

braze

Loyalty Unleashed:

Strategies for Creating Customer
Experiences that Drive Engagement
and Revenue

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Enterprise
Braze



Poll Time

How would you rate your loyalty strategy today?

A) 🤔 Just getting started

B) 💡 Planning in progress

C) 🏗️ Implementing initiatives

D) 🔑 Foundation established

E) ✨ Delivering Value

WHY?

They formulate a

perfect love story

- between -

Brands

& Users.

Today,

90%

of all brands

globally offer loyalty programs

Accenture

According to consumers, trust is a key component of that love story

Think of the brands you buy from again and again: what keeps you coming back repeatedly?

Base: 2,218 (>99% of respondents)

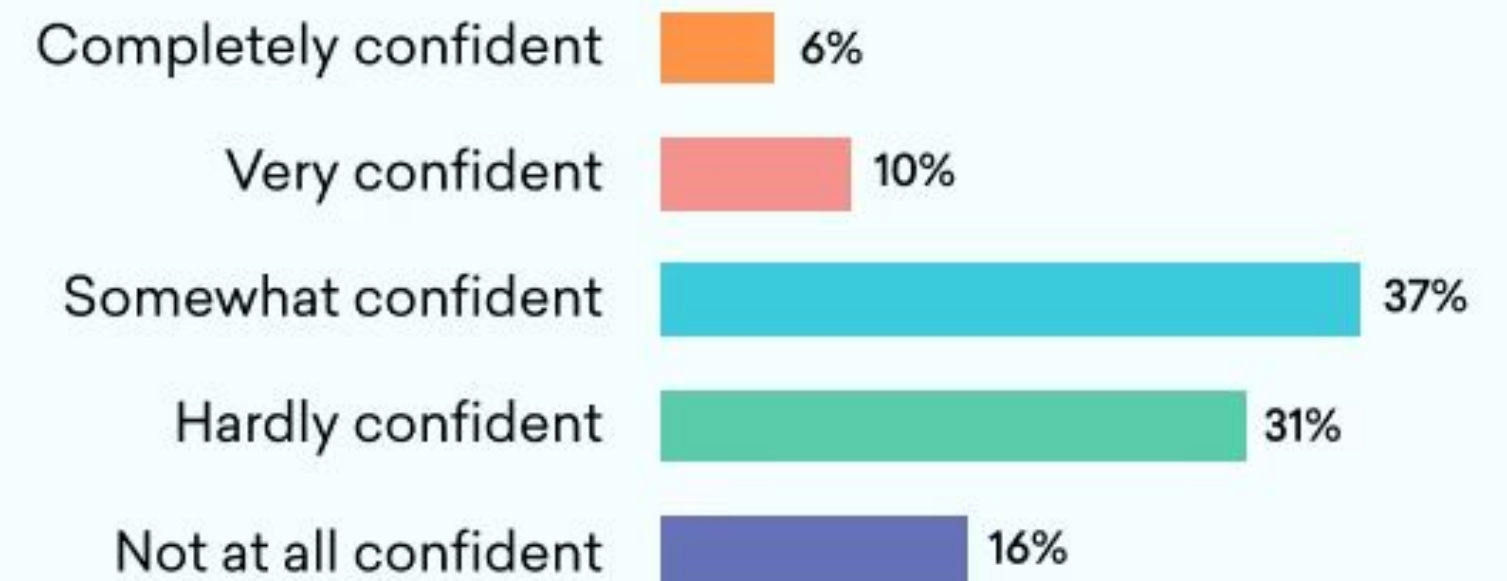


Source: [Braze Building Long-Term Loyalty Report](#)

And with no trust, there's no first-party data shared

How confident are you that brands use your personal data responsibly?

Base: 2,080 (94% of respondents)



Source: [Braze Building Long-Term Loyalty Report](#)

**But it doesn't
stop there**

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There are 6 key barriers to loyalty programs' success

Source: [Braze Loyalty in Action Guide](#)

1. Brands aren't meeting personalization expectations

If a brand fails to leverage data to create relevant and individualized interactions, customers may feel undervalued and disengaged. Without personalization, loyalty programs can come across as generic and uninspiring, leading to diminished customer loyalty.

2. Customers receive inconsistent experiences

If customers encounter discrepancies in your company's service/product quality or messaging—whether online or in person—they may lose trust in the brand. Inconsistency can create frustration and confusion, ultimately driving customers away.

