



**Ranya Arora**

Senior Strategic Business Consultant



“Braze suits organisations looking for a **flexible** and **marketer-friendly** solution to refresh their **digital experience strategy**”

# Braze humanises the connections that brands have with the customers they serve



Braze helps marketers reach **every customer** with the **right message** at the **right time** on the **right channel**



## Who We Serve

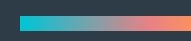


Founded in 2011



10+

Global offices



1,900+ employees



1,800+ Customers



5.5B+ Monthly Active Users



2.2 Trillion Messages sent in FY'23

*braze*

**2024**

**The break through year for Artificial  
Intelligence**



# AI is peak hype for marketing in 2024

## Brands

DIGIDAY

**Marketing Briefing: Coca-Cola's senior director of generative AI Pratik Thakar on why the brand believes 'AI is making everyone an artist'**



BRAZE



AI AND MACHINE LEARNING

**2024 Marketing Predictions and Insights**

## Tech



**Exploring the Era of AI: Navigating the Authenticity and Automation Paradox**

## Agencies

**WPP and Sprinklr partner to bring AI-powered customer experience management solutions to global brands**

## Consultancies

**Accenture Song**  
**The great interface shift**

# Marketing is now marketing.AI

The AI-fication of the MarTech stack is expanding rapidly, as platforms and standalone products look to add AI intelligence into their existing offerings to boost capabilities.

Customer Engagement Platforms are no different with both Generative and Predictive tools being added to improve campaign creation and results.



**76% of CMOs say generative AI will change the way marketing operates**

# Marketer skills unlocked...

AI is expanding the reach of marketer skills, as new product offerings are lowering the entry for marketing expertise.

Where once domain specific and technical knowledge were needed to get results, AI is removing dependencies:

- Data Analyses & Coding have no-code solutions
- Copywriting is shaped by generative content creation
- Image Creation & Design going prompt based

*braze*



## Generative Efficiency

Increase team efficiency with new features that will expand on our leadership in unlocking Generative AI. Explorations include AI-driven innovation for tone control in your copy, sentiment analysis, report creation from natural language and additional copy generation.



# Meet Sage AI by Braze

## What is Sage AI By Braze?

**Sage AI by Braze** is the intelligent AI engine that powers our comprehensive existing AI functionality along with new AI innovation.

Start Anywhere Go Everywhere

 Copywriter

Churn Prediction

Predict customer turnover or less

Purchase Prediction

Predict future purchasing behaviour

Recommendation

Recommend items

# Sage AI<sup>by</sup> *braze*

## Personalized variant

Run an initial test with a percentage of the target segment. After the test, send each remaining user the variant

