

braze

**Personalization:
The Key to Your
Digital Transformation**



INTRODUCTION

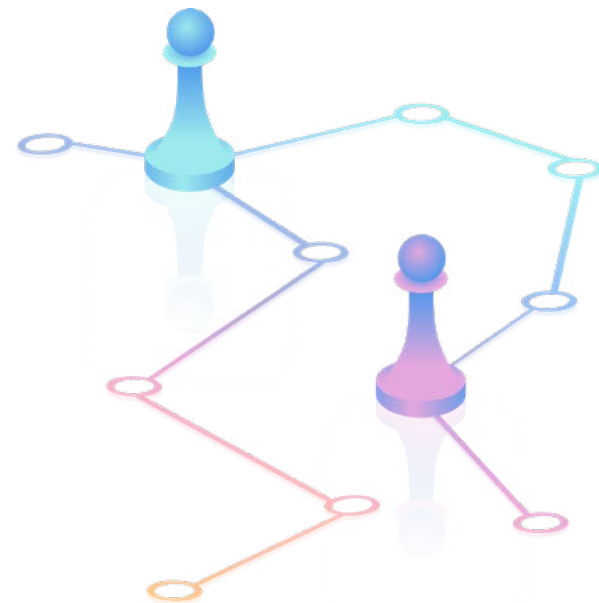
Consumer-facing brands today find themselves in the midst of a wave of digital transformation. Spurred on in part by COVID-19, consumers have shifted more activities online and have come to expect responsive, relevant, and personalized experiences.

For many brands, meeting these expectations means evaluating their tech stack and updating or replacing layers to ensure it can serve as an agile, flexible engagement engine. The old retail model, based on linear, repeatable approaches, is no longer enough to maintain brand loyalty. The swift rise of direct-to-consumer (DTC) brands—who are [730% more likely to trigger messages based on user actions](#)—only reinforces the idea that consumers want personalized interaction.

This shift poses challenges for product and IT teams. Already tasked with managing shifting tech stacks and responding to evolving data privacy laws, they now find themselves assisting marketing teams as they work to personalize customer experiences at scale. To do that successfully, they have to ensure the seamless timely flow of data between systems and provide marketers with the tools and support needed to serve

up tailored customer experiences without overwhelming their systems or teams.

