

# 2022 GLOBAL CUSTOMER ENGAGEMENT REVIEW

Ace your marketing strategy with  
these proven facts and findings

*braze*

## INTRODUCTION

### Welcome to the second edition of the Global Customer Engagement

**Review.** When the pandemic arrived two years ago, we entered an irreversible new era of customer expectations. On the journey since, each of us had the opportunity to reassess our relationships and reflect on what we value most. That period of reflection and change has fundamentally altered every aspect of our lives, including the way we approach brand relationships and how we decide which of their products and services are worthy of inclusion in our lives. Navigating this transition is the latest customer engagement challenge for brands, and businesses around the world are rising to the occasion and continuing to gain confidence in their ability to navigate this next normal.

Digging deeper into what is working, some clear trends emerge. We continue to see a strong association between coordinated, personalized, cross-channel customer engagement strategies and positive business outcomes. Businesses with ambitious customer engagement strategies and the expertise to implement them are surpassing their revenue goals, while the others are falling further behind.

**Consumers expect real-time, personalized communication, seamlessly choreographed across the channels and platforms they prefer, in a way that feels relevant and human.**

To meet these expectations, brand strategy must focus on establishing a personal connection through customer engagement, and seamlessly integrating both product and marketing experiences into people's lives.

That said, even the most on-point strategy can encounter unforeseen challenges when it moves off of the whiteboard and into execution. Modern customer engagement is an interdisciplinary sport, but it's tough to maintain agile collaboration as businesses expand and teams specialize. This report will help you see around corners and learn from others, catching problems before they have a chance to undermine your efforts. Undoing the legacy of siloed teams and technology to unblock the flow of ideas takes grit and persistence, but the payoff makes the effort well worthwhile. The consumer is the big winner, enjoying more relevant communication with the brands they count on for everything from financial services and wellness and healthcare to transportation, commerce, and entertainment.

Take note of the detailed customer case studies included here for inspiration—you'll see examples from a range of industries and located all around the world. We hope you will find this research useful as you chart your own course to customer engagement success.



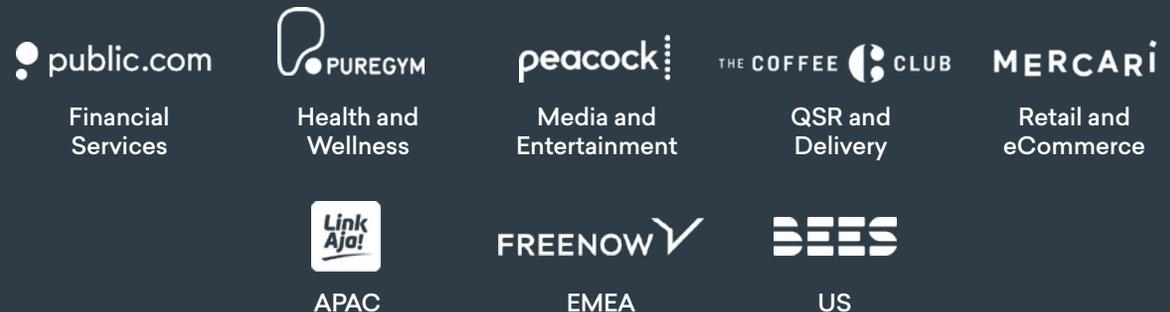
## ABOUT THIS REPORT

# What to Expect in the 2022 Global Customer Engagement Review

In this annual report's second installment, we assess shifts in [customer engagement](#) trends over the past year, what to expect next year, and how brands can address evolving consumer needs, channel preferences, and privacy concerns. To inform this report, we analyzed data from three different sources.

## Report Data Sources

- 1 Decision-Maker Survey:** Conducted by Wakefield Research on behalf of Braze, this survey gathered insights from 1,500 VP+ marketing executives from business-to-consumer (B2C) companies with an annual revenue of \$10+ million across 14 global markets (Australia, France, Germany, Indonesia, Japan, the Philippines, Singapore, Spain, South Korea, Sweden, Thailand, UAE/Dubai, the UK, and the US) to uncover year-over-year trends, top strategies, and the impact of customer engagement on revenue.
- 2 Braze Customer Data:** As a leading customer engagement platform that powers experiences between consumers and 1,000+ brands in 50+ countries, Braze has exclusive insight into the marketing and technology landscape. Our research included data aggregated from over 5.4 billion global users to provide analysis for activation, monetization, and retention trends.
- 3 Customer Stories:** To demonstrate the tangible success of best-in-class customer engagement strategies, we spoke with leading brands in five industries and three regions.



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# Top Trends in Customer Engagement in 2022

After surveying 1,500 VP+ marketing executives at consumer-facing brands across the globe, we identified three pervasive customer engagement themes to watch carefully as we head into 2022.

1

Brands are more confident than ever about customer engagement, and it's paying off

2

With third-party cookies on the decline, we're entering the era of zero- and first-party data

3

Data management is now the top challenge for brands, outranking all other concerns



# Confidence in Customer Engagement is Paying Off

## 94% of Brands Report Good/Excellent Customer Engagement in Today's Challenging Landscape

As the [digital acceleration](#) brought on by COVID-19 matures and investment in customer engagement increases, brands are becoming more confident in their own efforts. This year, 43% of marketers said their company does an excellent job of customer engagement, up from only 32% the year prior. **Overall, 94% of brands rated their practices as excellent or good**, up from 88% last year.

## Positive Impact of Cross-Channel Engagement on Likelihood to Buy Rises 48% YoY

This year, a [cross-channel engagement](#) strategy that combines both in-product messages (like [in-app messages](#)) and out-of-product messages (like [email](#) and [push](#)) increased a user's likelihood to buy by 3.1X, compared to a single-channel approach. That's up from 2.1X in 2020, a rise of 48% year over year. But while combining in-product and out-of-product channels sees top results, even adding one more channel can have a positive impact: On average, **each additional channel you add to your messaging mix results in 4.3X more purchases per user** and a 2.8X lift in likelihood to buy.

## With More Confidence Comes More Revenue

**98% of companies that ranked their customer engagement efforts as excellent or good exceeded their revenue goals.** Of those that didn't, only 65% met revenue goals.

While some of this increase can likely be tied to a recovering economy, that doesn't negate the impact that a deeper focus on customer engagement can bring. COVID-19 drove big shifts in consumer behavior, so brands who have worked to embrace true customer-centricity are well-positioned to see the bulk of those revenue gains going forward.

# A Shift Toward Zero- and First-Party Data

## Brands Are Investing in Zero- and First-Party Data Strategies

In 2021, Google announced plans to [retire third-party cookies](#) while Apple revealed a comprehensive set of [new consumer-centric privacy features](#). To accommodate these changes, 96% of brands plan to increase their marketing budgets, with 42% boosting how many channels they use and **38% putting more emphasis on zero-party (i.e. shared by users) and first-party (i.e. gathered with user consent) data collection methods**. Additionally, brands listed customer data platforms (CDPs) as a top area for increased investment during 2022, reflecting a renewed focus on holistic data management.

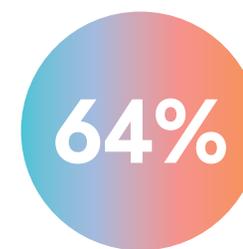
## Pay Attention to the Majority of Your Users—the Anonymous Ones

Changes in the data landscape are leading brands to abandon third-party data and focus instead on creating impactful, relevant experiences through other means. One strategy that brands should consider is engaging anonymous users. These **users—who take action on websites without logging in, opt to “continue as guest,” or who haven’t been given an official identifier—made up 57% of new users in 2021**, reflecting a major untapped audience. Thankfully, brands already have first-party data (e.g. favorited items, session data) that can support messaging campaigns that will engage anonymous users. Plus, conversion tactics like in-app surveys leverage first-party data while surfacing additional insights like anonymous users’ preferences.

### The Impact of Engaging With Anonymous Users on Just One Channel



Increase in likelihood to buy



Increase in likelihood to make a repeat purchase

In 2021, 80% of anonymous users received no messages at all from brands. This lack of engagement with a major category of active users is likely driving down overall results and potentially costing brands millions in unrealized revenue.

# Brands' Top Challenge Is Now Data Management

## Digital Transformation Brings More Data and New Challenges

As brands expand and evolve their digital strategies, they're [generating even more data](#) as customers interact with new and varied touchpoints. **While this data is integral to meeting customers' wants and needs, it can sometimes be overwhelming for brands to manage.** That is the key challenge of 2022 for customer engagement—three of the four top concerns for brands this year are all about data and how to leverage it effectively.

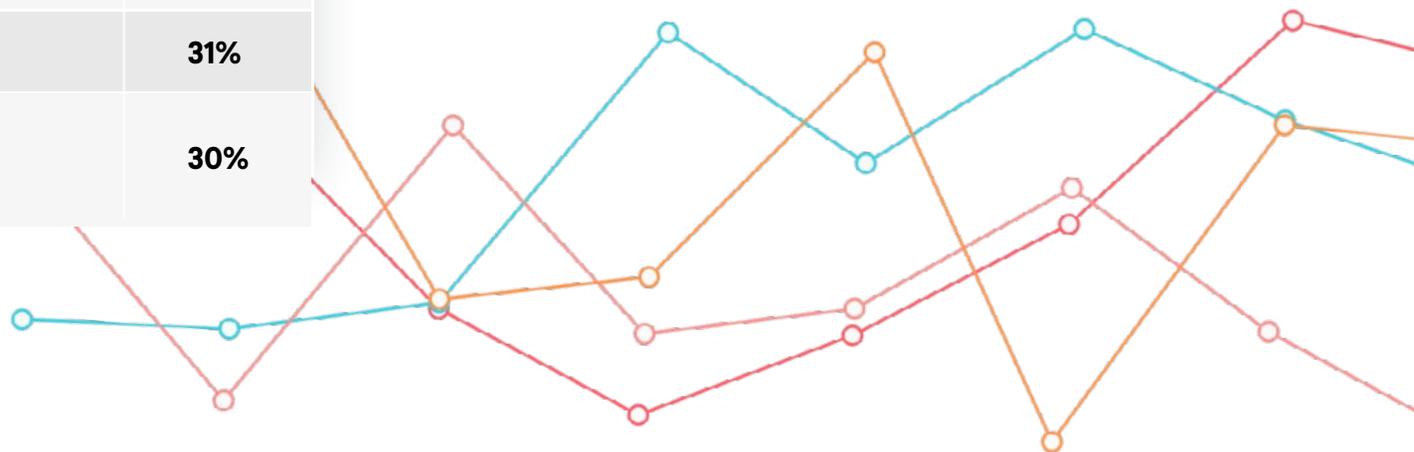
### Top Concerns for Brands in 2022

Collecting, integrating, and managing data	32%
Applying data to business decisions	31%
Enabling cross-team access to relevant data in a timely and productive fashion	30%

Additionally, **last year's top challenges are taking a backseat to data concerns, too.** Only 28% of brands are concerned with standing out in a crowded marketplace (compared to 35% the year before), while 23% of brands are worried about oversaturation or burning out customers, down from 30% in 2020.

