

AI-powered customer engagement:

A Braze playbook

braze



Introduction

Artificial intelligence is increasingly playing a central role in customer engagement, building excitement for marketers and driving success for early adopters. But it's not too late for brands that haven't yet embraced AI to see its value: According to Deloitte, [73%](#) of businesses expect AI to be critical to their success going forward, highlighting the widespread value of this technology.

We launched [BrazeAI™](#) to give our customers a robust collection of accessible, easy-to-use tools that will allow their customer engagement teams to create, personalize, and optimize relevant and memorable customer experiences. But having access to the tools you need to uplevel your customer engagement efforts isn't enough—you need a clear picture of how to use these features thoughtfully and effectively.

Let's take a look at what's possible today with AI and advanced automation when it comes to creating brilliant experiences for your customers.



At its core, Braze is an automation company. Our central goal is finding ways to use automation to add value at every step and every stage for brands, marketers, and consumers alike. Sometimes that automation is buzzy and cutting edge like generative AI and sometimes it's simple and skillful. But the real question is: **Does it move the needle for our customers and their customers?**



Kevin Wang
Chief Product Officer
braze

The value of AI for customer engagement

Over the past few years, we've seen a lot of buzz and excitement when it comes to AI and what it makes possible—but there's also a lot of very real opportunity. And brands are taking steps to take advantage: According to [Gartner*](#), 80% of multichannel marketing hub buyers will embrace generative customer engagement through solutions that use AI for journey orchestration, personalization, analytics, and prescriptive operations by 2026.

*Gartner, 5 Trends Transforming Multichannel Marketing Hubs, Audrey Brosnan, 21 November 2023

Exceptional brands lean on AI

Braze research has found that, when it comes to customer engagement, top-performing brands are more likely to use AI than other companies:

- **30%** more likely to use AI-powered predictive analytics
- **15%** more likely to use AI to generate images for messaging campaigns
- **15%** more likely to use AI to automatically QA content for consistency and brand alignment

Source: [Braze 2025 Global Customer Engagement Review](#)

What BrazeAI™ makes possible

BrazeAI™ helps marketers interpret and analyze customer behaviors, interactions, and preferences, find correlations and trends on what type of engagement will resonate with which users, and make predictions and decisions to tailor relevant journeys, content, and offers to each customer at a massive scale.

We want BrazeAI™ to feel less like working with a tool, and more like working with a team of specialists: A brand strategist, copywriter, developer, data analyst, and more—all ready to amplify customer experiences. These features allow you to expand and deepen that team while scaling personalized experiences across millions of touchpoints.

Customer engagement: 3 key ways AI can help

- **Create:** Leverage generative AI as part of the creative process, saving time, empowering productivity, and supporting authentic, appealing experiences at scale.
- **Personalize:** Use AI to more deeply understand your customers, then leverage that understanding to deliver highly relevant, 1:1 experiences that resonate on an individual level.
- **Optimize:** Take advantage of machine learning to rapidly identify the engagement strategies that are the most effective for a given outcome, allowing you to automate and scale them across your audience and helping you make every interaction count.

Key AI use cases

braze

EFFORT LEVEL



Challenge

Fictional retail brand Flash & Thread has been looking to run more tests on the promotional messages they send to their audience. However, a lack of time and bandwidth when it comes to thinking up message variants has made testing difficult.

Solution

By taking advantage of [generative AI](#) powered by BrazeAI™ and its AI Copywriting Assistant, Flash & Thread can swiftly compose different subject lines, message copy variants, and other creative, reducing the time and effort needed to set up messaging tests and optimize the impact of their campaigns.

Tools

[AI Copywriting Assistant](#)

[Content QA with AI](#)

[Winning Paths](#)

[Liquid Assistant](#)





Flash & Thread

9:41 AM

Need a new skirt for spring? Check out our April Showers sale!

- ◆ **Step 1:** Review your existing message copy, then use the AI Copywriting Assistant from Braze to create new copy variants to test against the current version.

Copywriter

Direct

Find out why this skirt is our top seller

Playful

Spring into action! Find your perfect skirt today

- ◆ **Step 2:** Leverage the AI Copywriting Assistant's built-in Tone Control feature to adjust the tone of different variants (e.g. "playful" vs. "direct" copy), while maintaining your brand's voice and personality with customized [brand guidelines](#).

