



Keynote Presentation | [CX Innovations] Melting Points: Where Creativity Meets Technology



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braze INNOVATION LAB



Melting Points: Where Creativity Meets Technology



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The background features a warm gradient from orange to pink, overlaid with large, flowing, 3D-style wavy shapes in shades of orange and pink. These shapes create a sense of movement and depth, framing the central text.

The leading customer engagement platform

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Forging lasting connections between consumers
and the brands they love.

INTRODUCING

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427°



Technically, the melting point of metal used in the brazing process to create a brazing connection.

Our Innovation Lab for that explores the boundaries of what's possible between **creativity and technology**

**427° Lab has conducted bold experiments across
20+ industries in every region.**



TODAY

Customer Engagement

**More complex,
more messaging,
more touchpoints**

Every year, the marketing universe grows bigger and more siloed.

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Multi-channel Networks



Brands



Consultancies



Local/Smaller Creative agencies



Emerging Competitive Models



Social Platforms



Publishers



INFLUENCER Talent Agencies



Content Creators



Virtual Reality

AI/Machine learning Programmatic

Augmented Reality

Social Commerce Data/analytics/performance

**Ironically,
more data
more AI
more algorithms =
more of the SAME**

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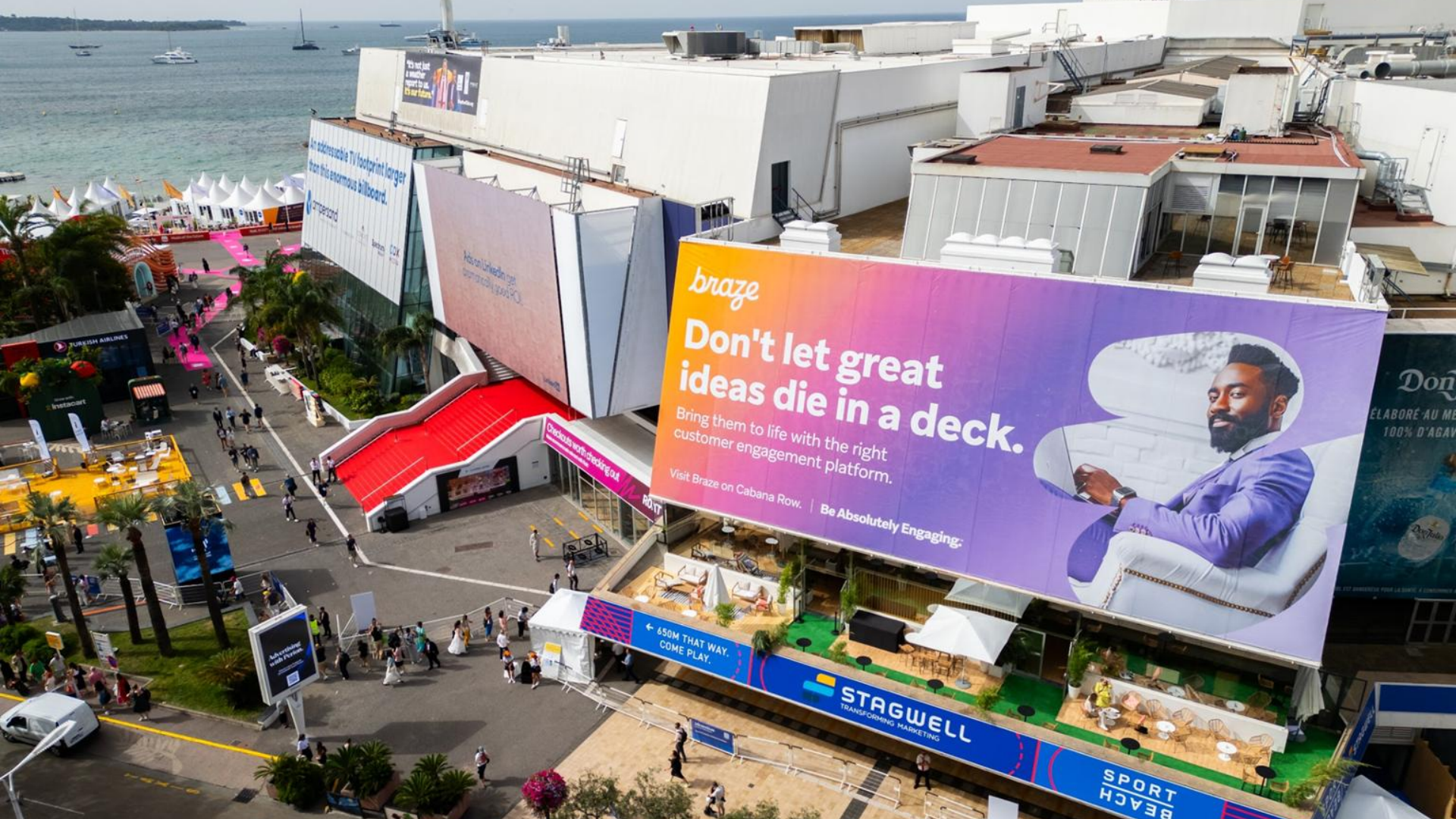
*When every brand sounds, looks, and behaves
the same...*

