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Inspiration Guide

55+ essential campaigns. A world of customer
engagement possibilities, all in one place.

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Introduction

Imagine this: Your brand needs to improve your push opt-ins, or repeat purchase rates, or 90-day retention, but you and your team aren't sure how to make it happen. The Braze Inspiration Guide provides a library of inspirational customer engagement campaigns that you can act on (or share with relevant stakeholders) in order to boost your activation, monetization, or retention efforts.

Start by determining a goal, then browse the relevant section of the guide for use cases that fit your strategy, tech stack, and channel mix. No more sleepless nights or fruitless brainstorm sessions—just 55+ tried-and-true, ready-to-customize campaigns.

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How to use the Braze Inspiration Guide

Writers get writer's block—and sometimes, marketers get marketer's block. You know you need to change something, try something new. But what? This guide is designed to be your resource in these tough moments. Keep it handy for whenever you aren't sure what comes next for your customer engagement efforts, and use it get your creative juices flowing.

Know your use case effort levels

No two use cases are the same—and the resources required to make them a reality can differ significantly. To help marketers assess the feasibility of carrying out a given campaign, this guide is organized by effort level, covering everything from implementation time to custom data work and engineering support. Use cases with an effort level of one are low-lift campaigns, while those with an effort level of three will require additional work to put into practice.

Effort Level 1 (low)
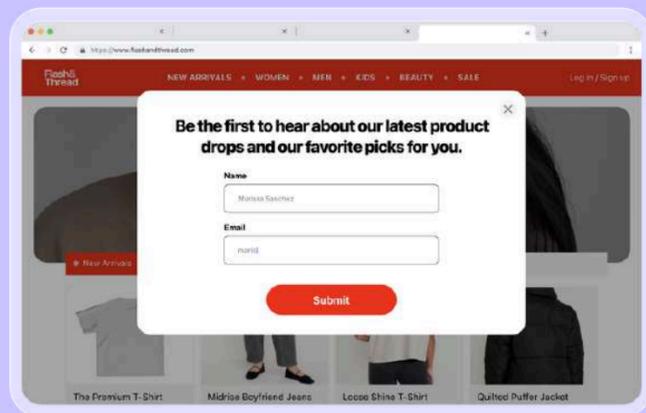
Effort Level 2 (medium)
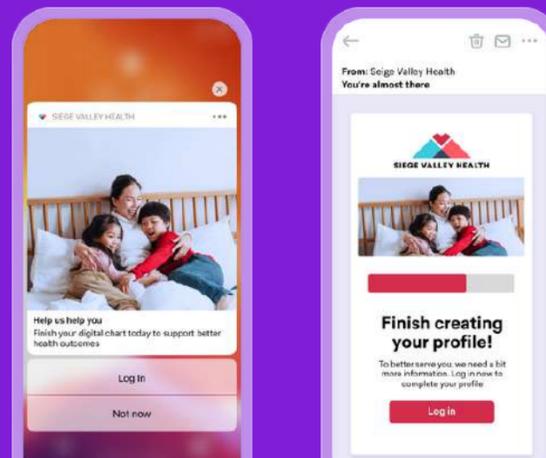
Effort Level 3 (high)

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Getting started: Channels

Every use case depends on messaging channels to reach its intended audience—but different channels (and channel combinations) make more sense for some campaigns than others.

EMAIL
The classic. Over half the global population uses email.

IN-APP
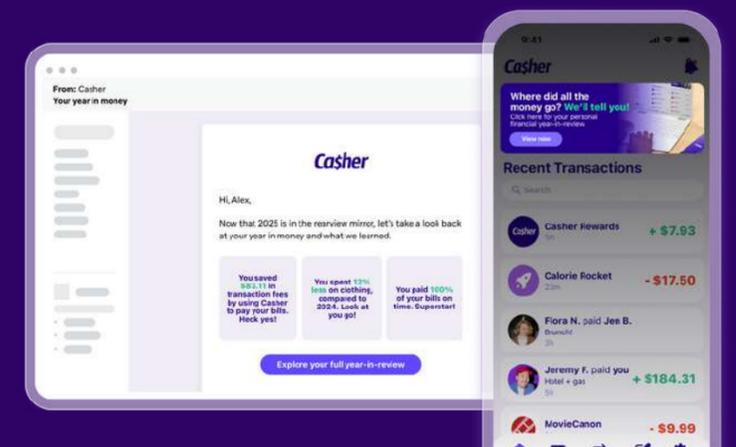Messaging served up to users who are active on your digital properties. Includes in-app messages, app Content Cards, and app Banners.

LANDING PAGES
Standalone web pages that can drive your user acquisition and engagement strategy.

LIVE ACTIVITIES
Persistent, interactive notification experiences displaying up-to-date content.

MESSAGING APPS
Popular third-party apps that consumers use to keep up with friends and family—and marketers leverage to reach their audiences. Includes WhatsApp and LINE.

PAID SOCIAL
Digital ads across leading social networks broaden the reach of your customer engagement efforts.

PUSH NOTIFICATIONS
Urgent notifications designed to reach mobile users with short bursts of information.

SMS / RCS
Short text messages sent natively to mobile devices; can be text only (SMS) or rich and interactive (RCS).

TV MESSAGES
Notifications sent to consumers as they view content on streaming services or over-the-top (OTT) media platforms.

WEB
Targeted messages reaching web users either on the site itself or as they browse the internet. Includes web push, in-browser messages, web Content Cards, and web Banners.

WEBHOOKS
A tool for simple communications between different digital systems.

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Use AI to get more out of every use case

AI is reshaping customer engagement. And taking advantage of AI in your marketing efforts can have a big impact: Braze research has found that top-performing brands are more likely to use AI for customer engagement than other companies.

Nearly every use case can be amplified by the thoughtful use of AI. So as you explore, think about the three core ways that AI can help improve your outcomes:
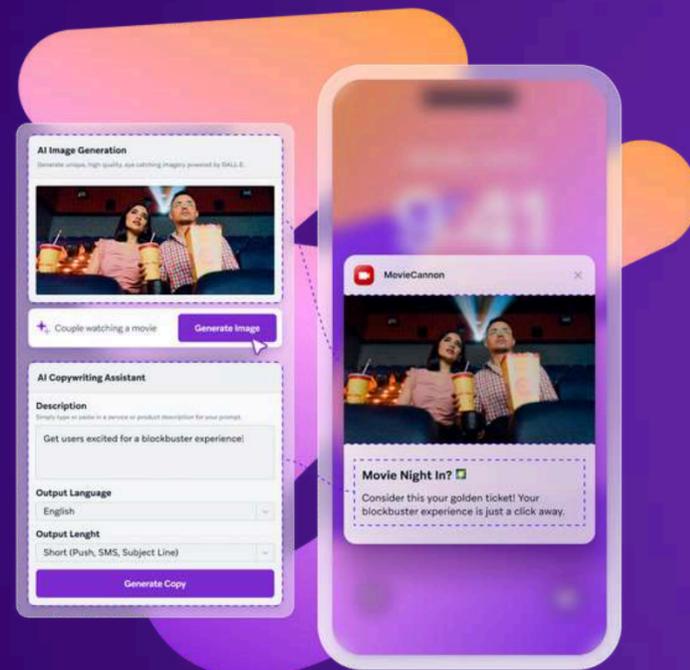
Create

Speed up your campaign creation and cut down the resources needed to launch authentic and on-brand content by using generative AI as part of the creative process.
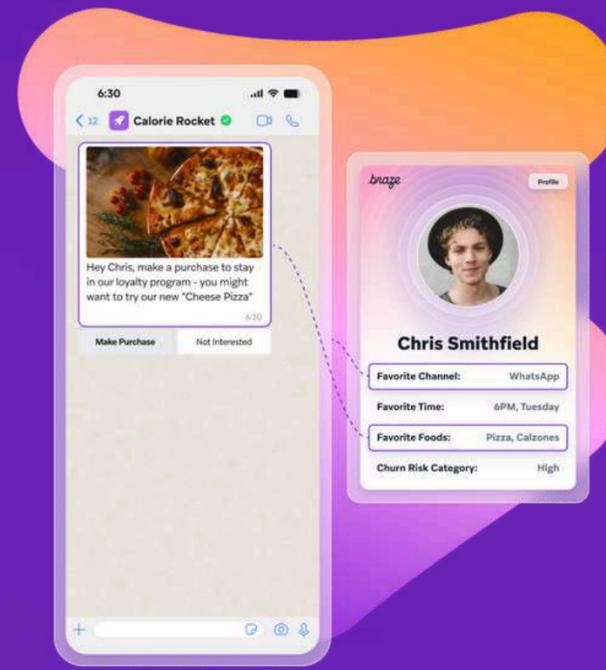
Personalize

Leverage AI to deepen your understanding of each customer and their behavior, then take action on those insights to deliver individually relevant experiences at every touchpoint.

Optimize

Take advantage of machine learning to test, iterate, and uplevel your engagement strategies to meet—and exceed—your goals and make every interaction count.

Looking to dig deeper into how AI can improve your customer engagement outcomes? Check out BrazeAI™.

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Essential customer engagement use cases for activation, monetization, and retention

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Activation Campaigns

Activation. It's the process of taking a newly-acquired user from sign-up to first action, and it's essential for driving sustainable growth. After all, it's much harder to monetize or retain new customers if you don't make a good first impression.

Long overlooked, this part of the customer journey is seeing significant growth, with the number of activation use cases rising 45% in the past five years—and that makes sense. They make it possible to connect with new users, educate them about your brand and its offerings, and put them on the path to more serious engagement.

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Account creation campaigns

Opportunity
A user is actively browsing your app or website but hasn't created an account, making it hard for them to take full advantage of your products and services.

Strategy
Use in-product messages (e.g. in-app messages) to showcase the value of signing up to these anonymous users and encourage them to take the leap.

Outcome
Window shoppers become known users, making it easier to provide them with relevant, valuable experiences.

Suggested channels

IN-APP ● **WEB**
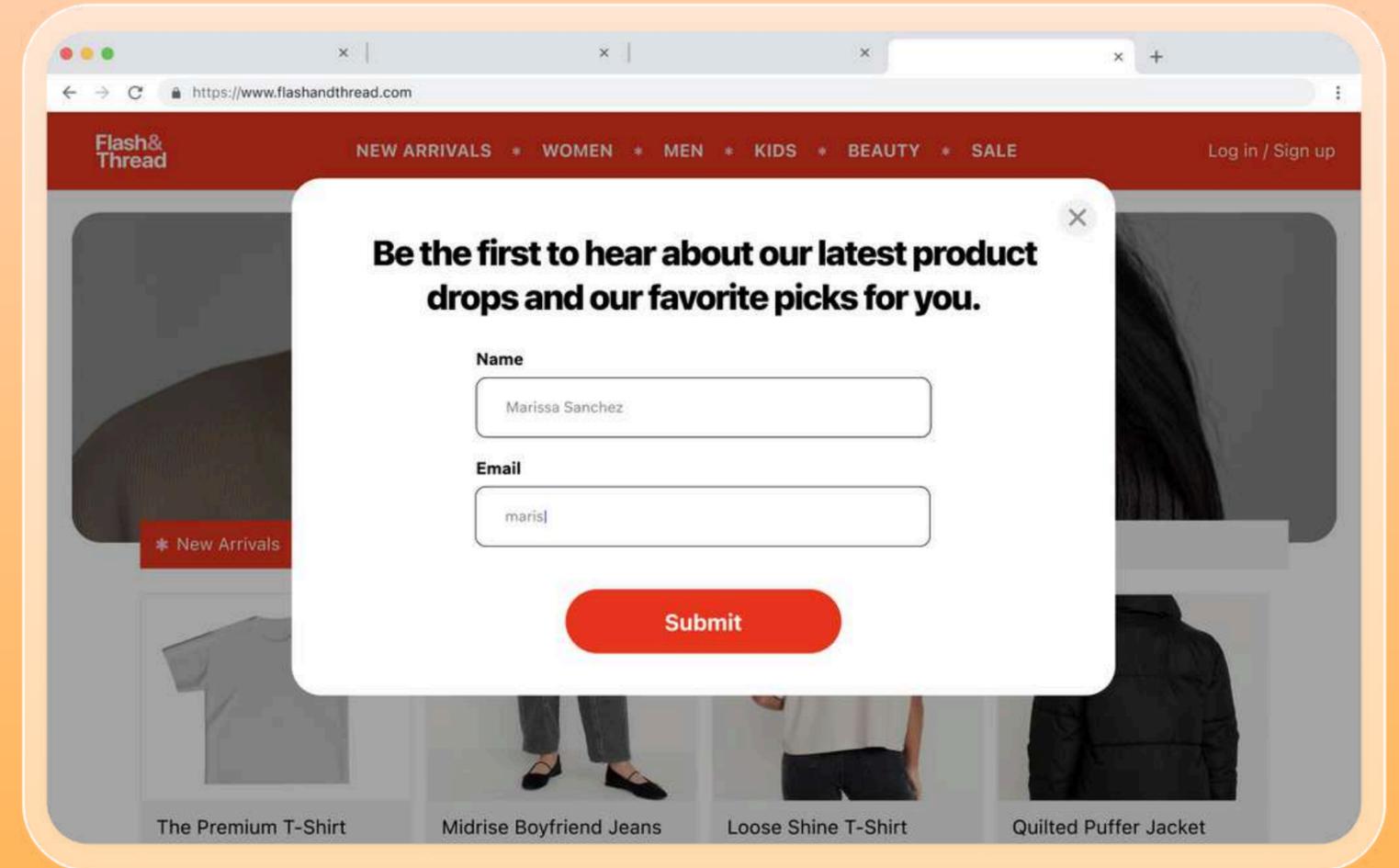
PRO TIP
Take advantage of survey tools to capture profile and account creation data inside your messages.

1.4X
more sessions per user when customers receive in-app messages

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App rating campaigns

Opportunity
You have an amazing mobile app, but could see more impact if you found a way to grab users' attention in today's increasingly crowded app stores.

Strategy
Ask your most engaged users to rate and review your app after they take key actions (like making a purchase), encouraging more positive reviews from individuals who are happy with your brand.

Outcome
Higher app ratings, better placement in app stores, and social proof of your product's concrete value.

Suggested channels

IN-APP ● **PUSH**
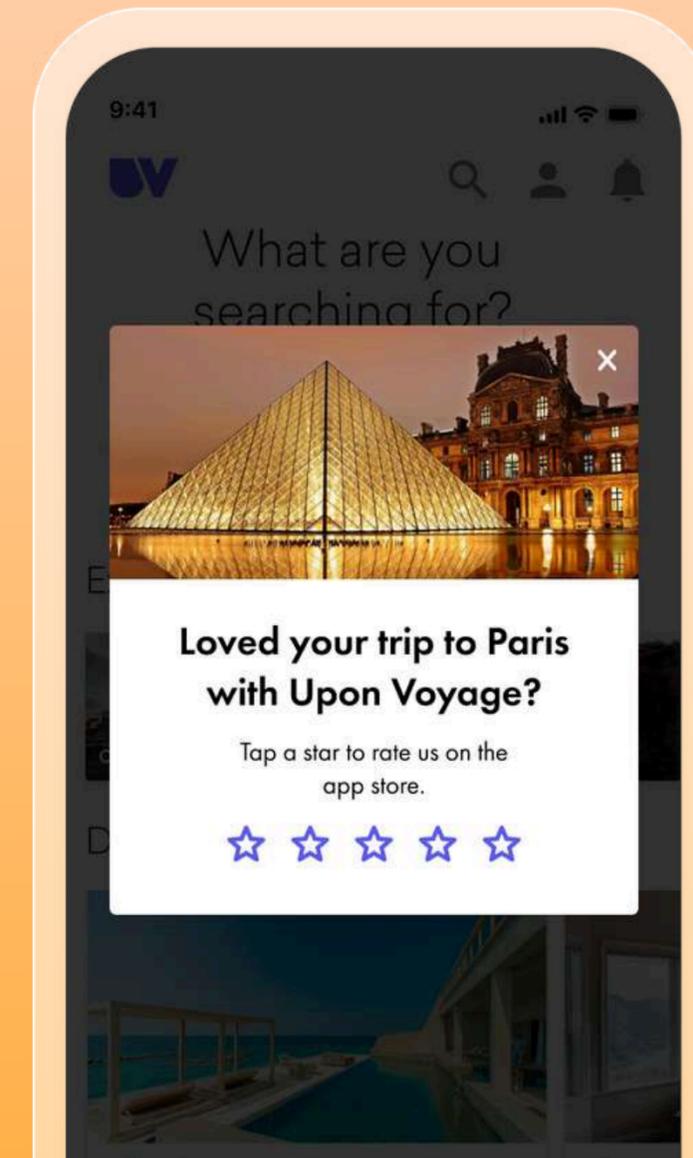
PRO TIP
Segment users by net promoter score and activity level to drive more relevant (and positive) ratings.

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Free trial campaigns

Opportunity

Your free trial has a high conversion rate—when people actually use it. But the number of new sign-ups has dropped.

Strategy

Reach out to users with messages that highlight the free trial's value to them as individuals.

Outcome

More free trial sign-ups—and more users who walk away with a clear picture of the value your brand can provide.

Suggested channels

EMAIL ● **IN-APP** ● **WEB** ● **MESSAGING APP** ● **TV** ● **LANDING PAGES**
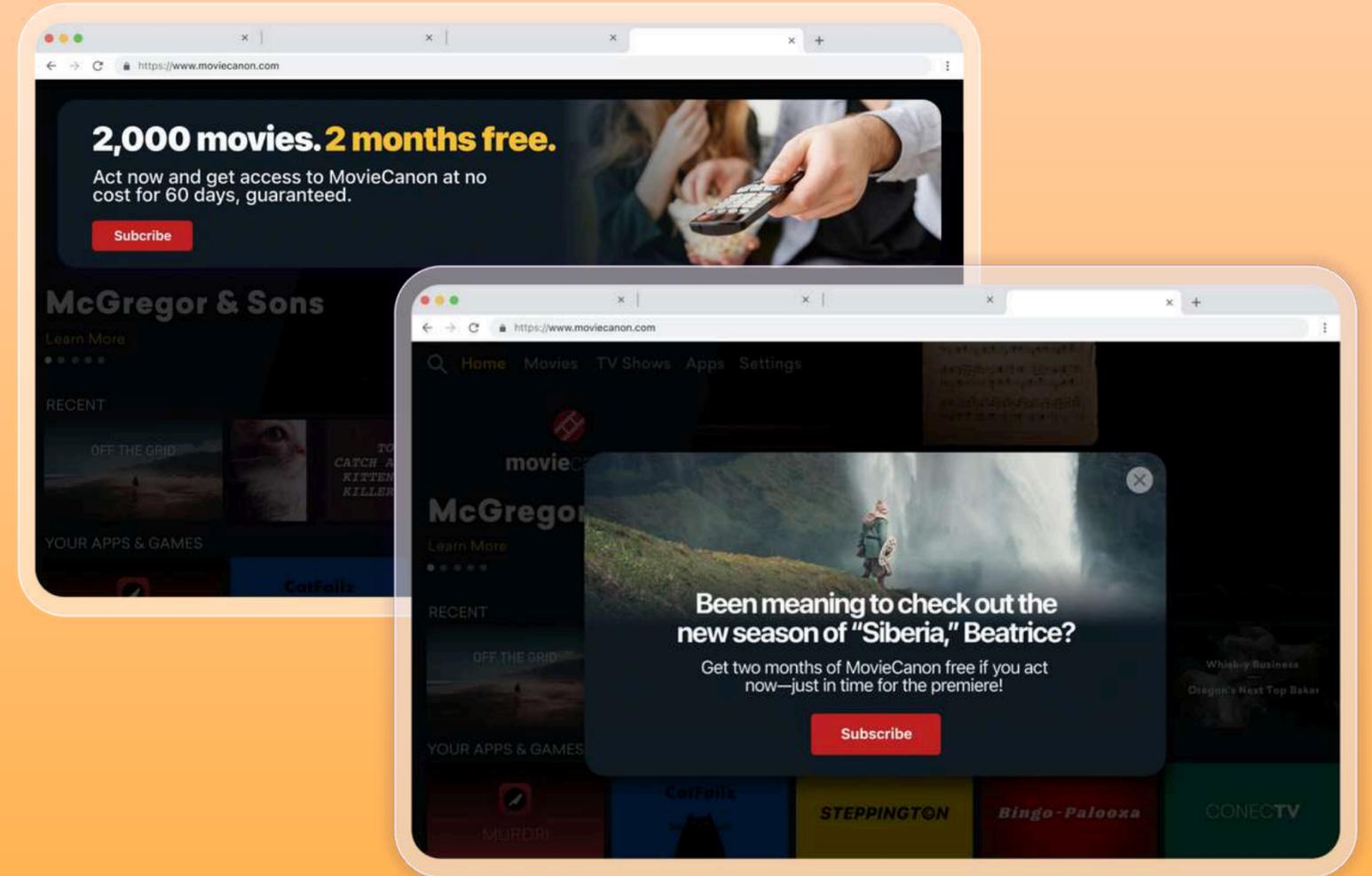
PRO TIP

Using dynamic content personalization to enrich your free trial campaigns can make them more relevant—and impactful!

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Message & data opt-in campaigns

Opportunity
Your customer engagement efforts would perform better if you had the customer data you needed and had ways to message customers outside your app or website.

Strategy
Use in-product messages (e.g. in-app messages) to make the case for subscribing to more channels and sharing information that will support a better user experience.

Outcome
Reach customers more effectively on more channels, improving their experience and supporting your business goals.

Suggested channels

IN-APP ● **WEB**
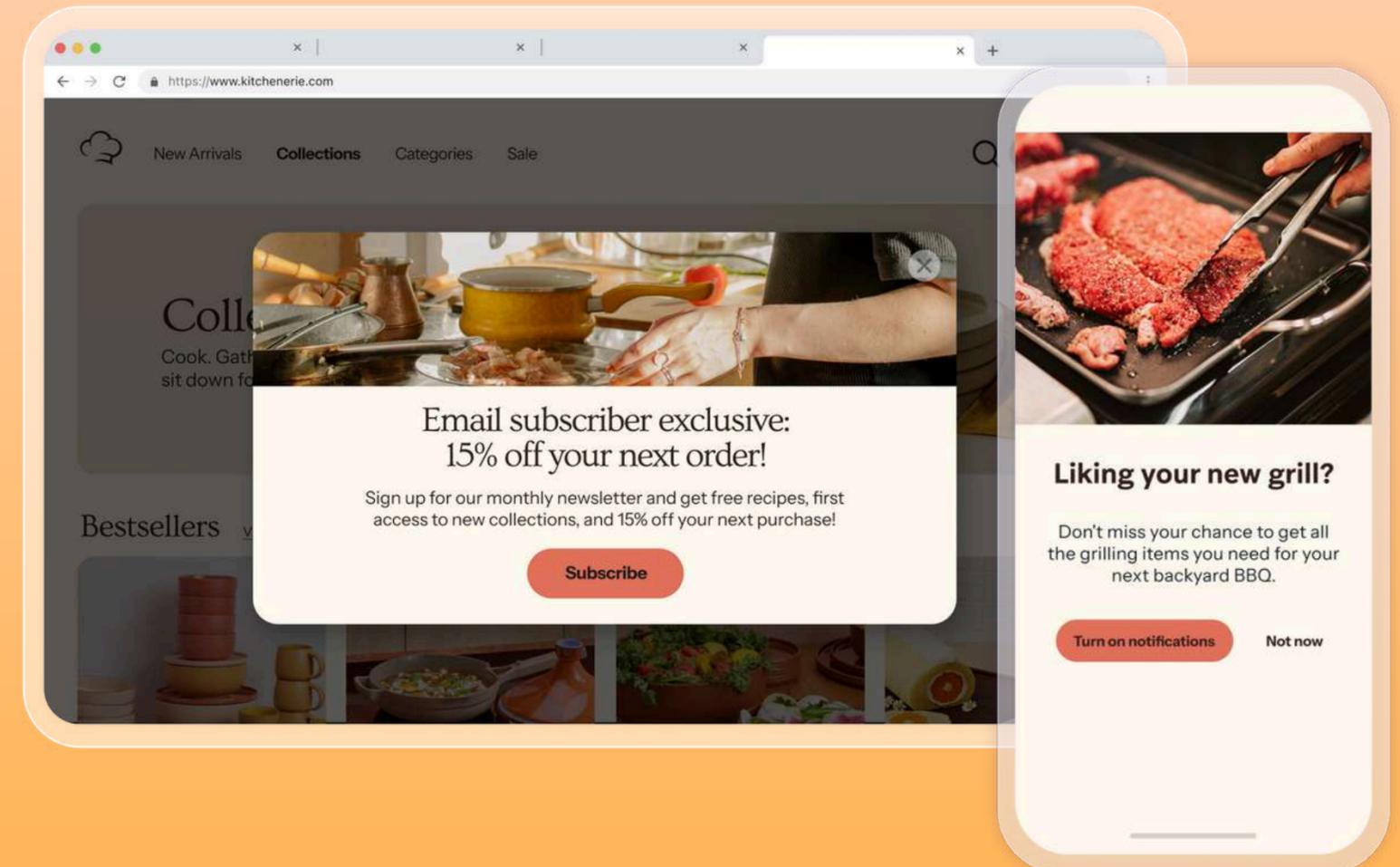
PRO TIP
Use first-party data to personalize your opt-in messaging, supporting deeper relevance.

1.4X
more sessions per user when customers receive in-app messages

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Onboarding campaigns

Opportunity

You're successfully driving new users to your app or website, but they don't know where to start—or what you have to offer.

Strategy

Walk your audience through your main offerings and their value with a dedicated onboarding flow that uses in-product messages (e.g. in-app messages) designed to look like part of your product.

Outcome

Prove your brand's value right away by driving customers to your best content and stickiest features, so they know what you offer and are set up for deeper engagement.

Suggested channels

EMAIL ● **IN-APP** ● **WEB** ● **MESSAGING APP**
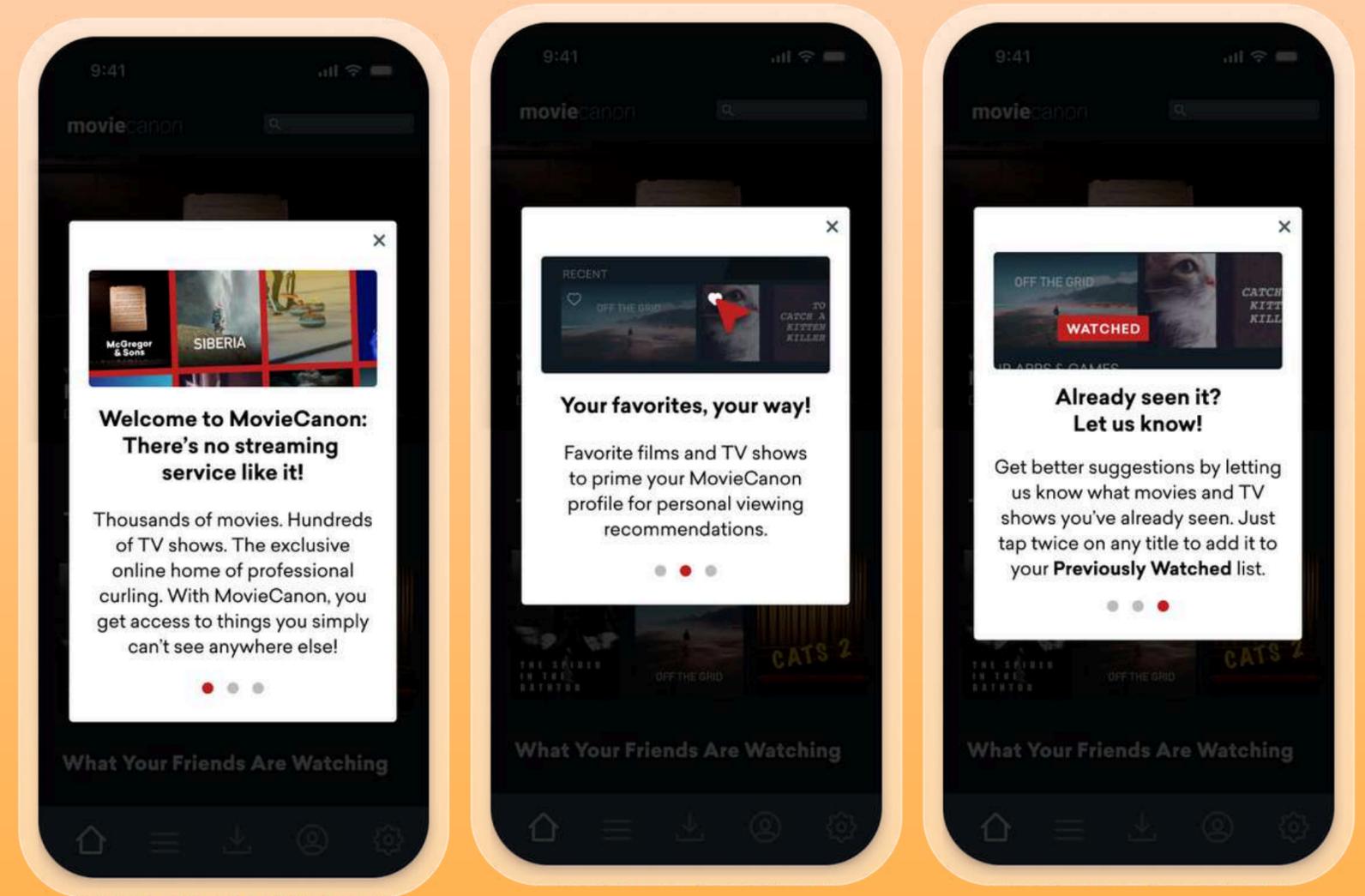
PRO TIP

Go beyond one-off onboarding programs with modern journey orchestration tools that auto-adjust as users continue to engage.

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Preferences campaigns

Opportunity
You can improve engagement and unsubscribe rates by gathering actionable data on your users' preferences and motivations.

Strategy
Send surveys within interactive messages (e.g. in-app messages) to encourage users to provide the data you need, and foreground how that information will improve their experience.

Outcome
Drive better marketing outcomes and strengthen connections with users by drawing on relevant, nuanced customer data.

