

Keynote Presentation | **[Customer Engagement]**  
Charting the Path to Profitability: Crafting the Ideal Customer  
Engagement Strategy



*braze*

**KAO SUTTHITHAM**

Head of Thailand  
Braze

*braze*

**Charting the Path to Profitability:  
Crafting the Ideal Customer Engagement Strategy**

**The MarTech Summit Bangkok, 18 & 19 October 2023**

# Agenda



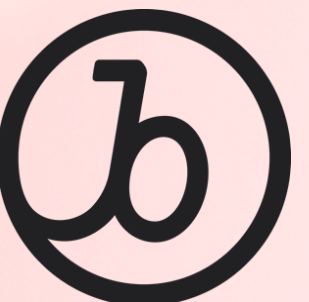
## **Kao Sutthikiat Sutthitham**

Head of Thailand, Braze

- Building trust with your customers during uncertain market condition
- 6 Strategies to Increase Revenue and Reduce Cost
- Introduction to Braze

# **Building trust with customers in an uncertain market**

**การสร้างควมไว้วางใจให้กับลูกค้าในช่วงเวลาที่ตลาดผันผวน**



# Uncertainty in today's world



**ASIA SAILS INTO HEADWINDS FROM RATE HIKES, WAR, AND CHINA SLOWDOWN**

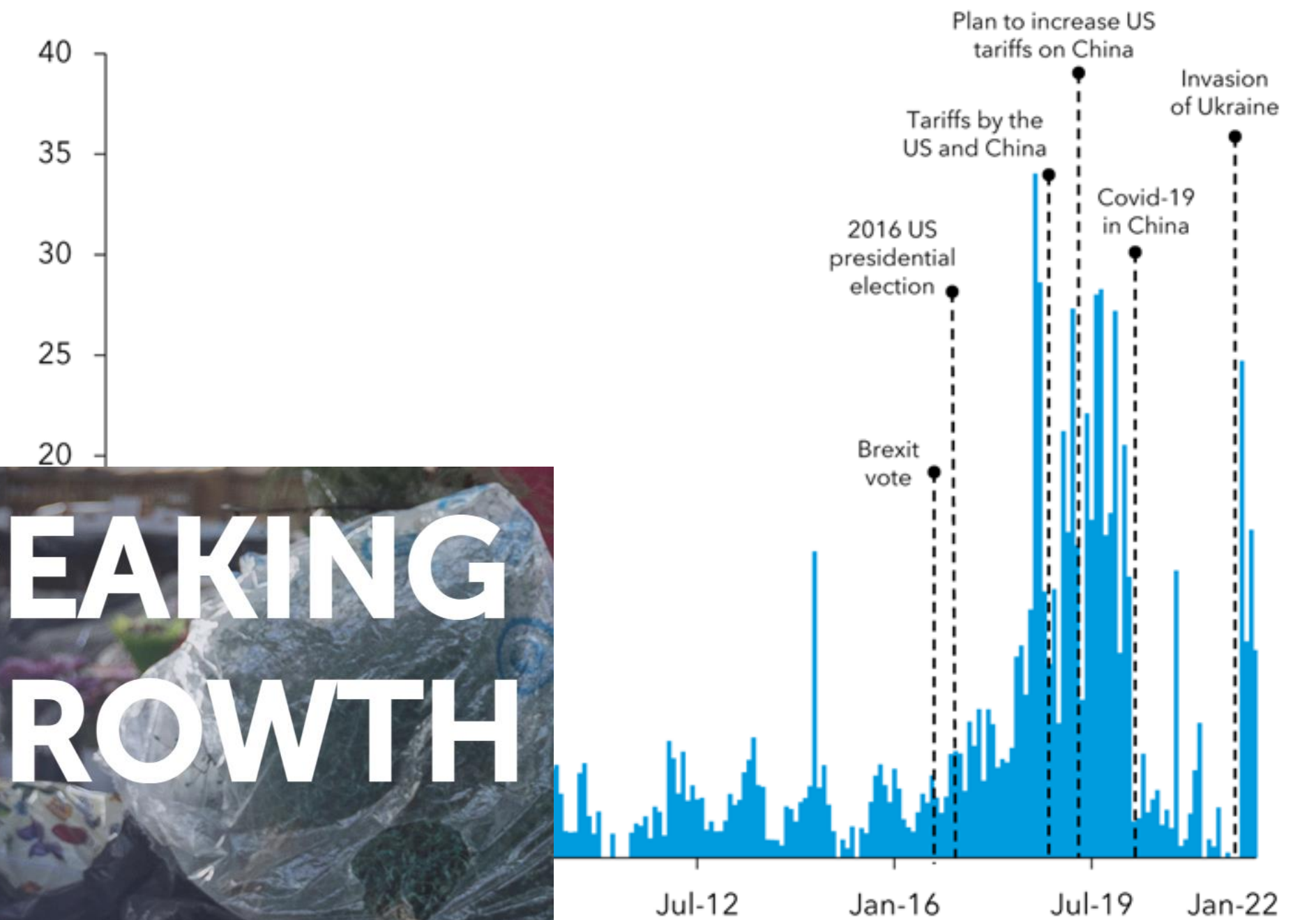
**COUNTERINFLATION COST-OF-LIVING CRISIS**  
OCTOBER 2022

**INFLATION PEAKING AMID LOW GROWTH**  
JANUARY 2023

## Turbulent era

Signs of trade fragmentation are increasing, with trade-related uncertainty surging in recent years.

(trade uncertainty contribution to World Uncertainty Index, percent)



IMF



# Shift in consumer behavior amidst recession fears

70%

“I look for deals and promotions more often.”

54%

“I order less food or drinks for delivery.”

48%

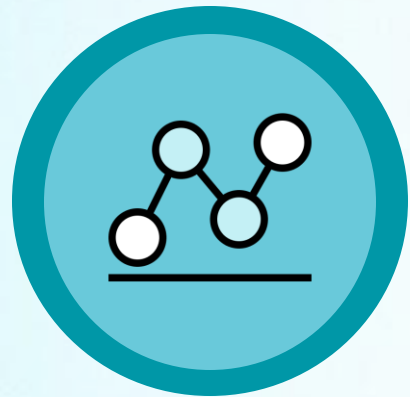
“I dine in at sit-down restaurants less.”

# Marketing to users in the Uncertain time

*(How to get into user's mind?)*



# Change the conversation



**Emphasis on Growth**  
เน้นการเติบโต

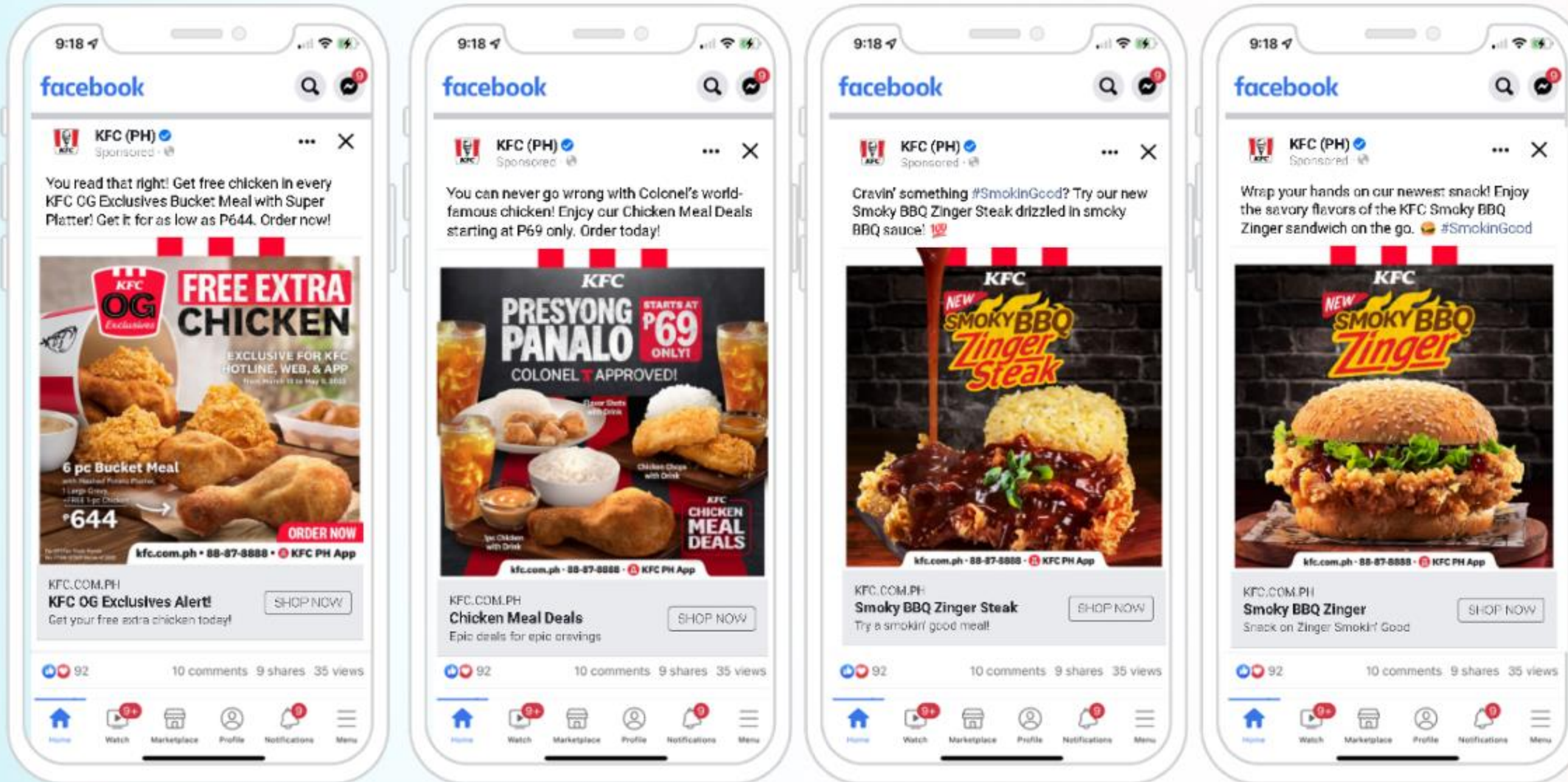


**Emphasis on Preservation**  
เน้นการรักษา

- Acquire new customers (buy more ads)
- Improve conversion rates
- Upsell Premium Products
- Improve Market Share

- Protect your current customers
- Maintain margins
- Protect your 10% VVIP (Pareto Rule)
- Prevent Churn





**50%** LOWER COST PER ACQUISITION

**4X** REVENUE SHARE FROM PAID CHANNELS

**30%** LOWER PAID MEDIA BUDGET

## KFC Takes Cross-Channel Strategy to the Next Level with Audience Sync to Facebook

**IDEA:** KFC a key player in the Philippines quick-service restaurant vertical knew that to deliver a best-in-class strategy, they require orchestrating messages across a diverse variety of touchpoints, blending both paid and own channels.

**SOLUTION:** By harnessing Braze's Audience Sync step, KFC was able to reel back lapsed users, as well as map out lookalikes of up to 3% close match for targeting. In parallel, mutual exclusions were also implemented to minimise overlaps and wastage, achieving stronger retention and acquisition of high-converting users at lower cost.