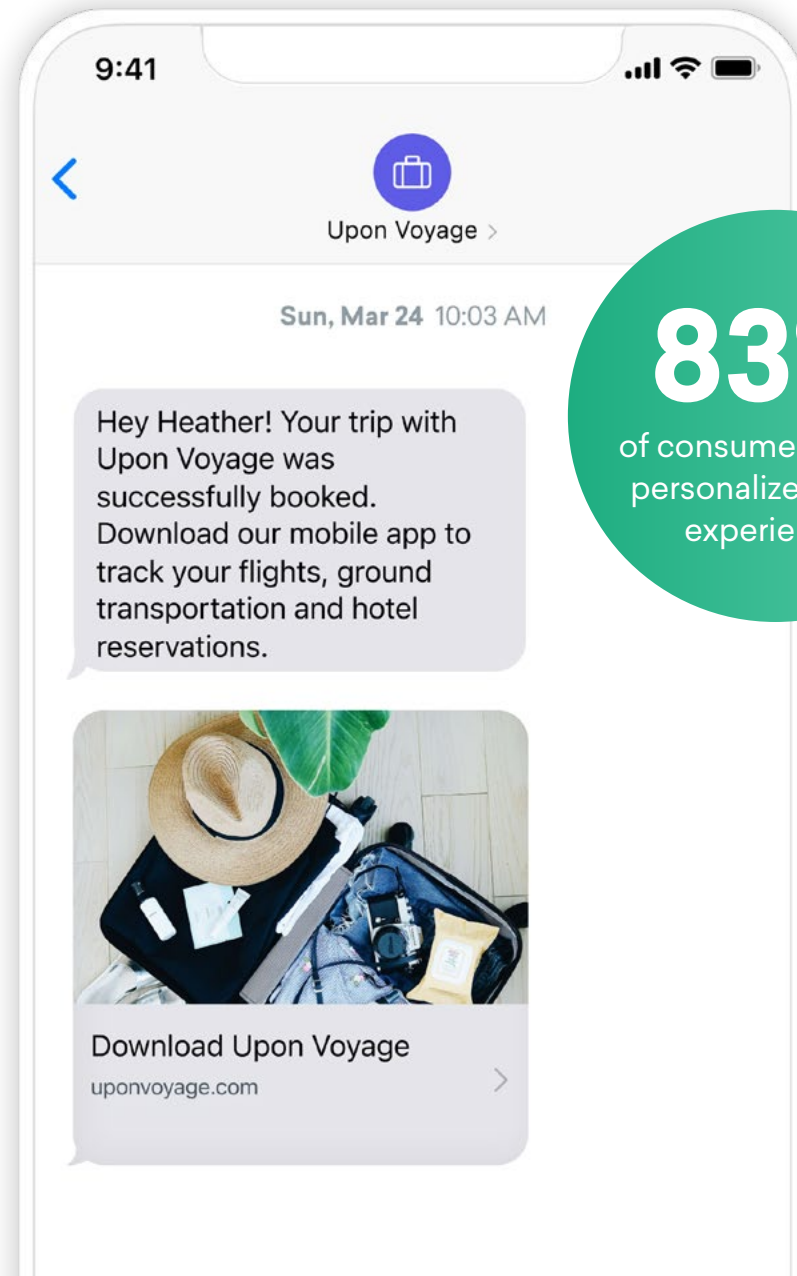
To help technical teams meet the challenges and opportunities associated with their brands' digital transformations, let's take a deep dive into what personalization looks like, how it can support stronger business outcomes, and how technical stakeholders can help address consumers' appetites for personalized experiences without triggering privacy concerns.



What Should Digital Experiences Look Like Today?

Mobile technology is transforming the way brands and customers interact. Smartphones offer brands more insight than ever into customers' behaviors and preferences. And in exchange for that data, customers want relevant, personalized digital experiences. In fact, [83% of consumers](#) now expect swift, timely personalization from the brands they patronize.

At the same time, people are beginning to disengage from much of the messaging they receive, in part because there's so much of it. Emails, push notifications, and in-app messages—to name a few—pop up all day, every day. So, how can brands stand out in today's crowded messaging environment and make the most of their customer relationships? By leveraging data to make the experience more appealing, relevant, and valuable for each individual user.



83%
of consumers expect
personalized digital
experiences

How Tech-Driven Personalization Can Support Stronger Business Outcomes

Effective personalization can take many forms, including adding a customer name to an email, customizing content on a website, or dynamically adding relevant products or news to a push notifications. When done right, personalization can deliver an average revenue uplift of 10-30%, support stronger customer relationships, and increased engagement with your brand. When done wrong, companies can actually lose revenue—a whopping \$1 trillion collectively, according to Accenture.

Relevancy and consistency are key here. Brands need to send relevant, personalized messages at consistent intervals to keep customers engaged. And speed matters: Waiting too long to act on customer data (e.g. browsing behavior, message engagement patterns) can lead companies to miss opportunities to strengthen relationships and drive more revenue. Worse, trying to personalize experiences with outdated information can sometimes alienate recipients—after all, who wants to receive a message telling them about a better deal on an item they’ve just purchased.

Personalization can deliver an average of 10-30% revenue uplift

\$1 trillion lost collectively due to poor personalization

Because it can be difficult to visualize what effective personalization looks like, we’ve provided four examples to showcase different types of personalization and how they add value.

