



# Trial Project

Braze, Inc.



## Client: west elm

West Elm is a platform that offers modern furniture and home décor featuring inspiring designs and colors with global presence, 85+ cities in the United States itself. It offers kitchenware, houseware, office furniture, home furnishings, linen, upholstery, and more.



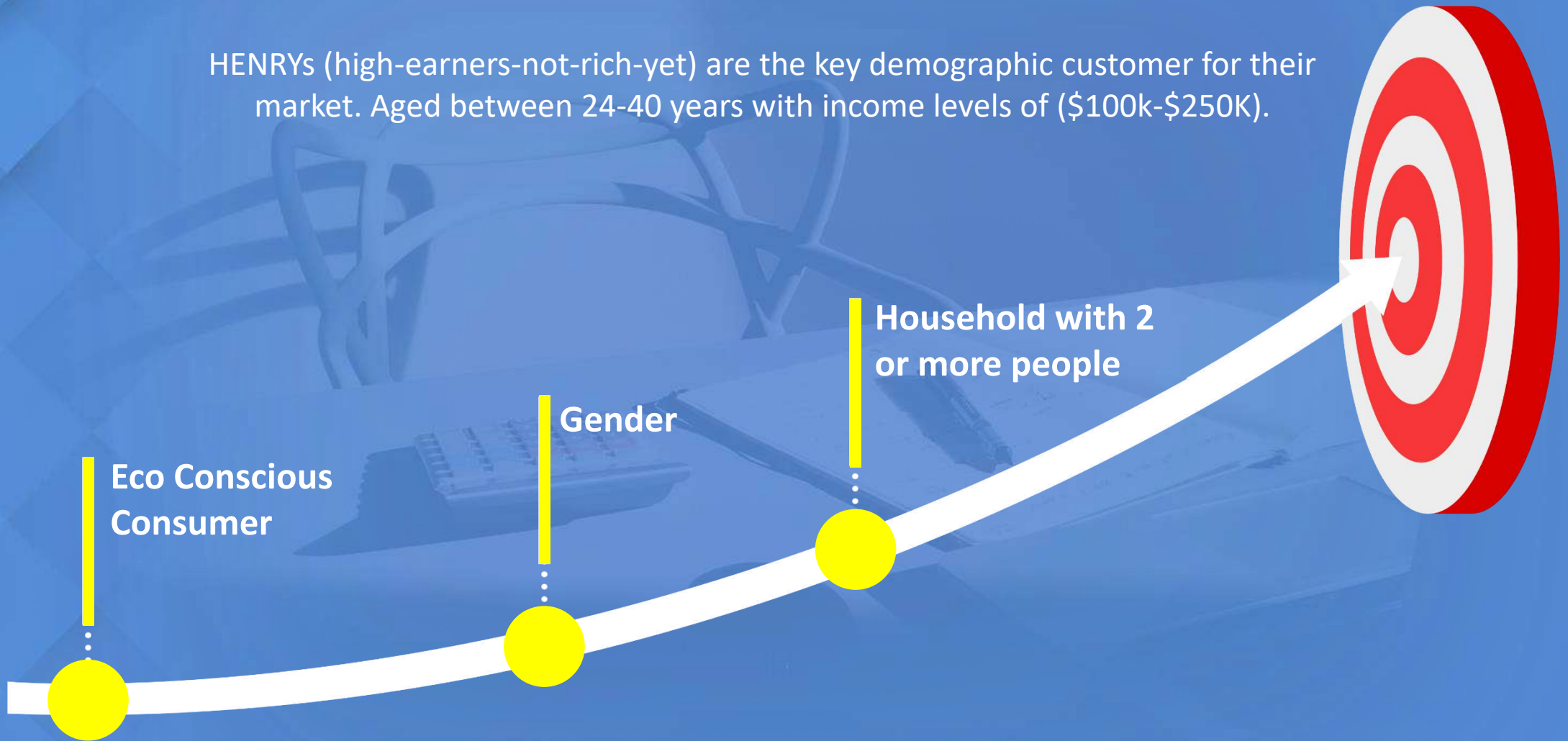


# Know the Brand

- Business Model: Deliver deeper and more meaningful customer experiences in all aspects of their lives at home, work and away by converting these innovative brand experiences into sales.
- West Elm designs the majority of its items in-house, allowing it to control its offering of organic, sustainably sourced, and Fair Trade Certified products. In 2014, it became the first-ever US home retailer to offer Fair Trade Certified products.
- Brand offerings like Home Installation, In-Store Design Services & Room Planner not only increases store sales but also online sales of partner brands (William Sonoma, Pottery Barn, Mark and Graham, Rejuvenation).