 **Generate Images**

# Today, where can we focus our AI efforts for meaningful experiences?

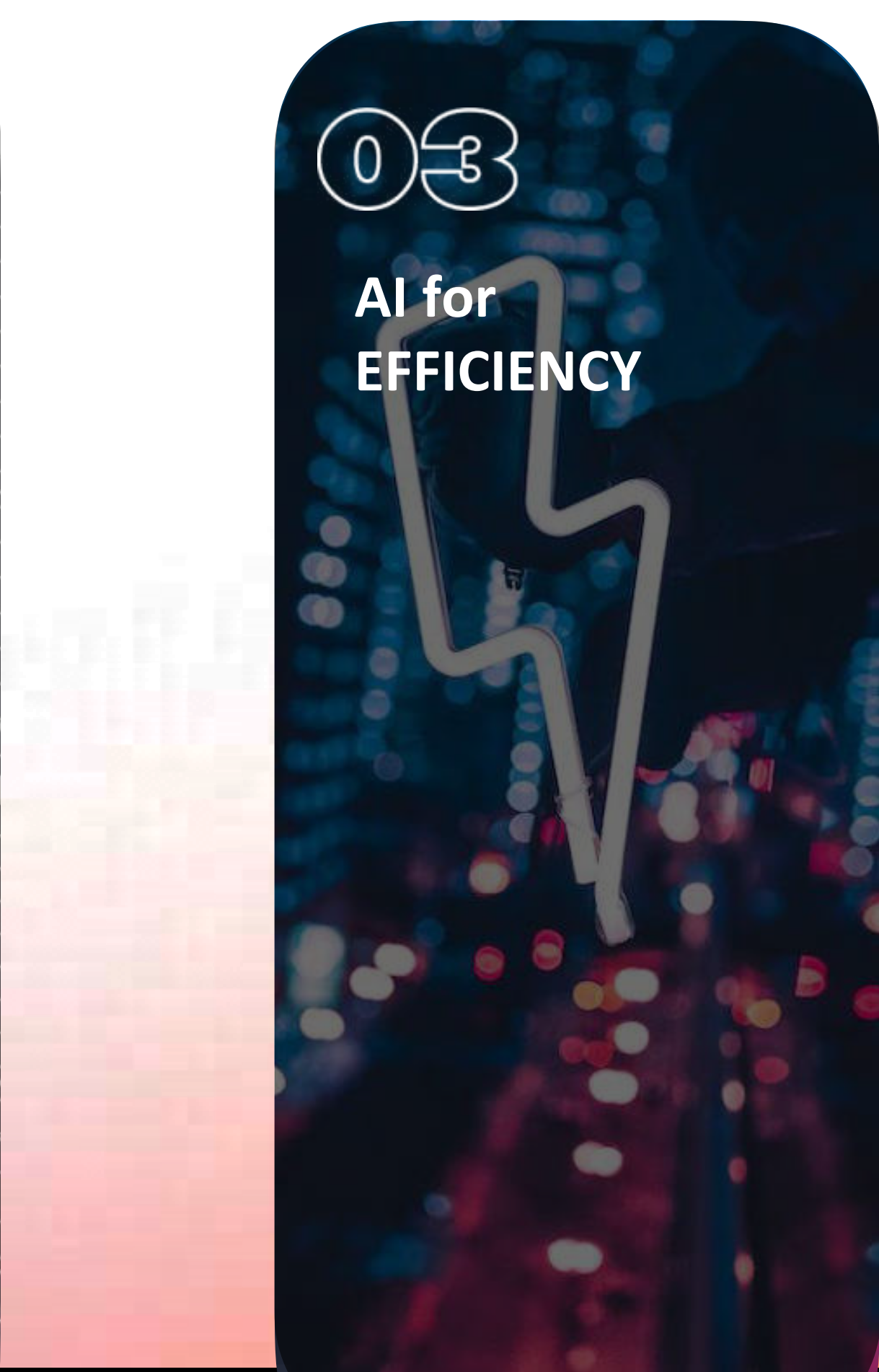
01  
AI for  
RELEVANCE



02  
AI for  
EFFECTIVENESS



03  
AI for  
EFFICIENCY





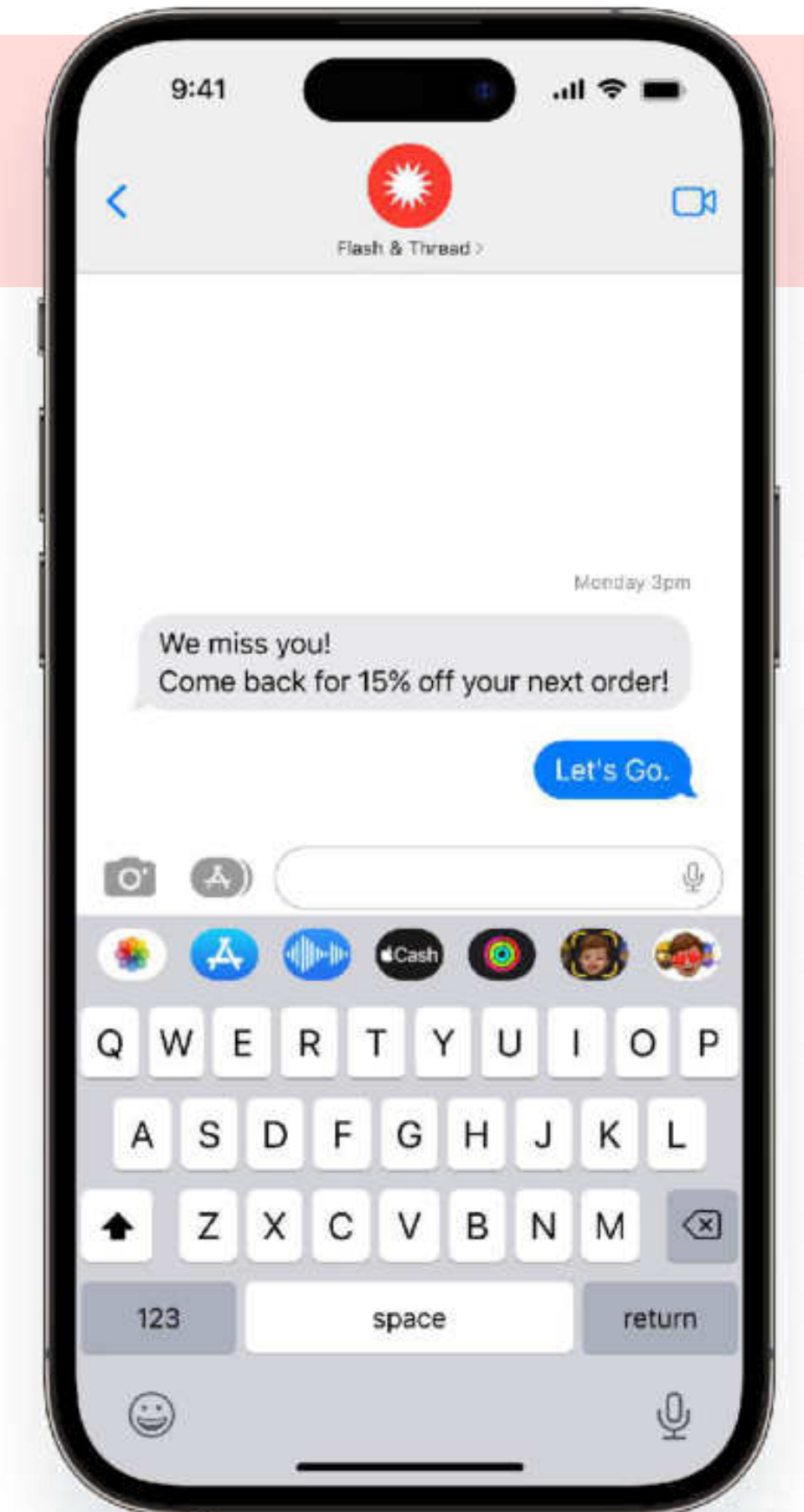
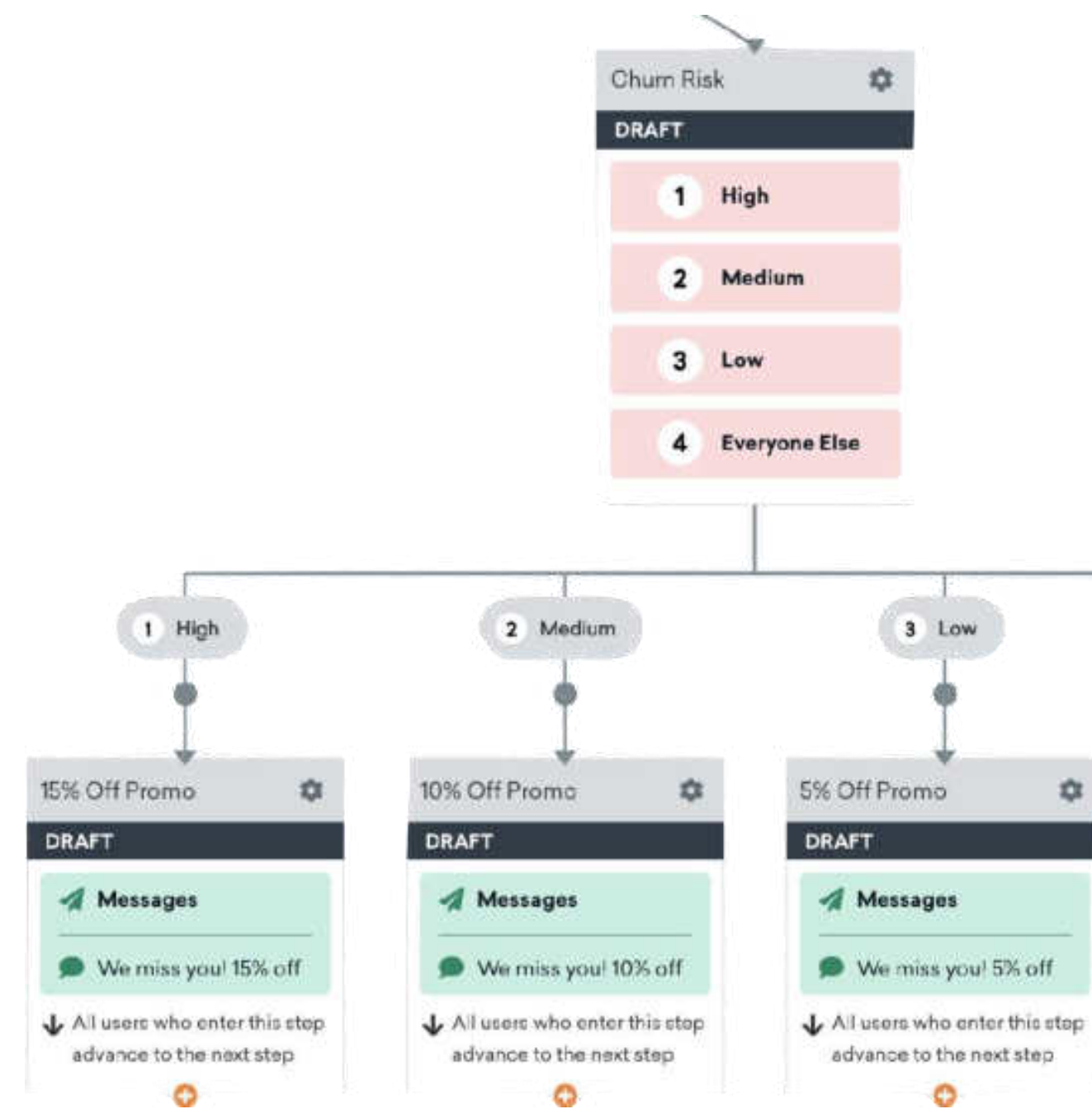
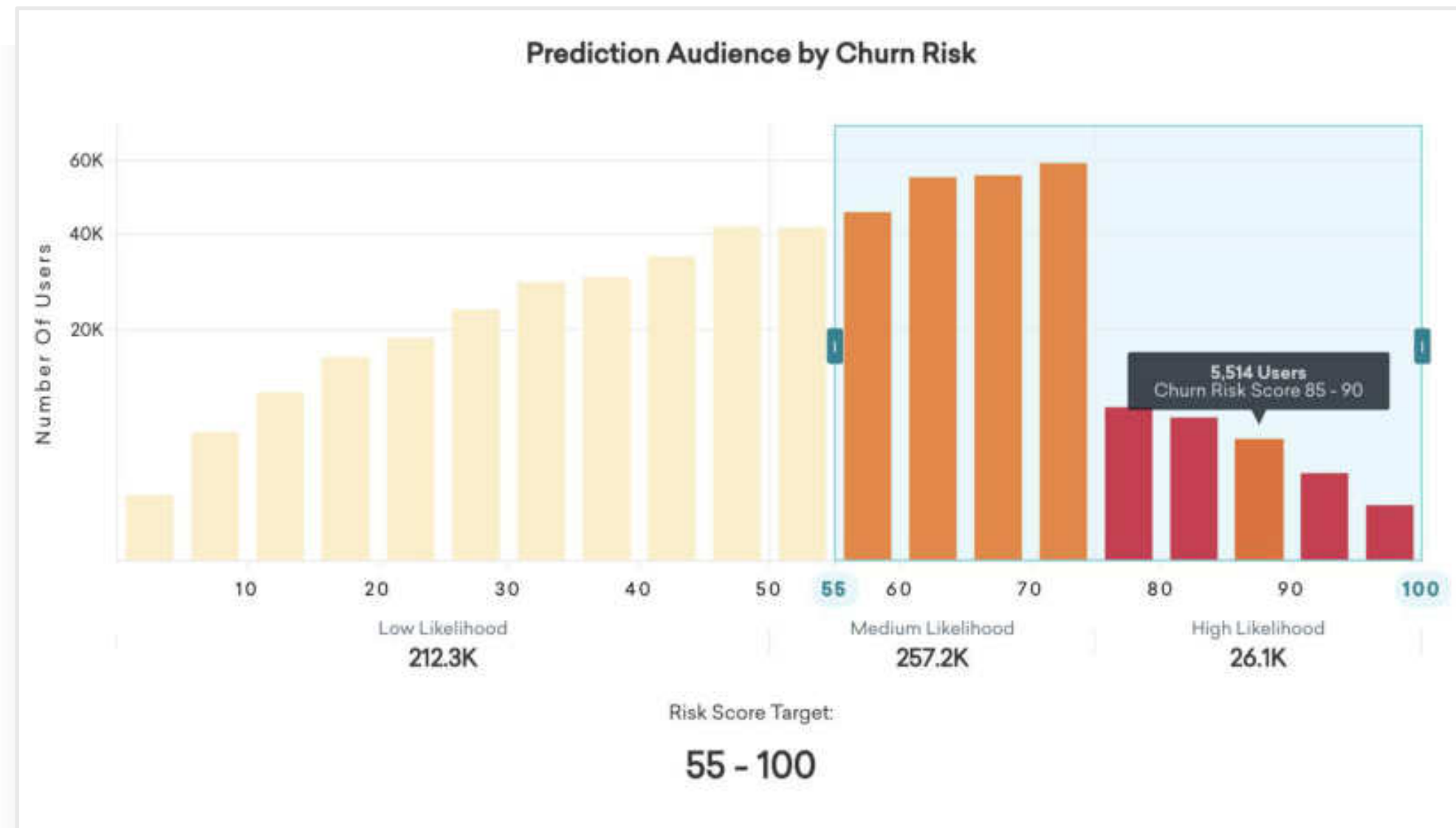
# AI for Relevance

