Ranya Arora

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Braze is a Leader in The Forrester Wave™

Cross Channel Marketing Hubs (CCMH), Q1 2023

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"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

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Braze helps marketers

reach every customer with

the right message

at the right time
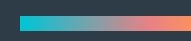
on the right channel

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

Who We Serve

Disney · Pizza Hut · KFC · Burger King
Skyscanner · venmo · PayPal · Wise
yelp · Get Your Guide · HBO · Microsoft
deliveroo · Delivery Hero · crypto.com · agoda
ZALORA · SEPHORA · CHANGI airport singapore · traveloka
Telstra · Bukalapak · SHOP BACK · Endowus

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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'

Tech

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AI AND MACHINE LEARNING

2024 Marketing Predictions and Insights

aws

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

BRAZE

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

Source - Business Reporter - Generative AI: marketing's sink-or-swim moment 2023

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

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AI & ML Automation

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 **A**nywhere **G**o **E**verywhere

Today, where can we focus our AI efforts for meaningful experiences?
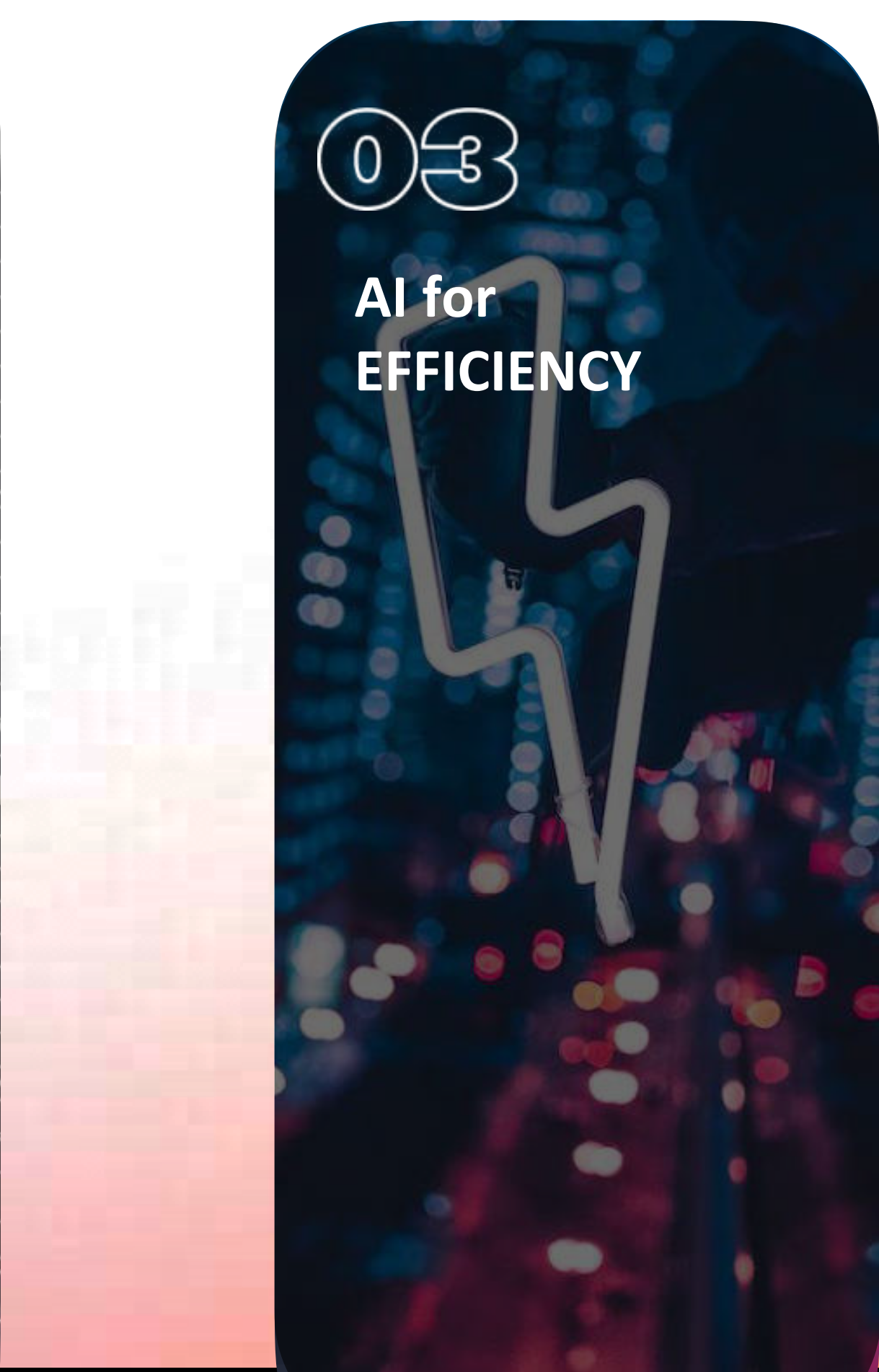
01
**AI for
RELEVANCE**