# Target Audience

HENRYs (high-earners-not-rich-yet) are the key demographic customer for their market. Aged between 24-40 years with income levels of (\$100k-\$250K).





# Current Marketing Strategies

## → Print Media - Catalog

→ **Local Community Programs** - In each location, they broaden their partnerships with both the makers and designers through their local program, garnering big interest from both customers and communities

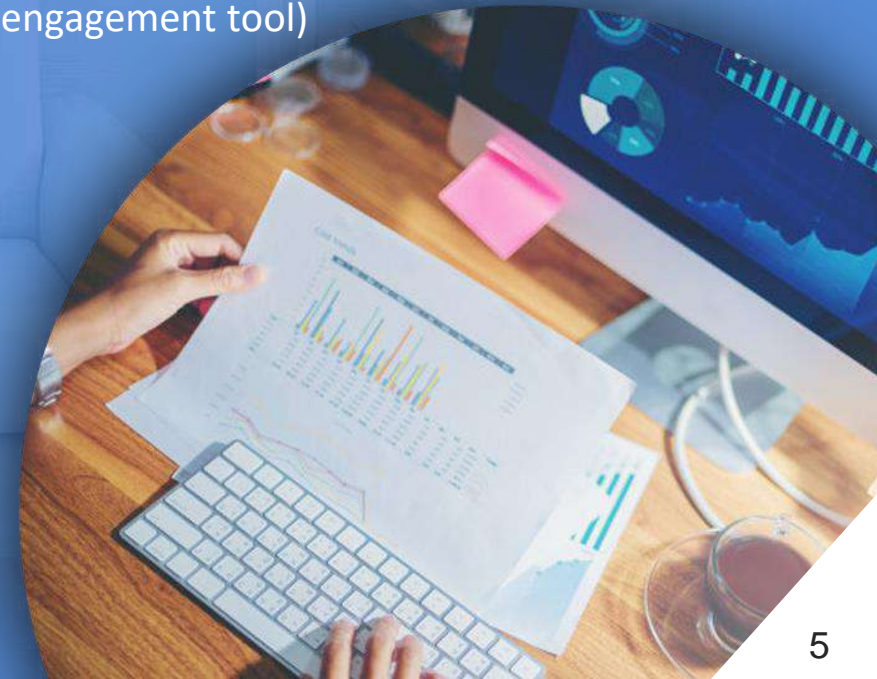
## → TV Ad campaign

→ **Display Ads/Social Media Marketing** using #mywestelm tag (retargeting, acquisition, brand awareness)

## → Email Campaigns

## → Content Marketing

- Mobile Shopping Ads
- YouTube channel
- Customer Match for Shopping (Google's re-engagement tool)





# Challenges

West Elm is a great place where they appeal to a really broad group, from designers to empty nesters to those furnishing their first apartments. But the challenge there is, how do they improve the mobile app experience of the engaged shopper by making it more personalized & providing it a human touch.



App does not allow Notifications.



Not using In-App messaging



No personalized recommendations



Not Targeting on Psychographic factors (Lifestyle/Values/Attitudes)



Special Events/Classes - No Notifications/Alerts/Emails based on the shopper's interest.



No notification on key rewards (cash earned) that users earn, this could create interest for purchase.



No Cart Abandonment Notification



# Braze Features

## ➡ Cross-Channel Personalization

### ✓ Email

- Email Editor & Customizable templates
- Capture Prime Inbox real estate
- Innovate Through Iteration

### ✓ Mobile

- Push Notification
- In-App Messaging
- Content Cards
- Email

### ✓ Web

- Web Push Notification
- In-Browser Messaging
- Content Cards
- Email

## ➡ Lifecycle Engagement Orchestration

- ✓ Canvas - our visual customer journey tool

## ➡ Optimization and AI

## ➡ Data Agility and Management

- ✓ Currents, our data streaming tool, allows you to send data in just a few clicks. You'll get actionable insights in milliseconds.

## ➡ Braze Alloys

- ✓ Our Technology Partners to harness the power of partnerships to create more brilliant experiences.