3. Customer feedback is neglected

Brands that ignore or fail to act on the feedback shared by their customers miss valuable opportunities to improve their offerings and strengthen relationships. When customers feel their opinions are not valued, they are less likely to remain loyal.

5. The loyalty program isn't keeping up with current trends

When brands don't adapt their loyalty strategies in response to shifting consumer behavior, excitement dampens around loyalty offerings, causing customers to seek out competitors with more innovative and engaging experiences.

4. The loyalty program is overcomplicated

Loyalty programs that are difficult to understand or participate in can deter engagement. If the process for earning rewards is convoluted or if the benefits are not clearly communicated, customers may become frustrated.

6. Fostering emotional connections isn't a priority

Loyalty isn't just about transactions; it's about building emotional connections. Brands that focus solely on rewards and discounts may overlook the importance of creating meaningful relationships.

Poll Time

Which barrier is most relevant to your brand?

A) 🤔 Lacking Personalization

B) 💡 Inconsistent Experiences

C) 🏗️ Neglecting Feedback

D) 🔑 Complicated Programs

E) 🎯 Lagging Behind Trends

E) ✨ Overlooking Emotions

So,
What's the strategy to overcoming those barriers

and

Locking in Loyalty

with our

valuable customers?

Locking in Loyalty

01

Earn Loyalty

*by
Illuminating Your Value*

02

Deepen Loyalty

*by
Personalising Experiences*

03

Spread Loyalty

*by
Celebrating Achievements*

WHAT

Earn Loyalty

by
Illuminating Your Value



WHY

20x MORE AVG PURCHASES

from customers with accounts, compared to anonymous users

SOURCE: [BRAZE 2024 CER](#)



HOW

- 01 Capture Preferences**
Actively learn more
- 02 Sign Up & Opt In**
Lay foundation for the future
- 03 Celebrate User Moments**
Show value early into experience
- 04 Remind & Redeem**
Reward easily and meaningfully



Joe & the Juice revamped their loyalty flow with personalized messaging that drives revenue

Challenges

Drive more value from their loyalty program

Engage an active user base **beyond transactional messaging**

Add real value to the daily lives of their customers

Solutions

Automated, cross-channel journeys to promote prepaid loyalty cards that **encourages repeat visits**

Personalization using relevant customer data and behavior to **boost customer retention**

Segmentation and data analysis fueled by Braze and **Braze Alloys** tech partner mParticle