Beyond personalisation - delivering on context in the moment

# Supercharge Relevance

Make experiences feel personal on every channel by tailoring content to each customer based on their unique preferences, attributes, and behaviors

Increase Loyalty  Reduce Churn  Grow Revenue  Expand Lifetime Value

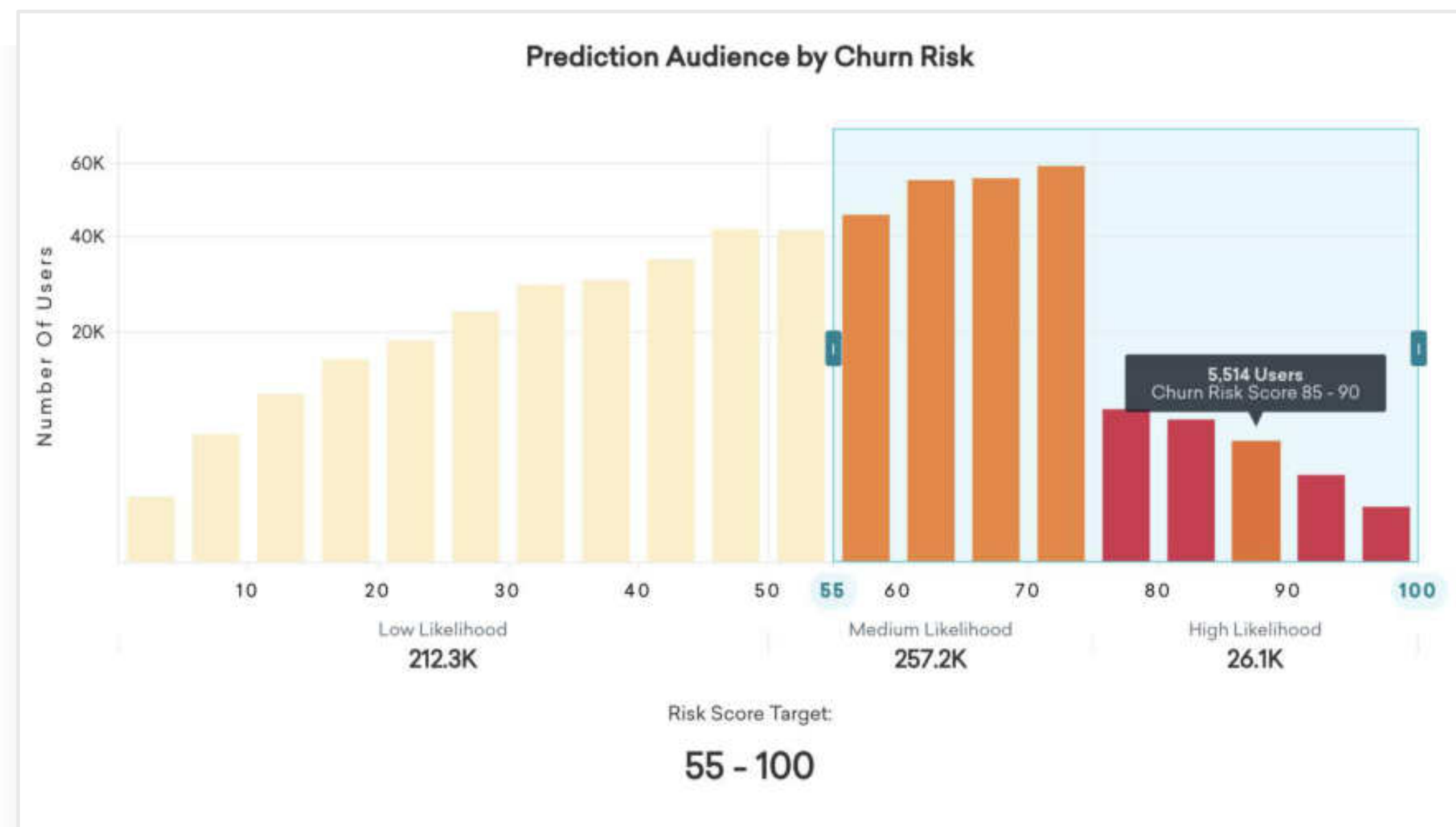




## Situation:

A subscription-based streaming company needs to reduce monthly churn. They want to target at-risk subscribers with personalized interventions.

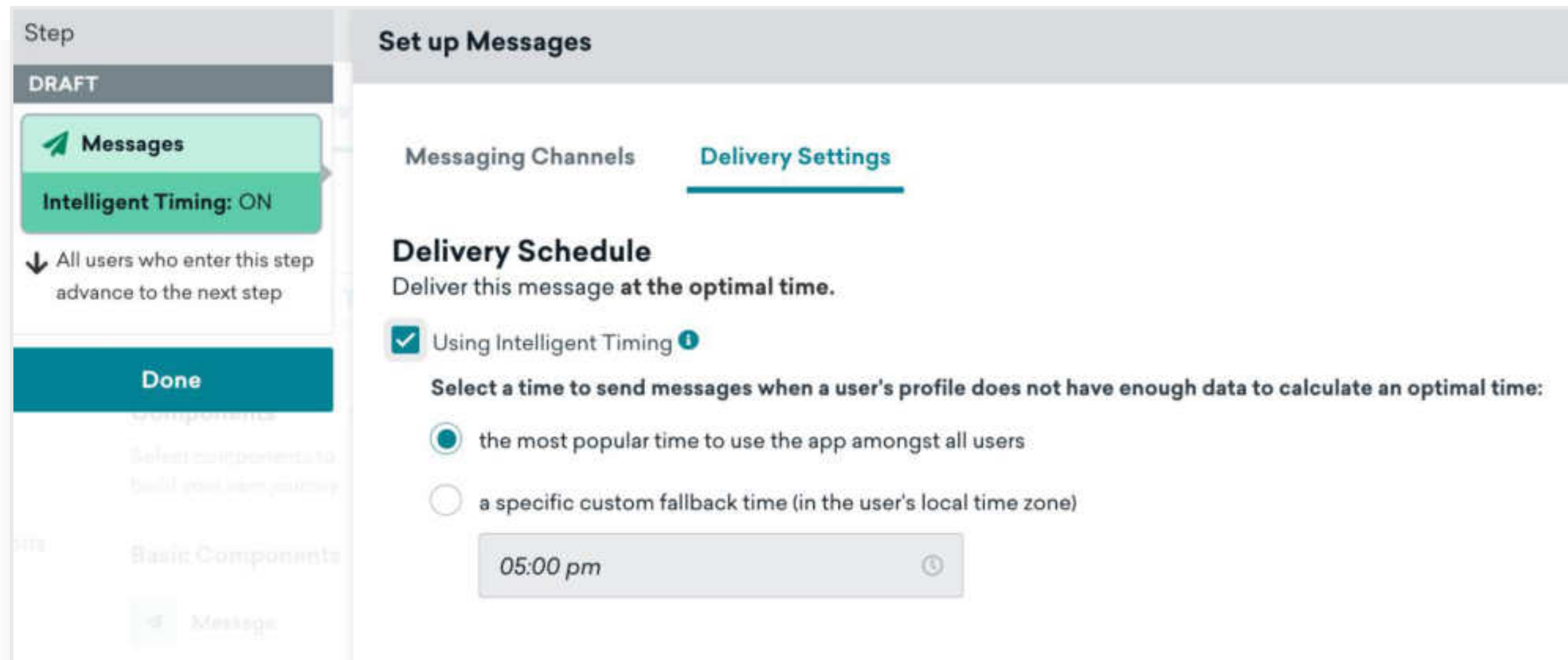
### Step 1: Segment customers by their predicted churn risk