Liquid Assistant

Send a message promoting skirts, using customers **first name**

Insert

Regenerate

Message

Find out why this skirt is our top seller, {{{first_name}}}

- ◆ **Step 3:** Take advantage of the BrazeAI™ Liquid Assistant to simplify the process of personalizing these messages and then leverage Braze Content QA with AI to automatically review messages prior to sending in order to check for appropriate formatting and grammar, as well as for errors, or other potential issues.

Variant 2

Messages

Find out why this skirt...

Direct

Variant 3

Messages

Spring into action! Fi

Playful

- ◆ **Step 4:** Use the Experiment Step component built within the Braze platform's [Canvas](#) tool to build out a test of the new copy variants. If you leverage Braze Winning Paths, you can automatically ensure that each customer receives the top-performing variant once a winner is determined.



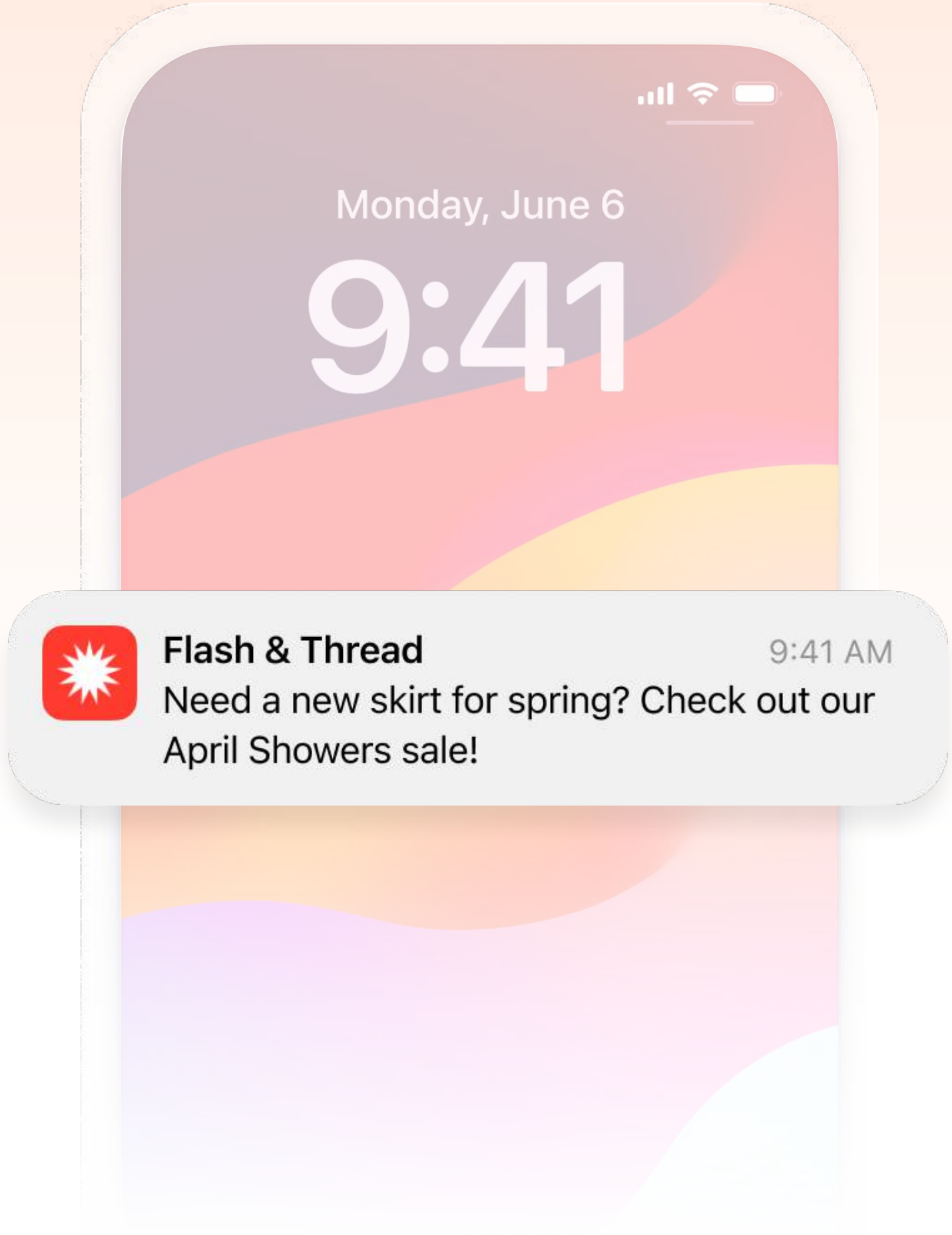
PRO TIP

AI's ability to help marketers ideate and generate creative doesn't stop with the written word.