Business Outcome

Maximize revenue

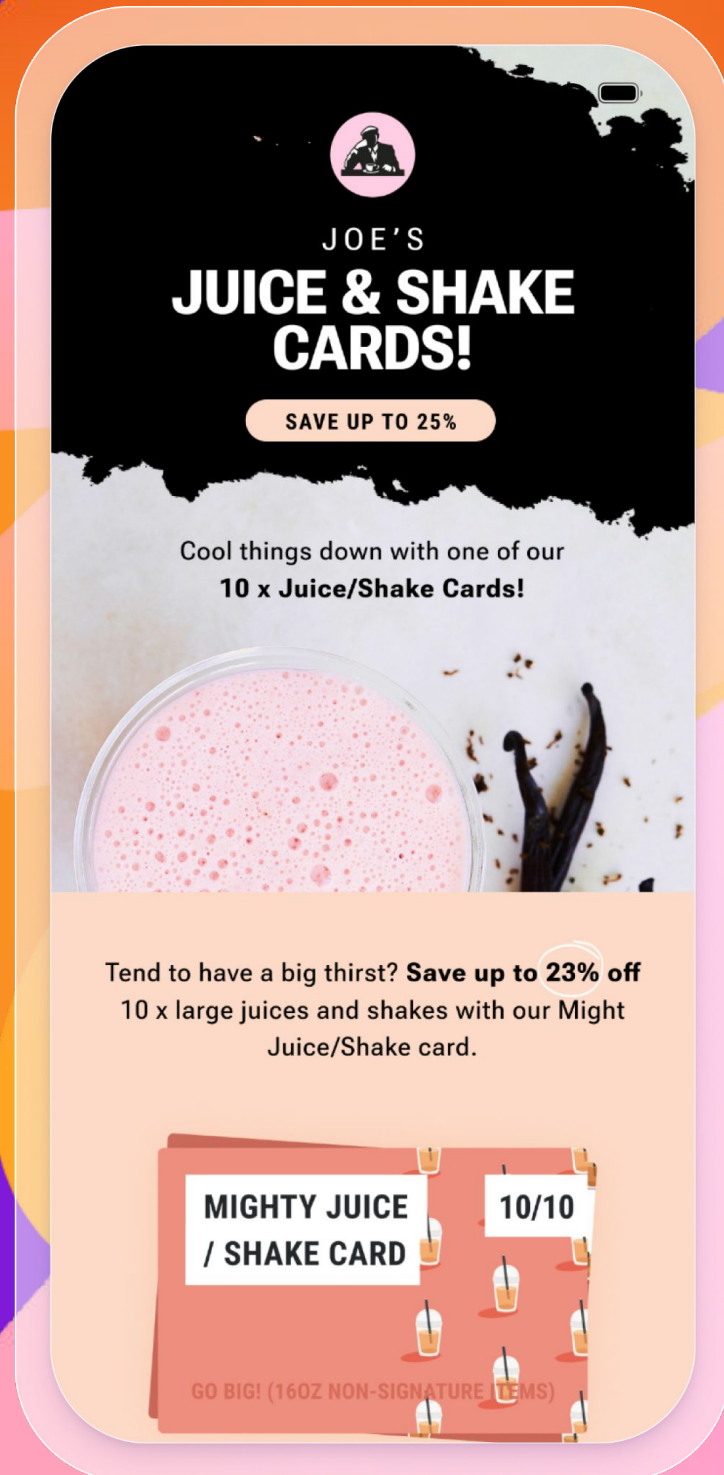
56%
Increase in revenue

47%
Increase in loyalty card sales



With Braze, we're hitting the right people at the right time with the right message, which helps us increase revenue from our campaigns. Plus, we're saving time, which is crucial!

Cecilie Fischer, CRM & Campaign Associate, Digital Marketing at Joe & the Juice



WHAT

Deepen Loyalty

by
Personalizing Experiences



WHY

71%
OF
BRANDS

that **excel** at **personalisation**
are more likely to report
improved customer loyalty

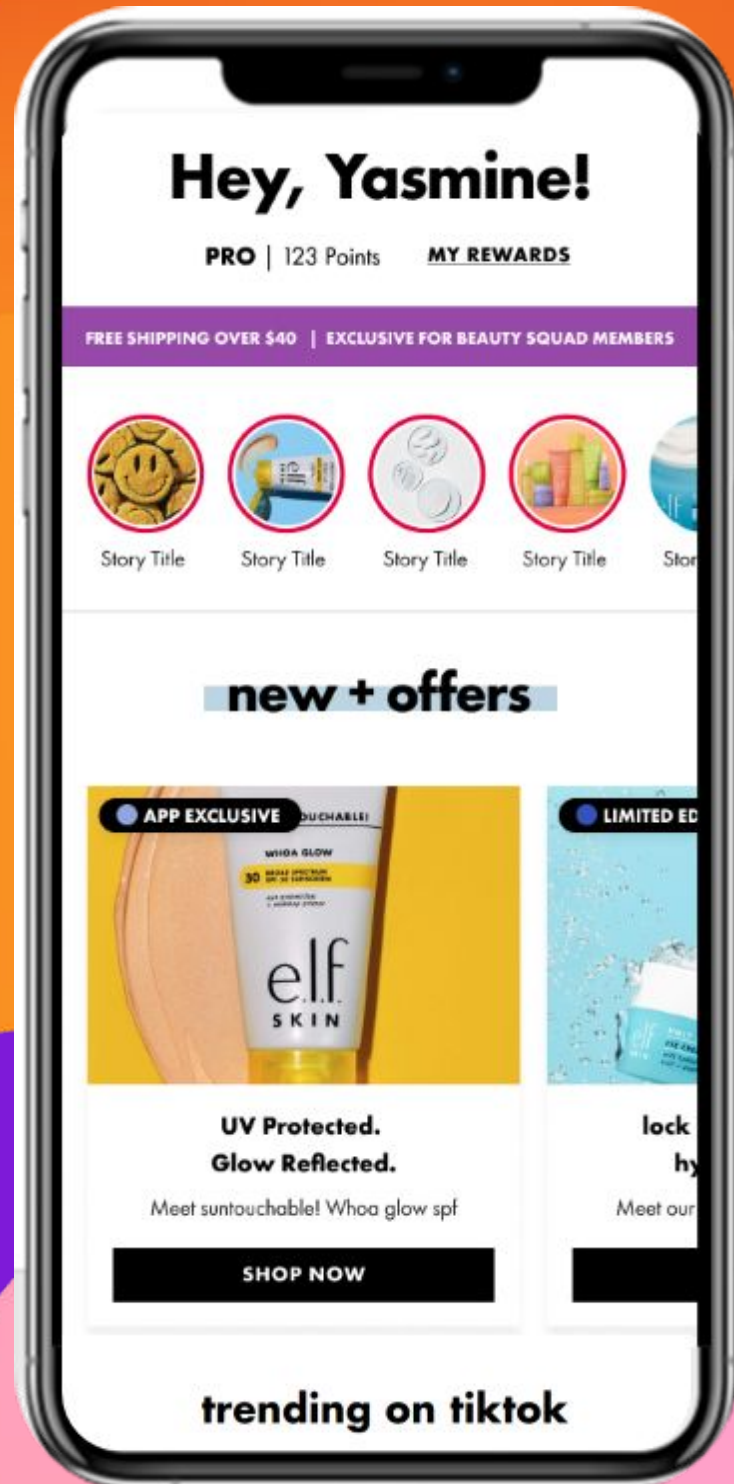
SOURCE: [Deloitte Personalisation report](#)