## Move to a Built-For-Purpose Tech Stack That Supports All Your Data Needs

Meet this challenge by ensuring there's [streaming data](#) and [data agility](#) across your tech stack. When all of your systems can communicate effectively and in real time, you can avoid the silos and reliance on batched data that leads to frustrating, outdated consumer experiences.



# The Braze Customer Engagement Index

To help assess the maturity of brands' customer engagement strategies, last year we developed a proprietary framework based on organizational and technological themes. We'll again be evaluating brands against these 12\* key factors.

<b>Tech</b>	 Channels	 Classification	 Data	 Orchestration	 Performance	 Personalization
<b>Teams</b>	 Culture	 Experimentation	 Metrics	 Objectives	 Staffing	 Strategy

From there, we're able to identify where a brand ranks in terms of our three categories of customer engagement maturity: Activate (least mature), Accelerate, and Ace (most mature).

## Activate

*Just beginning to recognize customer engagement as important to business goals, these brands likely only focus on campaign- and channel-specific solutions with limited metrics.*

## Accelerate

*Brands on this level collaborate across departments, have a strong experimentation culture, and robust metrics. However, they still are campaign-oriented and lack a comprehensive view of customers across platforms and channels.*

## Ace

*At these top-performing brands, customer engagement is lifecycle-centric, owned by cross-functional teams, and built on streaming data.*



\* Complete methodology available on page 50

# Why Does the Braze Customer Engagement Index Matter?

## Ace Brands Make More Money

Bottom line: Ace brands drive more revenue with their customer engagement efforts compared to other companies. In fact, **77% of Ace brands stated they exceeded their revenue goals** this year. This dynamic appears across all industries and company sizes; our index is based on 1,000+ brands ranging from high-growth small and mid-sized businesses (SMBs) to global enterprises operating across a range of business units.

## As Retention Becomes the Top Priority, Customer Engagement Grows Essential

A focus on retention isn't new, but in the past, brands tended to devote more energy and marketing resources to acquisition and top-of-funnel growth. This dynamic is changing, as shown by the 30% increase in brands allocating 51–75% of their budget for retention compared to last year. Overall, **92% of brands allocate 25–75% of their budget towards retaining existing customers**. By operationalizing customer data and orchestrating cross-channel experiences, brands can engage with customers in meaningful ways that elicit deeper loyalty and bolster long-term user retention.

### An Analysis of Top-Performing Ace Brands and Their Customer Engagement Programs

#### Technology

14%

More likely to be using 3+ channels\*

25%

More likely to use a single solution to orchestrate cross-channel campaigns\*

#### Teams

2.3X

More likely to actively experiment with campaigns and customer journeys across channels\*

42%

More likely to have employees trained on customer engagement technologies and approaches\*

#### The Impact

11.4X

Increase in user-to-buyer conversion rates

72%

Increase in sessions per user

89%

Increase in average user lifetime

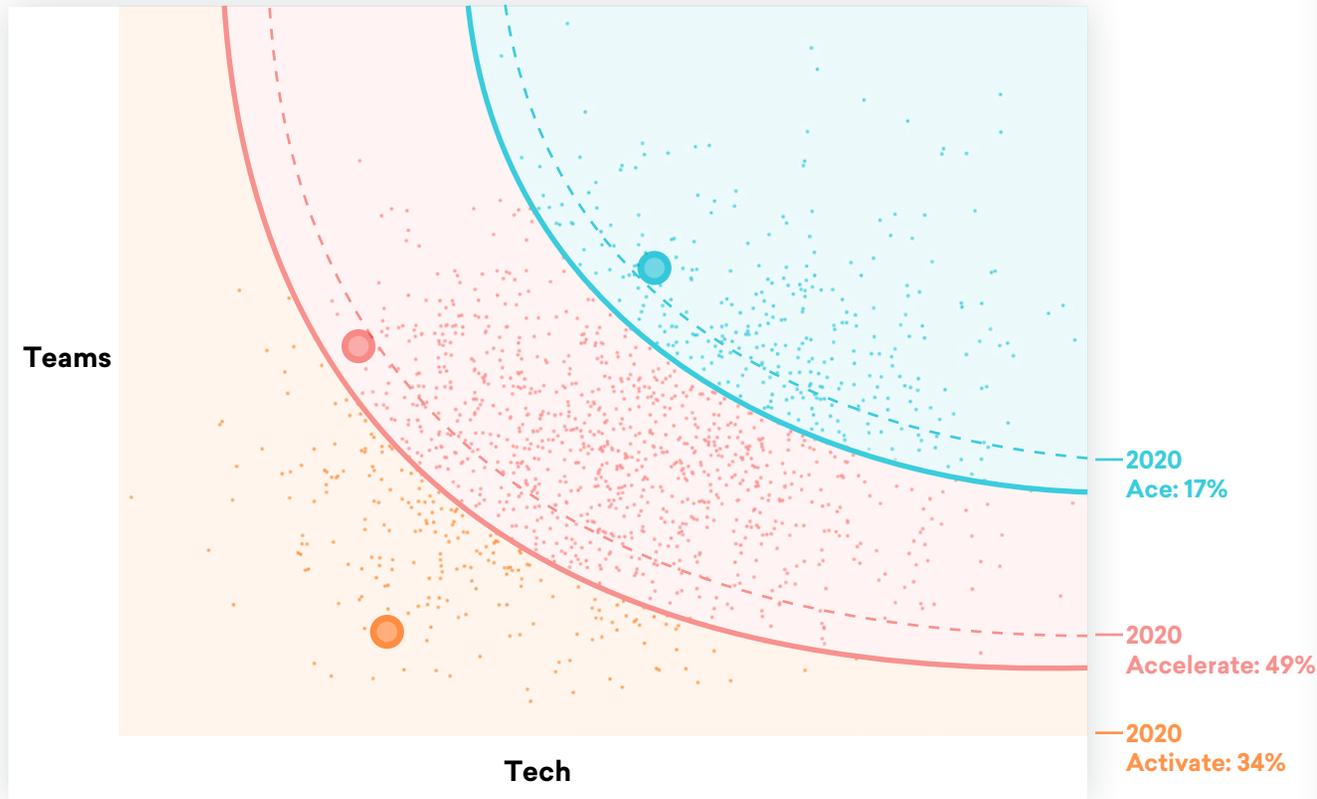
## How Brands Performed Against the Braze Customer Engagement Index in 2021 vs. 2020\*

On the whole, the brands we examined saw meaningful improvement when it came to customer engagement competencies, with the percentage of brands that qualified as either Accelerate or Ace growing year over year.

**2021 Activate: 28%**  
(-17.5% YoY)

**2021 Accelerate: 52%**  
(+6% YoY)

**2021 Ace: 20%**  
(+17.5% YoY)



However, growth didn't occur equally across all 12 competencies; in fact, some competencies even saw year-over-year declines. For a closer look at how brands' approaches to customer engagement shifted over the last year, let's examine the top-performing competencies (and the competencies where more improvement is possible) for both tech and teams.

*\* While the overall shape of the Customer Engagement Index was stable year over year, some changes were made to specific questions informing the index (e.g. the personalization competency shifted to take into account the impact of real-time data).*

## Sample Survey Respondents: A Look at Three Real Brands

**Ace**  
**Country:** Australia  
**Industry:** Retail  
**Years in business:** 3  
**Employees:** 2,000  
**Tech:** Single solution for multiple channels managed through a single interface  
**Team:** Marketing, with collaboration with other teams several times a week

**Accelerate**  
**Country:** US  
**Industry:** Health and Wellness  
**Years in business:** 9  
**Employees:** 10  
**Tech:** Single solution that executes across all channels  
**Team:** Cross-functional digital team, with bi-weekly collaboration

**Activate**  
**Country:** United Kingdom  
**Industry:** Financial Services  
**Years in business:** 6  
**Employees:** 8  
**Tech:** Multiple channels that have channel-specific solutions  
**Team:** Non-marketing, with once a quarter collaboration

## Team Competencies Explained

No matter how powerful a given technology is, it can't reach its full potential without the right mix of stakeholders. The way that a brand structures its customer engagement teams, whether or not leaders encourage and prioritize collaboration, and a company's overall digital culture can make or break customer engagement success over the long haul.

TEAMS			
Competency	Activate	Accelerate	Ace
 <b>CULTURE</b> How work gets done	Collaboration occurs less than once a month	Bi-weekly or weekly collaboration	Continuous collaboration
 <b>EXPERIMENTATION</b> Strength of test and learn culture	No framework in place, or one-off experiments	Continuous with many experiments running at once	Continuous with cross-departmental leads
 <b>METRICS</b> How success is measured	Mix of message engagement and product adoption	Additional, more advanced metrics like customer lifetime value (LTV)	Even more metrics, with focus on top-line/bottom-line business metrics
 <b>OBJECTIVES</b> How success is defined	Mostly team-focused and siloed by department	Mixed, with a single definition of success versioned out by team and role	Company-wide, single definition of cross-functional success
 <b>STAFFING</b> Ownership of customer engagement programs	A single team	The marketing team collaborates with other teams like engineering	Cross-functional team(s)
 <b>STRATEGY</b> Plan of action that ladders up to specific goals	Strategy based on improving high-level engagement metrics (e.g. open rate)	Activate plus improving downstream metrics (e.g. retention/loyalty) and customer behavior	Accelerate plus alignment with product and company strategies

# Ace Teams: Where Do Brands Excel?

While evaluating the survey responses against the six factors in the Teams category, we identified two notable areas where a significant percentage of brands demonstrate Ace competencies.