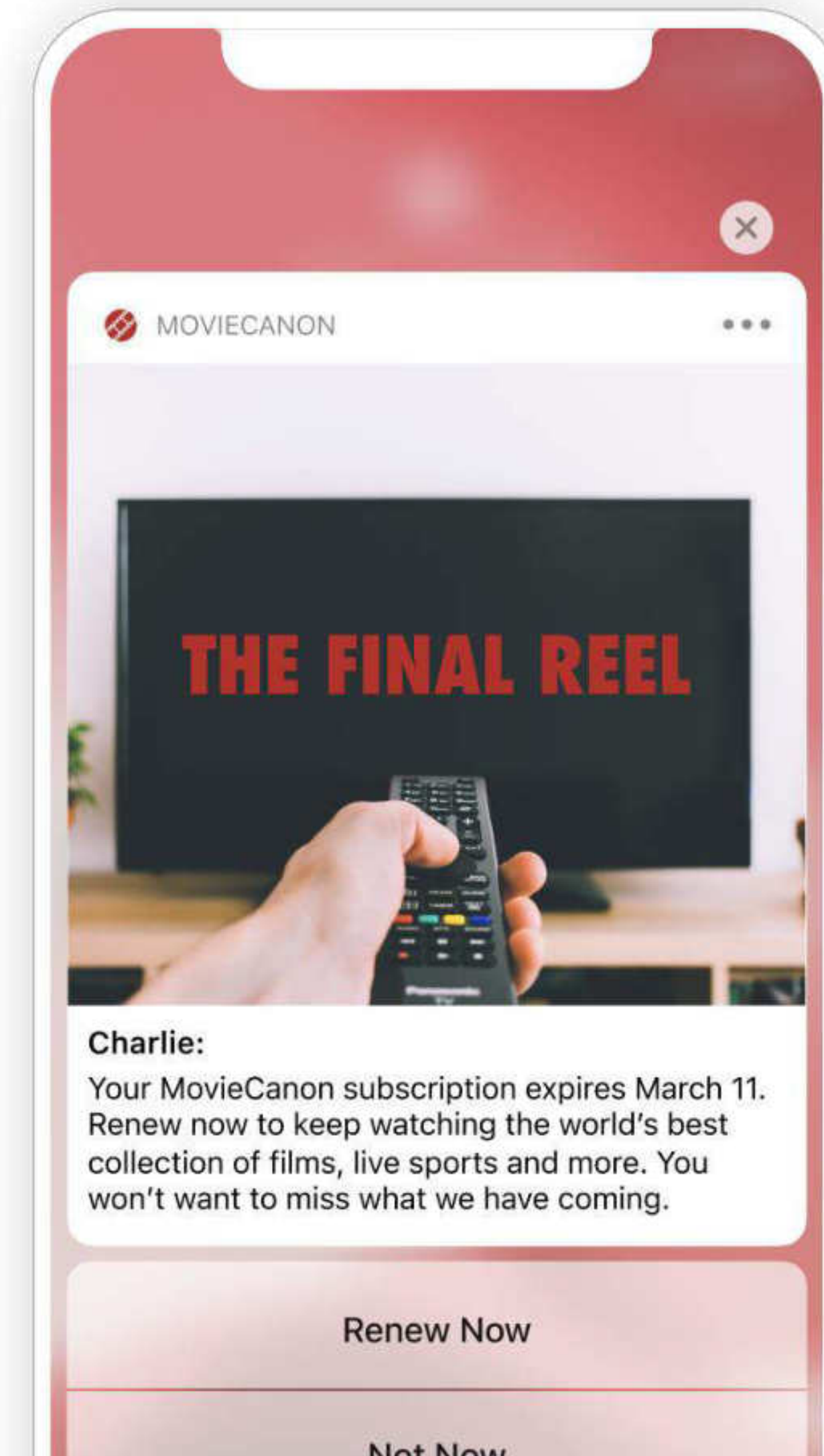
### Step 2: Personalize messages by churn risk



**Step 3:** Send at the right time on the most engaging channel for each customer



**Step 4:** Share personalized content at scale





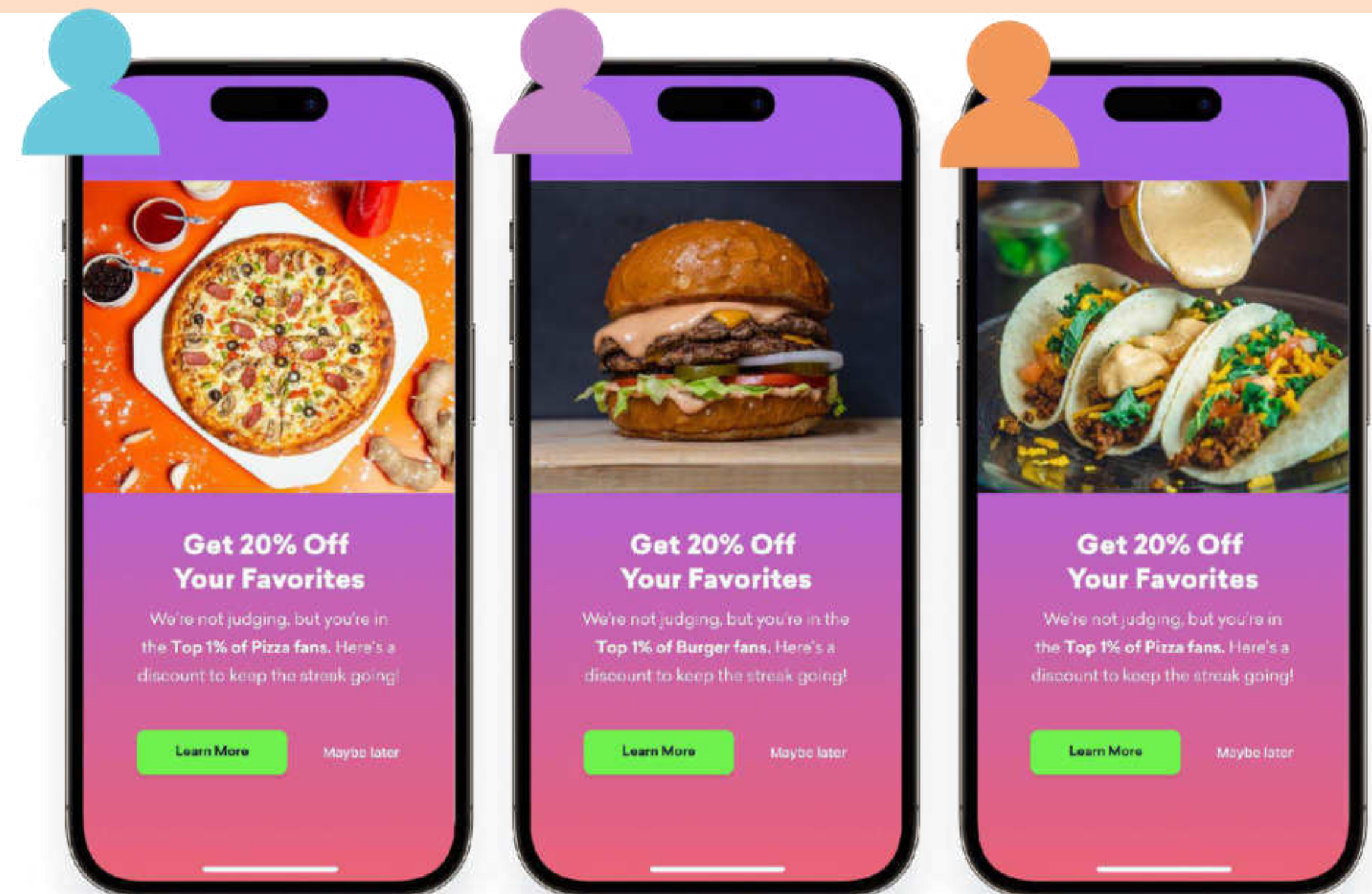
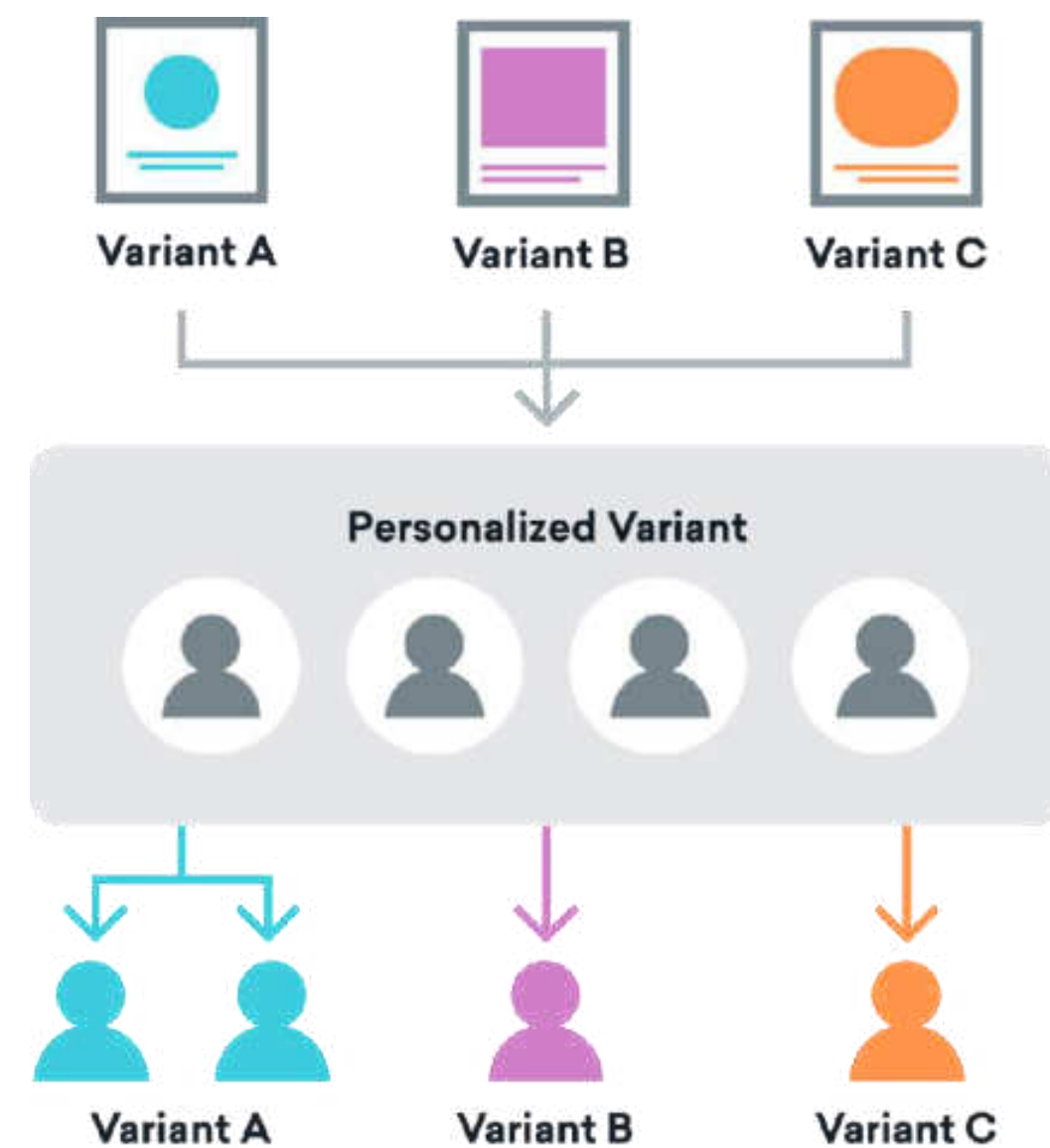
# AI for Effectiveness