HOW

- 01 **Product Education**
for faster milestone advancement
- 02 **Gamified Experiences**
to encourage habits
- 03 **Contextualize Milestones**
through first-party data stories

e.l.f.'s strategic evolution of the Beauty Squad



Challenges

Providing a seamless consumer experience across all physical and digital platforms.

Increase engagement of their beauty loyalty program, Beauty Squad

Better first-party data collection and usage

Solutions

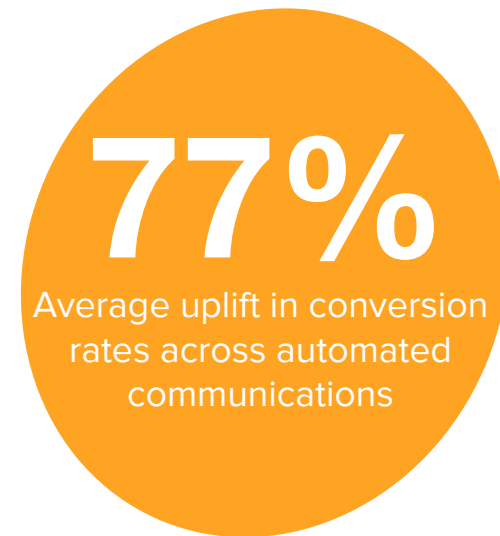
Expanded communication channels beyond email, introducing **additional touchpoints like push notifications**

Loyalty milestones, such as birthdays and available rewards, into their app, website, and soon SMS and Braze Content Cards.

Gamification elements like badging, scavenger hunts, and AR/VR

Business Outcome

Maximize revenue



**From March 2023 to October 2023, versus the same period the year prior*

WHAT

Spread Loyalty

*by Celebrating
Achievements*



WHY

Referred customers boast

30% MORE

Conversions than regularly acquired customers

SOURCE: [IMPACT.COM](https://www.impact.com)



HOW

- 01 **Unlock Exclusives**
Give them something to talk about
- 02 **Incentivise Referrals**
Communally grow loyal base
- 03 **Make It Shareable**
Customers → brand advocates



Floward builds stronger customer connections with WhatsApp

Challenges

- High new user churn
- Low re-engagement of lapsed customers
- Hindered sales and decreased brand visibility