## TOP COMPETENCY:

### Experimentation

Whether it's new channels, campaigns, or messaging strategies, top-performing brands have a culture of experimentation that allows teams to understand what actually impacts their goals. Since many experiments carried out by Ace brands are complex and concurrent, cross-departmental collaboration with data teams is essential to ensuring experiments are set up and measured correctly.

35%

Of brands were classified as Ace for Experimentation, the same as 2020

46%

More brands regularly partner with their data analysis teams to plan tests\*

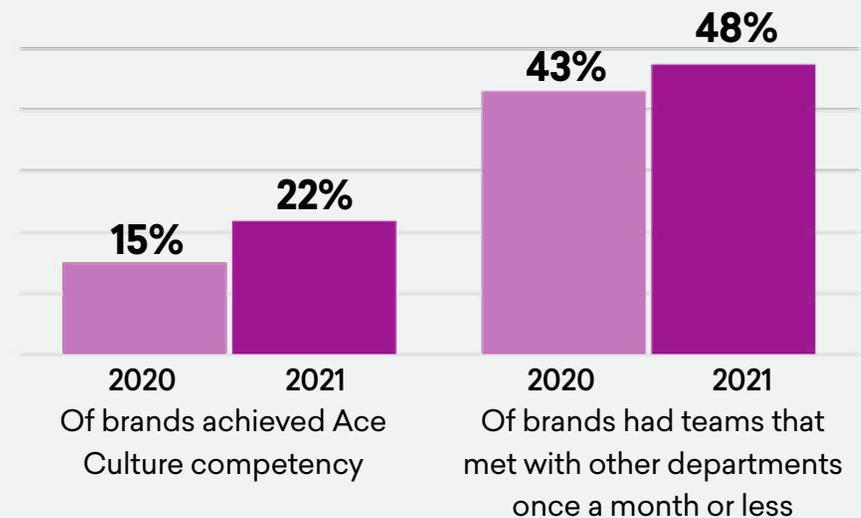
33%

More brands are continuously experimenting and pulling in-depth insights\*

## MOST IMPROVED COMPETENCY:

### Culture

Culture speaks to how teams collaborate across roles and departments when it comes to customer engagement. This year, we saw significant growth in the Ace category, which reflects teams that are either meeting multiple times a week or continuously collaborating.



At the same time, within the Culture competency, we saw the number of brands in the low-maturity Activate category grow as well, with 48% of brands meeting a maximum of once per month.

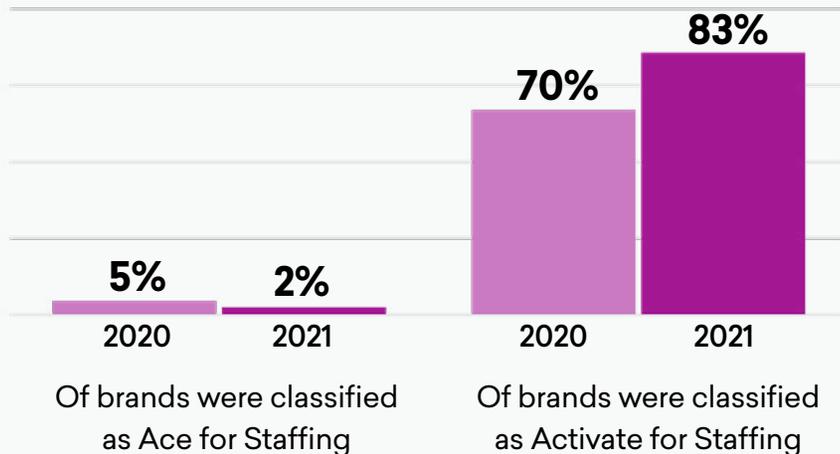
# Ace Teams: Opportunities for Improvement

Although brands generally scored well in all six Teams competencies, we identified two categories where they had the most room for additional gains.

## LOW SCORE:

### Staffing

Over this past year, there was a prominent shift in how teams own customer engagement. Not only did we see a decline in Ace, but many brands fell from Accelerate to Activate.

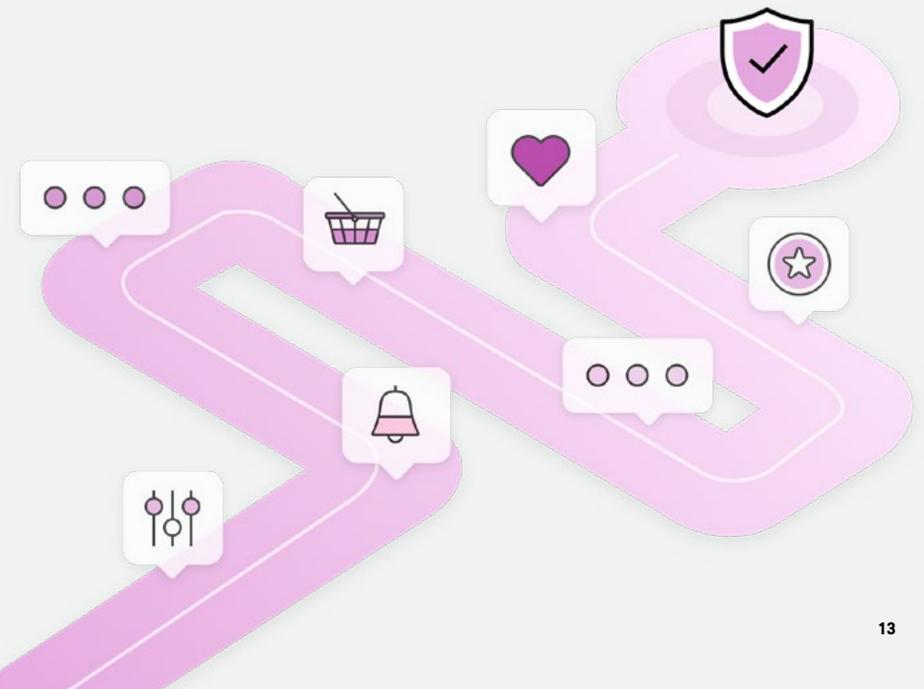


While marketing still primarily owns customer engagement, collaboration with other key departments like engineering and analytics has decreased year over year, increasing the odds that brands will struggle with customer engagement silos.

## MOST ROOM FOR GROWTH:

### Strategy

Only 11% of the brands qualified as Ace in the Strategy competency; most brands (89%) focus on improving metrics ranging from engagement metrics (like click-through rates) to downstream metrics like retention and loyalty. To be categorized as Ace, brands need to consider customer sentiment, company goals, and product in their strategies.



# What Do the Staffing, Culture, and Strategy Competencies Tell Us?

As teams begin to leverage more sophisticated technologies and robust engagement strategies, it's increasingly important to be a unified team with shared goals. For example:

- **Highly complex strategies often require support from other teams to achieve.** When all relevant teams maintain regular communication, they can better address and prioritize issues that would otherwise stall marketing teams.
- **Your customer engagement strategy should complement your brand and product strategy.** By existing in a silo (as can occur when only the marketing team focuses on customer engagement), you're missing opportunities to support the full range of objectives that matter for your company.
- Marketing-specific metrics should factor into your user campaigns, **but ultimately a customer engagement strategy should drive company-wide goals.**



## Tech Competencies Explained

As brands look to push their customer engagement efforts forward, they need to ensure they have technology on hand that's capable of supporting innovation, exceptional customer experiences, and robust testing across the full range of teams and digital channels. To make that happen, they also need to know how to make use of their tech stack to its fullest extent.

TECH			
Competency	Activate	Accelerate	Ace
 <b>CHANNELS</b> Technology choice	Mix of in-house and external solutions supporting different channels	Single solution that executes across in-product and out-of-product channels	Accelerate, plus use of channel optimization
 <b>CLASSIFICATION</b> How customer segments are sorted	Based on channel	Based on customer information and past behavior	Sorted on a real-time basis as new inputs are collected
 <b>DATA INGESTION</b> Data sources	Combination of zero-, first-, and third-party	Activate, plus use of AI or modeling	Accelerate, plus data flows in real time
 <b>ORCHESTRATION</b> How customer experiences are orchestrated	One main channel or campaigns with multiple disconnected channels	Campaign-oriented with multiple channels	Instrumented for automated customer lifecycles
 <b>PERFORMANCE</b> How performance feedback is analyzed and acted upon	Static results from one campaign inform the next	Results are synced with insights from other platforms	Performance feedback automatically updates and adjusts
 <b>PERSONALIZATION</b> How personalization is triggered	Customer-provided, with information like names and past purchases	Engagement-based, like clicks or views, or based on context from public APIs or internal systems	Accelerate plus optimization via real-time data

# Ace Tech: Where Do Brands Excel?

When analyzing the survey responses with the six competencies in the Tech category, we found two prominent areas where a significant percentage of brands demonstrate Ace competencies.

## TOP COMPETENCY:

### **Classification**

For the second year in a row, Classification is the highest scoring competency. More brands moved up from the Activate level, with 33% of brands ranking as Ace for Classification in 2021 vs. 32% the year prior.

35%

Of brands segment users based on past customer information and behavior

33%

Of brands segment users based on real-time data

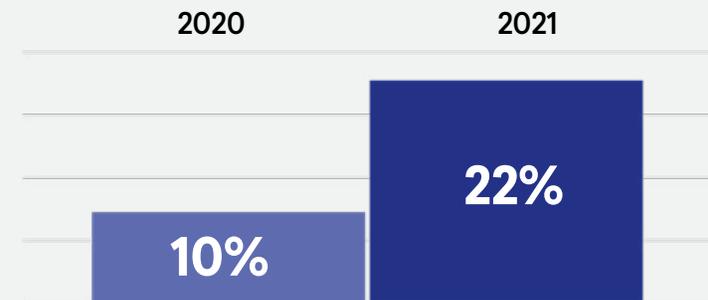
33%

Of brands capture real-time engagement data

## MOST IMPROVED COMPETENCY:

### **Personalization**

We've seen Ace personalization status more than double year over year. In 2021, 53% of brands [personalized messaging](#) based on real-time data—important because it creates frictionless experiences and prevents frustrating ones (like out-of-date discount messages). Some of this growth resulted from a change to our survey: Last year, we didn't distinguish between real-time and prior customer engagement data (e.g. clicks, views, browsing behavior), something we adjusted in this year's survey.



Of brands achieved Ace status for Personalization

**2022 and beyond:** Already personalizing messages with real-time data? Next, leverage [auto-optimization tools](#) that responsively adjust campaigns to support more relevant messages.

