

At Braze, our **Growth Philosophy** is very simple

**Activation**

Activate customers  
more efficiently

**Engagement**

Keep customers  
around longer

**Monetization**

Make more money  
per customer

AT BRAZE,

***we believe***

Building an effective lifecycle strategy  
does not need to be complicated.

OUR MISSION,

Empower brands to identify and drive

***meaningful moments***

That lead to memorable customer  
experiences and **sustainable growth.**

*braze*





**Meaningful moments** exist across the entire customer lifecycle and drive **key business results**

## COMMON EXAMPLES OF MEANINGFUL MOMENTS

### Activation

Anonymous user converts to a known user



*Known users are X% more likely to make purchases*

### Engagement

User interacts with your brand across 2+ channels



*Cross channel users are X times more likely to be retained*

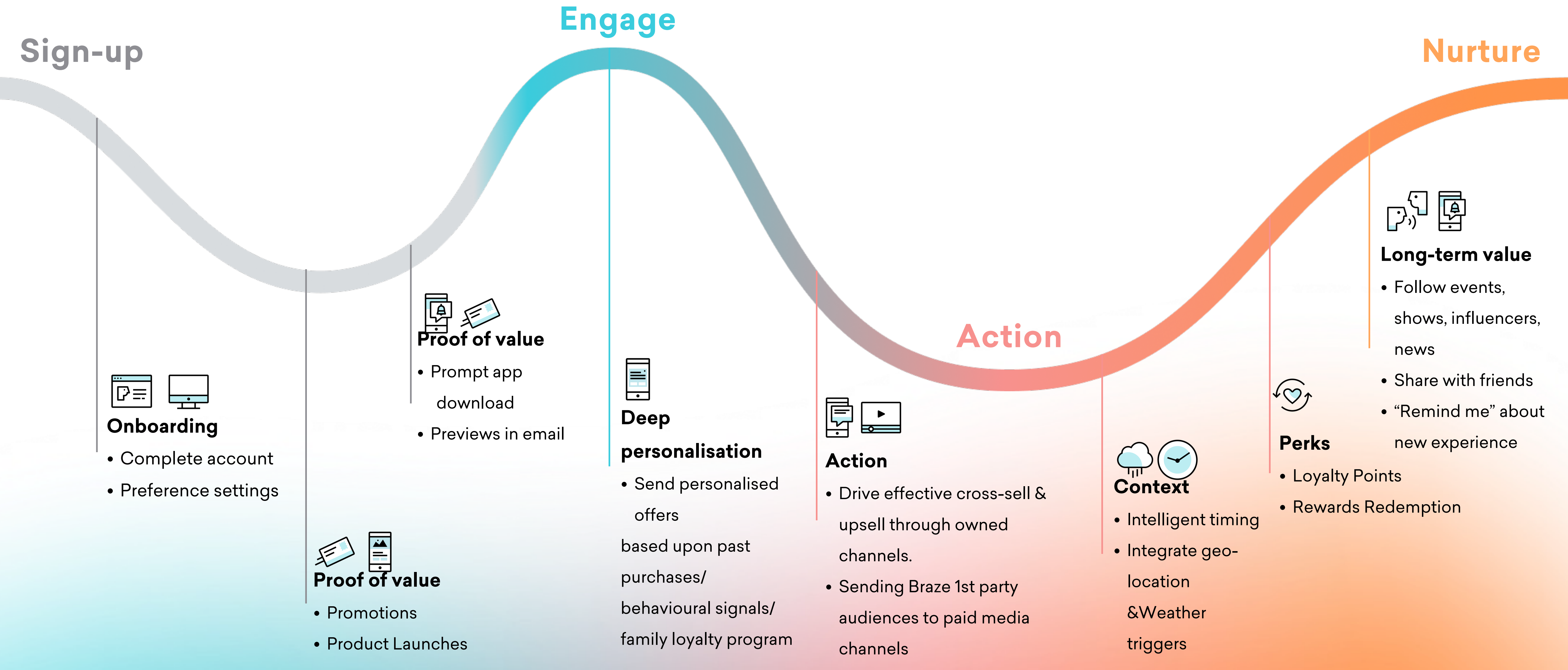
### Monetization

User joins loyalty program



*Users signed up for a loyalty program have X% higher LTVs*

# Engage, personalise and monetise across the customer journey



**Topic 1:**

**THE VALUE OF GETTING CUSTOMER  
ENGAGEMENT RIGHT (OR WRONG) IS  
MULTIPLYING**

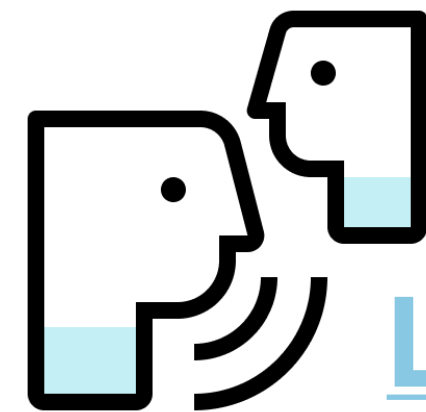
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ทวีคูณ