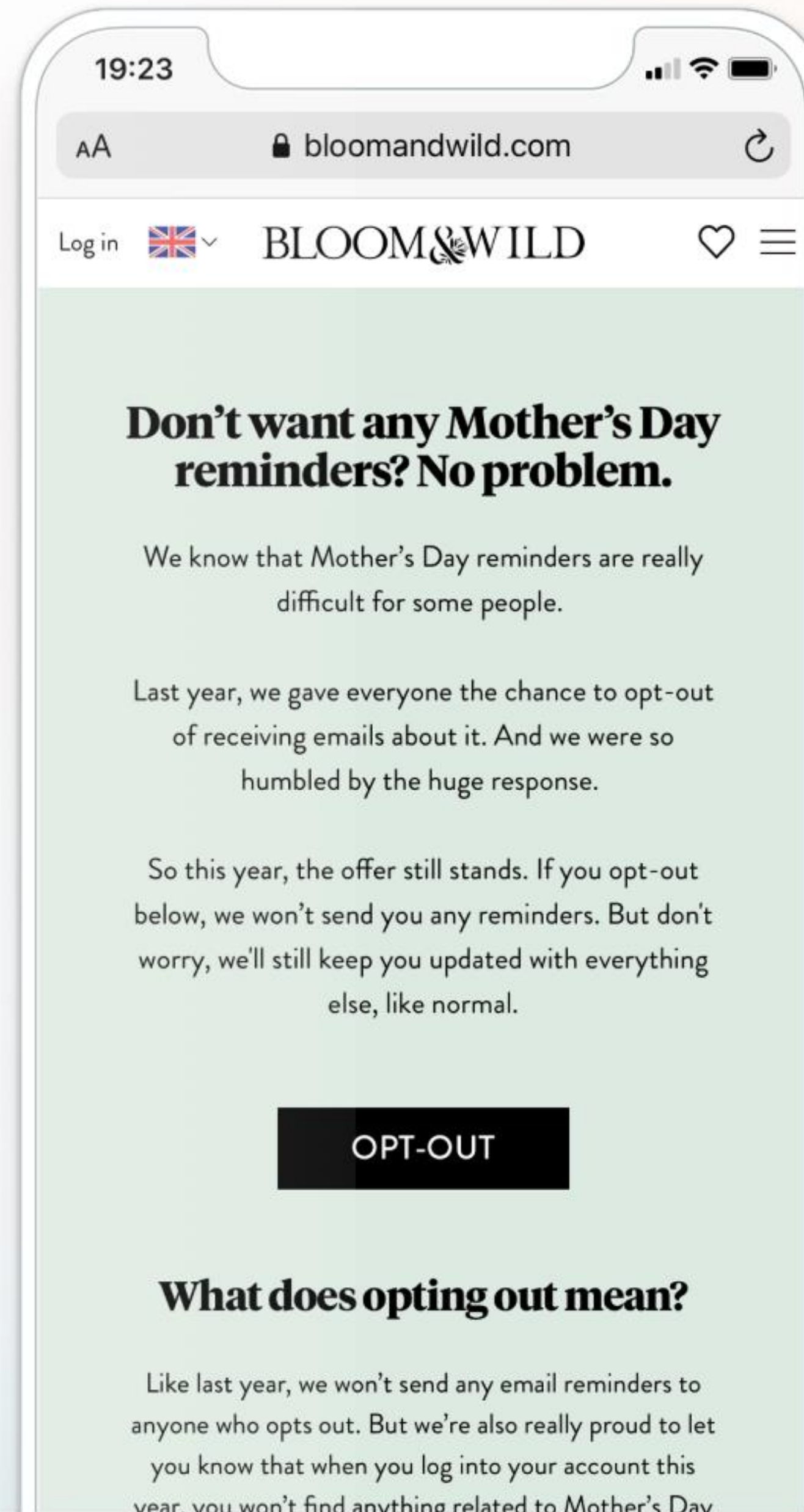
**RESULTS:** Undoubtedly those two cohorts emerged as their best performing audiences, having linked this data to their Facebook channels drove a 50% lower CPA, 4X more revenue share from paid media, whilst running with 30% lower budget.



**5X** INCREASE IN  
CUSTOMER  
FEEDBACK

**20%** TWITTER  
CONTACT  
VOLUME

**18,000**  
OPT-OUTS



## Bloom & Wild's Opt-Out Campaign Boosted Customer Feedback by 5x

Bloom & Wild, the UK's leading ecommerce flower delivery service, channels their core values to deliver a thoughtful Mother's Day opt-out campaign.

**PROBLEM:** Bloom & Wild customers with sensitivities around Mother's Day experienced an emotional toll when they were sent messaging about the holiday.

**STRATEGY:** The creation of an opt-out email campaign where customers could decline to receive Mother's Day communications from Bloom & Wild with just one click.

**RESULTS:** With almost 18,000 customers opted-out of their upcoming Mother's Day messaging, Bloom & Wild saw customer feedback increase by 5x (and total Twitter contact volume soared to 20%, a 4x jump) as customers voiced their gratitude for this campaign.



**Caroline Taylor OBE**

@green\_goddess

Follow

With the approach of #MothersDay, my hotmail inbox is awash with Mother's Day gift offers. But so far only 1 brand has the wisdom to offer me a 'mother's day opt out', so kudos to @BloomandWild 🌸 for realising we don't all have mothers with whom to celebrate



**The Griefcast**

@thegriefcast

Follow

I just got this email and it's the 1st time i've seen a company address this issue.

Absolutely well done @BloomandWild 🌸🌻



Unsubscribe for problems

Lucy at Bloom & Wild  
To: Lottie Lamour  
Sunday, 3 March, 2019, 10:04  
Click to view full email

Hello Lottie  
I wanted to get in touch as I know that Mother's Day can be a very sensitive time for some of us. So if you don't want us to send you any Mother's Day reminders this month, we won't. Just let us know

Show this thread

**Sarah** 🌻 @sarahbaillie18

Having spent the last couple of weeks fighting the urge to knock over every Mother's Day card display I see at the end of every single checkout, this was a very thoughtful (though admittedly slightly painful) email to receive today. #grief #missmymum cc....

6:34 am - 3 Mar 2019

62 Retweets 503 Likes



**lottie l'amour** ❤️🔒 @Lottie\_Lamour · Mar 3

Can we just talk about how fantastic @BloomandWild are at customer satisfaction? This email is so thoughtful - I don't know of any brand that does this. I'll always buy my flowers from them for this reason! ❤️❤️❤️

**Want opt-out of Mother's Day emails? No problem.**

Today at 10:04

Hello Lottie

I wanted to get in touch as I know that Mother's Day can be a very sensitive time for some of us. So if you don't want us to send you any Mother's Day reminders this month, we won't. Just let us know by [opting out here](#). Then we'll do the rest.

37

170

1.6K

# Change the conversation



**Emphasis on Growth**  
เน้นการเติบโต



**Emphasis on Preservation**  
เน้นการรักษา

- **Revenue**
- **New Arrivals**
- **Impression/ Transactions**
- **Opt-in**
- **One Channel (Line Only)**
- **Large Segment, More Quantity**

- **Profit**
- **Classic, back-in-stock**
- **CSAT/ App rating**
- **Opt-out**
- **Multi channels**
- **Narrow Segment, More Quality**

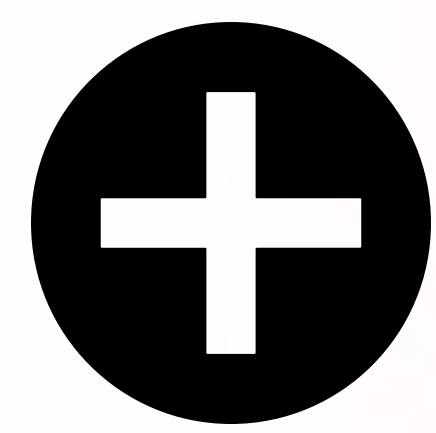
What does Customer Engagement  
mean to you?

# Customer Engagement

## In your path to profitability

### Increasing your Revenue

- Personalisation
- Experimentation
- Customer-centricity



### Reducing your costs

- Optimise paid media spends
- One tool across channels
- Data-backed promotions
- Improved ROI on technology investments
- Built for growth

# Collecting and Activating the RIGHT data -> Personalisation

# Three Strategies

**to Improve your Customer Data Collection & Personalisation efforts**



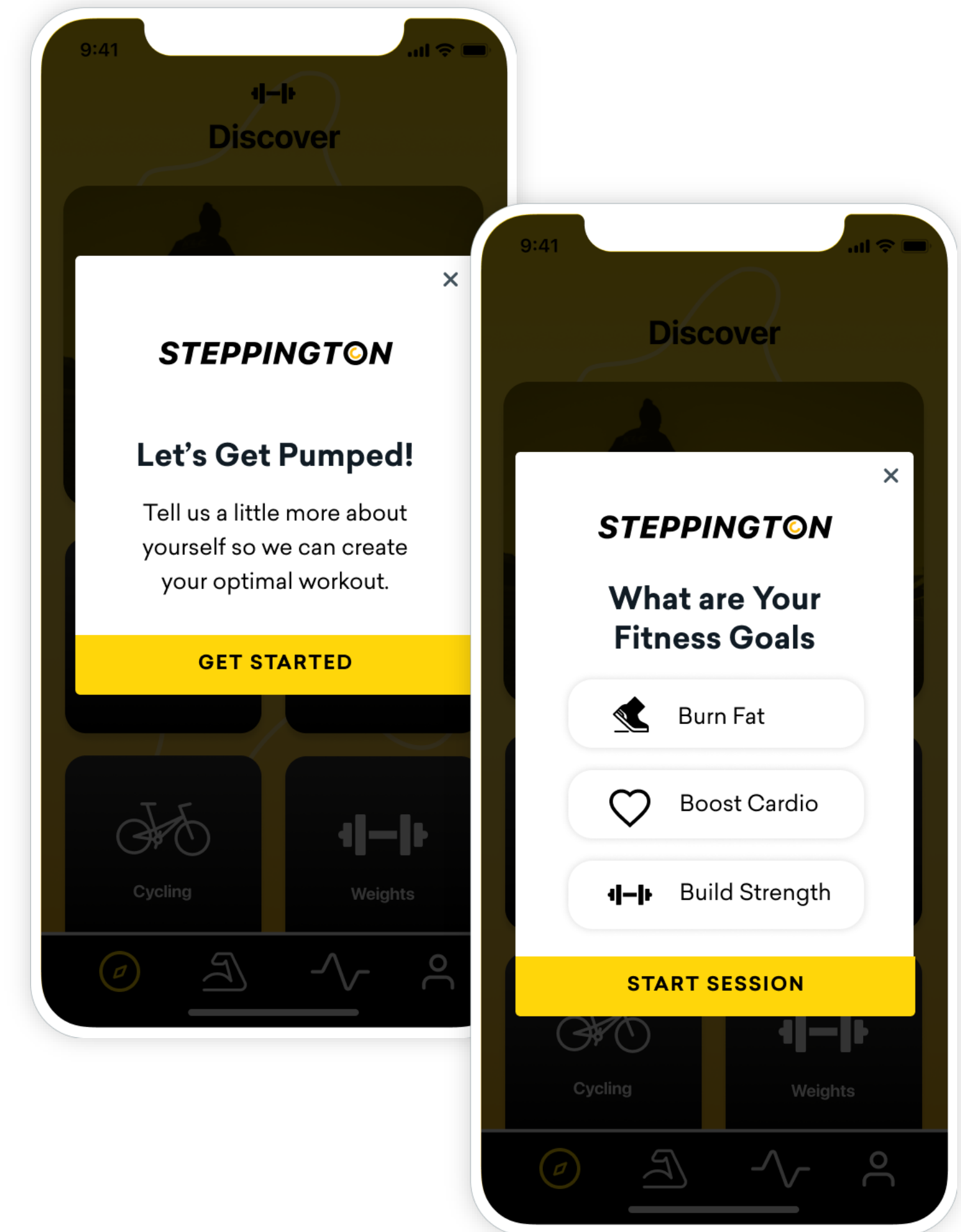
# #1: Collect data that enhances the customer experience and helps you unlock customer behaviour insights

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.