Pizza Hut: Machine Learning

Before partnering with Braze, Pizza Hut had a strong, but relatively inflexible email and SMS program. The company stood up an incredibly nuanced multi-armed bandit (MAB) machine learning (ML) multivariate test, one that their previous vendor couldn't support. With Braze, however, they were able to leverage the test to drive stronger business results. The campaign included highly targeted emails with hundreds of variants, allowing Pizza Hut to test and optimize their email strategy in real time and driving a 30% increase in transactions, a 21% increase in revenue, and a 10% increase in profits compared to their standard email program.

Read the Case Study [here](#)

30%

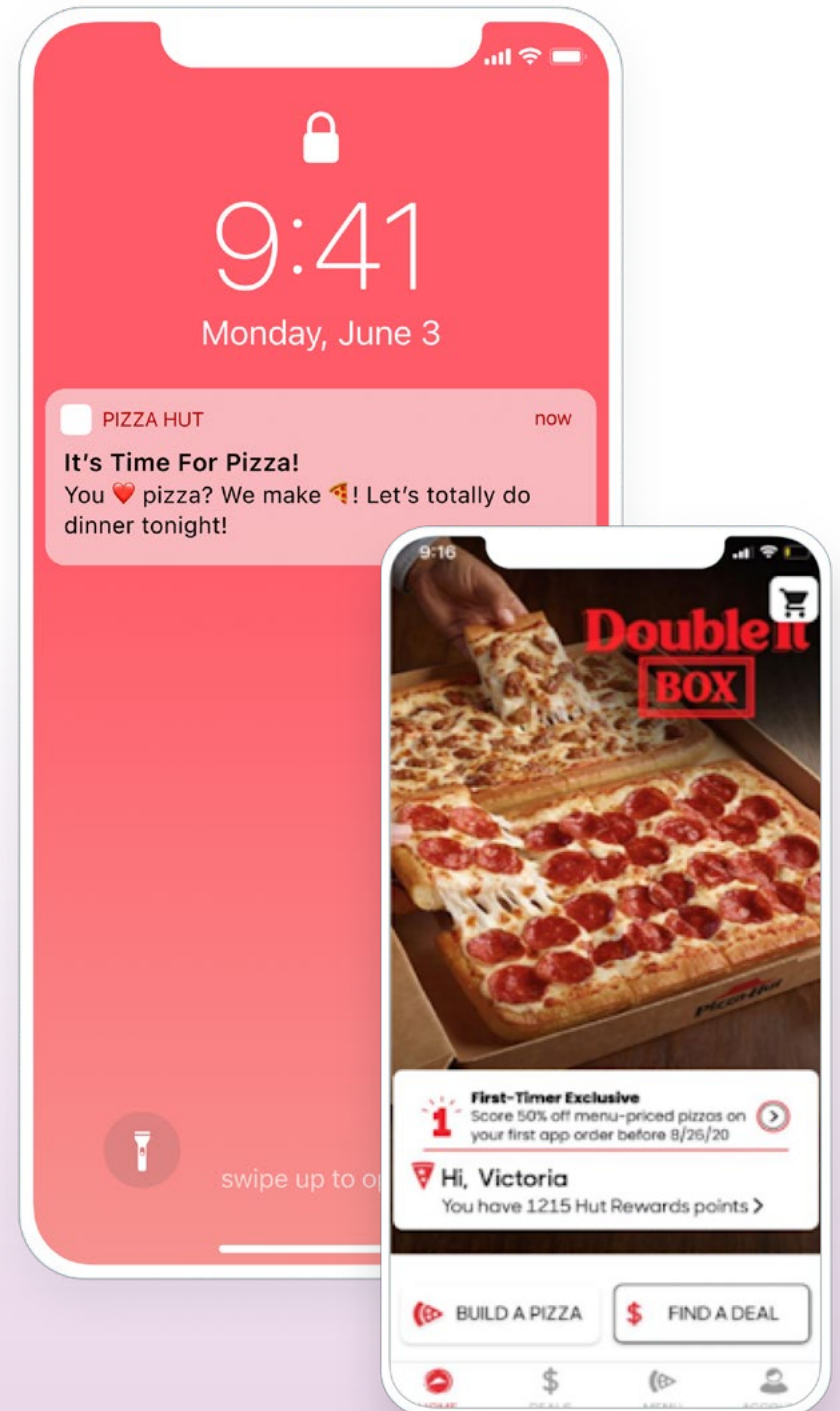
Increase in
transactions

21%

Increase in
revenue

10%

Increase in
profits



Grubhub: Email

Grubhub wanted to send its 30 million diners a year-end summary of their Grubhub activities as part of an email campaign to build brand awareness and drive usage. They used [Braze Content Blocks](#) which makes it possible to save content for repeated use across messages/channels, and [Liquid personalization](#) to automate the process of integrating personalized content into the emails, allowing them to feed user data via API into 32 custom attributes directly from Grubhub's data warehouse. The campaign led to a 100% increase in social media mentions and an 18% lift in word-of-mouth mentions.

Read the Case Study [here](#)