Test, Learn & Optimise

# Achieve Better Results

Automatically test and optimize any campaign for the best-performing version in just a few clicks

Increase Conversions  Boost Campaign Confidence  Reduce Complexity





## Situation:

A mobile banking company needs to drive more account activations in the next quarter. They want to test and optimize an onboarding journey for new app users.

**Step 1:** Test different variants of a welcome message to identify the version that performs best

The screenshot shows an 'A/B Testing' configuration panel. At the top, it says 'Intelligent Selection' is turned OFF. Below, a bar chart shows the distribution of users: 10% for 'CG Control', 20% for 'A Variant 1', 20% for 'B Variant 2', and 50% for 'Winning Variant'. There are checkboxes for 'Control Group' and 'Distribute Variants Evenly'. Under 'Optimization Options', three choices are listed: 'No Optimization', 'Winning Variant' (highlighted in light blue), and 'Personalized Variant'. The 'Winning Variant' option includes a note: 'Averages 7.5% better open rates! See the difference.'

**Welcome to CashBlastr!**  
Get started by activating your mobile banking account.

**ACTIVATE**

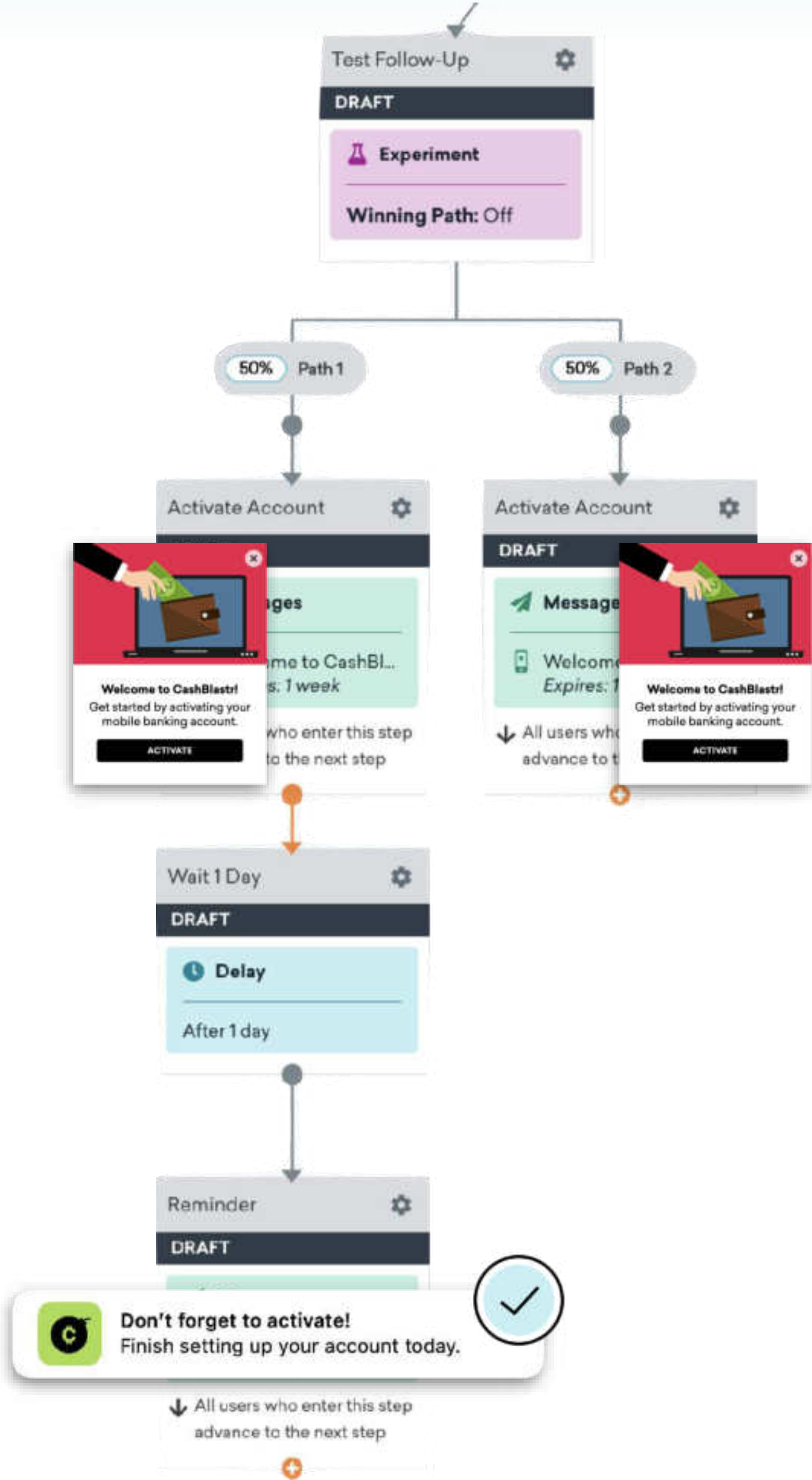
This variant features a red background with an illustration of a hand putting a green banknote into a brown wallet on a laptop screen. A large blue checkmark icon is in the top right corner.