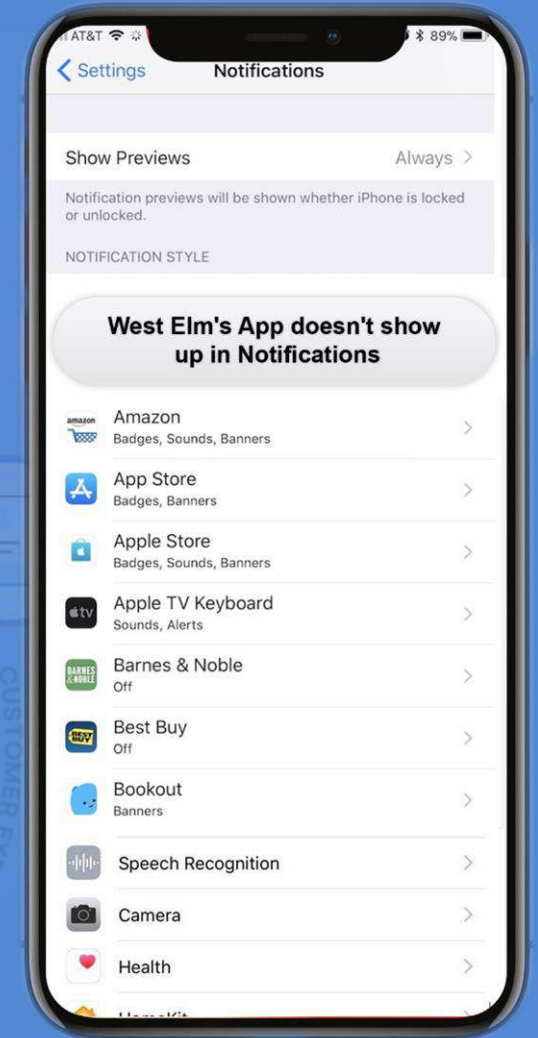
FEEDBACK LOOP



# Use Case 1: App Push Notifications

➡ Currently, West Elm's app doesn't show in the notification center for a user to allow receiving notifications impacting:

- ✓ **User engagement** - Several key campaign objectives are impacted like personalized messages based on:
  - user's browsing/shopping history
  - special classes/events (Per shopper's interest & activity)
  - promotional offers
- ✓ **LTV & Revenue**
- ✓ **Retention and Upsell**
  - Even though the app is available and operational to buy products, track orders, add items to registry; it's not using the platform's unparalleled ability to engage the audience impacting the retention rate and the power to upsell.



*Since push notifications appear front and center on the device even if the recipient isn't using your app the odds are good that your message will be seen. That means that when you absolutely, positively need to reach a customer, push may well be the best way*

# Use Case 1 -Braze's Power

Push messaging is a powerful engagement tool for cementing customer relationships and boosting revenue. It is great at prompting customers to open apps, so it's key if you're looking to re-engage lapsing or inactive members. When used well you can drive up engagement, conversions, and ROI, and hold onto customers who might otherwise slip away.

## With Braze:

- See and be seen across channels. Engage customers as they jump from email to your app, to mobile and the web, with rich, responsive experiences they won't forget. Keep up with your customers using a highly adaptive mobile strategy.
- Personalize your push messaging to reflect specific customer behaviors, interests, preferences, and more.
- You can also create interactive messaging with Push Stories, Push Action Buttons, and rich push notifications.

**Success Story:** Dots boosted their average LTV among all users by 25% and increased total revenue by 33% from just one campaign with Braze. #winning