# Ace Tech: Opportunities for Improvement

Out of all six Tech competencies, we identified two areas that had the most opportunity for companies to make meaningful progress.

## LOW SCORE:

### Performance

To improve their campaigns—or even to know if they are successful in the first place—brands must have a strong handle on their [performance metrics](#). We found that Ace brands are taking things a step further by automating that practice, exporting performance analytics back to other platforms for deeper analysis.



**HOT TIP:** Measurement is a pillar of a great customer engagement program. By having a strong handle on Performance, brands set themselves up for success in other competencies like Experimentation, Strategy, and Orchestration.

## MOST ROOM FOR GROWTH:

### Orchestration

The usage of a single primary messaging channel declined from 20% in 2020 to 15% in 2021. However, 33% of brands have shifted to using multiple channel-specific solutions like an Email Service Provider (ESP) or a mobile messaging provider, up from 26% in 2020. Reliance on a single customer engagement solution has decreased slightly to only 25% in 2021.



When using multiple solutions to orchestrate campaigns, brands often have an incomplete view of their customers due to [data latency](#) or incompatible technologies. This tends to lead to out-of-touch, frustrating consumer experiences that raise the risk that customers turn elsewhere to meet their needs.

# The State of Customer Engagement by Industry

While the right technology and teamwork can support success for a wide range of businesses, the challenges and opportunities that companies face can differ significantly across verticals. To dig a little deeper, let's take a look at how Ace brands approach customer engagement across five major industries:

- Financial Services
- Health and Wellness
- Media and Entertainment
- QSR and Delivery
- Retail and eCommerce

# Brands Must Focus on Customer Experience

In an industry historically dominated by long-standing institutions, the financial services sector has seen the rise of smaller competitors focused on catering to individuals' needs over the last 10 years. As services became more complex, costly, and time-consuming—like time to transfer money or fees associated with products—disruptors saw the opportunity to challenge long-time industry leaders. This dynamic is echoed in our survey, where **38% of brands polled have been in business for less than 10 years.**

Across the industry, we're **seeing a growing focus on customer service supported by seamless digital experiences,** and all types of brands need to prioritize innovation when it comes to their customer experience.

## Financial Services Brands by Maturity Level

Activate	29%
Accelerate	53%
Ace	18%

Although both types of brands have similar customer engagement goals, where they should focus their attention and resources differs greatly.

# Focus For Improvement

## LONG-STANDING



Data



Orchestration

### Prioritize Data Agility to Move the Needle

While they have the advantage of reputation, long-standing financial institutions can also have **Data**, tech, and organizational challenges that lead to frustrating and dated consumer experiences. For example, a retail bank can have different arms responsible for its credit card services, bank brands, and digital banking, with separate messaging solutions for each business unit. Large businesses must stream and share data across these units to support the **Orchestration** of seamless consumer experiences.

## CHALLENGERS



Experimentation



Strategy



Performance

### Optimize the Customer Experience With Data

Challenger brands have essentially the opposite issue: While consumers are drawn to their innovative and intuitive nature, it can be a challenge to convince them to adopt these emerging brands as their primary banking or financial services partner, or to expand their use of higher-value products/services. By prioritizing **Experimentation**, **Strategy**, and personalization, these companies can boost **Performance** by driving adoption of higher-value offerings while continuing their focus on frictionless experiences.

# Ace Brand Industry Trends

We analyzed top-performing financial services brands to uncover how they achieve success in the industry.



## Ace Teams

33%

More likely to assess the results from customer engagement activities

5.3X

More likely to actively experiment with their campaigns and customer journeys across channels

40%

More likely to have employees trained on customer engagement tech and approaches

## Ace Technology

2.3X

More likely to individually personalize messages at send time

2.5X

More likely to use automated systems to optimize campaign performance

2.1X

More likely to make use of in-app messages in their customer messaging

## Ace Business Results

72%

Increase in sessions per user

35%

Increase in average user lifetime

# Public.com Leverages Personalized, Cross-Channel Engagement to Drive A Better Investing Experience

Technology has brought unprecedented access to stocks, funds, and emerging opportunities (e.g. crypto). Popular investing platform Public.com is setting the industry standard with personalized content and education to help its diverse community become better investors. Public.com turned to Braze and Braze Alloys partners [Looker](#) and [Segment](#) to personalize their cross-channel communications with real-time data. Public.com used email, in-app messages, and push notifications to share educational content related to Public Live (live audio shows breaking down market news) and Town Halls (Q&As with public company CEOs), providing key context around market shifts and high-interest public companies. The team also used the testing features built into the Braze Canvas user journey builder to assess how these campaigns impacted engagement with their app's educational content. Public.com drove 40% of users to engage with executives via Town Halls after receiving a push or email and increased attendance for its Public Live sessions by 2X.

**public.com**

**Public** Town Hall

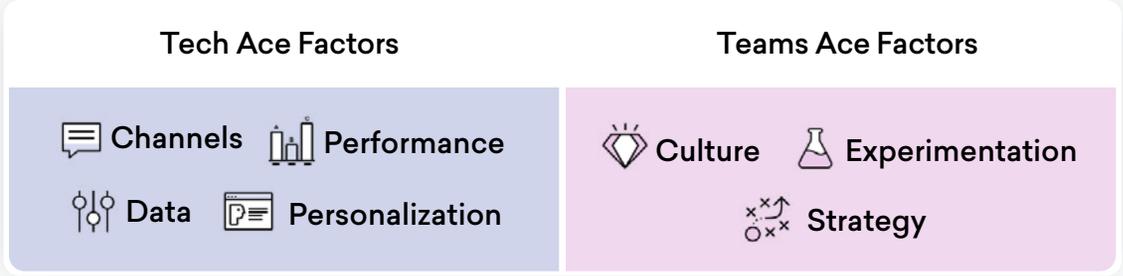
**Whitney Wolfe Herd** is taking your questions.

Join Whitney Wolfe Herd, Founder and CEO of Bumble, at our next Public Town Hall on Monday, May 17 at 11 AM ET.

Open the app to submit your questions now and follow along as she answers them live next week.

**2X** Higher attendance at Public Live sessions with cross-channel messaging

\*Town Halls are for educational purposes only and are not investment advice. public.com/disclosures.



# Brands Playing Catch Up on Digital Transformation

While health and wellness were top of mind for many consumers during the COVID-19 pandemic, **only 46% of brands stated they exceeded their annual revenue goals, almost 30% lower than the next lowest-scoring industry.**

In addition, they've only just begun to leverage mobile: 59% stated that they started engaging with customers via mobile in the past 1–5 years, 55% more than the next-lowest industry.

Unsurprisingly, customer engagement efforts in this space tend not to be as mature as other industries. However, this challenge also means that health and wellness brands have a lot of opportunity for accelerated growth this next year.

## Health and Wellness Brands by Maturity Level

Activate	40%
Accelerate	43%
Ace	17%

Despite their slow start, we found that **health and wellness brands know where they want to go and how to get there.**

More than any other vertical, they are focused on investing in customer engagement, giving them a potential leg up in this area in the coming year.

## Top Areas Health and Wellness Brands Plan to Invest In

49%	Plan to increase their investment in customer engagement over the next 12 months
47%	Have identified Customer Data Platforms (CDPs) as a top area for investment
50%	Plan to invest their increased marketing budgets in expanding channels and data collection

**This industry faces particularly strict regulations, with laws like [HIPAA](#) in the US setting down strict rules** governing the ways that Personal Identifiable Information (PII) and/or Protected Health Information (PHI) can be collected, processed, and leveraged. Based on our survey, 48% of health and wellness brands state that collecting, integrating, and managing marketing data is their top challenge.

## TEAMS



Culture



Staffing

**Prioritize Cross-Team Communication and Collaboration**

Improving these two competencies (**Culture and Staffing**) can help health and wellness brands ensure their customer engagement efforts are aligned and supported cross-functionally, which will positively impact business goals. For example, the product managers responsible for optimizing the UX of streaming fitness brands' mobile products must align their agile testing process to that of the marketers running A/B tests for lifecycle emails.

## TECH



Channels



Data



Orchestration

**Use Data to Support More Relevant Messages**

On the Tech side, evolving these three areas will create more meaningful messaging for consumers, and drive more revenue. With better data ingestion, brands can organize the **Data** they are collecting, while a focus on **Orchestration** means brands can use that data to create seamless experiences across all the **Channels** a user is on.

# Ace Brand Industry Trends

We analyzed top-performing health and wellness brands to uncover how they achieve success in the industry.