3.36%

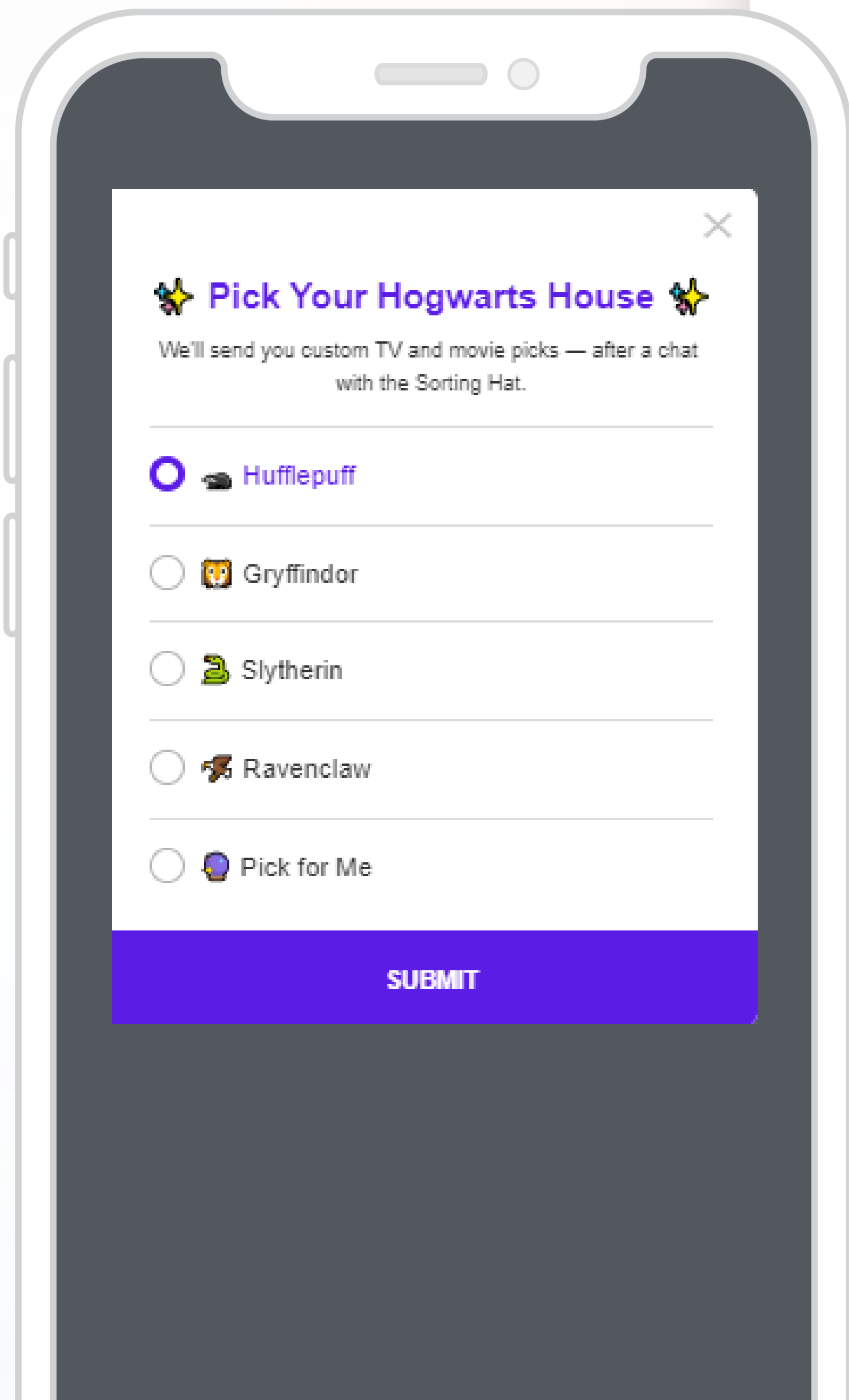
LIFT IN VIEWERSHIP OF THE RECOMMENDED TITLES

3.12%

LIFT IN SESSION STARTS

6X

HIGHER CLICK RATE TO THE IN-APP MESSAGE



## 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.



3.36%

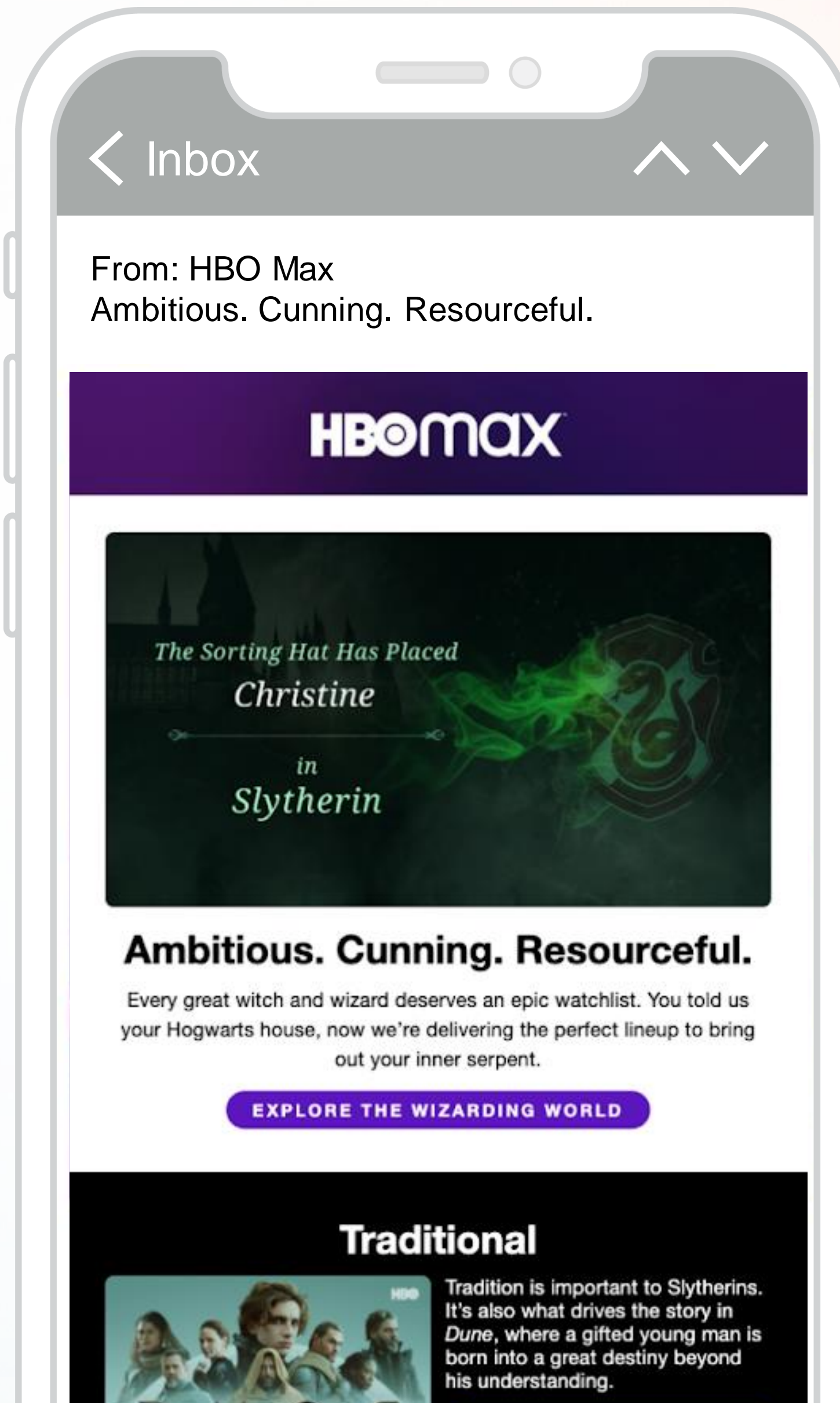
LIFT IN VIEWERSHIP OF THE RECOMMENDED TITLES

3.12%

LIFT IN SESSION STARTS

6X

HIGHER CLICK RATE TO THE IN-APP MESSAGE



“

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



NocNoc’s abandoned cart Canvas with dynamic product info experienced a 100% QoQ increase in conversion rate vs. the previous generic abandoned cart Canvas

### Objective

NocNoc wanted an alternative abandoned cart journey that would still drive purchases despite reducing the subsidy for discounts from 25% to 15%.

### Strategy

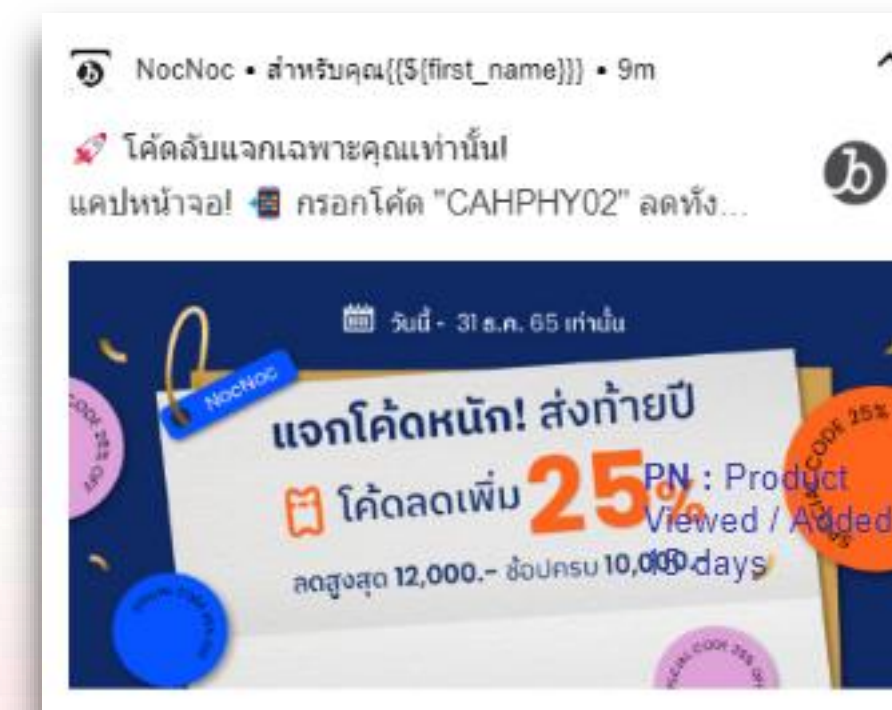
- Leverage Connected Content to pull cart data from NocNoc’s database to enrich the pushes with images and descriptions of actual products in the abandoned cart.
- Reduce the discount % of the discount code from 25% to 15%.
- Test and compare results to the previous generic abandoned cart journey.