02
**AI for
EFFECTIVENESS**

03
**AI for
EFFICIENCY**

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AI for Relevance

Beyond personalisation - delivering on context in the moment

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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**
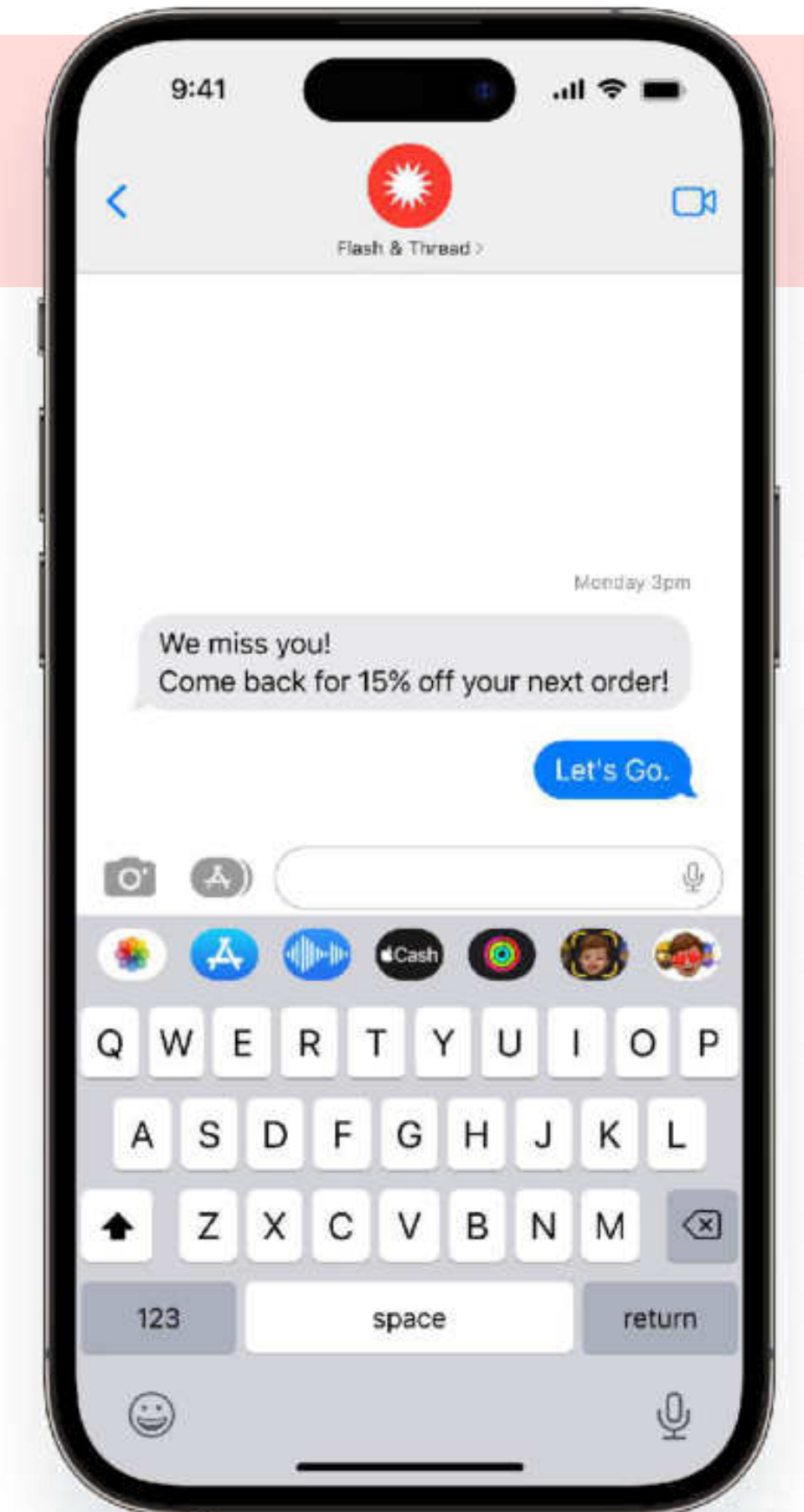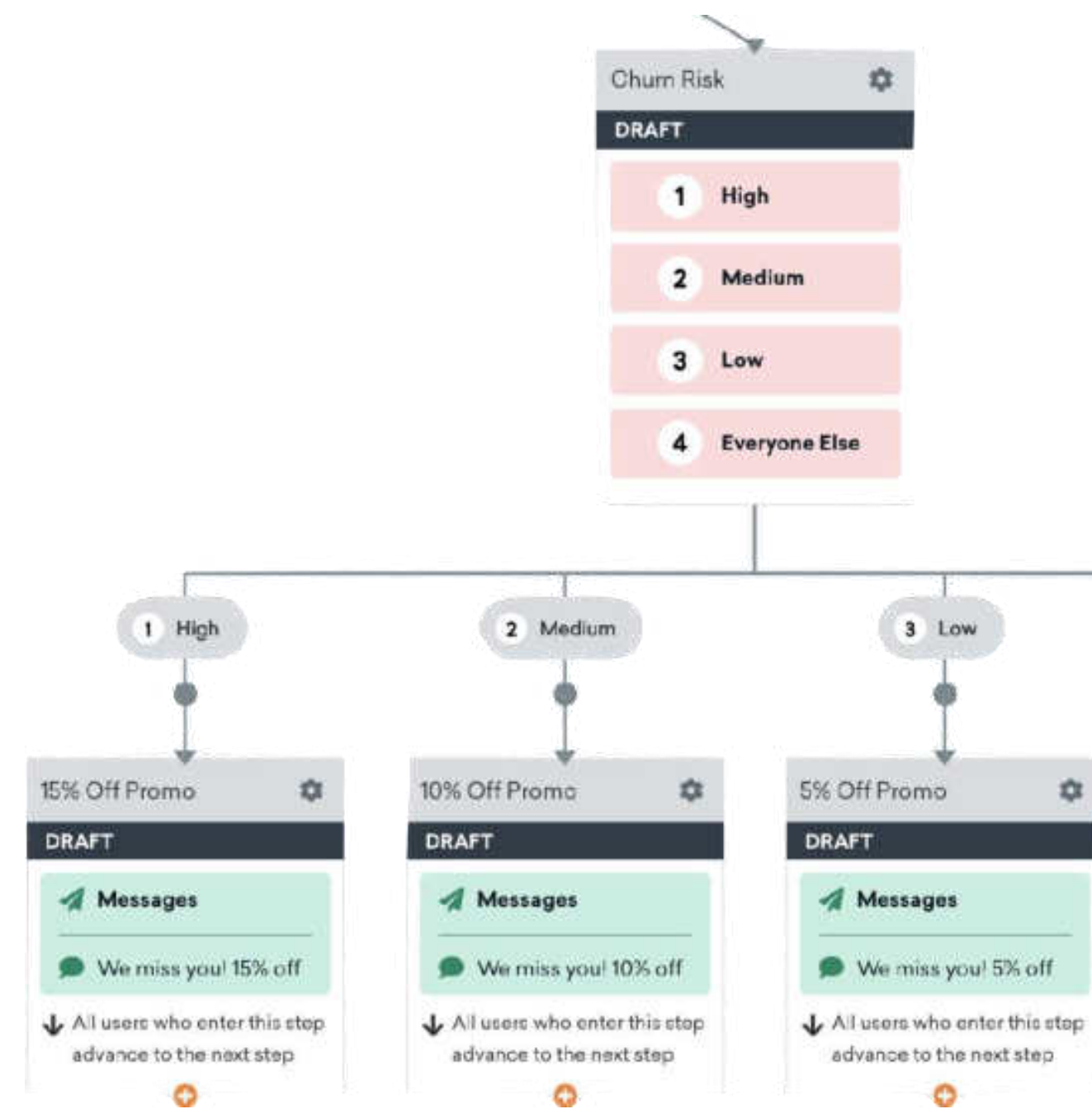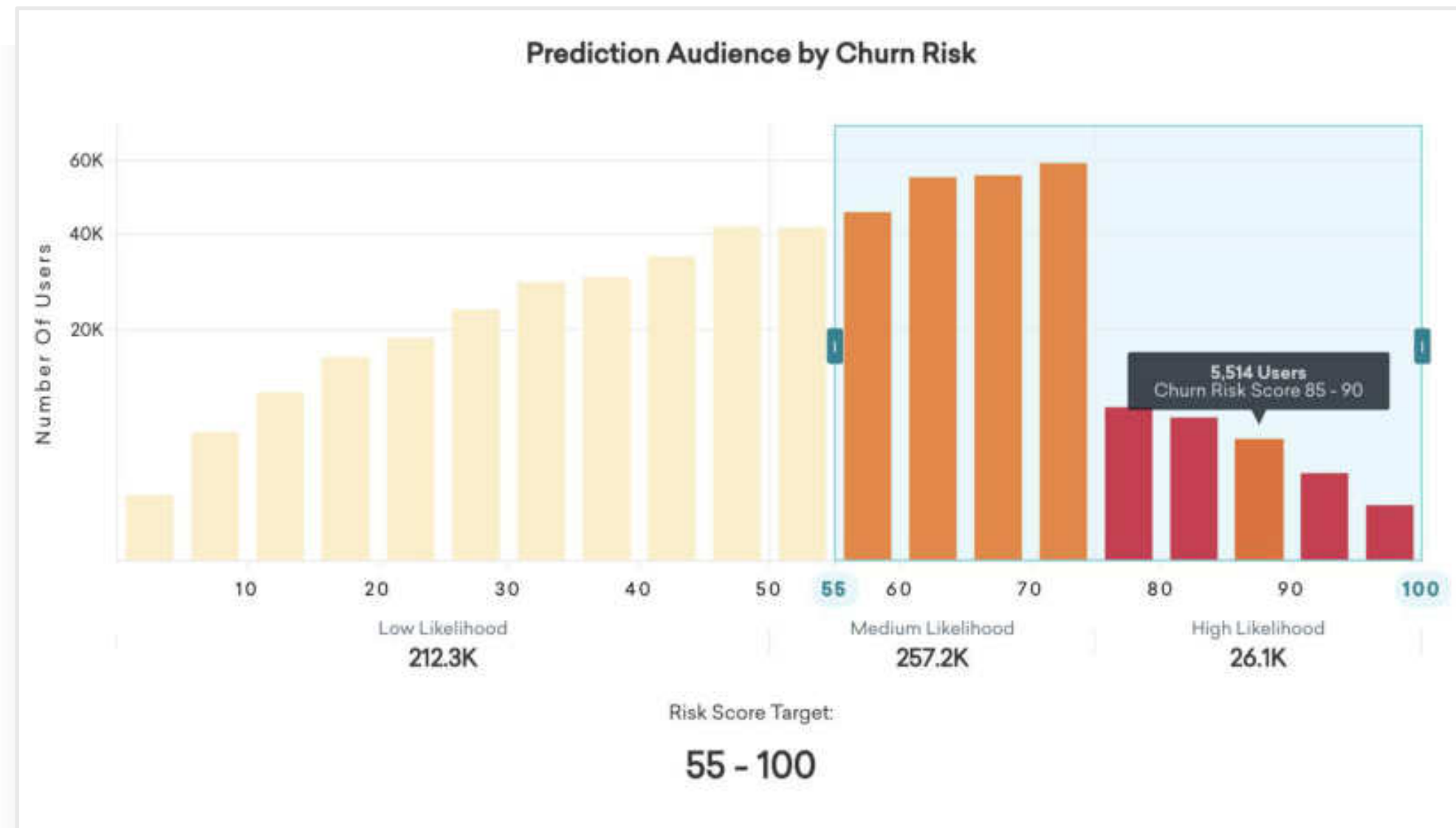
Situation:

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
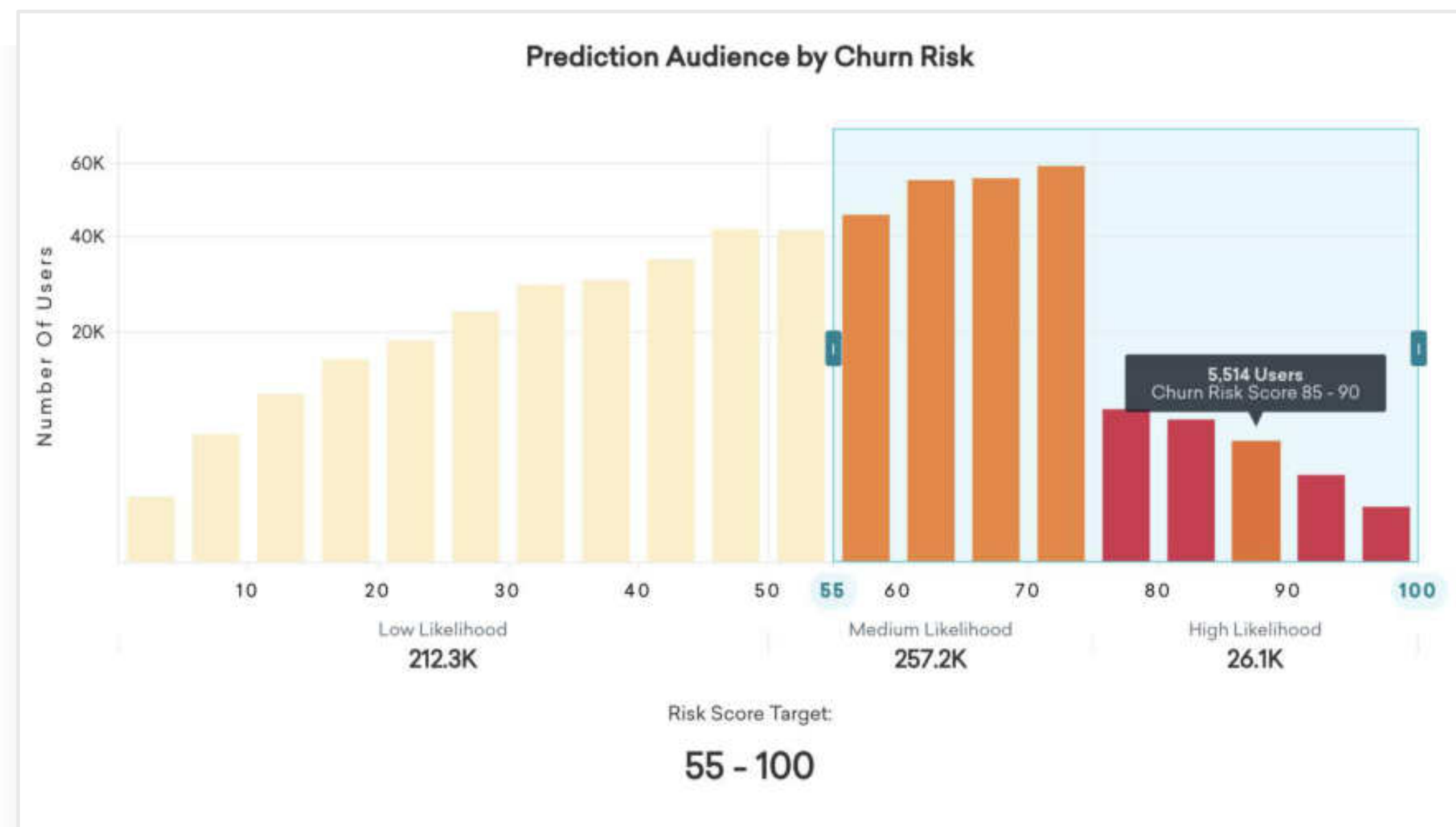
Step 2: Personalize messages by churn risk