**Welcome to CashBlastr!**  
Get started by activating your mobile banking account.

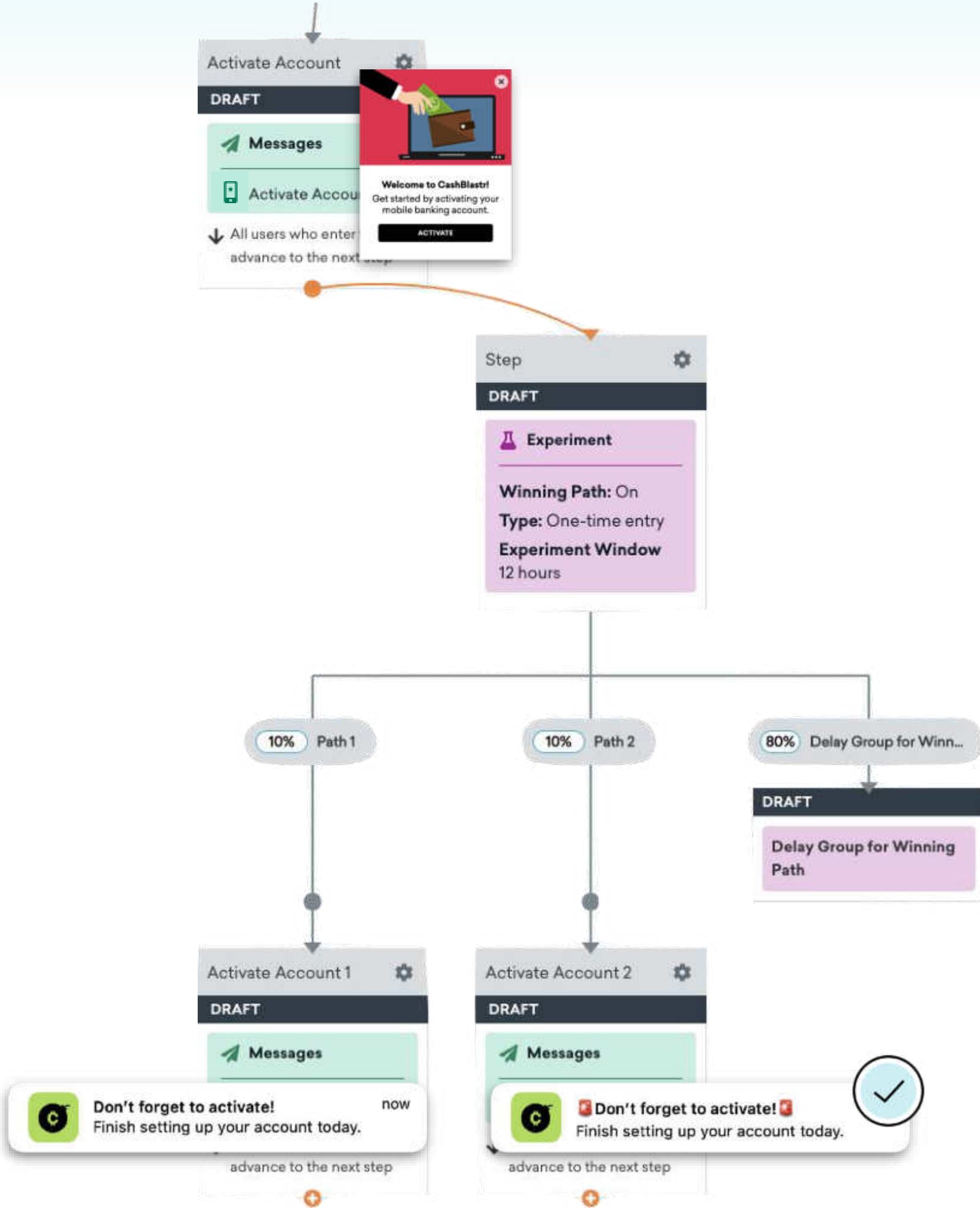
**ACTIVATE**

This variant features a dark blue background with an illustration of a hand holding a smartphone. Floating around the phone are icons for a shopping cart, a credit card, and a dollar sign. A close button (X) is in the top right corner.

**Step 2:** Now, test the cadence. Does the welcome message perform better on its own or with a follow-up nudge?



**Step 3:** Then, test and optimize the follow-up nudge



# AI for Efficiency

Save time, cut repetition and focus on strategy



# Spark Your Inner Creativity

Spend more time driving strategy by leveraging generative AI to assist with routine copywriting, copyediting, and image creation

Save Time  Reduce Bottlenecks  Introduce New Programs

**AI Image Generator**

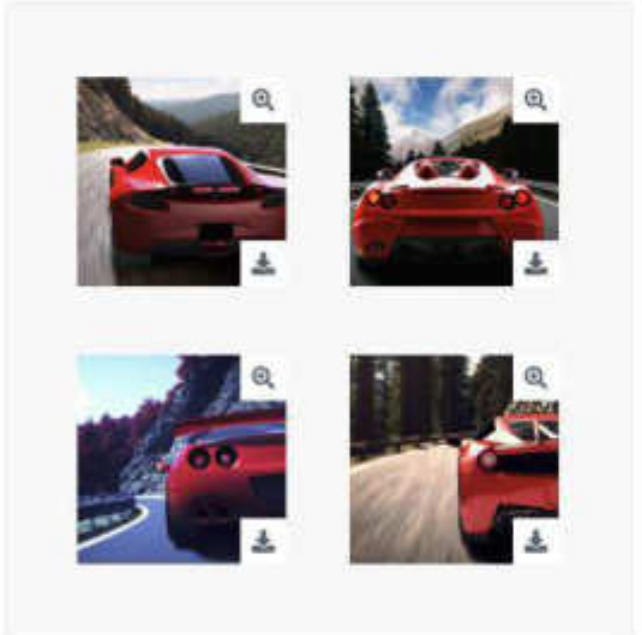
Generate images to save to your Media Library using DALL-E. Each request generates four variations of your prompt, and you can generate ten image sets per day.

**Image Description** 85 / 300 characters

behind shot of a photorealistic red sports car centered driving down a mountain road

Enter a verbal description of the image. The more detail you provide the better.

**Generate Images**



Between you and Braze, any images generated using DALL-E 2 are your intellectual property. Braze will not assert any claims of copyright ownership on such images and makes no warranty of any kind with respect to any AI-generated content or images. Powered by Open AI | [Learn More](#)

2 of 10 images used today

**Welcome to your AI powered copywriting assistant.**

**Your input**

Simply type or paste in a service or product description.