### Results

- **100% QoQ increase** in purchase conversion rate vs. the previous journey
- **84% overall increase** in purchase conversion rates vs. the previous journey
- **Reduced cost** in subsidies required for discounts (results pending analysis)

To dynamic references to items in cart to remind users to check-out, albeit with reduced discount value

From generic 25% discount to encourage check-out



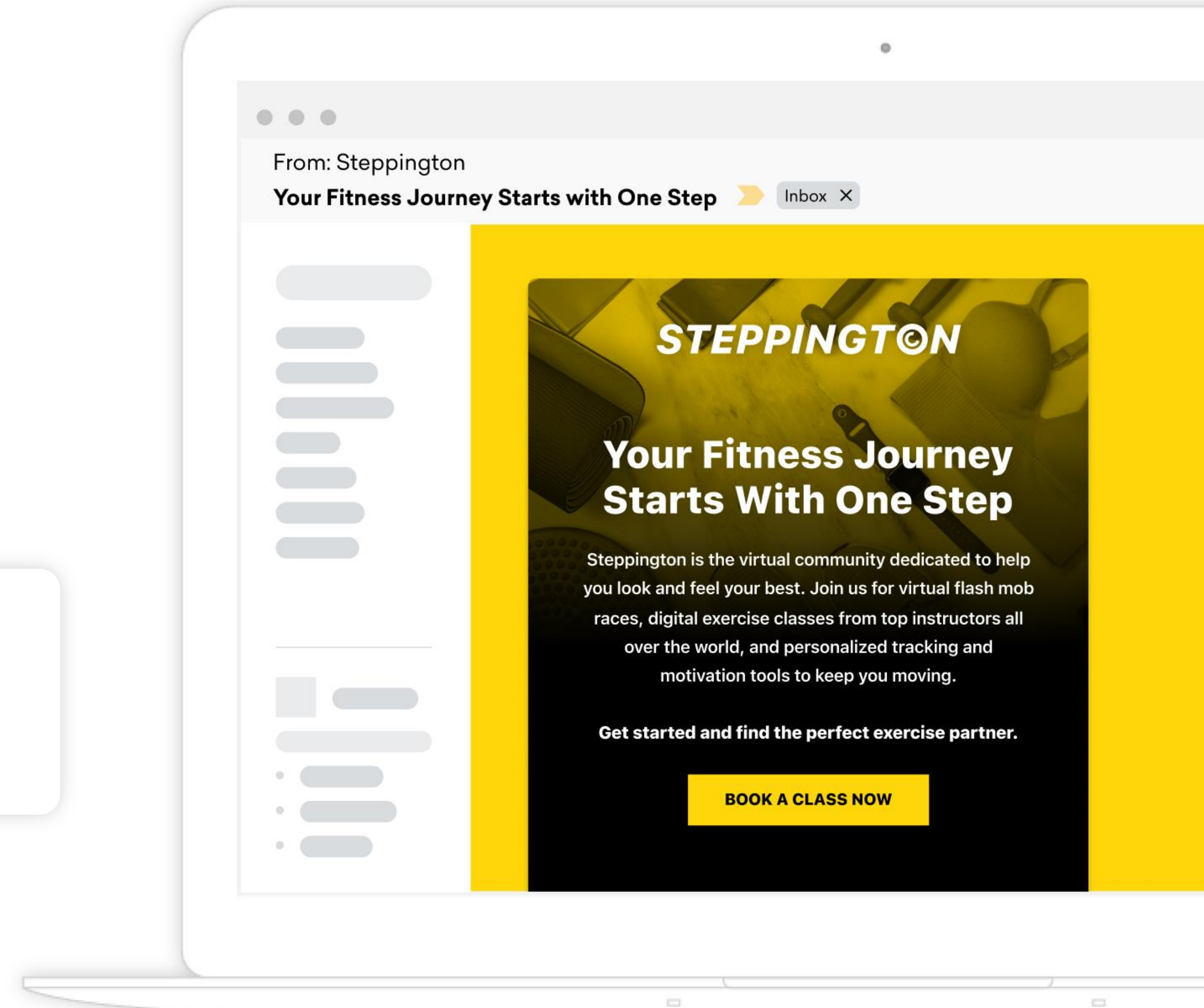
## #2: Be transparent about what data you're collecting and earn consumer's trust when asking for their information

Set Expectations, Communicate value propositions, and establish a relationship



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.





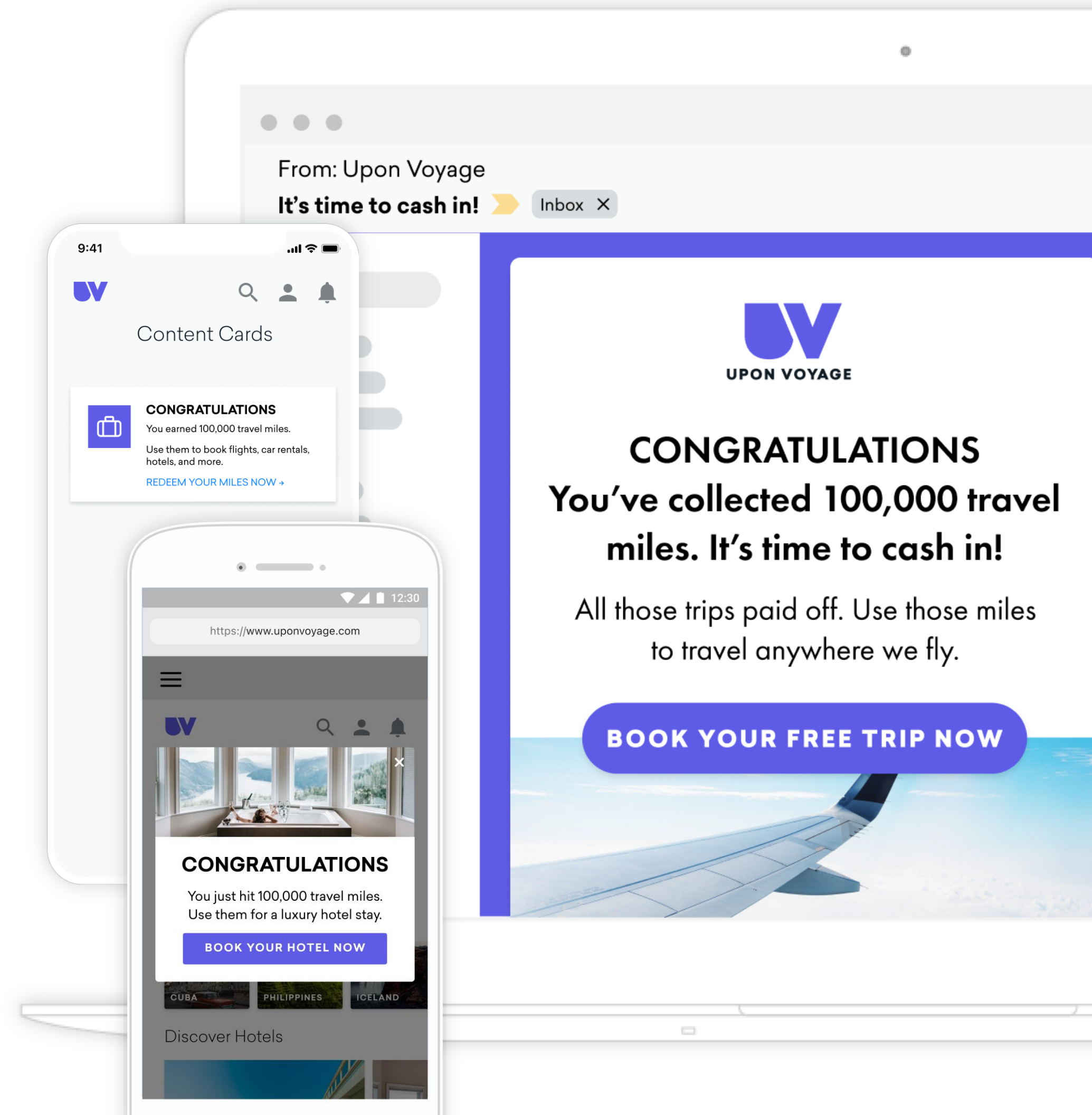
## #3: Don't just personalize customer messaging campaigns—personalize the entire customer journey