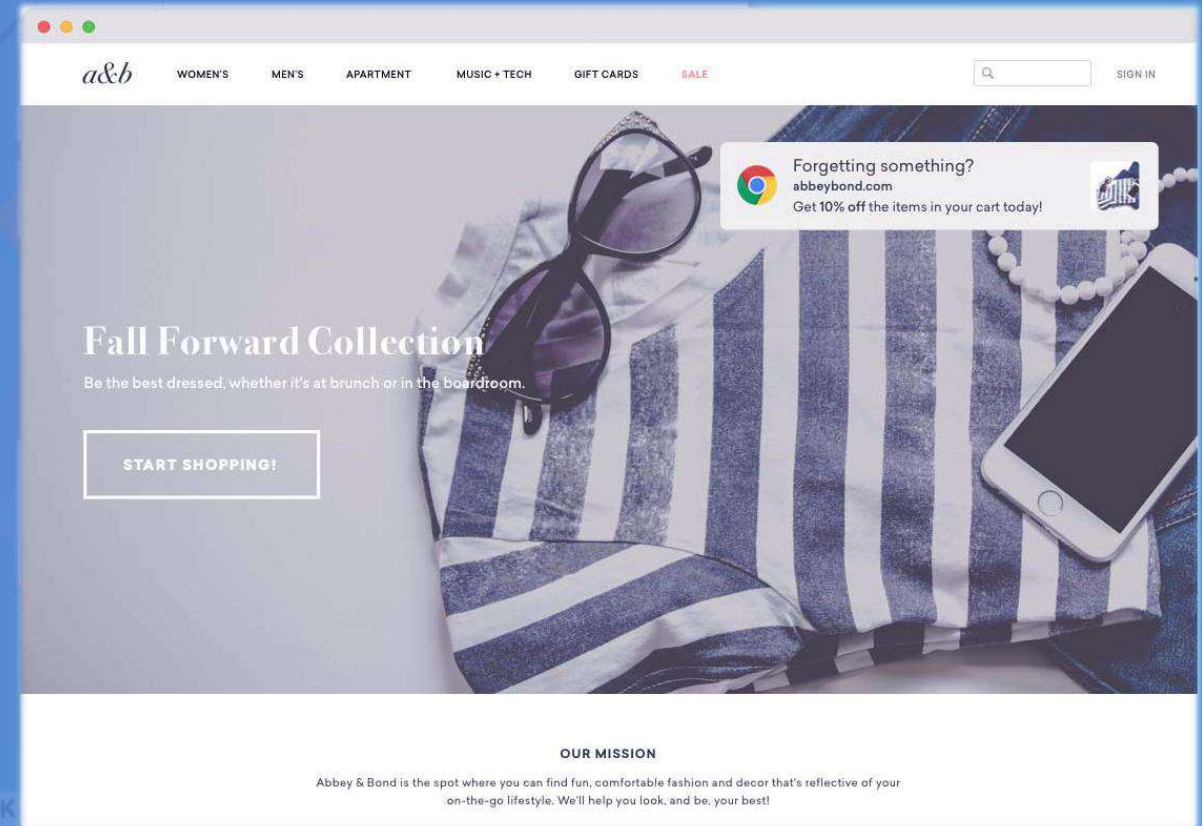


# Use Case 2: Web Push Notifications

West Elm is not using Web Push notifications to communicate with the user. Like mobile app push, these messages are built for short, urgent communications, but can support rich content like images in a pinch.

## ➔ How does it impact?

- ✓ Easy Subscription - No PII is required.
- ✓ Privacy Protection - Permission-based Communication Channel.
- ✓ Higher Click Through Rates
- ✓ Instant Delivery
- ✓ Communicate with web visitors - whether they're not on your website
- ✓ Reduction in Cart Abandonment Rate
- ✓ Increased User Engagement





# Use Case 2: Braze's Power

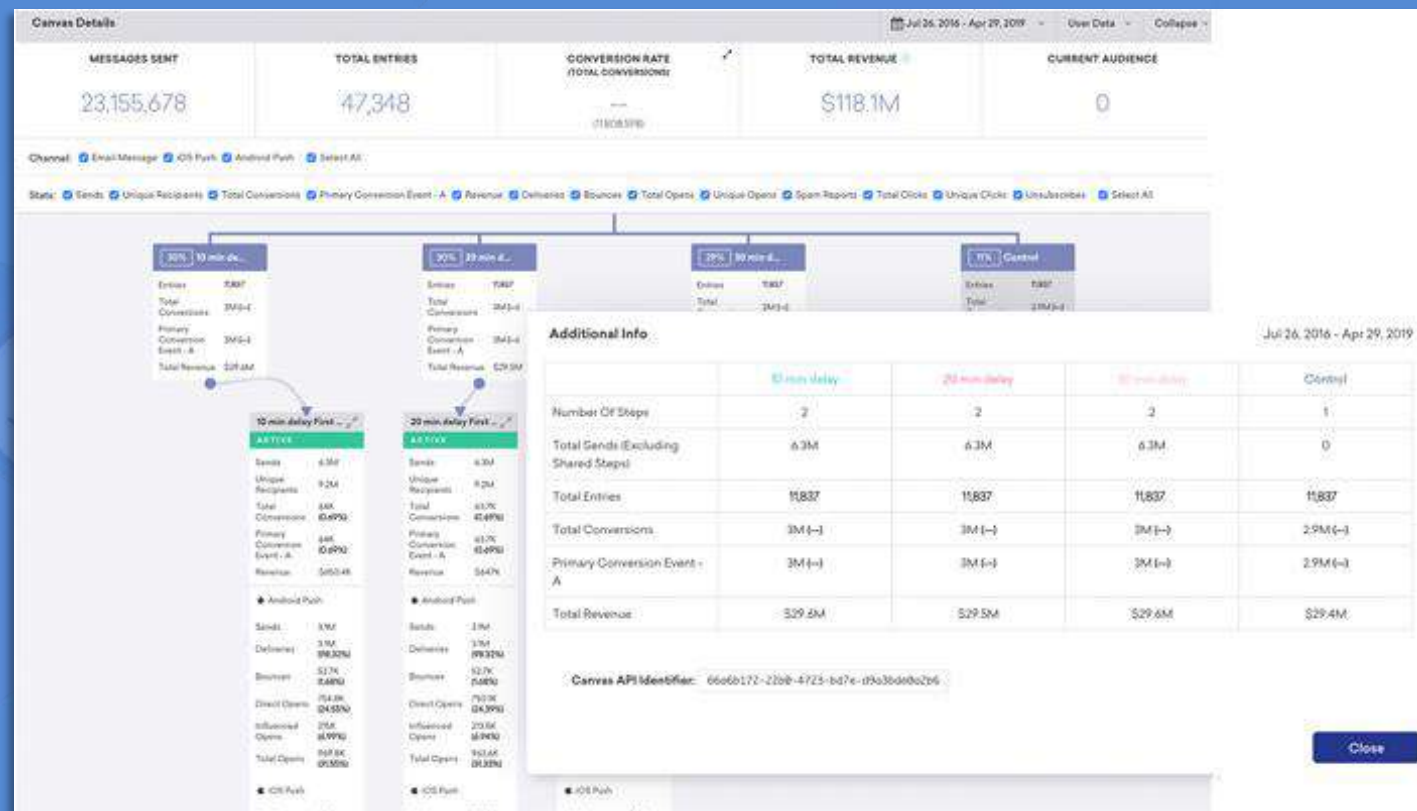
Bring your customers back to your website with web push—short notifications that appear at the top right corner of your screen. Use Braze to share breaking news, promotions, and more with your web push subscribers (even when they're not on your site).

