

braze

RETAIL INSPIRATION GUIDE

30+ customizable campaigns that
have been leveraged by the world's
savviest brands

Introduction

In our digitally accelerated era, shoppers are increasingly turning to online platforms when the time comes to make a purchase. Whether you're a big box retailer or an online merchant focused on a small, passionate audience, customer experience is often one of the deciding factors influencing whether a given consumer shops with you or not.

Even the most seasoned marketer may find it challenging to deliver exceptional brand experiences at scale and in real time.

To help you effectively activate, monetize, and retain your customers, we've put together the Braze Retail Inspiration Guide, which includes 30+ smart use cases for exceptional retail customer engagement.



Activation Campaigns



Just because you've acquired a customer doesn't mean that particular user is primed to make effective use of the products and/or services your brand offers. Leveraging messaging to successfully activate your audience is an essential part of building an impactful customer engagement strategy—and the first step is understanding the activation-focused campaigns that are at your disposal.



App Ratings

1 2 3

IAM Mobile Push

Problem: Your app’s discoverability is suffering in the increasingly crowded app store.

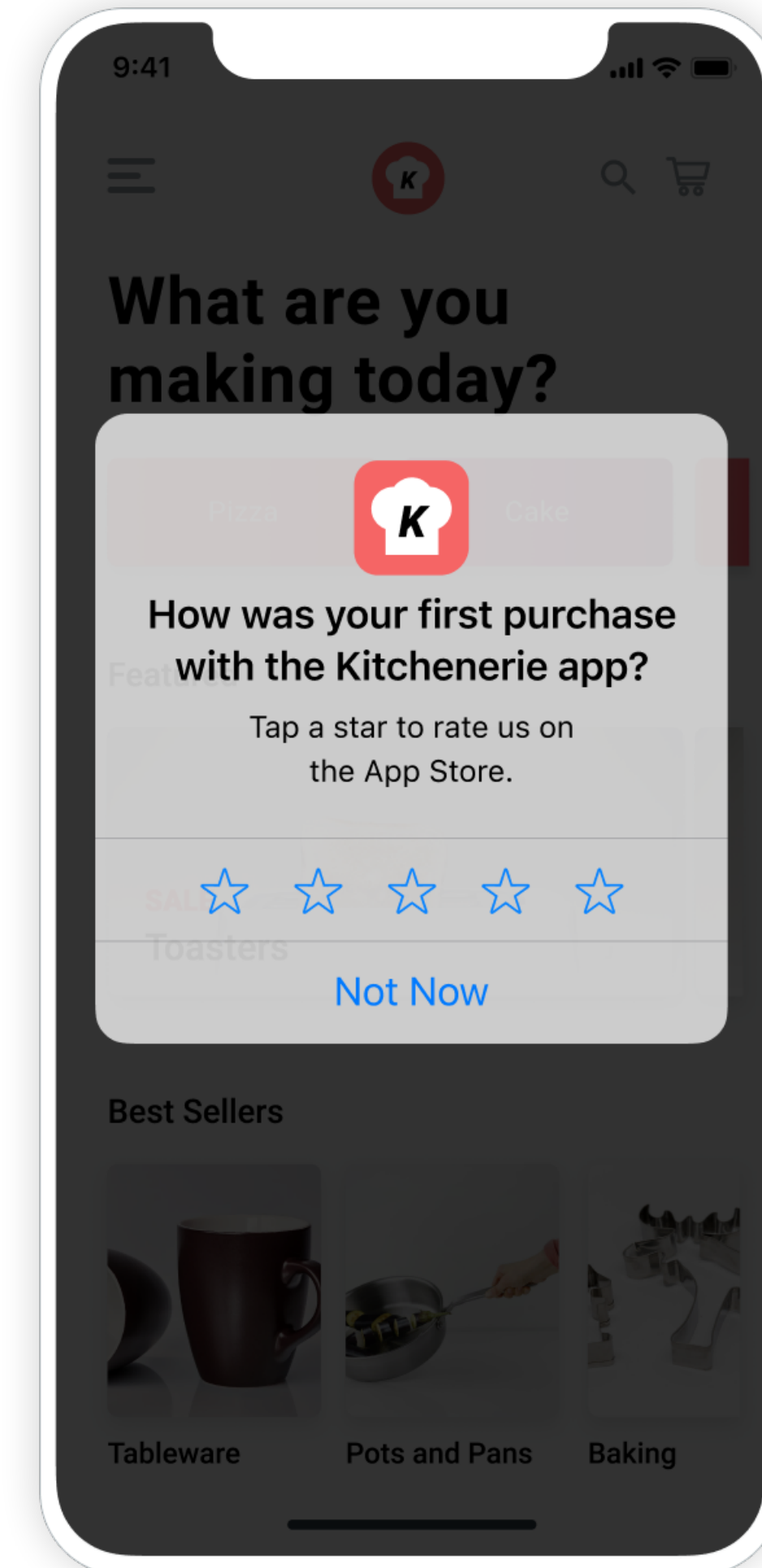
Campaign Solution: Highly segmented messaging triggered by customer actions (e.g. after a user makes a second order) urging users to rate and review the app can be delivered to your most engaged and satisfied customers. Using customer data to spotlight the elements of the product that they are happiest with can create a funnel to encourage reviews.

Value: Positive ratings boost placement in app stores and promote discoverability. User ratings deliver social proof that your product is valuable to real people.



PRO TIP

Use customer data to segment individuals by brand affinity, NPS, and activity level to encourage the best (and most relevant) ratings.



ACTIVATION USE CASE

Welcome

EFFORT LEVEL

1 2 3

SUGGESTED CHANNELS

Email

Mobile Push

SMS/MMS

Problem: Your new users sign up, but don't actively engage with your app or website, making it difficult to give them a real understanding of your offering.

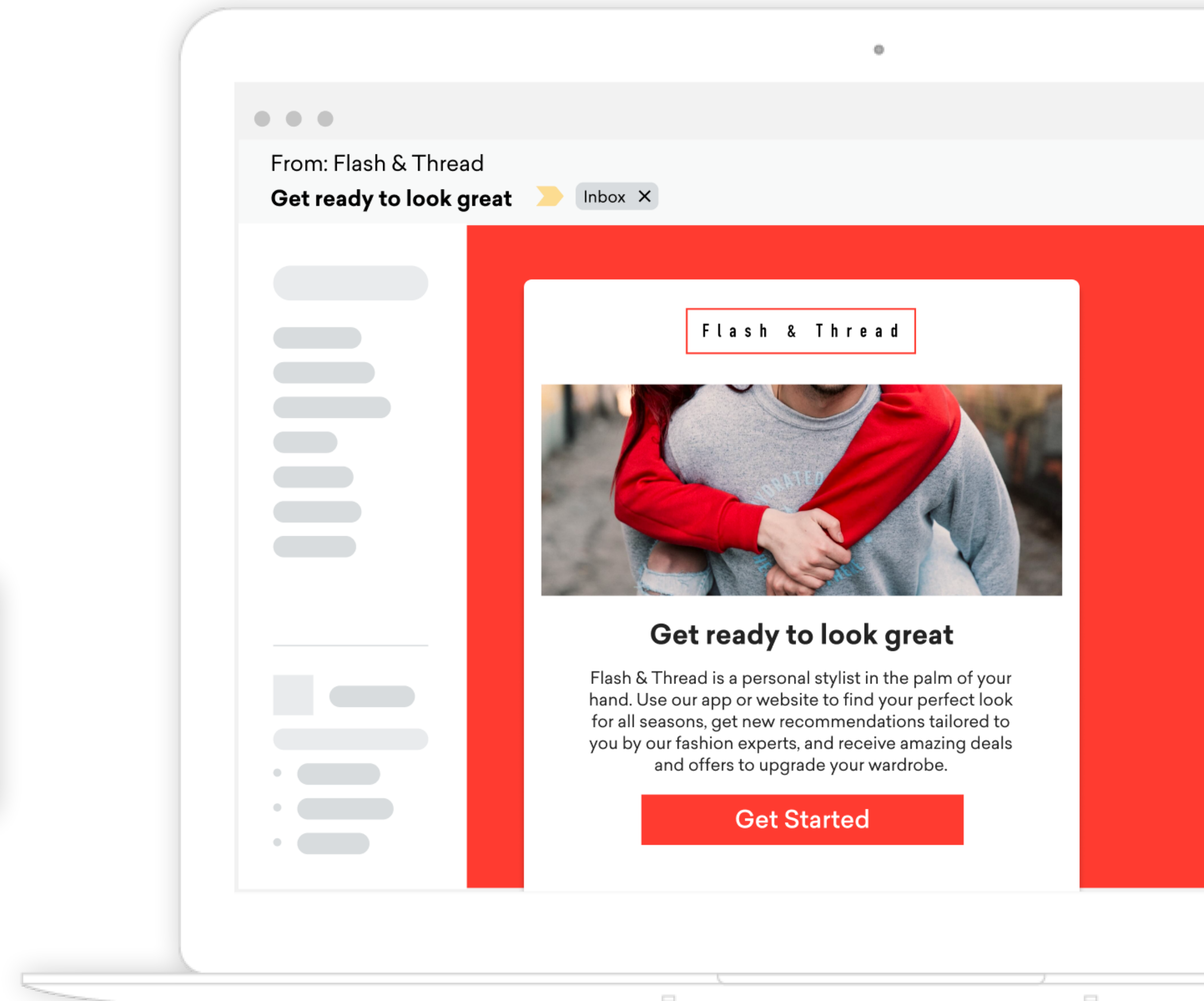
Campaign Solution: For users who have opted into any of your out-of-product (e.g. email, push, SMS) messaging channels, use these tools to deliver a warm welcome message that clearly states what the product does and entices users to begin exploring high-value features.

Value: Expectations are set, value propositions are communicated, and a relationship is established.



PRO TIP

Simplify the progress of generating a positive first impression by leveraging pre-built message templates and dynamic personalization to pull in data-driven content and recommendations.



ACTIVATION USE CASE

Message and Data Opt-In

EFFORT LEVEL

1 2 3

SUGGESTED CHANNELS

IBM IAM Push

Problem: Your customer engagement efforts are hampered by low channel opt-in rates.

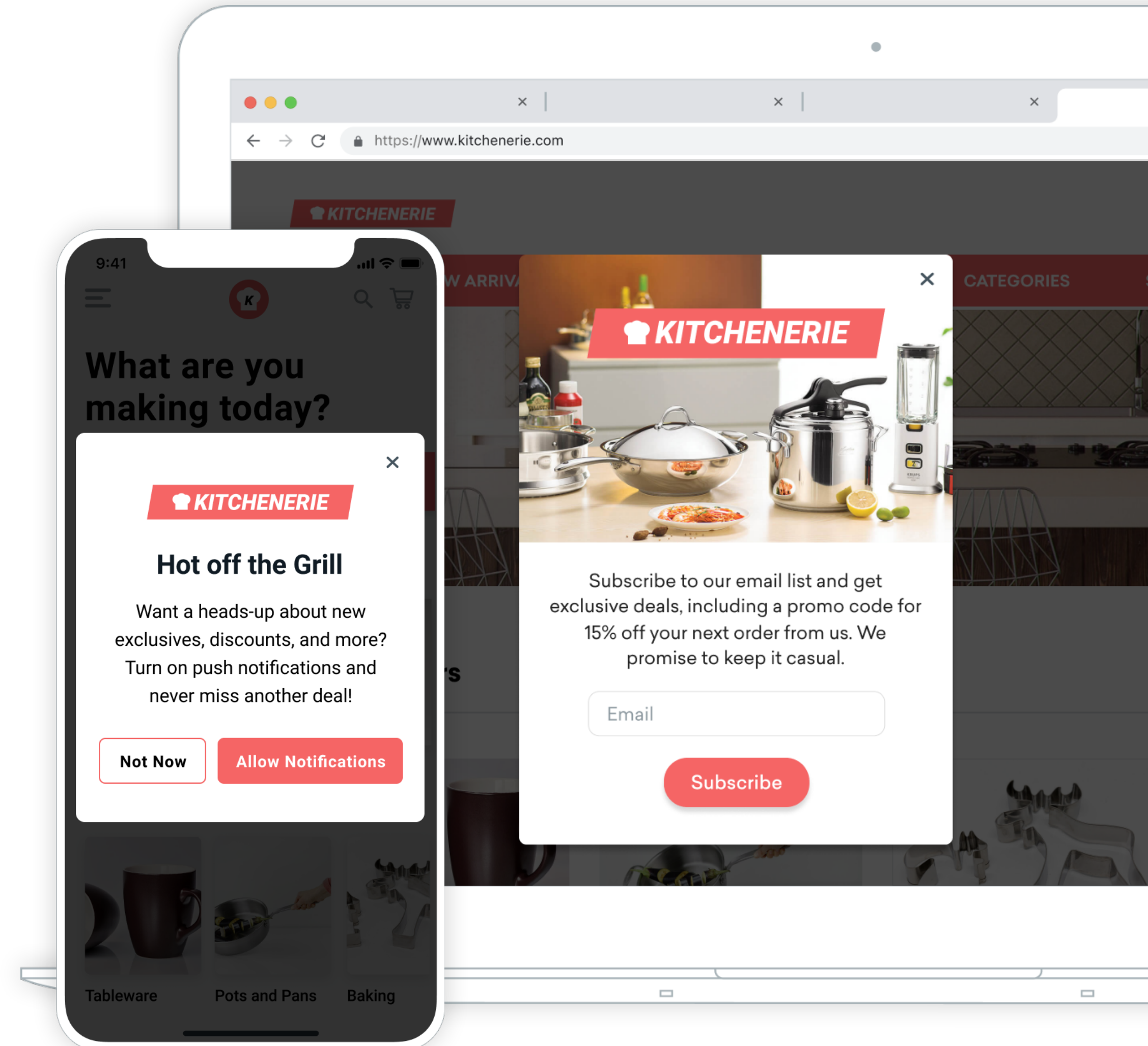
Campaign Solution: Encourage users to subscribe to messaging across multiple channels or to share essential information by demonstrating the value of doing so or by providing incentives.

Value: Understand and engage your customers more effectively to boost conversions, purchases, and retention via smarter targeting and cross-channel messaging, increasing their exposure to your content and making your brand a component of their digital ecosystem.



PRO TIP

Using in-app messaging results in an 84% boost in conversion rates for opt-in campaigns.



ACTIVATION USE CASE

Preferences

EFFORT LEVEL

- 1
- 2
- 3

SUGGESTED CHANNELS

- IBM
- IAM
- Email

Problem: Your attempts to understand your customers and their motivations are being undermined by a lack of data on their preferences and goals for your product, impacting engagement and driving up unsubscribe rates (due to irrelevant messages).

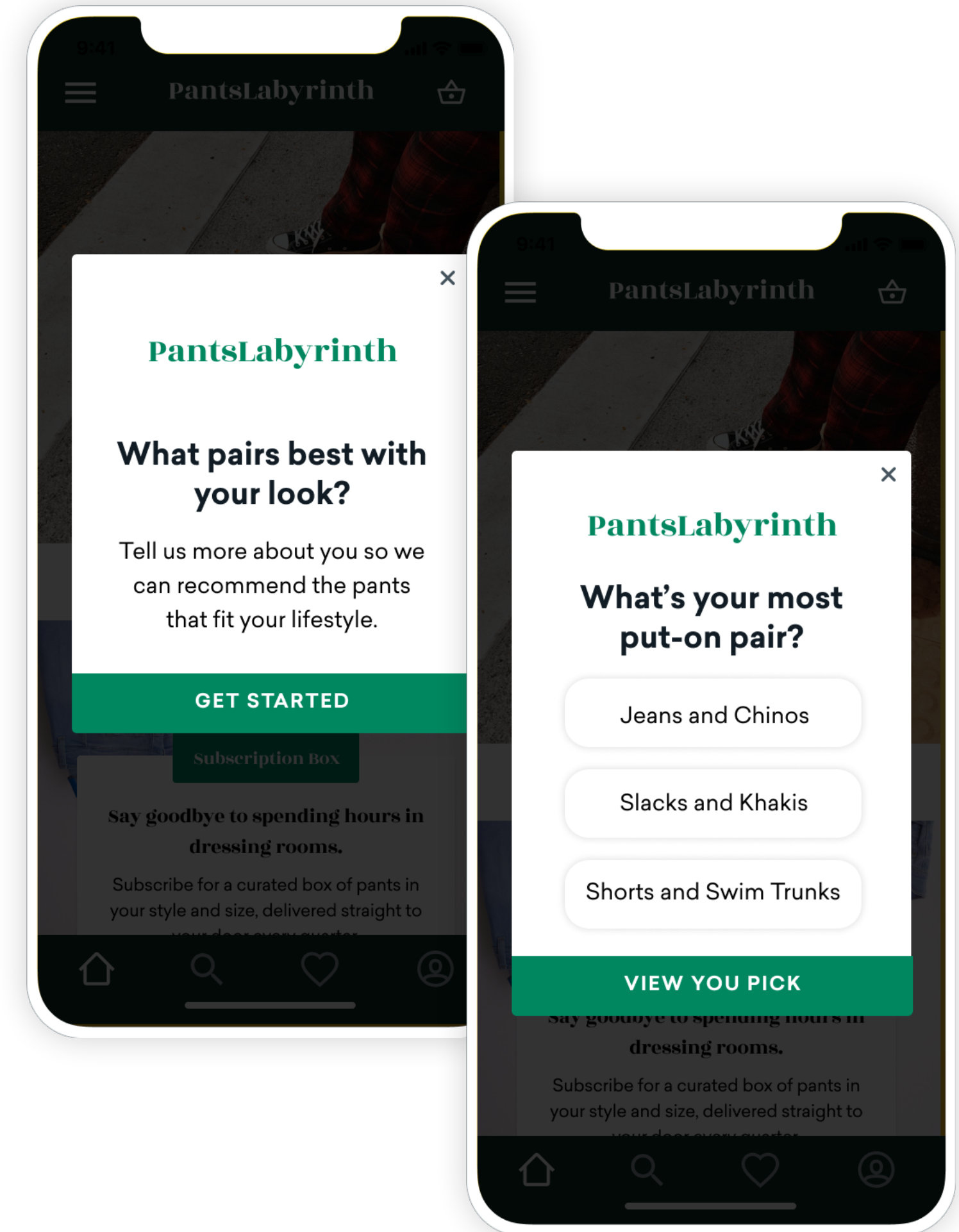
Campaign Solution: Leverage in-product message types like in-app messages and Content Cards to encourage users to provide additional data as part of their regular engagement with your app or website. Provide transparency and highlight your value prop by explaining to customers why you want this information and how you plan to use it to improve their experience of your brand.

Value: Gathering more relevant, nuanced user data makes it possible to more effectively target and personalize the messages and brand experiences you provide, resulting in higher engagement, stronger monetization, and better retention over the long haul.



PRO TIP

Use survey templates in your in-app messages to quickly provide users a frictionless way to give their input.



ACTIVATION USE CASE

Paid Social

EFFORT LEVEL

1 2 3

SUGGESTED CHANNELS

Social

Problem: You want to improve the ROI of your paid social ads, but you're not sure who to target.

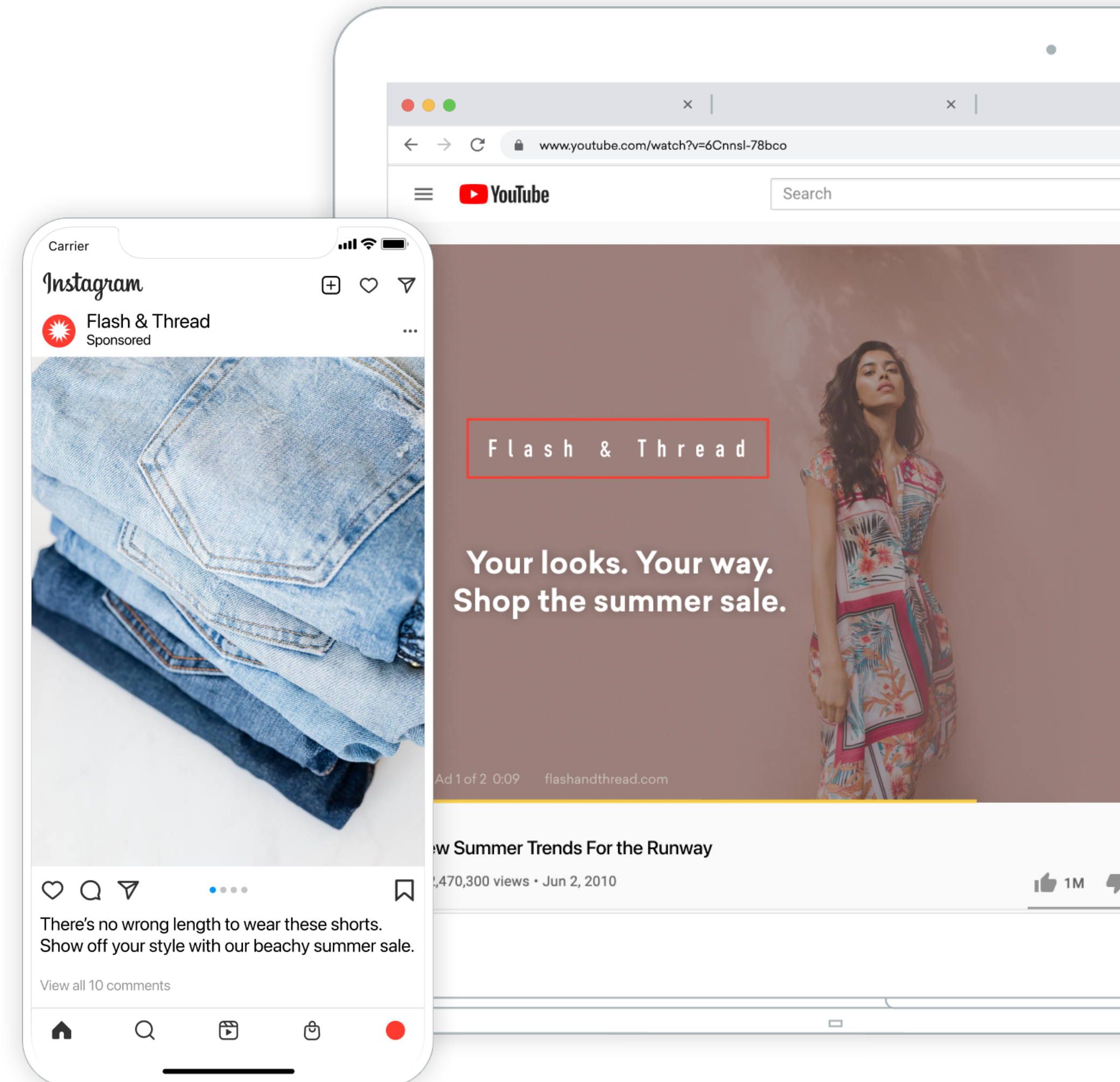
Campaign Solution: Leverage customer profile data to target paid ads to users based on their browsing and buying behavior. Only serve ads to users who are likely to convert.