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

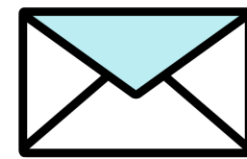


# TrueMoney Cross-Channel Engagement

PUSH



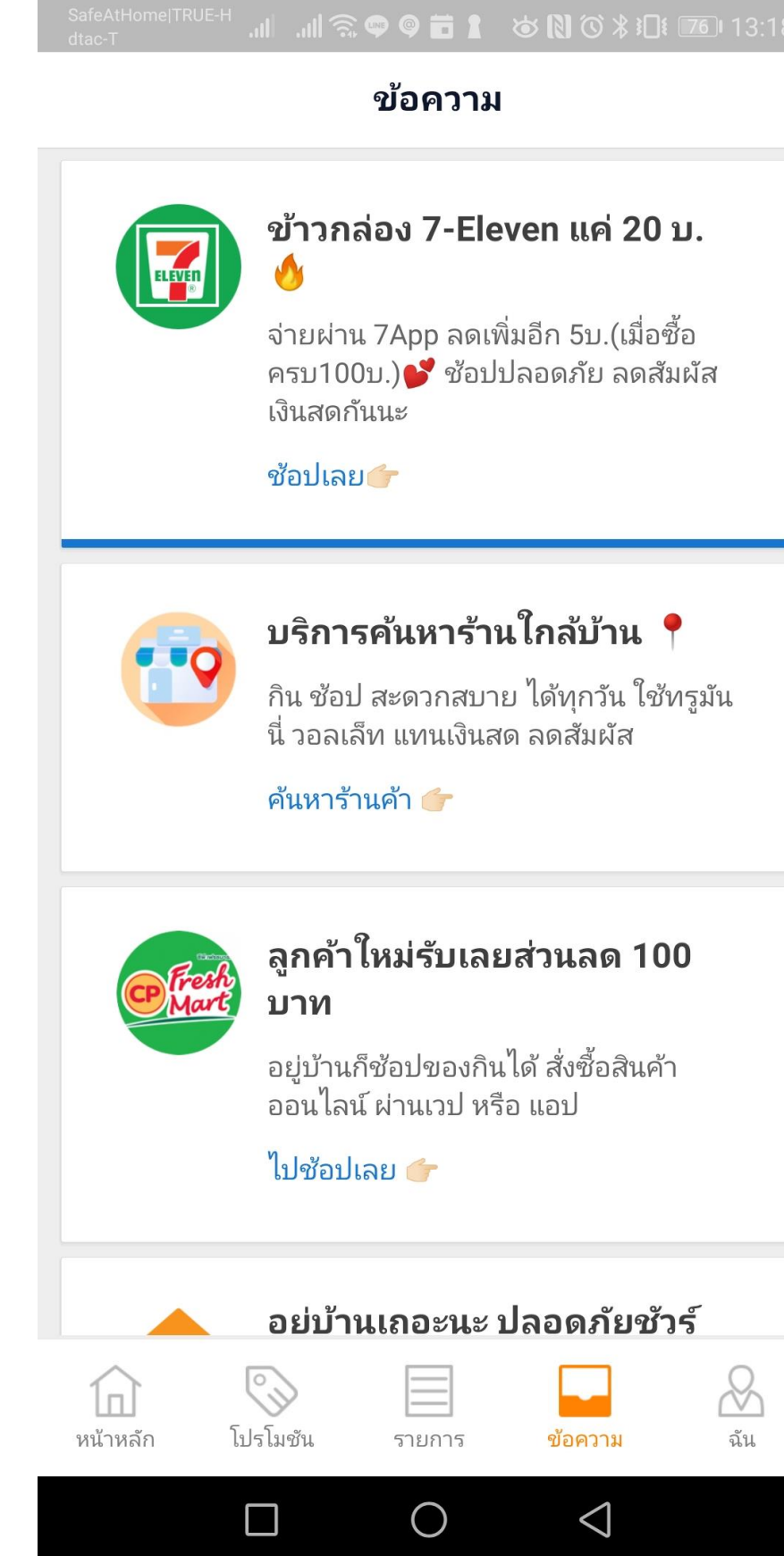
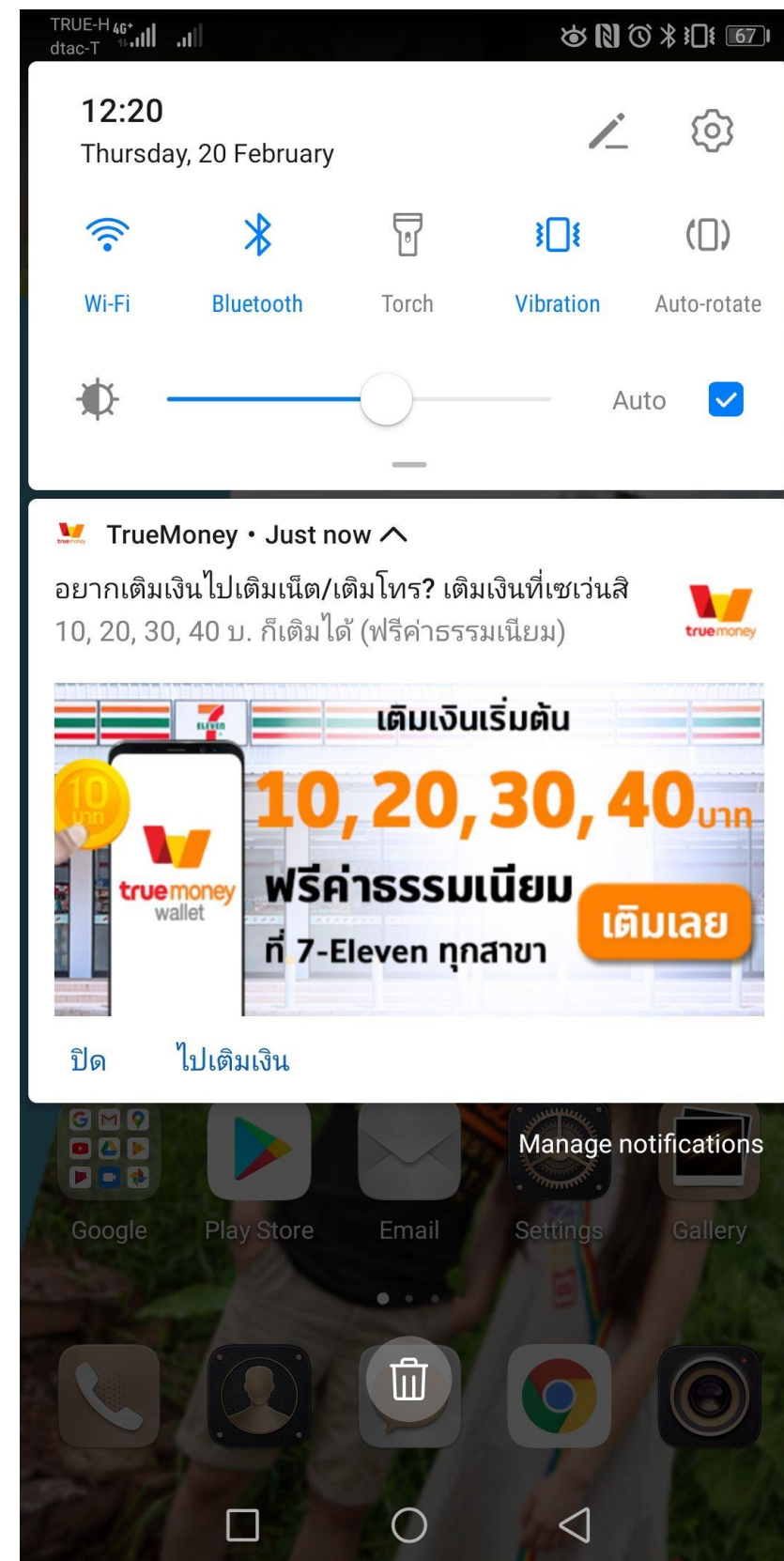
EMAIL



CONTENT CARD



IN-APP





REDUCE COST

**Getting more ROI from your  
Advertising & Customer  
Engagement investments**

# Reduce ad spends by adopting the below strategies

01

## Harness the Power of First-Party Data

Identify your highest-value consumers and build lookalike audiences of a similar profile to only target consumers that are likely to engage.

Eliminate wasted media spend by improving your targeting using first-party data.

02

## Break Down Silos Between Advertising And CRM Messaging

Identify consumers that have not engaged via owned channels and reach them with consistent messaging on paid media channels.

At any point in a consumer journey, you can dynamically leverage the data from Braze for targeting on Facebook, Google, Instagram, Facebook, Youtube, and more.

03

## Implement Faster Suppression Lists

Suppress advertising in real time by excluding certain consumers from your advertising campaigns after they've already completed a desired conversion event or taken a specific high-value action.

01

## HARNESS THE POWER OF FIRST-PARTY DATA

- ▷ Leverage the first-party data collected by Braze to do real-time segmentation of your consumer base and activate those segments across media platforms.
- ▷ Create lookalikes of your highest-performing segments to optimize your Return on Ad Spend (ROAS).

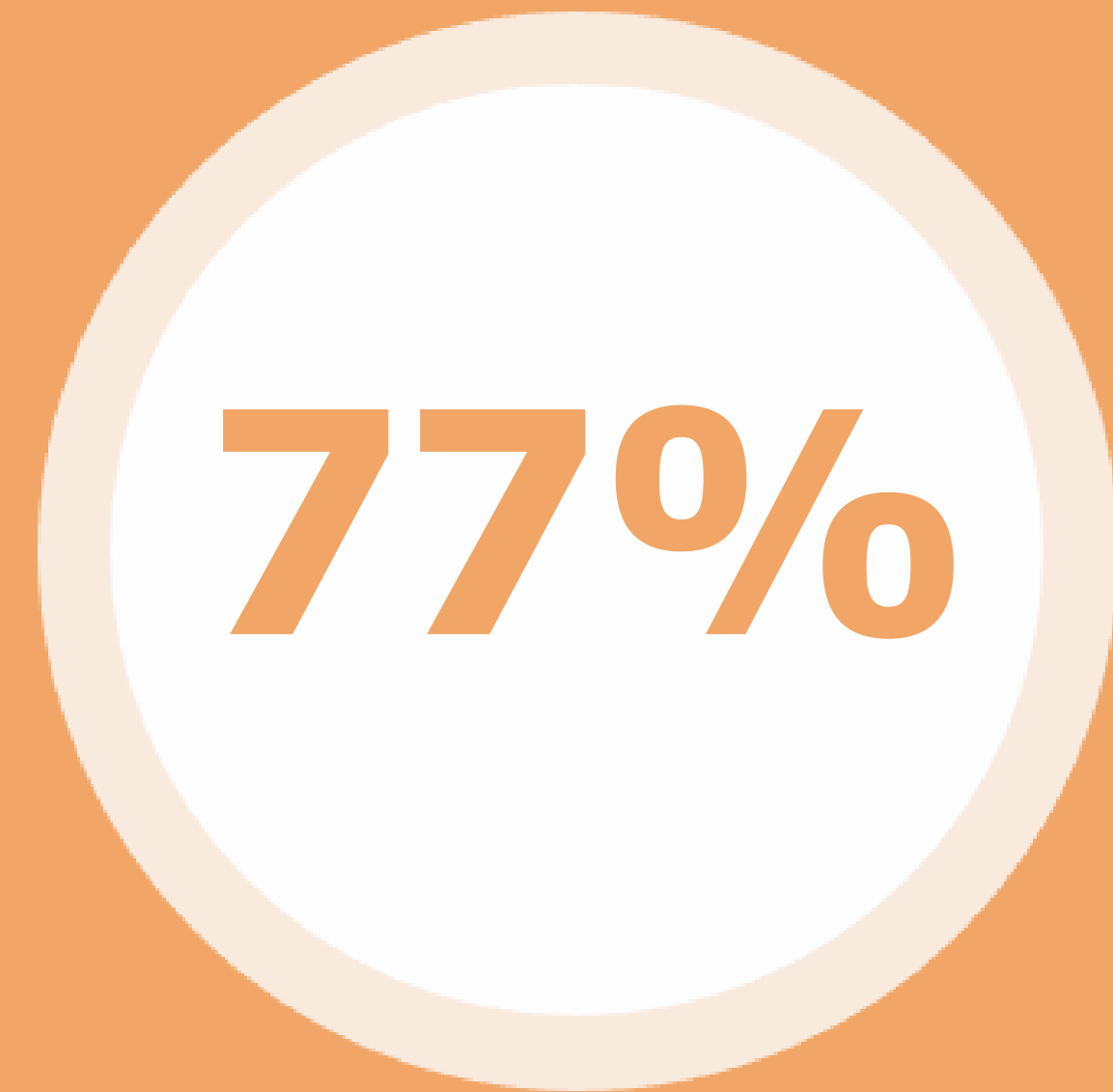


incremental revenue from a single ad placement, communication, or outreach using first-party data.

02

## BREAK DOWN THE SILOS BETWEEN ADVERTISING AND CRM MESSAGING

- ▷ Coordinate ads with owned channels to increase reach and drive conversion events.
- ▷ Improve consistency and timing of brand messaging across both paid and owned channels.