## Ace Teams

33%

More likely to assess the results from customer engagement activities

75%

More likely to actively experiment with their campaigns and customer journeys

19%

More likely to have employees trained on customer engagement tech and approaches

## Ace Technology

12%

More likely to be using 3+ channels

50%

More likely to automate systems to optimize campaign performance

74%

More likely to individually personalize their messages at send time

## Ace Business Results

19%

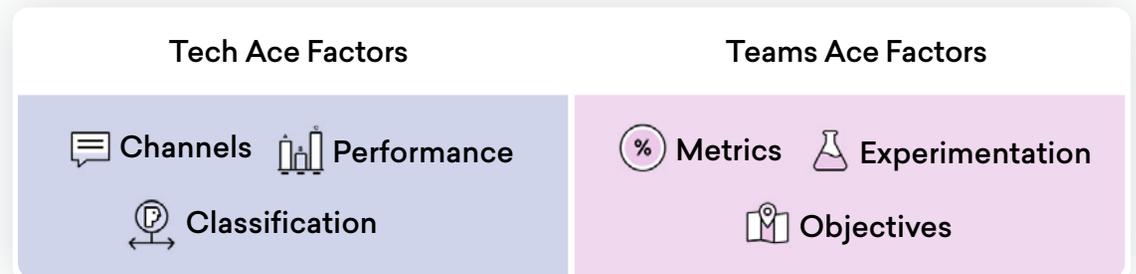
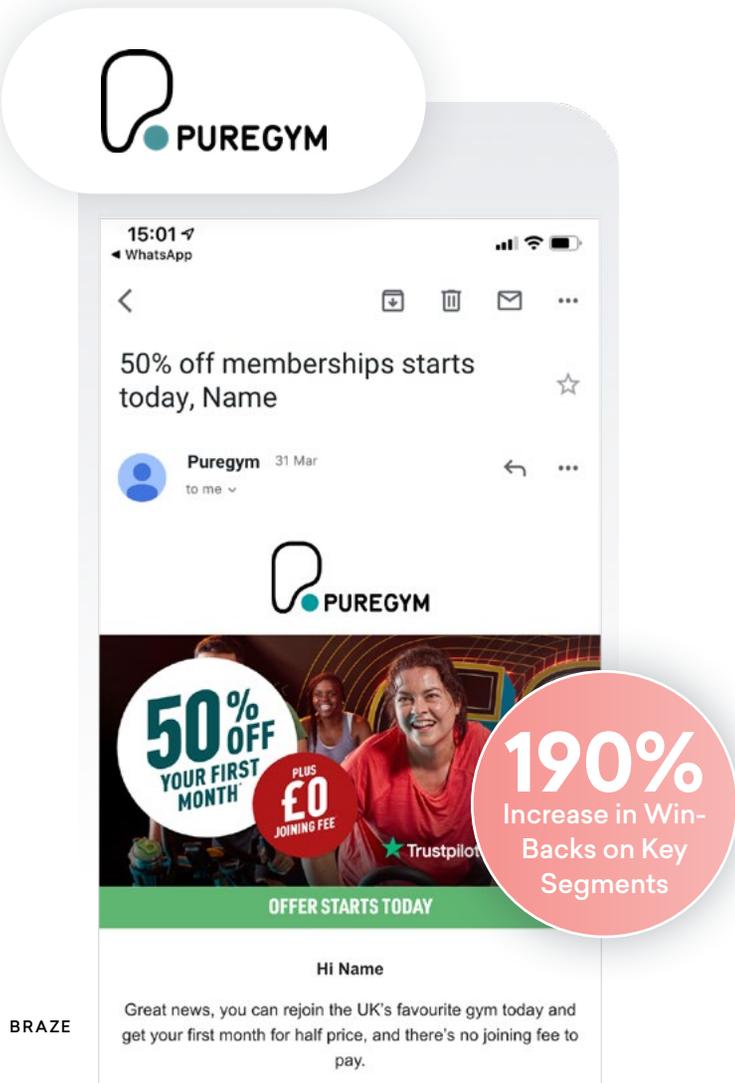
Increase in sessions per user

2.5X

Increase in average user lifetime

# PureGym Deploys a Cross-Channel Campaign to Drive Higher Win-Back Rates

PureGym offers low-cost and flexible memberships across nearly 300 gyms in the United Kingdom. Like many fitness brands, getting previous members to rejoin is a huge priority for the PureGym team. To win back these ex-members, PureGym created a cross-channel campaign with Braze Canvas (our customer journey builder) that targeted users based on their previous behavior and delivered messages using the channel they engaged with the most. Based on the segment they were in, PureGym adjusted ex-members' frequency of communications and messaging hierarchy to reach them more effectively. By taking this targeted approach, PureGym was able to save six figures on other promotional efforts and drive a 190% increase in win-backs on key segments.



# Brands Need to Double Down to Keep Users Engaged

It comes as no surprise that the media and entertainment industry has benefited from the trend toward at-home, digital-focused experiences over the past two years. [2020 was the year of streaming](#), with the space seeing new competitors from well-known brands, larger audiences, and bigger budgets. That success is tangible, with **98% of media and entertainment brands saying that they met or exceeded their revenue goals** over the last year.

The landscape doesn't come without its challenges, however. Consumers are flooded with choice, and often bounce from service to service to access their favorite shows or new releases. **To keep users watching, brands need to provide personalized content to match user behavior**, both inside their apps and websites and via out-of-product channels like email. Thankfully, many brands in this space have a reserve of knowledge and experience to draw on: Well over half (62%) have leveraged mobile-first solutions for over 6+ years, and 41% use a single platform to manage cross-channel campaigns.

## Media and Entertainment Brands by Maturity Level

Activate	45%
Accelerate	45%
Ace	10%

As in many industries, brands in the media and entertainment sector **often struggle with managing data, especially in the face of new privacy updates**. 84% of media and entertainment companies state that they are planning to increase their marketing budgets to accommodate.

## Top Areas Media and Entertainment Brands Plan to Invest In

41%	Customer analytics
40%	Customer engagement
40%	Mobile/optimization apps



**Data**



**Personalization**



**Experimentation**

## Use Data to Inform and Optimize Customer Experiences

**Data** ingestion should be critical for media and entertainment brands as their services are almost always viewed on different platforms, such as over-the-top (OTT) channels, mobile, web, etc. By creating a single customer profile (which only 39% do now), brands can support more valuable, seamless experiences that keep people watching. **Personalization** is vital for the industry. As consumers are often engaging with content on these services daily, being able to personalize users based on real-time behavior ensures recommended content is as relevant as possible.

The last competency, **Experimentation**, should be prioritized immediately. Ranging from simple testing of various customer segments to complex multivariate experiments across channels, this is key to increasing customer lifetime, retention, and frequency of engagement.

# Ace Brand Industry Trends

We analyzed top-performing media and entertainment brands to uncover how they achieve success in the industry.

## Ace Teams

10%

More likely to actively experiment with their campaigns and customer journeys

2.1X

More likely to use permissioning to ensure the appropriate teams can collaborate

60%

More likely to have employees trained on customer engagement tech and approaches

## Ace Technology

13%

More likely to be using 3+ channels

2.8X

More likely to individually personalize their messages at send time

92%

More likely to use automated systems to optimize campaign performance

## Ace Business Results

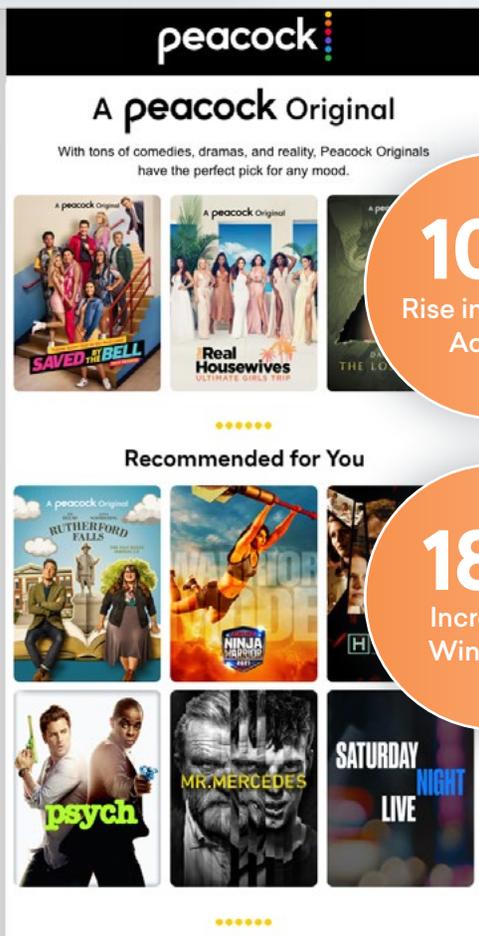
3.2X

Increase in sessions per user

2.2X

Increase in average user lifetime

# Peacock Keeps Users Engaged With Personalized Lifecycle Messaging



10%  
Rise in Viewing Activity

18%  
Increase in Win-Backs

At the height of 2020's streaming wars, NBCUniversal launched Peacock to deliver entertainment to its users across any device. With aggressive goals, Peacock needed a customer engagement strategy built for every [customer lifecycle](#) stage. In the first 13 days following sign-up, users receive an [onboarding flow](#) with the most popular content mixed with genre-specific content based on first title watched. On the other end of the user lifecycle, Peacock sends a win-back campaign that, after 30+ days of inactivity, delivers messages personalized by their recommendation engine via API in real time. These efforts are supported by [Braze Alloys](#) partners [mParticle](#), where they create audiences based on viewership data, and [Movable Ink](#), which delivers real-time content based on Peacock's proprietary recommendation engine. The onboarding campaign lifted viewership activity by 10%, while the win-back campaign boosted renewed watching by 18%.

## Tech Ace Factors

Data   
 Performance  
 Personalization

## Teams Ace Factors

Culture   
 Metrics  
 Objectives

# New Opportunities for More Growth

Few industries were more dramatically impacted by the COVID-19 pandemic than QSR and delivery. While some restaurants struggled due to government-issued shutdowns and an increase in customers reluctant to dine in person again, QSR and delivery brands who had been **early—or quick—adopters of mobile and digital strategies were able to thrive**, providing an essential service even in the midst of a challenging business landscape. 74% of these brands exceeded their revenue goals over the last year, which makes sense considering that 85% of those polled have mobile services and 42% have a single solution to engage users across multiple channels.

## QSR and Delivery Brands by Maturity Level

Activate	27%
Accelerate	54%
Ace	18%

Despite these successes, brands in the space have been hit hard by labor shortages, with the US restaurant industry finding itself short **1.2 million employees** earlier in 2021. This major challenge, as well as the vertical’s history of digital innovation, is expected to **drive a transformation in the way food is ordered, prepared, and delivered**, with a deeper focus on customer engagement at the forefront.

## Top Areas QSR and Delivery Brands Plan to Invest In

<b>53%</b>	Machine learning/AI
<b>51%</b>	Live chat support or chatbots
<b>38%</b>	Customer satisfaction measurement

Since the QSR and delivery industry is generally more advanced in their customer engagement efforts, these brands can mature quickly by placing a strong focus on these competencies.

## TEAMS

 Staffing**Connect Customer Engagement to Company-Wide Goals**

92% of these brands are primarily strategizing around engagement and downstream metrics like open and retention, respectively. While certainly important, brands in this industry should be embracing collaborative **Staffing** approaches to customer engagement in order to promote broader company and product goals. For delivery brands, that could look like increasing adoption of different delivery service types like groceries or partner retail brands. QSR brands can use their digital channels to promote drive-thru improvements and curbside pickup, or loyalty programs that encourage direct transactions.

## TECH

 Channels  Performance**Leverage Auto-Optimization Tools to Support Stronger Outcomes**

A big opportunity for QSR and delivery brands is in intelligence and automation, like automatically optimizing for the best-performing **Channel** or adjusting live campaigns based on **Performance**. These capabilities will allow brands to increase sophistication while having the time and resources for other challenges.

# Ace Brand Industry Trends

We analyzed top-performing QSR and delivery brands to uncover how they achieve success in the industry.