Value: Refining your target audience makes your ad spend more effective and efficient.



PRO TIP

Cover all your bases—mix and match paid and owned channels to most effectively capture new users and keep them around.



ACTIVATION USE CASE

Onboarding

EFFORT LEVEL

1 2 3

SUGGESTED CHANNELS

IBM IAM Email

Content Cards

Problem: Your new customers aren't grasping the initial value and utility of your offering, complicating your engagement and retention efforts.

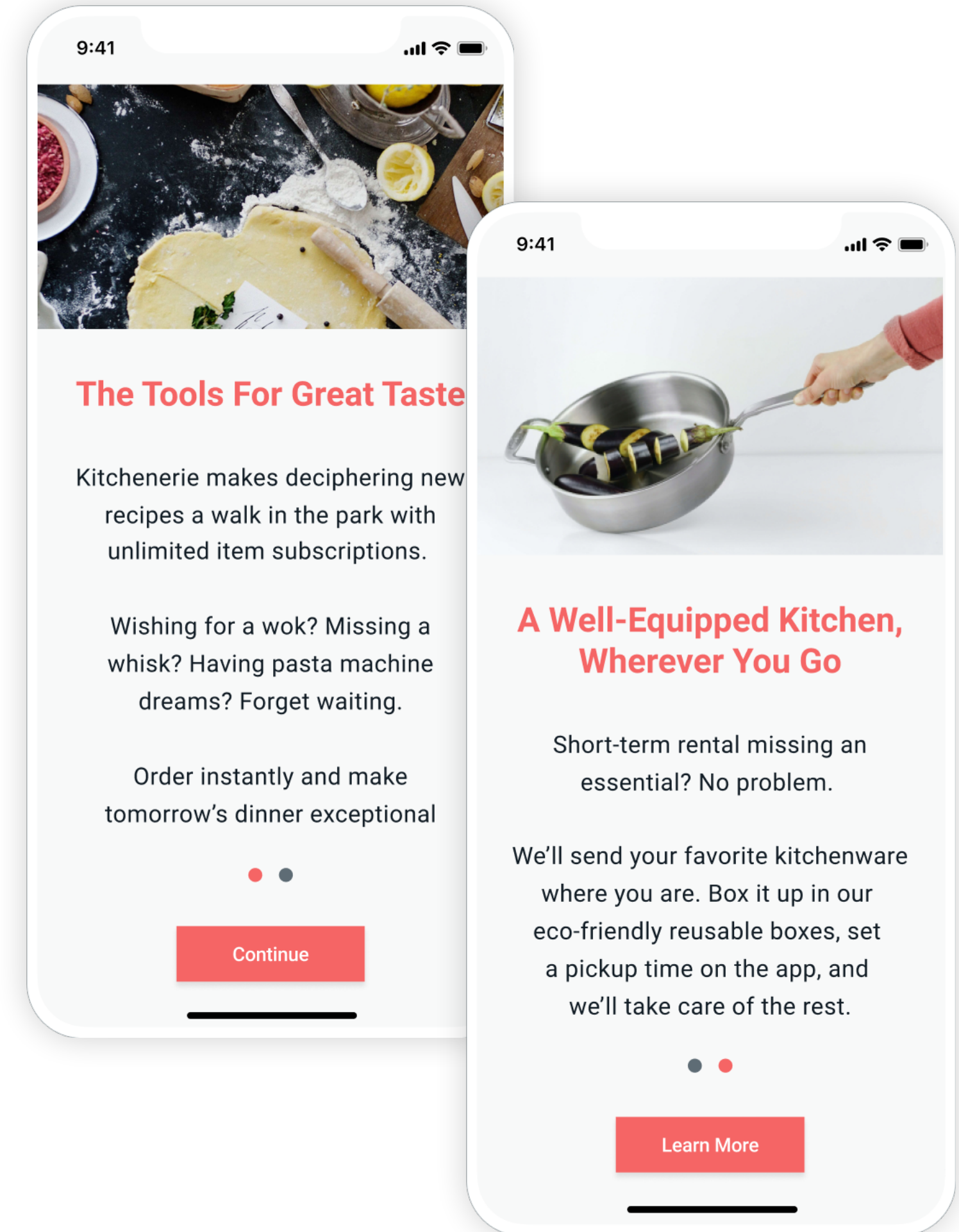
Campaign Solution: Leverage a dedicated onboarding flow walking your audience through the values and benefits of what you offer, powered by in-app and in-browser messaging skinned to look identical to your product. By reaching them with relevant information for their lifecycle stage as they first explore your app/website, you can provide an effective path forward to deeper engagement.

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



PRO TIP

Leverage customer journey orchestration capabilities to turn your one-off onboarding campaigns into cohesive messaging flows that adjust and grow with each user's progress.



ACTIVATION USE CASE

Abandoned Onboarding

EFFORT LEVEL

1 2 3

SUGGESTED CHANNELS

Email

Mobile Push

Web Push

Problem: Your users haven't completed onboarding, leading to incomplete profiles and missed opportunities for engagement.

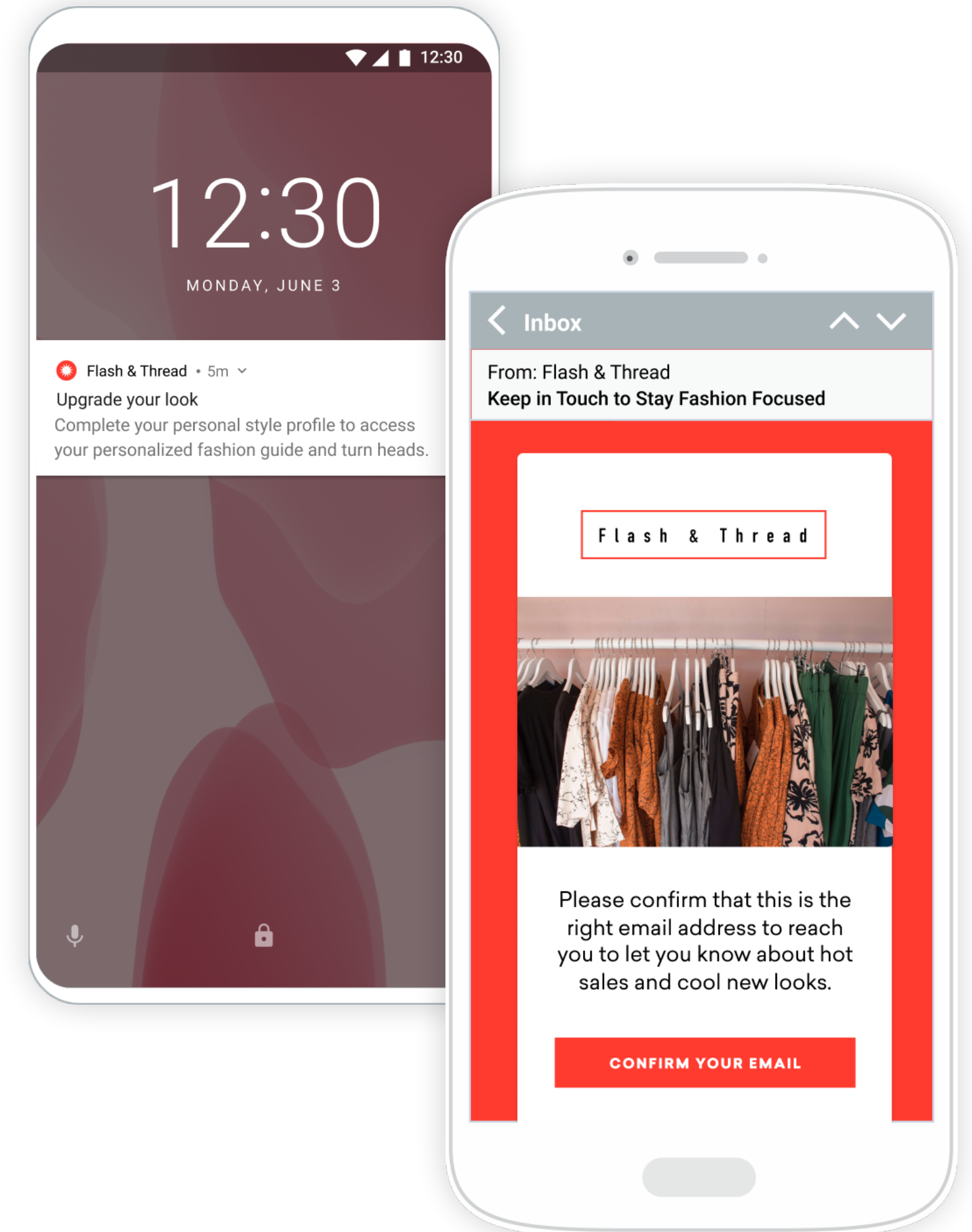
Campaign Solution: Re-engagement messages aimed at these new users provide a key opportunity to both capture essential information and communicate opportunities for further connection. By deep linking them directly to where they left off in the flow, you can provide a clear path toward onboarding completion and long-term engagement.

Value: Re-engagement campaigns can both bring users back to your app/website and make it possible to gather more data to build a profile and better serve user needs moving 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.



ACTIVATION USE CASE

Account Creation

EFFORT LEVEL

1 2 3

SUGGESTED CHANNELS

IAM

IBM

SMS/MMS

Content Cards

Email

Mobile Push

Problem: Your users are actively browsing, but aren't creating accounts on your app or website, limiting these anonymous users' ability to take advantage of all of your products and services.

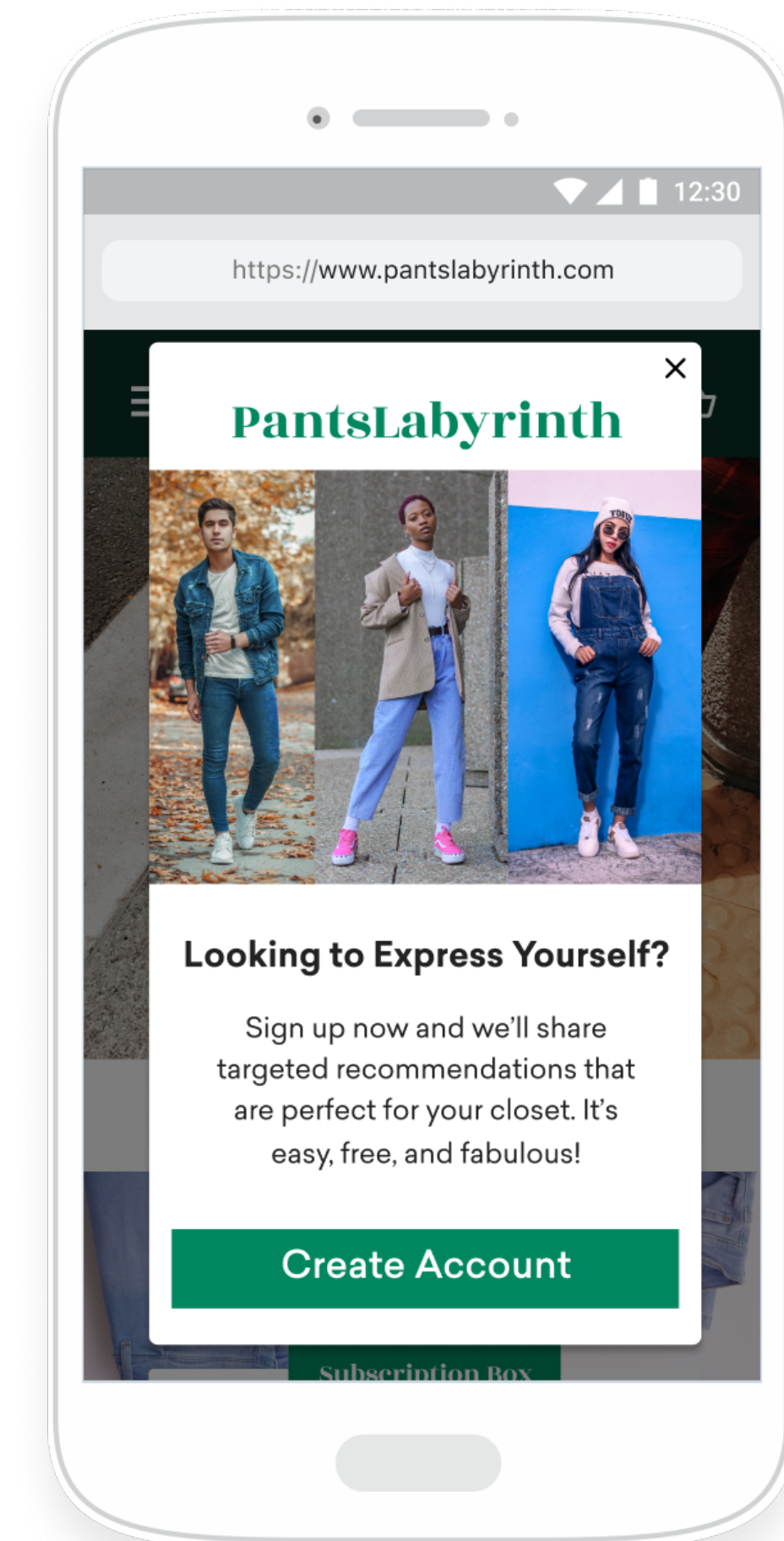
Campaign Solution: Encourage user sign-ups by leveraging in-product messages (e.g. in-app messages, Content Cards, etc.) to highlight the benefits of signing up for an account and seamlessly link to a sign-up page. Make sure the signing up process is as frictionless as possible and leverage messaging to highlight any high-importance information related to that process and to encourage users to express any relevant interests or preferences.

Value: Window shoppers are converted to users who can be encouraged to grow their engagement with your business.



PRO TIP

Anonymous users spend 20% more if they receive cross-channel campaigns that include both in-product (e.g. in-app messages) and out-of-product (e.g. email) channels—plus, they're 21X more likely to become buyers in the first place.



ACTIVATION USE CASE

App Download

EFFORT LEVEL

1 2 3

SUGGESTED CHANNELS

IBM Web Push Social
Content Cards SMS/MMS

Problem: You need to draw web users to the mobile app to help them get even more value out of your products.

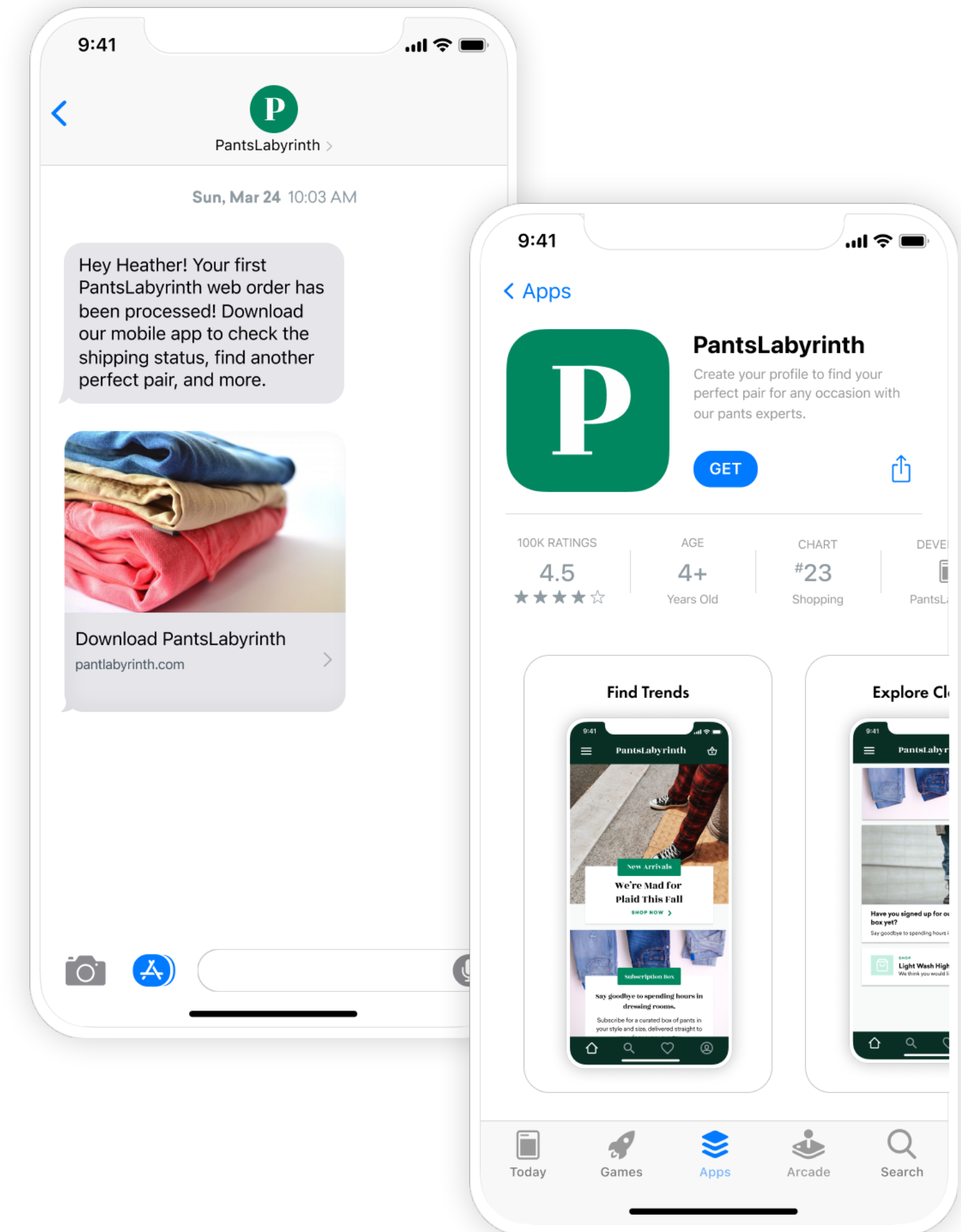
Campaign Solution: Take advantage of the messaging channels at your disposal to nudge active web users to download your mobile app, offering them a more efficient way of doing business while staking out valuable mobile real estate. Consider leveraging personalization to highlight app benefits based on their current engagement patterns.

Value: Drive stronger engagement and stickiness by motivating more of your audience to download your mobile app and engage more seamlessly from their mobile devices.



PRO TIP

To drive users to your app, SMS messaging is 45% more effective than emails—so send those texts.



ACTIVATION USE CASE

Referrals

EFFORT LEVEL

1 2 **3**

SUGGESTED CHANNELS

Email Mobile Push IAM
IBM Content Cards

Problem: You need organic or more cost-effective ways to grow your base of loyal, engaged customers.

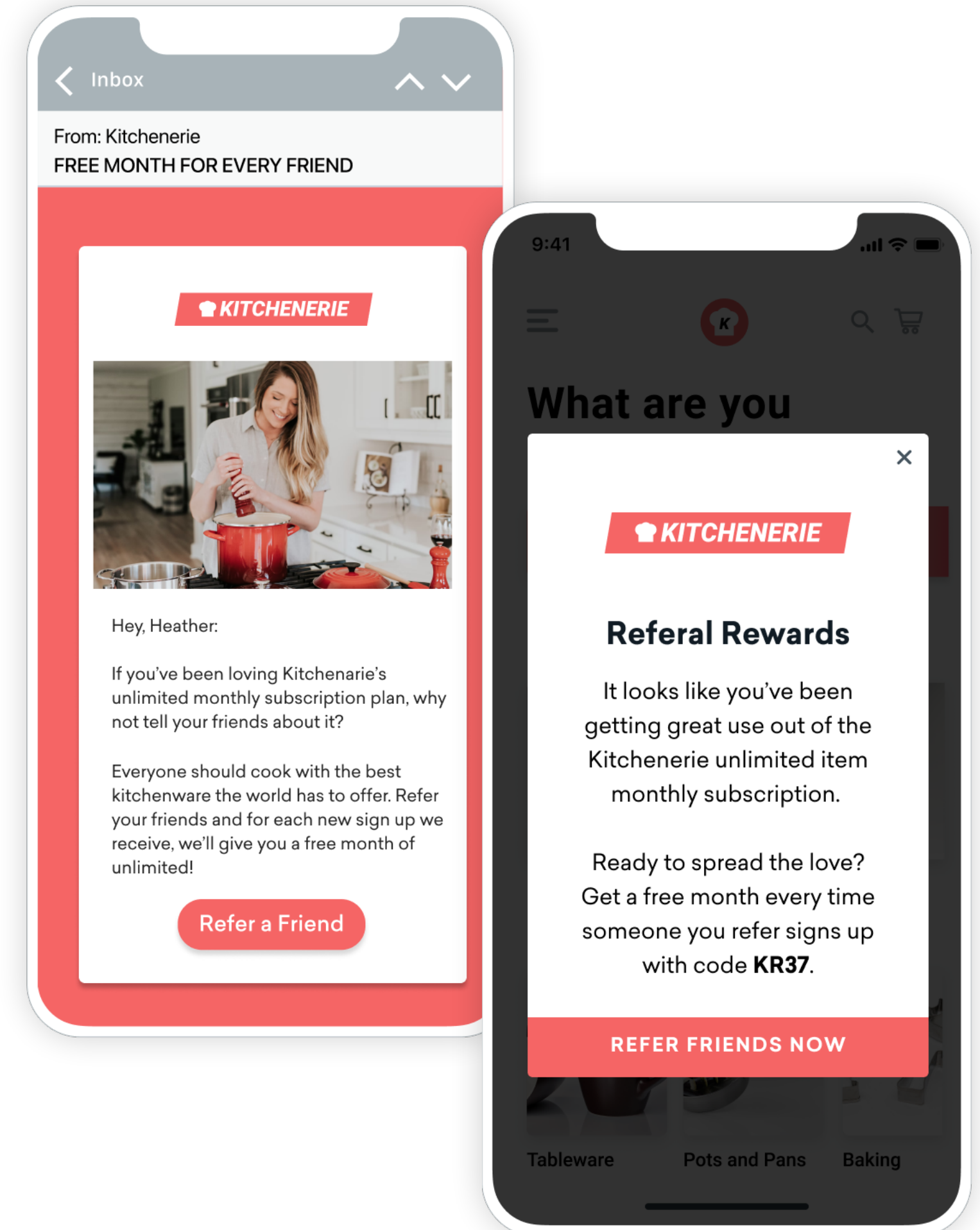
Campaign Solution: Use customer messaging channels to encourage satisfied existing customers to promote your product to their friends and family via a referral program, supporting your ongoing acquisition and activation strategy. Rewards make the process pay off for both sides—you gain customers and 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 healthier customers over the long haul.