Suggested channels

EMAIL ● **IN-APP** ● **WEB** ● **MESSAGING APP**
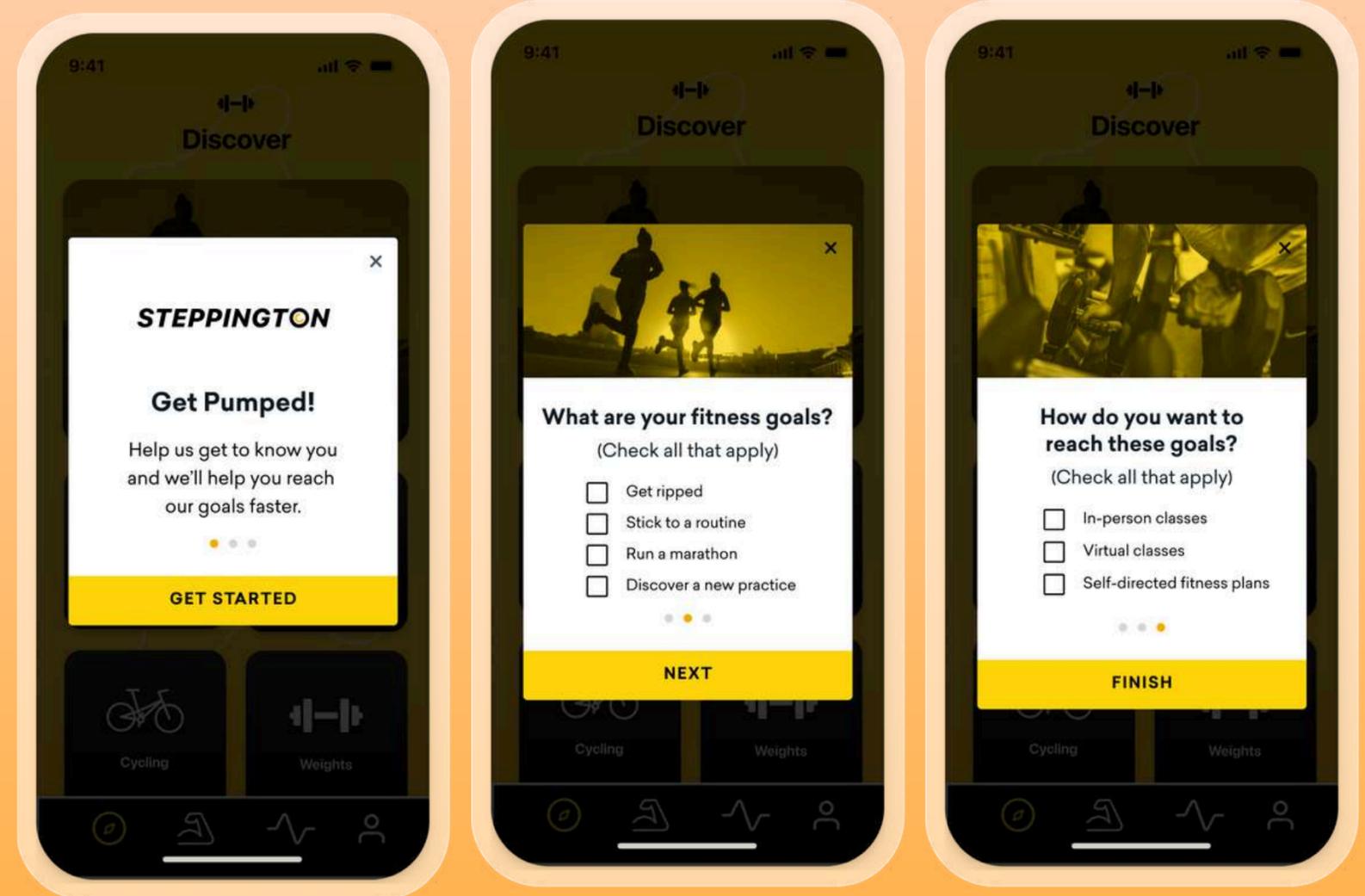
PRO TIP
Plan how you'll use each piece of data before designing a preferences campaign to respect your users privacy.

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Welcome campaigns

Opportunity
A user created an account with your brand, but isn't actively engaging with your app or website, making it hard to demonstrate value.

Strategy
Use out-of-product messages (e.g. email) to welcome these users with communications that clearly lay out your brand's value proposition.

Outcome
Set clear expectations with new customers and make it easier for them to start seeing value from your brand.

Suggested channels

EMAIL ● **IN-APP** ● **WEB** ● **PUSH** ● **SMS/RCS**

From: Steppington
Your fitness journey begins with a single step

STEPPINGTON

Today's the perfect day to double-down on healthy living with Steppington.

We're here to help you seamlessly achieve your fitness goals, no matter what they are. From virtual flash mob races to online classes from top barre instructors, if it's out there, we make it possible—all from your phone!

DOWNLOAD THE APP
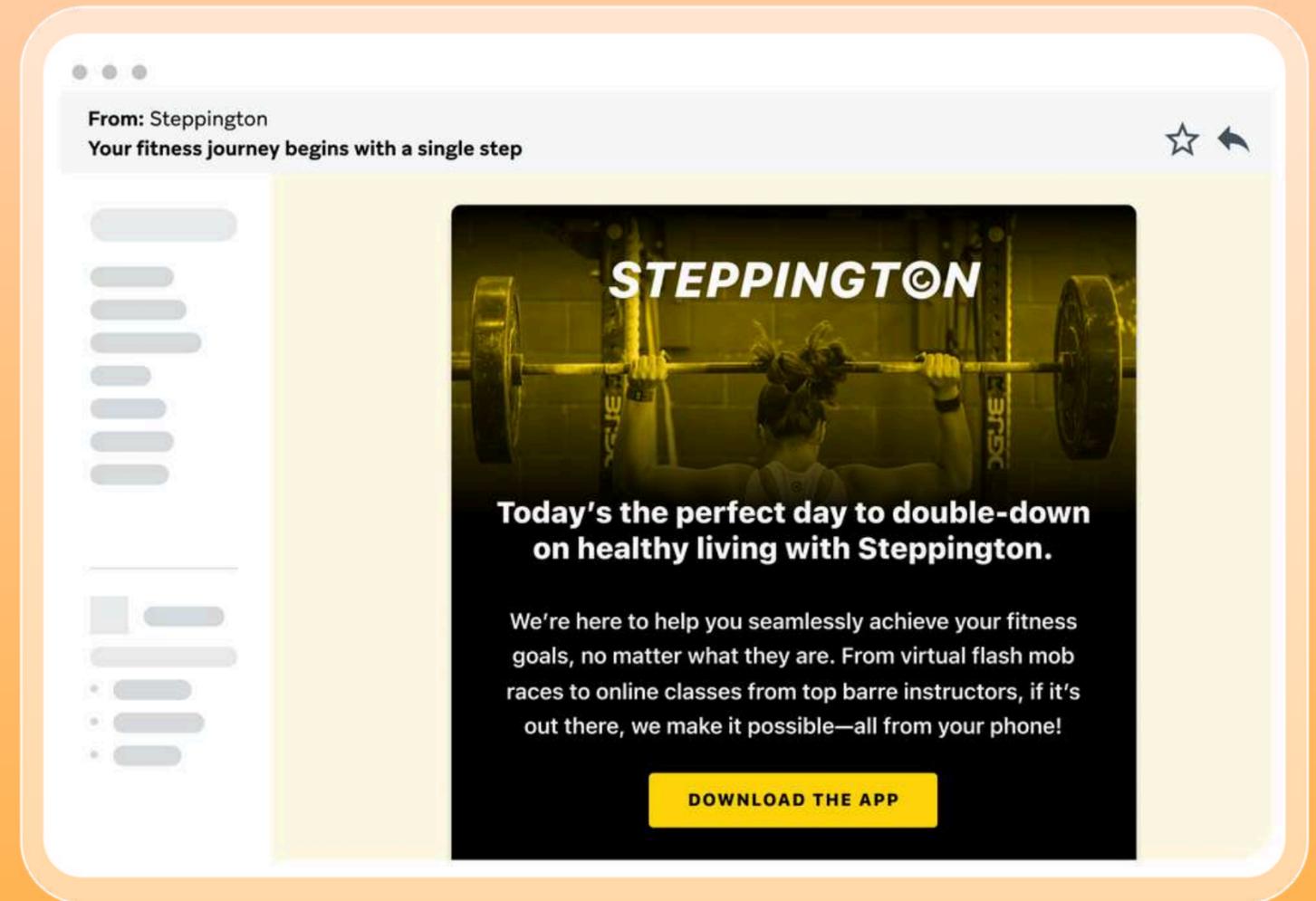
PRO TIP
Use pre-built message templates and action-based triggers to swiftly create a memorable, always-on campaign.

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Abandoned onboarding campaigns

Opportunity
You have users who start the onboarding process—but get sidetracked before they get a full picture of your brand's value.

Strategy
Leverage triggered re-engagement messages mapped to each user's drop-off point, encouraging them to complete their profiles and get a full picture of your offering.

Outcome
Driving users back to your onboarding flow increases the impact of your onboarding efforts while also gathering actionable data that can boost the impact of your new user program.

Suggested channels

EMAIL ● **PUSH** ● **SMS/RCS** ● **MESSAGING APP** ●
PAID SOCIAL
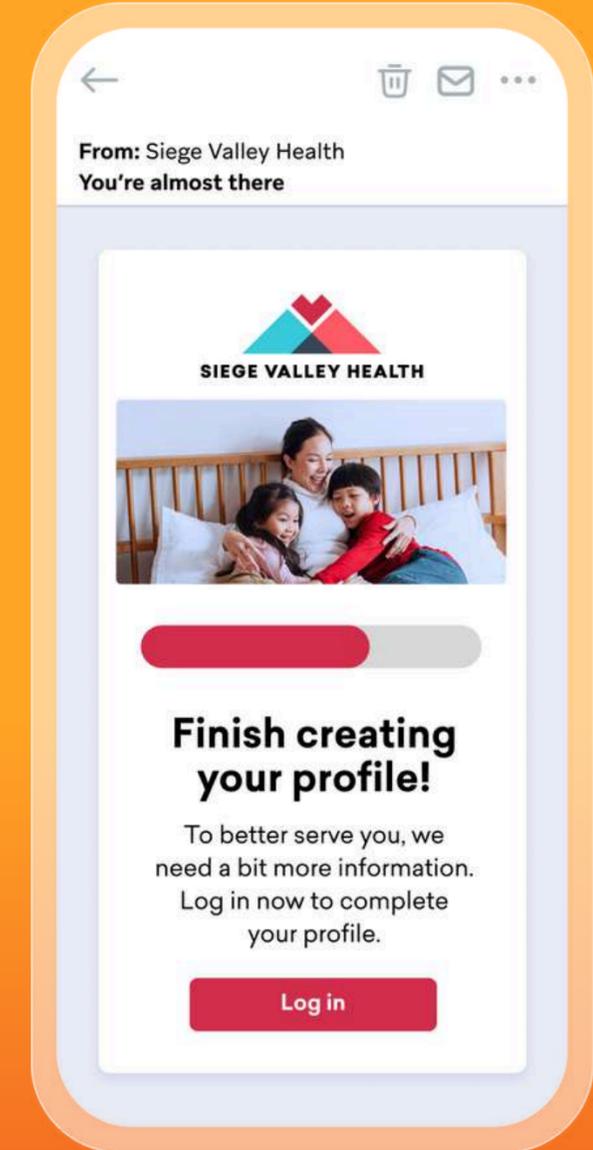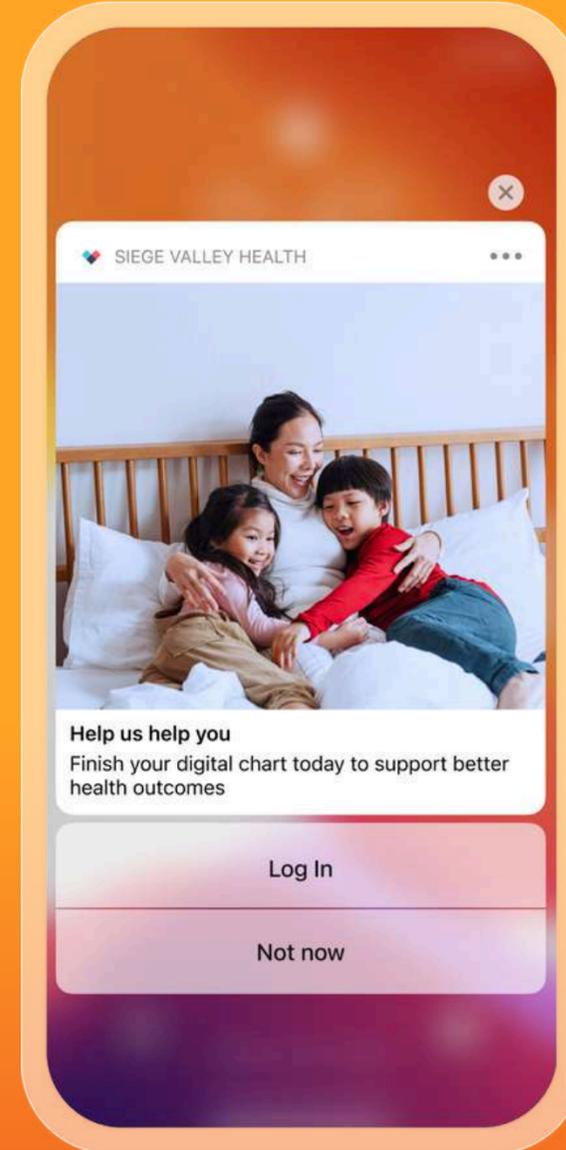
PRO TIP
A message in the wrong channel won't move the needle. Take a cross-channel approach to more effectively encourage onboarding completion.

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Anonymous user activation campaigns

Opportunity
Lots of web users are active on your site—but they aren't logging on, making it hard to understand who they are and what they're looking for.

Strategy
Use web channels to encourage these anonymous users to engage more consistently, log on, or create an account if they haven't already.

Outcome
Most marketers don't send messages to anonymous users, so engaging them can encourage them to create profiles and deepen their connection with your brand.

Suggested channels

EMAIL ● **WEB** ● **LANDING PAGES**
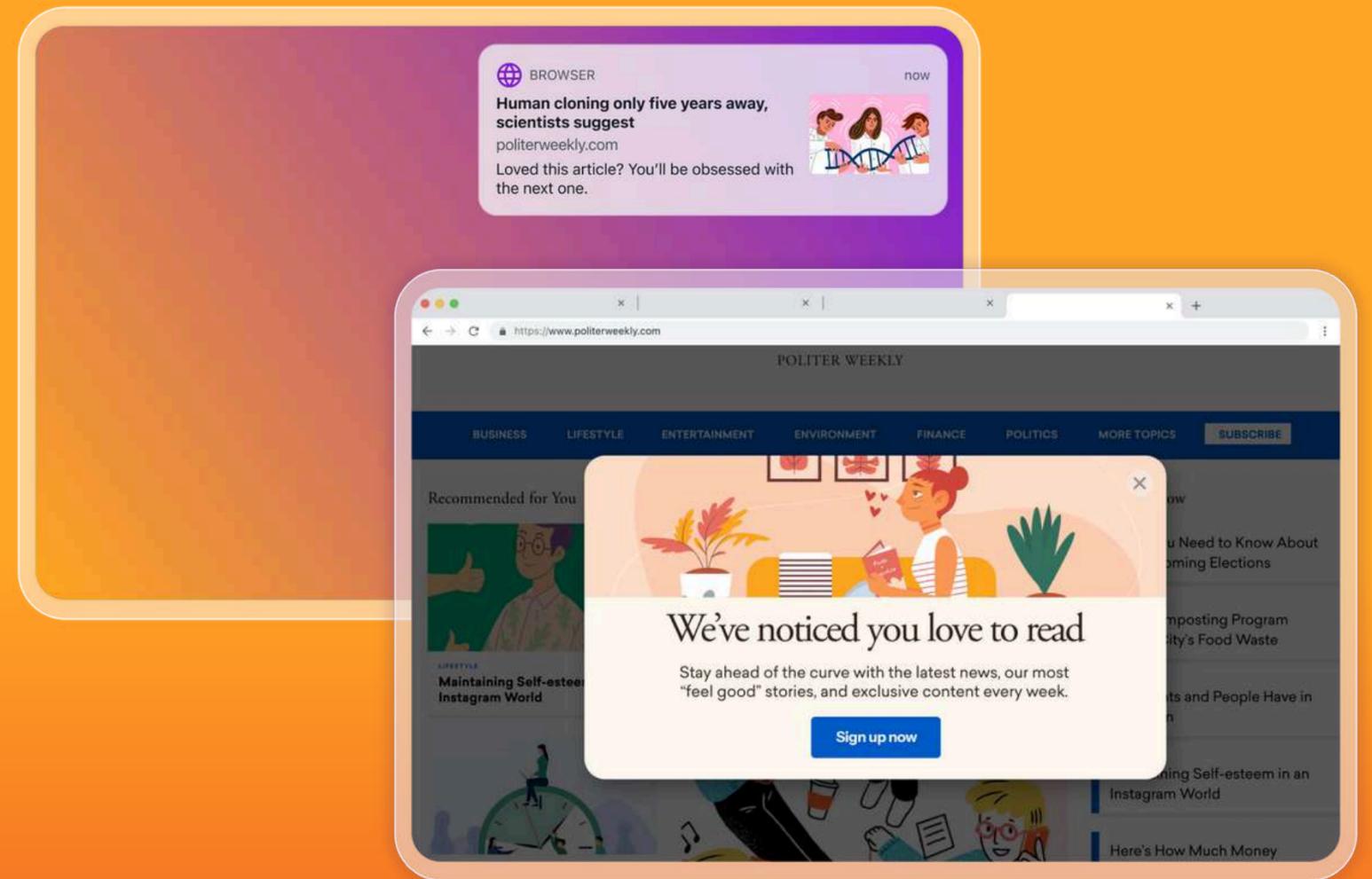
PRO TIP
Stand out in a crowd! Only 20% of anonymous users receive messages from brands.

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App download campaigns

Opportunity
You have a strong base of web visitors, but could see better results if more of them took advantage of your mobile app.

Strategy
Use messaging to highlight personalized app benefits for each user based on their specific behavior and patterns, nudging them to download your mobile offering.

Outcome
Driving stronger engagement and stickiness by moving more of your audience to your mobile app, building the foundations for a stronger relationship.

Suggested channels

SMS/RCS • **EMAIL** • **MESSAGING APP** • **WEB** •
LANDING PAGES
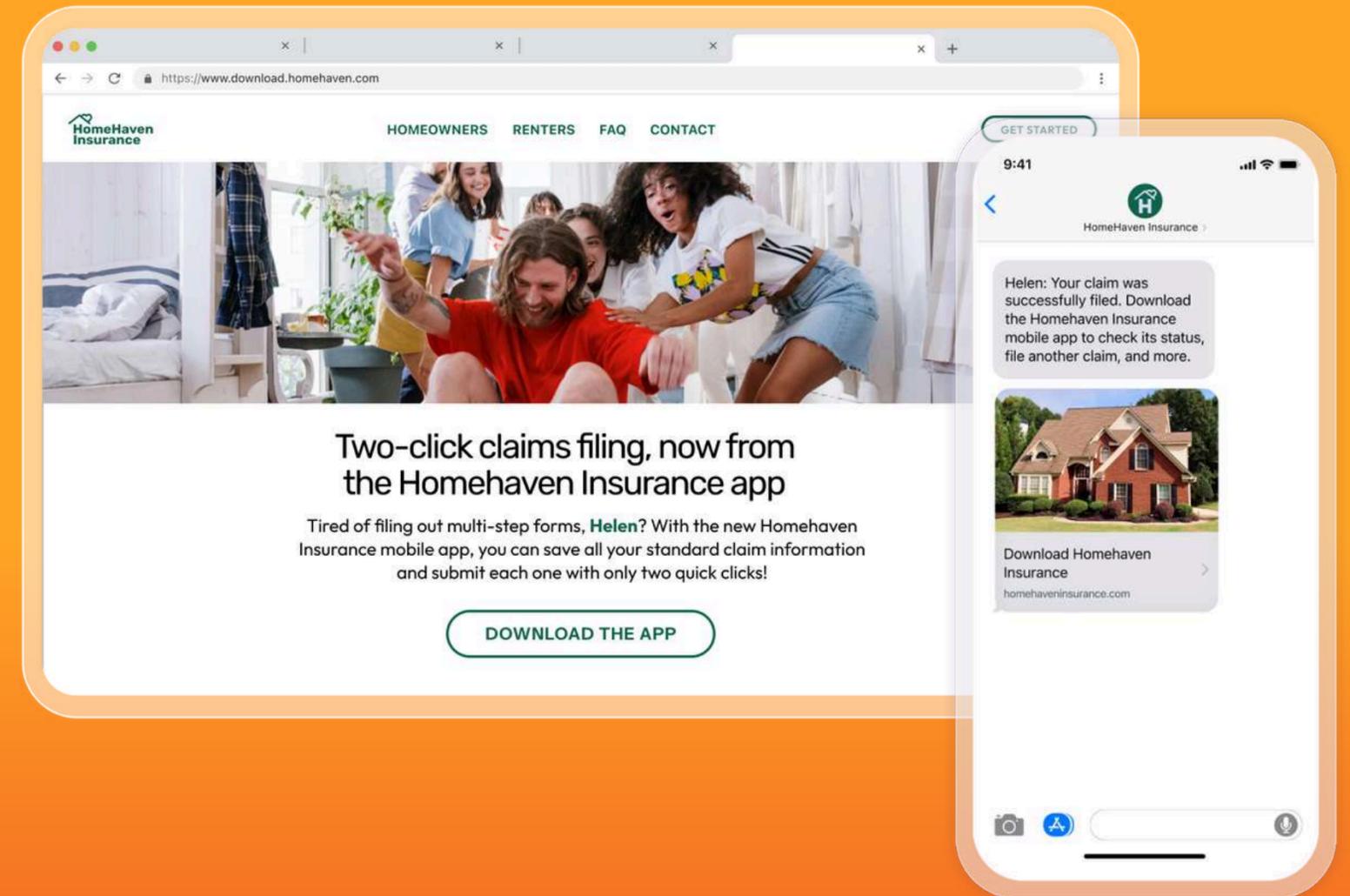
PRO TIP
Drive more app downloads by triggering messages when users carry out a key action, like making a purchase.

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Double opt-in campaigns

Opportunity

You're seeing signs that some customers aren't actually interested in receiving the messages you're sending via email or SMS.

Strategy

Send a follow-up message after users opt in for SMS or email that requires them to confirm their opt-in, reducing the chances that they signed up accidentally or have changed their mind.

Outcome

Building a healthy subscriber list helps ensure you're reaching customers who are primed for engagement—and not bothering those who aren't.

Suggested channels
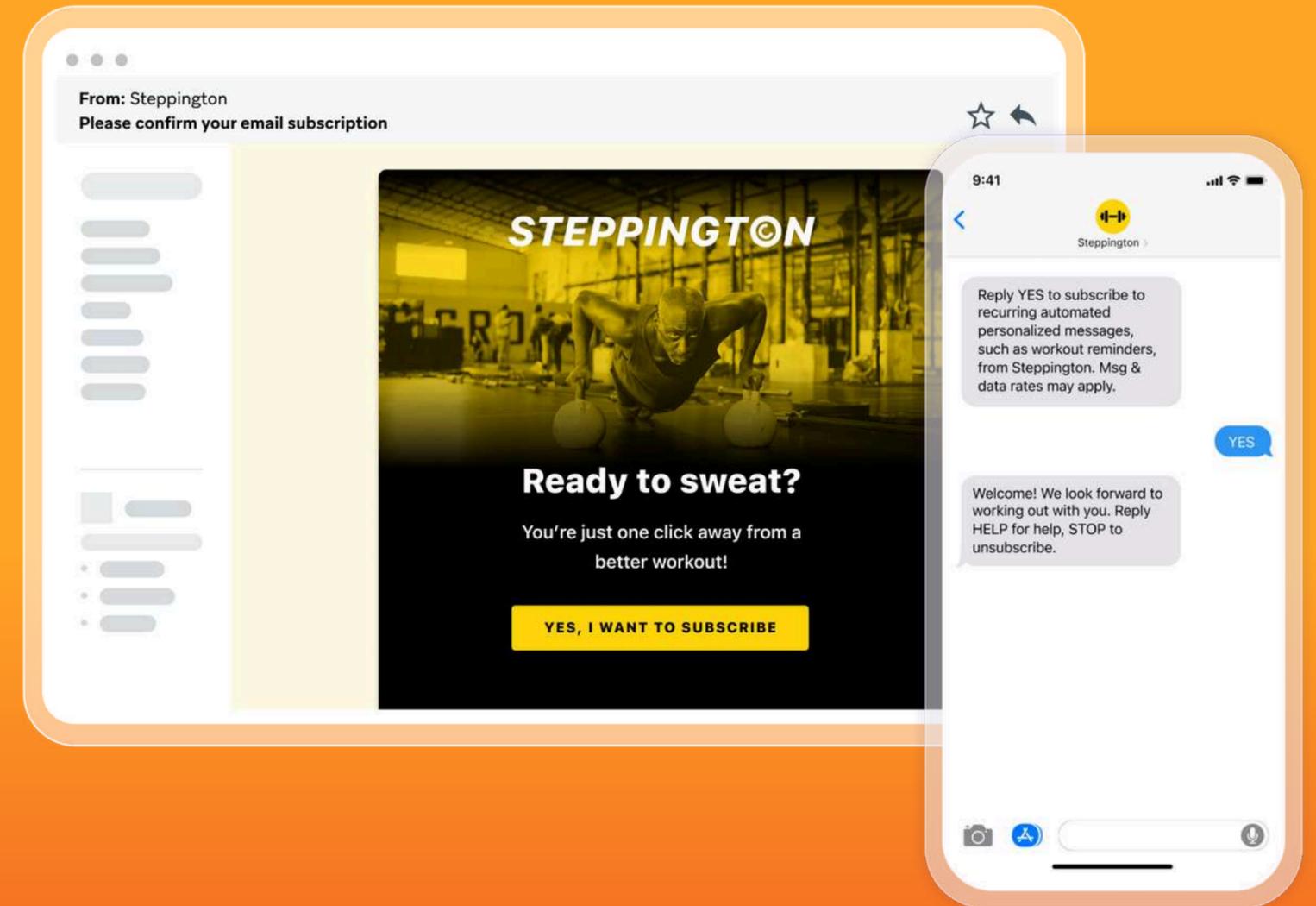
SMS/RCS ● **EMAIL**

PRO TIP

Enrich double opt-in messages with additional content and offers reinforcing the value of the products or services you provide.

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Lead generation campaigns

Opportunity
You've got a compelling pitch for your offering, but haven't cracked the code when it comes to expanding your reachable audience.

Strategy
Pull in potential customers with paid promotions, then drive them to landing pages that encourage email sign-ups, content downloads, contest entries, sweepstakes, and more.

Outcome
Boost the impact of your narrative, activate new potential customers, and open new channels to reach them without significant engineering support.

Suggested channels

PAID SOCIAL ● **LANDING PAGES**
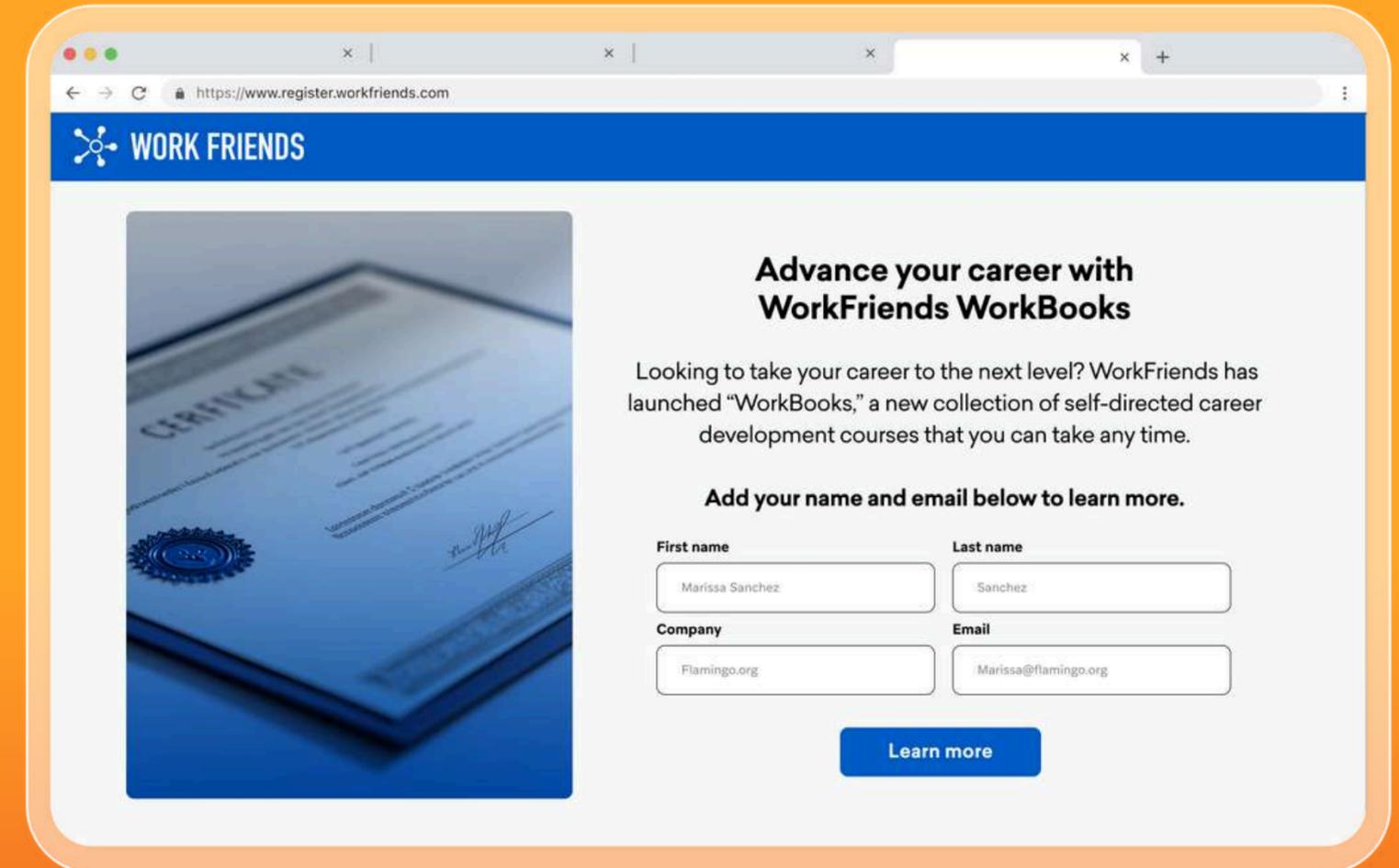
PRO TIP
Capture leads online and in-store by promoting your landing page on your website, social media, QR codes, and more.

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Paid social campaigns

Opportunity

You're investing significant resources in paid campaigns, but they aren't seeing the ROI you hoped for.

Strategy

Target lookalike audiences of your most valuable customers and dynamically suppress ads to users who have already converted, improving the relevance of campaigns to their recipients.

Outcome

Refining your paid audience makes for more efficient ad spend, saving you money and increasing the impact of your campaigns.