Step 3: Send at the right time on the most engaging channel for each customer
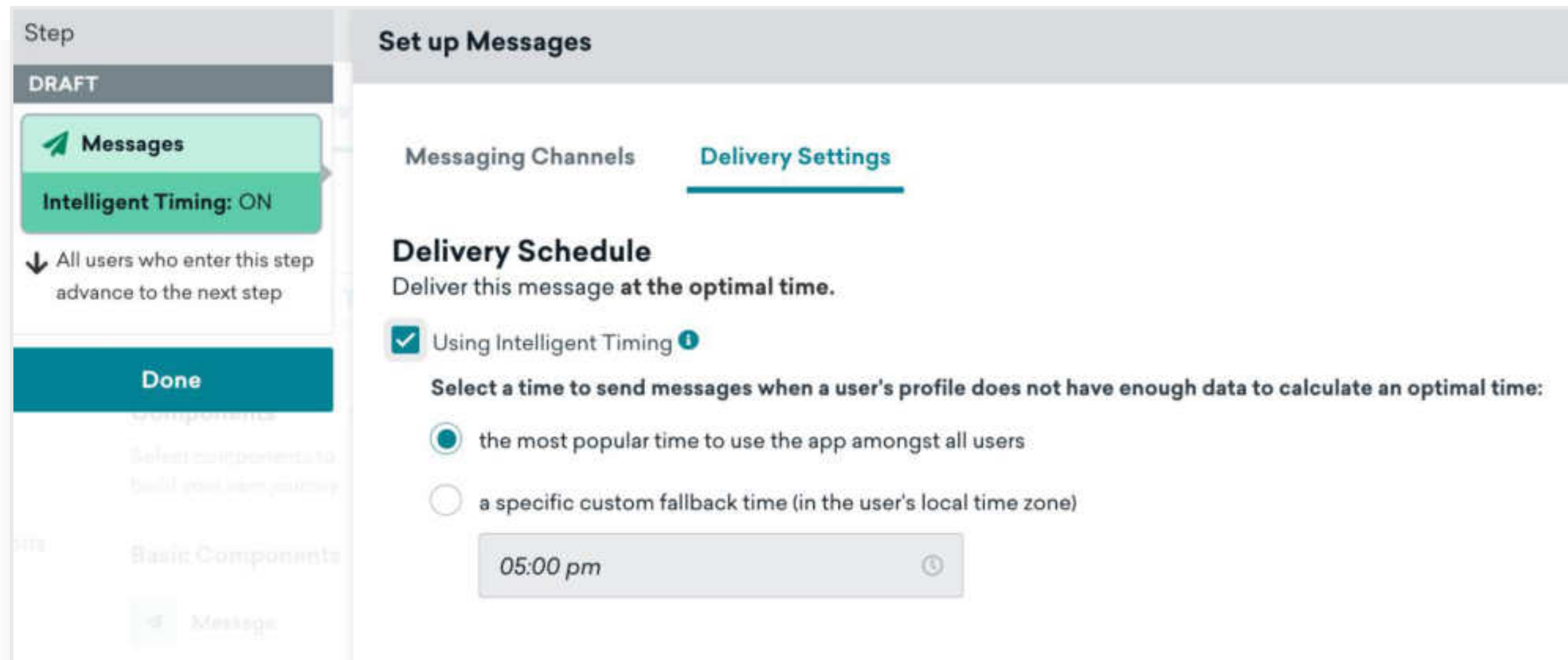
Step 4: Share personalized content at scale
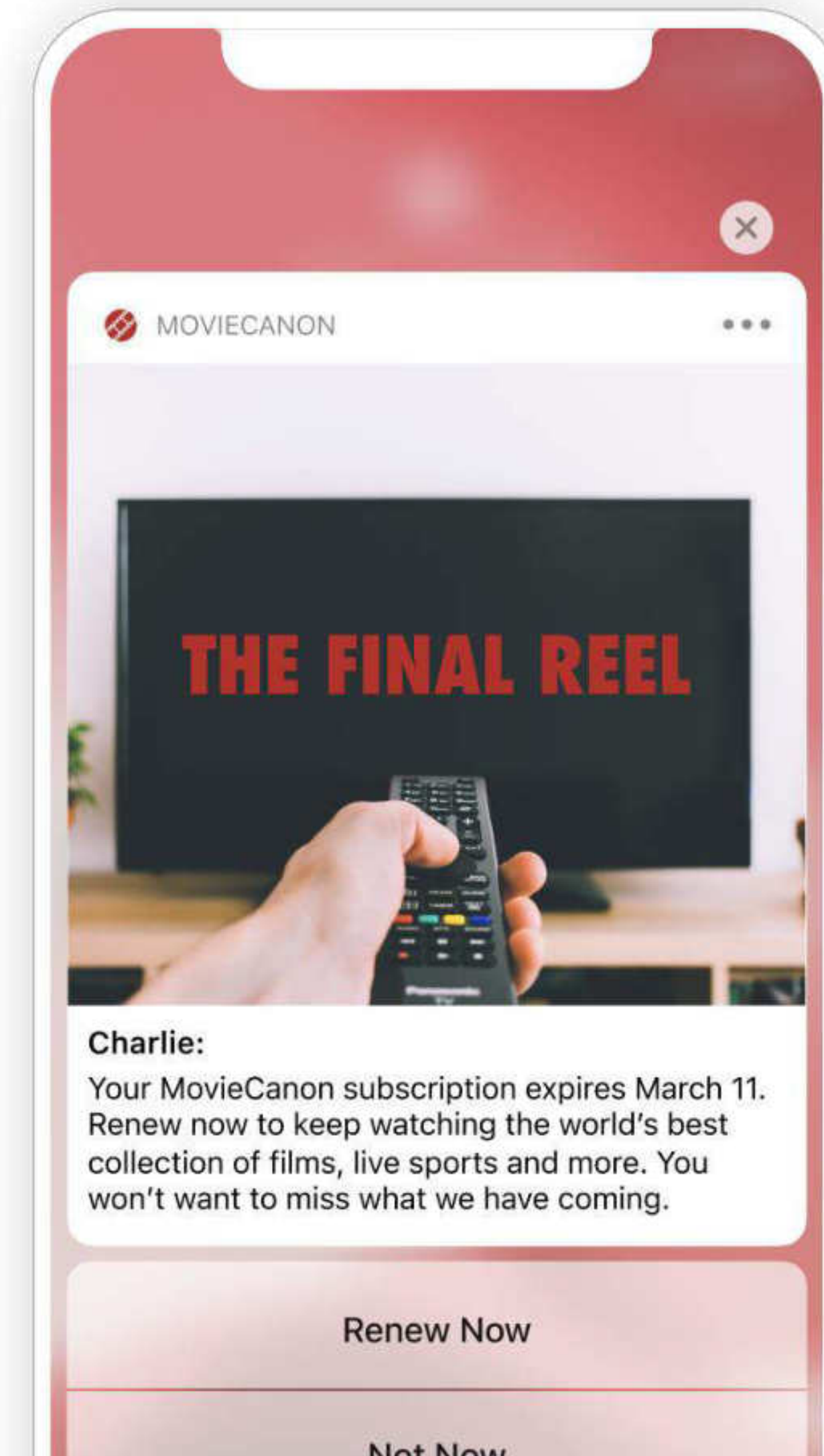
AI for Effectiveness