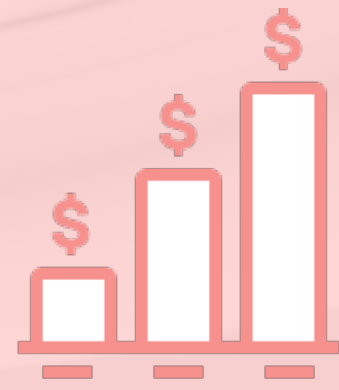


PRO TIP

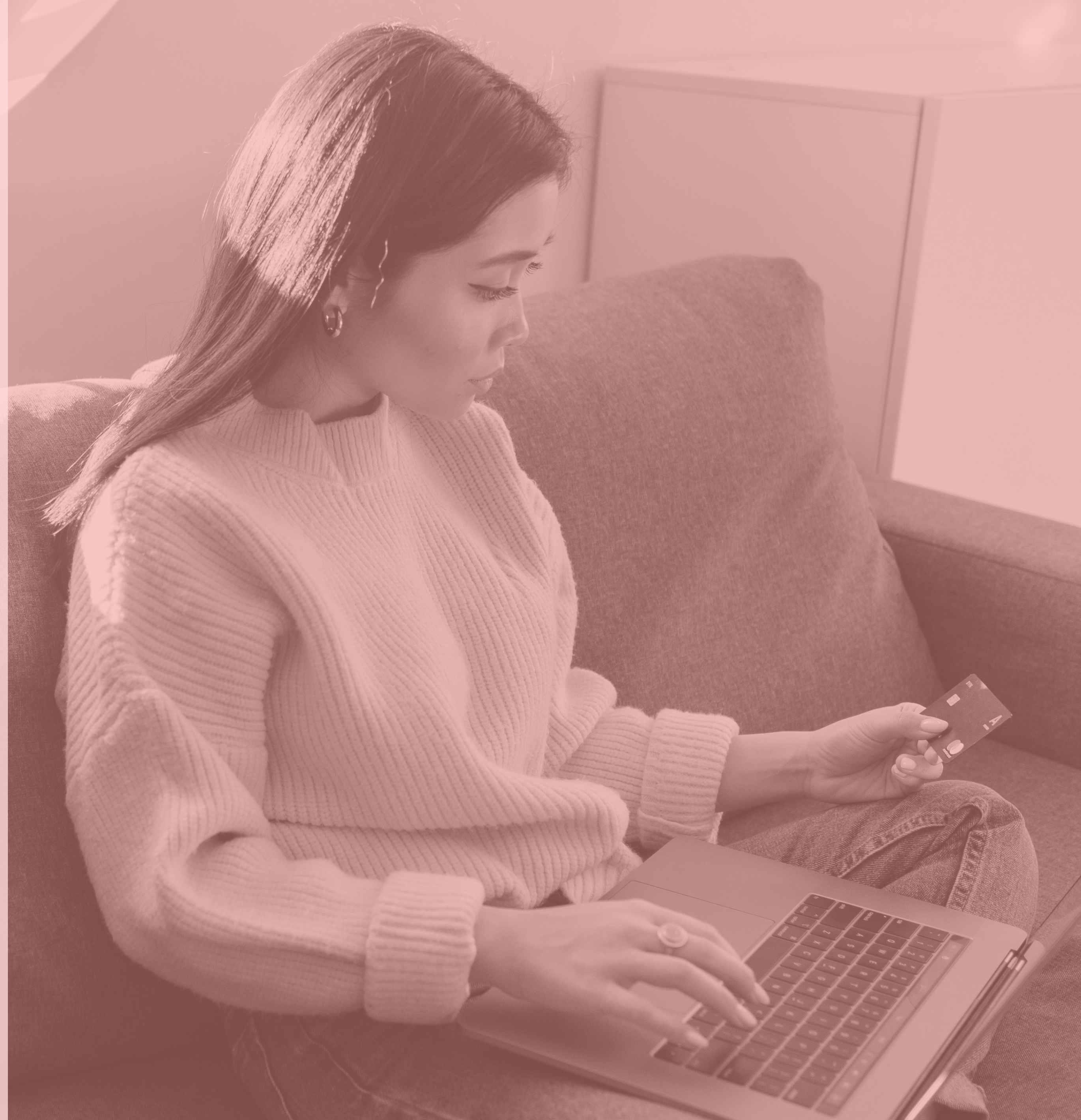
Keep it moving! Including animated GIFs in your messages leads to 2.6X higher conversion rates in referral campaigns.



Monetization Campaigns



At the end of the day, your business needs to make money to survive. Once you've brought users on board and deepened their engagement, it still can take work to get them to make more frequent, larger purchases. Messaging campaigns can use a number of strategies to nudge customers to spend, from helping users complete the checkout process to highlighting special occasions with targeted outreach.



MONETIZATION USE CASE

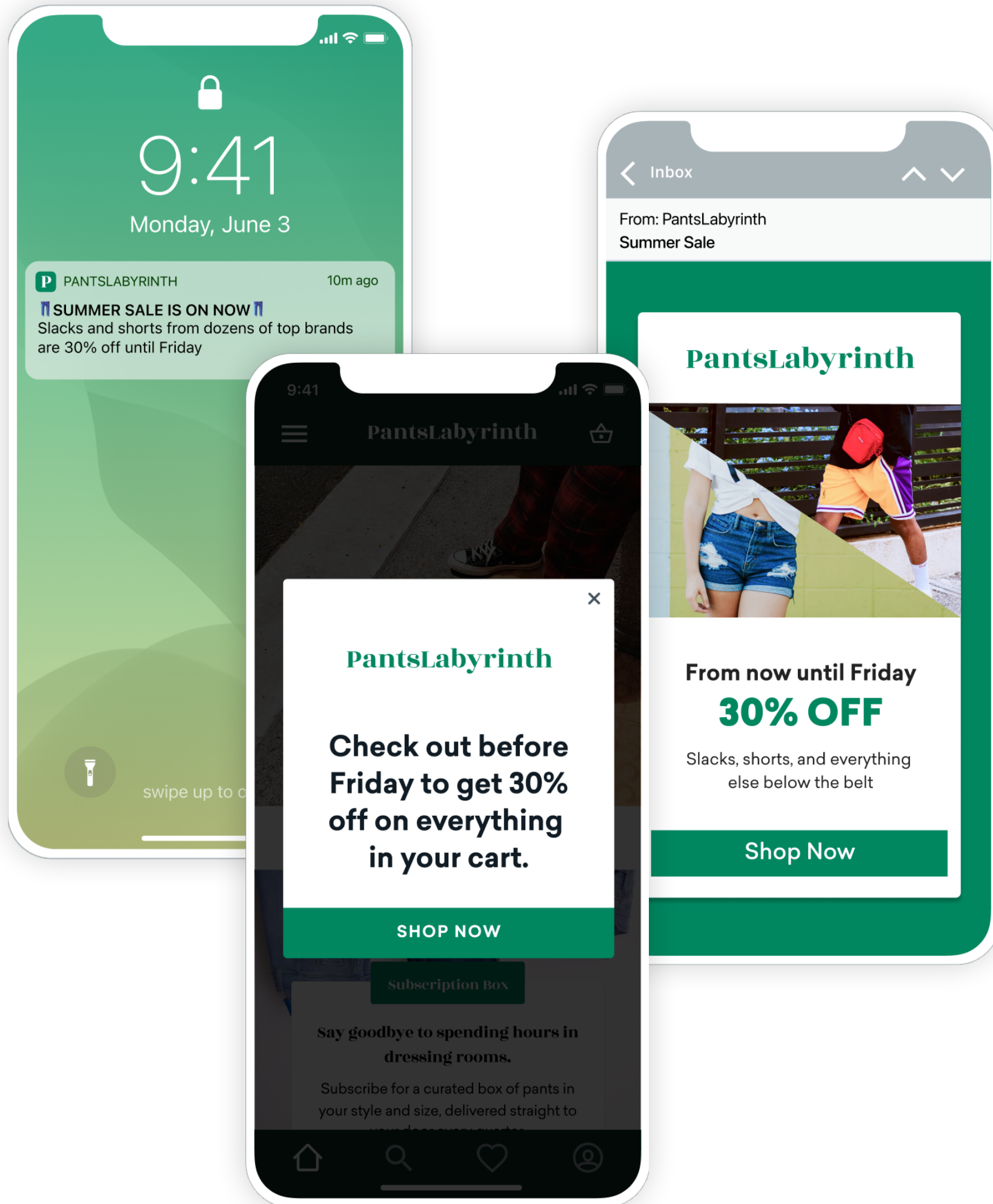
Discounts & Sales

EFFORT LEVEL

1 2 3

SUGGESTED CHANNELS

Email IAM IBM Web Push
Mobile Push Social SMS/MMS



Problem: Customer awareness of time-sensitive events and promotions is low.

Campaign Solution: Take advantage of cohesive, cross-channel campaigns to send a flow of promotional messages that engage recipients across different channels and platforms.

Value: Increased awareness of your brand's promotions leads to more conversions—and more revenue.



PRO TIP

Consider using [exception events](#) to automatically cancel additional messages in your cross-channel promotional flow once a given customer has made a purchase.

MONETIZATION USE CASE

Alternative Payment Options

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 and SMS, 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 the app store, 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 the interactivity supported by [AMP for Email](#), marketers can build rich, interactive in-message experiences—allowing email recipients to make purchases without ever leaving the inbox.

EFFORT LEVEL

1

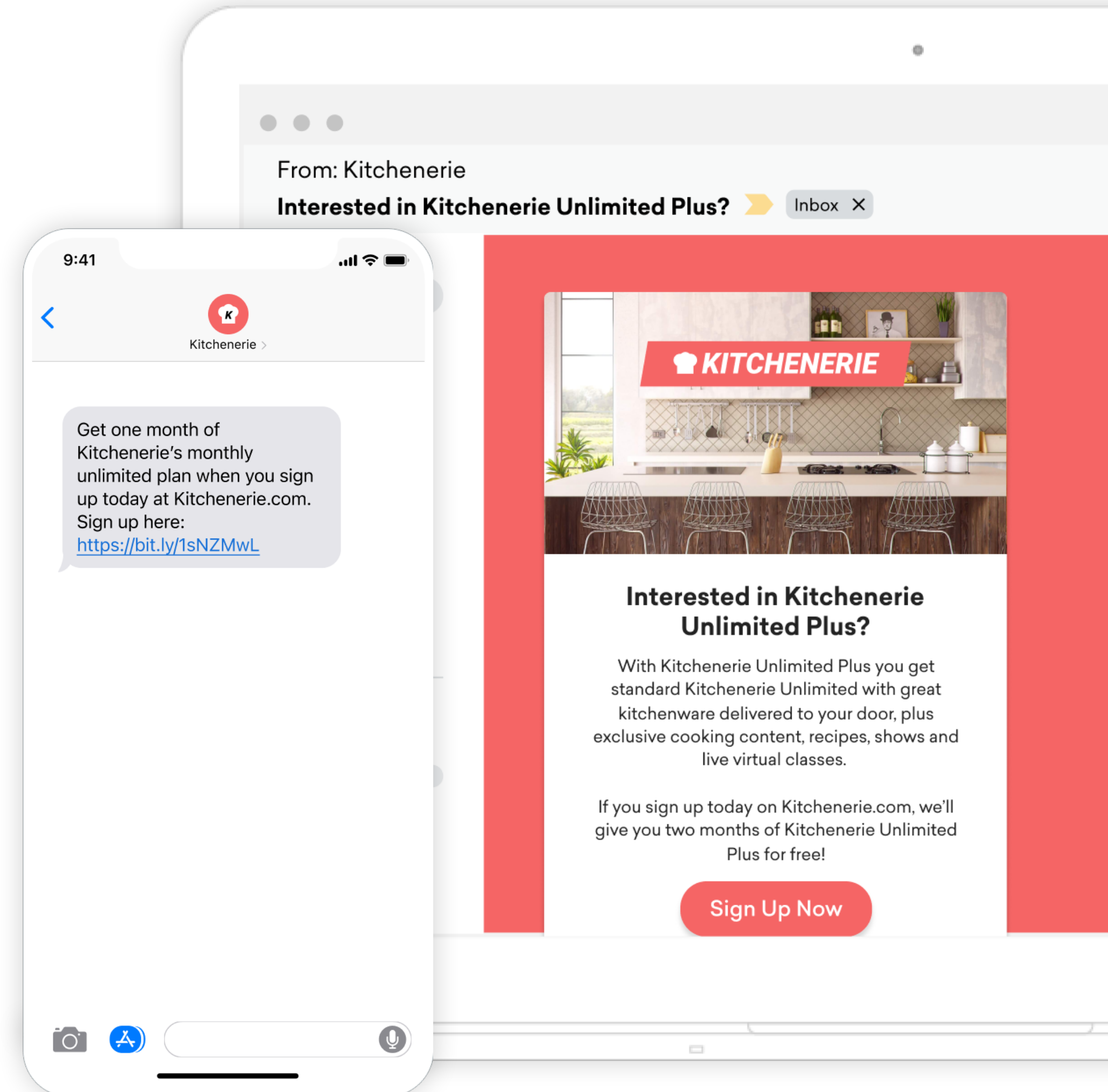
2

3

SUGGESTED CHANNELS

Email

SMS/MMS



MONETIZATION USE CASE

Cart Abandonment

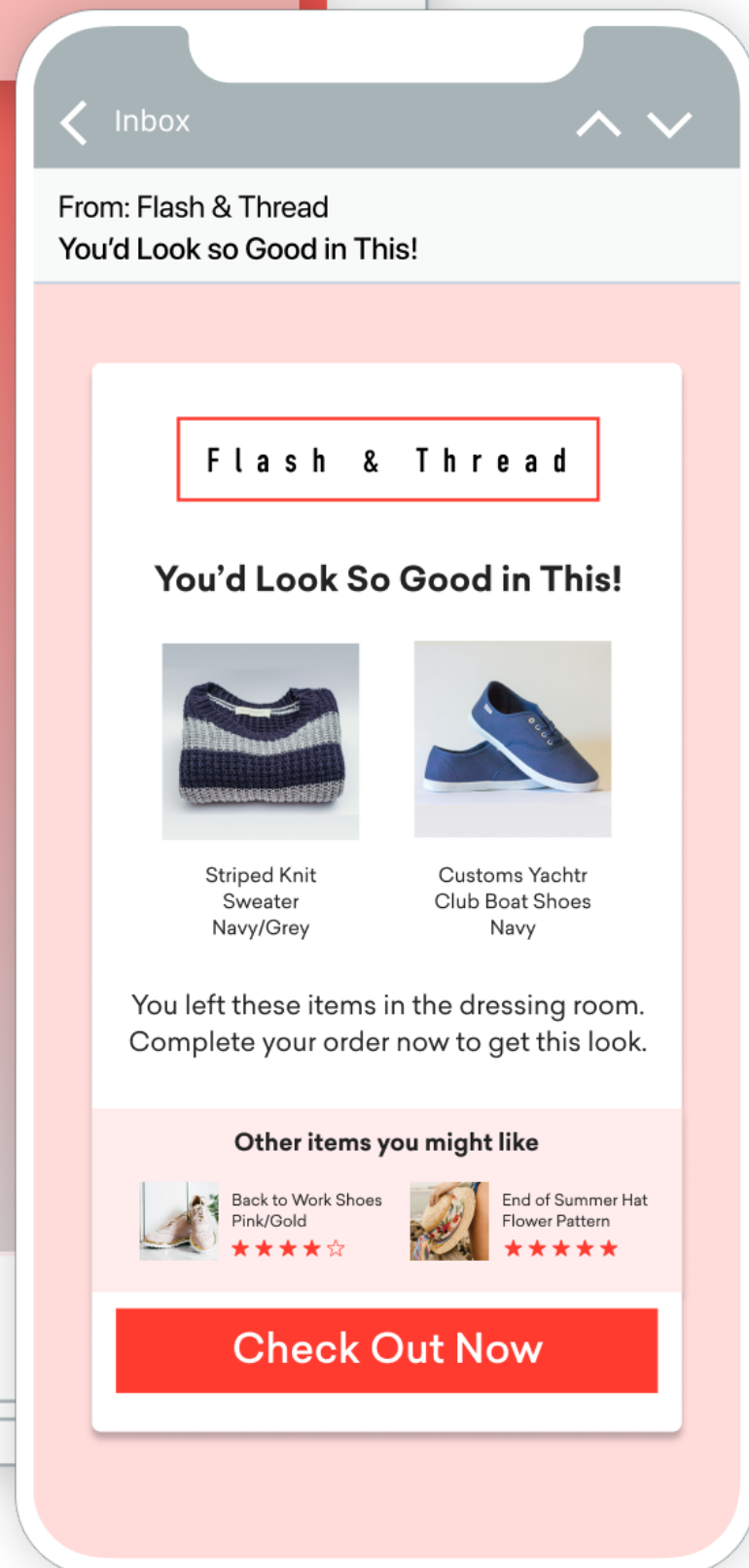
EFFORT LEVEL

1 2 3

SUGGESTED CHANNELS

Email Web Push Social
Mobile Push SMS/MMS

BROWSER
You Left Your Sweater Behind
flashandthread.com
Click here to finish shopping at
Flash & Thread



Problem: Your customers are abandoning the checkout flow and failing to complete transactions before they depart.

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.



PRO TIP

Web push notifications dominate cart conversions—they're 53% more effective than email and 23% more impactful than mobile push at getting recipients to come back and complete a purchase.

MONETIZATION USE CASE

Upsell

EFFORT LEVEL

1 2 3

SUGGESTED CHANNELS

Email IAM IBM Web Push
Mobile Push Social SMS/MMS

Problem: Customers tend to buy the least expensive, most basic version of a product. You want to help them discover premium versions and relevant add-ons to drive higher order sizes.

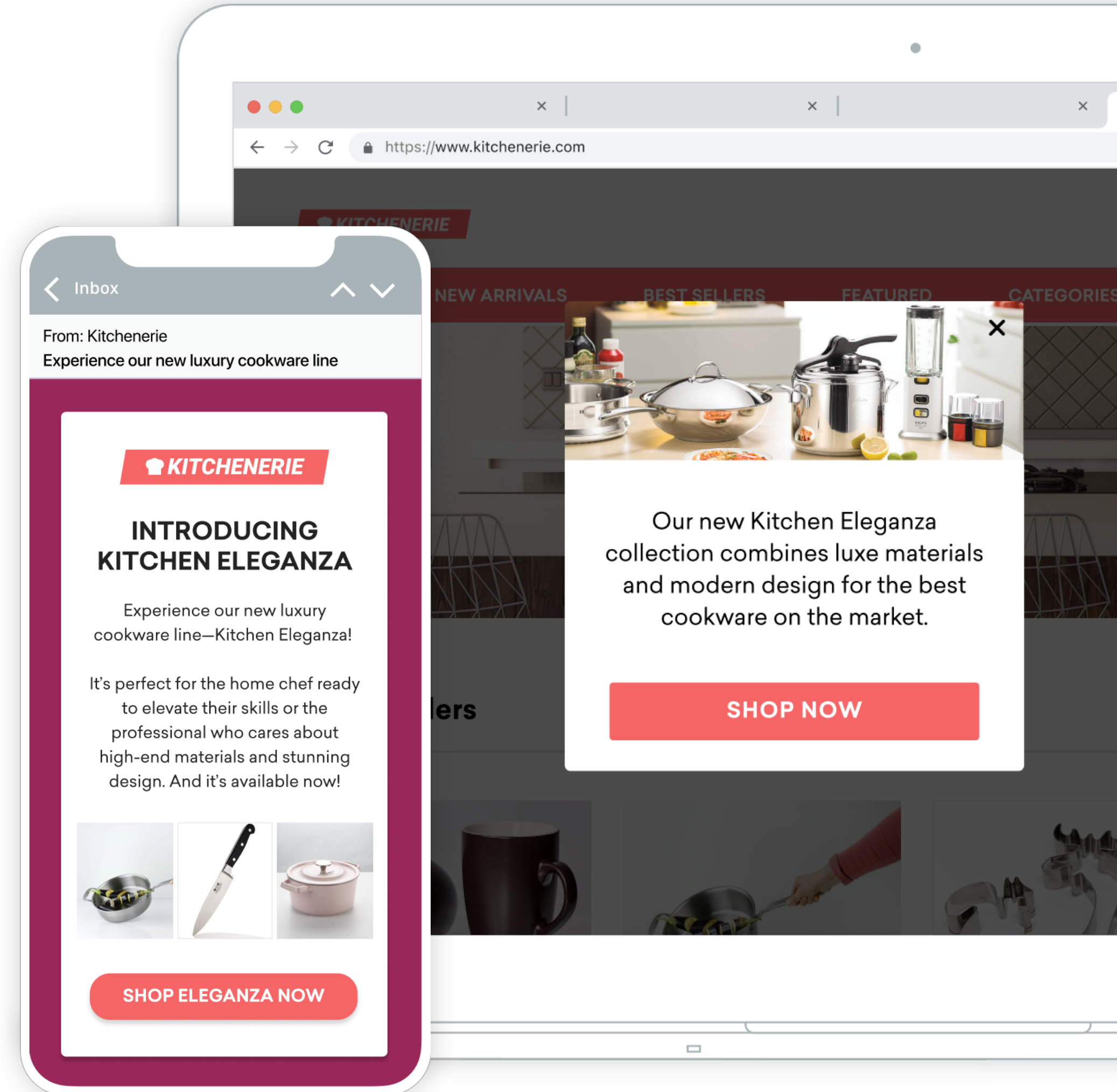
Campaign Solution: Leverage in-product messages to highlight relevant upgrades and add-ons before a customer completes check-out. Showcase premium items in out-of-product messages, like email, with deep links to make purchasing easy.