Suggested channels

PAID SOCIAL • **LANDING PAGES**
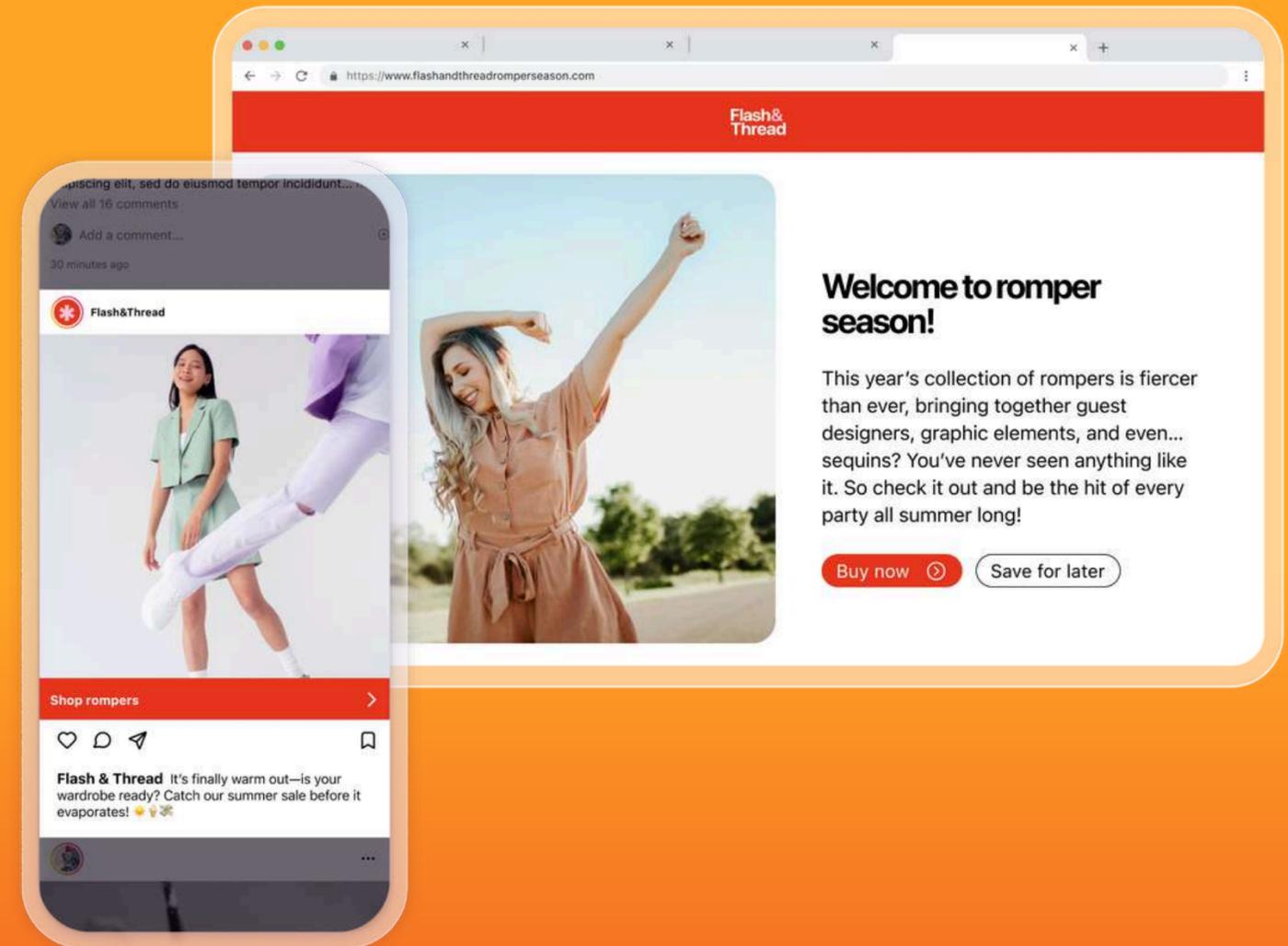
PRO TIP
Use insights gathered from your paid channels to support smarter targeting on your owned channels in future campaigns—and vice versa!

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Initial value campaigns

Opportunity
Your onboarding program is humming away, but some of your new customers haven't yet made a purchase or taken other key initial actions.

Strategy
Target these users for personalized, behavior-based messages encouraging them to take an action that maps back to their engagement patterns.

Outcome
Tailoring these post-onboarding messages on a per-customer basis can deepen their engagement and make future monetization or retention easier.

Suggested channels

SMS/RCS ● **EMAIL** ● **PUSH** ● **IN-APP** ● **WEB** ●
MESSAGING APP

We love Bingley like family, too.
From routing check-ups to unexpected emergencies, we've got you covered.
Add pet insurance now

Coverage
stuff, wall

From: HomeHaven Insurance
Home and car and...dog? Insure them all for one low rate!

HomeHaven Insurance

**Peace of mind is priceless—
but we'll still save you money.**
Get exceptional home, auto, life, and pet insurance at a rate you can afford. On average, people who bundle with HomeHaven save 45%.
Get a quote

PRO TIP
Timing matters! Use send-time optimization to drive faster action by reaching each user during their unique high-engagement windows.

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Progressive profiling campaigns

Opportunity
Your personalization program is in full swing, but you're struggling to get the information you need to provide truly nuanced, relevant experiences to customers.

Strategy
Collect key information over time (e.g. style preferences, preferred communication channels, shopping intentions) to power deeper personalization without overwhelming the customer.

Outcome
Gathering actionable data in a sustainable way steadily improves the customer experience and makes it easier to build a strong relationship.

Suggested channels

IN-APP ● **WEB** ● **LANDING PAGES** ● **SMS/RCS** ●
MESSAGING APP
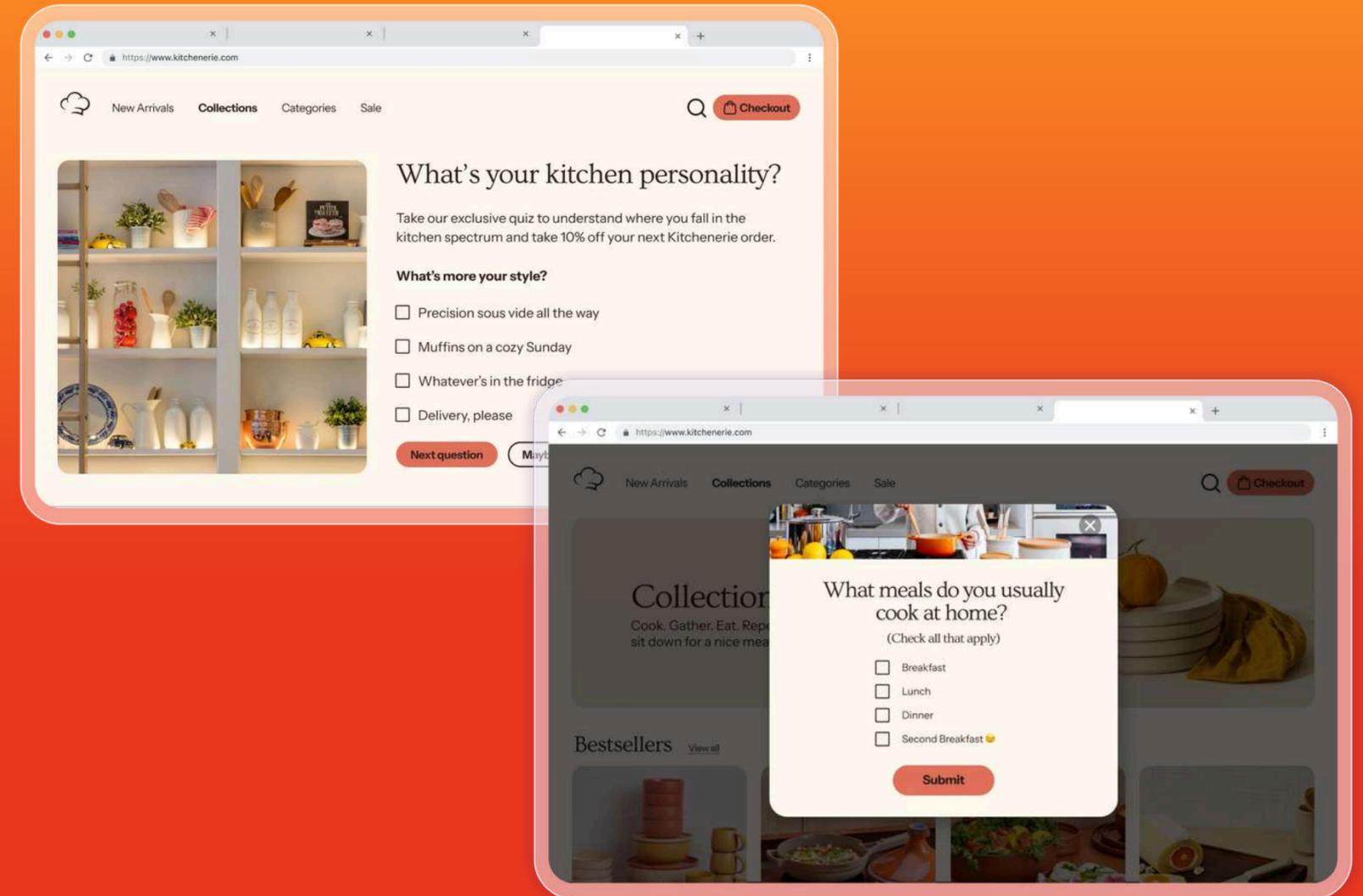
PRO TIP
Use both in- and out-of-product channels to deepen your understanding of customers—even when they aren't actively engaging.

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Referral campaigns

Opportunity
You have a great offering, but need more cost-effective ways of bringing in new customers to stay competitive.

Strategy
Encourage satisfied customers to promote your brand to their friends and family members via a referral program that rewards them for each new sign-up.

Outcome
Growing your customer base via word of mouth saves money, brings in higher-quality new users, and rewards existing ones, strengthening your overall audience.

Suggested channels

EMAIL ● **IN-APP** ● **WEB** ● **MESSAGING APP**
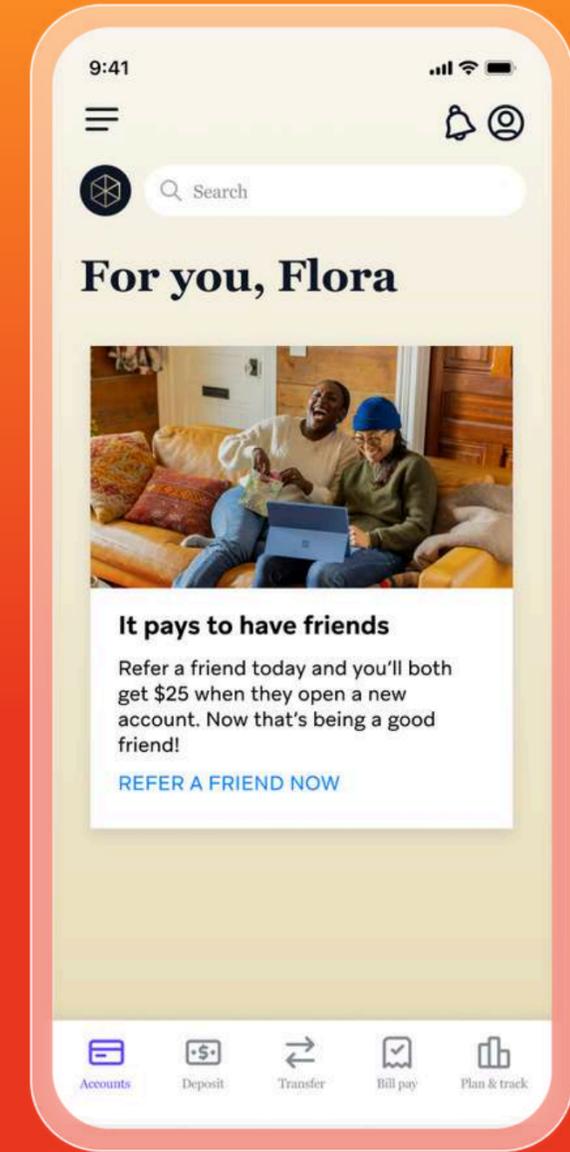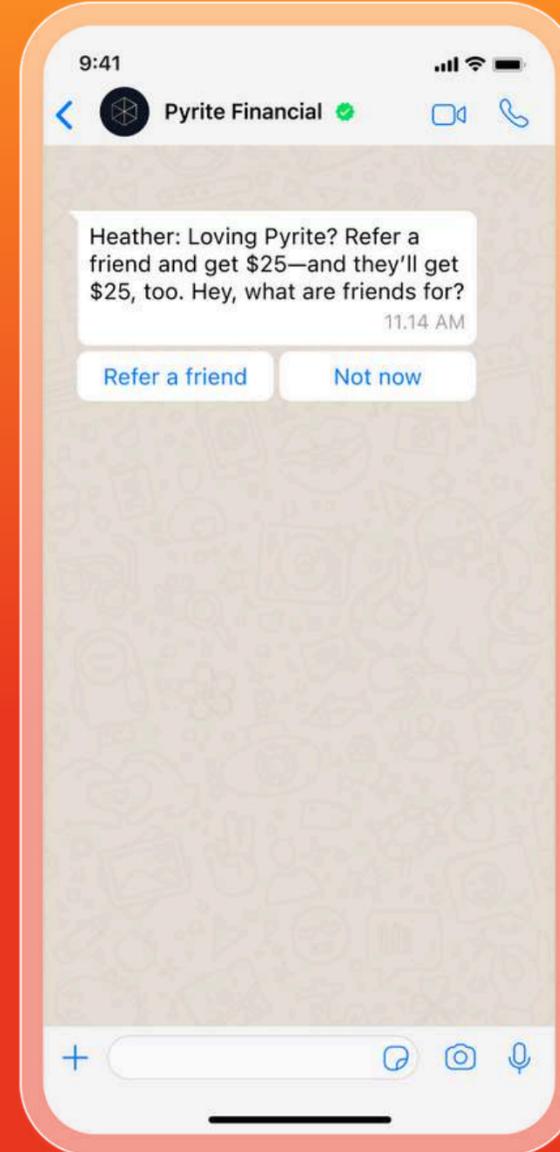
PRO TIP
Trigger referral asks after users have great experiences with your brand, like making a purchase or completing a streak.

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Monetization Campaigns

Monetization. It's all about encouraging your customers to take key actions that can drive revenue and profitability. Not every customer who successfully onboards with your brand will subscribe to your offering or make that first purchase, but doubling down on monetization campaigns can boost your overall financial impact.

We're seeing the monetization landscape continue to expand, with the number of related use cases growing 33% over the past five years. That's giving marketers powerful tools to convince customers to invest in their brand—and to deepen that investment when the value is there for them.

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Alternative payment option campaigns

Opportunity
Your customers are making lots of in-app purchases—but the fees charged by app stores and other third-party platforms hurt your margins.

Strategy
Encourage customers to subscribe or make purchases on your website instead of through app stores, avoiding significant fees.

Outcome
Encouraging out-of-app payments boosts revenue and allows you to pass savings to your audience.

Suggested channels

EMAIL ● **SMS/RCS**
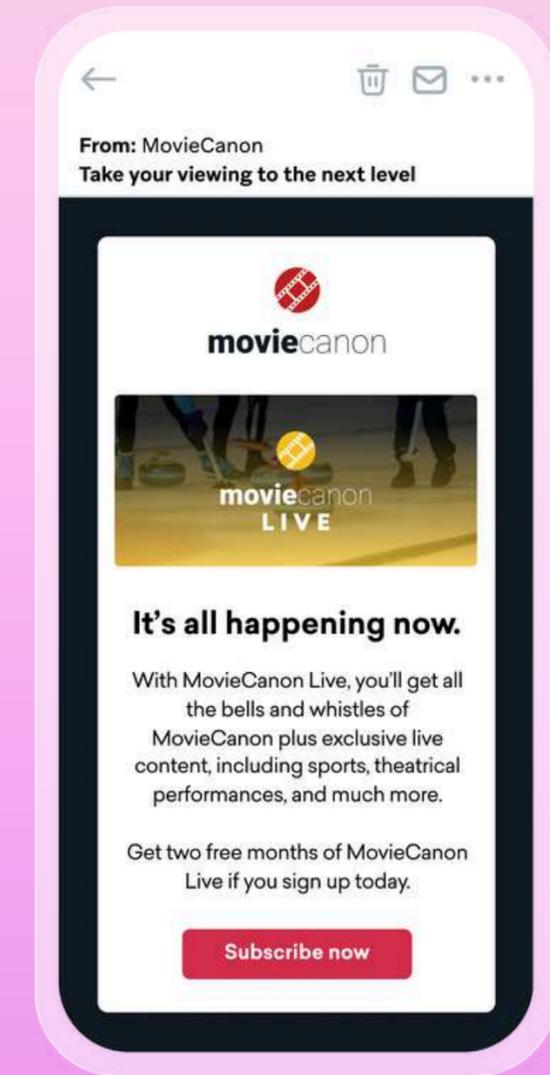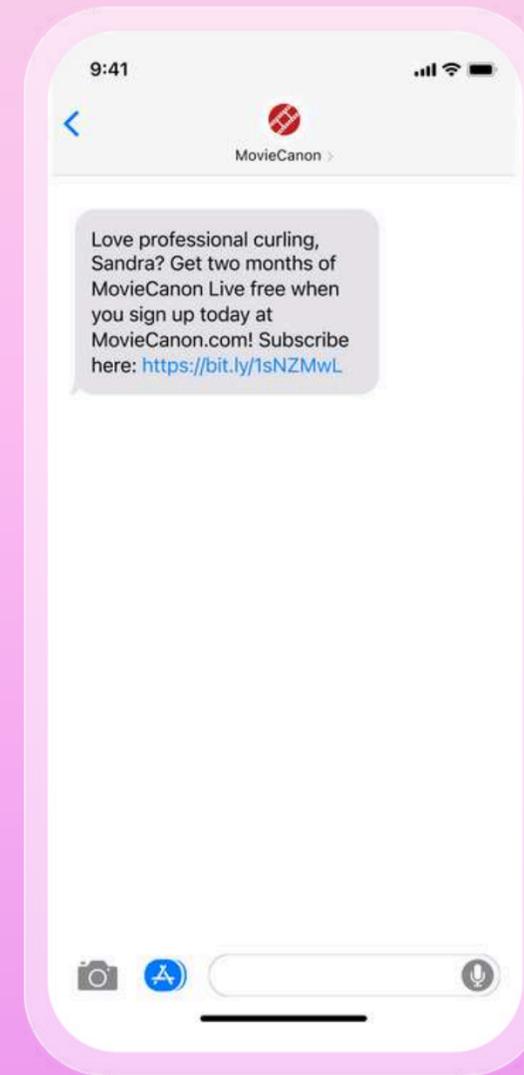
PRO TIP
Leverage first-party data to enrich campaigns, supporting smarter targeting and more relevant content.

1.7X
more purchases per user when customers receive SMS

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Discount/sale campaigns

Opportunity

You have a big, compelling sale that customers will love—but you need effective ways to get it on their radar.

Strategy

Engage users across different channels and platforms with a cohesive, cross-channel campaign that highlights the discounts on offer.

Outcome

Reaching users with promotional outreach on the channels they prefer raises awareness of the sale, potentially leading to more conversions—and more revenue.

Suggested channels

EMAIL ● IN-APP ● WEB ● PAID SOCIAL ● SMS/RCS ●
MESSAGING APP ● PUSH
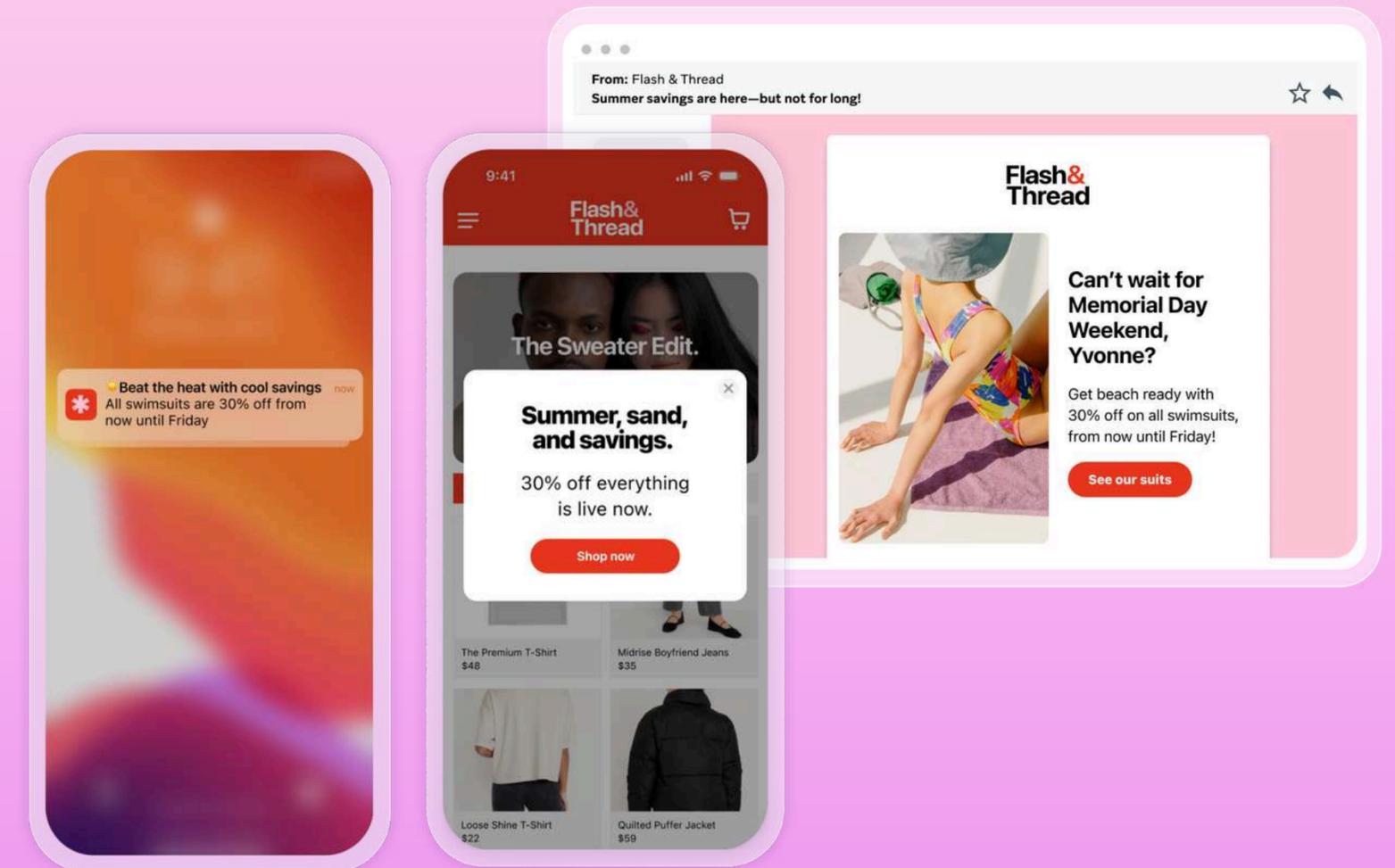
PRO TIP
Use send-time optimization to deliver important promo campaigns during recipients' high-engagement windows.

70%
more purchases per user when customers receive email

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Seasonal promotional campaigns

Opportunity
You've mastered your always-on lifecycle motion, but haven't taken full advantage of more timely promos.

Strategy
Build a campaign calendar that draws on relevant holidays, events, and times of year to add zip and relevance to promotional messaging.

Outcome
Leveraging holidays and events with built-in awareness and emotional resonance to customers can give your outreach a boost without requiring any additional investment.
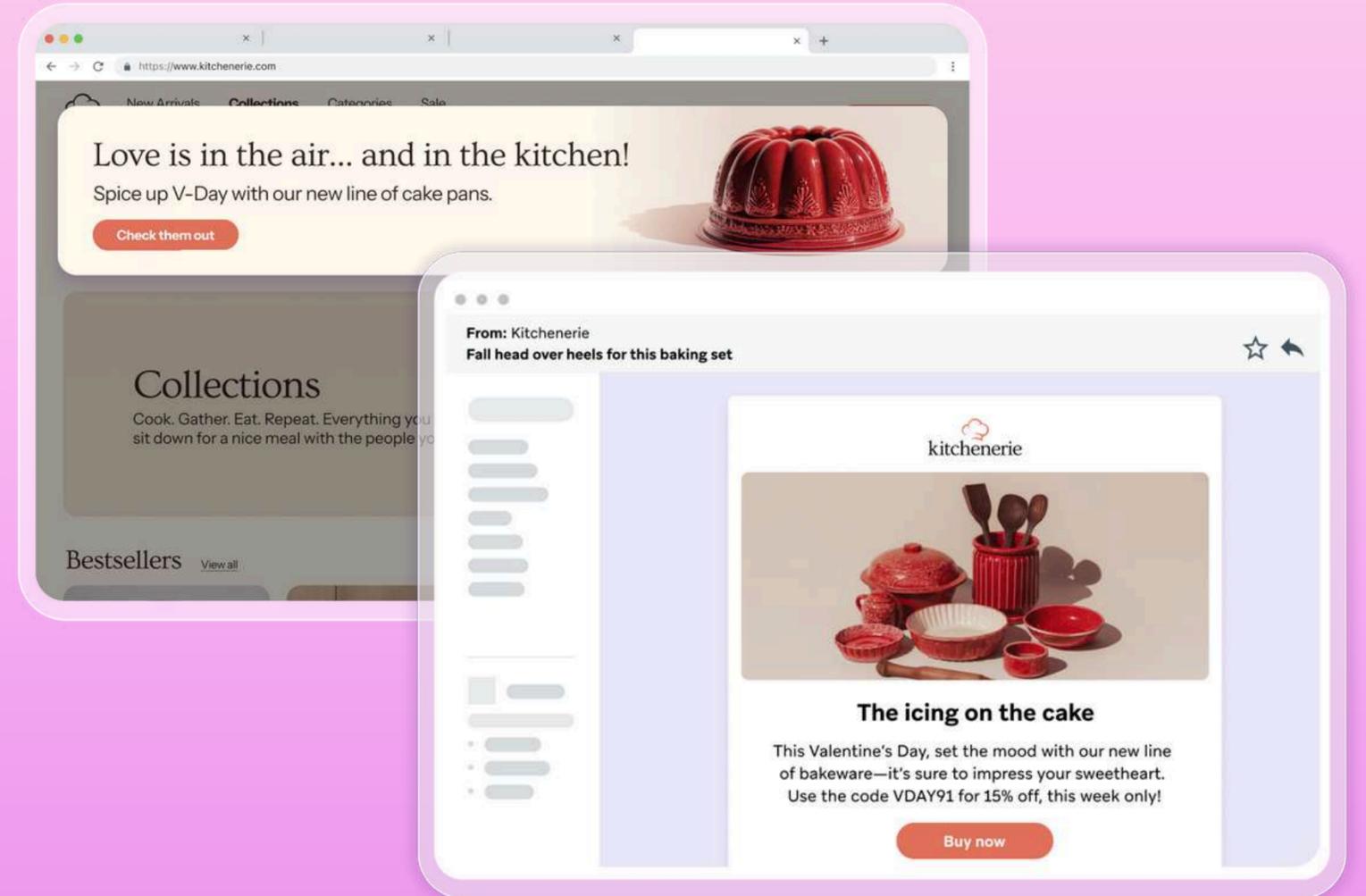
Suggested channels

EMAIL ● **IN-APP** ● **WEB** ● **PAID SOCIAL** ● **SMS/RCS** ●

MESSAGING APP

PRO TIP
Use promotion codes to share discounts with loyal customers.

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Abandoned cart campaigns

Opportunity

You're successfully convincing your customers to begin the process of making a purchase—but too many are abandoning the checkout flow before they finish.

Strategy

Send automated, personalized reminders to would-be buyers that highlight the items they were considering and encourage them to complete their purchases.

Outcome

Driving higher sales with minimal effort by automatically recapturing potential purchases.

Suggested channels

EMAIL ● **PUSH** ● **PAID SOCIAL** ● **SMS/RCS** ● **WEB** ●
MESSAGING APP
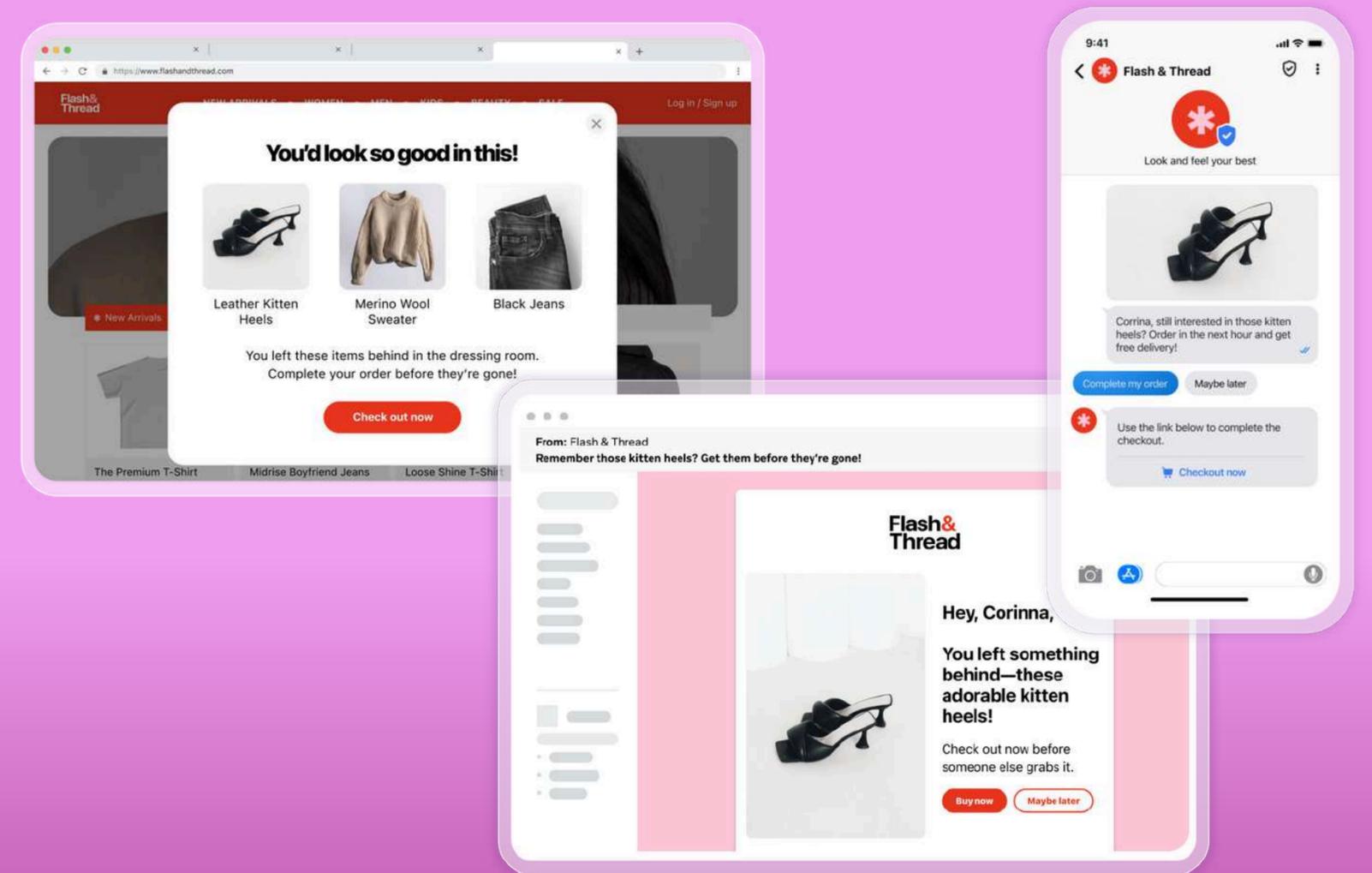
PRO TIP

Use dynamic content personalization to highlight the specific products, content, or services that each customer was considering—making the pitch more relevant and impactful.

