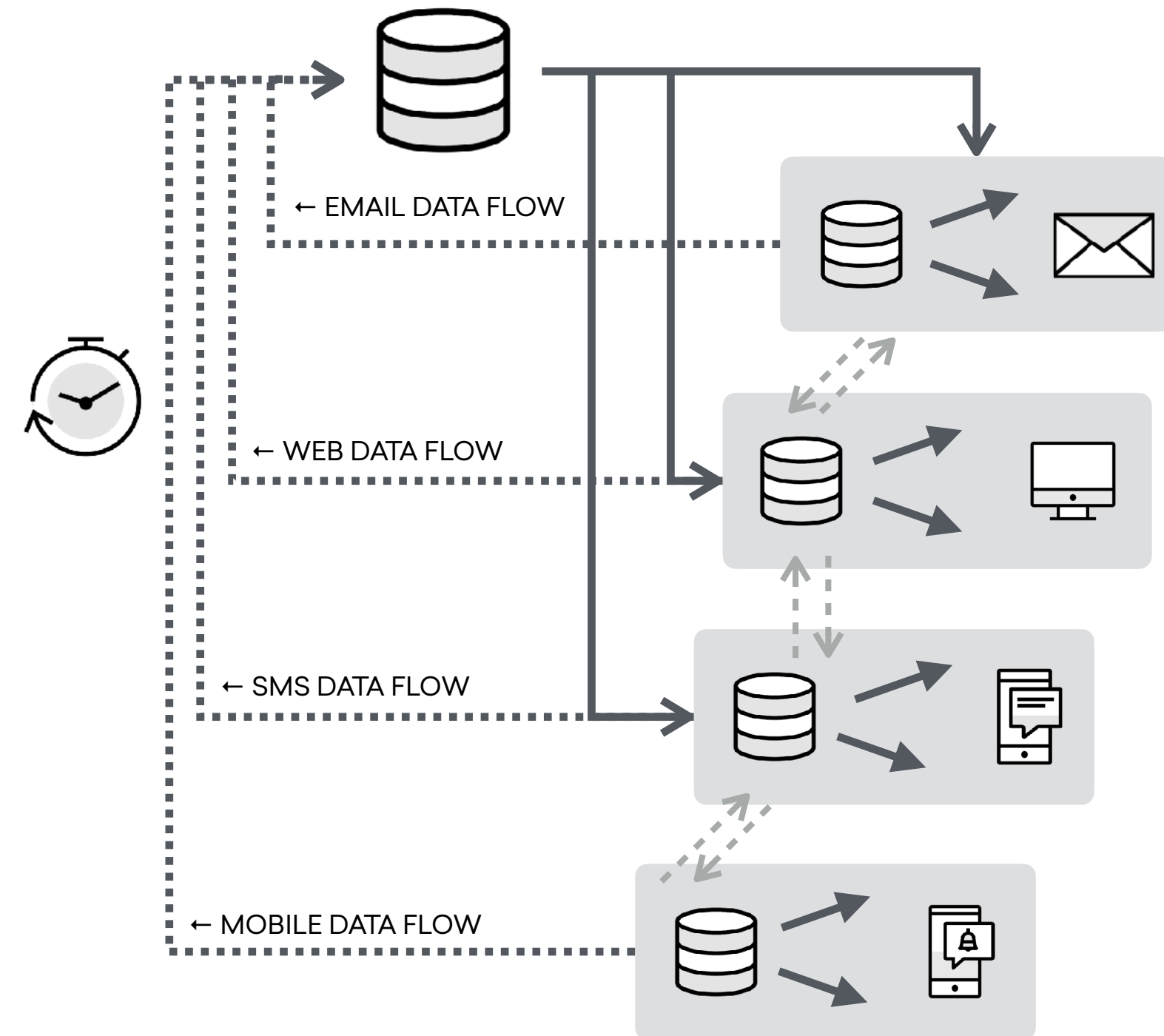
11.4X Increase in user-to-buyer conversion rates