## Ace Teams

40%

More likely to assess the results from customer engagement activities

31%

More likely to use permissioning to ensure the appropriate teams can collaborate

9%

More likely to have employees trained on customer engagement tech and approaches

## Ace Technology

98%

More likely to be using 3+ channels

42%

More likely to continuously export user behavior and engagement data for analysis

23%

More likely to use a single solution to orchestrate cross-channel campaigns

## Ace Business Results

82%

Increase in repeat buyer rate

7.9X

Increase in purchases per buyer

2.2X

Increase in average user lifetime

# The Coffee Club Expands its Loyalty Program With Personalized Mobile Messages

Australia's largest café franchise, The Coffee Club now operates across nine countries with upwards of 40 million annual customers. Like many traditionally brick-and-mortar businesses, they've faced challenges with the rise of digital. The Coffee Club realized growing their loyalty program via their app was essential to growing their customer base, especially with a younger demographic. To quickly put this into practice, the team turned to [Content Cards](#), which can seamlessly deliver dynamic and persistent content within a mobile app. Using this channel, The Coffee Club sent barcoded coupons that were fully integrated with their point-of-sale (POS) system to a targeted segment of customers, and personalized them based on custom attributes and purchase events. Over six months, the campaign drove a 35% lift in loyalty-driven sales and a 62% increase in conversions for their paid VIP program.

THE COFFEE CLUB

1:48

THE COFFEE CLUB

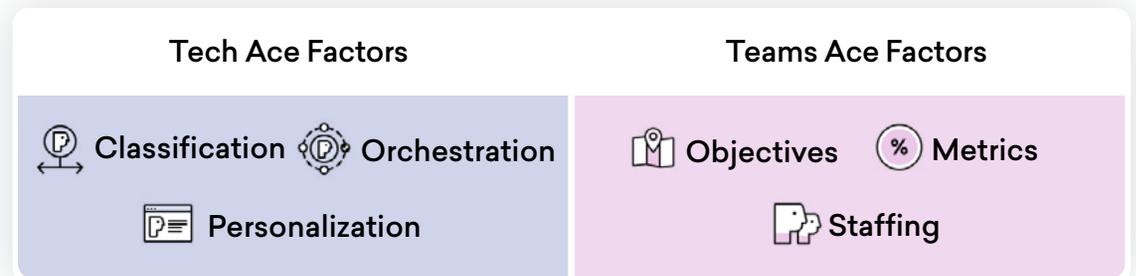
SHARE THE LOVE with a review

35% Increase in Loyalty Member Sales

62% Increase in Paid VIP Program Conversions

What do you think? {{\$(first\_name)}} , we're interested in what you think of The Coffee Club's Rewards App.

Not Right Now Rate App



# Almost Everything Happens Online

## Extremely Online and Ahead of the Curve

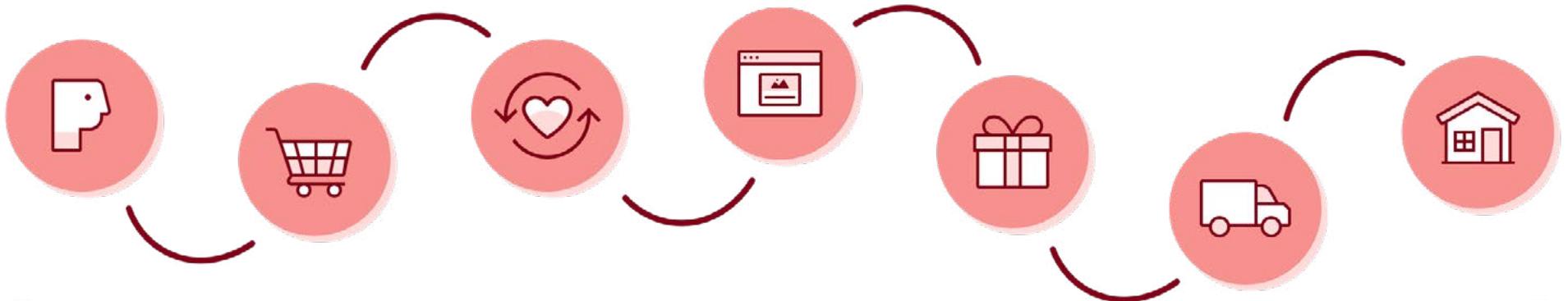
In the face of a global pandemic that kept many people home for months on end, some industries had to scramble to handle the acceleration to digital. But the retail and eCommerce space was ready—in fact, **76% of these brands had already been using mobile as a channel for engagement for 6+ years.** This advantage was undercut at times by [huge supply chain issues](#), however, which continue to plague the industry.

This unique situation **made it essential for retail and eCommerce brands to have a clear, meaningful customer engagement strategy**, especially with 73% of sales taking place online, accounting for 51% of industry revenue.

## Retail and eCommerce Brands by Maturity Level

Activate	27%
Accelerate	54%
Ace	20%

While brands in this industry have some of the highest maturity scores in the Customer Engagement Index, **we anticipated even stronger Ace representation here than the results showed**, in part because of the vertical's status as an early adopter of digital and mobile channels. To build on their success to date, brands in this space should focus on the following competencies.



# Focus For Improvement

## TEAMS



Experimentation



Strategy



Staffing

### Embrace Teamwork to Address Strategic Challenges

By focusing on these (**Experimentation, Strategy, Staffing**) factors, brands will not only be able to expand their reach, but can better build relationships with the customers important to achieving their business goals. Concentrating on these three team-related competences will also help address the upcoming challenges associated with the dissolution of third-party cookies, enabling brands to better reach, engage, and retain their customers.

## TECH



Data



Orchestration



Channels

### Lean on Zero-/First-Party Data to Target and Enrich Campaigns

Improving their technical capabilities will allow these brands to operationalize zero- and first-party **Data** use, in relation to **Orchestration** and messaging **Channels** which allows for more personalized and relevant messages. 35% of companies say they will allocate increased budget to focus on zero- and first-party data.

# Ace Brand Industry Trends

We analyzed top-performing retail and eCommerce brands to uncover how they achieve success in the industry.



## Ace Teams

41%

More likely to assess the results from customer engagement activities

42%

More likely to have employees trained on customer engagement tech and approaches

97%

More likely to actively experiment with their campaigns and customer journeys

## Ace Technology

33%

More likely to continuously export user behavior and engagement data for analysis

48%

More likely to individually personalize messages at send time

18%

More likely to use a single solution to orchestrate cross-channel campaigns

## Ace Business Results

8.8X

Increase in user-to-buyer conversion rate

38%

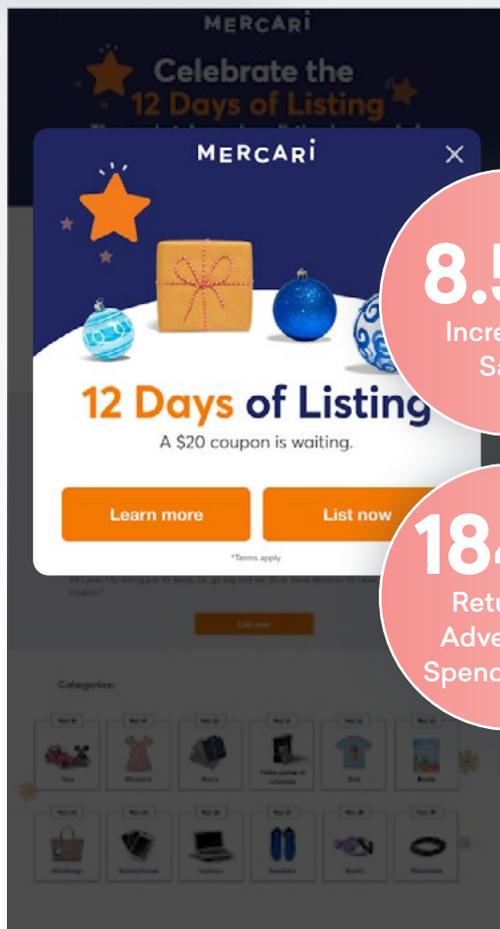
Increase in repeat buyer conversion rate

8.6X

Increase in purchases per user

# Mercari Drives More Sales With Ladder Incentive Campaigns

MERCARI



**8.5%**  
Increase in  
Sales

**184%**  
Return on  
Advertising  
Spend (ROAS)

Operating globally, Mercari is a peer-to-peer online marketplace that connects millions of buyers and sellers with its easy-to-use app. As some users first interact as buyers before becoming sellers, Mercari focuses heavily on nurturing relationships that drive repeat transactions. When Mercari was looking to bolster holiday sales, they created a series of campaigns that incentivized listings by offering discounted fees and credit towards future purchases. This idea was inspired by a session at the [Braze Forge conference](#) about using ladder incentives to guide people toward increased activity. These campaigns were hugely successful, driving a 8.5% increase in sales and 184% return on advertising spend (ROAS).

## Tech Ace Factors

Performance

Personalization

## Teams Ace Factors

Culture Experimentation

Strategy

# The State of Customer Engagement by Region

Brands across the globe face unique customer engagement challenges based on local laws, culture, and priorities. Here's a look at the current landscape in each region:

- APAC
- EMEA
- The US

## The Era of Online Is Here—For Good

While consumers all over the world went digital as a result of the pandemic, online growth exploded in APAC. In Southeast Asia (SEA), 60 million new consumers have joined the internet economy since COVID-19 emerged, with 20 million of those coming in the first half of 2021 alone. What sets APAC’s high rate of digital adoption apart is that it’s driven by both mobile-first brands and consumers. As a result, when the digital economy grows, it further cements the region’s adoption of mobile.

In this heavily-funded landscape—2021 was SEA’s busiest year for investment—acquisition costs are heightened by tough competition with money to burn. To achieve sustainable success, brands must take a customer-centric approach to everything they do, working to create positive brand experiences that demonstrate higher value and build deeper loyalty.

