

Personalization In The Age of Privacy

As a marketer, you've got an important job to do: Create messages that are hyper-personal, relevant, and supported by real-time data to reach users at the right time with the right channel. In an age when privacy is a hot-button issue, it's never been more important for customers to feel they can trust the brands that they're sharing their data with. This quarter, Braze is introducing new tools and channels to help marketing, growth, and engagement teams create deeply relevant experiences while honoring the privacy and preferences of their users.

Channel Expansion

We're expanding our channel horizons—so consider expanding yours! Take advantage of these Braze supported channels to reach your customers more thoughtfully and effectively.

BRAZE SMS

Build and deliver highly relevant SMS campaigns across the entire customer lifecycle when you leverage the data-rich Braze platform. Our platform was designed to seamlessly integrate many channels into a single unified view and orchestrate sophisticated cross-channel campaigns.

Why Use It: Not all channels are created equal. This oldie but goodie remains a high-engagement, high-utility channel with untapped potential for creativity. Change things up with SMS if your users are experiencing fatigue with the other channels.

ROKU

It's never been easier to understand and engage with users across over-the-top (OTT) media platforms, thanks to the Braze platform's new Roku capabilities. Gather device-specific engagement data and use it to notify users when their favorite show returns or send them a timely recommendation to re-engage by leveraging push notifications and other second-screen messages.

Why Use It: This is a wonderful way to enhance the user experience and track custom attributes and events for enriched targeting—if you have users engaging on Roku, this is the best way to understand their behavior and then act on it.

AMP FOR EMAIL

Say hello to the wild child of the email channel. Braze is the first customer engagement platform to support AMP for Email—the biggest development in email in decades. Build and send highly interactive AMP emails directly from Braze Email Editor and watch your messaging in this channel spark to life once more.

Why Use It: Increase audience engagement with frictionless emails that personalize each recipient's experience with rich, interactive content in real time. Do more without ever leaving your users' inboxes when you lean into AMP for Email, like delivery info that updates as you wait.

CONTENT CARDS

Speak directly to your users without interrupting their web or app experience. Content Cards can now support Connected Content, allowing for even more real-time message customization. Enhance your Content Card flow by inserting any API-accessible information into your messages for optimal user relevancy.

Why Use It: For time-sensitive promotions or alerts, send highly-targeted messages to users active on your app or website. The result is a frictionless experience that allows users to consume content in the channel they're already engaged with.

Real-Time Data

With the Braze platform's support for real-time, streaming data, brands can leverage in-the-moment access to event data generated by their users to accurately analyze behavior patterns and increase loyalty. Receive prescriptive insights as they happen by enhancing your tech stack with these features.



Let your in-the-moment data do the driving. Snowflake is a purpose-built SQL cloud warehouse for all of your data and users. Use this technology in concert with the Braze platform to enable rapid analytics and make data-driven decisions faster than ever.

Why Use It: Pairing Braze with Snowflake's patented data architecture allows you to combine multiple data sources into a single, supercharged view. Sharing instantaneous data through this framework not only eliminates the need for costly and labor-intensive manual data sharing, but results in real-time, scalable data to ensure you hit your KPIs faster while creating the most sophisticated, personalized experiences for your consumers.



Having accurate data is one thing, but knowing when to act on it makes all the difference. Take out the guesswork and make the process of analyzing data fast and easy when you leverage your Currents data with Looker Blocks and Actions visualization. Explore event-level data to visualize user behavior and message engagement faster than ever before.

Why Use It: Only 0.5% of collected data is actually ever used or analyzed, but brands can empower themselves using Looker Blocks and Actions to leverage their data quickly and effectively. Explore event-level data to monitor the deliverability of your messages, filter top campaigns by engagement rates, analyze conversion behavior, or dive into event funnel visualization for deeper analysis.

Benchmarks

Curious how your brand's messaging metrics stack up? Now you can find out with our interactive Benchmarks tool, powered by Braze, Snowflake and Looker.

Why Use It: Knowledge is power! Use Benchmarks to determine where to concentrate your efforts. Explore how customers are engaging with messaging by comparing rates across different industries, channels, and platforms to determine the best strategies for getting the most out of your channel-by-channel marketing strategy.

Frequency Capping

No one wants to bury their customers in outreach. Determine how many messages per channel, category, or even business unit your customers should get in a given time period, and use our best-in-class management tools to change these limits on the fly as your business priorities and customer preferences evolve.



Messages That Convert

Decide who gets what and what messages deserve priority by embracing Frequency Capping. This flexible tool allows for in-the-moment adjustments, no engineering required.

Why Use It: From the simple drop-down menu for both channel-level and tag-level rule creation to the ability to set campaign priorities with flexibility and ease, this out-of-the-box campaign management tool allows marketing teams to set their own agenda.



Use Rules to Find the “Goldilocks” Ratio

Optimize down to the minute or in advance for the most fine-tuned frequency levels with Rules. Use up to 10 Rules per group to hit the right audience targets for your brand. Mix-and-match Rules across channel, with frequencies built-in as you see fit.

Why Use Them: Rules allow you to easily build sophistication into your strategy. Want to send two pushes a day but no more than three a week? Easy. Layer rules across channels on top of rules for tags and you're all set.



Create Your Own Tags

Make every message count by creating your own tags and using them to control messaging volume in a thoughtful, targeted way.

Why Use Them: Assign tags to sort and organize your engagement efforts, or put smart caps on the number of those campaigns a customer can get on a given day, week, or month. If you're facing high opt-out or unsubscribe rates or overpacing on emails, tags allow you to tailor campaigns to the exact specifications of your brand and automatically cut off additional outreach during a given timeframe.



Channel Caps

Avoid over-messaging your users by putting a global frequency cap on your 3 pushiest channels: Email, Push, and Webhooks.

Why Use Them: If you're seeing high-opt out rates, it could be all those promo codes you've been sending are cutting into the high-value impact of your lifecycle marketing. Cap your channels to ensure you deliver the key promotional efforts that add value and reach the right people.