100%

Increase in social
mentions

18%

Lift in word-of-mouth
mentions



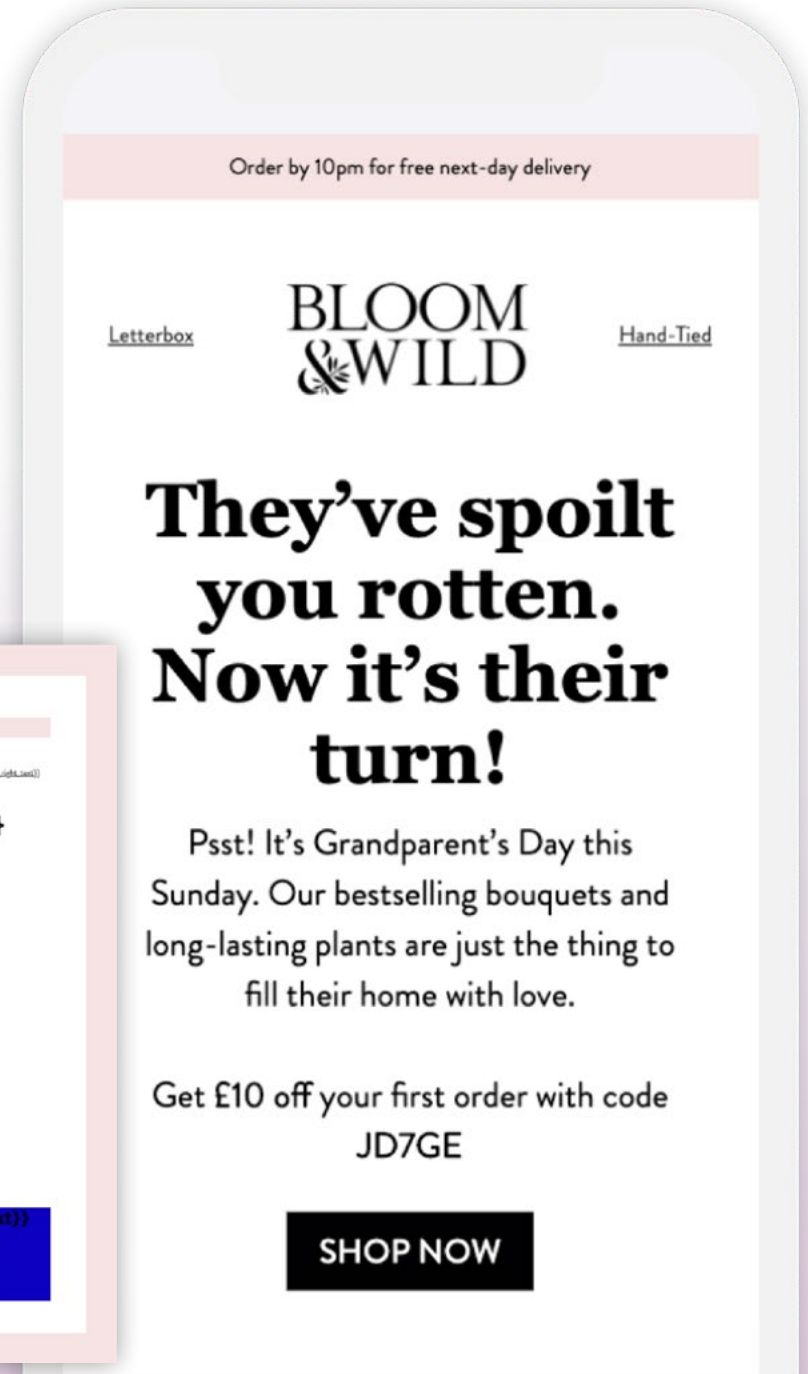
Bloom & Wild: Content Blocks

UK-based eCommerce flower delivery service Bloom & Wild needed a way to efficiently create more customer-centric, personalized email campaigns. To make it happen, the brand leveraged Braze Content Blocks, allowing their development team to build editable modules within email messages that could be easily customized by the company's CRM team without requiring in-depth technical knowledge. This resulted in an 85% reduction in build time, a higher customer response rate, and an increased average order value.

Read the Case Study [here](#)

85%

Reduction in
build time



tiket.com: Cross-Channel Messaging

tiket.com, a leading Online Travel Agency (OTA) based in Indonesia, was looking to evolve their onboarding process to keep customers on their app and website engaged. The company prides itself on its straightforward booking process, an easy-to-create user profile, and stress-free rescheduling, and they turned to Braze to bring that simplicity and customer-centric approach to their onboarding process. Their new flow greeted users on the web and in their app with in-browser and in-app messages, respectively, then followed up with emails and push notifications featuring individually customized promo codes. Following the initial targeted interactions welcoming new users, tiket.com continued to personalize their interactions based on where each user was in their customer lifecycle, resulting in a 3X increase in revenue, 1,285% increase in usage of onboarding-specific promo codes, and a 572% lift in impressions.

Read the Case Study [here](#)