Value: Drive more expensive purchases and higher customer lifetime value.



PRO TIP

Using cross-channel messaging—including both in-product (e.g. in-app messages, Content Cards) and out-of-product (e.g. email, push) messages—[boosts customer lifetime value by 5X.](#)



MONETIZATION USE CASE

Seasonal Promotions

EFFORT LEVEL

1 2 3

SUGGESTED CHANNELS

Email IAM IBM Web Push
Mobile Push Social SMS/MMS

Problem: Your audience is growing and so are their needs, preferences, and locations. Your one-size-fits-all messaging no longer resonates.

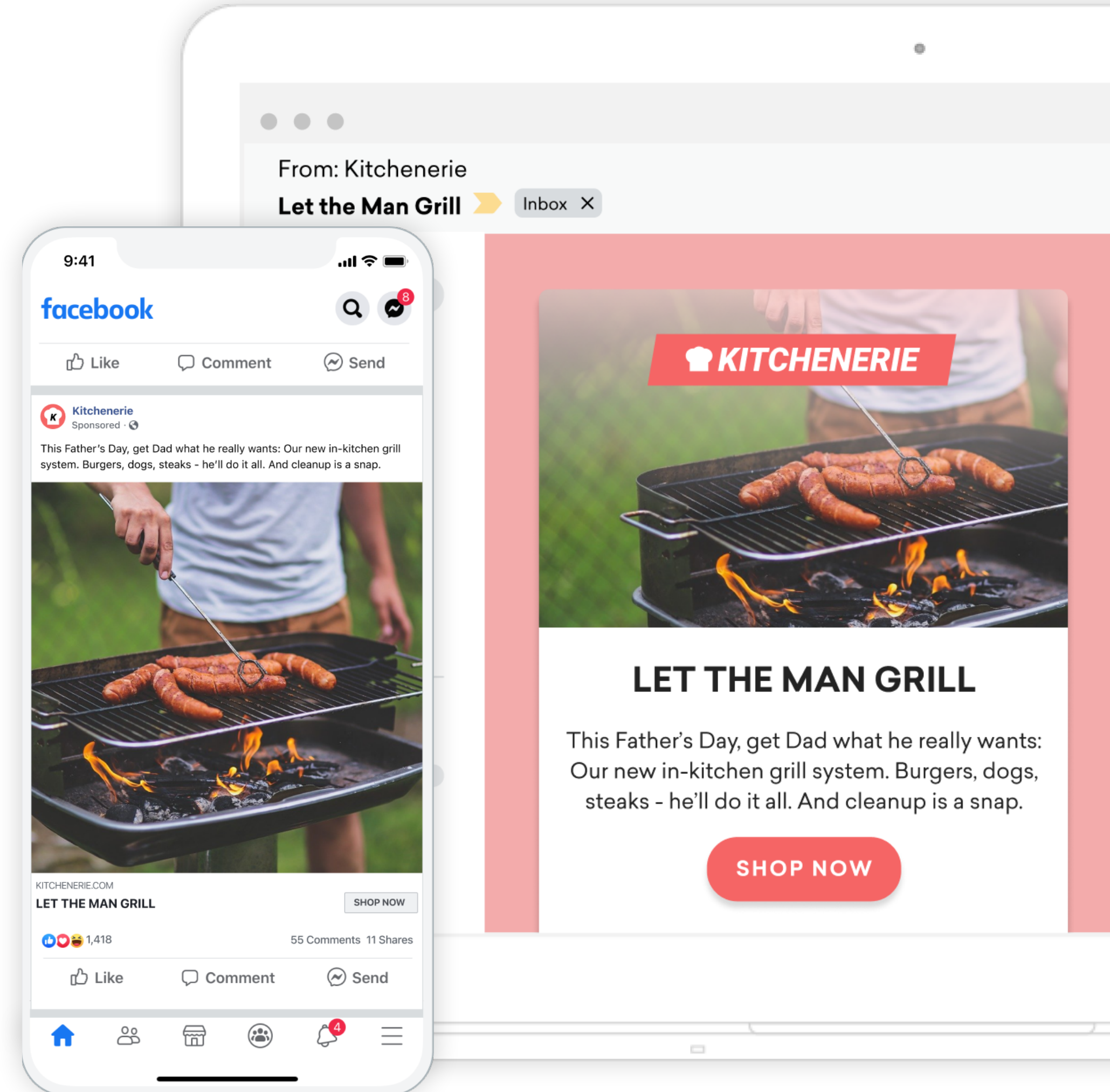
Campaign Solution: Build a promotional calendar around regional, national, and global holidays and events to inform relevant sales and messaging. Make these messages sing by personalizing them with behavioral data, deep linking to relevant pages in your app/website, and leveraging time-sensitive [promotion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



PRO TIP

When promoting content around a set time frame, use [rate limiting](#) to keep your customer flow steady and your tech stable.



MONETIZATION USE CASE

Flash Sales / Limited Time Offers

EFFORT LEVEL

1 2 3

SUGGESTED CHANNELS

Email IAM IBM Web Push
Mobile Push Social SMS/MMS

Problem: Conversions are flagging and to meet business goals your company needs to spike sales quickly.

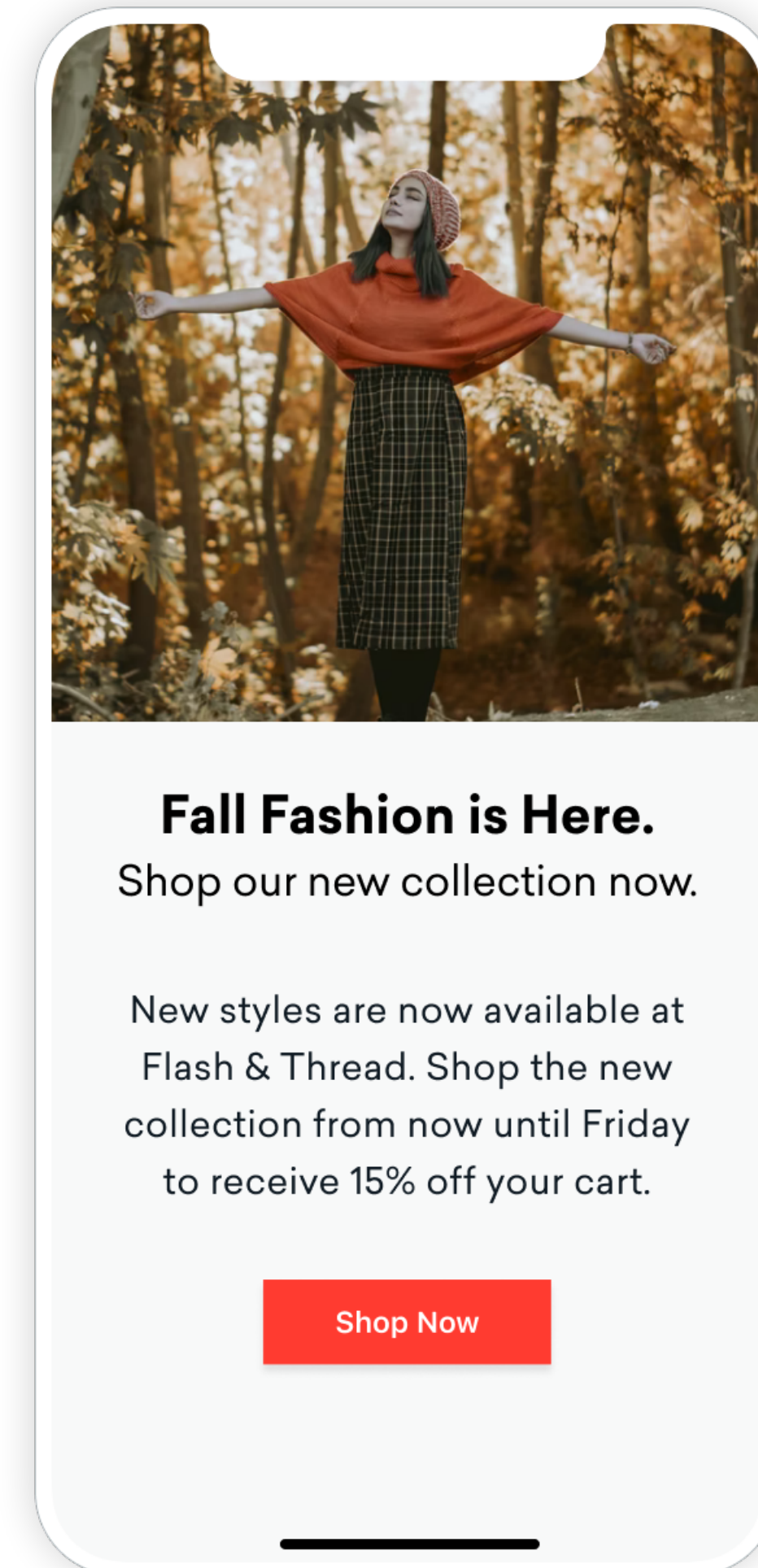
Campaign Solution: Use time-sensitive messaging campaigns to spotlight short-term discounts, sales, and special offers to recipients. Segment your audience based on their channel preferences to ensure that users are notified about flash sales on the channels they use most.

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



PRO TIP

Don't sleep on [Content Cards](#)—this messaging channel is 38X more effective than email at driving sales over a 72-hour period.



MONETIZATION USE CASE

Cross-Sell

EFFORT LEVEL

1 2 3

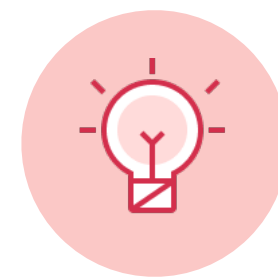
SUGGESTED CHANNELS

Email IAM IBM Web Push
Mobile Push Social SMS/MMS

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

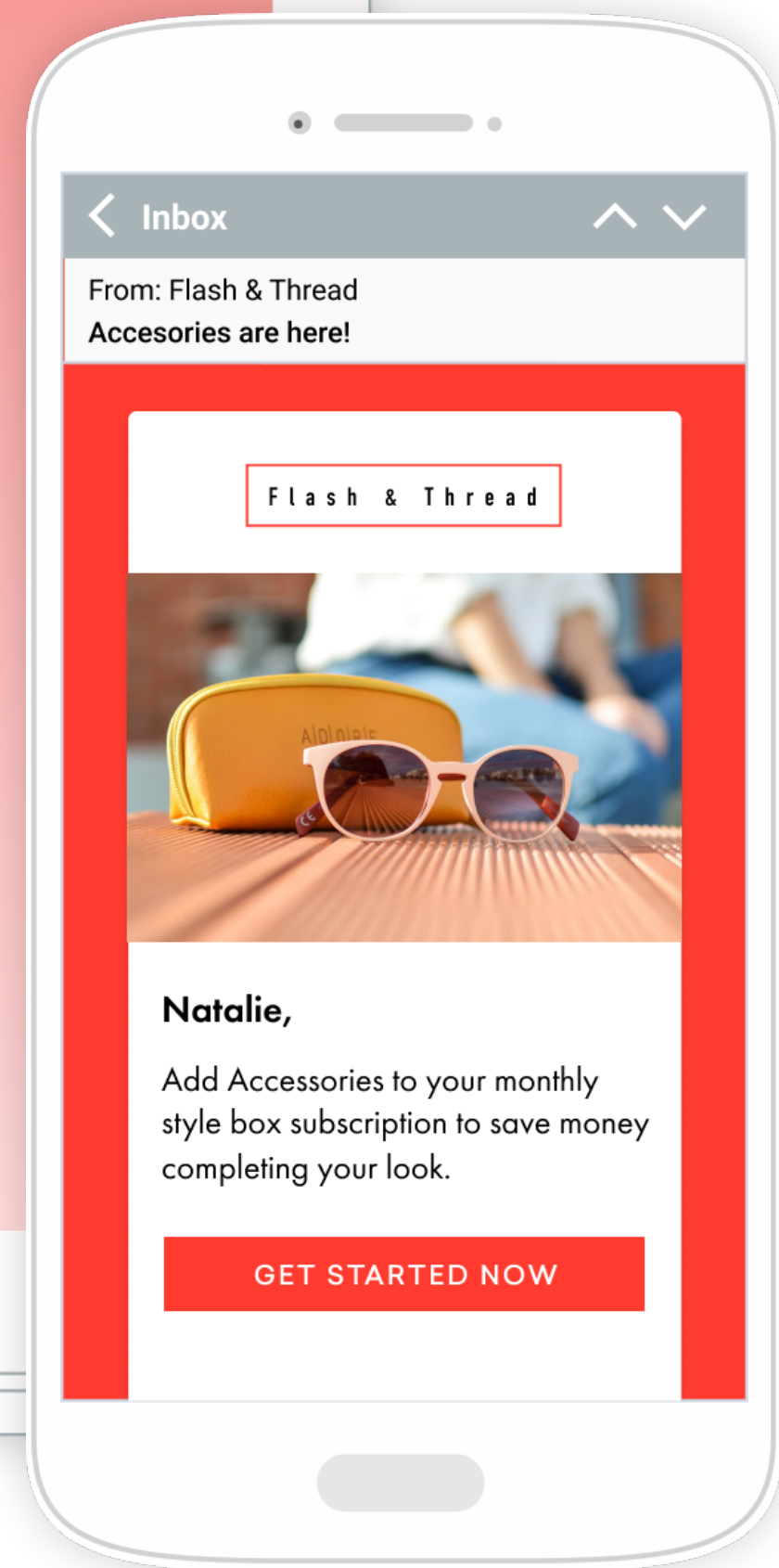
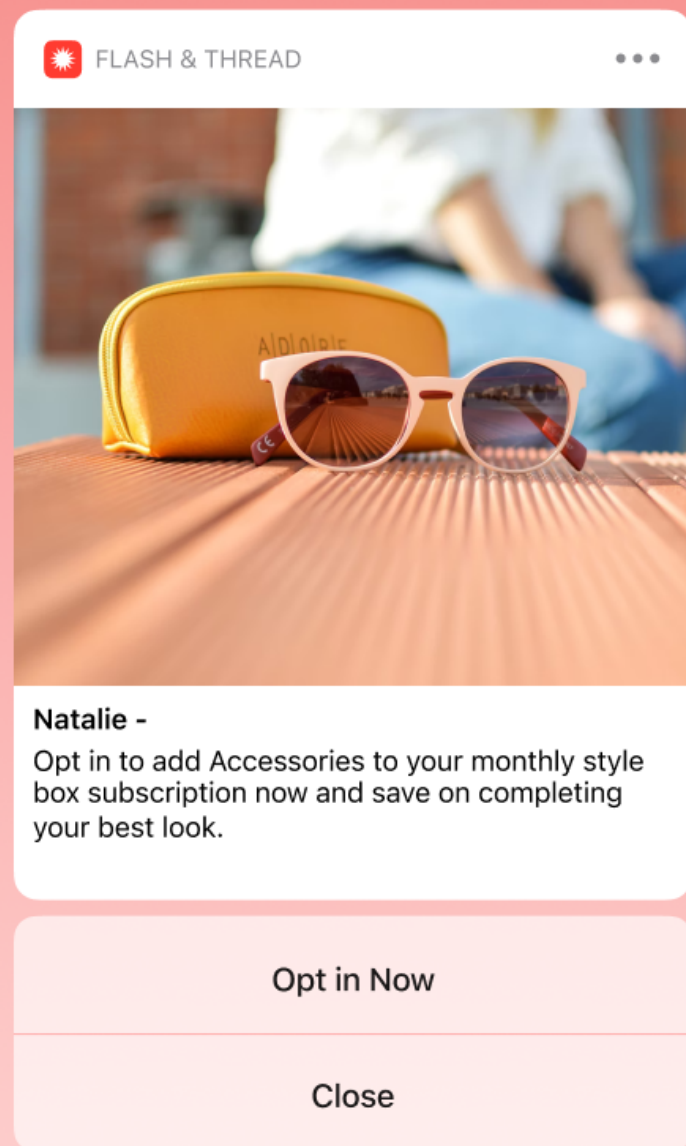
Campaign Solution: Leverage data on past purchases and browsing activity to send personalized product recommendations to your customers. Draw on a third-party recommendation engine to make intelligent recommendations for items frequently bought together or services that add value.

Value: Targeted cross-sell recommendations increase customer lifetime value by driving purchases without adding extra steps.



PRO TIP

Make your cross-sell messaging highly relevant by using [dynamic content personalization](#) to leverage user data in real time.



MONETIZATION USE CASE

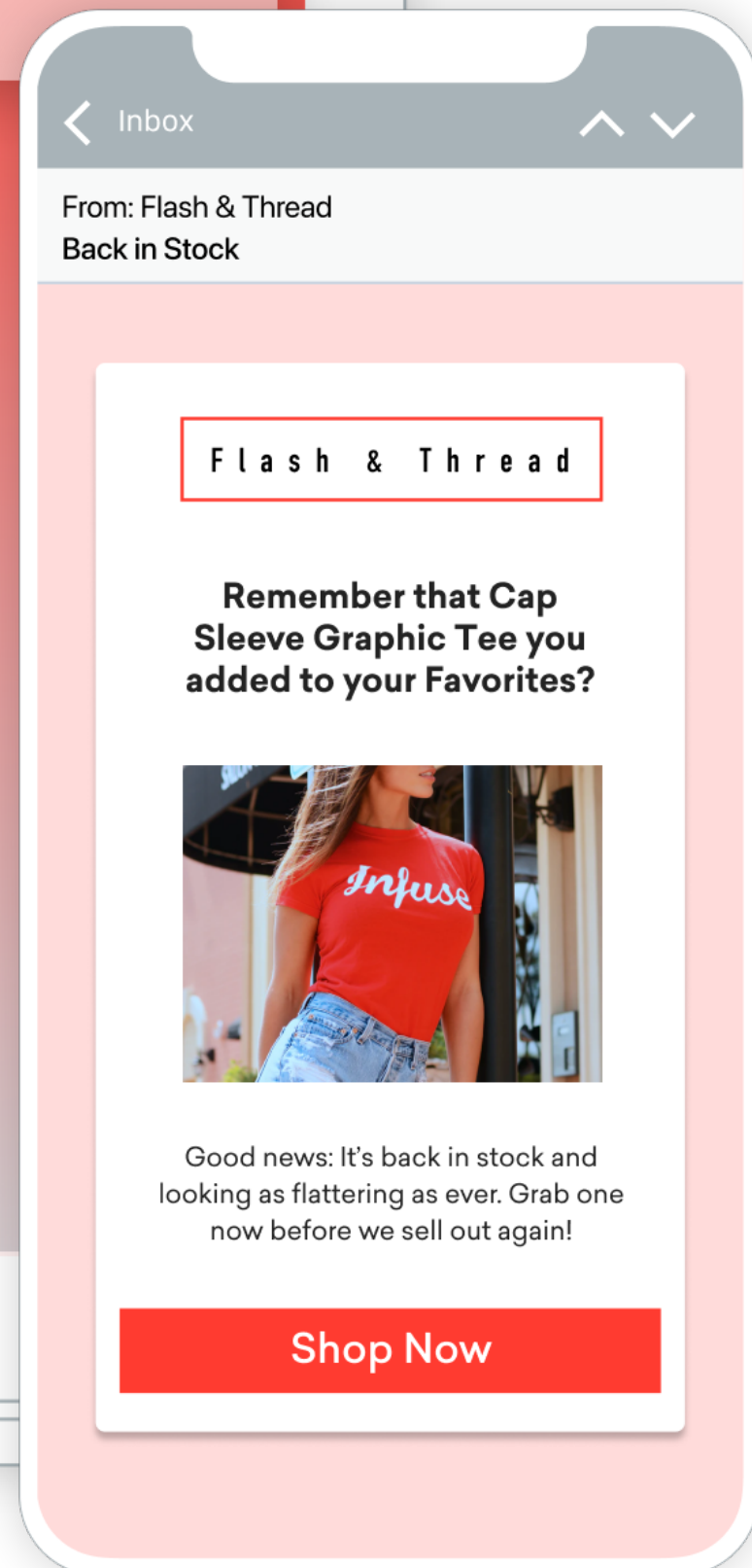
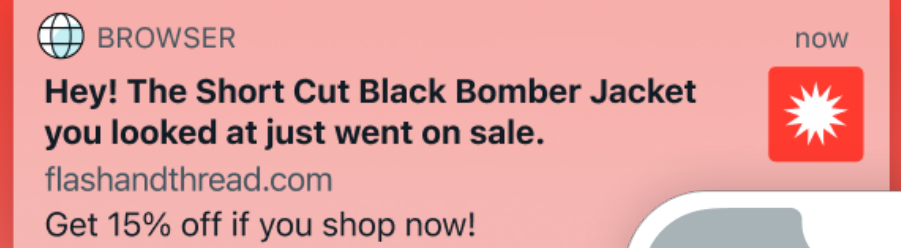
Back-in-Stock / Price Drop

EFFORT LEVEL

1 2 3

SUGGESTED CHANNELS

Email Push Web Push



Problem: Your customers aren't aware of key changes in product availability or price that might motivate purchase decisions.

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 items go on sale, come back into stock, or have other status changes. These messages seamlessly return lapsed customers directly to their cart or checkout, removing obstacles on the way to the finish line.

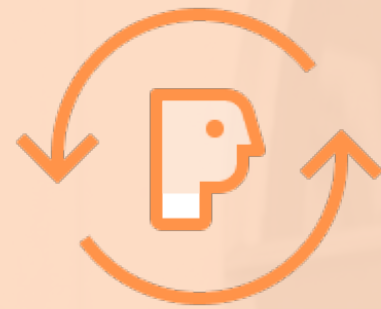
Value: Interested customers return to your app or site to take advantage of new deals, complete unfinished purchases, or secure desired products before they're out of stock.