29 / 300 characters

Big Summer Special on Rentals

**Output Language**

English

**Approximate Output Length**

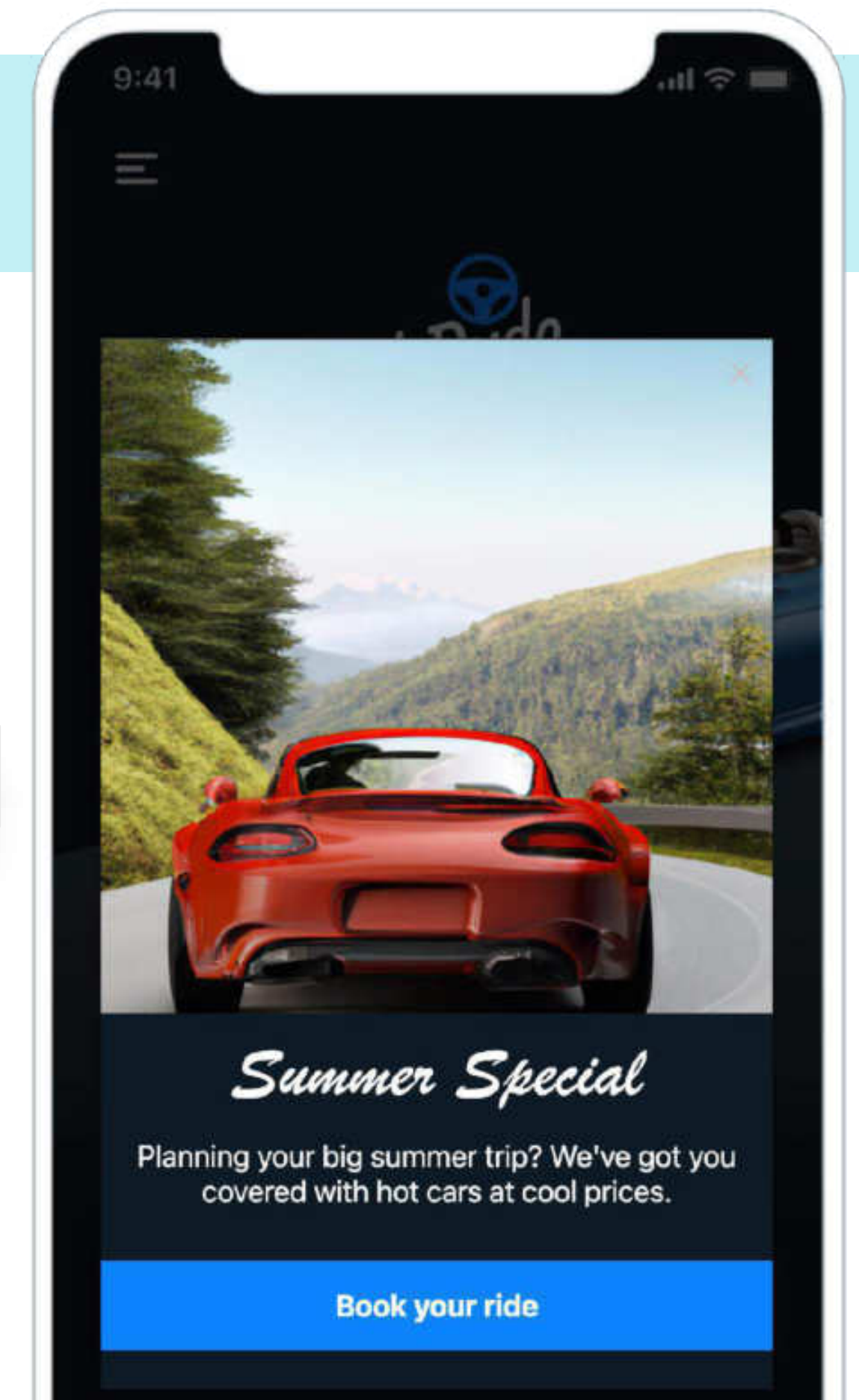
Short (Push, SMS, Subject Line)

**Generate Copy**

Your new copy will appear here.

Powered by OpenAI | [Docs](#)

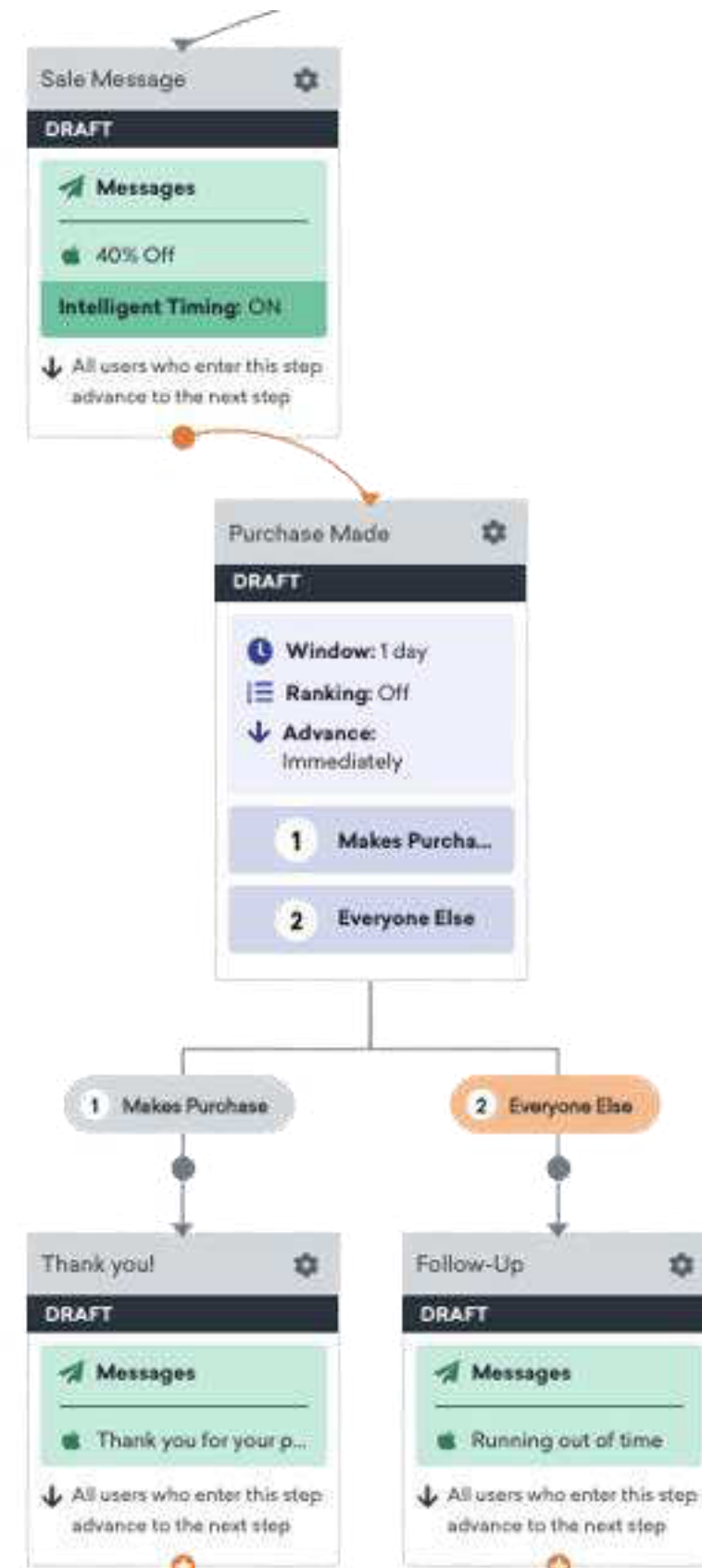
Looks good! No issues detected.



## Situation:

A small marketing team at a CPG company just realized they need to launch a July 4th promotion. They're running low on time and resources.

### Step 1: Build the customer journey



### Step 2: Generate and QA message copy

The screenshot shows an AI-powered copywriting assistant interface with the following elements:

- Welcome to your AI powered copywriting assistant.**
- Your input:** "Simply type or paste in a service or product description." A text box contains "Buy 40% off Chocolate for 4th of July S'mores" (45 / 300 characters).
- Output Language:** A dropdown menu set to "English".
- Approximate Output Length:** A dropdown menu set to "Medium (In-App Message, Content...)".
- Generate Copy:** A blue button with a refresh icon.
- QA Result:** A green checkmark icon and the text "Looks good! No issues detected." overlaid on the generated copy.
- Generated Copy:** "Celebrate the 4th of July with delicious S'mores! Get 40% off chocolate this Independence Day! Enjoy the delicious taste of S'mores with family and friends for the perfect summer treat. Don't miss out on this great deal - buy now and save!"
- Footer:** "Powered by OpenAI | Docs"



### Step 3: Generate a custom image

#### AI Image Generator

Added image to media library as 75f9f746-f883-4dee-b75e-9602c756679d.png


Generate images to save to your Media Library using DALL-E. Each request generates four variations of your prompt, and you can generate ten image sets per day.

**Image Description** 42 / 300 characters

Chocolate bar with marshmallows next to it

Enter a verbal description of the image. The more detail you provide the better.