3X

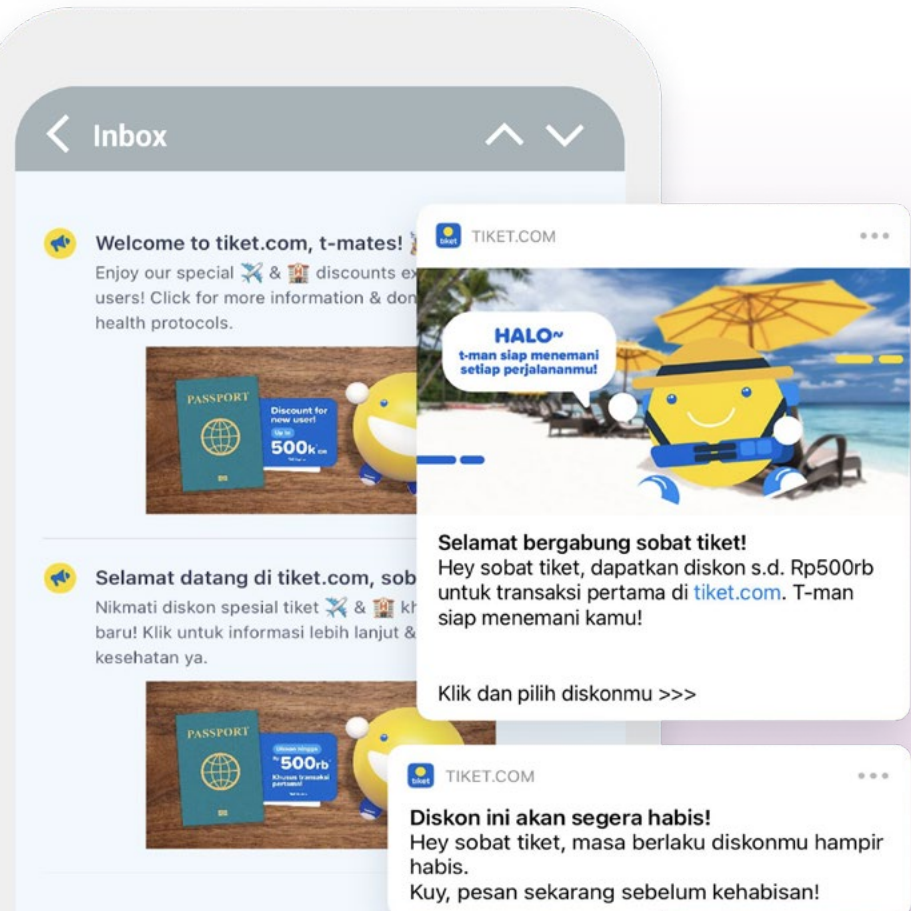
Rise in revenue

1,285%

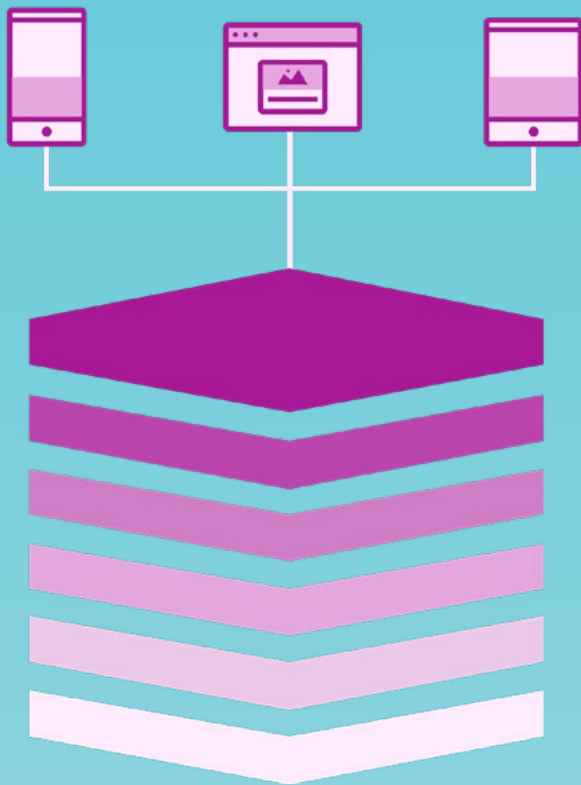
Boost in usage of
onboarding-specific
promo codes