PRO TIP

Take advantage of dynamic content personalization to seamlessly pull product names, descriptions, and images into your emails and other messages.

Retention Campaigns



Real, sustainable success is built on customer retention. Brands that engage customers on a regular, consistent basis tend to see higher retention than ones that don't. Driving that kind of engagement can take significant work and thought on your part, but it also provides your brand with a major competitive advantage and supports your marketing efforts over the long haul. Let's explore the campaigns that can help you get there.



RETENTION USE CASE

New Products

EFFORT LEVEL

1 2 3

SUGGESTED CHANNELS

Email IAM IBM

Mobile Push Content Cards

Problem: Your team spent months building and launching a new feature. It's live now, but nobody is using it.

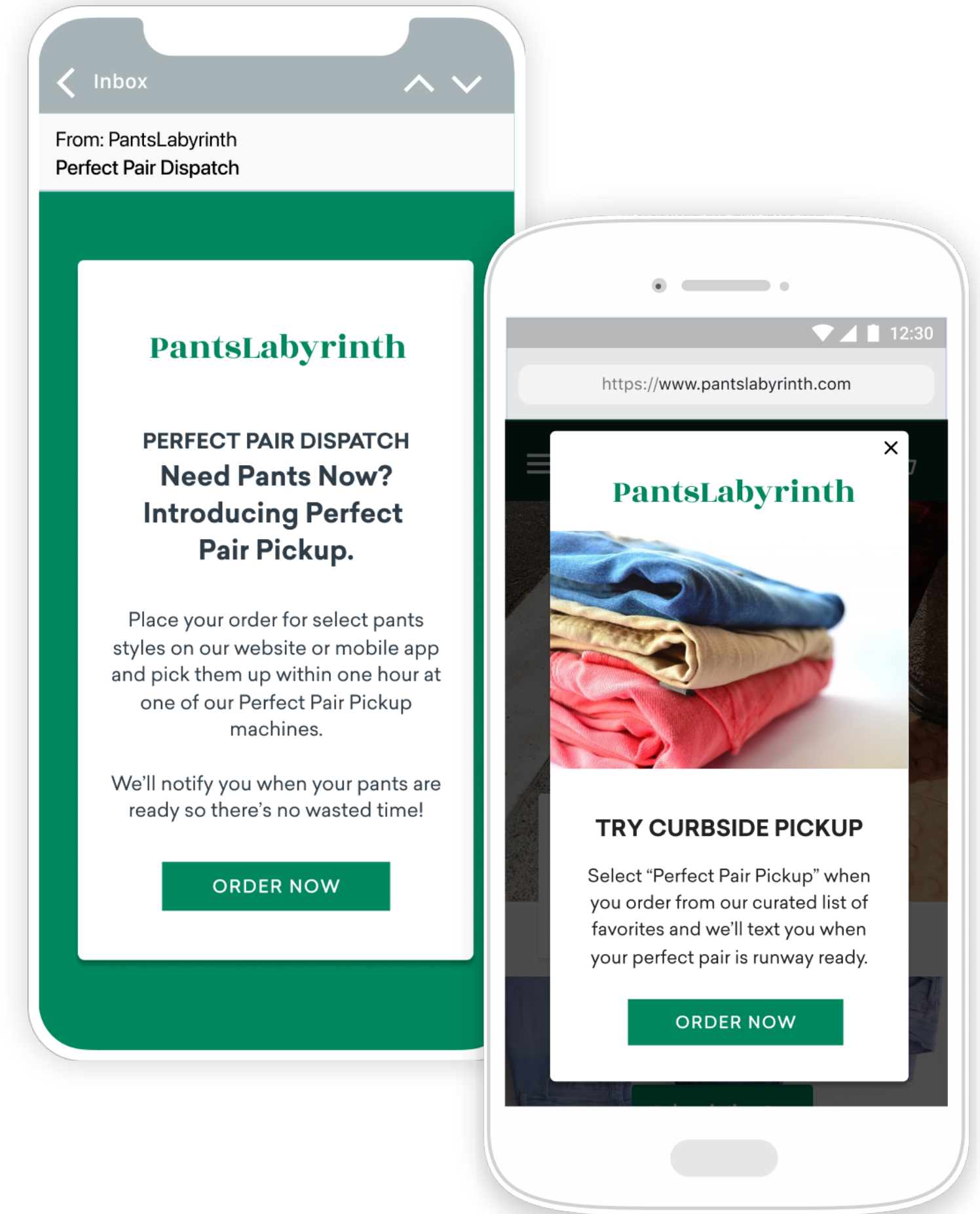
Campaign Solution: Take advantage of cross-channel messaging to highlight new products, features, and services and the value they provide for your users. Consider triggering messages when a given user takes an action or views a product that suggests that your new offering would be a good fit for them.

Value: The more features or services a customer uses, the harder it will be for them to leave your brand.



PRO TIP

Using both in-product (e.g. in-app messages) and out-of-product (e.g. email) messaging boosts **30-day retention by 13%**



Brand Values

1 2 3

IAM IBM Email

Problem: You want to encourage stronger customer relationships—but customers increasingly want to support a brand that stands for something.

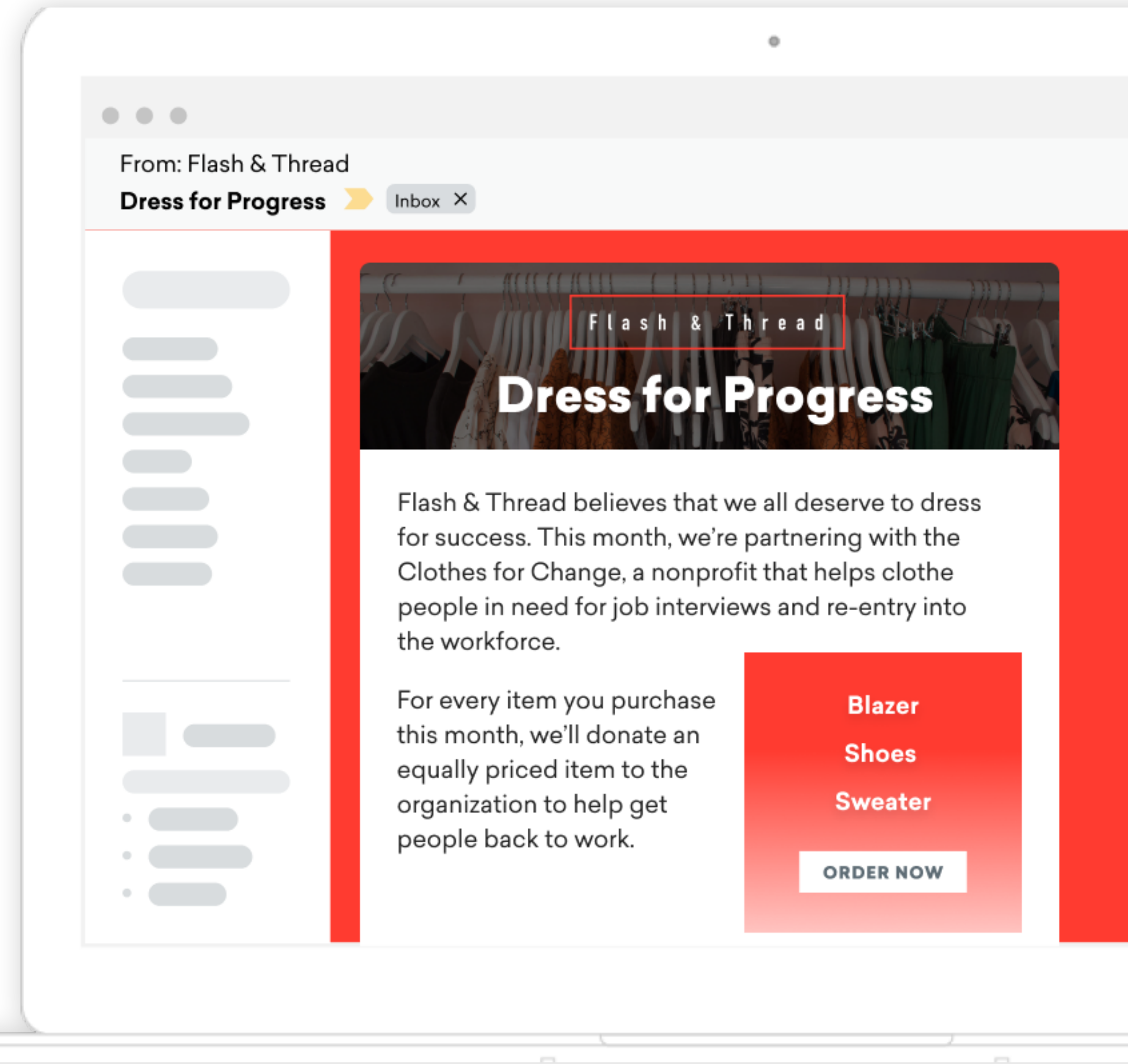
Campaign Solution: Deliver clear, positive statements about what matters to your company by leveraging direct messaging channels like email and in-app messages. Done right, this outreach can help customers see your brand as a three-dimensional entity with clear values and principles, supporting stronger relationships between your customers and your brand over the long haul.

Value: Create more human connections with customers and drive stronger engagement, revenue, and brand loyalty.



PRO TIP

Customers who describe a brand experience as “human” are **1.7X more likely** to make a purchase from that brand.



RETENTION USE CASE

General Education

EFFORT LEVEL

1 2 3

SUGGESTED CHANNELS

IAM IBM Email

Mobile Push

Problem: You want to stay top-of-mind with customers so they don't forget about you, but you don't have any big news to share.

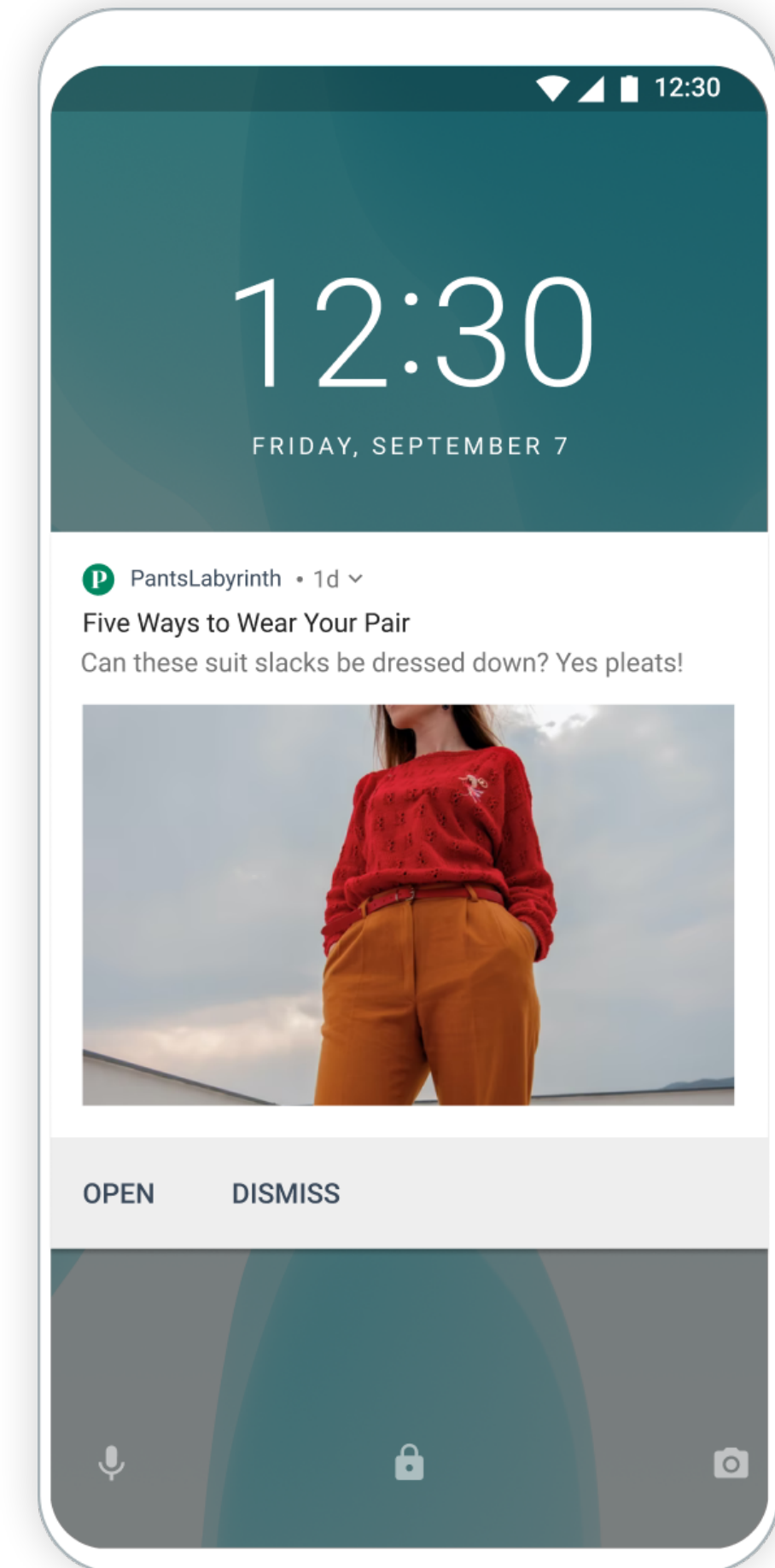
Campaign Solution: Boost habit-forming behavior and make your company an integral part of your customer's digital life by surfacing relevant content to users via cross-channel messaging. Trigger these messages based on user behavior—or inactivity milestones—to create automated touchpoints and enhance 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.



PRO TIP

Take advantage of A/B testing to determine top-performing copy, creative, timing, and other essential elements of these campaigns, supporting strong performance.



RETENTION USE CASE

App Update

EFFORT LEVEL

1 2 3

SUGGESTED CHANNELS

IAM Mobile Push IBM
Content Cards Email

Problem: Users are not updating to new versions of your mobile app, keeping them from being able to access the latest features.

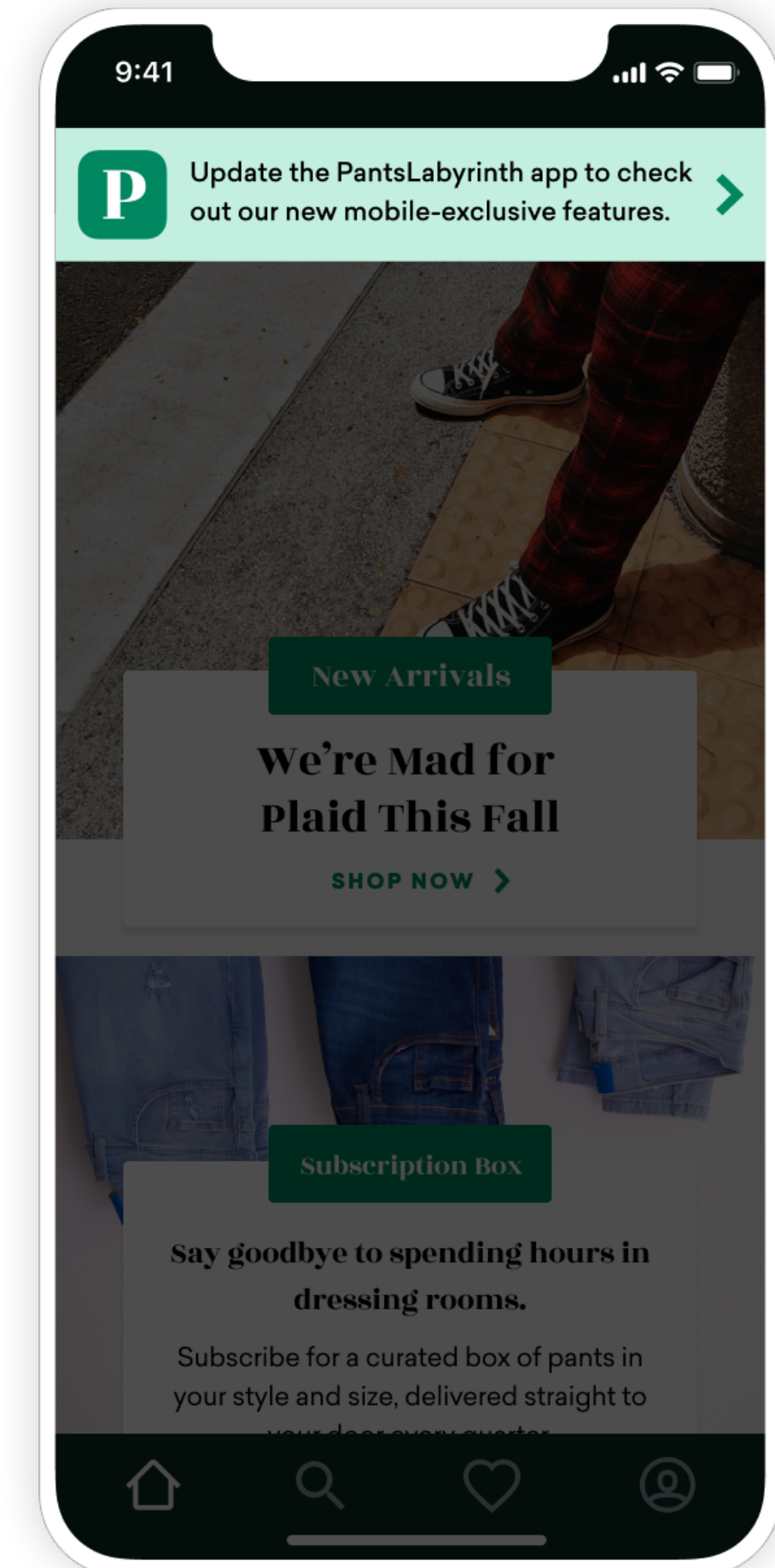
Campaign Solution: Use in-app messaging and mobile push notifications to communicate the value of these free updates and the simplicity of installing them. By informing users that there is an update available while they're already on their mobile device, you've removed barriers and made the process as simple as 1-2 clicks.

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



PRO TIP

The best way to get users to update? Take advantage of in-app messages and other inside-the-app outreach channels.



RETENTION USE CASE

Newsletter

EFFORT LEVEL

1 2 3

SUGGESTED CHANNELS

Email

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

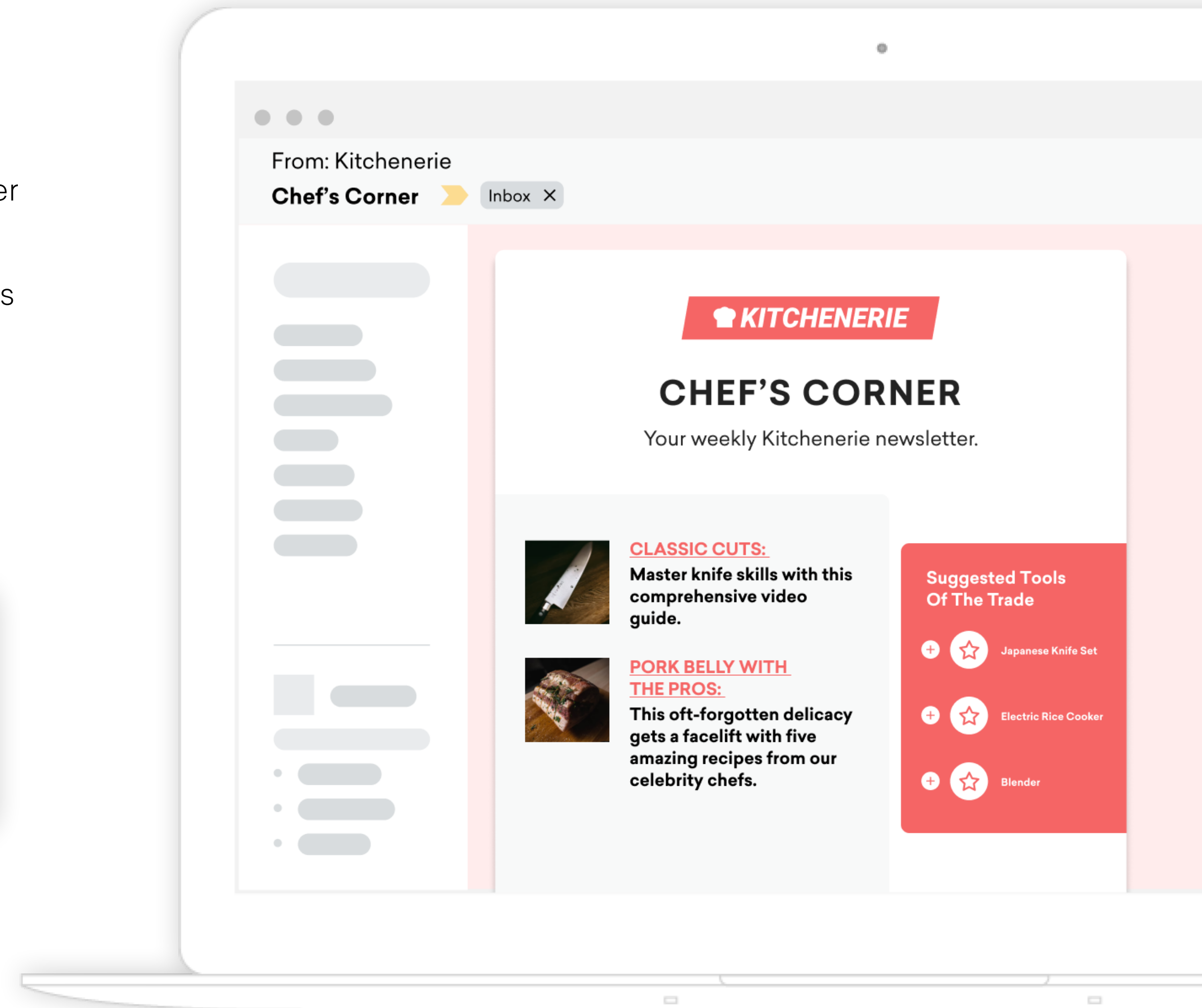
Campaign Solution: Consistent outreach through newsletters can bolster your customer relationships by providing them with relatable and actionable content. A solid content strategy is essential here, as you want to capture eyeballs, but basing it on user data gives you significantly more leverage.