GETTING

**Customer  
Engagement**

**RIGHT.**

*braze*



Let's Discuss:

**WHICH CHANNELS ARE YOU CURRENTLY ENGAGING  
YOUR TARGET AUDIENCE & CUSTOMERS,  
AND WHY?**

ช่องทางไหน ที่คุณใช้สื่อสารกับลูกค้าบ้าง  
แล้วอันไหนที่คุณคิดว่า WORK ไม่ WORK

# The Difference Between Presence and Participation: The Cross-Channel Approach Across Industries

Brands who take a cross-channel approach that blends both in-product and out-of-product messaging channels tend to have the highest overall performance.

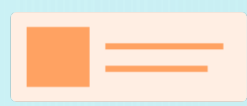
Out-of-Product Messages



EMAIL



MOBILE PUSH



WEB  
PUSH



SMS

In-Product Messages

IN-APP  
MESSAGES



IN-BROWSER  
MESSAGES



CONTENT  
CARDS



OTT/TV  
MESSAGES



**25%**

More Buyers

**64%**

More Purchases Per User

**13%**

Greater 30-Day Retention

**94%**

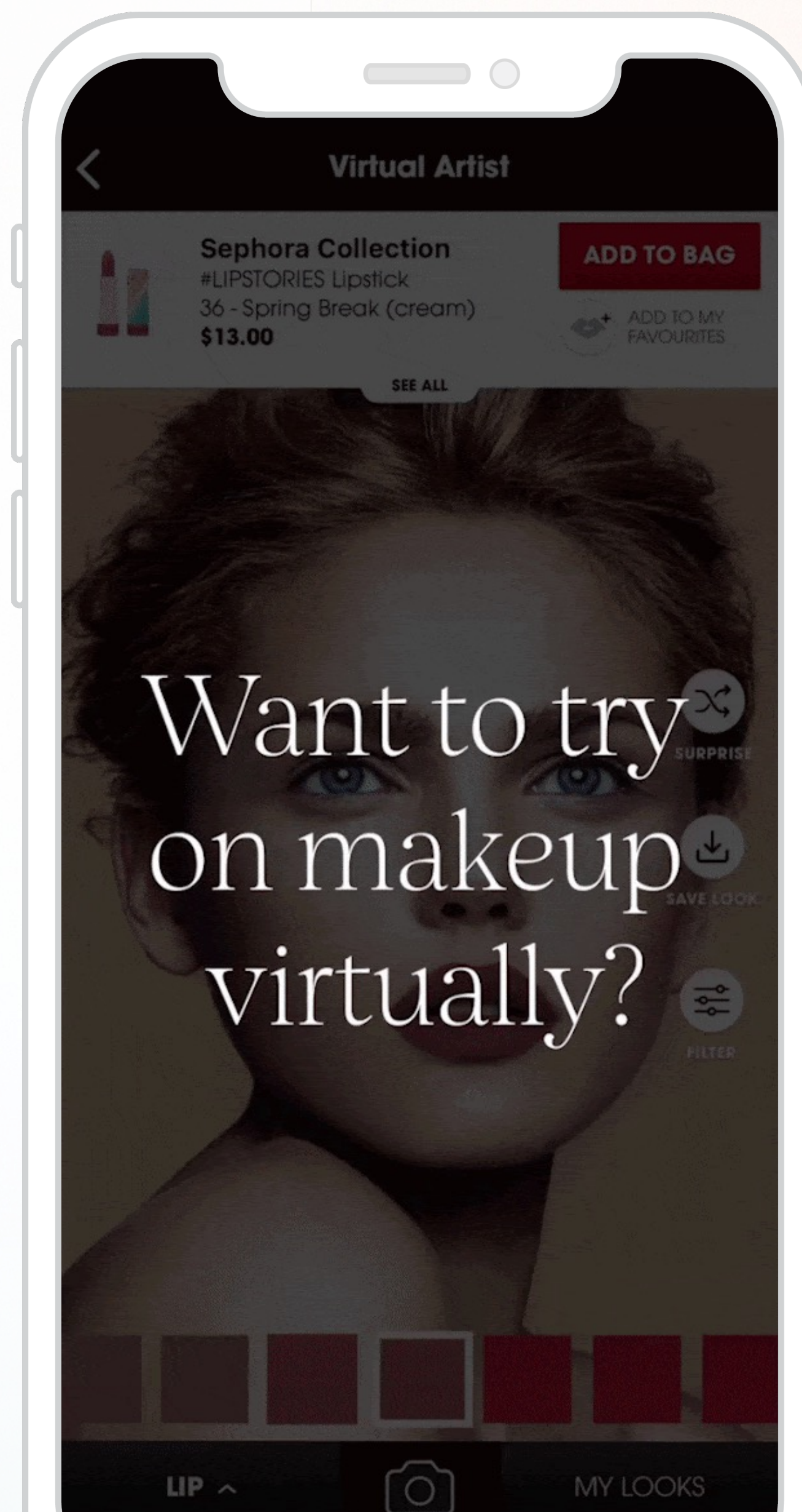
Higher Customer LTV

# SEPHORA

**28%** INCREASE IN  
USER ADOPTION

**16%** INCREASE IN  
USAGE-PER-USER

**48%** INCREASE IN  
OVERALL TRAFFIC  
TO THE AR  
FEATURE



## Sephora SEA Increases AR Feature Adoption Rates by 28% With a Cross-Channel Approach

The South East Asia arm of the multinational makeup mecca, Sephora, fosters a culture of experimentation in order to create engaging campaigns.

**PROBLEM:** Although Sephora SEA built an extraordinary augmented reality (AR) feature, user adoption of the new experience lagged due to low customer awareness.

**STRATEGY:** Sephora SEA created a step-by-step video highlighting the feature's value, which they delivered to a targeted segment of users through push notifications, Content Cards, and in-app messaging.

**RESULTS:** Through a creative yet easy-to-achieve campaign, Sephora SEA quickly increased their app's value to users.



**Topic 2:**

**HOW DO YOU APPROACH  
ANONYMOUS USERS?**

***'FROM UNKNOWN TO KNOWN'***

จากคนที่ไม่รู้จักทำยังไงให้เป็น แฟน?



**What users do you have more of?**

**Log in users**

**Non-log in users**

# Brands Are Investing in Zero-and First-Party Data Strategies

In 2021, Google announced plans to retire third-party cookies while Apple revealed a comprehensive set of new consumer-centric privacy features. To accommodate these changes brands are focusing on a few areas.

**96%**

Of brands plan to increase their marketing budgets

**42%**

Of brands plan on boosting how many channels they use