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Account management campaigns

Opportunity
Your users are engaged, but haven't taken key steps (like renewing their subscription or replacing an expired credit card) to continue to take full advantage of your offering.

Strategy
Automate campaigns tied to the key action (e.g. a subscription renewing in one week) that encourage taking that action before it's too late.

Outcome
Avoiding unnecessary disruption for customers (and churn for your brand), strengthening user relationships and supporting stronger business outcomes.

Suggested channels

EMAIL ● **PUSH** ● **IN-APP** ● **WEB** ● **SMS/RCS** ● **TV**
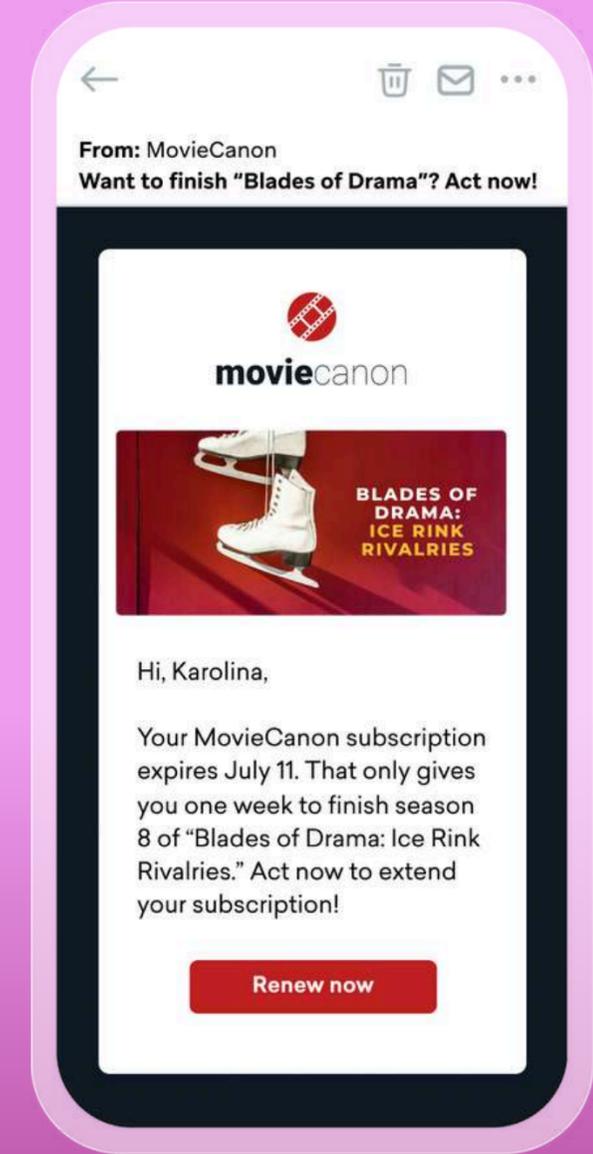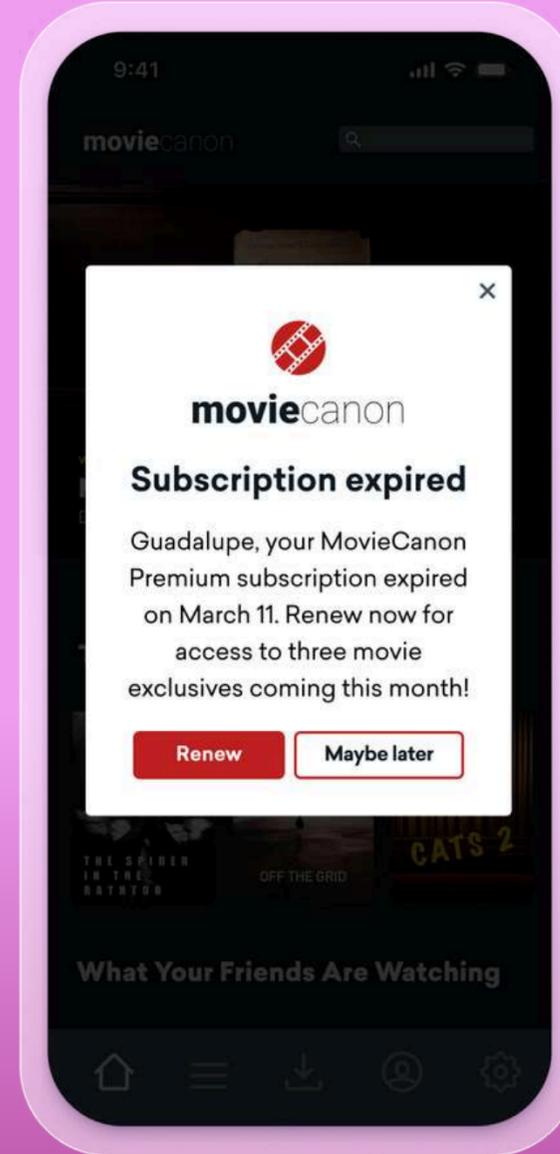
PRO TIP
For account management campaigns, triggered messages are essential. Use them to automate messaging, so users stay in the loop.

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Flash sale/key moment campaigns

Opportunity
You have an exciting offer or experience for customers and need to maximize their engagement during a specific time period.

Strategy
Spotlight short-term discounts, live events, and time-sensitive content with real-time messages that are delivered on each users' preferred channels to maximize engagement.

Outcome
Driving more immediate purchases, engagement, or viewership by emphasizing high-interest, short-term offers on the channels that speak to each individual.

Suggested channels

EMAIL ● **PUSH** ● **SMS/RCS** ● **MESSAGING APP** ●

PAID SOCIAL ● **IN-APP** ● **WEB**
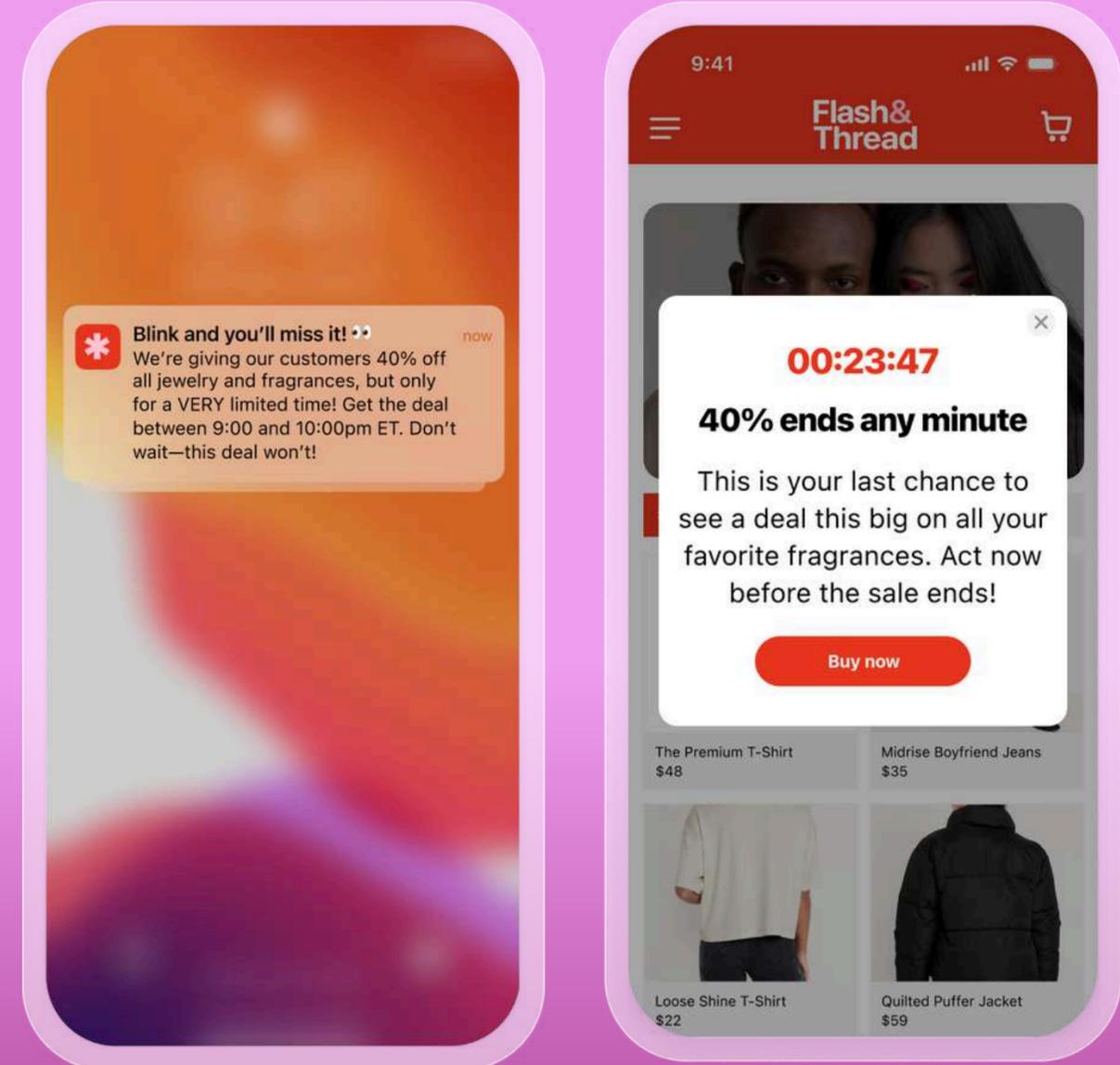
PRO TIP
Automate message sends at various intervals prior to the end of your sale or event in order to reduce the risk that recipients miss out.

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Free to paid subscription campaigns

Opportunity
You have a lot of new users giving your free trial a shot—but they aren't converting to paid subscribers at the rate you'd hoped.

Strategy
Trigger messages that highlight the value of upgrading when users hit engagement milestones or encounter gated content or features.

Outcome
Boosting your subscription rate, amplifying the value of your free trial, and providing steady revenue to the company as a whole.

Suggested channels

EMAIL • **PUSH** • **IN-APP** • **WEB** • **TV**

It's about to heat up on the ice
The World Curling Championship—January 17, 2026 at 8pm CET. Only on MovieCanon Live.

Upgrade for access

McGregor & Sons

Learn More

RECENT

OFF THE GRID   TO CATCH A KITTEN KILLER

YOUR APPS & GAMES

CatFailz

From: MovieCanon
Get swept away with the World Curling Championship

moviecanon LIVE

It's here, Nicolas—the most anticipated curling event of the year!

On January 17, six-time winner Iceland faces off against Cinderella story Guam in a World Curling Championship that's not to be missed!

And it's only on MovieCanon Live.

Upgrade now

PRO TIP
Use AI to send each user the version of your message that's most likely to convert them.

braze

Merchant/affiliate campaigns

Opportunity

Your app or website is packed with appealing products and content, but you're missing opportunities to monetize users' attention.

Strategy

Use rich channels like RCS or Banners to show off the big brands and product/content exclusives on your platform and put more of a spotlight on key offerings.

Outcome

Boosting revenue by amplifying high-interest offerings to customers— or by charging third-party vendors for the right to have their products highlighted on your app or website.

Suggested channels

EMAIL ● **IN-APP** ● **WEB** ● **SMS/RCS**
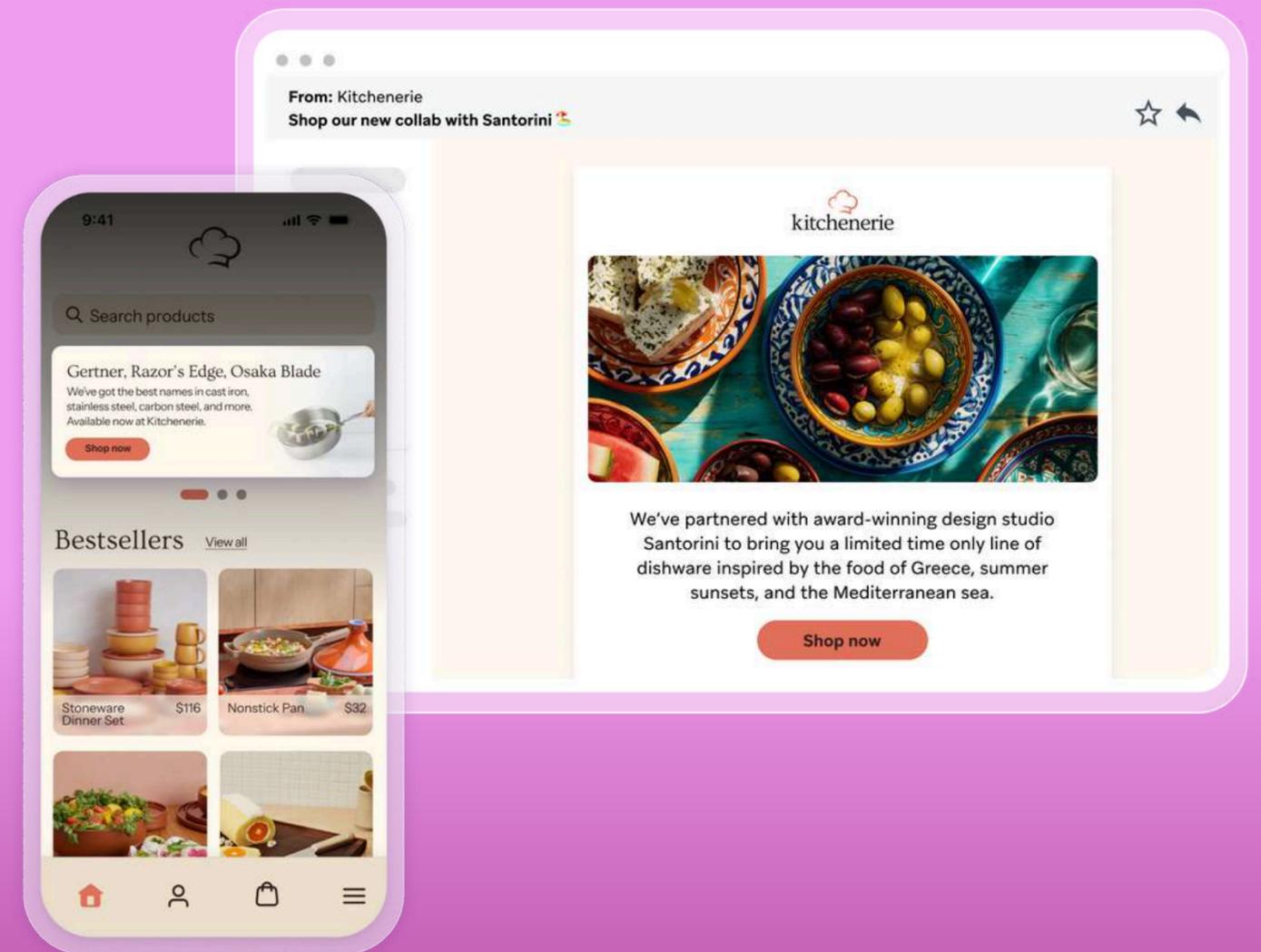
PRO TIP

Take advantage of channels that support rich content to highlight these partnerships in highly visual, eyecatching ways.

braze

Upsell campaigns

Opportunity
Your customers are big fans of your budget-priced offerings, but aren't embracing relevant add-ons or considering premium versions.

Strategy
Use personalization to highlight appealing upgrades and add-ons to a given order before a customer completes the checkout process.

Outcome
Convincing buyers to think bigger when it comes to their purchases, bolstering customer lifetime value (LTV) and your company's revenue.

Suggested channels

EMAIL ● **IN-APP** ● **WEB** ● **PAID SOCIAL** ● **SMS/RCS** ●
MESSAGING APP ● **TV**
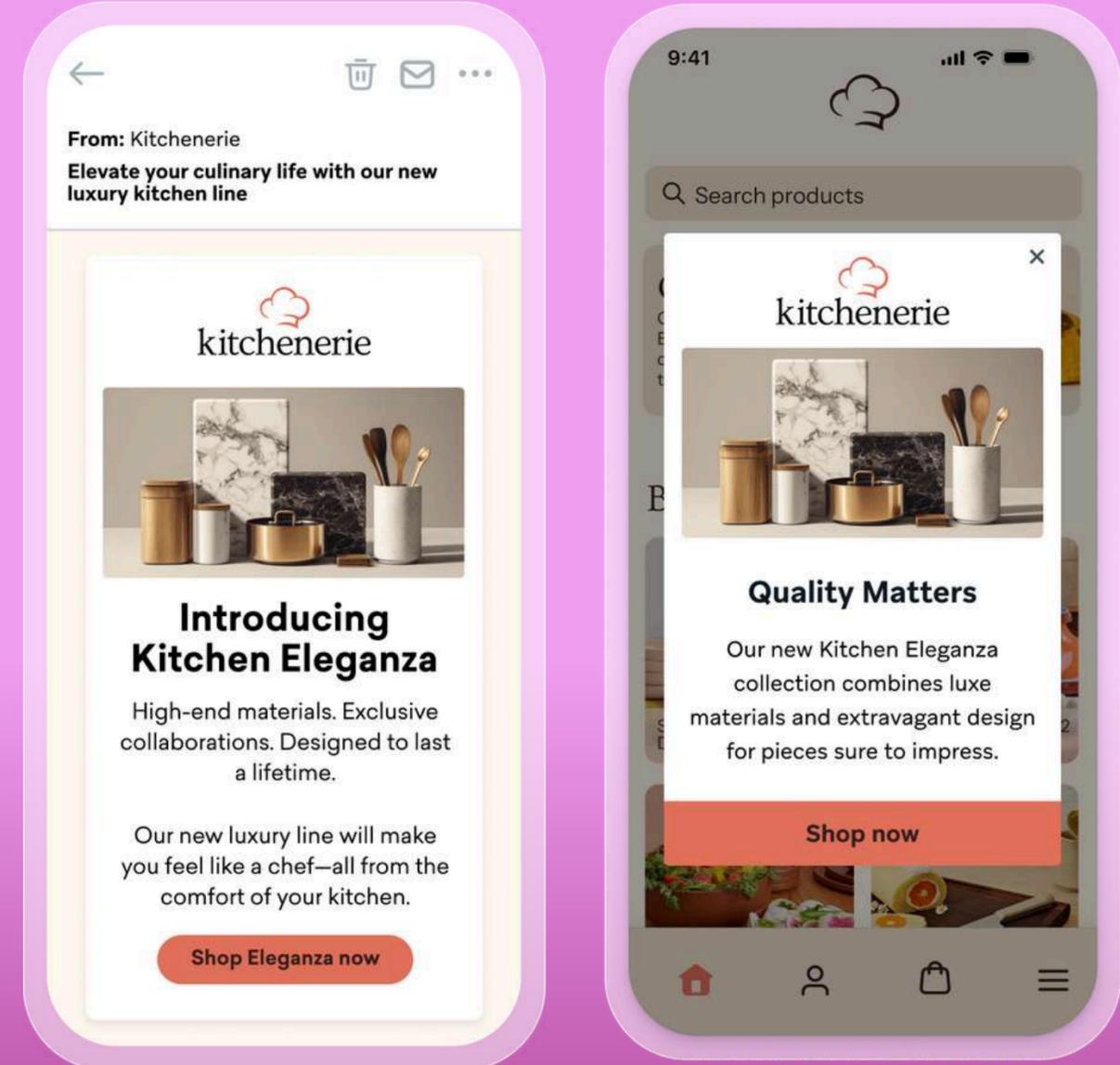
PRO TIP
Use Braze Catalogs to store up-to-date product data and recommend relevant products.

braze

Back-in-Stock/Price Drop Campaigns

Opportunity

Your customers love your brand, but aren't aware of key changes in product availability or price that might motivate purchases.

Strategy

Trigger messages to let users know when specific items or content they've favorited or engaged with experience a status change (e.g. go on sale, come back in stock), creating opportunities for in-the-moment purchases.

Outcome

Keeping customers in the loop about the availability of the products/content they care about, driving them back to your app or website and encouraging additional purchases.

Suggested channels

EMAIL ● **PUSH** ● **SMS/RCS**
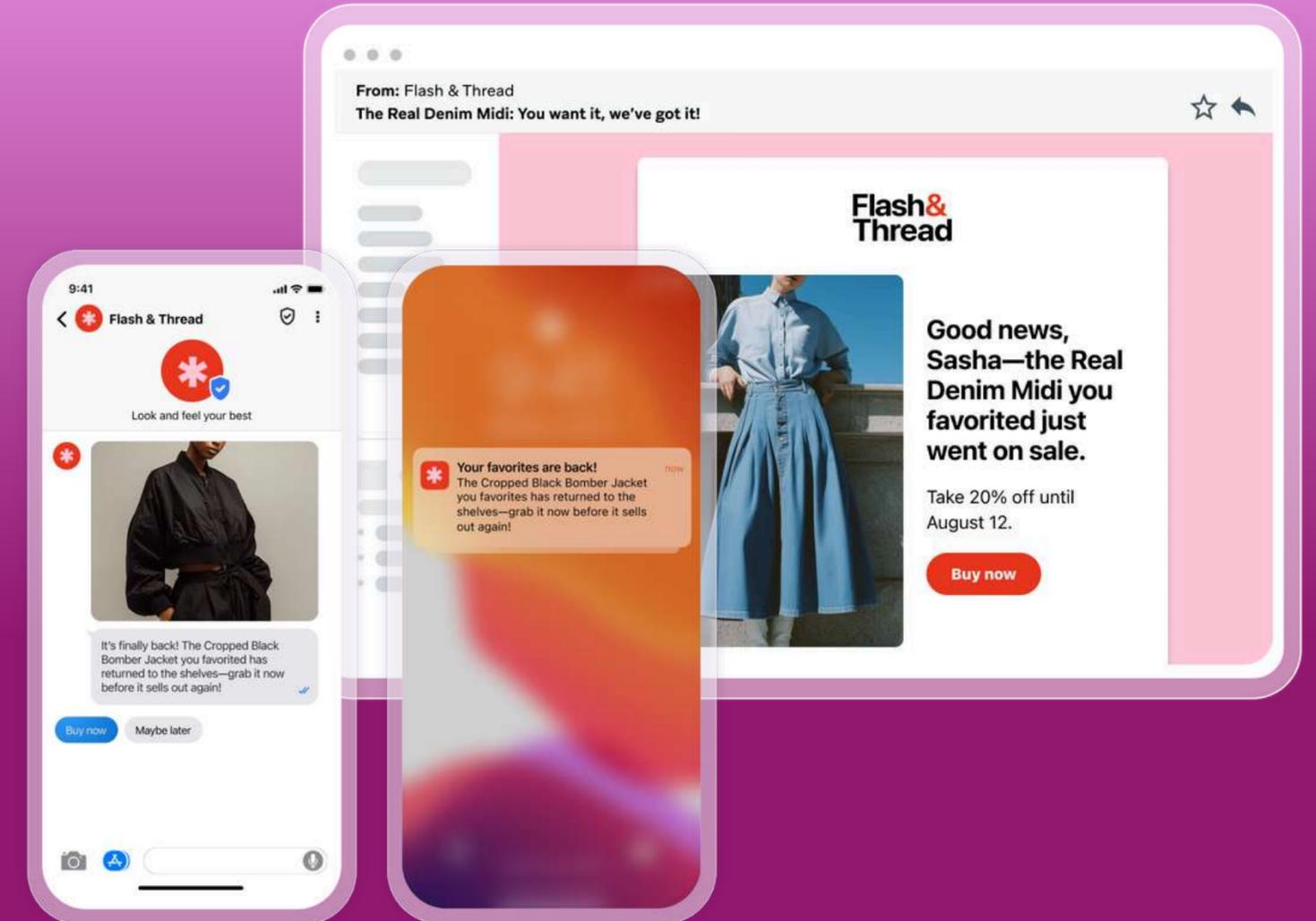
PRO TIP

Use API-triggered messages to automatically notify users about price drops and back-in-stock status changes.

98%

more purchases per user when customers receive push notifications

braze

Cross-sell campaigns

Opportunity
Your customers are making purchases, but need help discovering new products/content that might interest them.

Strategy
Send personalized messages to customers that draw on past purchases and browsing activity to recommend additional products or services that could add real value.

Outcome
Driving more (and more relevant) purchases without adding extra steps to the buying journey

Suggested channels

EMAIL ● **IN-APP** ● **WEB** ● **PAID SOCIAL** ● **SMS/RCS** ●
MESSAGING APP
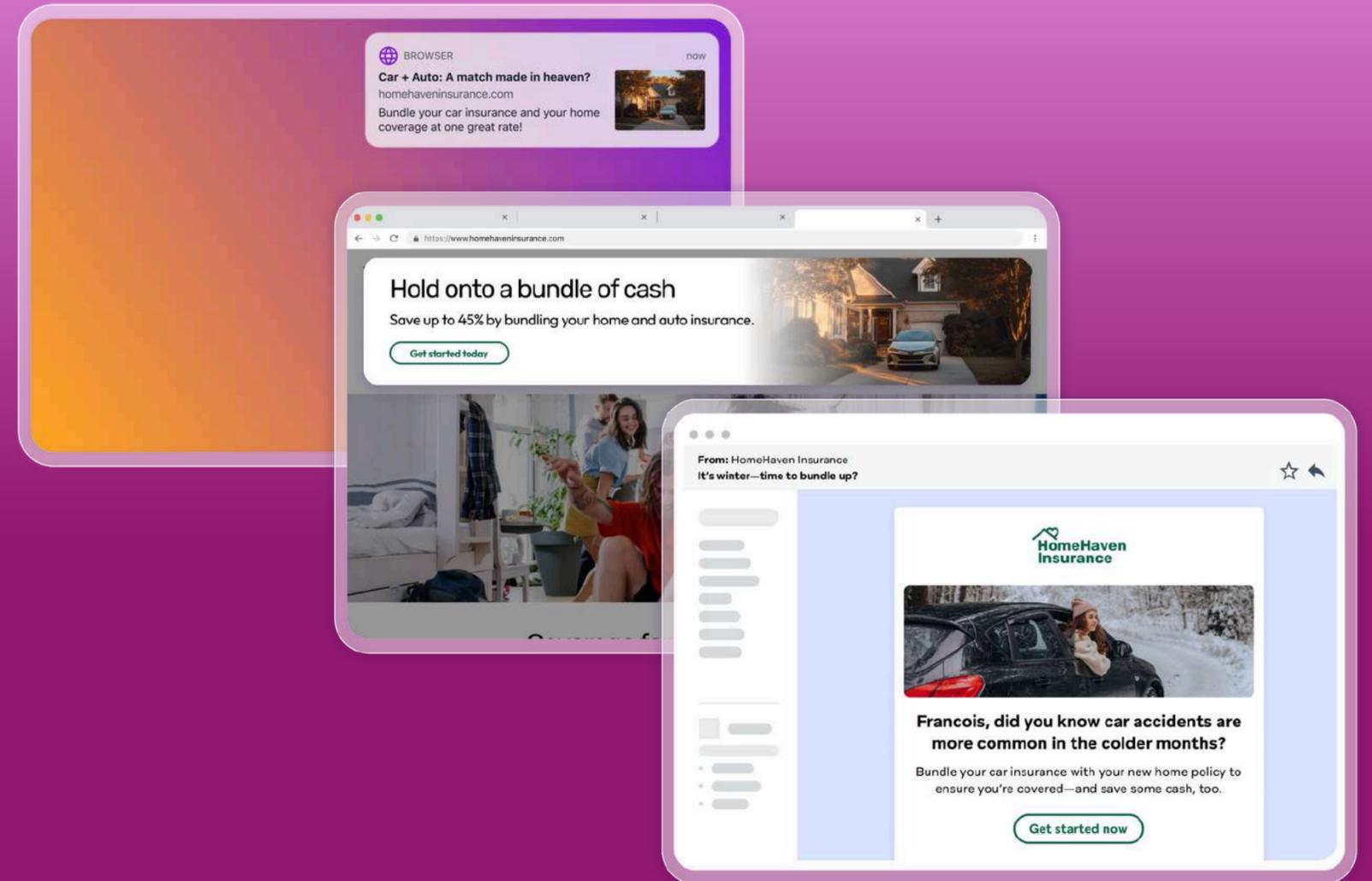
PRO TIP
Make your cross-sell messaging more relevant by dynamically personalizing content in real time.

braze

Physical location awareness campaigns

Opportunity

Your customers have opportunities to visit your brand's physical locations (or associated merchants), but are missing out due to lack of awareness.

Strategy

Leverage location-based marketing tools like geofencing and geo-targeting to power targeted out-of-product messages letting users know when a brick and mortar location is nearby.

Outcome

Driving increased traffic and related purchases to the physical locations that matter to your brand, boosting in-person monetization with digital tools.