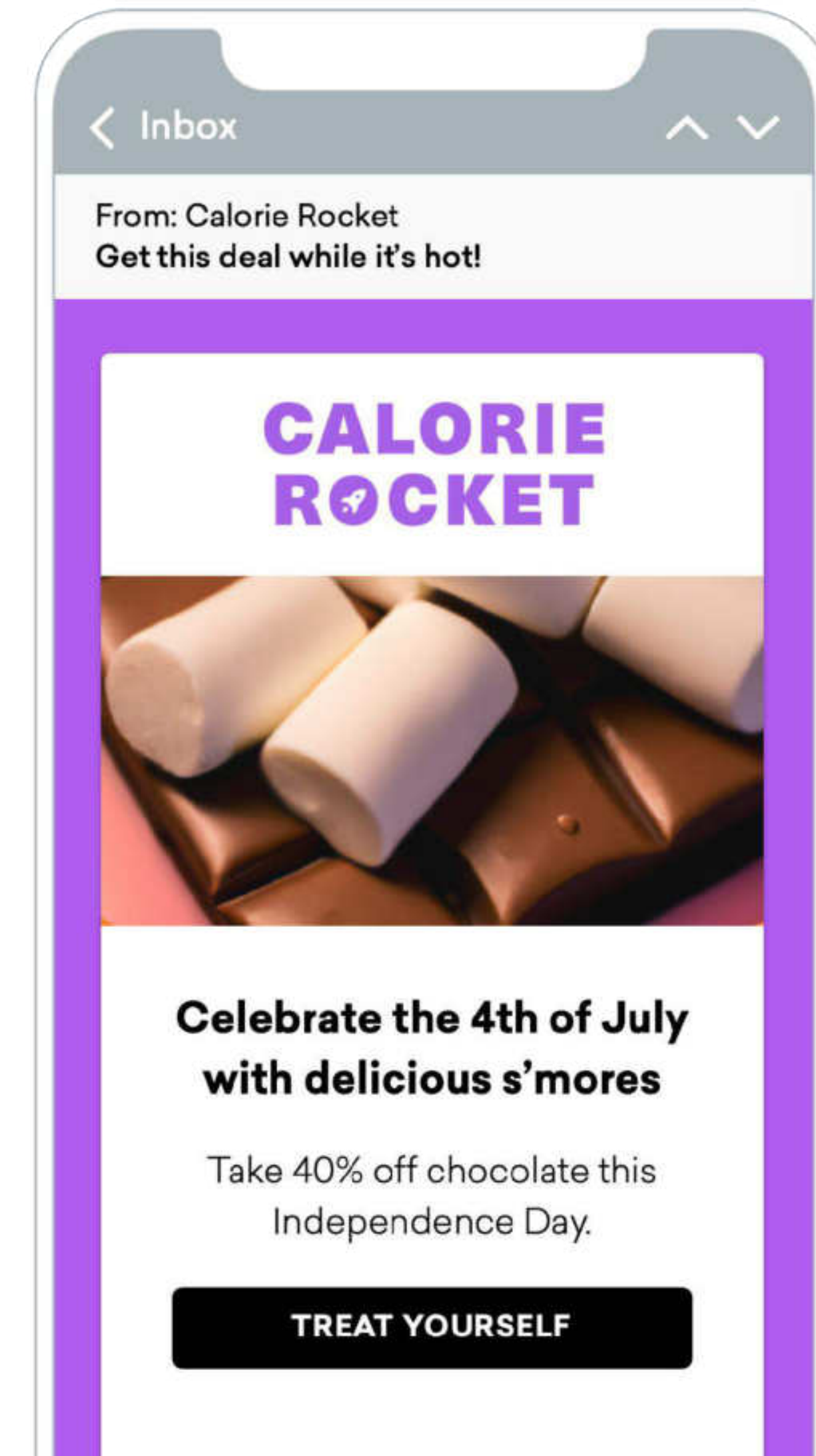
**Generate Images**



Between you and Braze, any images generated using DALL-E 2 are your intellectual property. Braze will not assert any claims of copyright ownership on such images and makes no warranty of any kind with respect to any AI-generated content or images. Powered by Open AI | [Learn More](#)

6 of 10 images used today


### Step 4: Send on customers' preferred channels



Inbox

From: Calorie Rocket  
Get this deal while it's hot!

**CALORIE  
ROCKET**



**Celebrate the 4th of July  
with delicious s'mores**

Take 40% off chocolate this  
Independence Day.

**TREAT YOURSELF**





3.75X

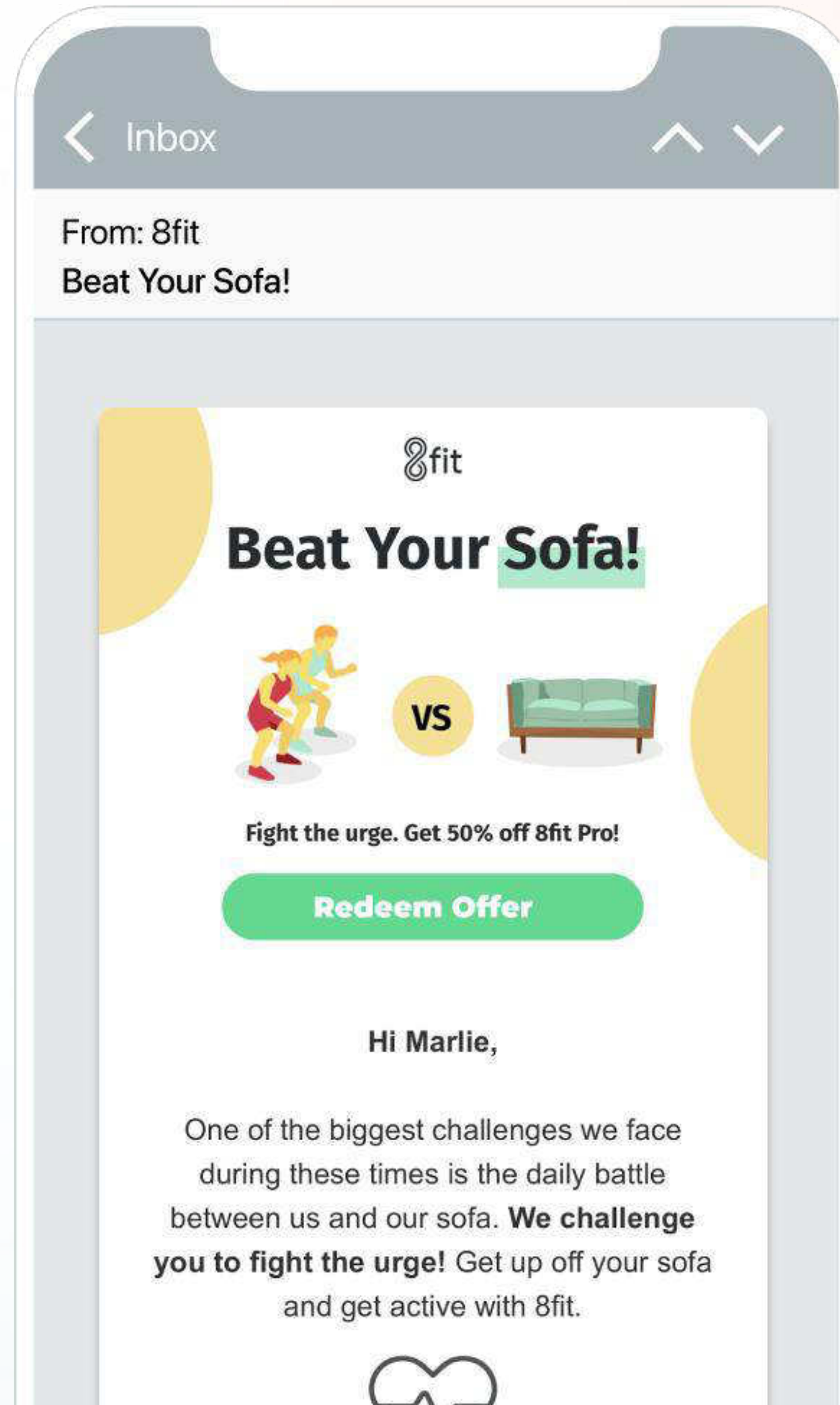
HIGHER CONVERSIONS

(WHEN COMPARING  
HIGH-SCORING USERS VS.  
RANDOMLY SELECTED USERS)

100,000

FEWER EMAILS  
SENT WEEKLY

(WHEN EXCLUDING  
LOW-SCORING USERS FROM  
PROMO CAMPAIGNS)



## With Predictive Insights on Likely Buyers, 8fit Improves Conversions and Customer Engagement

8fit, the health and fitness app offering customized workouts and meal plans, wanted to improve conversions and customer retention. 8fit worked with Braze to predict which app users were most likely to convert, then targeted this group with special offers, leading to 3.75X higher conversions.

**PROBLEM:** Health and fitness app 8fit wanted to convert customers more efficiently, but lacked full transparency on whom to target with which offer.

**STRATEGY:** Using Braze Predictive Purchases, 8fit segmented users based on their likelihood to make a purchase, then tested and targeted offer messages.

**RESULTS:** 8fit saw conversions 3.75X higher than other campaigns.



**Thank  
You.**