**38%**

Of brands plan putting more emphasis on zero-party and first-party data collection methods

# As brands focus on first-party data, they should prioritize engaging their anonymous user

**Anonymous Users:** Users who haven't been given an official identifier, like those who take action on websites without logging in or opt to "continue as guest,"

**57%**

Of new users in 2021  
were anonymous  
users

**80%**

Of anonymous users  
received no messages  
at all from brands.

## The Impact of Engaging With Anonymous Users on Just One Channel

**5.3x**

Increase  
likelihood to buy

**64%**

Increase likelihood to  
make a repeat purchase



# HOW DO YOU APPROACH ANONYMOUS USERS ?

***'FROM UNKNOWN TO KNOWN'***

จากคนที่ไม่รู้จักทำยังไงให้เป็น แฟน?

**Topic 3:**

**HOW DO YOU CREATE MORE  
MEANINGFUL MOMENTS ?**

**CAN YOU SHARE YOUR TOP CHALLENGE?**

แล้วจะเริ่มยังไงละ ให้มัน MEANINGFUL ?

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What do we *mean* by **meaningful moments**?

And why are they important?

Meaningful moments are a series of **behaviors** and **actions** you want your customers to perform when they interact with your brand .

Meaningful moments take a consumer from **signup**, to establishing a **habit** around your brands' **core value proposition**, all the way to deepening levels of **engagement**.

These moments are meaningful to **brands** in the sense that they are closely related to your **value proposition, business objectives** and most importantly **drive key business results** (activation, engagement and monetization).





# **HOW DO YOU CREATE MORE MEANINGFUL MOMENTS ?**

**CAN YOU SHARE YOUR TOP CHALLENGE?**

แล้วจะเริ่มยังไงละ ให้มัน MEANINGFUL ?



# 5 steps to drive MEANINGFUL MOMENTS

- 01 **Define and Prioritize** stages across the Customer Lifecycle
- 02 **Determine and Analyze** Your Brands Key Performance Metrics
- 03 **Identify** Meaningful Moments for Your Brand
- 04 **Evaluate** teams, Tools and **Processes** to drive Meaningful Moments
- 05 **Embrace** testing and experimentation

# GET REAL

We're going  
bigger and bolder

WITH *braze*

**Bangkok: 8 Nov 2022**

If you're looking to deliver better, more cohesive **cross-channel experiences** that your customers crave, and if you're not sure if you're on the right track, **Get Real With Braze Bangkok** is the event for you.

SCAN NOW

Register your interest!