- ➡ **Using Braze's platform,** you can create different marketing campaigns and :
- ✓ **Schedule Notifications:** You can schedule when you want to send your notifications. This way you will never miss time-critical notifications
- ✓ **Drip Notifications:** You can create a series of Web Push Notifications to nurture and educate users. This helps in converting leads to customers.
- ✓ **Segmentation:** Notifications sent to segmented users can result in an increase in open rates and higher click rates as compared to non-segmented users.

The screenshot shows the 'Time-Based Scheduling Options' dialog in Braze. It features three radio button options: 'Send as soon as Campaign is launched', 'Send at a designated time' (with a subtext 'Choose an optimal time for users to receive this message.'), and 'Intelligent Delivery' (which is selected, with a subtext 'Each user will receive the Campaign at the time they are most likely to engage. Learn More'). Below these, there are fields for 'Send' (set to 'Once'), 'Every' (set to 'at optimal time'), and 'Beginning' (set to '2018-06-13'). A dropdown menu is open for 'Send', showing 'Once' (checked), 'Daily', 'Weekly', and 'Monthly'. To the right of 'Every' is a field for 'days'. Below 'Beginning' is a field for 'and ending' set to 'Never'. At the bottom, there is a checkbox for 'Only send this Campaign during a specific portion of the day'.

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- ✓ **Abandoned Cart Notifications:** Create an abandoned cart campaign and convert them into customers with Web Push Notifications. Since push notifications are delivered in real time, it can lead to higher conversion.
- ✓ **Customization:** Rich content notifications
- ✓ **Multi-Lingual Support:** Ability to send notifications in different languages.