77%

extended reach by coordinating email campaigns with Facebook Ads

03

## IMPLEMENT FASTER SUPPRESSION LISTS

- ▶ Exclude consumers from your media campaigns when they have already converted or performed a high-value action
- ▶ Reduce paid media spend on customers that have received the appropriate number of ads or that are not likely to engage with your brand

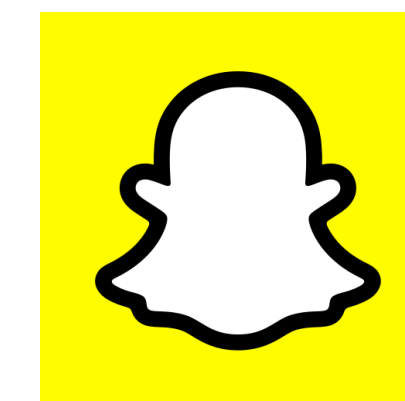
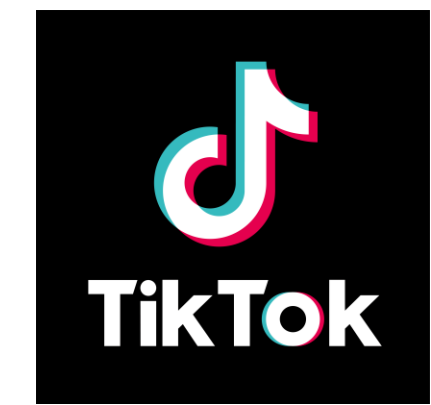
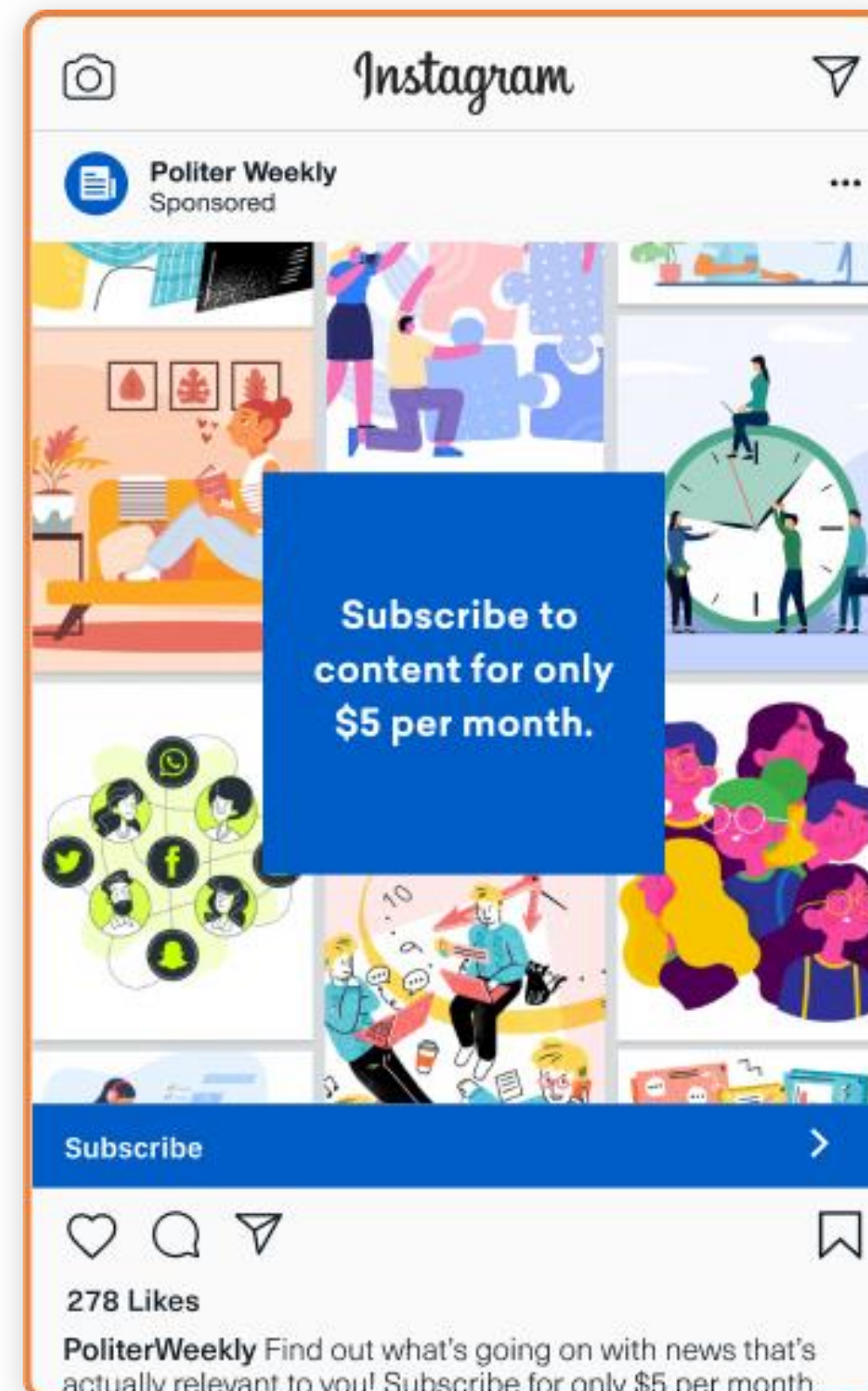
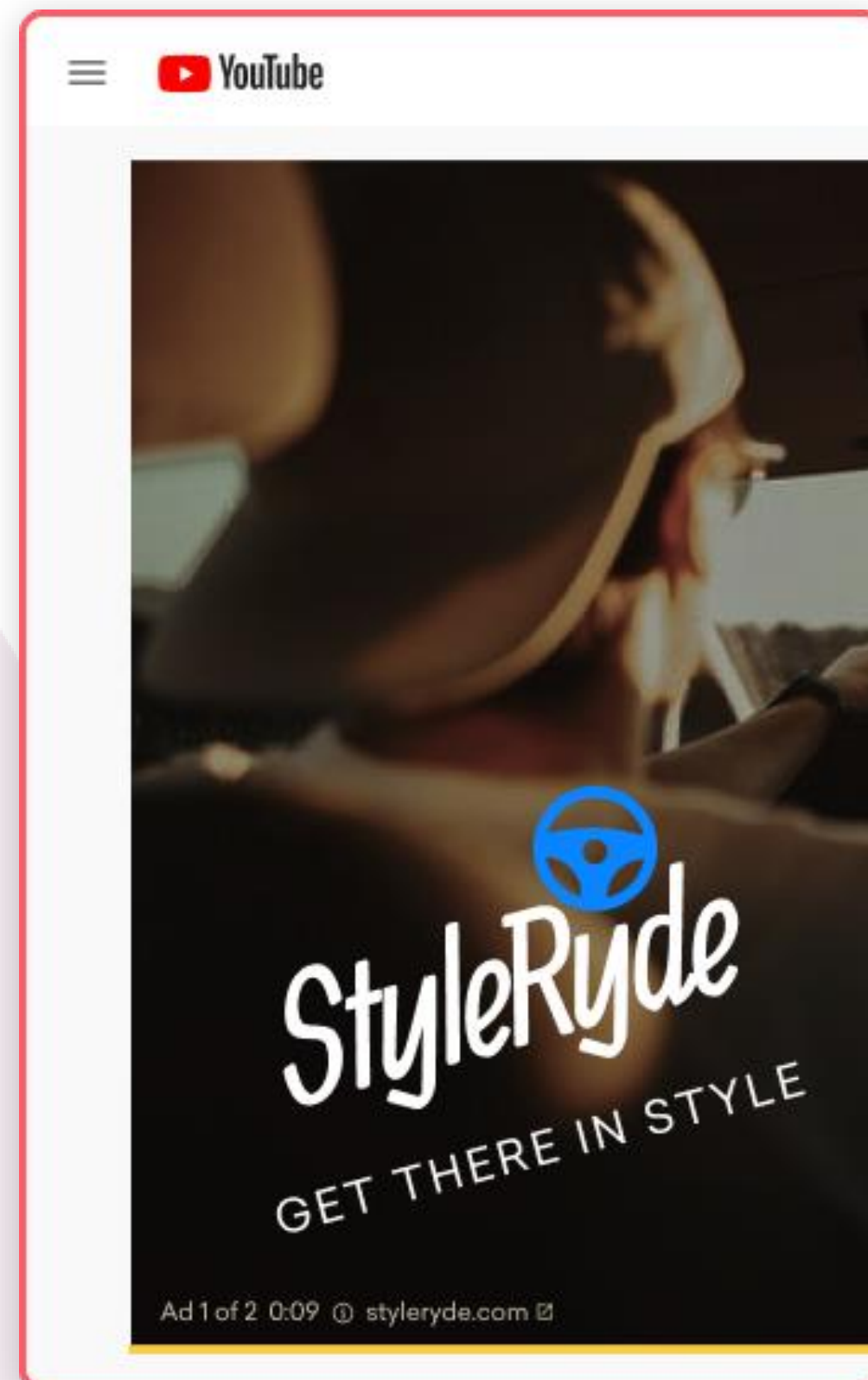
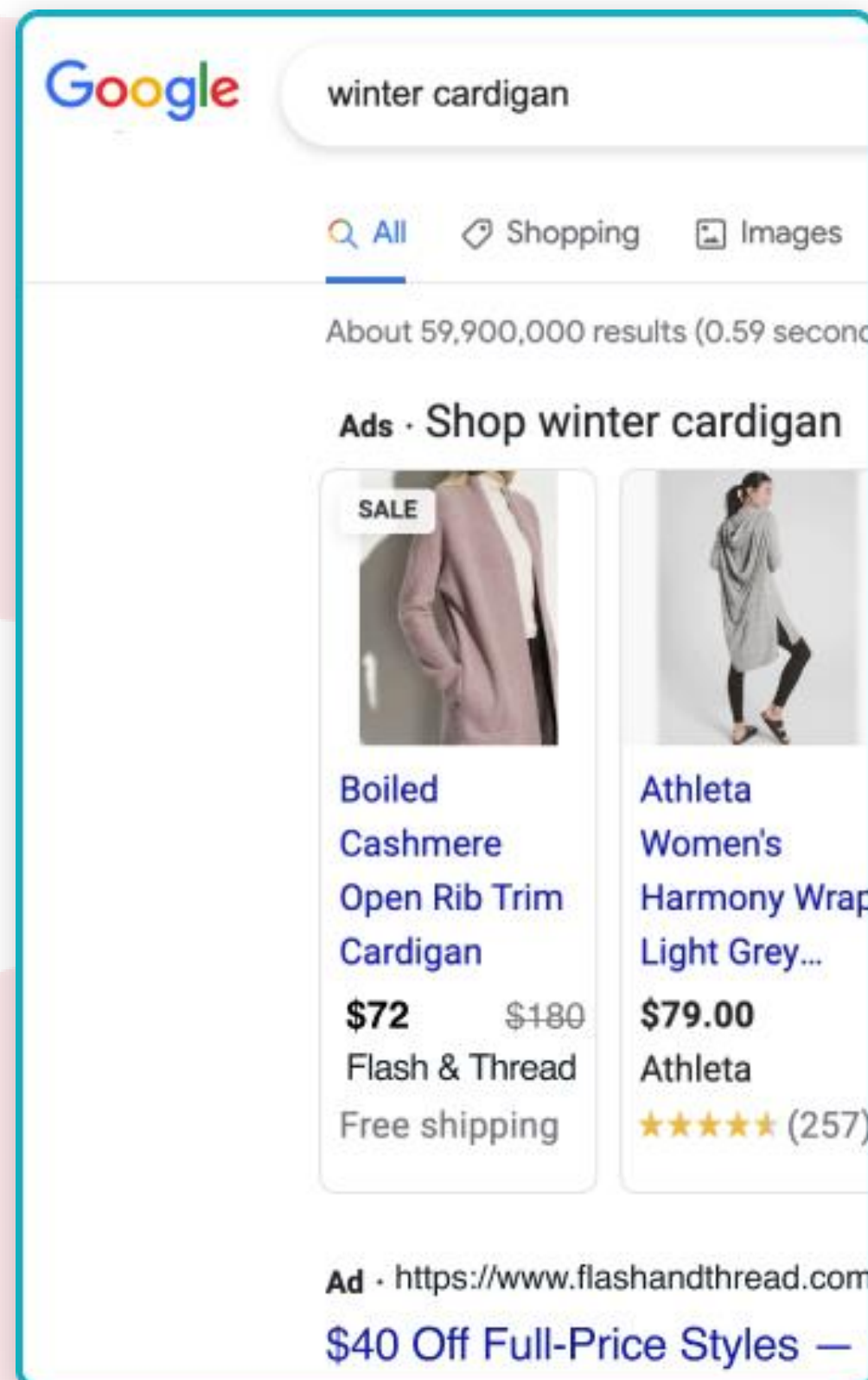
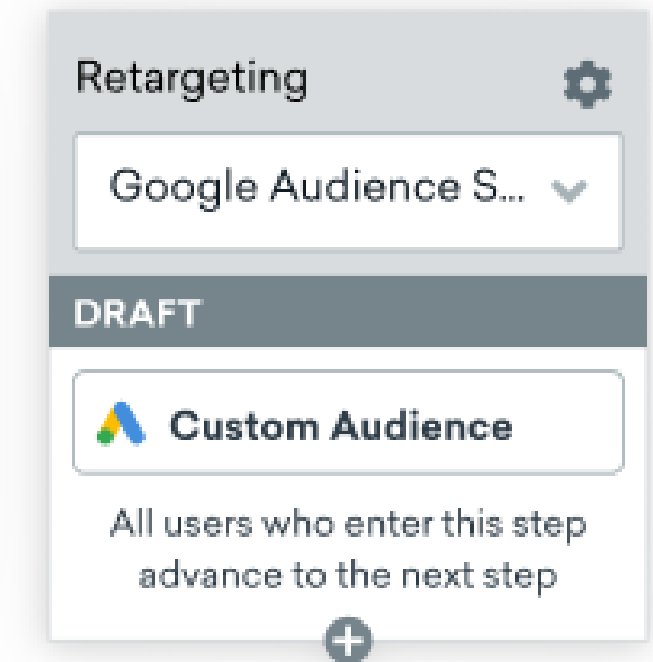
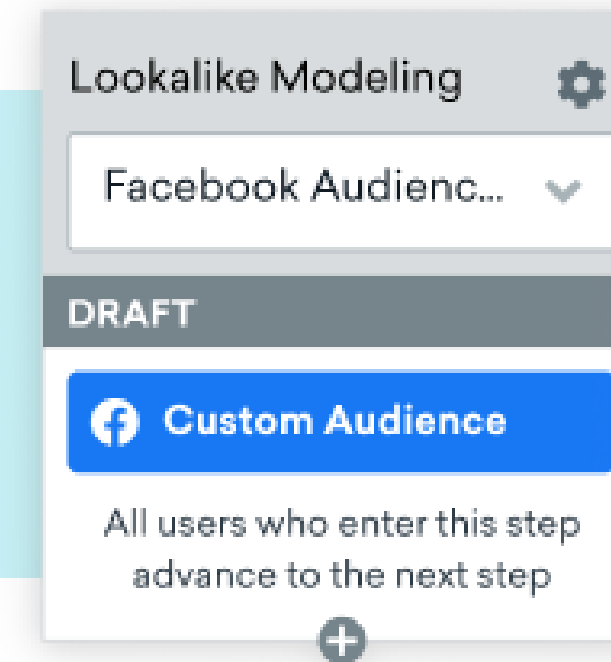