**Creativity is your
unfair advantage.**

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Better Tech = Better Creativity





It's not just a matter of time. It's a matter of **us** not doing it.

An addressable TV footprint larger than this enormous billboard.



Ad on LinkedIn gets approximately 100,000 views

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Don't let great ideas die in a deck.

Bring them to life with the right customer engagement platform.

Visit Braze on Cabana Row. | Be Absolutely Engaging.



Overlook with a deck out

← 650M THAT WAY. COME PLAY.

STAGWELL
TRANSFORMING MARKETING

SPORT BEACH

Advertising with Purpose

Don't
ÉLABORÉ AU ME
100% D'AGAV



**What makes
Pedidos Ya
such a great
example?**

**It blurs the lines
between CRM and
Brand Marketing**



Three ways to infuse more creativity.

Find your melting point: brand + performance

Get fluent in digital body language

Be a better data storyteller

**Find your melting point:
brand + performance**



HISTORICALLY THESE TWO HAVE TENSION



Short term
drives **sales**

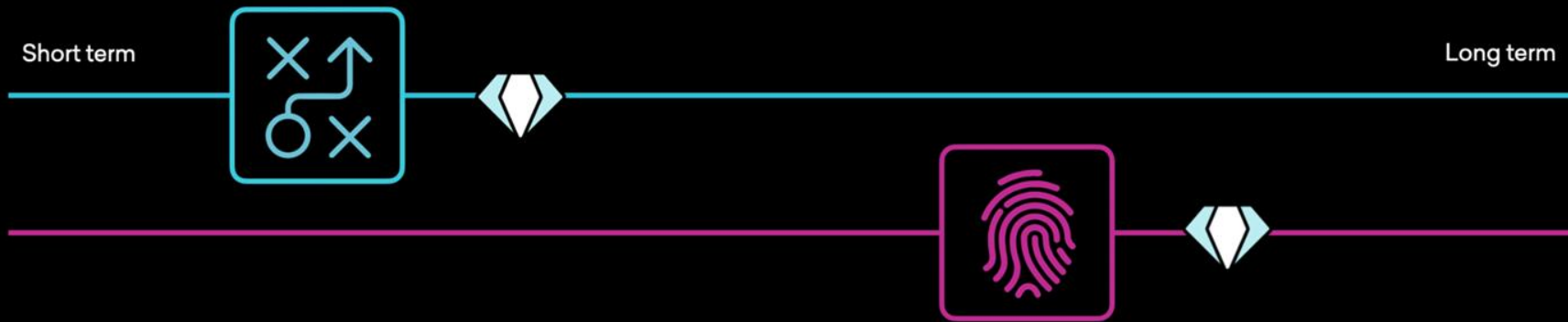


Long term
drives **brand**

But it's a false tension.