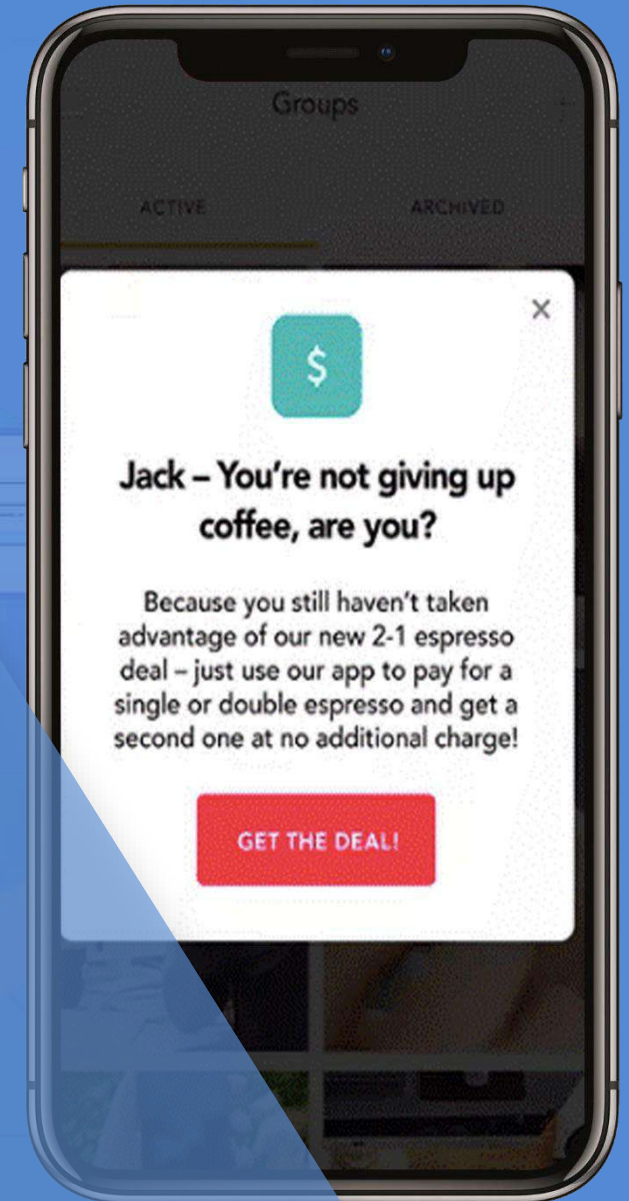
**Success Story:** 1-800-Flowers.com see a 350% increase in conversion over industry benchmark. They use Braze to determine the best messaging and send times for communications following abandoned cart sessions. A little A/B testing goes a long way.

FEEDBACK LOOP

# Use Case 3: In-app Messaging

Help your customers understand, explore, and engage with all sides of your app using **in-app messages**. They make for great tutorials, promotional slides, and more. Using this powerful tool, West elm will experience higher user retention and app engagement. Presently, the brand doesn't use this channel in their marketing efforts.

- ✓ **Increase app launches** - In-app messages can be used to help guide users, so that they know their next steps, or explain how a feature works.
- ✓ **Boost engagement with your app** - These messages can help users achieve their goals and increase their satisfaction with the app.
- ✓ **Get personal with highly relevant content** - In-app messages triggered by an event within the app can quadruple conversions. App users tend to expect a highly personalized experience, so delivering information that is relevant and timely can help to lead them to conversion.
- ✓ **Achieve Unparalleled Reach** - Latest mobile engagement benchmarks reports found that high-performing message center content generates 8x the read rate alone, and when used in combination with a push notification, message center read rates more than double.



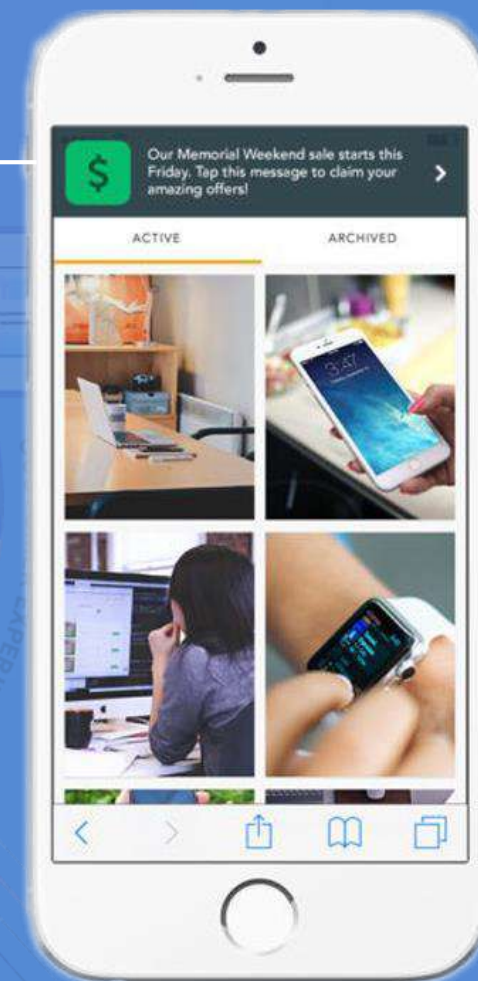


# Use Case 3: Braze's Power

Braze's strategy is all about interaction & personalization. Our platform can help create an in-app messaging strategy that's rooted in your user behaviors and analytics data.