**Average Paid Media Budget Waste**

# Braze Audience Sync

Launch cohesive experiences to optimize marketing spend.

- Unite owned and paid channels
- Stay secure and compliant
- Deliver relevance in real time





50%

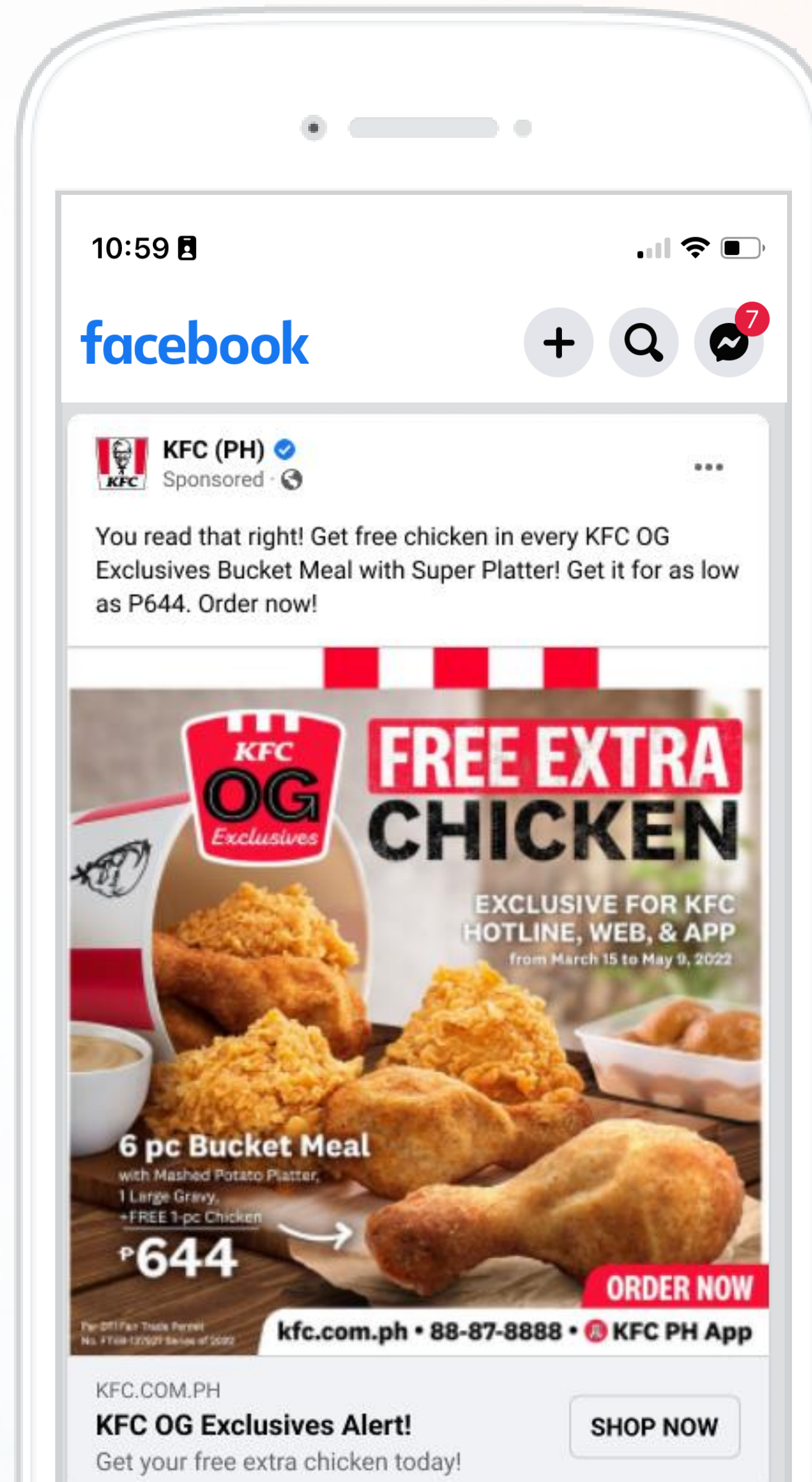
LOWER COST-  
PER-  
ACQUISITION

4X

REVENUE SHARE FOR  
PAID

30%

LOWER BUDGET



“

Honestly this has been such a massive improvement. Our CPA's went down by about 50%, we got four times the revenue share with paid just by linking the data with Facebook and Google. It's a very efficient and productive setup, and it's turned around our paid media,

KISH DASWANI

DIGITAL AND CHANNELS MANAGER

AT KFC PHILIPPINES

Why are we here?



# Braze Powers your Daily Experiences!



8.30AM:  
Morning Coffee fix & Breakfast



9.30AM:  
Booking a ride to the office



9.45AM:  
Gotta check on my investments!



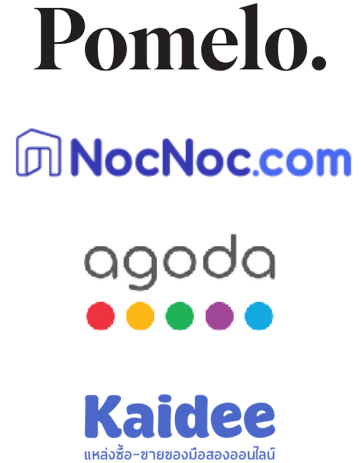
12PM:  
Quick lunch at the mall near office



7PM:  
Using mobile wallet at 7 Eleven before getting home



9PM:  
Need my daily dose of TV Shows & Podcasts



11:30PM  
Late night scrolling before sleep

*Braze is everywhere!*



# Braze is a leading comprehensive customer engagement platform that powers interactions between consumers and brands they love