72% Increase in sessions per user

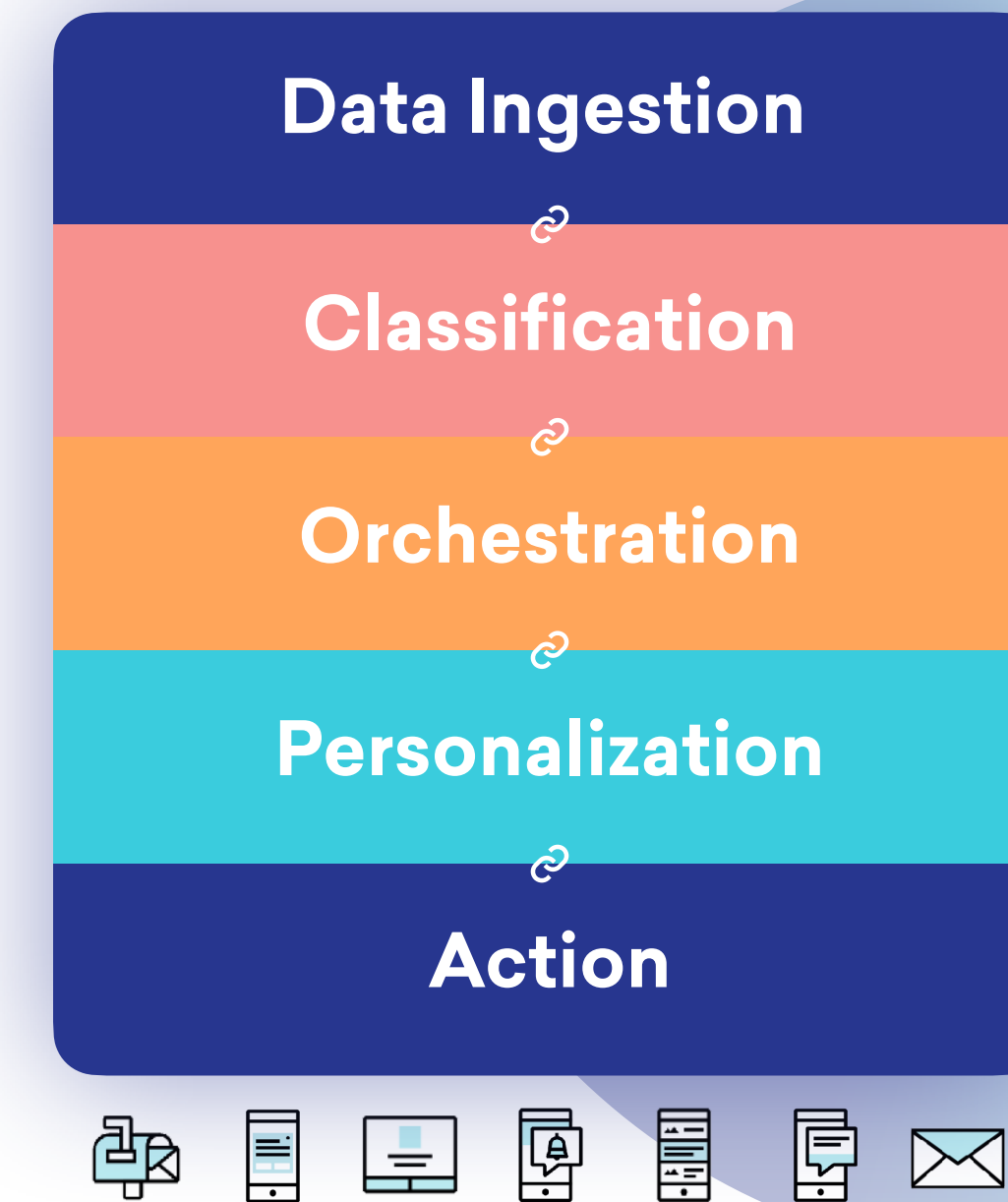**89%** Increase in average user lifetime

*Compared to non Ace brands

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Customer-centric engagement requires built-for-purpose technology.

DATA IS STALE, SILOED, AND RIGID

- ETL & FTP required for **manual** data transport
- **Disconnected and disparate** data sets per channel
- Segmentation is time consuming, leading to **obsolete** data

DATA IS AGILE, CROSS-CHANNEL, AND FLEXIBLE

- Data flows in **real time** with parallel stream processing
- Consistent, **connected** data across the platform
- Segmentation **built for marketers** and instantly available

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