In an ROI obsessed



Short-term is often prioritized

over long term

The two **complement** each other

You need both to build your brand successfully

BRAND BUILDING

Creates Mental Brand Equity

Influences Future Sales

Broad Reach

Long Term

Emotional Priming

SALES ACTIVATION

Exploits Mental Brand Equity

Generates Sales Now

Tightly Targeted

Short Term

Persuasive Messages

A red LEGO house is centered in the background. It has a simple rectangular base with a slightly taller roof section in the middle. The background is a solid purple color with a subtle gradient.

**You can drive
transactions
AND build
your *brand***

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Get fluent in
digital body language.



A group of four diverse young women are sitting outdoors, leaning in and looking at their smartphones. They are all smiling and appear to be engaged in a shared activity. The woman on the far left is wearing a black patterned sports bra and black leggings. The woman next to her has bright red hair and is wearing a dark grey tank top. The woman in the center is wearing a purple sports bra and black leggings. The woman on the far right has blonde hair in a ponytail and is wearing a light blue tank top. A semi-transparent purple banner is overlaid across the middle of the image, containing white text.

**The average customer is connected
across an average of 14+ devices,
platforms, and channels.**



Commerce is a conversation



**Digital body language
is the new fluency.**



Digital Body Language—

What does that mean?

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Customer Centricity

It refers to reading customer signals—what they say, how they behave on your app or site, and how they engage with emails.



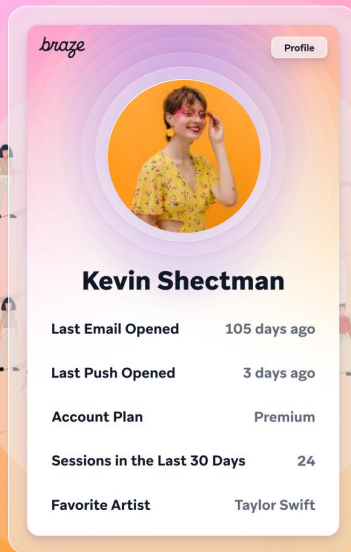
Confidence that Strengthens Connections

Using good data creates better experiences for customers. We help brands “listen at scale” and focus on what’s most important by cutting down internal data glut.

Digital Body Language taps into emotions





Hangry



Curious

Get to know your customers in so many other ways

 Profile



Kevin Shectman

Last Email Opened 105 days ago

Last Push Opened 3 days ago

Account Plan Premium

Sessions in the Last 30 Days 24

Favorite Artist Taylor Swift

High-Value Mobile Audience

Sessions ▾

Less than ▾

20 ▾

In the last

30 ▾

days

AND

Intelligent Channel ▾

is ▾

Push ▾

AND

Account Plan ▾

is ▾

Premium ▾

AND

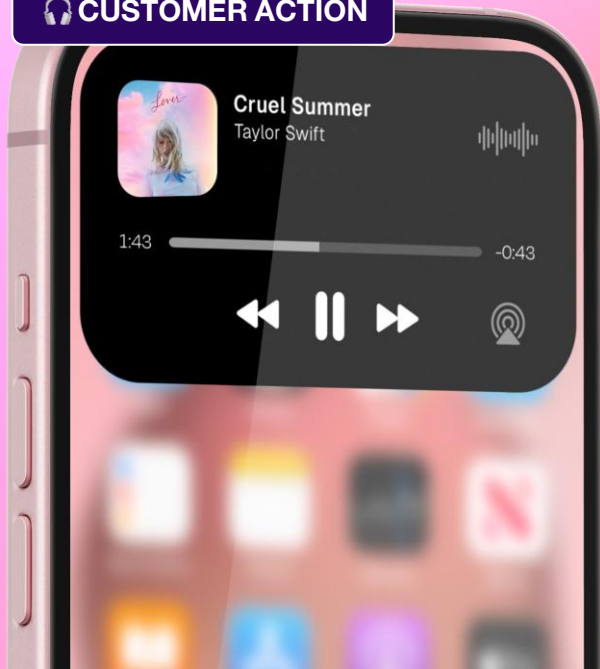
Favorite Artist ▾

is ▾

Taylor Swift

How to read digital body language: Listen. Understand. Act.