- ✓ **Support An Overall Multichannel Messaging Strategy:** When you think omnichannel, remember this type of message is your secret weapon. Push notifications can be turned off and email lists can be unsubscribed from, but in-app messages will be seen, and likely engaged with, as long as you have active users routinely opening up your app or visiting your website.
- ✓ **Act As The Personalized Storefront Window For Your Digital Enterprise:** What's the number one thing you want your customers to know, or the number one action you want them to take, when they visit your digital storefront (your app or website)? Use in-app and in-browser messages to share this information or call to action.
- ✓ **Successfully Onboard Customers:** When welcoming new app users or website visitors, use in-app messages to convert customers to the next step in the process, such as creating an account, watching help materials, getting started using the app, or receiving push notifications.

Short and Sweet



FEEDBACK LOOP

- ✓ **Help Retain And Share Important Updates With Lapsing Customers:** Perhaps it's been a while since a customer responded to email or push notifications. In-app messages, which are seen by everyone actively using the app, can be a great way to re-target individuals who have opted out of or aren't engaging with other messaging types.
- ✓ **Engage Active And Loyal Customers:** As you work toward developing long-term relationships and customer loyalty, in-app messaging can be a great asset.

**Success Story:** Rakuten's audience base involves a wide range of different segments, personas, experiences, and spots on the lifecycle and customer journey. Braze allows Rakuten to target down to the individual member with personalized content in the moment.

50% YOY GROWTH ON APP-EXCLUSIVE DAYS FEATURING HIGHER CASH BACK WITH MERCHANT PARTNERS

Deep and Rich



FEEDBACK LOOP

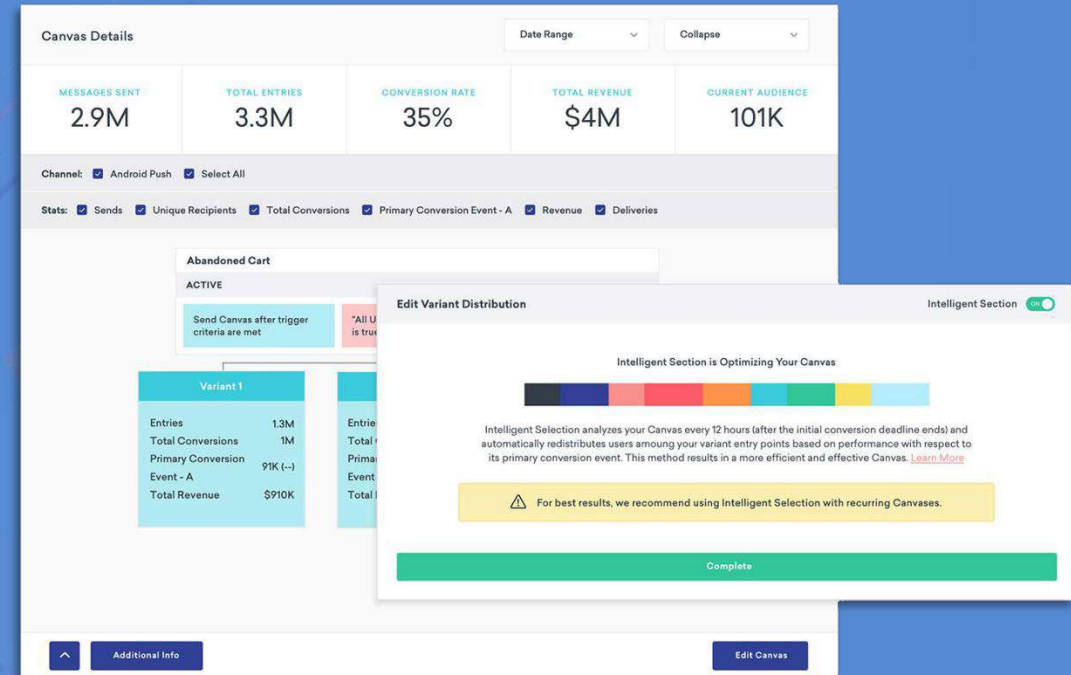
# Optimization & AI

## ➔ Clear next steps! Comprehensive reports and summaries

- ✓ Nothing goes unnoticed—Braze offers detailed reports for every single campaign. Each includes integrated insights and tools for a cross-channel look at what you've achieved.

## ➔ Predict and perform with AI

- ✓ Our Intelligence Suite helps you tackle any situation that comes your way. It provides a powerful foundation of data-based suggestions that will help inform your creativity, leading to better insights and performance overall. It helps you reach for the stars with continuous testing of up to eight variants. See what comes out on top to inform the next round of experimentation on anything from channel mix to cadence, timing to segmentation.



After optimizing their campaigns with Braze, Urban Outfitters' overall message open rates jumped over 100%.