Founded in 2011

Nasdaq: BRZE

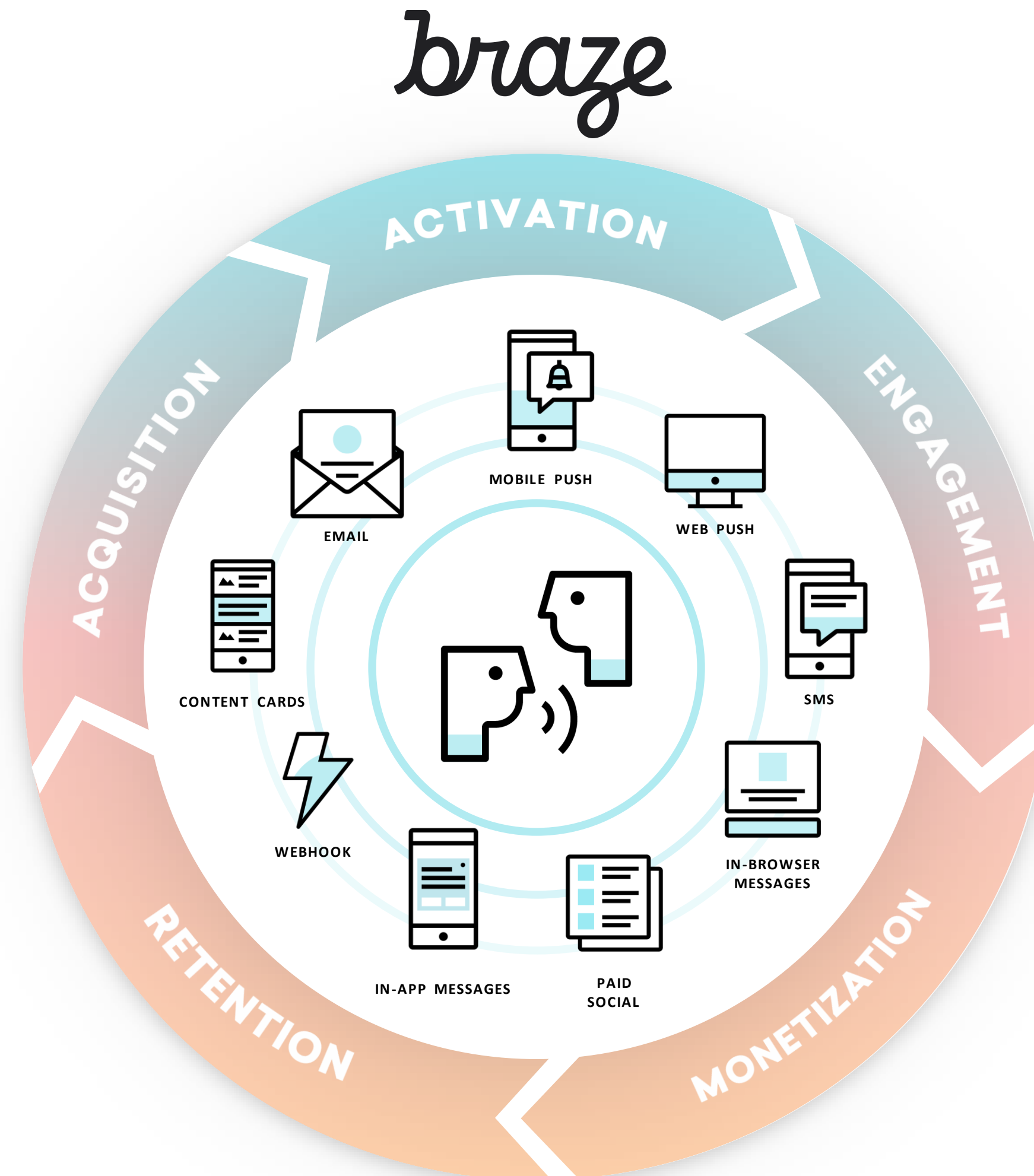
SG, ID, NYC, LON, SF, CHI,  
Total 10+ offices

1,500+  
employees

1,700+  
Customers

4.8B  
Monthly Active Users

2.2T+  
Messages sent in 2022



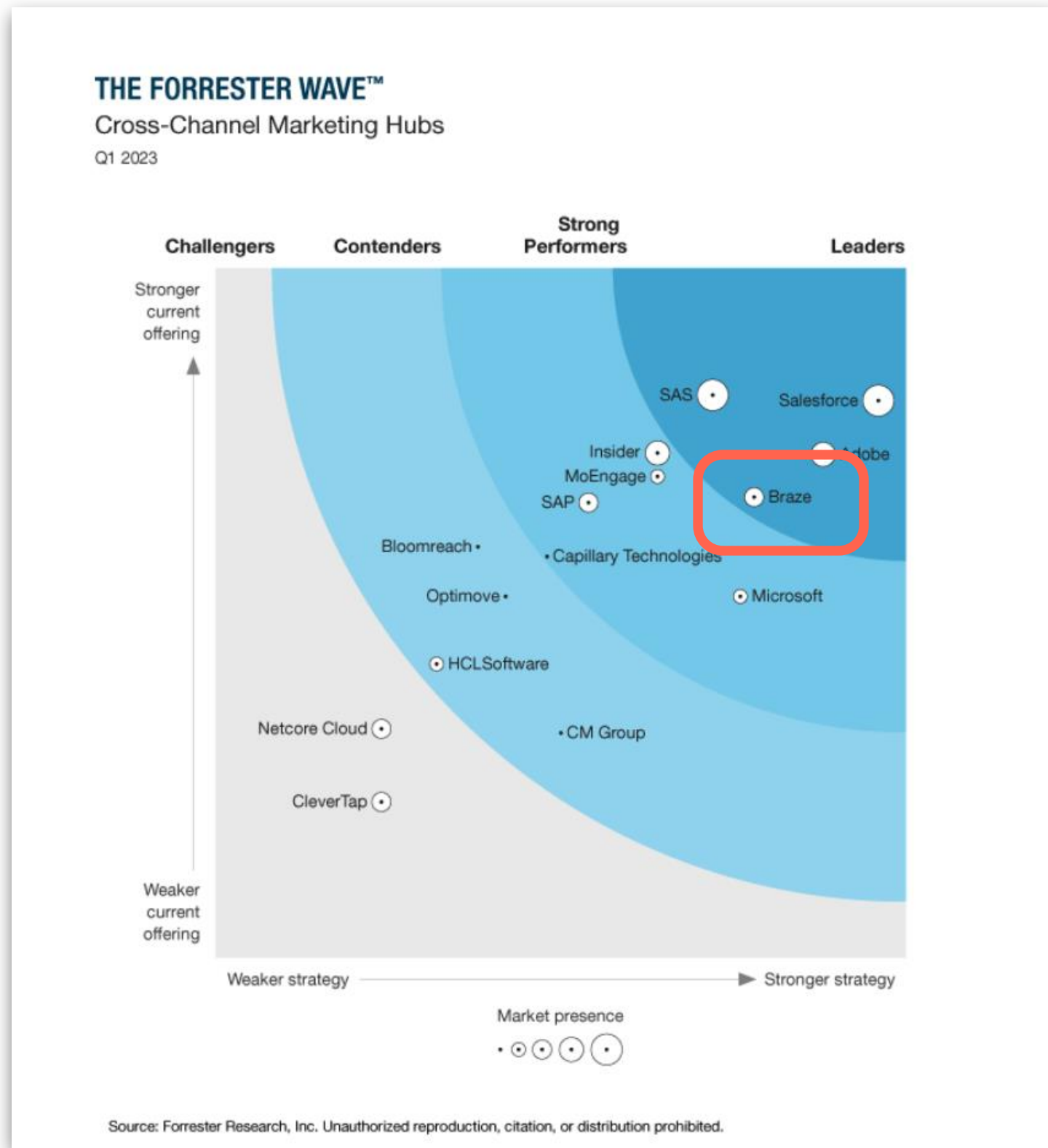
## Who We Serve In Thailand



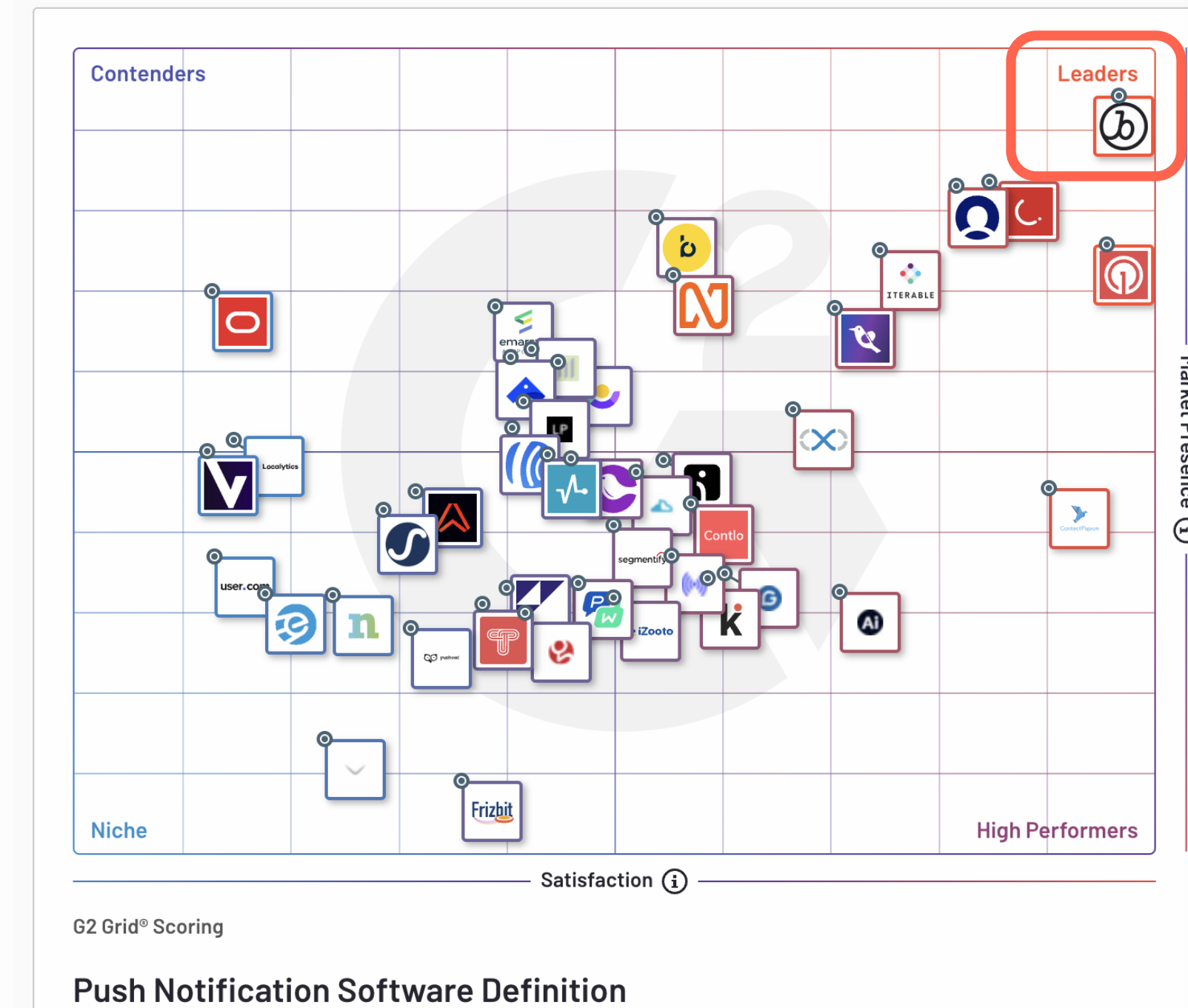
## Other Famous Brands



# Braze is the Leader



## Grid® for Push Notification Software



The Forrester Wave™: Cross-Channel Marketing Hubs, Q1 2023

Gartner: Magic Quadrant for Multichannel Marketing Hubs, July 2023

G2 Grid® for Push Notification Software, Oct 2023

LISTEN

UNDERSTAND

ACT

A bit of  
**Creativity** or **Randomness**  
inside your communication

## Cannes Lions: Mobile winners 2023 /

Argentinian delivery app Pedidos Ya wins the Grand Prix in Mobile for its World Cup Delivery campaign



Thank you!



*brazze*

We are at Booth #9 😊  
See you at the networking 🍷👥