Value: Recurring campaigns, if personalized and valuable, can provide users a reason to engage more frequently while also driving conversions.



PRO TIP

Newsletter campaigns with deep links are 4.6X more effective at driving traffic to your app or website.



RETENTION USE CASE

Community Building Campaigns

EFFORT LEVEL

1 2 3

SUGGESTED CHANNELS

IAM IBM Email

Content Cards

Problem: Your company needs to build community among customers to reinforce engagement and loyalty.

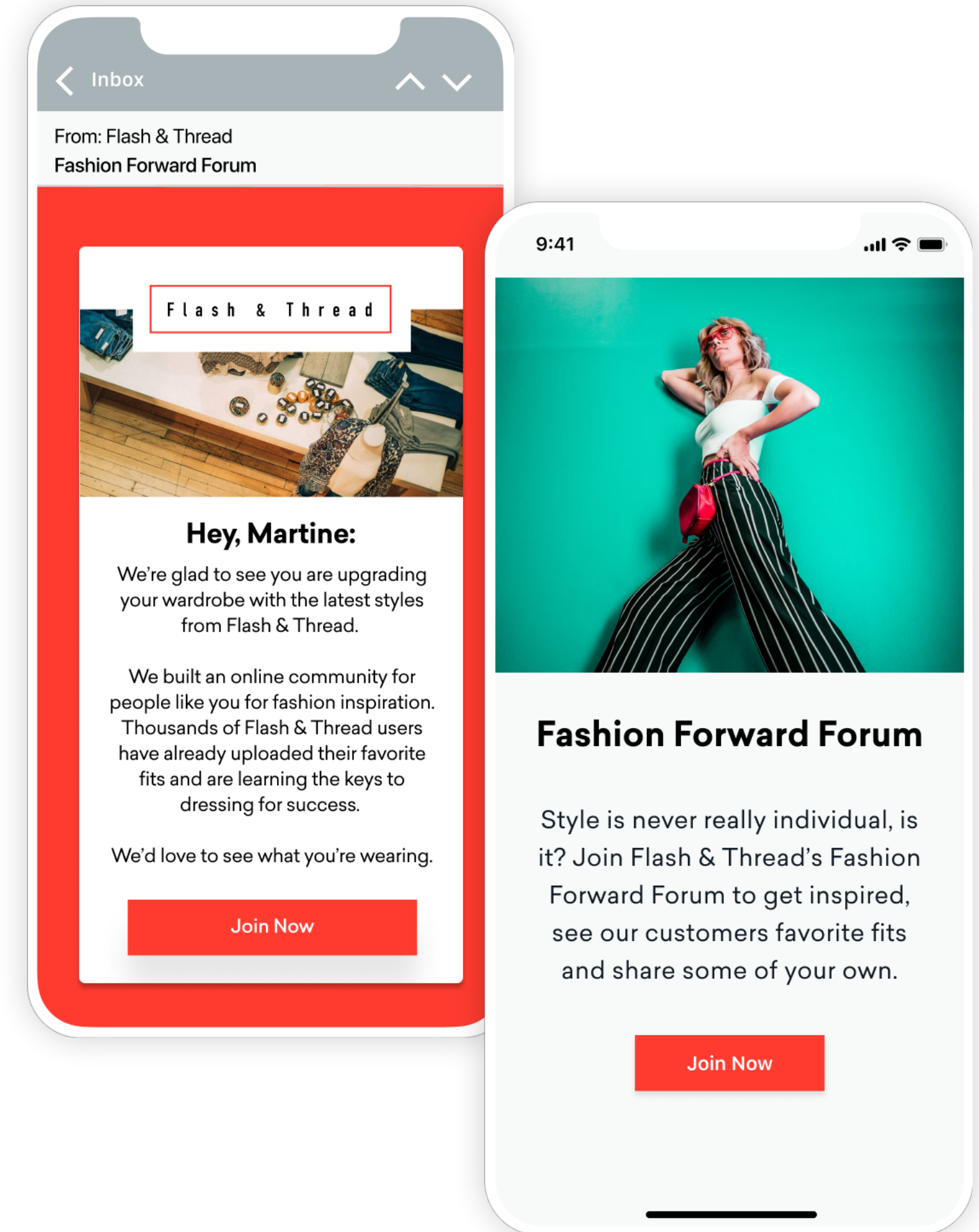
Campaign Solution: Identify power users in your customer base and send personalized messages nudging them to join your brand's online groups and/or in-person events.

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.



PRO TIP

Personalization doesn't have to stop with first names—consider pulling in customer behavioral data into your messages to highlight their connection with your brand



RETENTION USE CASE

Order Tracker / Fulfillment

EFFORT LEVEL

1 2 3

SUGGESTED CHANNELS

Email Push Web Push
SMS/MMS

Problem: When customers don't know the status of their recent purchase, they become frustrated and contact your support team.

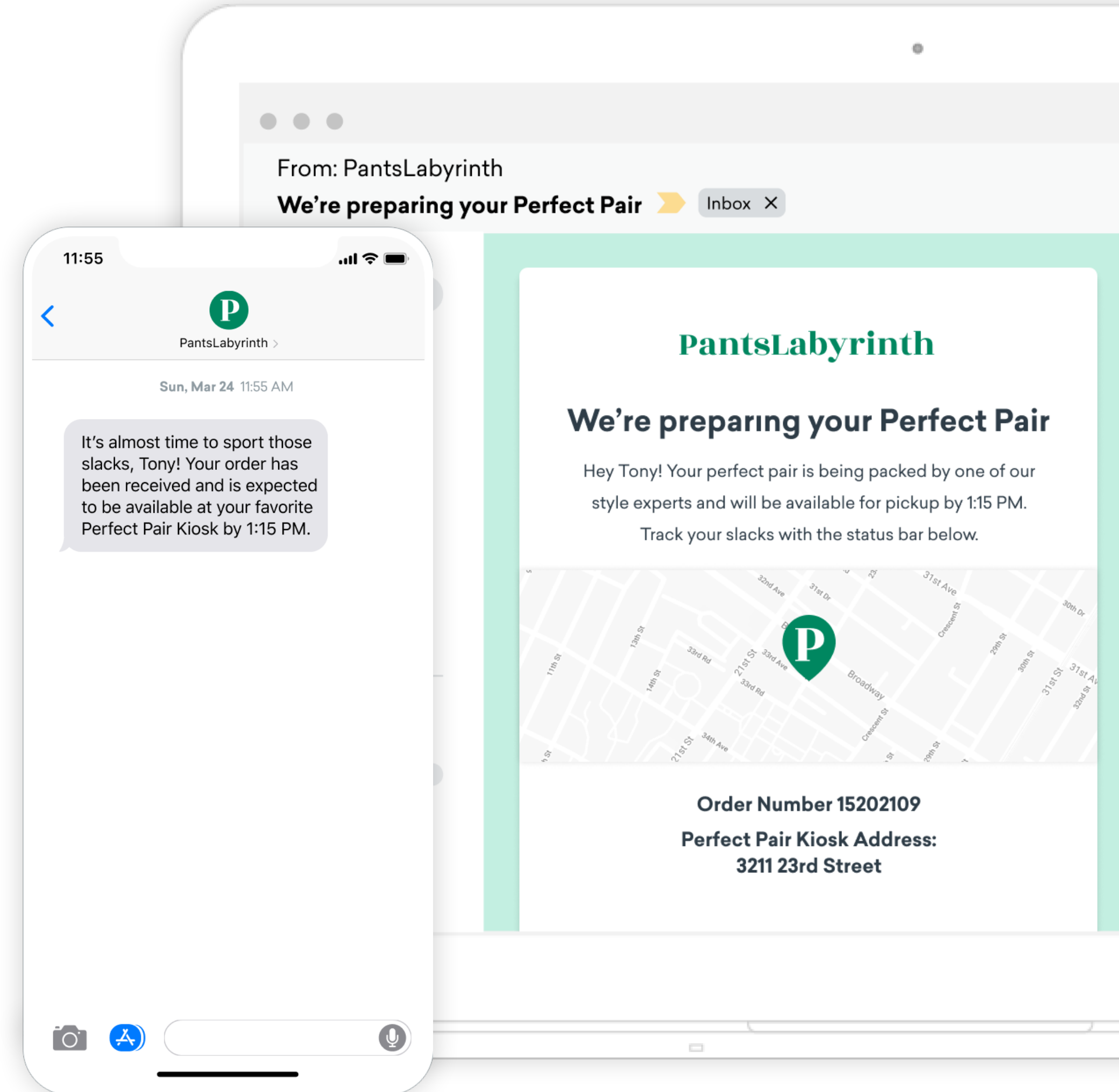
Campaign Solution: Update users on their order or delivery status, with messages timed at important milestones like when a product is shipped or a courier has picked up their item. These real-time tracking notifications extend the bond of trust between your company and the customer, giving them the feeling that you care about their satisfaction beyond the financial transaction.

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



PRO TIP

API-triggered fulfillment messaging campaigns are 3.6X more effective at driving users to your app/website, compared to time-based fulfillment campaigns.



RETENTION USE CASE

Event Attendance

EFFORT LEVEL

1 2 3

SUGGESTED CHANNELS

Email IAM IBM Web Push
Mobile Push SMS/MMS Social

Problem: Users who don't attend in-person events miss out on unique opportunities and experiences.

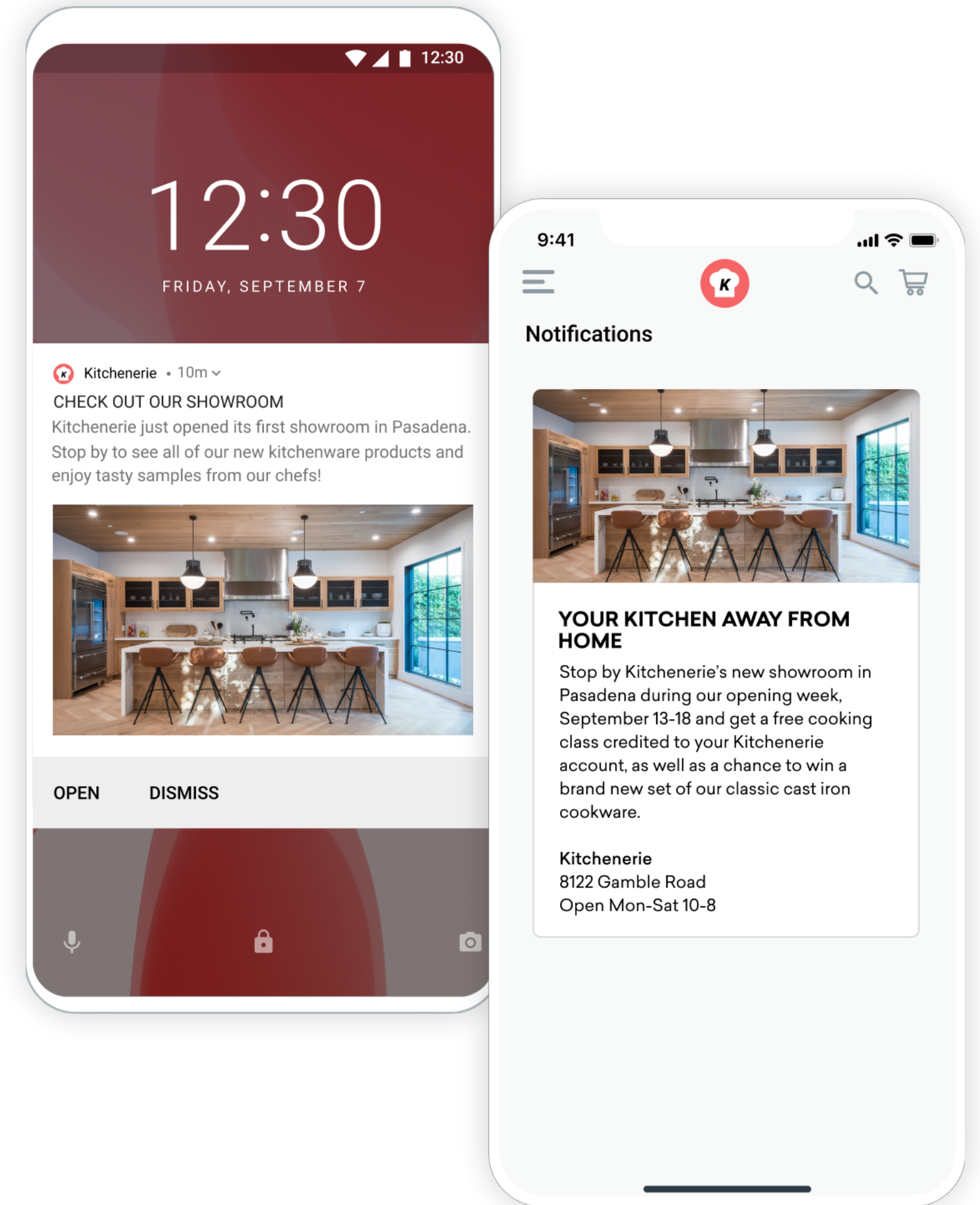
Campaign Solution: Develop messaging campaigns to encourage event attendance, using [location-targeting](#) and cross-channel communication to reach potential customers where they are. Inviting users to relevant physical events makes them feel special, especially with personalized messaging that leverages their previous activity with your brand.

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](#) or [location marketing technology solutions](#) to provide nuanced, location-based targeting for these kinds of campaigns.



RETENTION USE CASE

Loyalty Enrollment

EFFORT LEVEL

1 2 3

SUGGESTED CHANNELS

IAM IBM Email Content Cards
Mobile Push Web Push SMS/MMS

Problem: Competition is fierce, so you need a better way to motivate your customers to stick with you.

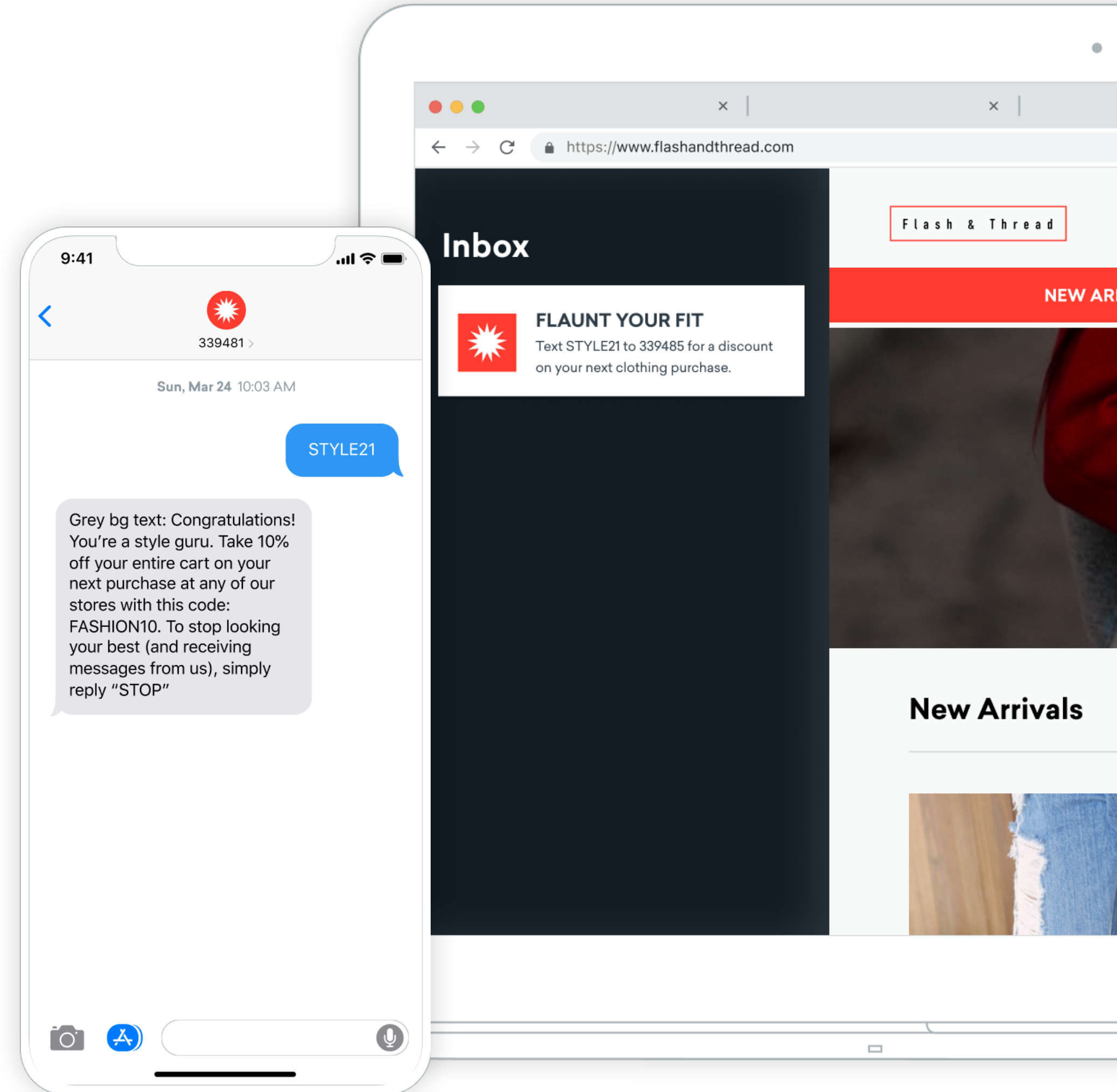
Campaign Solution: Leverage cross-channel messages to encourage enrollment in your loyalty and reward programs. Loyalty program membership reinforces the value of your product offering and bolsters users' personal investment in your brand via discounts, referrals, and exclusive access.

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



PRO TIP

Boost loyalty enrollment with the right channels—leveraging SMS increases conversions by more than 2X, while Content Cards boost sign-ups by at least 5X.



RETENTION USE CASE

Product Feedback / Net Promoter Score (NPS)

EFFORT LEVEL

1 2 3

SUGGESTED CHANNELS

Email IAM IBM

Mobile Push Content Cards

Problem: You can't make meaningful improvements to the customer experience because you don't know what users do and don't like.

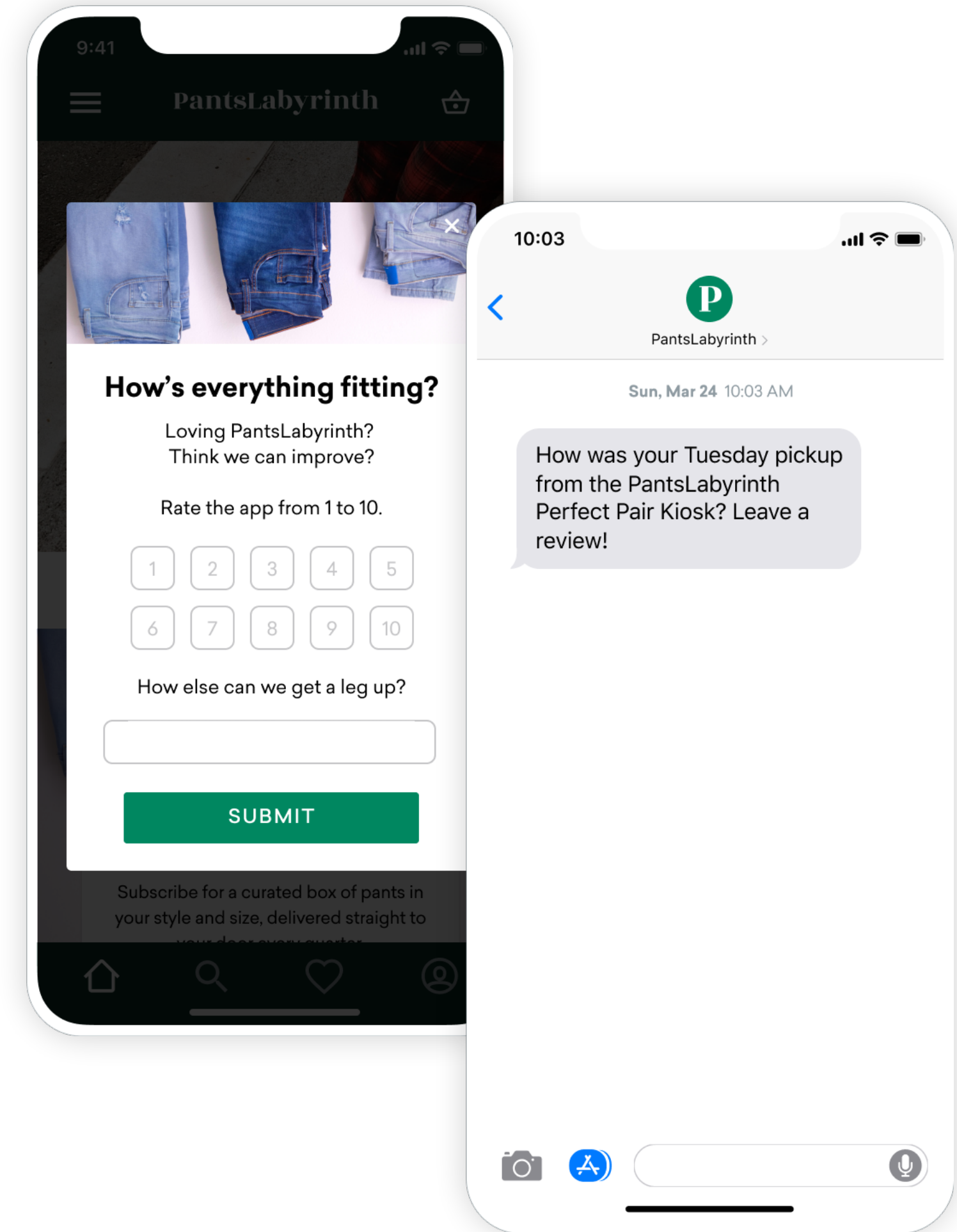
Campaign Solution: Use feedback surveys—promoted by or contained within your cross-channel messages—following key engagement moments (e.g. post-onboarding, after first purchase) to capture details about what your customers love about your brand, as well as what they'd want to see improved.