Suggested channels

PUSH

Need an ATM?   now
There's a Pyrite Financial branch within a quarter of a mile.
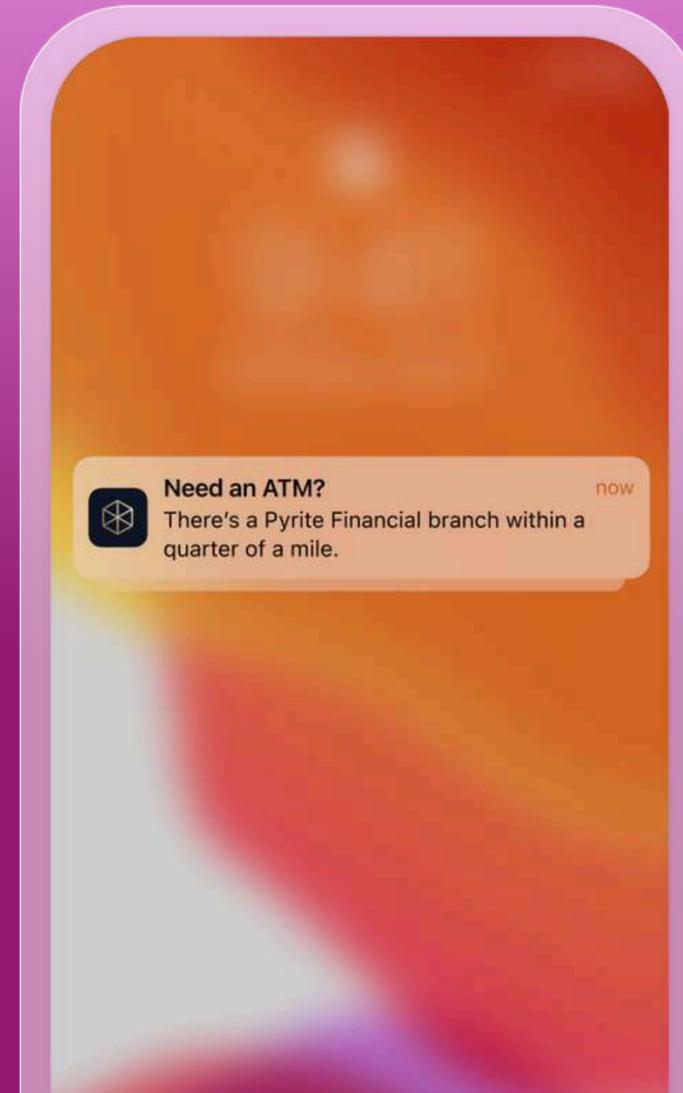
PRO TIP

Boost the odds that recipients stop and check out a physical location by personalizing these messages with recommendations for relevant products or services.

braze

Retention Campaigns

Retention. It's the process of creating enduring relationships with customers that can drive sustainable growth over the long haul. Different industries and brands will have different ways of measuring retention, but most businesses will need to retain customers to be successful.

Retention has been the dominant use case category since the Braze Inspiration Guide first launched, and it's still growing. The number of retention use cases has risen 20% in that time, providing marketers with numerous ways to deepen customer connections and encourage sustainable loyalty.

braze

App update campaigns

Opportunity
You've updated usability and features in your mobile app, but some customers can't take advantage because they haven't updated to the latest app version.

Strategy
Communicate the value of these updates to the segment of users who haven't made the jump, showcasing what they'll get if they take action.

Outcome
Improving the customer experience for mobile app users, making your app more appealing to users, and cutting down on tickets for your support team.

Suggested channels

IN-APP ● **PUSH**
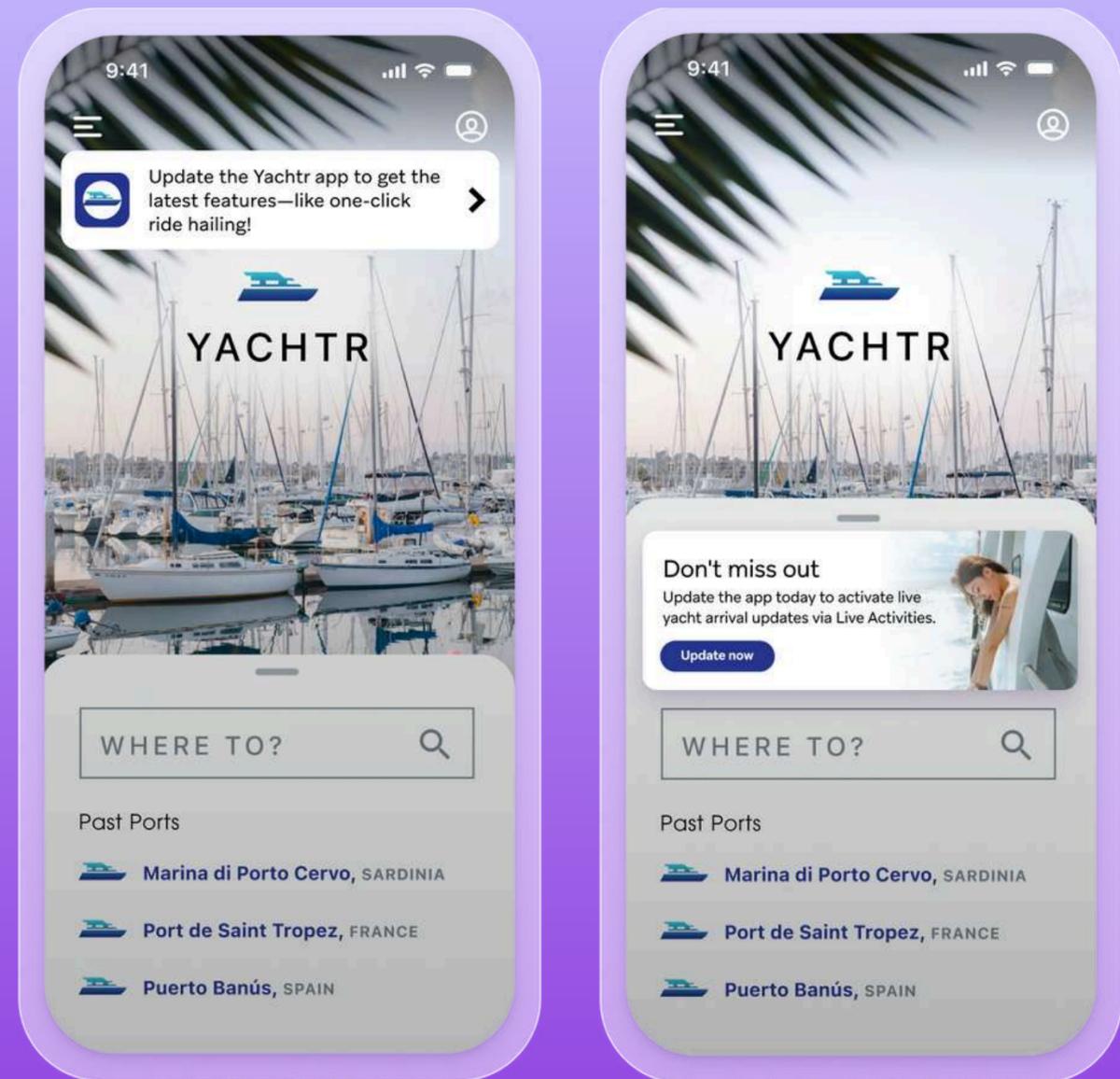
PRO TIP
Use advanced segmentation to target users who have historically been slow to update the app, nudging them to take action earlier.

braze

Brand values campaigns

Opportunity

You have a clear set of values that guide how your company operates—but your customers have no idea.

Strategy

Communicate values directly to customers by using messaging channels like email that give you the space to deliver clear statements about what matters to your company.

Outcome

Strengthening customers' understanding of your brand and what it stands for, supporting deeper loyalty.

Suggested channels

EMAIL ● **IN-APP** ● **WEB**

From: Calorie Rocket
Food for Good

CALORIE ROCKET

As part of Calorie Rocket's ongoing commitment to the environment, we're partnering with the Restaurant Sustainability Collective, a nonprofit that helps food providers find environmentally responsible vendors for fresh ingredients.

Hungry to help? Check out restaurants in your area that have committed to sustainability.
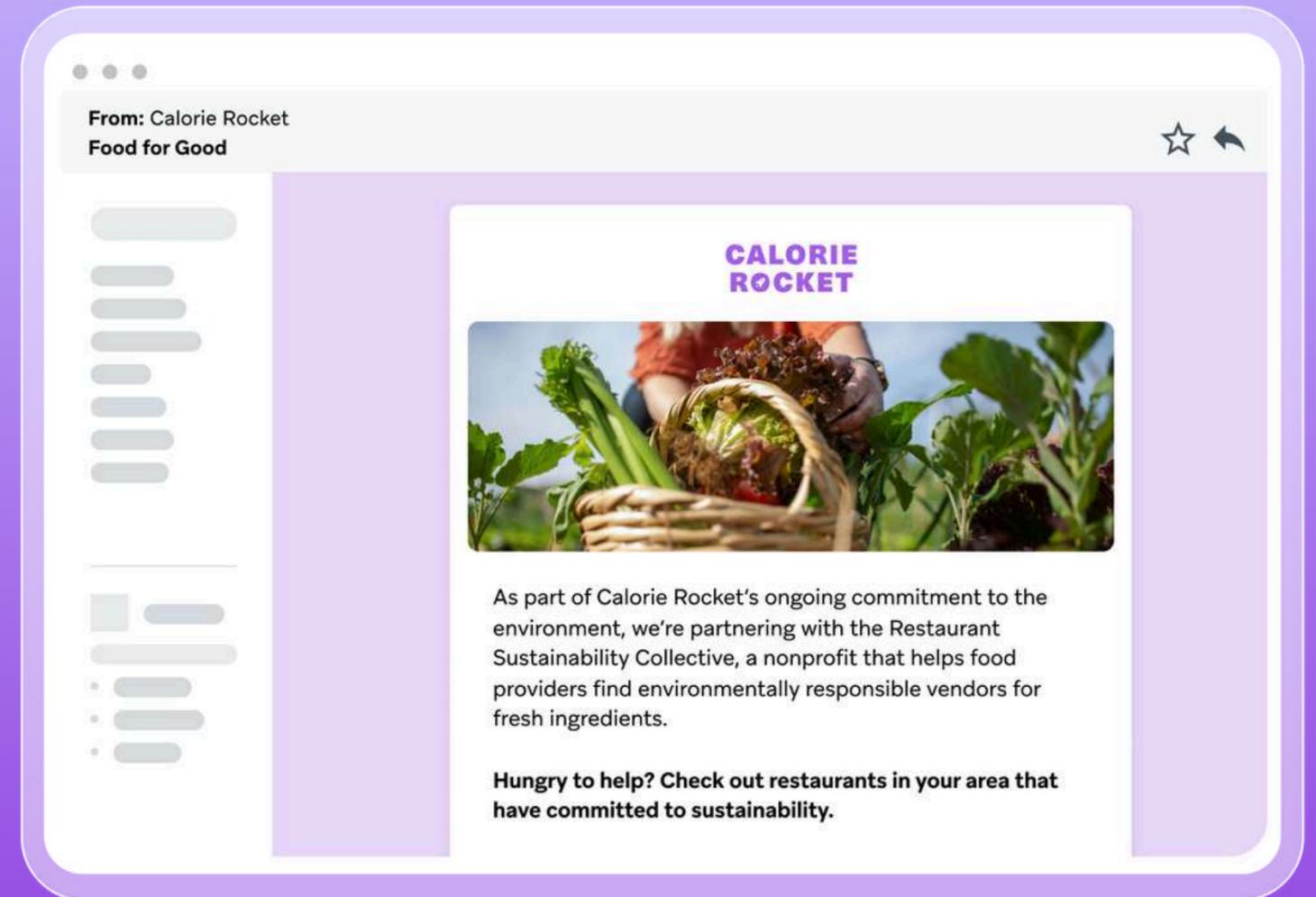
PRO TIP

Customers are wary of false promises, so make sure you have something concrete and meaningful to say before embarking on this kind of campaign.

braze

Loyalty enrollment campaigns

Opportunity

You have a lot of highly engaged customers, and are looking to turn that engagement into long-term loyalty.

Strategy

Use key engagement moments (e.g. milestones, activity streaks, big purchases) to trigger automated messaging encouraging regular users to deepen their connection with your brand by joining your company's loyalty and reward programs.

Outcome

Strengthening awareness of (and enrollment in) your loyalty program, bolstering your ability to encourage deeper engagement from top customers.

Suggested channels

EMAIL • IN-APP • WEB • PUSH • SMS/RCS MESSAGING APP • LANDING PAGES
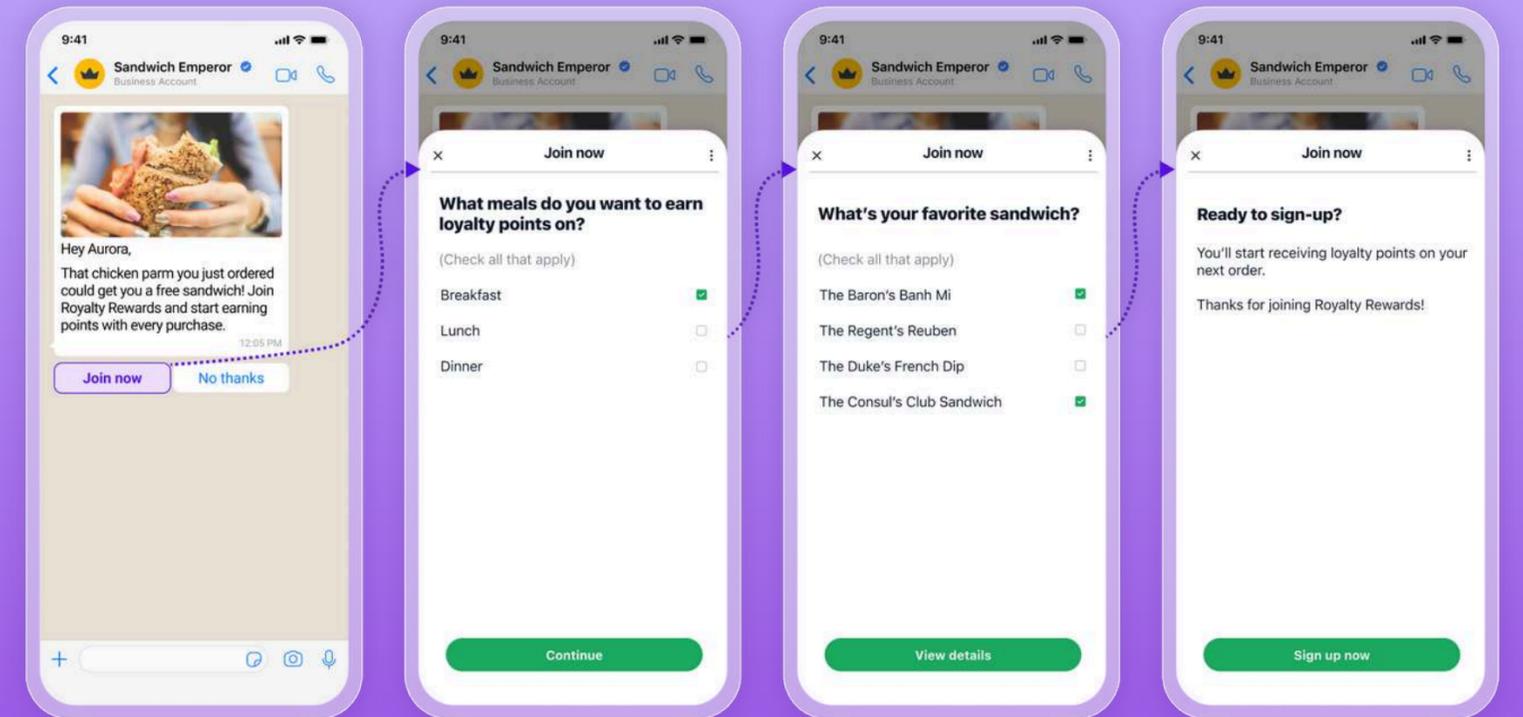
PRO TIP

Use feature flags to power gated experiences—like early access, private sales, or concierge services—exclusively to VIP customers, ensuring exclusivity in scalable ways.

14%

longer average user lifetime when customers receive WhatsApp messages

braze

New product campaigns

Opportunity
You've launched an exciting new feature, product, or service—and now you just need your audience to try it out.

Strategy
Highlight the feature, product, or service and the value it provides with cross-channel messages triggered when users take actions that suggest this new offering would be a good fit.

Outcome
Increasing engagement with your new offering, creating more value for customers and giving them more reasons to stick around for the long haul.

Suggested channels

IN-APP ● **WEB** ● **EMAIL** ● **PUSH** ● **TV** ●
LANDING PAGES

From: Sandwich Emperor
Lunch like royalty with new Curbside Pickup

SANDWICH EMPEROR

Select "Curbside Pickup" at check out and you'll receive a text when your sandwich is ready.

Once you confirm, we'll bring it out to your car so you can grab-and-go!

Turn on Curbside Pickup

SANDWICH EMPEROR

Curbside Pickup now available at all locations

When you order through our website or mobile app, you can now select "Curbside Pickup" at check out.

You'll get a notification when your sandwich is ready, and we'll bring it out to your car so you can lunch like royalty!

Order now   Maybe later

PRO TIP
Use cross-channel campaigns that include both in- and out-of-product channels to ensure customers know about your new offering.

braze

Newsletter campaigns

Opportunity
Your brand has lots of fair-weather users—but you struggle to get them to return regularly to your app or website.

Strategy
Get users into the habit of engaging regularly by sending email newsletters with high-interest content and personalized elements on daily, weekly, or monthly cadence.

Outcome
Increasing stickiness and long-term improvements in your retention rate.

Suggested channels

EMAIL • LANDING PAGES
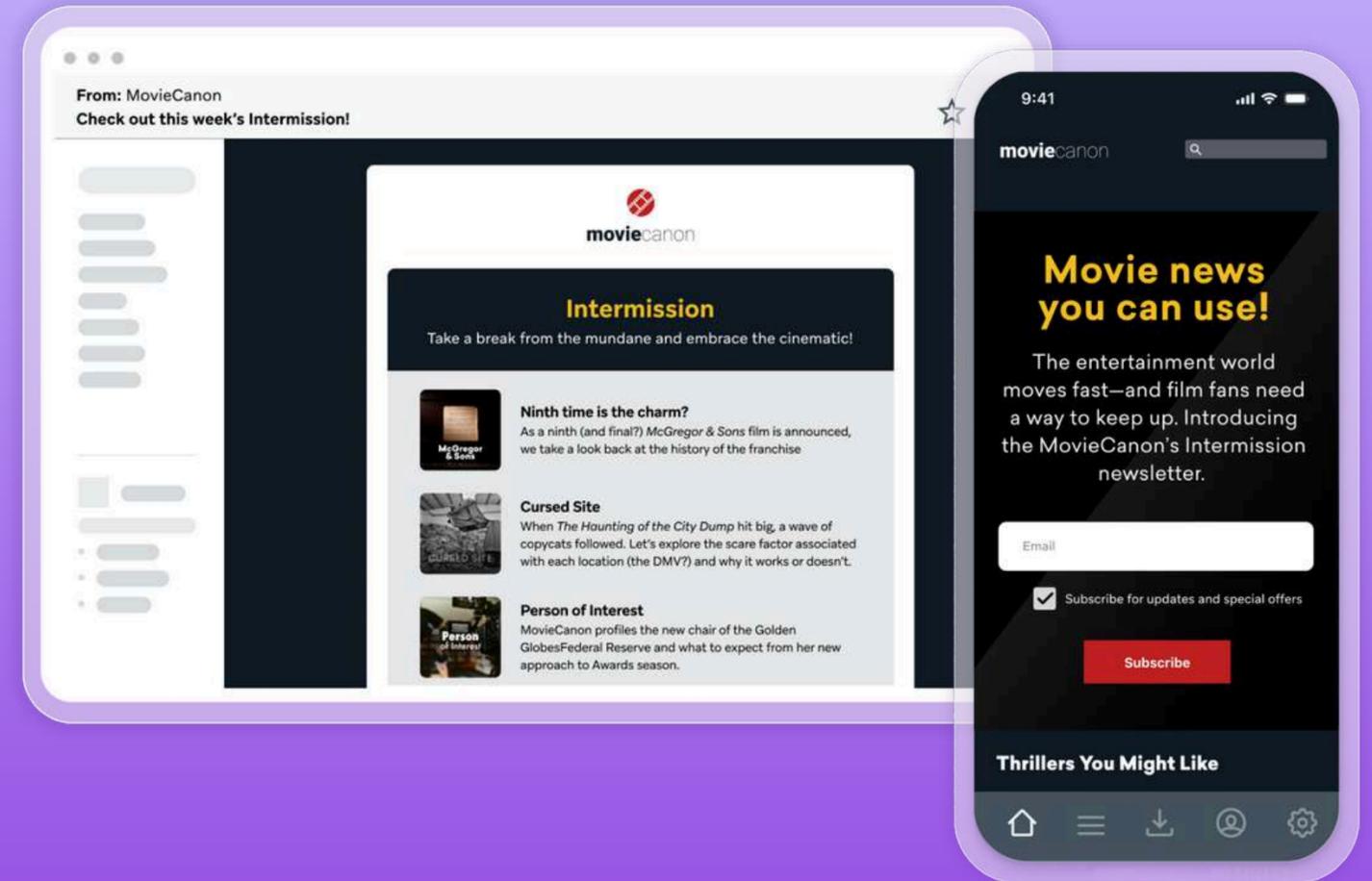
PRO TIP
Not every newsletter item is right for every subscriber. Supplement your general interest content with personalized recommendations that match each recipient.

43%
longer average user lifetime when customers receive email

braze

Product feedback/NPS campaigns

Opportunity
You finally have the resources you need to make meaningful improvements to the customer experience—but can't because you don't know how they feel about your current offering.

Strategy
Use interactive channels (e.g. in-app messages, WhatsApp) to solicit feedback or survey responses following key engagement moments (e.g. post-onboarding, after first purchase) and capture customer sentiment.

Outcome
Gathering essential customer insights to support a data-driven approach to optimizing your product experience.

Suggested channels

EMAIL ● IN -APP ● WEB ● MESSAGING APP ● SMS/RCS
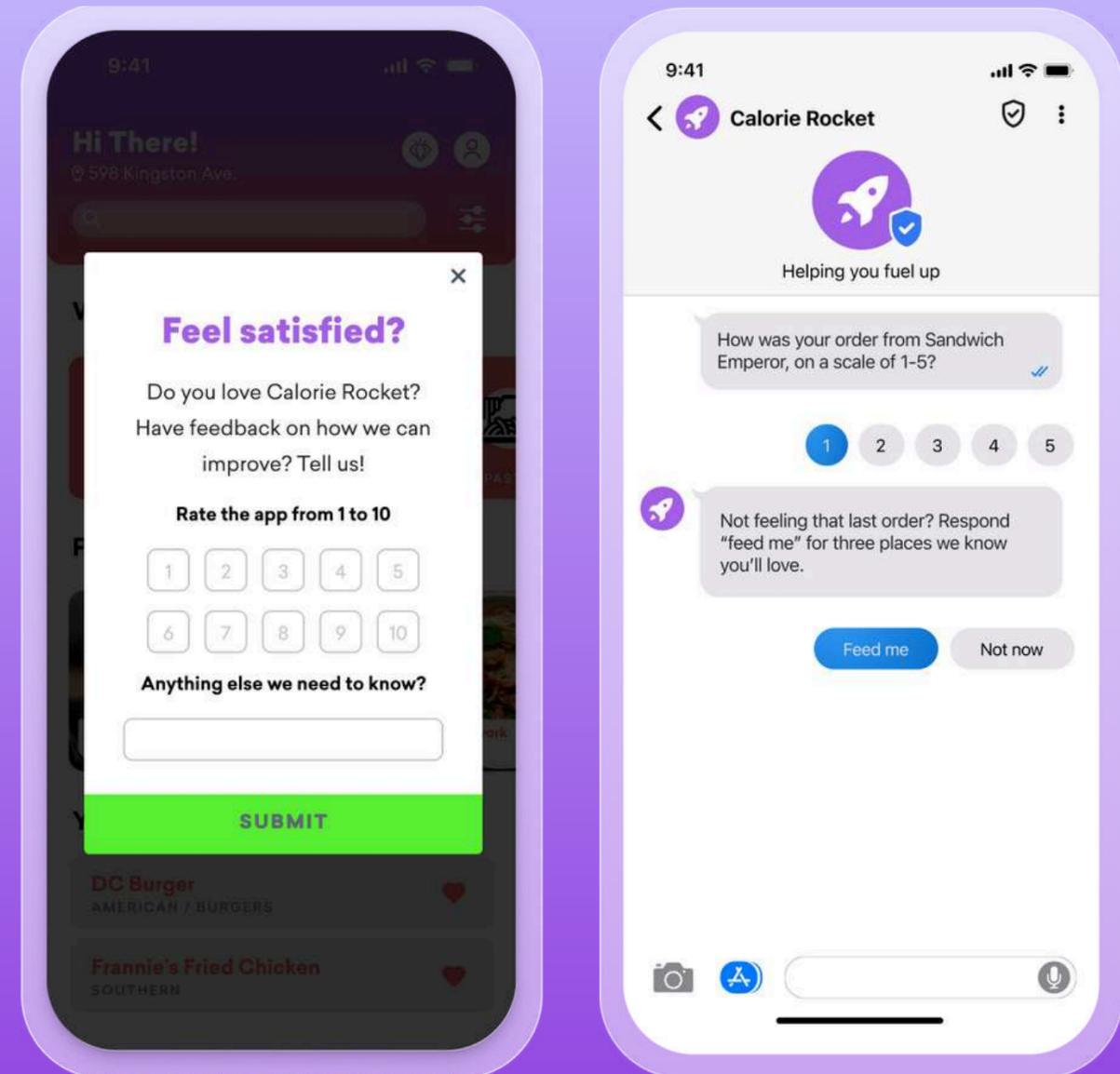
PRO TIP
Make your request feel personal by using custom keywords in your SMS messages.

braze

Rebrand announcement campaigns

Opportunity

Your brand is making a major change to its name, area of focus, product offering, or visual identity and needs to make sure existing and potential customers stay up to speed.

Strategy

Use a multi-step, cross-channel approach to let your audience know about updates as they happen, and to keep the shift front of mind as they engage with your organization during the transition.

Outcome

Reducing customer confusion around big brand changes, helping to maintain customer engagement performance and support user retention.

Suggested channels

IN-APP • **WEB** • **EMAIL** • **PUSH** • **SMS/RCS** •

MESSAGING APP
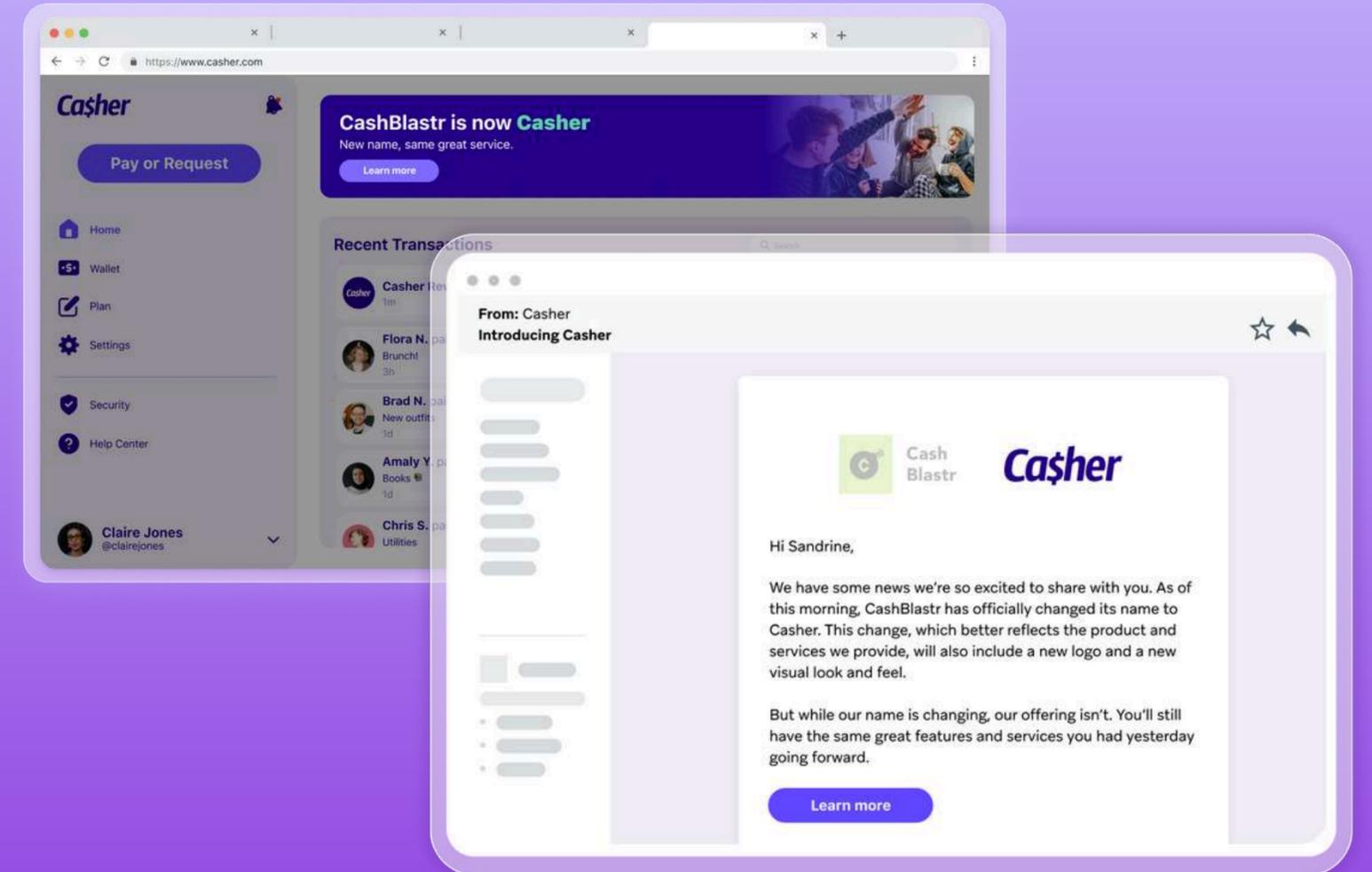
PRO TIP

Create and save message templates in your new branding so your landing pages, emails, in-app, and web messages all look consistent.

braze

Social impact promotion campaigns

Opportunity
Your organization is working to support a social cause or effort aligned with your brand values, and you want to leverage your customer base to amplify impact.

Strategy
Use targeted messaging to encourage customers who are likely to be aligned with your social impact efforts to support organizations that are working to make change via donations or volunteering.

Outcome
Deepening customers' understanding of your commitment to community empowerment while also directing resources to charitable organizations.

Suggested channels

EMAIL ● **IN-APP**

From: Sandwich Emperor
Help us feed the hungry

SANDWICH EMPEROR

Hi Fievel,

Food is so important to us here at Sandwich Emperor—it's why we do what we do. But while we're so proud of the role we play in feeding more than 7 million people every day, we know that there are so many people out there who aren't getting enough to eat.

To help reduce hunger in the US, we're partnering with the Coalition to End Hunger (CEH) during National Food Insecurity Month. We'll be providing $5 million in direct financial support to CEH's anti-hunger efforts, but you can help out, too. Consider volunteering with CEH to feed people in your community.

EXPLORE VOLUNTEER OPPORTUNITIES

PRO TIP
Use location targeting to personalize messages based on the country, state, or city where recipients live, adding relevance and making the impact more tangible.

braze

Retention   Effort level ● ● ●

Milestone/anniversary campaigns

Opportunity
You've built a solid audience for your brand and are looking to increase the average user lifetime of your customer base.