FEEDBACK LOOP



# Data Agility & Management using Currents

## ➔ Export data on the fly

- ✓ When you need to analyze performance and optimize messaging, you shouldn't have to face long waits for data. Import and export high volumes of data in milliseconds with Currents, our data streaming tool.

## ➔ Simple ways to add to your ecosystem

- ✓ We play really well with other technologies. Connect Braze to your data warehouse, BI tools, POS systems, and other layers of your marketing technology stack.

## ➔ Enterprise-grade security

- ✓ Our enterprise-grade permissions systems and air-tight security functions work to keep your data safe and easy to manage on a global scale.

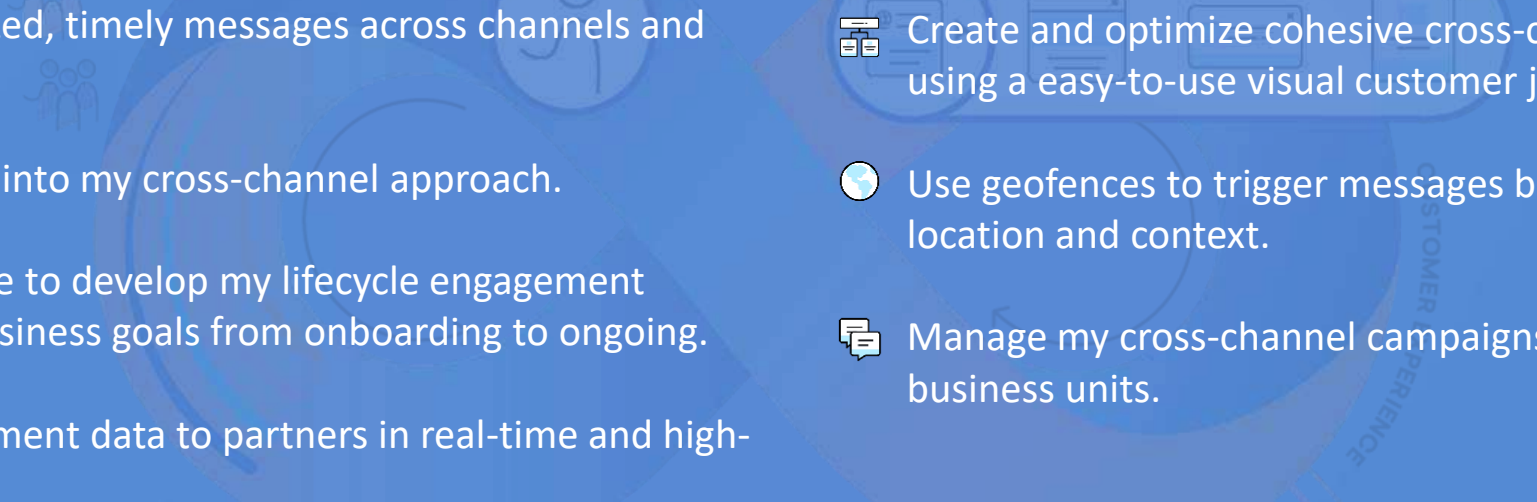







| 4 of 5 Currents Integrations created<br>2 of 5 Customer Behavior Event entitlements |                       | Search | + Create Current |
|---|-----------------------|--------|------------------|
| Name  | Type                  |        |                  |
| Amplitude Export for Abbey & Bond   | Amplitude Export      |        |                  |
| Amazon S3 Export for Abbey & Bond   | Amazon S3 Data Export |        |                  |
| Segment Export for Abbey & Bond   | Segment Data Export   |        |                  |
| mParticle Export for Abbey & Bond   | mParticle Data Export |        |                  |
| Showing rows 1 to 4 of 4  |                       |        |                  |

Postmates uses Currents to identify friction points and iterate on the fly. A moment to remember? That real-time optimization during their campaign with ABC's The Bachelorette. #goals

FEEDBACK LOOP

# How can Braze help you? In one or many ways..

<https://www.braze.com/product/packages/>

- 
-  Send personalized, timely messages across channels and devices.
  -  Integrate email into my cross-channel approach.
  -  Work with Braze to develop my lifecycle engagement strategy and business goals from onboarding to ongoing.
  -  Stream engagement data to partners in real-time and high-volume.
  -  Create and optimize cohesive cross-channel campaign using a easy-to-use visual customer journey tool.
  -  Use geofences to trigger messages based on a customer's location and context.
  -  Manage my cross-channel campaigns across multiple business units.

FEEDBACK LOOP



# THANK YOU