

Build hyper-personalized marketing campaigns by enriching Braze with Contentsquare's behavioral experience insights.

By combining Contentsquare's experience insights and product analytics data within Braze, Marketing, Product, and Customer Experience teams can target and hyper-personalize messages to maximize response rates and conversion rates and retain customers.

About Braze

Braze is the leading customer engagement platform that empowers brands to Be Absolutely Engaging.™ Braze allows any marketer to collect and take action on any amount of data from any source to creatively engage with customers in real-time, across channels, from one platform. From cross-channel messaging and journey orchestration to AI-powered experimentation and optimization, Braze enables companies to build and maintain absolutely engaging relationships with their customers that foster growth and loyalty. Learn more at braze.com.

About Contentsquare

Contentsquare delivers the power to make the digital world more human. The leader in digital experience analytics, its AI-powered platform provides rich insight into customer behaviors, feelings, and intent, enabling businesses to develop empathy, create lasting impact, and build customer trust with security, privacy, and accessibility. Learn more at contentsquare.com.

The Challenge

Braze lets you create messaging campaigns that treat customers as individuals. However, personalizing messaging based on customers' behaviors, and intent, as well as identifying and targeting customers who suffered experience issues, is a challenge.

The Solution

Leverage insights from Contentsquare to create stronger messaging and campaigns based on a deeper understanding of your users behavior. Improve relevance and conversion rates of your campaigns by targeting messages based on your customers' behaviors, feelings, and intent, whether that be happiness, frustration or anything in between.

Benefits



- **Hyperpersonalize messages** based on customer behavior, feelings, and intent within Braze.
- **Retarget customers** based on their digital behavior, hesitations, frustration, and intent.
- **Improve response and conversion rates** by better targeting and personalizing messages.
- **Recover at-risk customers** by sending more relevant and empathetic messages at the right time and place.



Humanize digital communications with empathy

Send contextualized cart recovery emails, push notifications, SMS, in-app, or in-session messages that empathize with customers' digital experiences or product-level details.



Send more contextualized push notifications

Increase open and conversion rates by sending push notifications with the right message at the right time based on your customers' behavior.



Build behavior based audiences

Go from a flat to a 3-dimensional understanding of customer intent vs. actual experience. Create specific audiences in Braze based on key behavioral, frustration, and intent data. Then, build automation and behavioral triggers in Braze. Finally, leverage Braze data within Contentsquare Product Analytics via Currents to gain more insights, strengthening the feedback loop between Contentsquare and Braze.

Let's connect to see how Contentsquare and Braze can transform your customer journey.

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