Strategy
Use triggered messages to congratulate active users when they reach engaging milestones (e.g. top 20% of players) and personalize them with relevant behavioral data.

Outcome
Encouraging continued engagement and positive brand associations, leading to stronger customer retention over the long haul.

Suggested channels

EMAIL ● WEB ● IN-APP

PROXY WAR 3
WAR OF THIRST

Level 100! Well done.

You are now in the top 20% of players. In your journey, you've won 85 matches and unlocked 10 legendary items.

To celebrate, here's a token of achievement.

CLAIM REWARD
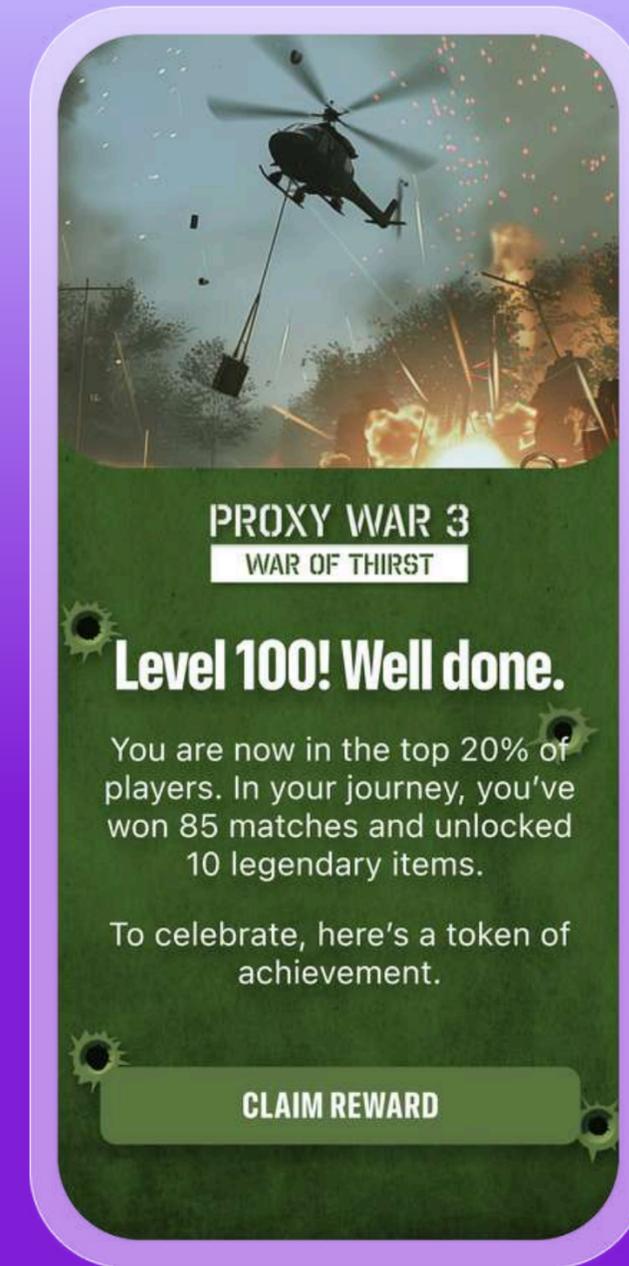
PRO TIP
Details matter! Use dynamic personalization to call back to key stats or memorable moments that can make milestones more meaningful.

47

braze

Effort level ● ● ○

Community building campaigns

Opportunity
Your organization has a solid number of customers, but has yet to build a community that can reinforce engagement and loyalty.

Strategy
Use segmentation to identify power users and send them personalized campaigns highlighting your brand's online groups or in-person community events.

Outcome
Deepening customer connection and loyalty to your brand by giving them the opportunity to compare experiences and grow their understanding of your business.

Suggested channels

EMAIL ● **IN-APP** ● **WEB**
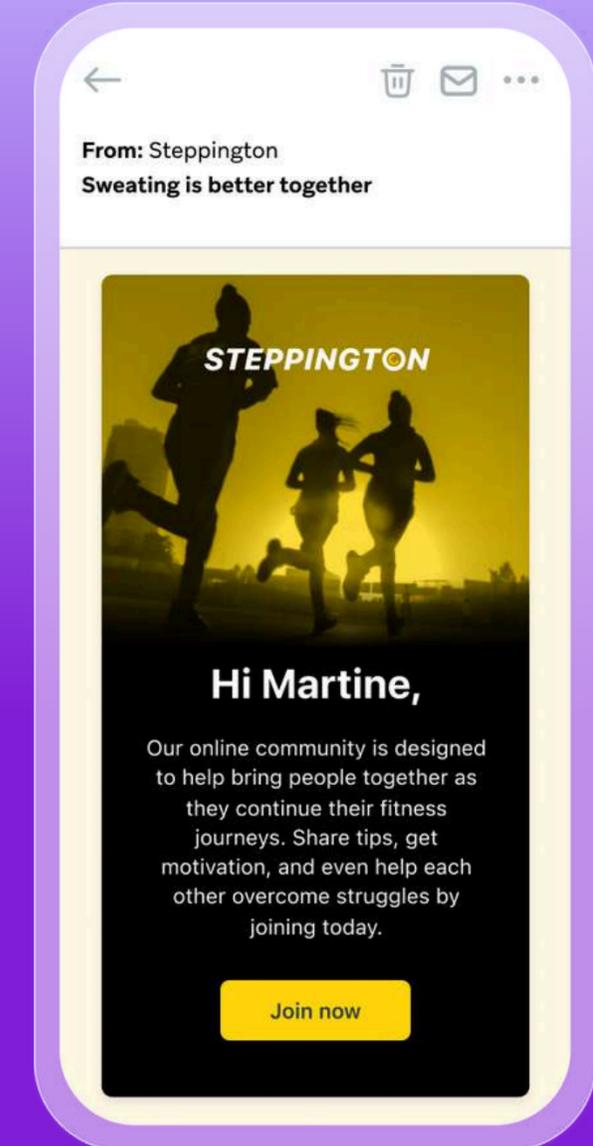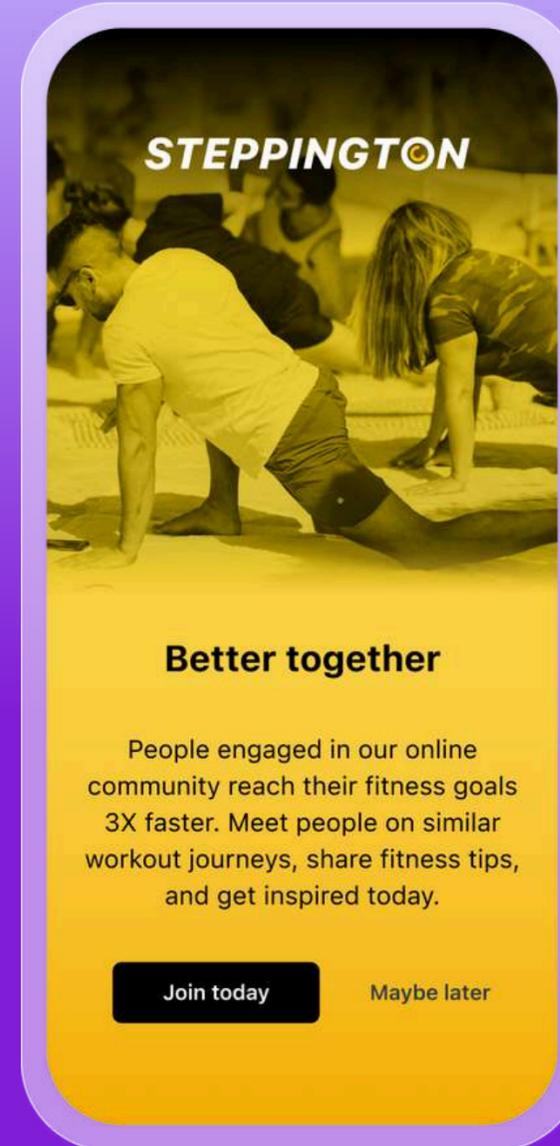
PRO TIP
Boost the reach of these campaigns by leveraging a cross-channel approach that includes both in- and out-of-product channels.

braze

Effort level ● ● ○

Continue-your-streak campaigns

Opportunity
You have users who are starting to establish strong habits, but need ways to keep them motivated.

Strategy
Highlight notable engagement streaks (e.g. one week of daily mission completions) to celebrate users' success and give them another reason to keep engaging.

Outcome
Increasing engagement levels can build brand loyalty and drive additional interactions and purchases.

Suggested channels

EMAIL ● **PUSH** ● **IN-APP** ● **WEB**

Daily Streak 🔥   now
Keep your 7 day streak going so you don't lose access to your rewards!

From: Proxy War 3
7 days. 7 missions complete.

PROXY WAR 3
WAR OF THIRST

**7-day streak secured.
Your squad salutes you,
Commander.**

You completed a mission every day this week! Keep your streak going to unlock a rewards multiplier.

CONTINUE PLAYING
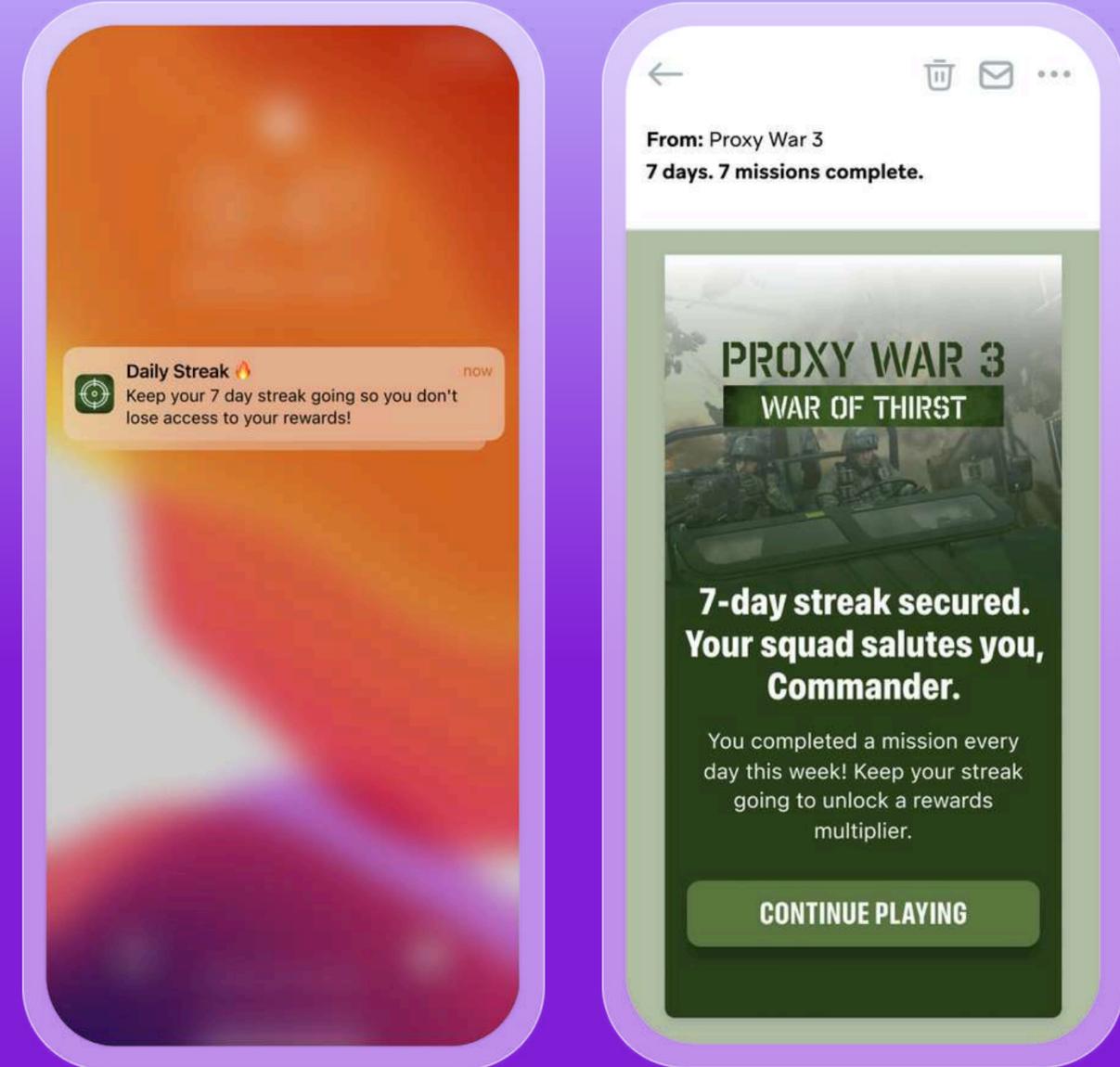
PRO TIP
This shouldn't be a one-and-done. Build out a triggered campaign for each behavior you're trying to encourage.

braze

Customer service support campaigns

Opportunity
You've built an exceptional customer service team—but they're buried with tickets and tasks, making it hard for them to focus on essential issues.

Strategy
Use cross-channel messaging to proactively provide information and resources in connection with service disruptions, product changes, and other regular issues that would otherwise trigger customer service inquiries.
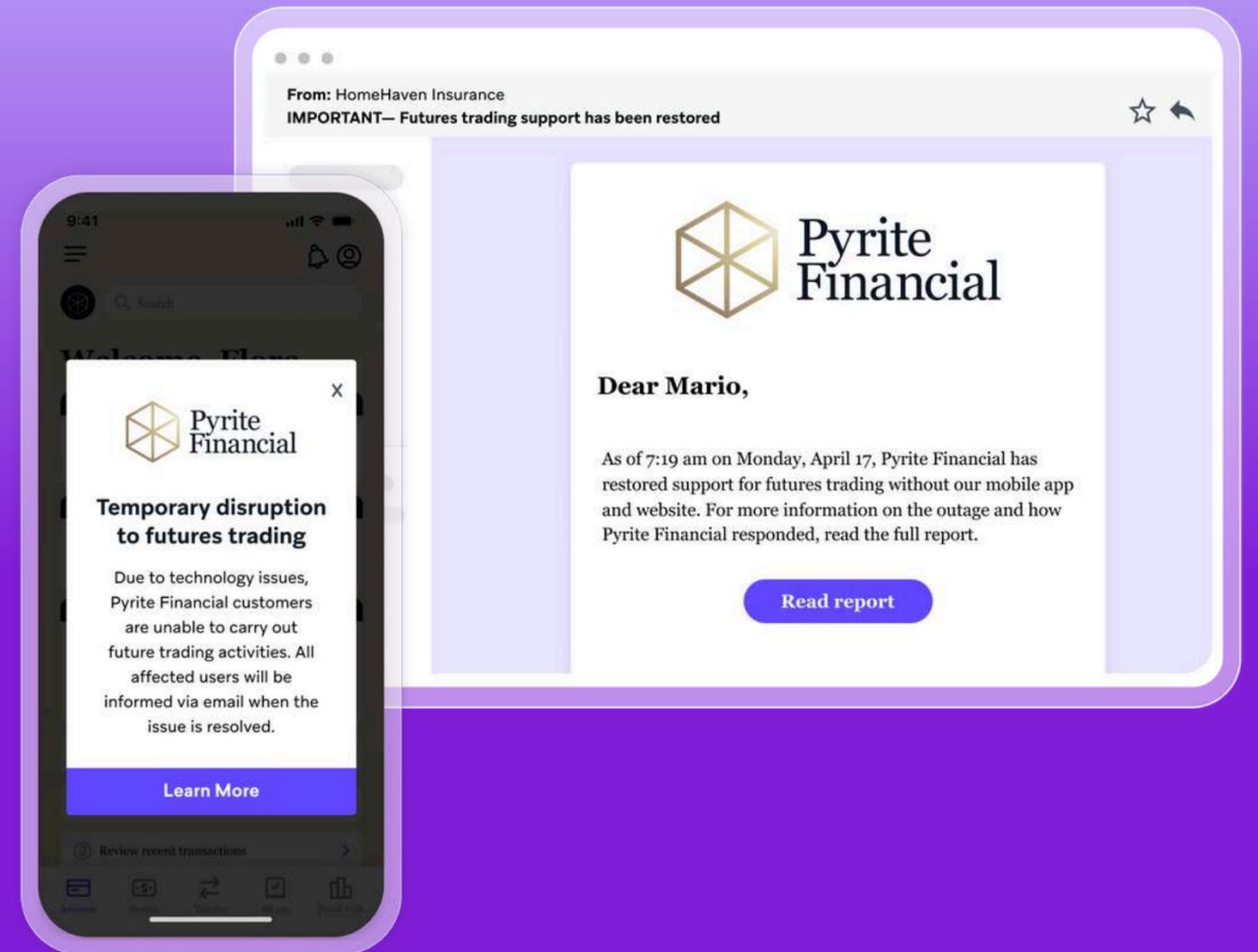
Outcome
Improving the customer experience while also reducing customer service ticket volumes and call center costs.

Suggested channels

EMAIL ● SMS/RCS ● MESSAGING APP ● IN-APP ● PUSH

From: HomeHaven Insurance
IMPORTANT— Futures trading support has been restored

Pyrite Financial

Dear Mario,

As of 7:19 am on Monday, April 17, Pyrite Financial has restored support for futures trading without our mobile app and website. For more information on the outage and how Pyrite Financial responded, read the full report.

Read report

Pyrite Financial

Temporary disruption to futures trading

Due to technology issues, Pyrite Financial customers are unable to carry out future trading activities. All affected users will be informed via email when the issue is resolved.

Learn More

PRO TIP
Take advantage of triggered messaging to automatically deploy messages when a trigger event—like an outage ending—occurs.

braze

Event attendance campaigns

Opportunity

You have exciting live events that you're putting on—but you aren't sure how to drive your customers to them effectively.
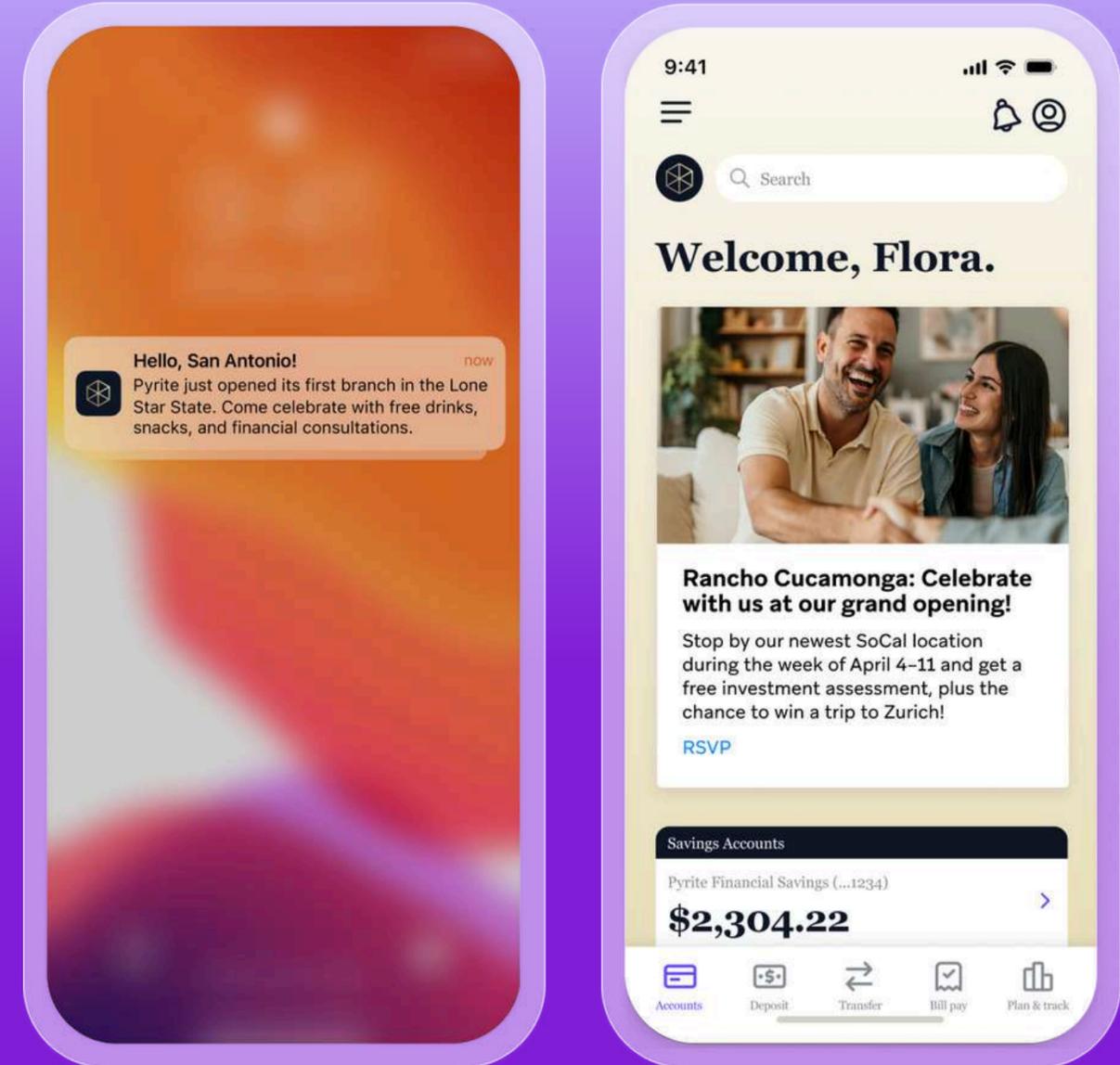
Strategy

Leverage location targeting to reach customers where they are with relevant, timely cross-channel messages promoting the events and their value to attendees.

Outcome

Deepening brand awareness and increasing customers' connection to your company by encouraging them to show up in person and experience what you have to offer.

Suggested channels

EMAIL ● **IN-APP** ● **WEB** ● **PUSH** ● **SMS/RCS** ●

MESSAGING APP ● **PAID SOCIAL**

Hello, San Antonio! now
Pyrite just opened its first branch in the Lone Star State. Come celebrate with free drinks, snacks, and financial consultations.

9:41

Search

Welcome, Flora.

Rancho Cucamonga: Celebrate with us at our grand opening!

Stop by our newest SoCal location during the week of April 4–11 and get a free investment assessment, plus the chance to win a trip to Zurich!

RSVP

Savings Accounts

Pyrite Financial Savings (...1234)

$2,304.22

Accounts   Deposit   Transfer   Bill pay   Plan & track

PRO TIP

Use geofencing or location targeting to automatically message users in areas near your event.

braze

Lapsing user campaigns

Opportunity

You notice that some of your loyal customers are beginning to slow their engagement, raising the risk that they depart altogether.

Strategy

Segment based on behavioral data to identify lapsing users and send them personalized outreach that encourages deeper engagement based on previous activity and purchases.

Outcome

Sustaining growth and bolster revenue over time by providing users who are drifting away concrete reasons to come back.

Suggested channels

EMAIL ● PUSH ● SMS/RCS ● MESSAGING APP ●

PAID SOCIAL
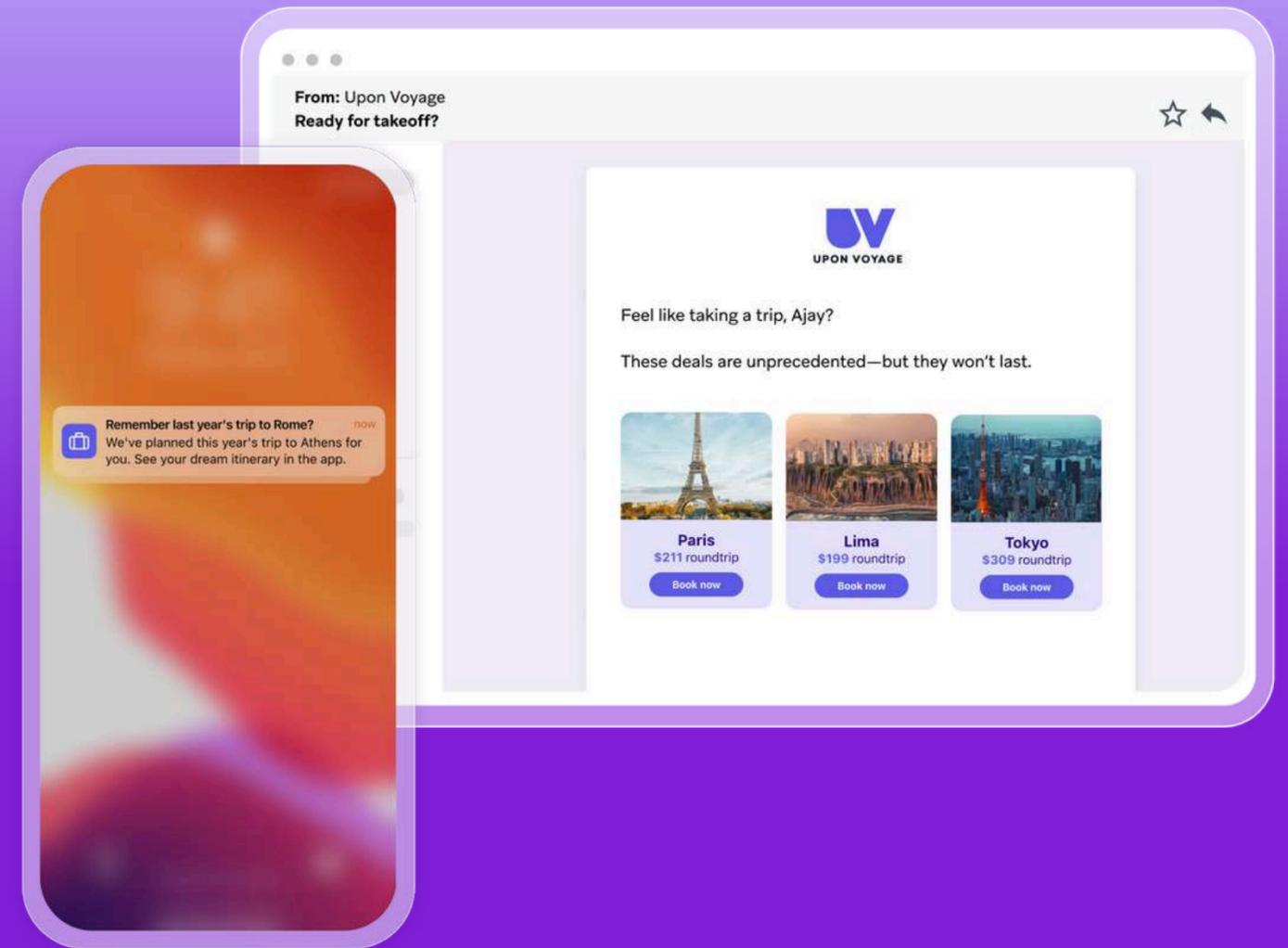
PRO TIP

Use personalization to make lapsing user campaigns more relevant and appealing—it's hard to convince a customer you value them with a generic discount offer.

braze

Loyalty rewards campaigns

Opportunity
You've successfully driven a sizable enrollment in your loyalty program —but many users aren't redeeming their points or are missing out on key rewards.

Strategy
Trigger automated messages letting program members know when they're about to reach key points milestones or hit redemption opportunities.

Outcome
Bolstering the value that loyalty members see from the program, improving their experience of your brand and giving them reasons to stick around and keep engaging.