## Strategies to Engage and Retain APAC Users

### ACTIVATE

#### Message them

Engaging APAC users with just one channel\* leads to:

**3.1X**

Longer average user lifetimes

### ACCELERATE

#### Take a multi-channel approach

Engaging APAC users via two channels\*\* leads to:

**69%**

Longer average user lifetimes

### ACE

#### Take a cross-channel approach

Creating a cohesive customer experience for APAC users across multiple channels\*\*\* leads to:

**30%**

Longer average user lifetimes

By leveraging Content Cards, email, in-app messages, and mobile push (the most effective channel combination for boosting APAC users’ retention), brands can see:

**3.1X**

Longer average user lifetimes

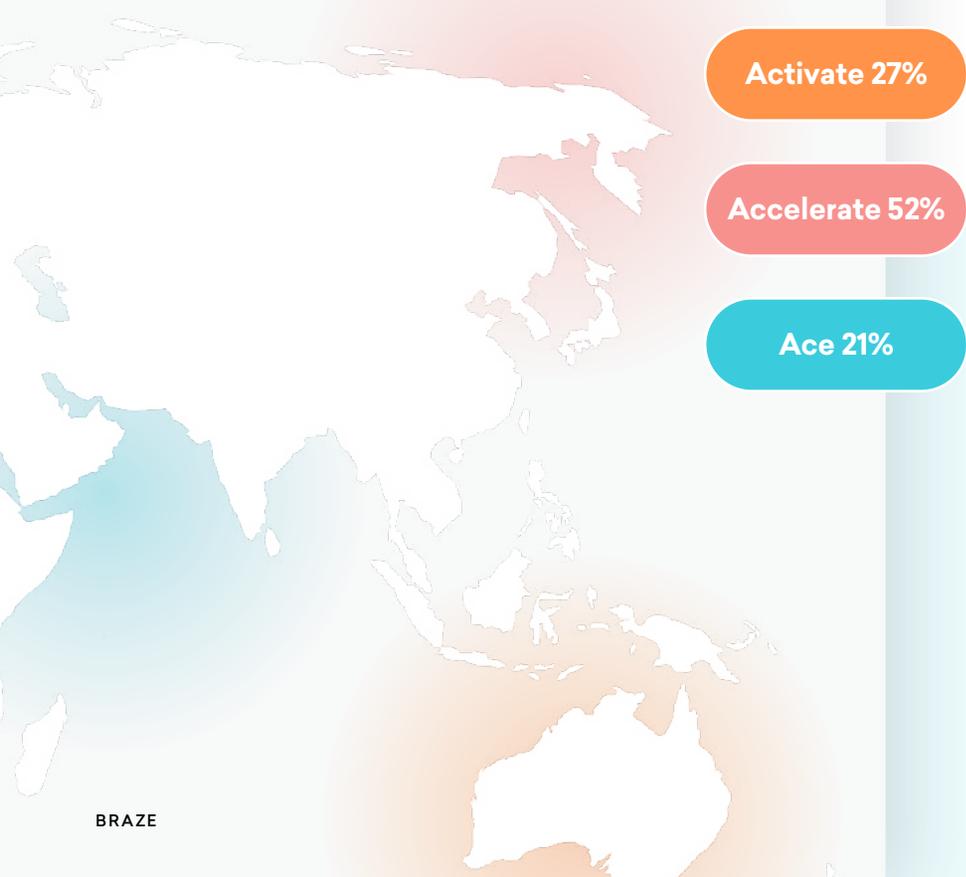
\*Compared to users receiving no messages

\*\*Compared to users receiving messages in just one channel

\*\*\*With a cross-channel approach (including messages in both in-product and out-of-product channels), compared to users receiving messages in any two channels

# Customer Engagement Index Findings

Based on survey responses, APAC brands appear to have the most mature customer engagement program in the world. While it's not significantly higher than EMEA or the US, it is in line with the digital-forward and mobile-first trends that we see in the region.



## Channels and Performance Shine, but Collaboration Could Use More Attention

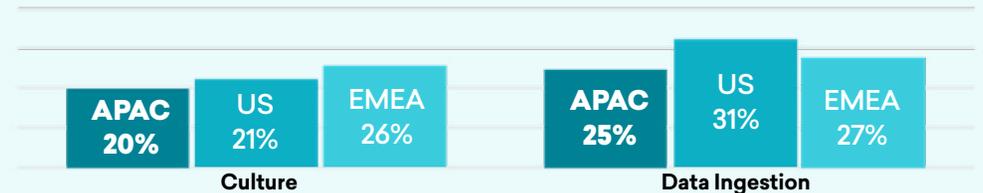
While APAC is largely in line with other regions when it comes to Tech competencies, they outperform EMEA and the US in terms of Performance and Channels. APAC companies should focus on combining data from different sources into a single customer profile, which is a powerful capability that allows brands to get the elusive “single, 360-degree view” of customers.

For Teams, APAC companies appear to have a strong experimentation and measurement culture, with key metrics that support a holistic strategy. However, brands can stand to improve their Culture competency by collaborating with other departments more frequently.

### The Ace Competencies Where APAC Excels



### The Ace Competencies Where APAC Can Improve



# LinkAja Boosts First Transactions With Onboarding Campaign and Braze Alloys

Based in Indonesia, LinkAja is an integrated digital wallet capable of supporting a range of use cases and focused on helping to bring financial literacy and inclusion to all Indonesians. Customer engagement is a huge priority for the LinkAja team, who turned to Braze to execute more complex strategies, expand channels, more easily segment users, and automate processes they used to handle manually. They were also able to integrate directly with their tech stack, using Braze Alloys technology partners [Mixpanel](#) and [Looker](#) to enable cross-functional collaboration and data visualization, respectively. After making the switch, they set up their first lifecycle campaign, which delivered an onboarding flow via email, in-app messages, and push notifications in users' first seven days. The campaign achieved a 10% lift in recipients completing a transaction within the first 7 days and a 32% lift in users completing a transaction within the first 14 days.



### Tech Ace Factors

- Channels
- Data
- Performance
- Orchestration

### Teams Ace Factors

- Objectives
- Strategy

## Digital Engagement is Complicated by Privacy Concerns

Although previously more resistant to digital engagement than their APAC and US counterparts, EMEA consumers enthusiastically took to digital experiences during the COVID-19 pandemic. In fact, just two years ago, only one in five UK adults shopped for clothing online—now it's more like one in three. In Germany, 35% of smartphone users now are shopping via mobile weekly, while the Middle East has seen a 14% increase in purchases made on digital channels this year.

One reason the region may be slightly behind other parts of the world when it comes to digital adoption is heightened privacy and data concerns: 73% of EMEA consumers say they use services that promise strong data protection, such as encrypted emails and privacy-protecting search engines. Brands operating in the home of GDPR need to keep that concern top of mind as they develop their digital strategies in the region, as trust is a necessary foundation for online engagement and revenue.

## Strategies to Monetize EMEA Users

### ACTIVATE

#### Message them

Engaging EMEA users with just one channel\* leads to:

**10.2X** More purchases

**9.6X** Rise in likelihood to buy

### ACCELERATE

#### Take a multi-channel approach

Engaging EMEA users via two channels\*\* leads to:

**92%** More purchases

**54%** Rise in likelihood to buy

### ACE

#### Take a cross-channel approach

Creating a cohesive customer experience for EMEA users across multiple channels\*\*\* leads to:

**36%** More purchases per user

**11%** Rise in likelihood to buy

By leveraging Content Cards, email, and in-app messages (the most effective channel combination for monetizing EMEA users), brands can see a:

**4X** Rise in likelihood to buy

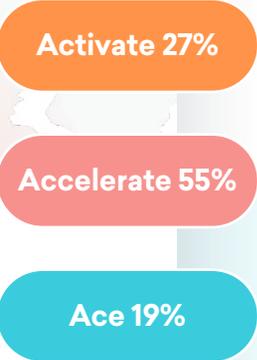
\*Compared to users receiving no messages

\*\*Compared to users receiving messages in just one channel

\*\*\*With a cross-channel approach (including messages in both in-product and out-of-product channels), compared to users receiving messages in any two channels

# Customer Engagement Index Findings

Although we do see a strong number of Ace companies in the region, the bulk of EMEA brands fall into the index's Accelerate category, suggesting that they have further to go to get the full value out of their customer engagement program.

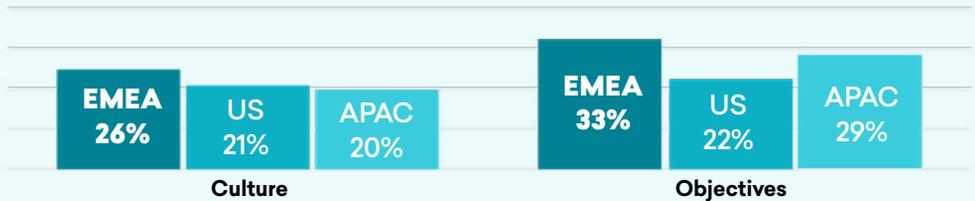


## Team Collaboration is Strong, but Strategy and Personalization Have Room to Grow

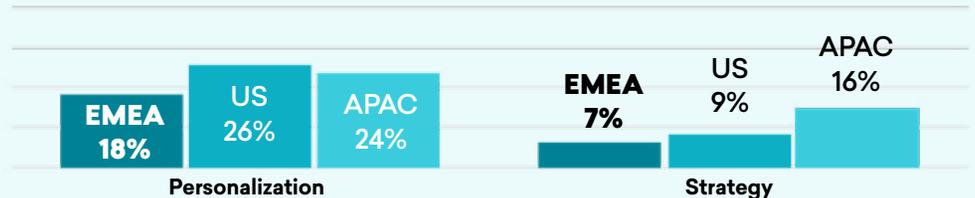
On the Teams side, EMEA has the lowest scoring Staffing and Strategy score. However, our survey reveals this regions' brands are more collaborative with other departments, having the highest Ace score (26%) in our Objectives competency and in terms of the percentage of brands (33%) that have a single definition of success across all teams.

For Tech, EMEA brands' biggest areas for growth are in Personalization and Strategy. Based on the survey, they are more reliant than their US and APAC counterparts on customer-provided info and past customer behavior. To further their efforts, EMEA brands should utilize real-time user engagement and send-time optimization to better personalize their customer engagement.

### The Ace Competencies Where EMEA Excels



### The Ace Competencies Where EMEA Can Improve



# FREE NOW Uses Robust Customer Journeys to Engage Riders and Drivers Alike



Choose your Friday night bonus! Don't miss out

Choose the quest that interests you the most and take the corresponding challenge this Friday between 6pm and midnight!