Solutions

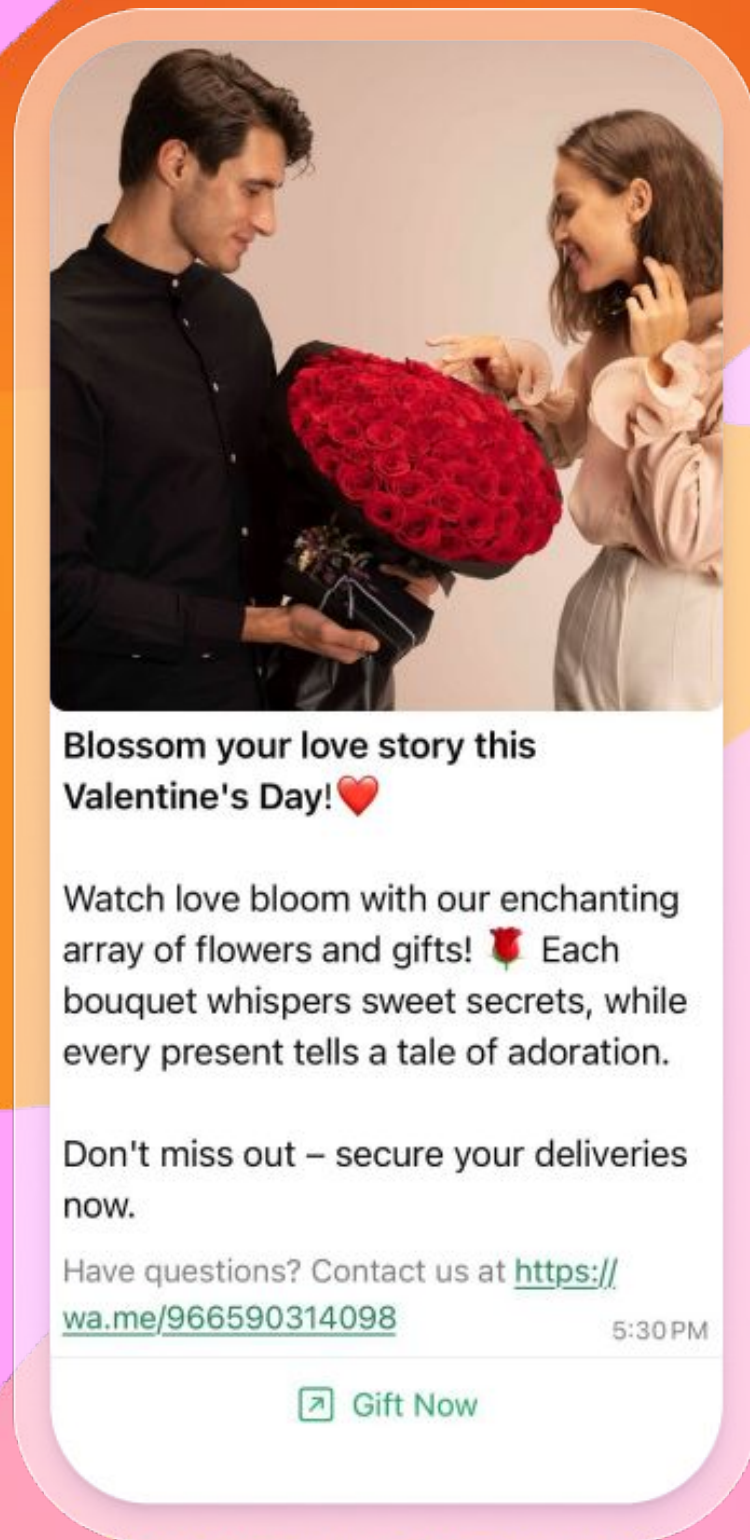
- Using Braze Canvas, Floward implemented a cross-channel strategy using WhatsApp, push notifications, in-app messages, and email
- Segmented customers and created tailored campaigns
- Optimized their campaign with real-time data analysis

Business outcomes: Maximize revenue and profit. Build brand equity with every interaction.



Braze has been instrumental in enhancing our business operations and fostering stronger relationships with our customers. The platform's robust segmentation capabilities, real-time data analysis, and breadth of channels have allowed us to deliver personalized and timely communications, driving significant improvements in engagement and retention.

Mohamed Mousa
Chief Marketing Officer, Floward




Poll Time

Which channel(s) do you find most effective for building customer loyalty?

A)  None

B)  Email

C)  In-App or In-Browser Messaging

D)  SMS or WhatsApp

E)  Push Notifications

E)  A Mix of All The Above

Locking in Loyalty

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Loyalty in Action

Delivering customer
experiences that win
hearts and wallets



SCAN ME

Thank You!

The background consists of several overlapping, rounded, organic shapes in shades of purple, orange, and pink. The colors transition from a deep purple on the left to a bright orange on the right, with a soft pink gradient in the center. The word "brazze" is written in a white, cursive script font, centered on the orange shape.

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