Suggested channels

EMAIL ● **WEB** ● **MESSAGING APP** ● **IN-APP**
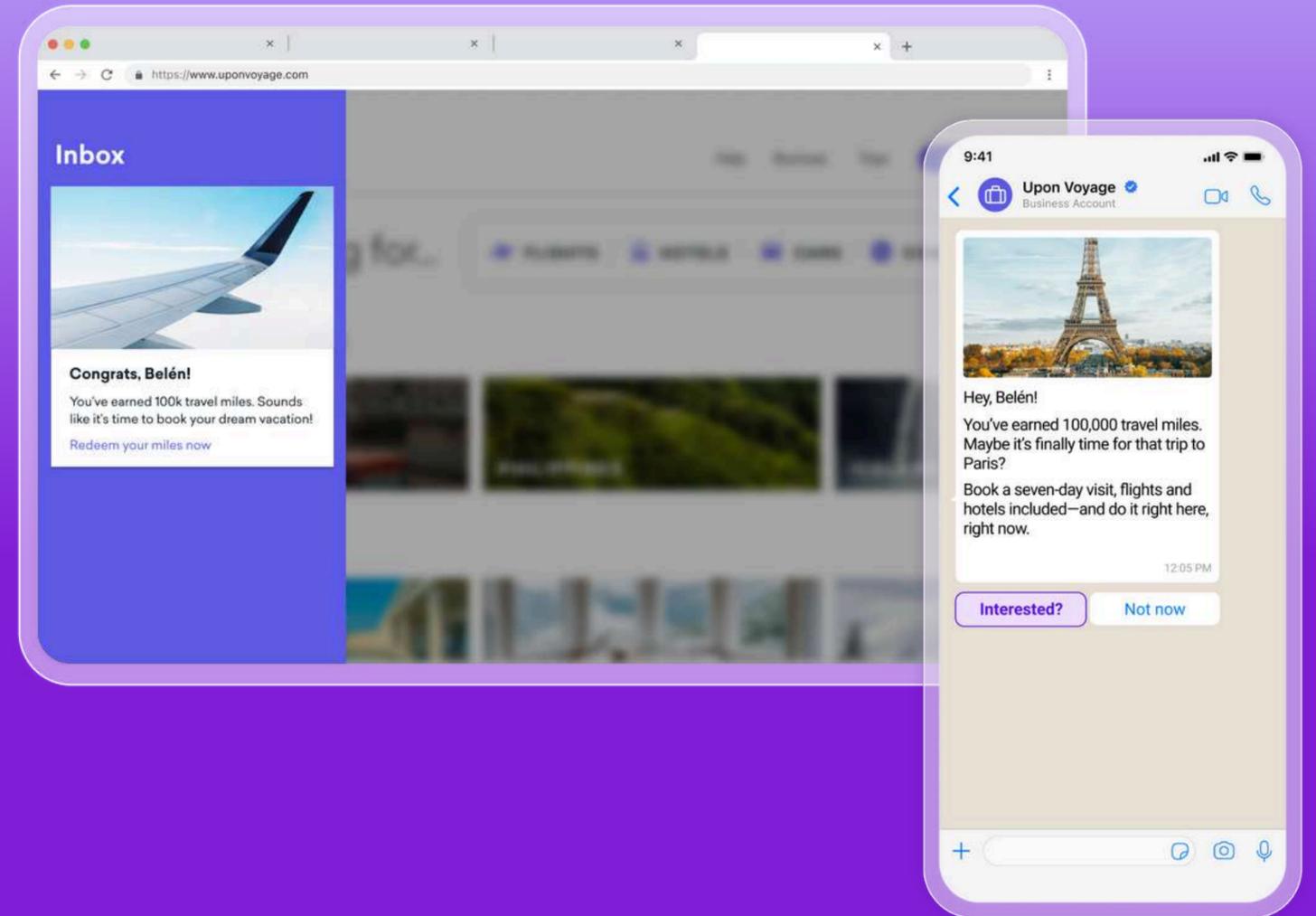
PRO TIP
Boost conversion rates by using AI-driven testing to find the top-performing copy and creative for each message.

braze

Effort level ● ● ○

Order tracker/fulfillment campaigns

Opportunity
You've convinced customers to make purchases—but they don't know the status of their order, become frustrated, and contact your support team.
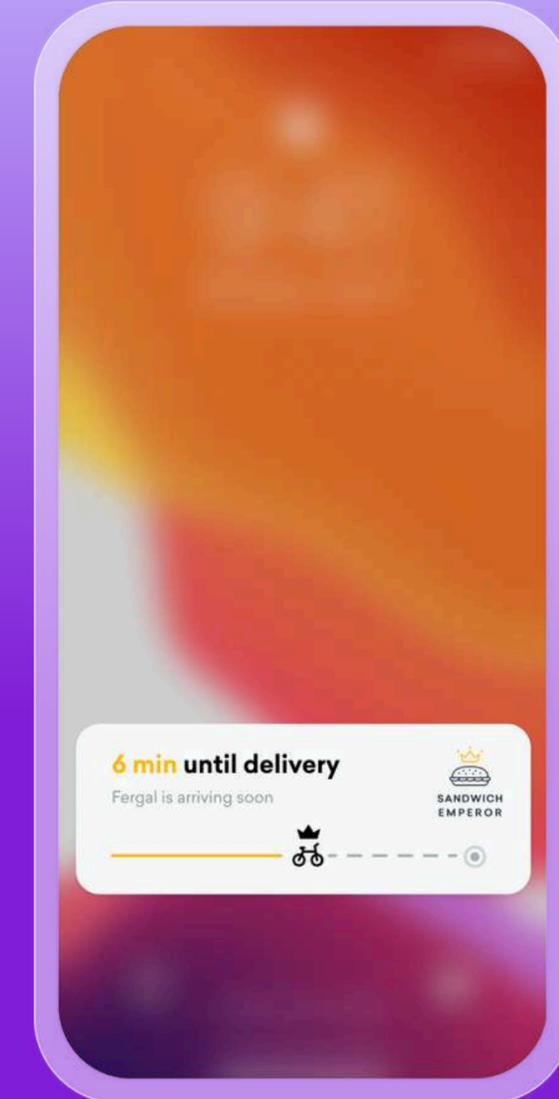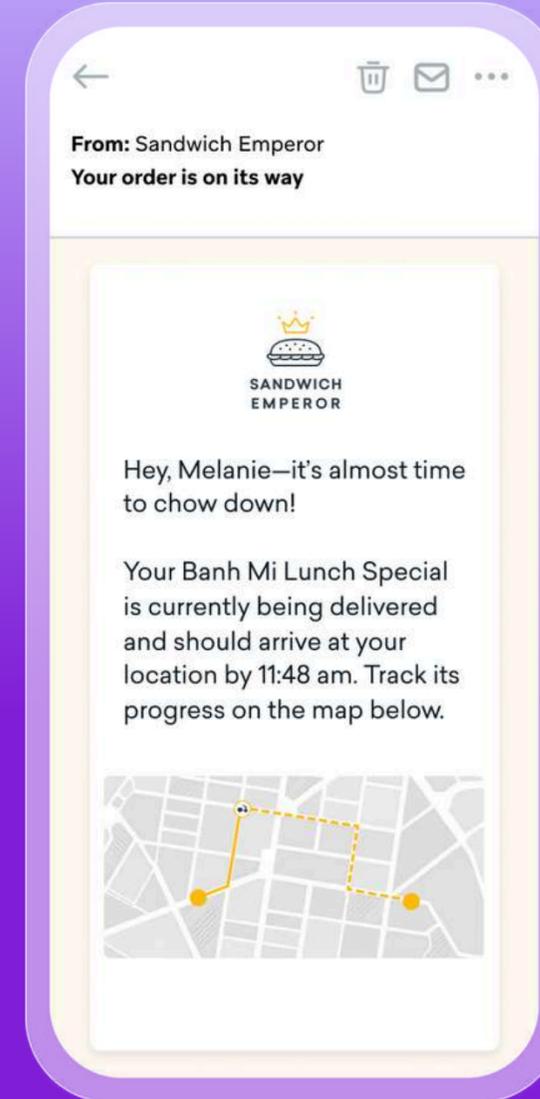
Strategy
Send real-time tracking notifications timed at important milestones (e.g. item shipped, item delivered) to keep users updated about the status of their order.

Outcome
Bolstering trust with customers by keeping them in the loop—and giving you another way to engage post-purchase.

Suggested channels

EMAIL ● **LIVE ACTIVITIES** ● **SMS/RCS** ● **PUSH**

From: Sandwich Emperor
Your order is on its way

SANDWICH EMPEROR

Hey, Melanie—it's almost time to chow down!

Your Banh Mi Lunch Special is currently being delivered and should arrive at your location by 11:48 am. Track its progress on the map below.

6 min until delivery
Fergal is arriving soon
SANDWICH EMPEROR

PRO TIP
Use dynamic content to insert information about customers' orders into these messages. That way, there's no confusion about what's being delivered when.

braze

Post-purchase campaigns

Opportunity

You've convinced a customer to make a purchase, but are looking for ways to keep that engagement going after the transaction.

Strategy

Create automated post-purchase journeys that supplement the content, product, or service purchased with reviews, care tips, or educational best practices (e.g. sharing a suggested trip itinerary when customers book flights to Berlin).

Outcome

Improving customers' experience of their purchased content, product, or service and giving them more reasons to continue engaging.

Suggested channels

EMAIL ● **MESSAGING APP** ● **SMS/RCS** ● **PUSH**
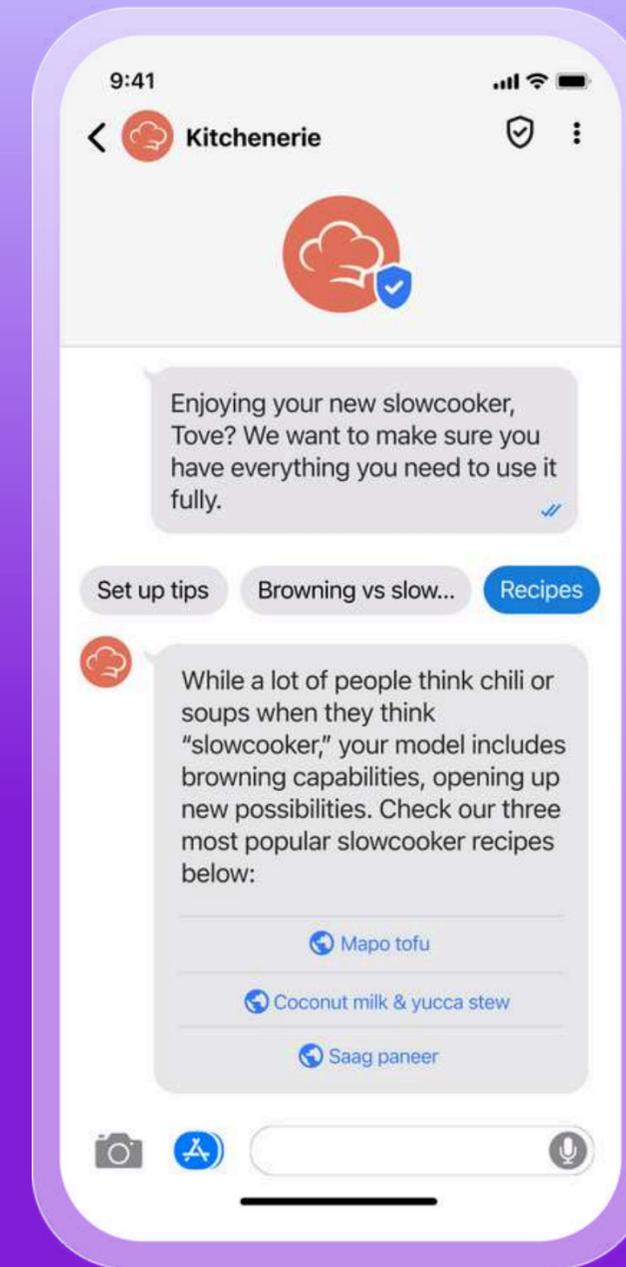
PRO TIP

Use intelligent channel selection to ensure you're reaching customers with these campaigns in the channels that speak to them.

braze

Product adoption campaigns

Opportunity
Your users are completing onboarding on schedule, but many aren't discovering and using key features of your product.

Strategy
Segment your audience to identify users who haven't yet used a given feature, then use cross-channel messages to highlight the value that they could see by taking advantage of it.

Outcome
Deepening user understanding of your offering and its core functionality, encouraging usage and positioning your business as a clear value-add.

Suggested channels

EMAIL ● **IN-APP** ● **WEB**
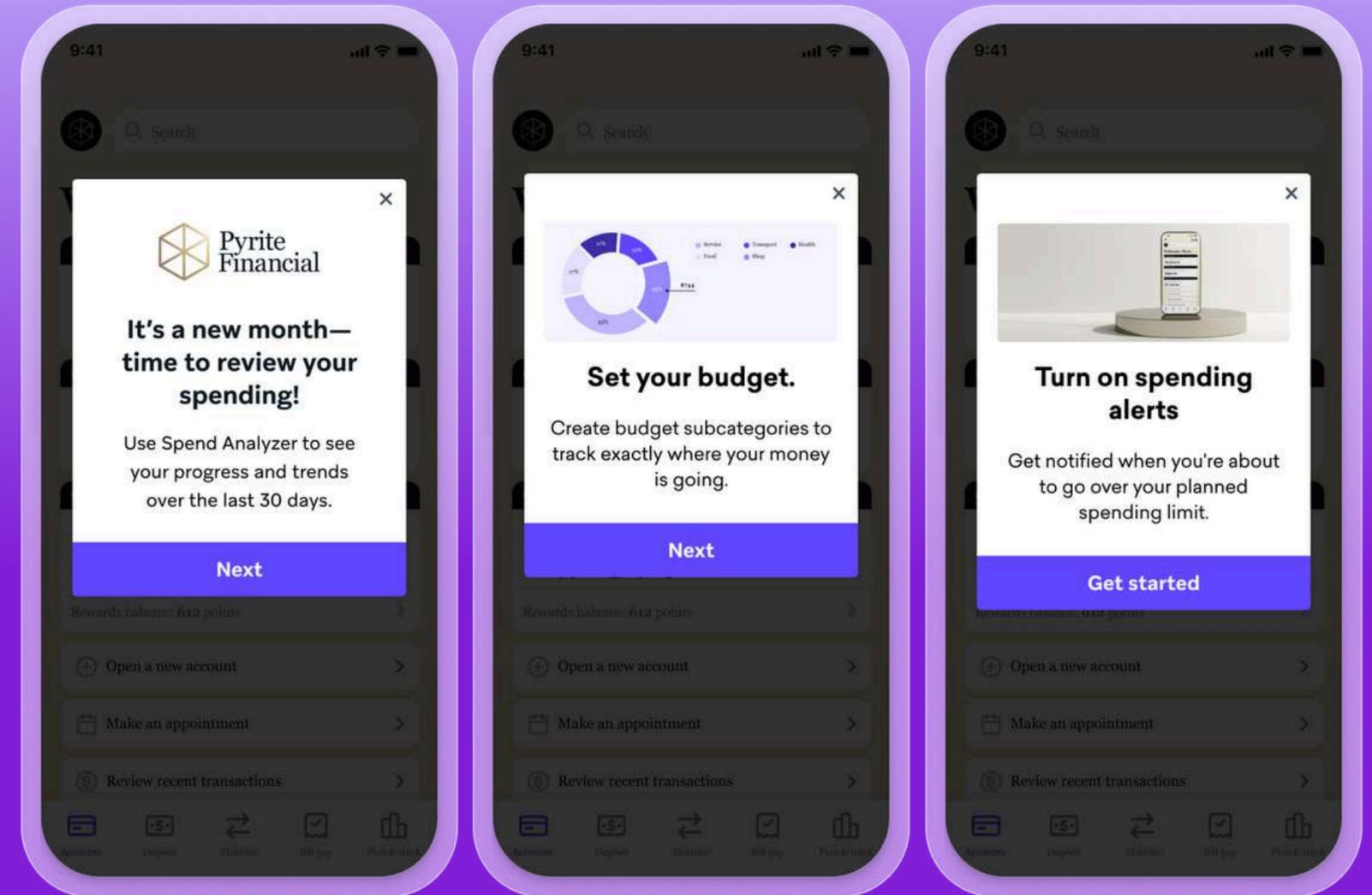
PRO TIP
Use multi-step flows to walk users step-by-step through the value and setup of new features

braze

Rewards/perks campaigns

Opportunity
You've identified a group of power users, but need effective ways to strengthen their long-term loyalty.
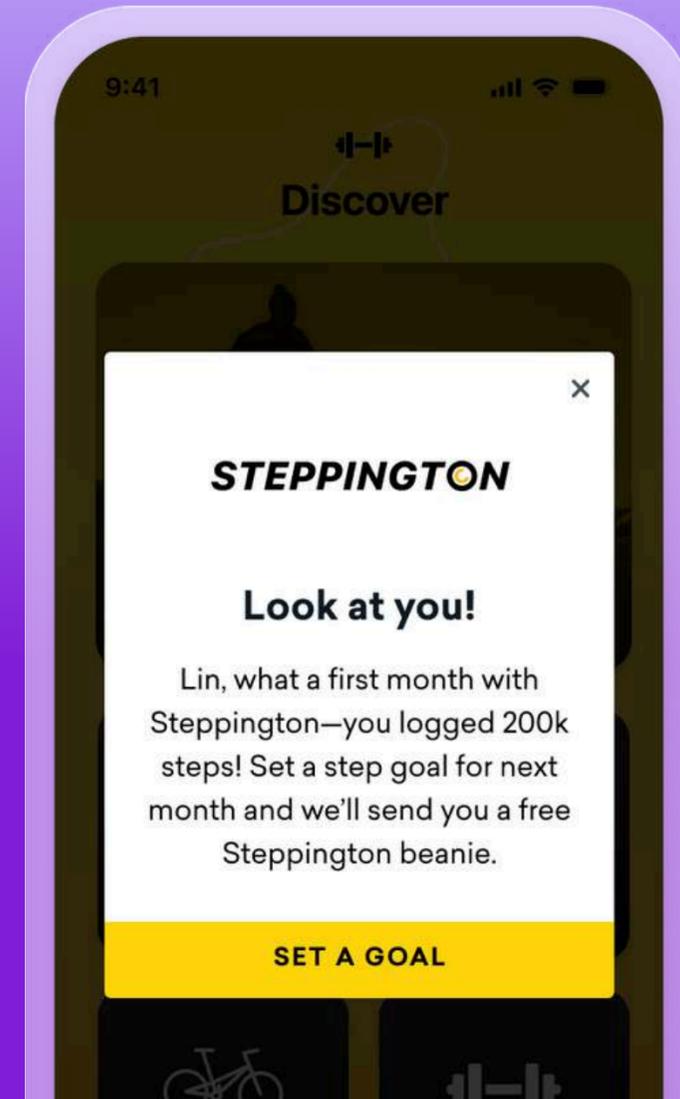
Strategy
Target top-tier customers with dynamic messages that include a reward for staying active, acknowledging their engagement and nudging them to deepen their relationship.

Outcome
Strengthening loyalty among your biggest spenders and other high-value customers, supporting positive long-term outcomes.

Suggested channels

EMAIL ● **PUSH** ● **IN-APP** ● **WEB**

PRO TIP
Use personalized journey orchestration tools to automatically adjust which version of the rewards messaging flow a given customer receives, based on their actions.

braze

Urgent communication campaigns

Opportunity
You have critical updates related to your offering (e.g. weather updates, airline gate changes) and need to let users know—even if they're not currently using your app or website.
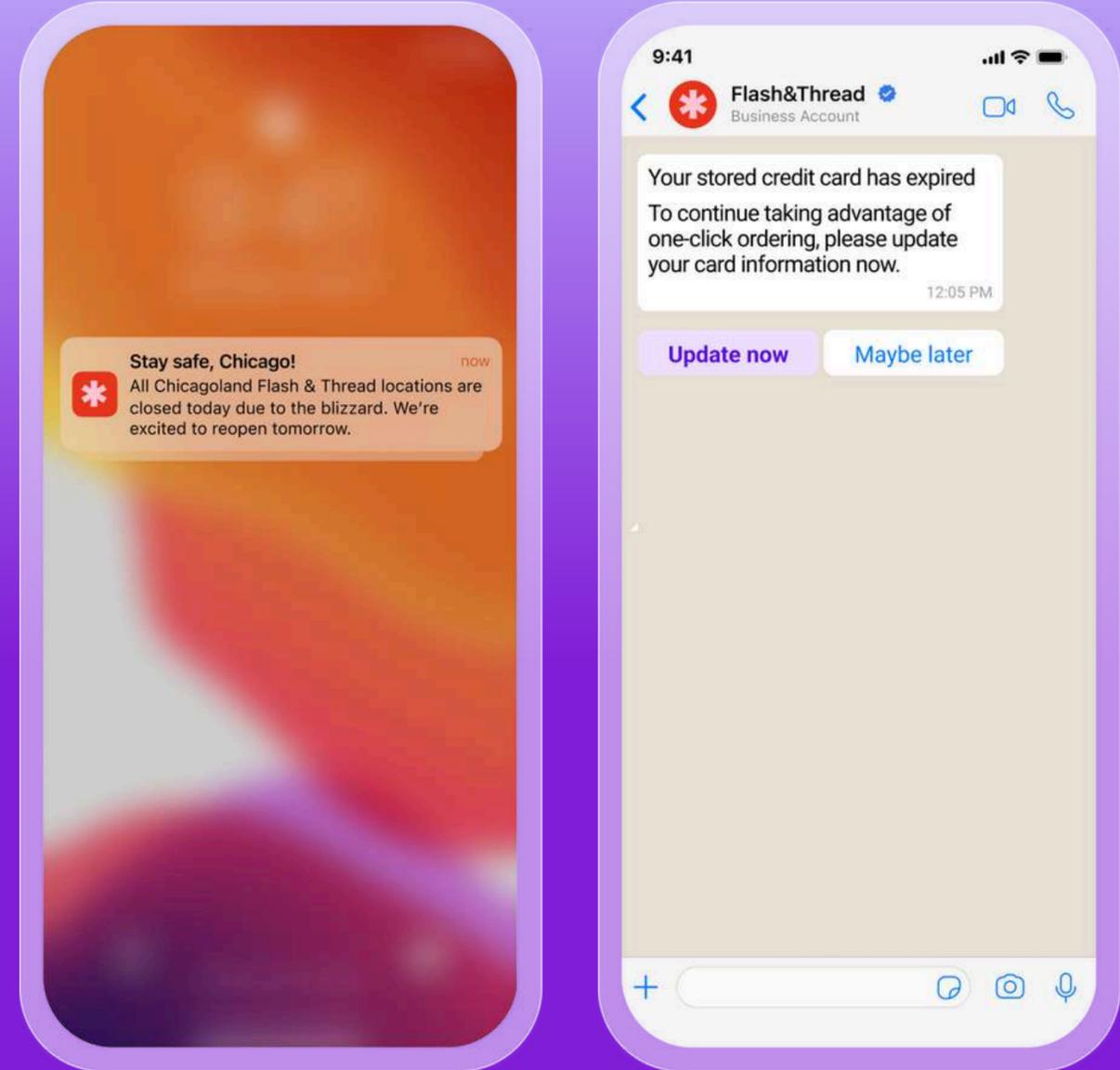
Strategy
Use out-of-product messaging channels (e.g. push, SMS) to share time-sensitive updates that reach users in the moment and keep them up to date.

Outcome
Building trust with your customers and driving loyalty by giving them the information they require to make decisions that meet their needs.

Suggested channels

EMAIL ● PUSH ● SMS/RCS ● MESSAGING APP

PRO TIP
Use engagement data to target urgent campaigns to users' preferred channels—that way, they don't miss a message when it really counts.

braze

Win-back campaigns

Opportunity
Customers who were once highly engaged depart—and you're not sure how best to bring them back.
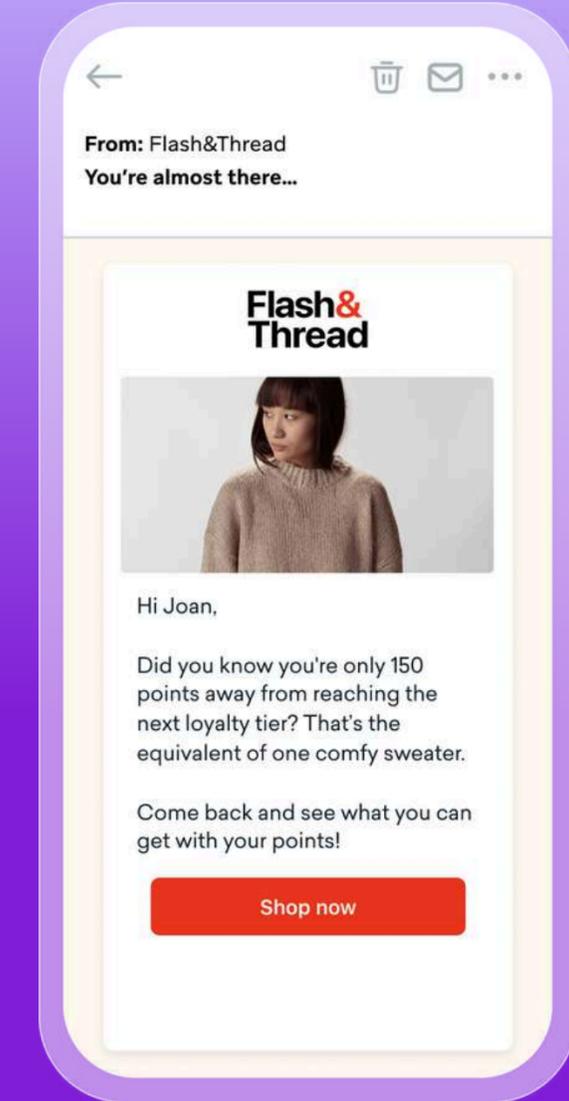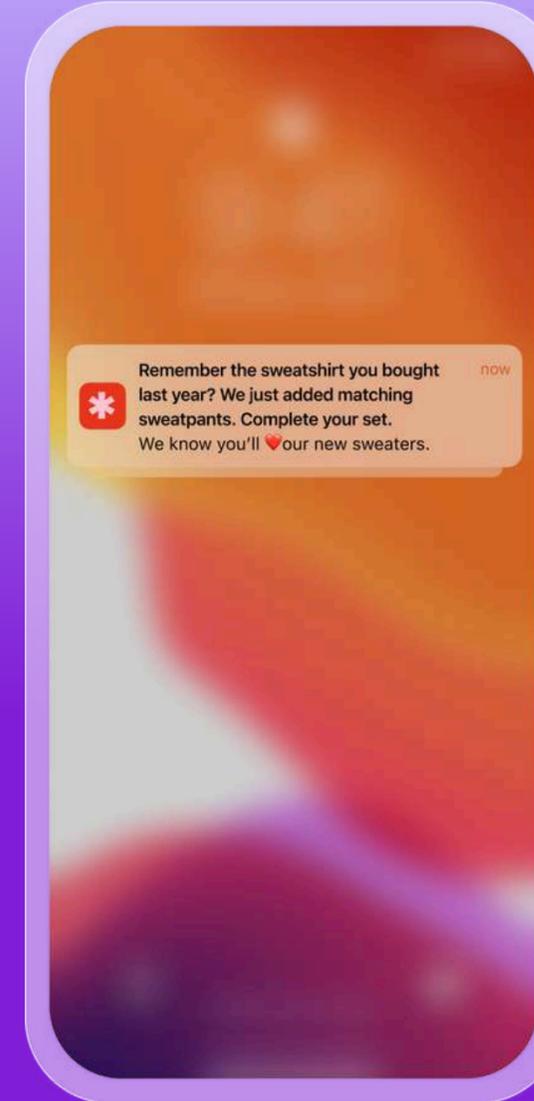
Strategy
Use behavioral and purchase data to lure back lapsed users with personalized re-engagement messages focused on the value they've seen from your brand.

Outcome
Reducing churn and bringing departed customers back into the funnel, which is more cost-effective than acquiring new users.

Suggested channels

EMAIL • PUSH • SMS/RCS • MESSAGING APP •
PAID SOCIAL

Remember the sweatshirt you bought last year? We just added matching sweatpants. Complete your set. We know you'll ♥️ our new sweaters.

From: Flash&Thread
You're almost there...

Flash & Thread

Hi Joan,

Did you know you're only 150 points away from reaching the next loyalty tier? That's the equivalent of one comfy sweater.

Come back and see what you can get with your points!

Shop now

PRO TIP
Use AI decisioning to find the best copy, creative, timing, and discount level for each customer, boosting the odds they return.

61%
higher 90-day retention with each additional channel they're messaged on.

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Abandoned intent campaigns

Opportunity
Your users are beginning key tasks or actions—but abandoning them before completion, making it difficult to showcase your product's value.

Strategy
Create contextual messages triggered by task abandonment that leverage user-specific information, discounts, or exclusive content to nudge users back to complete the step.

Outcome
Reducing the wasted effort associated with half-completed steps, allowing you to better engage your customers and increase the value they'll see from your brand.

Suggested channels

EMAIL ● **PUSH** ● **IN-APP** ● **WEB**
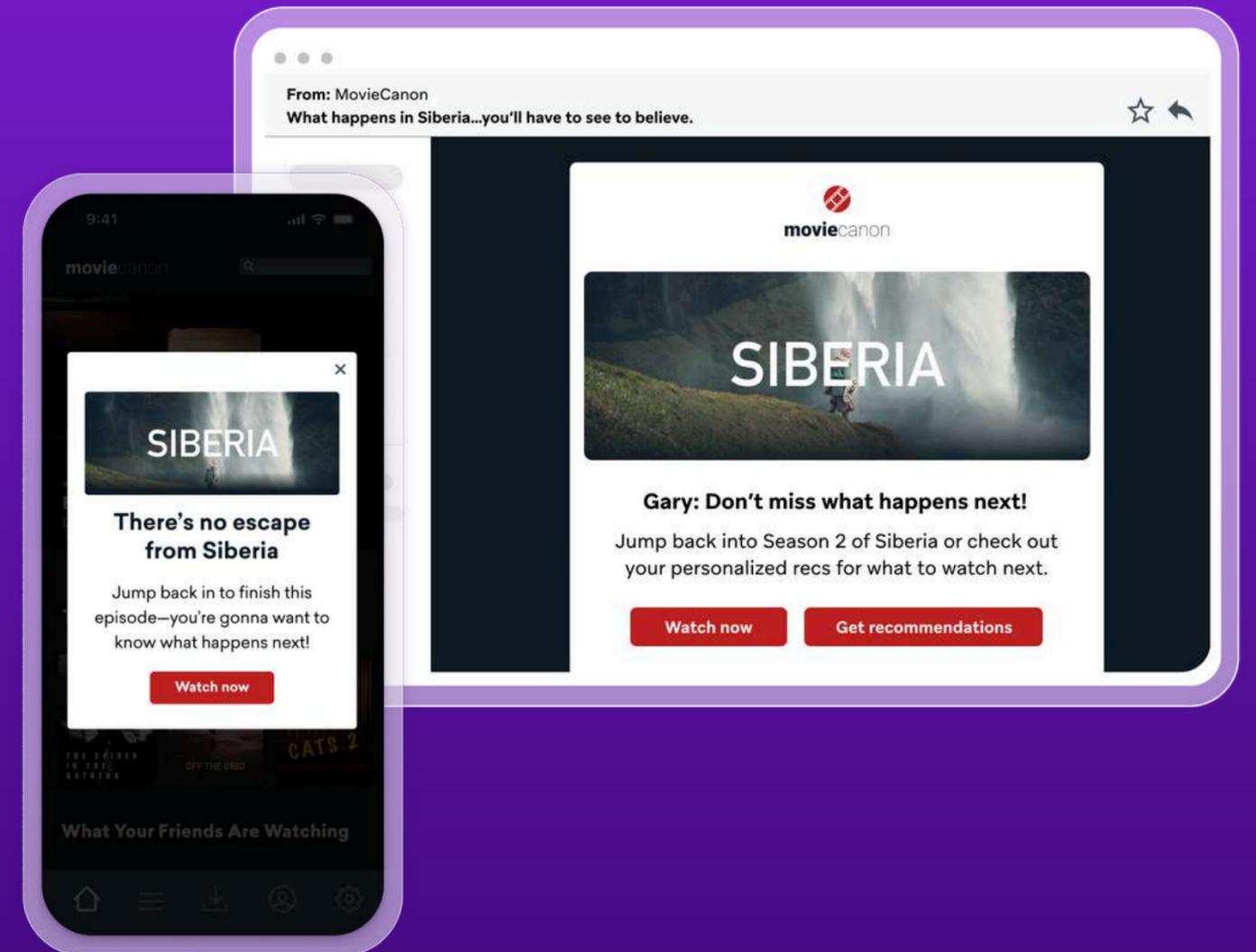
PRO TIP
Having trouble persuading users to stick around? Considering leveraging promotion codes to sweeten the deal.