🎧 CUSTOMER ACTION



❤️ KEY ATTRIBUTES



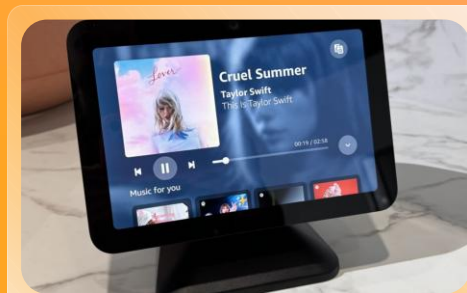
You're one of Taylor Swift's
top fans worldwide

You're one of their top 1% fans. Hit Play
on their radio and we'll provide an
endless stream of their music.

PLAY RADIO



🚗 CROSS-CHANNEL BEHAVIOR



ize

Tell a better
data story.



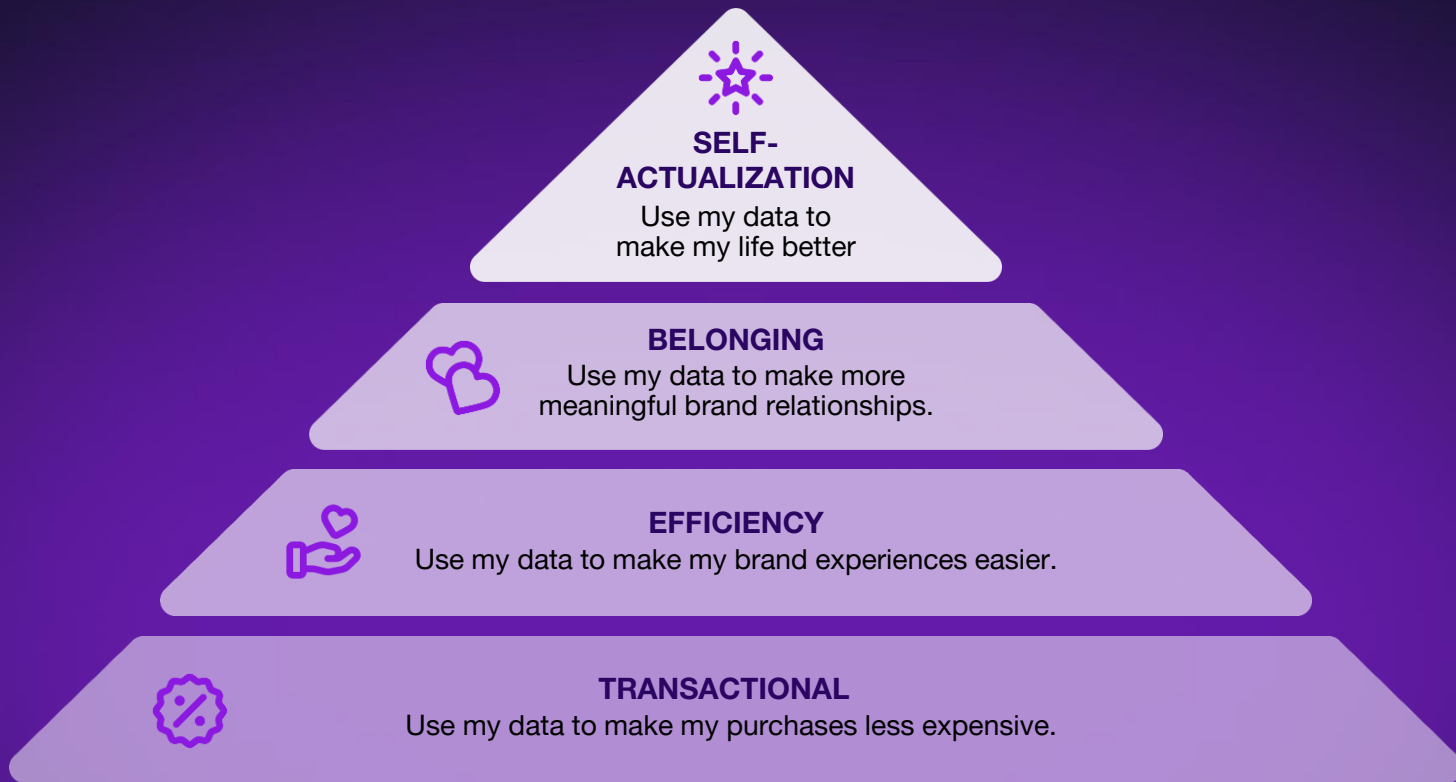
A background image showing a pair of hands holding a dark bottle, possibly a perfume bottle, with a red ribbon tied around its neck. The image is overlaid with a solid purple color.