Please select your favourite quest before Thursday 00:00

I confirm my choice

**33%**  
Boost in Rider Engagement

**47%**  
Increase in Driver Activation Rate

Now active in 150+ European cities, German-based FREE NOW is a multi-mobility platform offering the largest vehicle choice across Europe. To better stand out in a crowded marketplace, FREE NOW wanted to evolve their customer engagement strategy by moving from one-off campaigns to multi-step, cross-channel journeys. For their drivers, they used the [Braze Simple Survey In-App Message feature](#) to collect first-party data with an in-app message survey that helps personalize each driver's customer journey. For the riders, they built a rich cross-channel customer journey, complete with email, SMS, and in-app messages that ingests live custom event data to provide a richer, more relevant experience. The new customer journeys drove a 47% boost in activation rate for the drivers and a 33% lift in riders starting sessions.

## Tech Ace Factors

Channels  Orchestration  
Personalization 

## Teams Ace Factors

Culture  Experimentation   
Objectives 

## Today's Landscape is a Challenging One

Even though US consumers are online oriented—31% of adults even say they are “constantly online”—they are also the most fickle, hardest to engage, and least likely to make a purchase. While brands understand US customers expect to engage digitally, many companies still have a distance to go when it comes to providing the experiences these particular users crave.

As optimism grew throughout 2021, we saw an increase in spending, both in-store and online, as areas recovered from the first few waves of the COVID-19 pandemic. The most successful brands in the region leaned into their differentiators, worked hard to communicate their value, and created consumer-first experiences. And as we head into 2022, brands will need to continue these strategies if they want to win and retain users in a challenging environment.

## Strategies to Engage, Monetize and Retain US Users

### ACTIVATE

#### Message them

Engaging US users with just one channel\* leads to:

**13.4X** More purchases

**4.2X** More sessions

**3.1X** Longer average user lifetimes

### ACCELERATE

#### Take a multi-channel approach

Engaging with US users via two channels\*\* leads to:

**4.3X** More purchases

**3.1X** More sessions

**2.2X** Longer average user lifetimes

### ACE

#### Take a cross-channel approach

Creating a cohesive customer experience for US users across multiple channels\*\*\* leads to:

**25%** More purchases

**40%** More sessions

**19%** Longer average user lifetimes

By leveraging SMS, email, in-app messages, and mobile push (the most effective channel combination for boosting US users' engagement), brands can see:

**11.2X** More sessions

\*Compared to users receiving no messages

\*\*Compared to users receiving messages in just one channel

\*\*\*With a cross-channel approach (including messages in both in-product and out-of-product channels), compared to users receiving messages in any two channels

# Customer Engagement Index Findings

While some US companies are ahead of the game, the US is the least mature of all three regions when it comes to customer engagement. In fact, the US has both the fewest number of Accelerate and Ace brands and the highest number of Activate brands, highlighting the need for additional focus and investment from brands in the region.

Activate 31%

Accelerate 50%

Ace 19%

## Tech Competency Is Strong for US Brands, but Real Needs Remain Regarding Teams

US-based companies are generally strongest on Tech competencies and primed to keep improving, with 39% of US-based companies planning to increase investment in customer engagement in 2022. Two of their top-performing competencies, Data Ingestion and Personalization, reflect the way many brands use single-customer profiles and propensity/behavioral modeling to personalize messages, including context based on real-time and past engagement.

The biggest opportunities for the region sit within the Teams competencies since—except for Culture—all other competencies are below the average for our Global Index. These results suggest companies should prioritize ensuring they have cross-functional teams owning customer engagement while expanding their measurement of engagement and upleveling their strategy to focus on customer behavior and company strategy.

### The Ace Competencies Where the US Excels



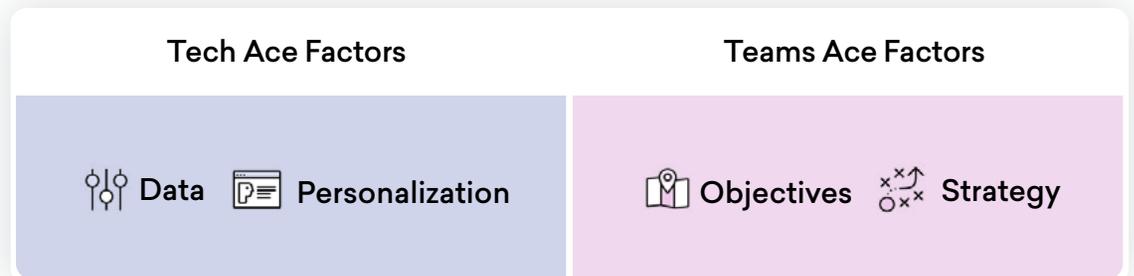
### The Ace Competencies Where the US Can Improve



# BEES Solves Customer Pain Points by Delivering Seamless, Personalized Experiences



A part of the AB InBev family, BEES supports digital transformation for small- and medium-size retailers and helps them more efficiently purchase AB InBev products (like Budweiser and Corona) all around the world. Along with a self-service mobile app, BEES provides retailers with insights and promotion strategies to help them thrive. For one of their first campaigns using Braze, BEES wanted to solve a huge customer pain point—order tracking. By leveraging [Liquid personalization](#) fueled by Braze Alloys partner [Segment](#), a customer data platform (CDP), BEES was able to send timely push notifications and in-app messages that alerted customers to status updates. The ability to [stream data](#) between these solutions and support a high number of personalized touchpoints led to a 15% decrease in the number of order support and product information request tickets that were opened.



# Conclusion



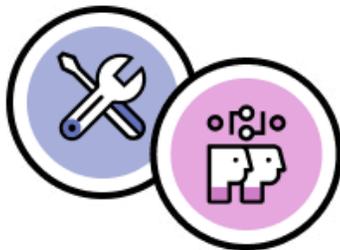
## **As Brands' Customer Engagement Efforts Mature, They Drive Better Engagement, Higher Retention, and More Revenue**

While just messaging your customers is still powerful, the most successful brands rely on robust, cross-channel strategies that deliver the right message at the right time to get the full benefit of their customer engagement programs.



## **In Order to Overcome New Privacy Challenges, Brands Should Move to the Exclusive Use of Zero- and First-Party Data**

Not only is third-party data on the way out, it's just not as [accurate or actionable](#) as the data you get directly from your customers. To get ahead of the evolving privacy landscape, brands need to create [data-collection strategies](#) that respect their customers' wants and needs.



## **While Many Brands Are Rising to Today's Challenges, We See Major Opportunities When it Comes to Tech and Teams**

As customer engagement programs become more robust, brands must focus on both setting shared goals and making sure they count how they measure up to those goals. The best efforts are cross-departmental, comprehensive, and real-time data-driven.

Get in touch to learn more  
[BRAZE.COM/CONNECT-WITH-SALES](https://BRAZE.COM/CONNECT-WITH-SALES)

# Methodology: Overview



## Survey Data

The Braze Customer Engagement Survey was conducted by Wakefield Research ([www.wakefieldresearch.com](http://www.wakefieldresearch.com)) among 1,500 Marketing Executives in markets with a minimum title of VP, working at B2C companies with an annual revenue of \$10+ million across 14 countries: Australia, France, Germany, Indonesia, Japan, the Philippines, Singapore, South Korea, Spain, Sweden, Thailand, UAE/Dubai, the United Kingdom and the United States. The survey was conducted between October 27th and November 8th, 2021, using an email invitation and an online survey.



## Customer Data

For this analysis, Braze pulled anonymized and aggregated behavioral data from over 795 brands across our US, APAC, and EU clusters to analyze app activity, message engagement, and purchasing trends by industry. These statistics span January 1–December 31, 2021 and include data from over 5.4 billion user profiles and 52 sub-industries. The raw data has been cleaned using volume and company count checks so that no one brand or group of brands is over-represented. For all purchase- and messaging-related stats, only brands tracking the relevant information have been included so as not to skew the analysis. All uplift figures greater than 100% are rounded to the nearest decimal point, and all uplift figures below 100% are rounded to the nearest whole percent. When comparing two rounded numbers, percent change metrics are calculated as the difference between the two numbers after rounding.

### Survey Data

The Braze Customer Engagement Index measures brands' sophistication across 12 competencies. For this analysis, the Braze customer engagement survey asked global brands to describe their approach to these competencies in a series of twelve questions. Each answer earned respondents 0-2 points, for a total of 0-12 points for Organizational Maturity and 0-12 points for Technological Maturity.

This survey-related Ace data is highlighted on pages 9 (Revenue Goal Achievement), 12, 13, 16, 17, 19, 23, 27, 31, 35, 41, 44, and 47.

### Customer Data

The Braze Ace Technology, Teams, and Business Impact metrics were measured by selecting the top 50th percentile of brands compared to the full data set (and within a given industry in the report's industry-specific sections) in terms of likelihood of a user making a purchase, likelihood of a buyer making a repeat purchase, average sessions per user, and average user lifetime for the period of January 1, 2021 to December 31, 2021. For industries where purchase behavior is less often used as a key performance indicator (financial services, media and entertainment, and health and wellness), only average sessions per user and average user lifetime were considered.

This Braze Ace-related data is highlighted on pages 9 (Ace Technology, Teams, and Impact), 21, 25, 29, 33, and 37.

### General Definitions

- **Average user lifetime:** This is defined as the time elapsed in days between the user's first session date and their last session date.
- **Buyers (%):** This is defined as the % of users who made at least one purchase.
- **Customer lifetime value (LTV):** This metric, also known as average revenue per purchaser, is defined as total spend in dollars divided by the total number of buyers.
- **Purchases per buyer:** This is defined as total purchases divided by total buyers.
- **Purchases per user:** This is defined as total purchases divided by total users.
- **Sessions per user:** This is defined as total sessions divided by total buyers.
- **Repeat Buyers (%):** This is defined as the % of first-time buyers (repeat buyers divided by total buyers) who make at least one more purchase.
- **Retention:** All retention numbers are calculated as *the number of users who open the digital property on or after day N divided by the number of users with a first session on day 0*, multiplied by 100%. This is a standard rolling retention methodology. We conducted these analyses according to each user's first session date (day 0) and their last session date (day N). The difference between these two dates is the number of days that the user was retained in total. The user is counted as retained for all days between their first and last session, regardless of how often they actually return to the digital property within that range.

### Consumer Data Types

- **Zero-party data:** Information shared directly by consumers; this often includes message channel subscriptions and survey responses, among other data types.
- **First-party data:** Information gathered by brands with express user consent; this often includes data on product preferences, browsing behavior, etc.
- **Third-party data:** Information collected by parties without a direct relationship with the users (and often without user permission).

*braze*

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