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Gamification campaigns

Opportunity
You've got an offering that can provide real value—but you're having trouble making it engaging enough to grab users' attention.
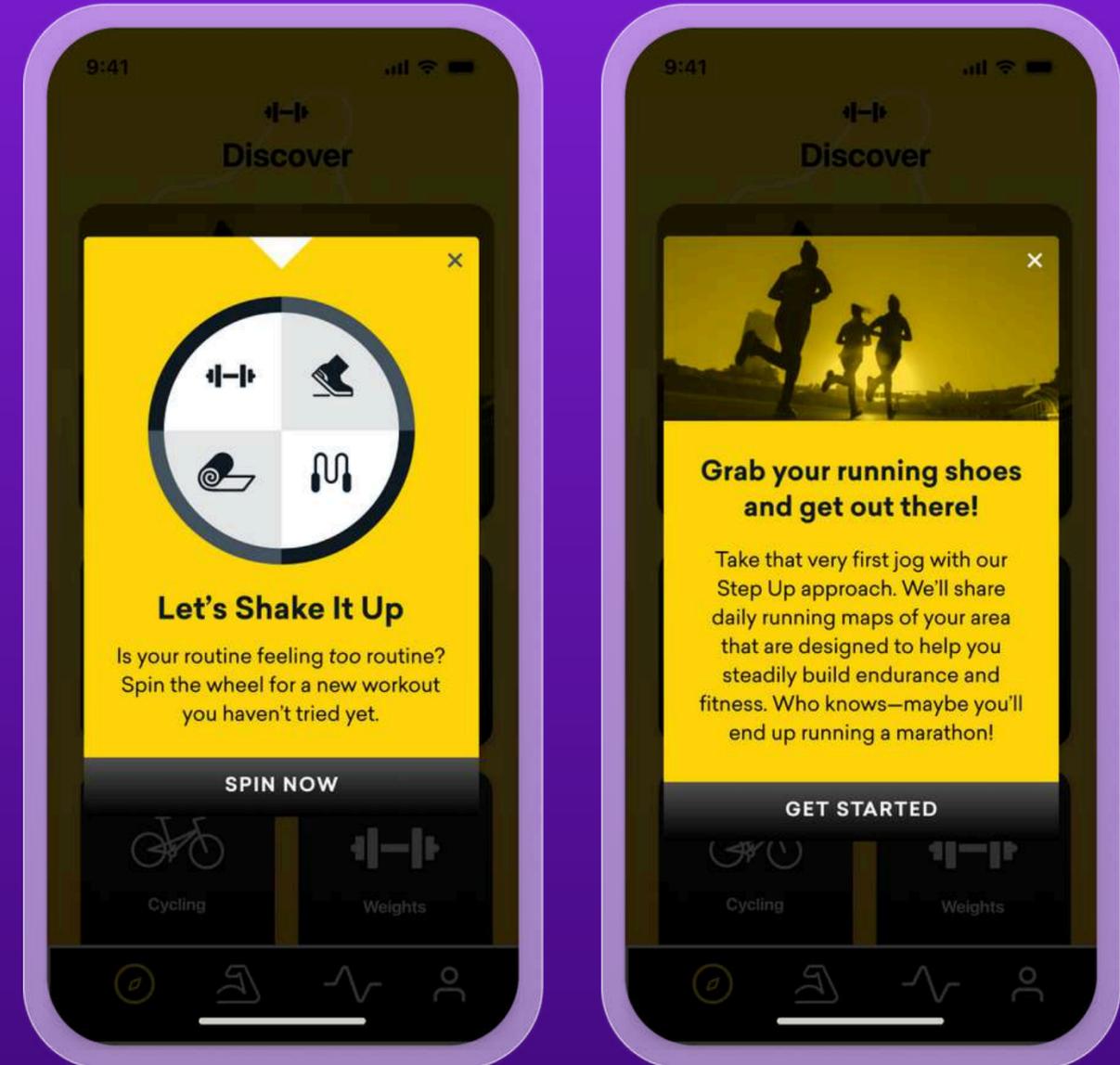
Strategy
Enrich your in- and out-of-product messaging with quizzes, competitive features, and other interactive elements, and use personalized outreach to encourage usage.

Outcome
Encouraging users to take specific and repeated actions, deepening their engagement and loyalty over time.

Suggested channels

EMAIL ● **PUSH** ● **IN-APP** ● **WEB**

PRO TIP
Use in-app messages with custom HTML to seamlessly embed engaging interactive elements into your comms.

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Internal notification campaigns

Opportunity

Your customers are taking key actions across digital touchpoints—but your internal stakeholders beyond the Marketing team lack visibility into what's happening when.

Strategy

Create an automated notification flow via webhook that connects to internal messaging tools (e.g. Slack, Teams) to inform stakeholders (e.g. account managers, customer success representatives) when a user takes a specific action.

Outcome

Deepening internal stakeholder understanding of user behavior, allowing them to be more responsive to key actions and other meaningful moments.

Suggested channels

WEBHOOKS
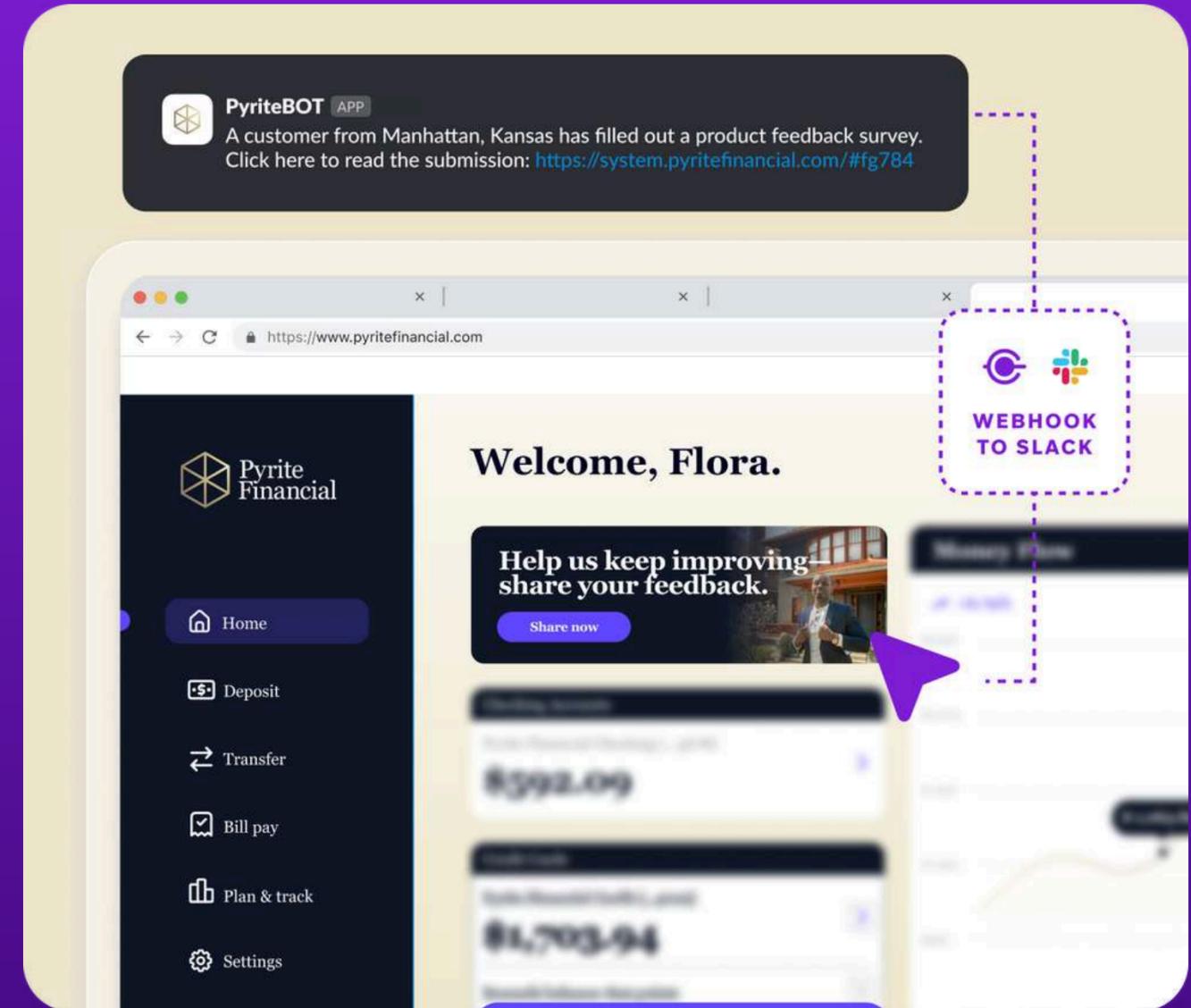
PRO TIP

Data can flow automatically to all kinds of systems. Consider whether to send a notification to an internal messaging tool or to make changes in another part of your tech stack.

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Effort level ● ● ●

Live event update campaigns

Opportunity
You need ways to keep users up to date on essential information about their experience of your brand without overwhelming them.
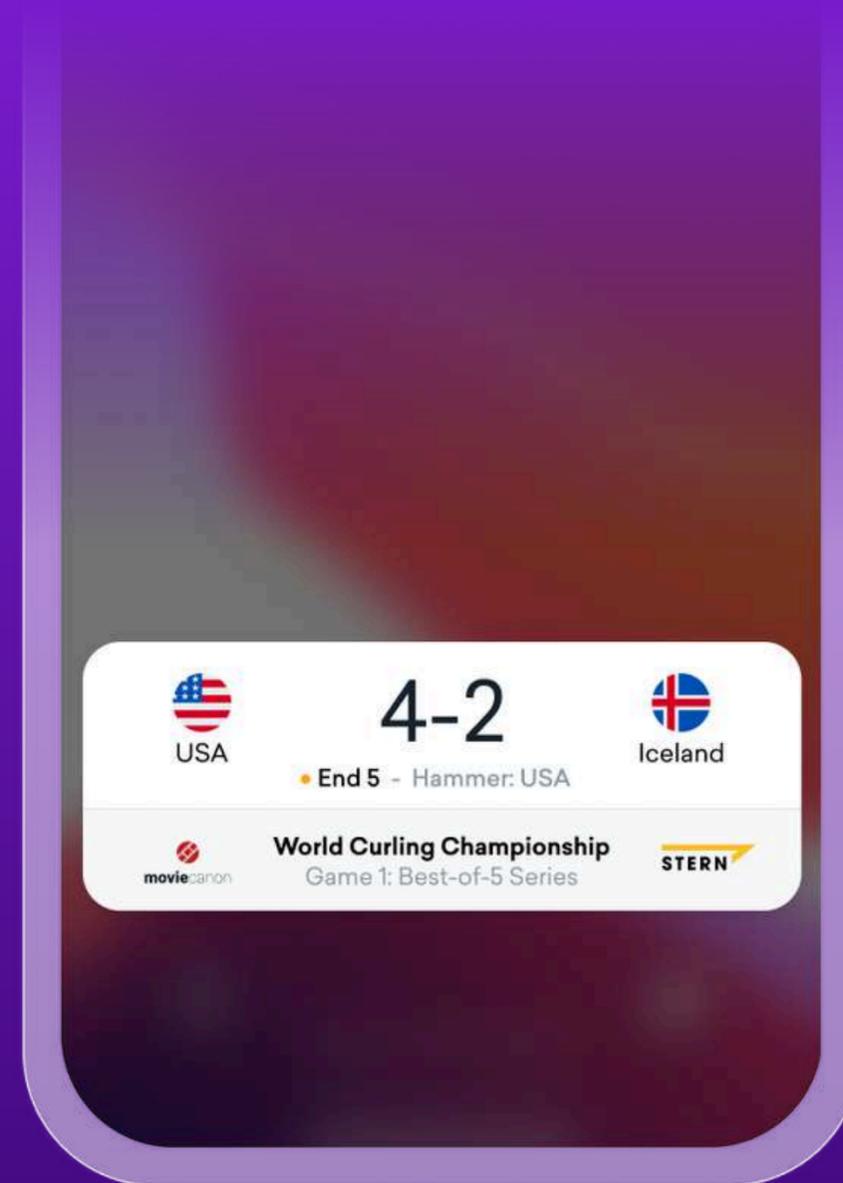
Strategy
Use Live Activities to provide users with live-updating mobile experiences that keep recipients up to speed without burying them in messages.

Outcome
Providing persistent peace of mind for customers right from the lock screen, supporting true convenience and building brand loyalty.

Suggested channels

LIVE ACTIVITIES

USA 4-2 Iceland
• End 5 - Hammer: USA
moviecanon World Curling Championship STERN
Game 1: Best-of-5 Series

PRO TIP
Use push-to-start tokens to automatically display Live Activities without requiring customers to open the app

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Recommendation campaigns

Opportunity
You've convinced users to check out your app or website—but they leave without taking action.
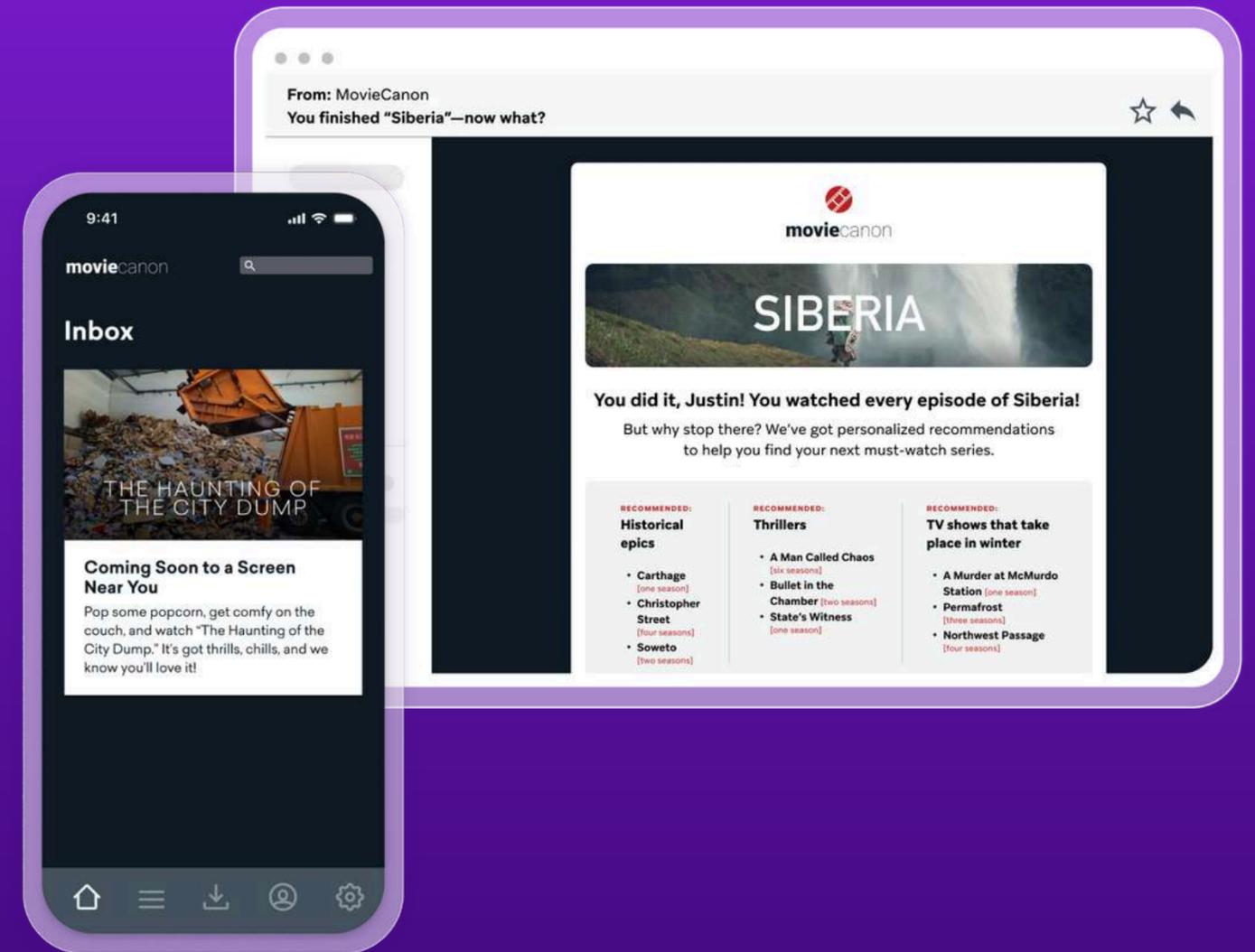
Strategy
Use AI to leverage behavioral and preferential data to surface personalized recommendations in real time on the channels that speak to your users.

Outcome
Increasing the relevance of your messaging and product experience, giving them reasons to keep engaging...and reasons to come back and start engaging again, if they've already departed.

Suggested channels

IN-APP • **WEB** • **EMAIL** • **PUSH** • **SMS/RCS** •
MESSAGING APP • **TV**

PRO TIP
Use product catalog data and AI-powered recommendation engines to dynamically personalize messages with relevant suggestions.

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Social activity messaging campaigns

Opportunity
Your traditional messaging strategies are hitting their goals, but you're looking for new ways to encourage more user engagement.
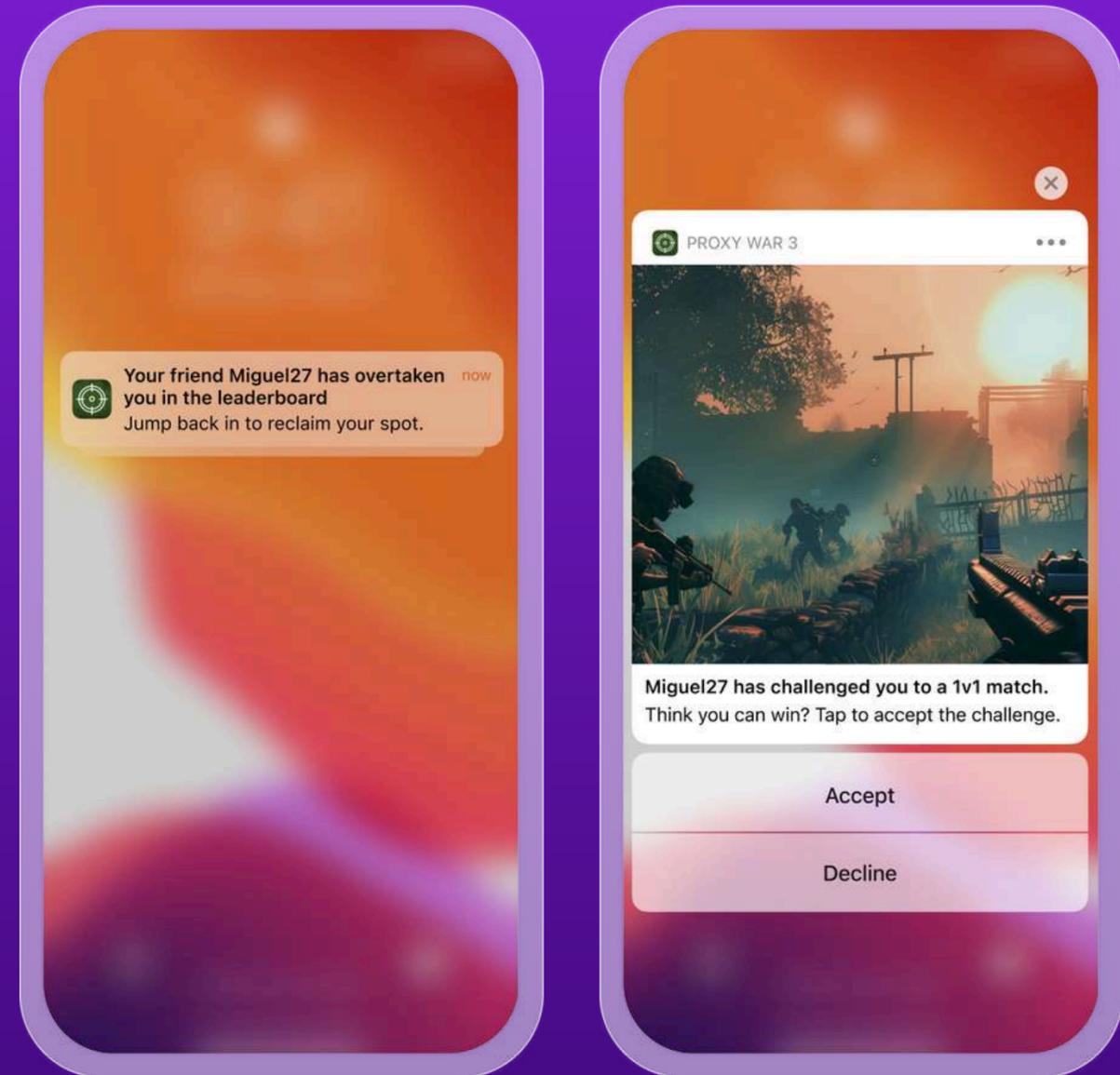
Strategy
Use action-triggered messages to highlight customer actions within your app or website to their digital connections, implicitly encouraging recipients to take action, too.

Outcome
Increasing engagement and optimizing conversion rates by providing social proof that other trusted users are taking key actions.

Suggested channels

EMAIL ● **PUSH**

PRO TIP
Test what sorts of social activities to highlight (e.g. posting a picture vs. completing a workout)—these campaigns work best if recipients are interested in the actions you showcase.

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Value demonstration campaigns

Opportunity
You've built a thriving business—but as your market gets more competitive, it's becoming harder to stand out.
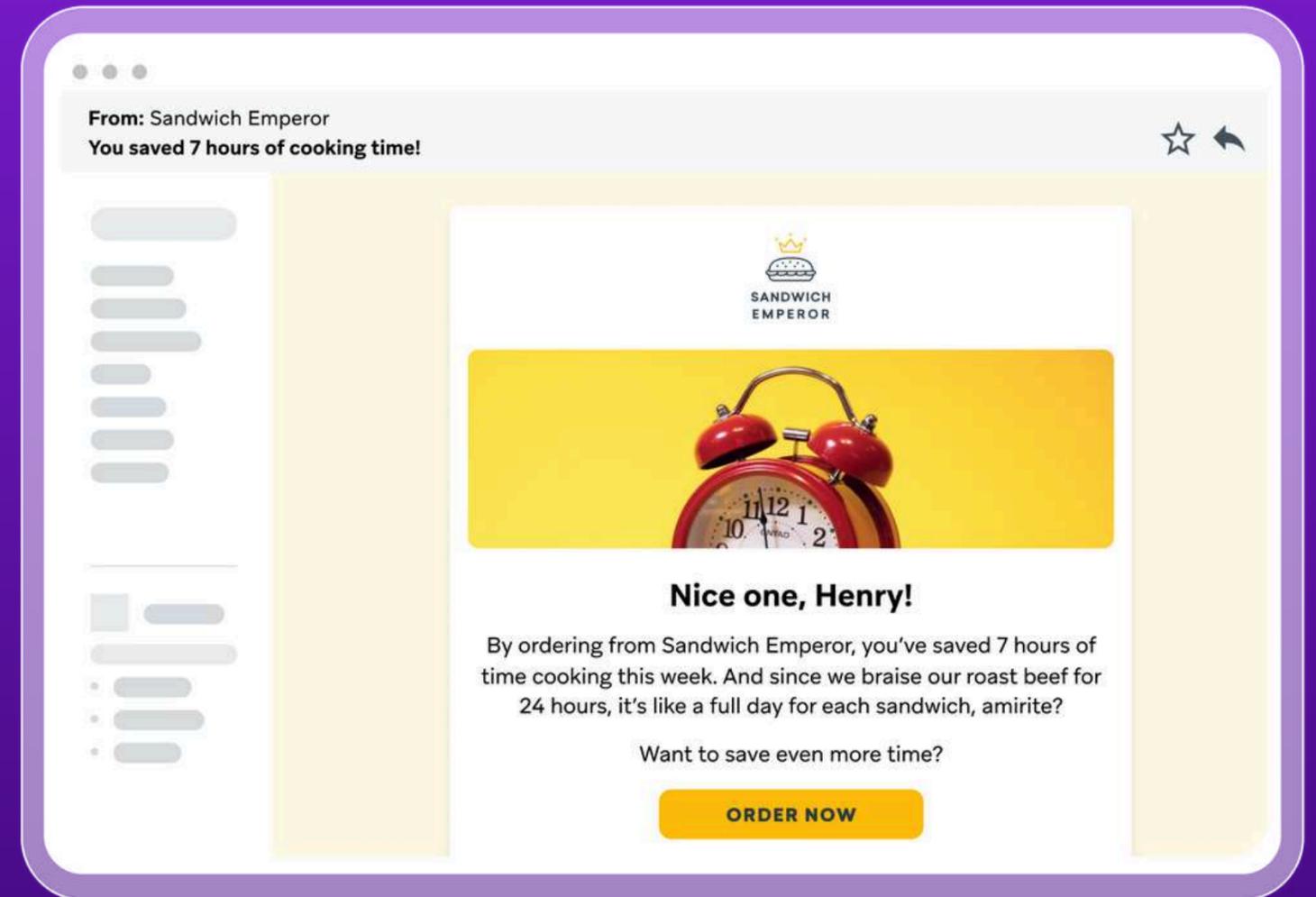
Strategy
Leverage product and behavioral data to power campaigns that clearly quantify how individual customers have benefitted from your offering (e.g. how much money you've saved them, how many hours they've spent playing your mobile game).

Outcome
Increasing customer awareness of the positive impact your brand is already having on their user experience, giving them reason to stay engaged.

Suggested channels

EMAIL ● IN-APP ● WEB

From: Sandwich Emperor
You saved 7 hours of cooking time!

SANDWICH EMPEROR

Nice one, Henry!
By ordering from Sandwich Emperor, you've saved 7 hours of time cooking this week. And since we braise our roast beef for 24 hours, it's like a full day for each sandwich, amirite?

Want to save even more time?

ORDER NOW

PRO TIP
Think through what information you might want to highlight in your messages, then adjust your data collection to ensure you have what you need.

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Year-in-review campaigns

Opportunity
Your brand is looking to communicate its long-term value in fun, memorable ways.

Strategy
Use behavioral data to power a personalized year-in-review experience and related messages, reminding users in concrete ways why they love your brand.

Outcome
Building sustained connection with customers by demonstrating value and providing a moment of delight.

Suggested channels

EMAIL ● **IN-APP** ● **WEB** ● **MESSAGING APP**
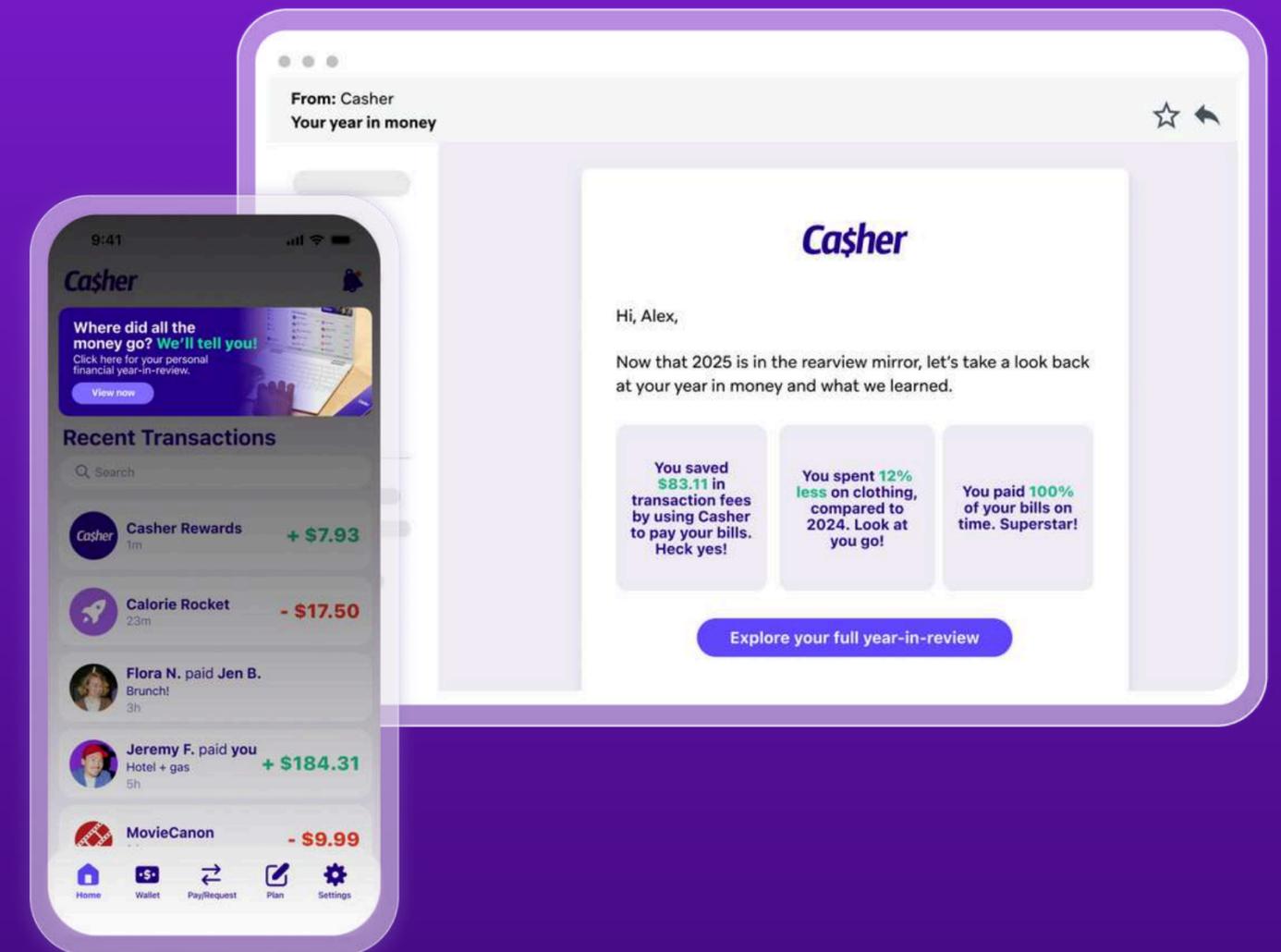
PRO TIP
Coordinate your message and social posts to nudge more users to engage—and to share it with their friends, too.

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Conclusion

There you have it—the full spectrum of customer engagement use cases, from welcome campaigns to loyalty enrollment, and everything in between. Few brands will activate every one of these use cases, but they provide a menu of options that can be used across channels, industries, and regions to effectively activate, monetize, and retain customers.

The next step? Putting them into practice.

Check out our Braze Inspiration Guide Case Study Hub and learn from real-life Braze customers who have executed campaigns from this guide.

And, if you're already a Braze customer, check out our Braze Inspiration Guide Use Case Learning Hub for step by step guidance on how to create, execute, and optimize some of the most popular use cases from the guide.

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Methodology

For this analysis, Braze looked at anonymized and aggregated behavioral data from 740+ Braze customers across our Americas, APAC, and EU clusters to analyze app activity, message engagement, and purchasing trends by industry. These statistics span January 1, 2024 to December 31, 2024 and include data from 5.8 billion user profiles and 24 sub-industries; each individual person could have accounts at multiple Braze customers and may be counted multiple times. By using volume and company count checks, we have ensured that no one brand or group of brands is overrepresented. For all purchase- and messaging-related stats, only brands tracking the relevant information have been included so as not to skew the analysis. All figures greater than 100% are rounded to the nearest decimal point, and all 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.

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Get in touch to learn more

Connect

Braze is a leading comprehensive customer engagement platform that powers interactions between consumers and brands they love. With Braze, global brands can ingest and process customer data in real time, orchestrate and optimize contextually relevant, cross-channel marketing campaigns and continuously evolve their customer engagement strategies. Braze has been recognized as one of Fortune's 2023 Best Workplaces in New York, 2023 UK Best Workplaces for Women by Great Place to Work, and Fortune's 2022 Best US Workplaces in Technology. The company is headquartered in New York with 10+ offices across North America, Europe, and APAC. Learn more at braze.com.