**Marketers say they
want to be
customer centric**

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***“Does sharing my data make my life better
as I interact with your brand?”***

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Year in Review

the most scalable
and easiest
creative idea for
customers to
execute - simple
personalization



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2022
Your Year in Streams

This year on Peacock...
You Watched the Most in:

April
shows
brought
streamed
hours!



YOUR FAVORITE DAY TO STREAM IS:

MONDAY

WE WISH IT WERE STILL THE WEEKEND TOO.

CASE STUDY

PEACOCK'S YEAR-IN-REVIEW DRIVES 20% REDUCTION IN CHURN

by building a personalized year-end review campaign through Braze highlighting individual users' engagement, genres they loved, and how much content they consumed that year.

6%

Lift in Upgrades
from Free to Paid
Subscriptions

20%

Lift in Upgrades
from Free to Paid
Subscriptions

elf
beauty
squad
REPLAY
2024

e.l.f.
eyes lips face

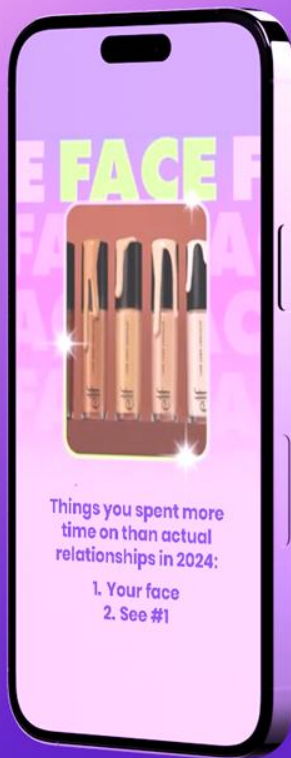
Beauty Squad Replay relives your most iconic moments of 2024

The Situation

With **5.3 million** die-hard members of the Beauty Squad community, e.l.f. Beauty wanted to go beyond the perks of a traditional loyalty app and build a deeper connection with the community and celebrate each and every member's unique journey to be the best eye, lip and face they can be.

Creative Play

Relive your most iconic beauty moments of 2024, from Hot Drops to must-have essentials, for a customized beauty recap. This personalized, end-of-year treat highlights individual e.l.f. journeys.



What bold experiments will you launch next? 🧪





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**There's never been
a better time to be
a better marketer.™**

The background is a vibrant orange gradient. On the left and right sides, there are large, flowing, ribbon-like shapes in shades of pink and magenta, creating a sense of movement and depth. In the center, the word "braze" is written in a white, elegant, cursive script font.

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