572%

Rise in
impressions



Personalization: A Challenge and Opportunity for Technical Teams



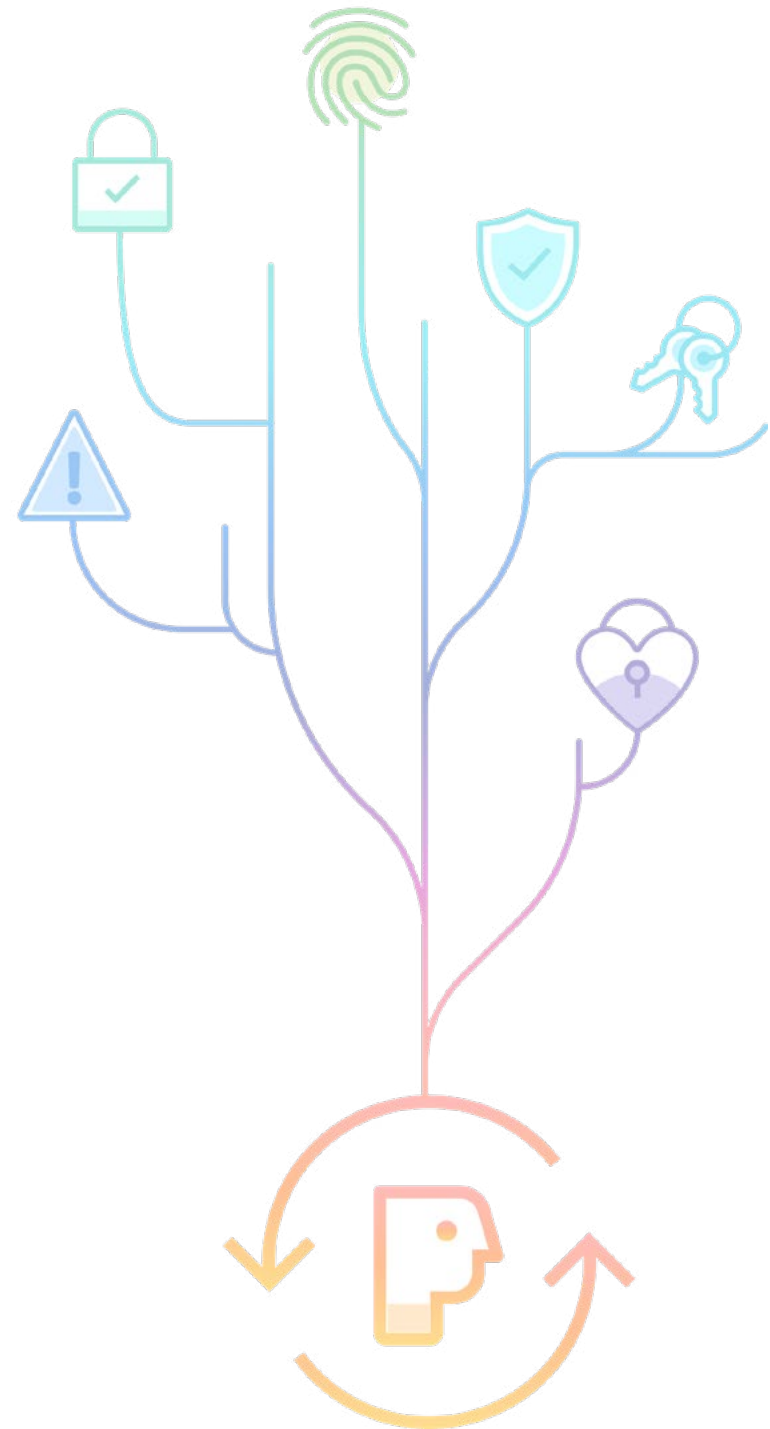
Before brands can effectively personalize their messaging, they need a [marketing tech stack](#) that allows them to ensure real-time connections between best-in-class technologies to support responsive, relevant brand experiences.

That need can put a lot of pressure on technical teams. After all, they're often the ones charged with building, managing, and iterating on that tech stack, ensuring that it can support [data agility](#) (i.e. the ability to move data at the speeds required to serve the needs of the company and its customers), and collaborating with marketing stakeholders to maintain a positive, personalized user experience.

Given that, let's take a look at three key factors facing these teams as they work to support their brands' personalization efforts:

1. Customer-Centric Data Collection and Compliance With Privacy Laws

In order to personalize messages, brands need customer data. Yet stricter data privacy regulations and shifting consumer attitudes around their data have forced brands to rethink how they collect and use that sort of information. For technical teams, that means working with consumer-facing teams to make sure the company is collecting the kinds of data needed to enhance the customer experience—and communicating the reasons behind that data collection to users in order to maintain trust and transparency. And it's not enough to just comply with laws like the EU's GDPR and California's CCPA; technical teams need to ensure that they're embracing privacy/security by design to safeguard the personal information in their care.



2. Balancing Best-in-Class and Legacy Technologies Within an Integrated Tech Stack

Beyond supporting effective data collection, technical teams are often charged with building, maintaining, and optimizing a customer engagement ecosystem capable of breaking down data silos between teams and technologies and providing marketers with a 360-degree view of each customer. That poses another challenge—namely, finding ways to integrate modern, real-time solutions with legacy technologies that aren't necessarily built for easy connections with other systems.

One scalable way to handle that issue is by leveraging a [customer data platform \(CDP\)](#). Most leading CDPs make a point of building bespoke integrations with a wide variety of legacy systems and modern solutions alike. That allows brands to support connections, data integration, data governance, and audience management when working with both, say, a legacy database that batches data and a customer engagement platform built on streaming data, enabling the sorts of timely message personalization that customers today expect.