Test, Learn & Optimise

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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**

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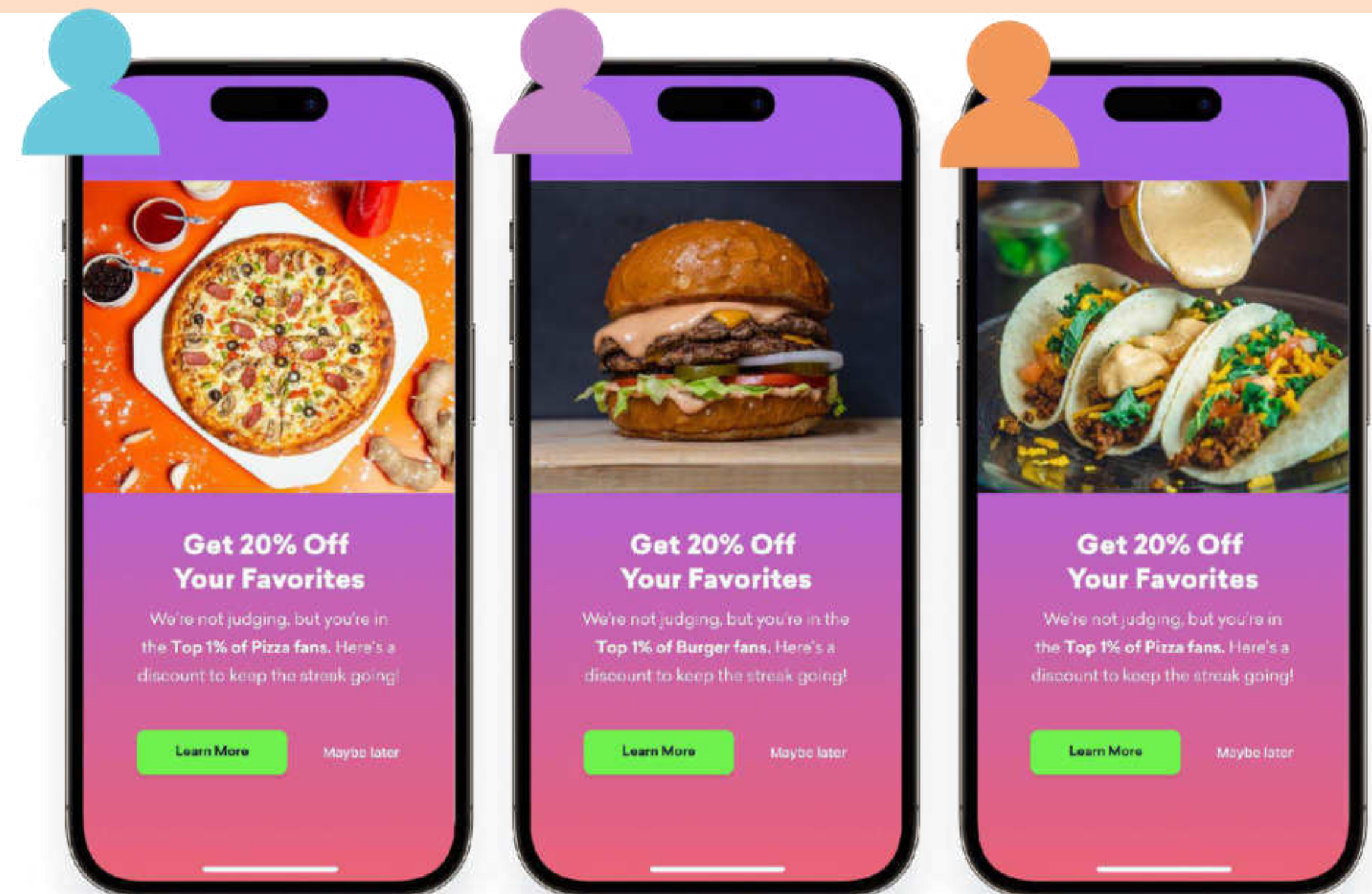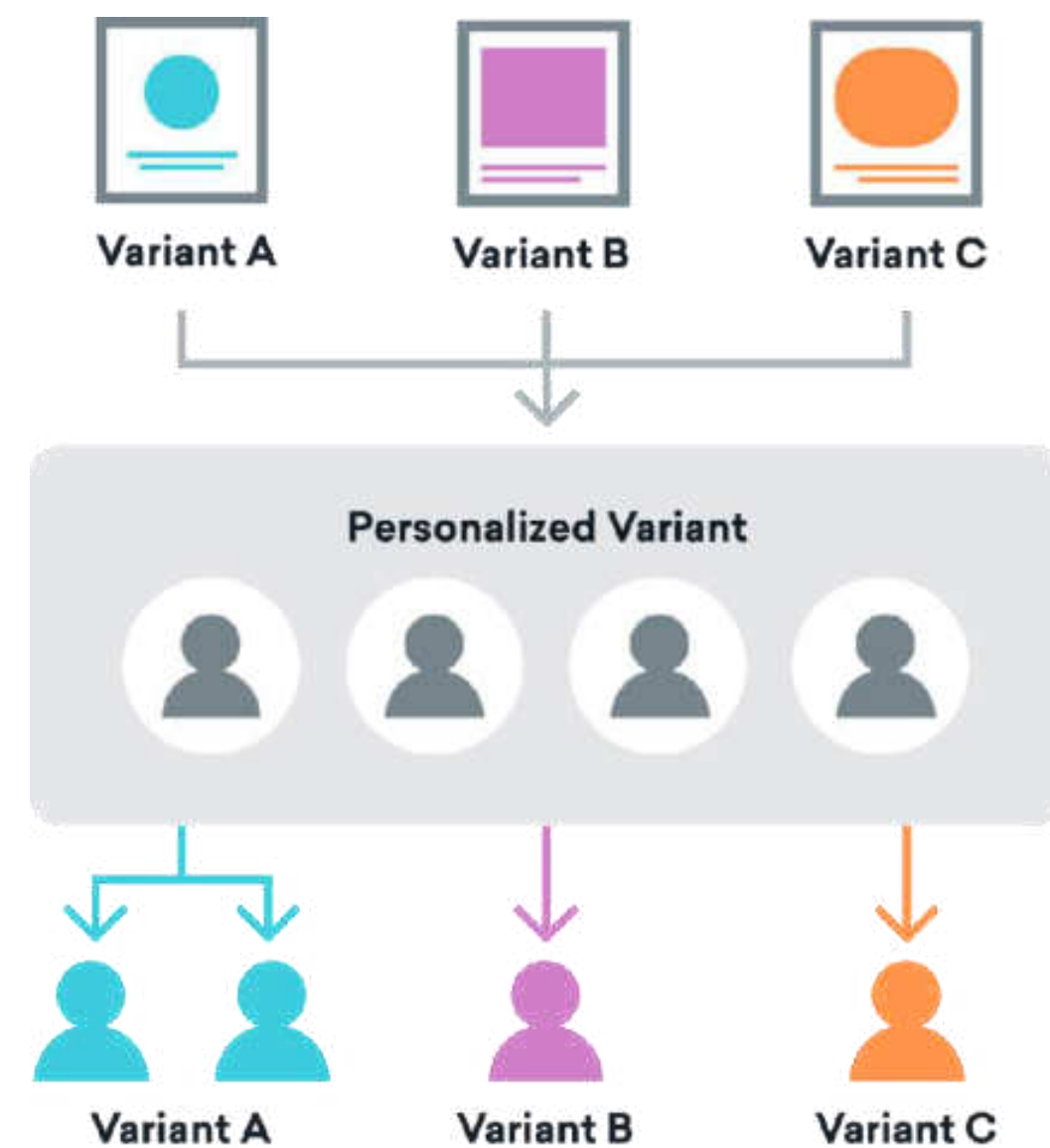
Situation:

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

Step 2: Now, test the cadence. Does the welcome message perform better on its own or with a follow-up nudge?
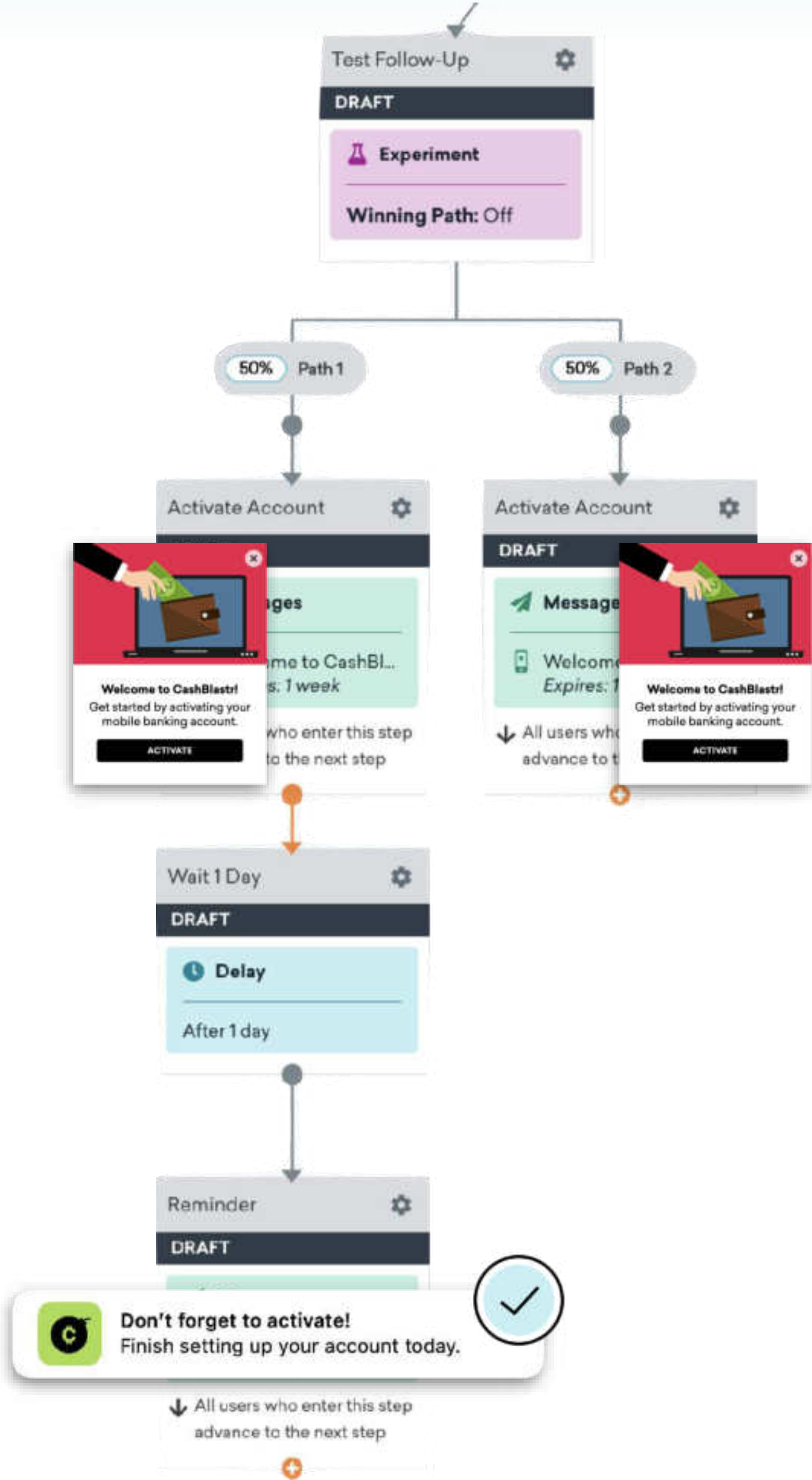
Step 3: Then, test and optimize the follow-up nudge
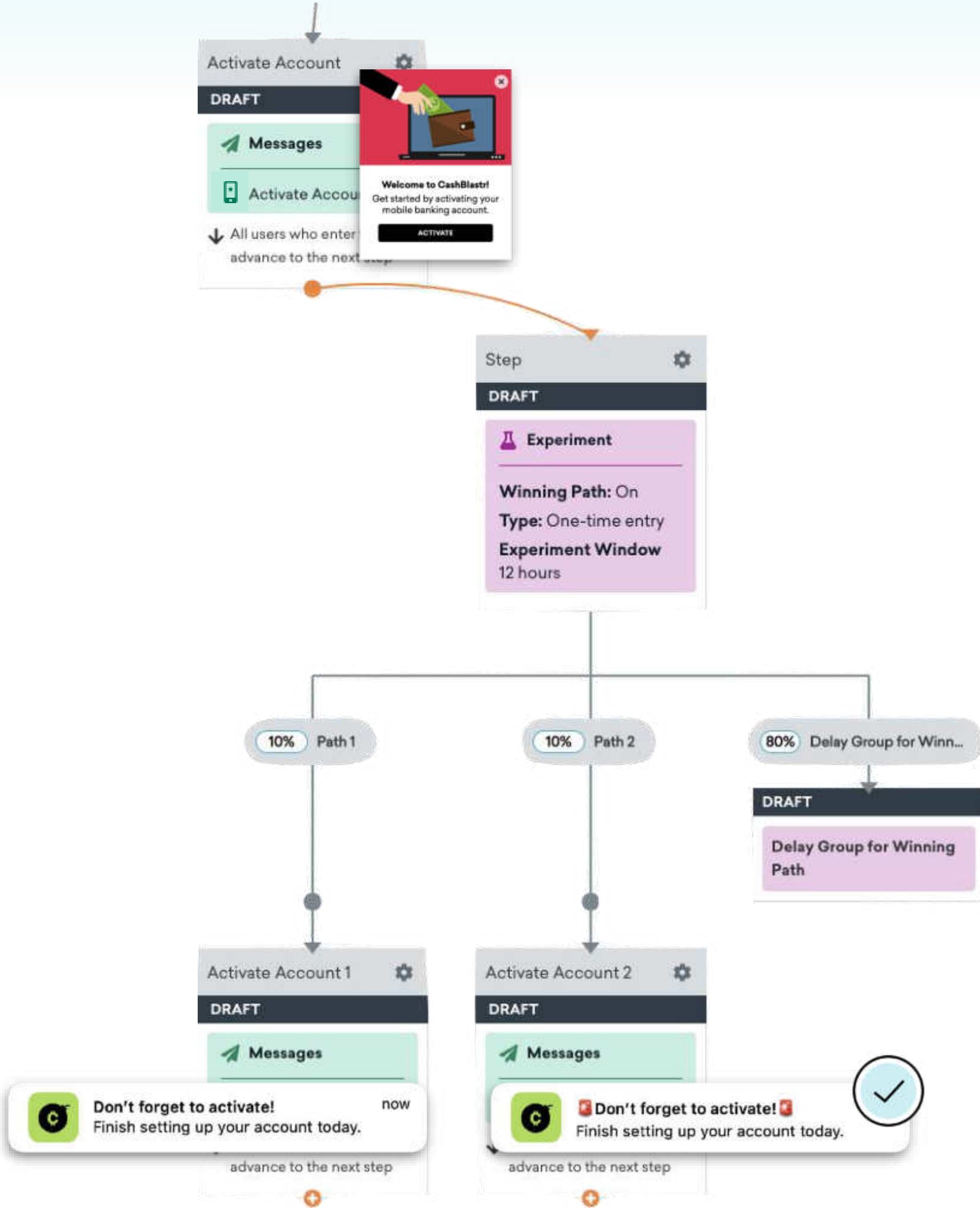
AI for Efficiency

Save time, cut repetition and focus on strategy

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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**