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



PRO TIP

Using custom keywords in your SMS messages makes your for additional information requests feel personal and important.



RETENTION USE CASE

Urgent Communications

EFFORT LEVEL

1 2 3

SUGGESTED CHANNELS

Email Mobile Push IAM
Web Push SMS IBM

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

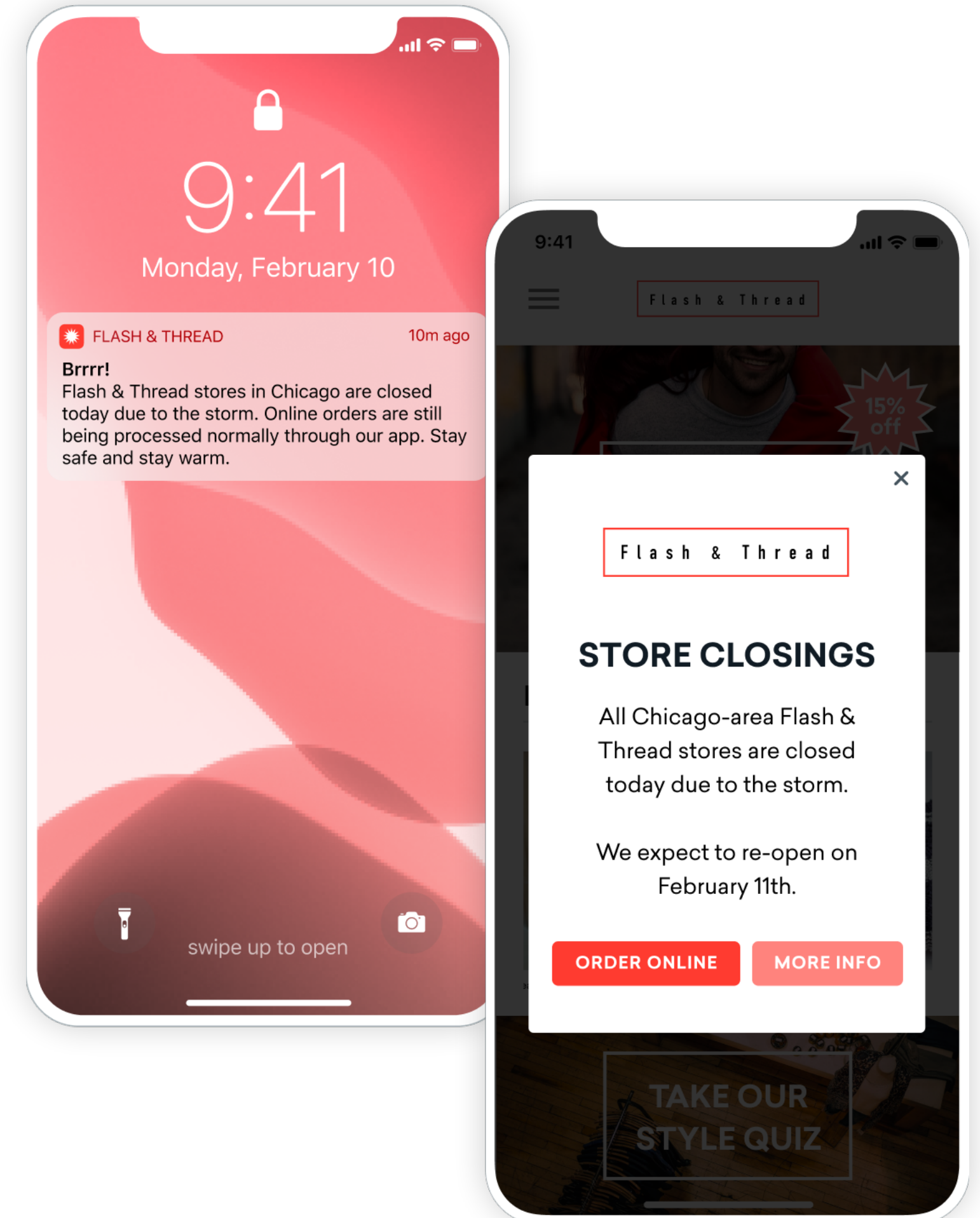
Campaign Solution: Leverage out-of-product messaging channels like push notifications and SMS for time-sensitive communications to keep users up to date on essential information when the relationship between your company and your customer could be affected by external factors, and to clarify changes, meet their needs, and communicate what they need to know quickly and clearly.

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.



PRO TIP

Use cross-channel messaging to make sure that users get the information they need on the channels that speak to them.



RETENTION USE CASE

Milestone/Anniversary Campaigns

EFFORT LEVEL

1 2 3

SUGGESTED CHANNELS

IAM IBM Email

Content Cards

Problem: Your brand is focused on increasing the average lifetime of your user base and you want to acknowledge loyal customers.

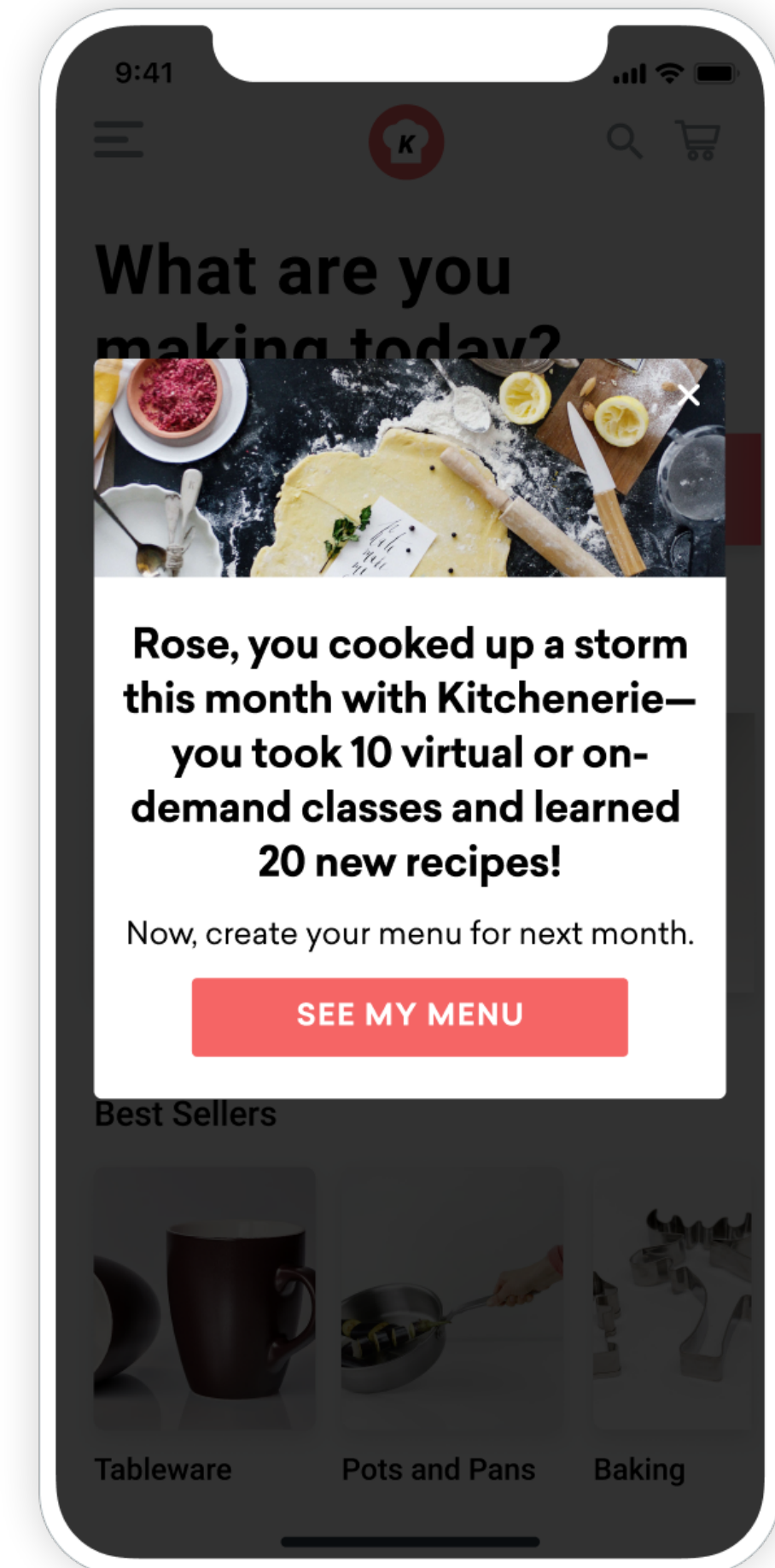
Campaign Solution: Congratulate users who are actively engaged when they reach usage milestones with your product/services. Humans have an innate desire to watch numbers go up, and rewards—even if they have no financial value—are a strong motivator. Recognizing these milestones with personalized outreach right when they happen make these communications even more powerful.

Value: Bolster customer retention by building in these usage reminders, showcasing their use of your brand and encouraging continued engagement.



PRO TIP

Take advantage of dynamic content personalization or API-triggered campaigns to automate these campaigns more effectively.



RETENTION USE CASE

Lapsing User

EFFORT LEVEL

1 2 3

SUGGESTED CHANNELS

Email Social Web Push
Mobile Push SMS/MMS

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

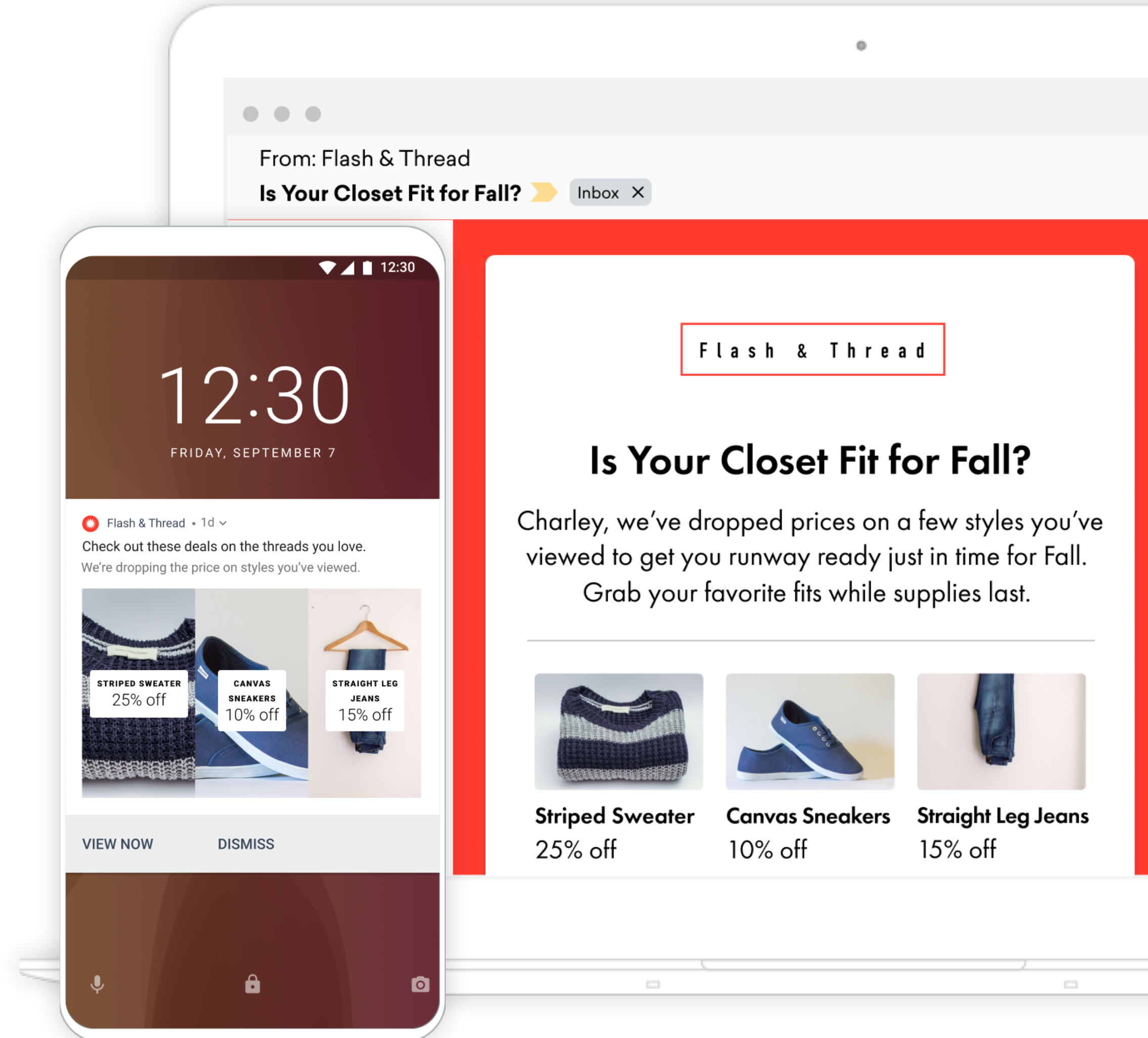
Campaign Solution: Create segments of lapsing users based on their engagement data and reach out to them via social or owned channels with tailored content, supporting more frequent—and deeper—engagement. Customize these messages with information about each users' historical activity and purchases to highlight their previous usage.

Value: By providing users who are drifting away with concrete reasons to come back and deepen their relationship with your brand, you can more effectively sustain growth and see stronger revenue over time.



PRO TIP

Messages that deep link to specific app/web pages are 21% more effective at driving conversions within 72 hours. It pays to save a click!



RETENTION USE CASE

Loyalty Campaigns

EFFORT LEVEL

1 2 3

SUGGESTED CHANNELS

IAM IBM Email

Content Cards

Problem: Users aren't taking advantage of loyalty program benefits, which can lead to customer churn over time.

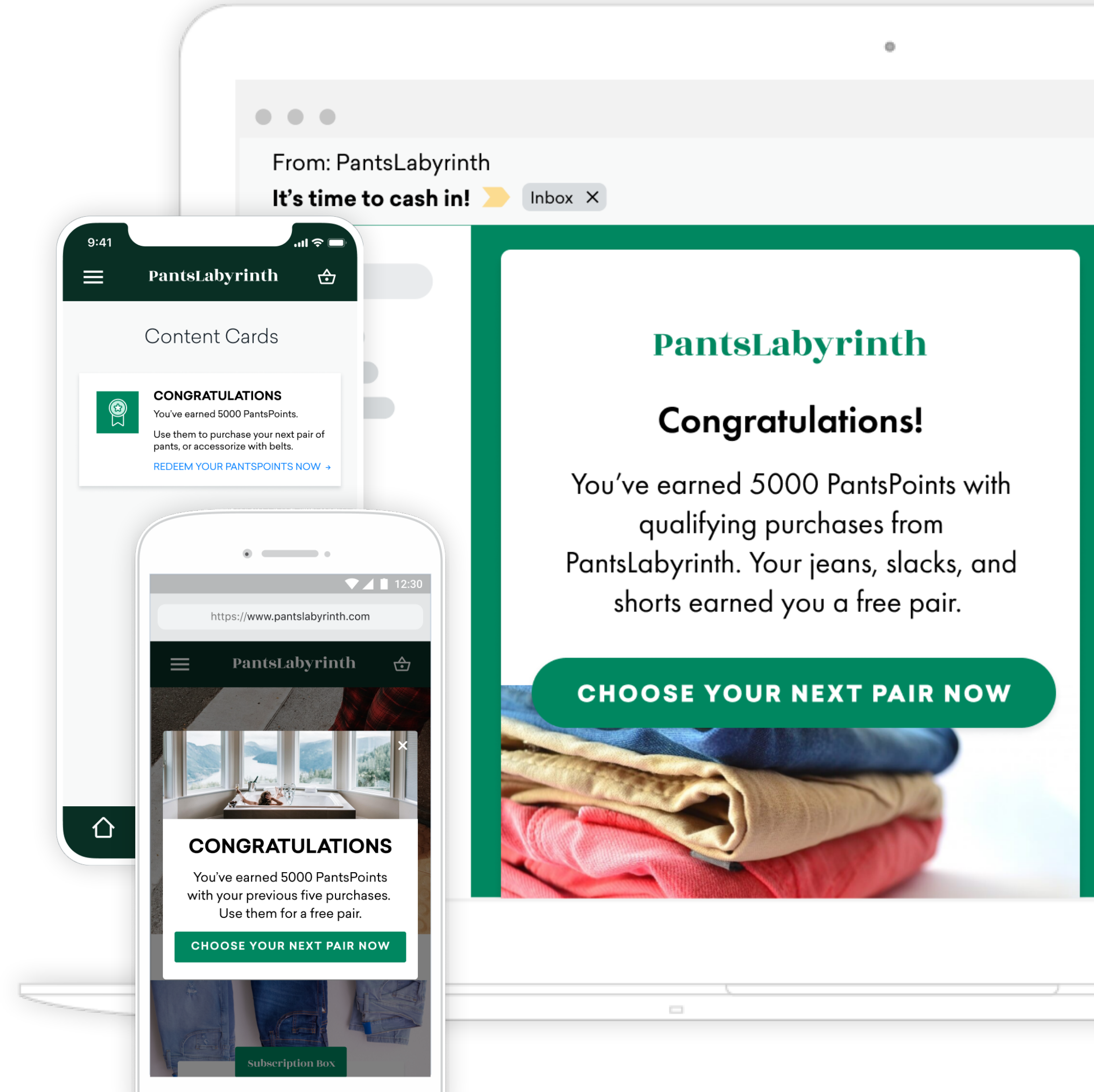
Campaign Solution: When users reach key points milestones or hit redemption opportunities, highlight those opportunities with personalized messaging powered by loyalty program data.

Value: By pulling in relevant information and deep linking right 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.



PRO TIP

Triggering loyalty campaigns when users take an action leads to a 6.9X increase in campaign conversion rate over scheduled messaging.



RETENTION USE CASE

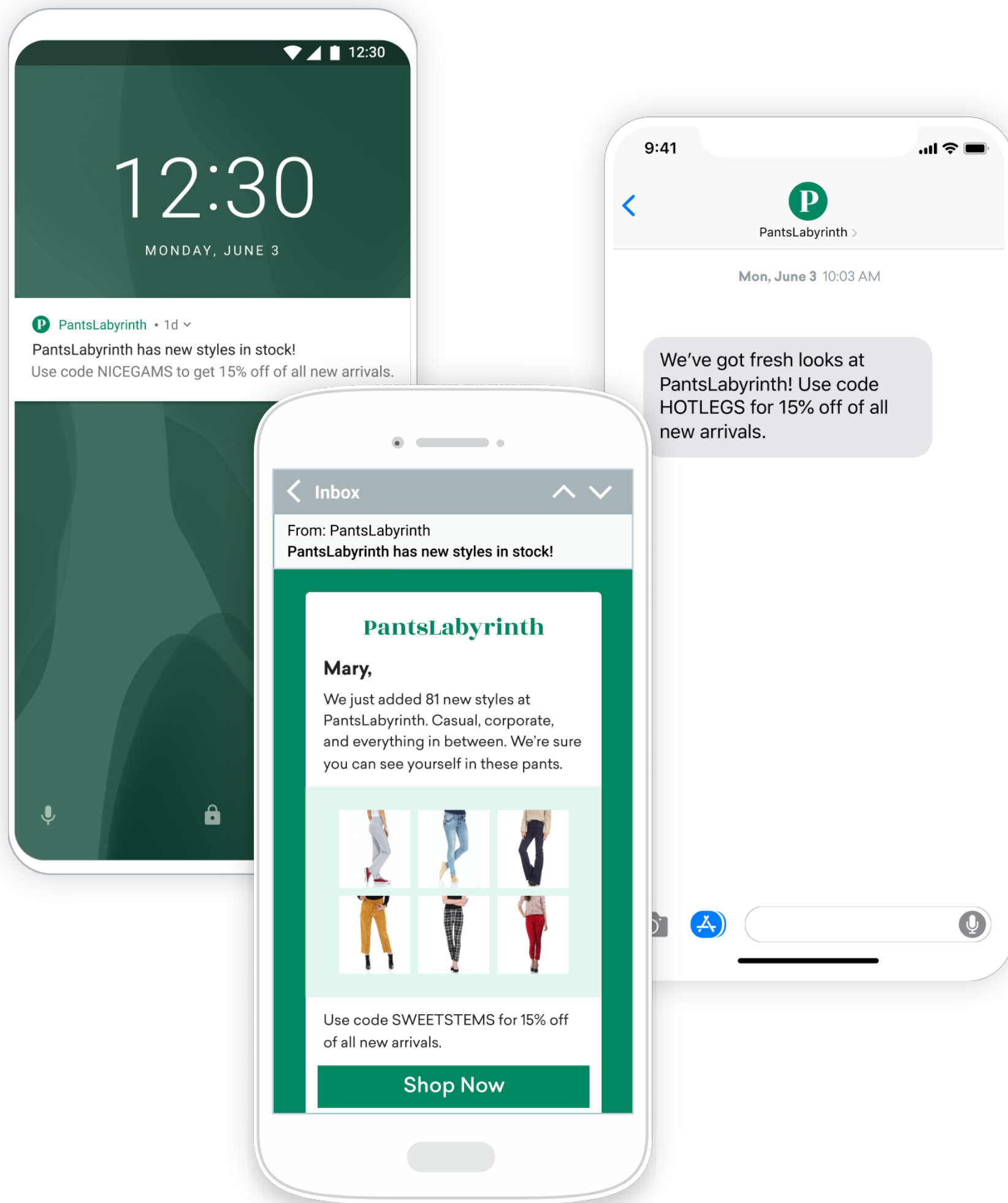
Win-Back

EFFORT LEVEL

1 2 3

SUGGESTED CHANNELS

Email Social Web Push
Mobile Push SMS/MMS



Problem: Customer attrition is eating away at your user base, and generic marketing is not bringing them back.

Campaign Solution: Leverage the user data at your disposal to lure back lapsed users by sending personalized re-engagement messages based on their past engagement. Use owned messaging channels and social advertising to reach them where they're active 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.