3. Demonstrating that IT Can Support Stronger Revenue and Profitability

Although creating a tech ecosystem that enables real-time personalization can take a significant amount of work and investment, it also serves to deliver wide-ranging value both for customers and across entire organizations. Importantly, it also gives technical teams the opportunity to demonstrate their contributions to the company's bottom line. By building and optimizing a tech stack that offers an in-depth, 360-degree customer view, technical teams can showcase how they're working with customer-facing teams to boost significant business metrics such as engagement, revenue, and customer retention. And the upside can be significant—[bung](#) leveraged its best-in-case technology stack to boost paid subscription rates by 13%.



Personalization: What Exceptional Customization Can Look Like

To support a better understanding of what best-in-class personalization really is, let's explore what that can look like.

Take this food delivery app—which we'll call Calorie Rocket. The company gives users thousands of delivery options; however, to help avoid overwhelming customers with options, Calorie Rocket decided to serve up three different types of recommendations:

- Restaurants new to the customer, suggested based on their favorite cuisine.
- Restaurants with cuisine that the customer has never ordered before.
- The customer's most ordered from restaurants that have active offers.

31%

Increase in recommendation
email open rates

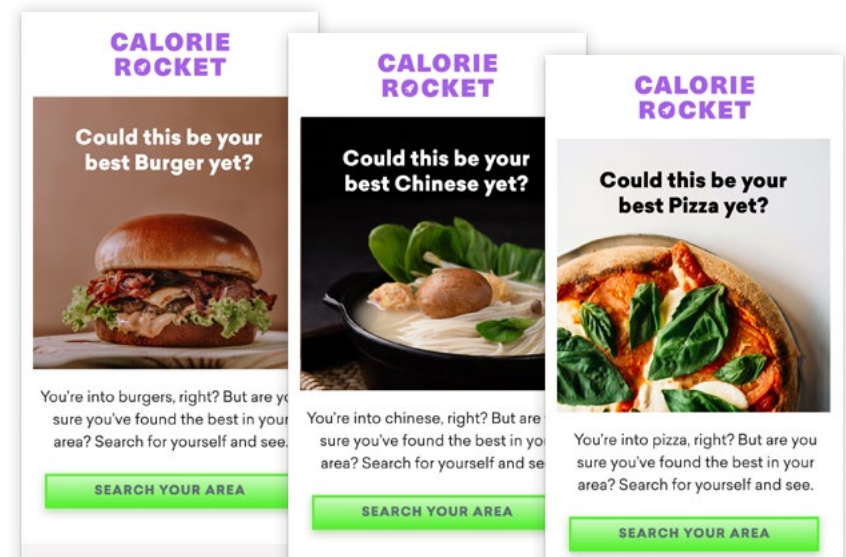
5%

Uplift in orders

To create these recommendations, Calorie Rocket used the Braze platform's [Content Blocks](#) and [Connected Content](#) dynamic personalization tool to individually tailor each message based on its recipient and dynamically pull in relevant content from the company's internal systems.

Going beyond recommendations, Calorie Rocket launched a lifecycle email program using the [Braze Canvas](#) customer journey management feature along with push notifications, in-app messages, and [Content Cards](#).

The result? Calorie Rocket saw a 31% increase in click-to-open rates for recommendation emails and an uplift in orders of up to 5%.



Final Thoughts

Personalization is no longer a nice-to-have for brands; it's essential to any modern marketing strategy.

And like any good strategy, it requires a combination of research, planning, and the tools to execute it. However, with the right data and a tech stack that supports scalable personalization and seamless cross-channel messaging, technical teams can facilitate exceptional digital experiences that keep customers coming back.

Interested in learning more about creating a personalization strategy in an era that prioritizes customer privacy? Check out the Braze guide on [balancing personalization and privacy to get started](#).

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