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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
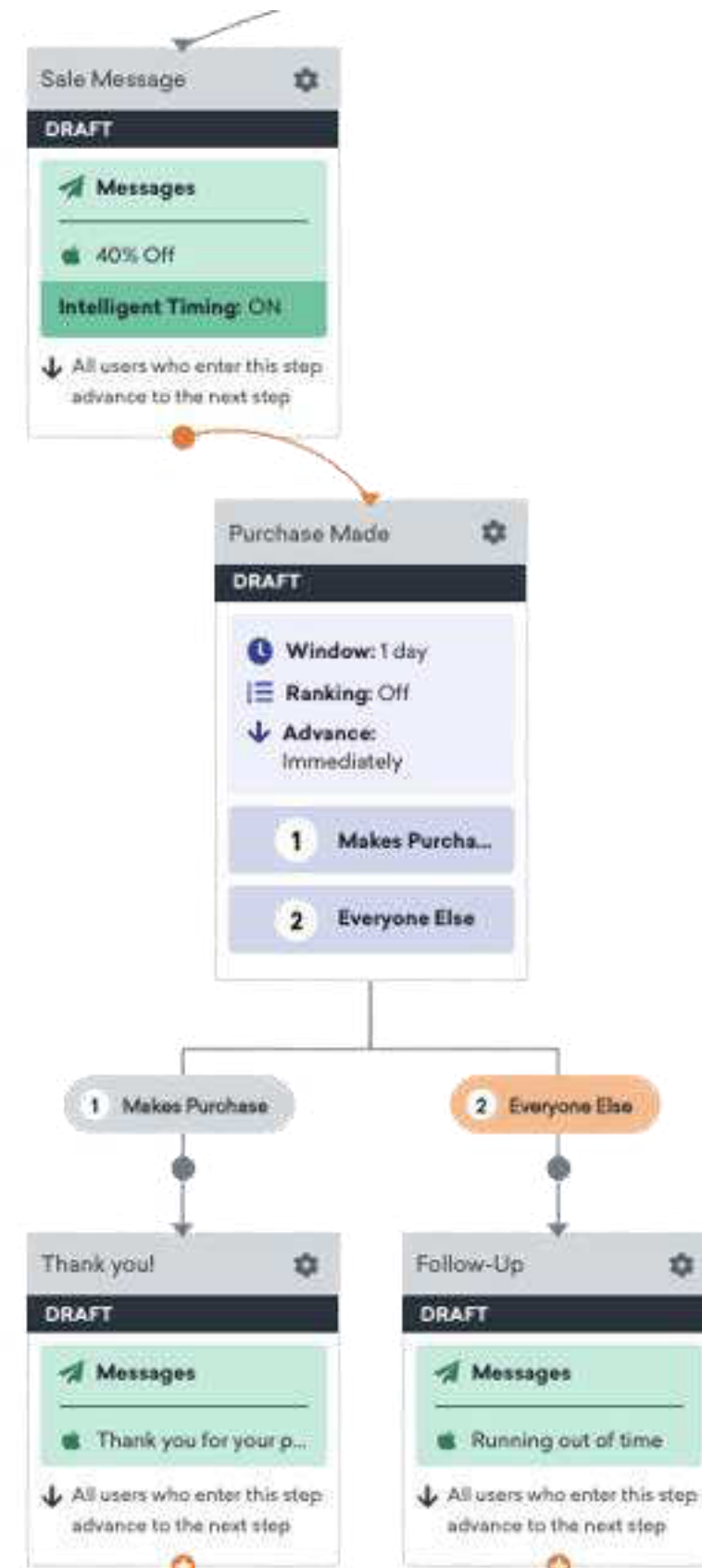
Step 2: Generate and QA message copy

Step 3: Generate a custom image

Step 4: Send on customers' preferred channels

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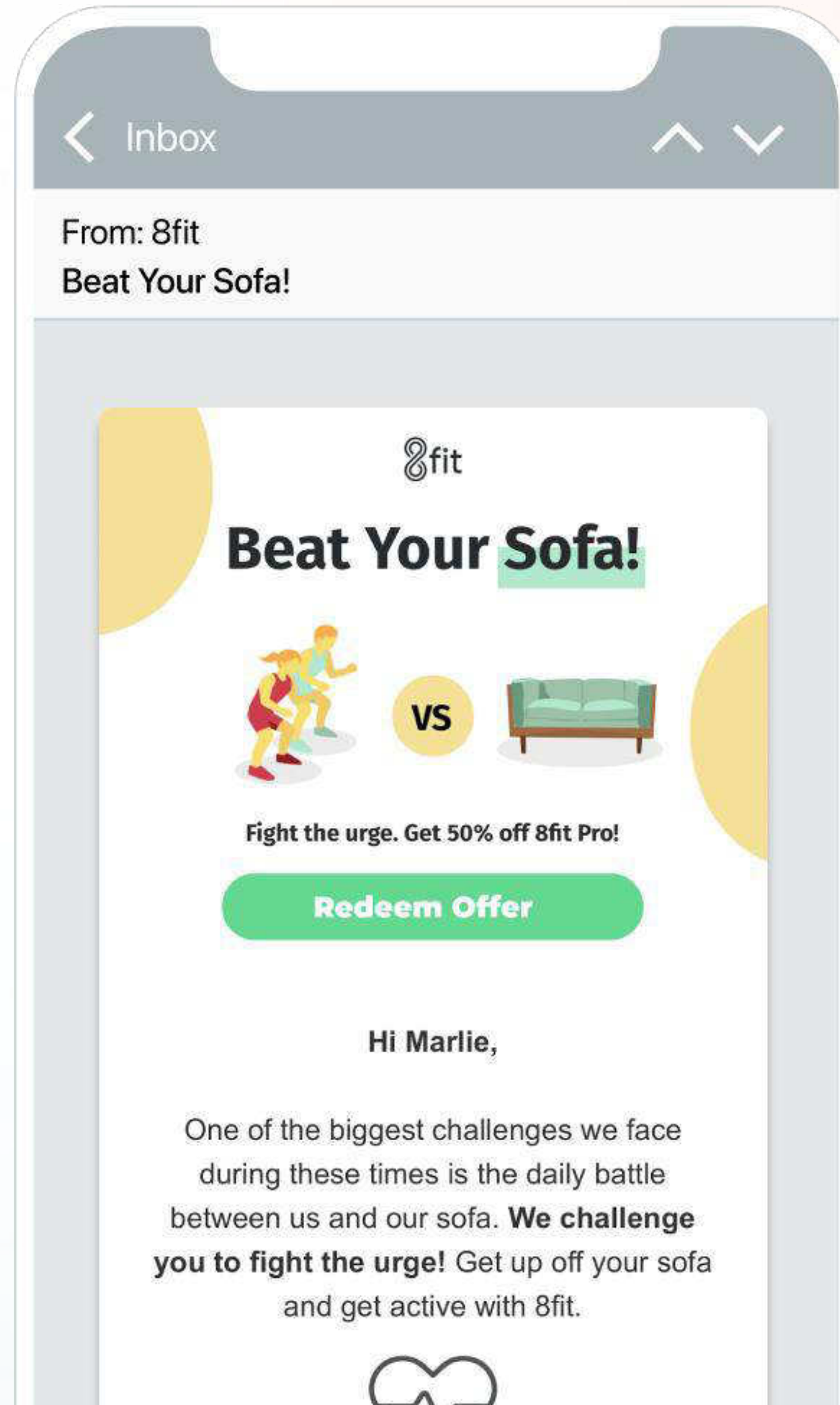
8fit, the health and fitness app offering customized workouts and meal plans , wanted to improve conversions and customer retention. 8fit worked with Braze to predict which app users were most likely to convert, then targeted this group with special offers, leading to 3.75X higher conversions.

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.

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Thank You.