PRO TIP

Win-back campaigns that employ deep links are 63% more effective at driving users back to your app or website than messaging that doesn't include them

RETENTION USE CASE

Content Recommendations

EFFORT LEVEL

1 2 3

SUGGESTED CHANNELS

IAM IBM Email Content Cards
Mobile Push SMS/MMS

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

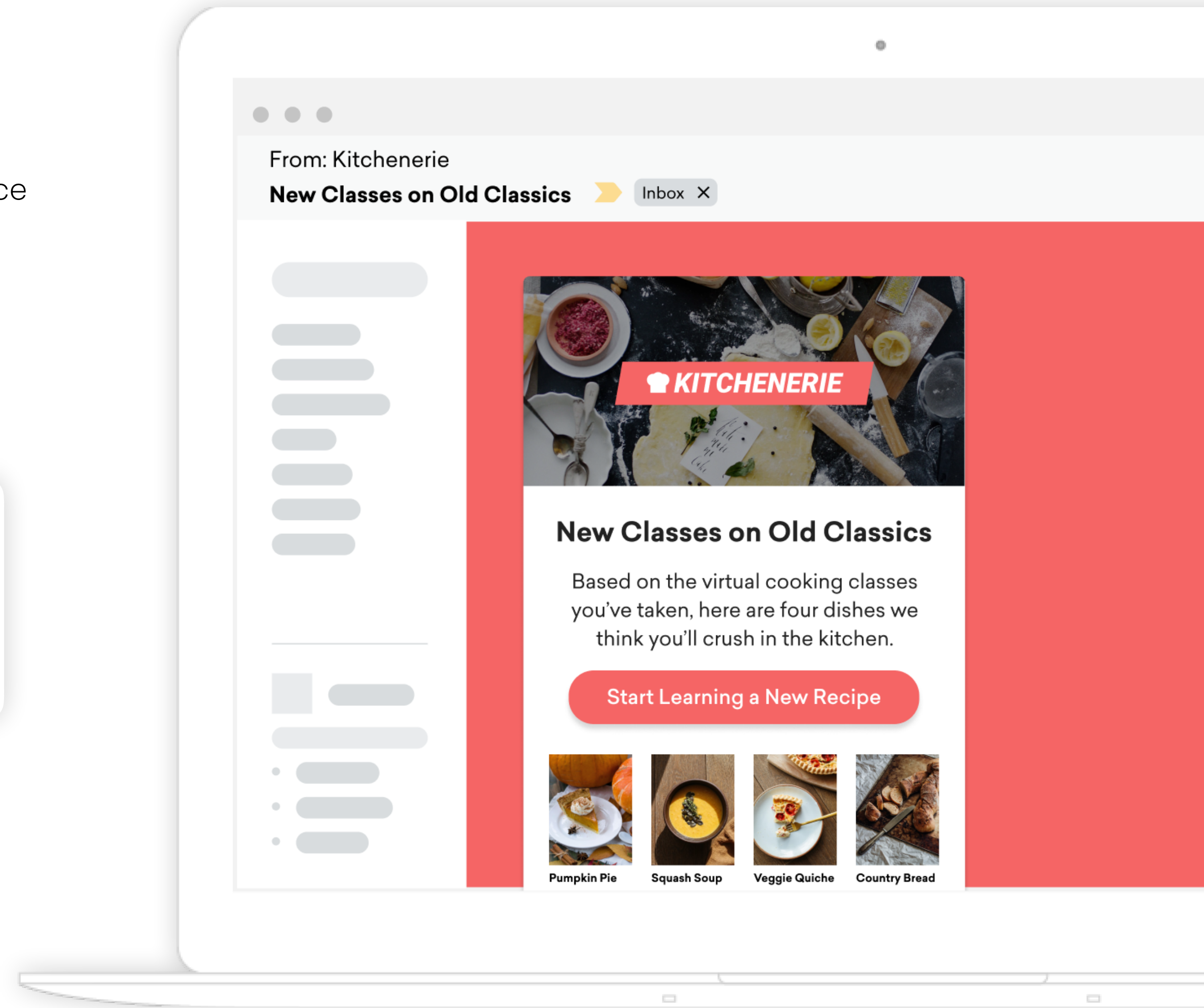
Campaign Solution: Use the data you have on user behaviors and preferences to surface relevant content in real time or draw them back into your product offering.

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



PRO TIP

Use dynamic content personalization to connect to third-party recommendation engines or internal systems to automatically personalize your messaging at send time.



Gamification

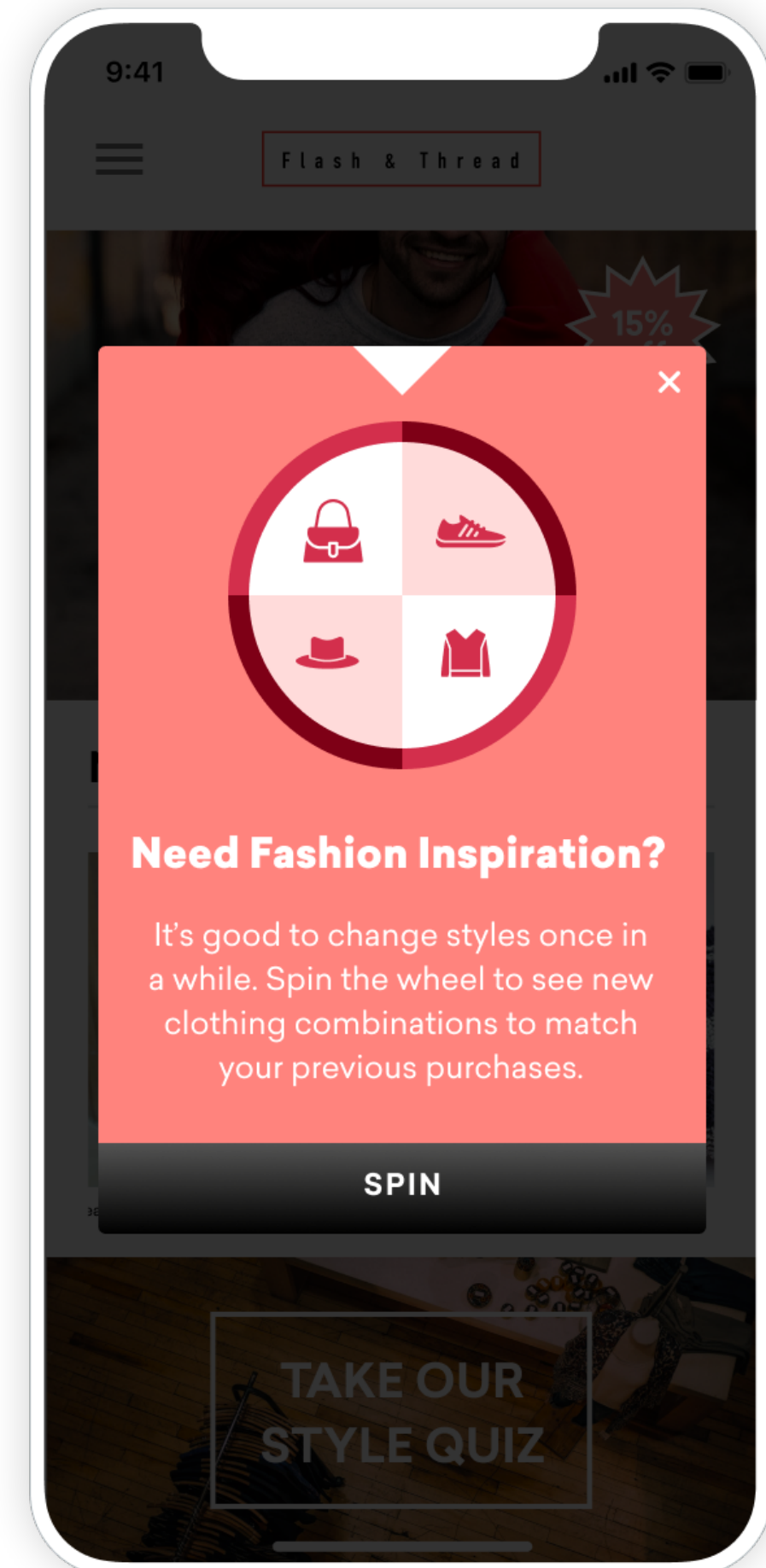
1 2 3

IAM IBM Email

Problem: Users aren't in the habit of using your product regularly—and simple notifications aren't motivating them to take action.

Campaign Solution: Gamify the customer experience by adding quizzes, competitive features, and other interactive elements to your customer engagement mix. Consider using the data at your disposal to build personalized messaging campaigns to drive users to participate.

Value: Interactive games and features motivate users to take specific and repeated actions.



PRO TIP

Leverage in-app messages with [custom HTML](#) to seamlessly include dynamic, engaging interactive elements to drive clicks.

RETENTION USE CASE

Abandoned Intent

EFFORT LEVEL

1 2 3

SUGGESTED CHANNELS

IAM IBM Email Content Cards
Web Push Mobile Push

Problem: Users are abandoning tasks before completing them, hampering your ability to drive revenue or build strong customer relationships.

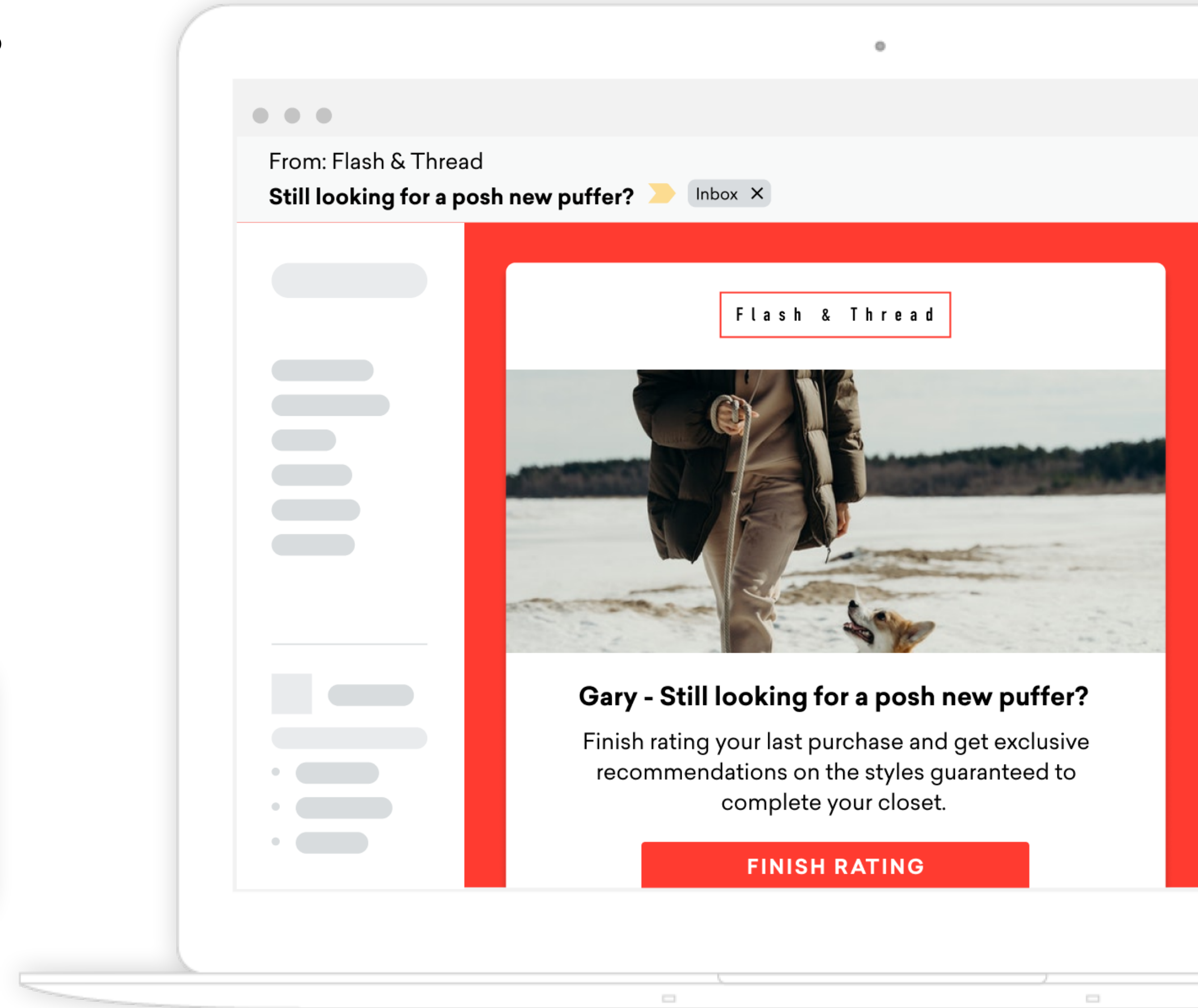
Campaign Solution: Nudge users back on track by creating contextual messaging based on user-specific information about their past actions in connection with the product flow and leveraging value-adds like discounts or exclusive content to get them over the finish line. Email and push notifications can reach out to users after they've left your site or app, and Content Cards provide a visually seamless bridge back to their place in your flow.

Value: Using past user behavior to drive conversions is an effective way to stand out and drive conversions in a distraction-filled marketplace.



PRO TIP

Using Liquid personalization in your abandon intent campaigns boosts conversions by 4.4X.



RETENTION USE CASE

Year-in-Review

EFFORT LEVEL

1 2 3

SUGGESTED CHANNELS

Email Mobile Push Social

Problem: Your brand needs to communicate its long-term value to engaged customers.

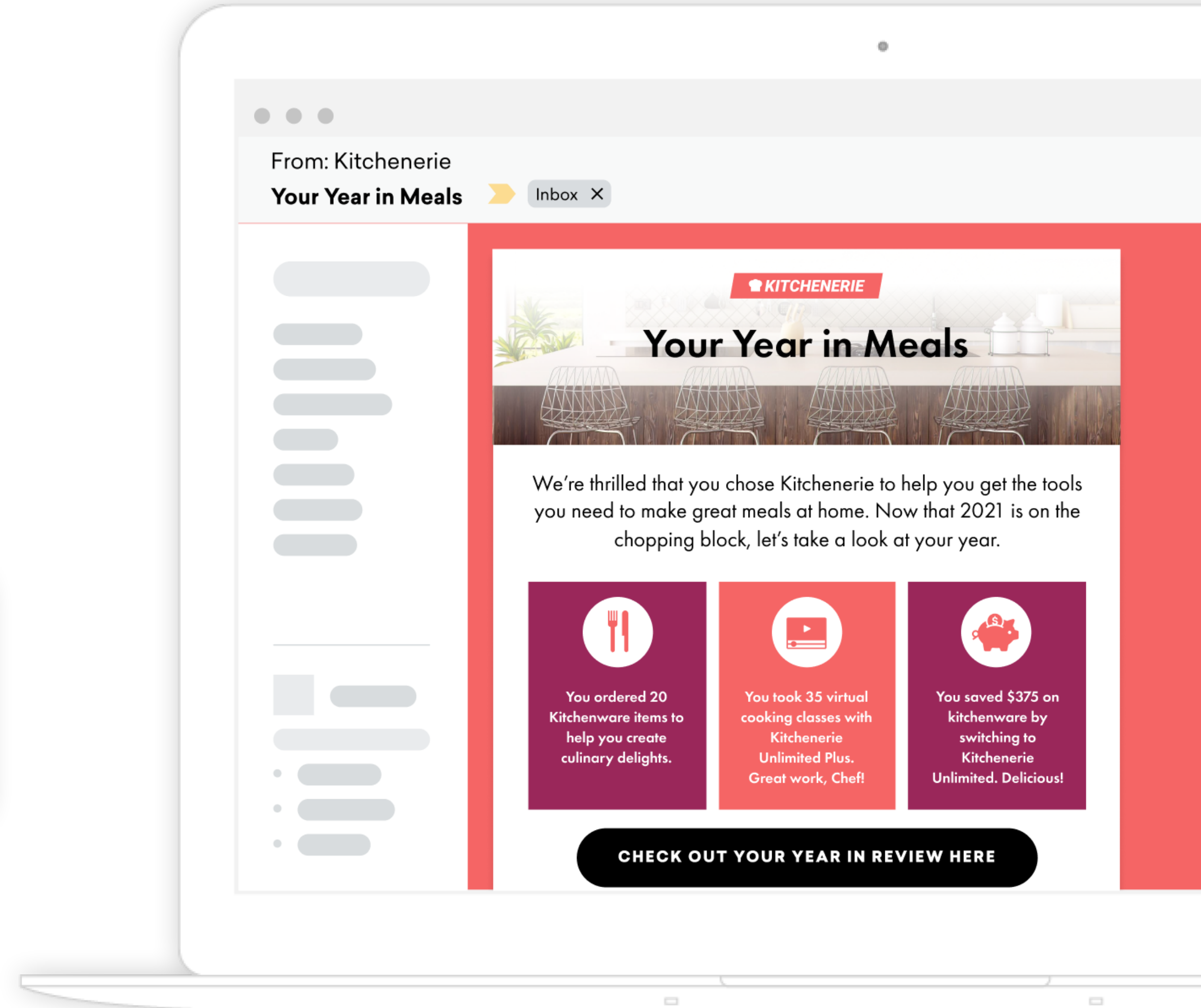
Campaign Solution: Remind customers of all the good times you've shared with a personalized year-in-review message highlighting the content they've consumed, items they've purchased, or experiences they've had. Leverage user behavioral data to individually customize the outreach and consider using deep links to drive them back to activities that 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 to share it with their connections, too.



RETENTION USE CASE

Value Demonstration Campaign

EFFORT LEVEL

1 2 3

SUGGESTED CHANNELS

IAM IBM Email

Content Cards

Problem: Competition is fierce, and customers are on the hunt for the best deal. You haven't articulated why you're different in a meaningful way.

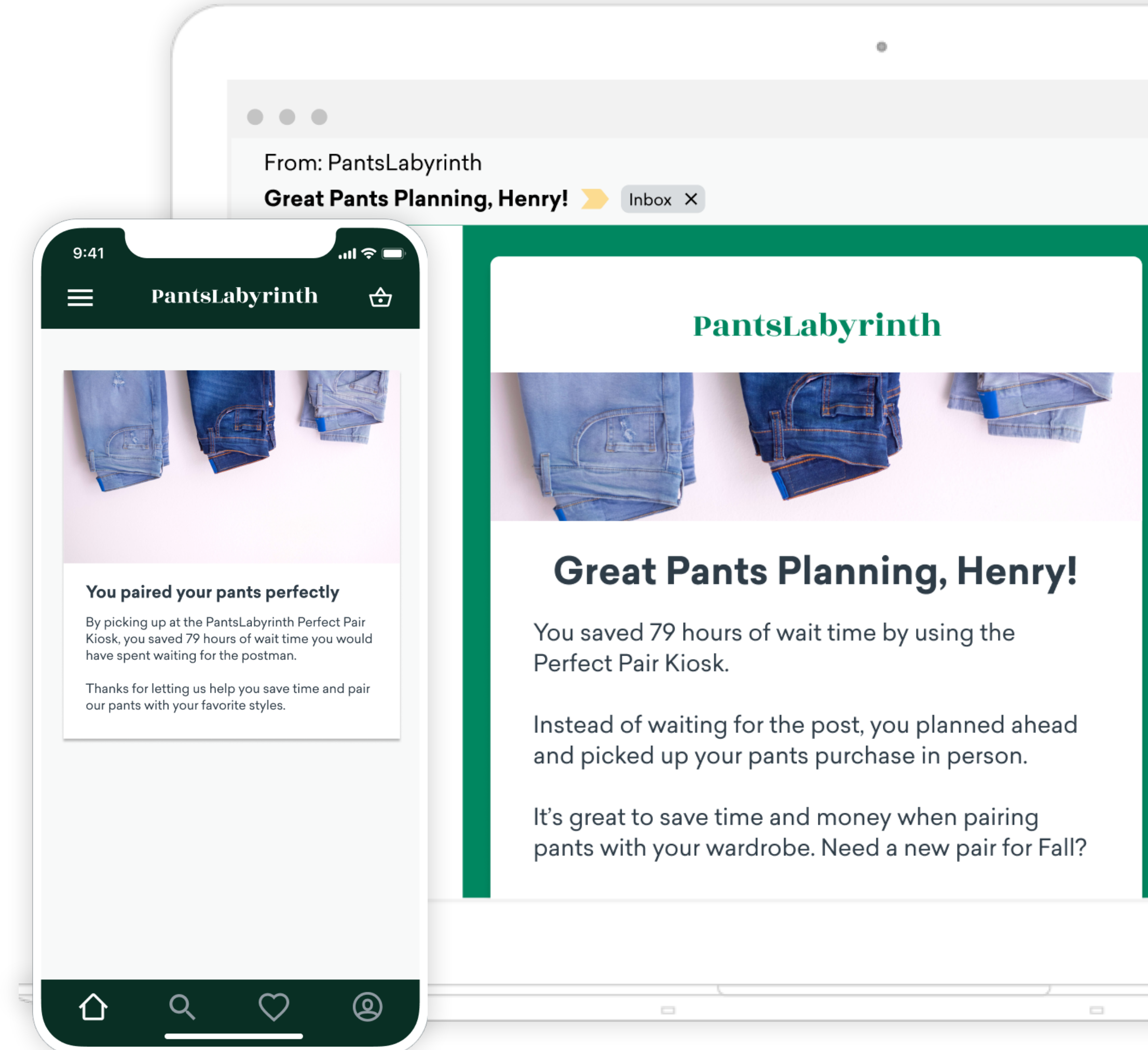
Campaign Solution: Personalize messages with information about how each customer has benefitted from your product. Depending on your brand and your business model, that might mean highlighting how much money a customer has saved with your service, or how much time they've spent engaged in an activity.

Value: Even dedicated users can deepen their appreciation of your brand and engage more deeply with what you can offer.



PRO TIP

Personalizing messages can boost conversion rates by 11–55% for loyalty campaigns, so customize away.



The Braze logo is centered in a white, cursive script font. The background is a dark grey-blue with a repeating pattern of light grey icons: lightbulbs and lightning bolts. The entire image is framed by a thin cyan border on the left and bottom, and a thin yellow border on the right.

braze

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