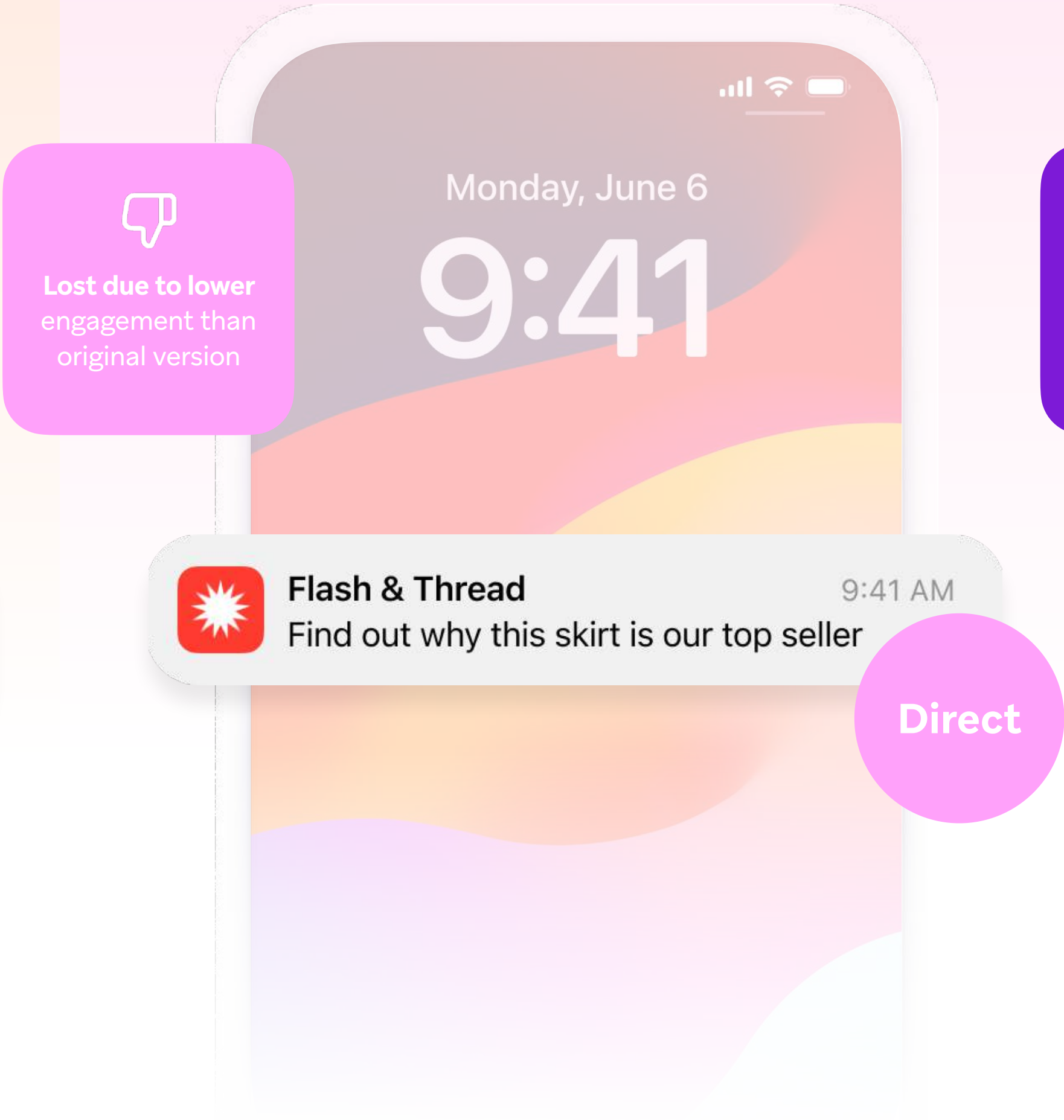
[BrazeAI™ Image Generator](#) quickly creates new, custom images that brands can use to enrich their campaigns and drive more value.

The user experience

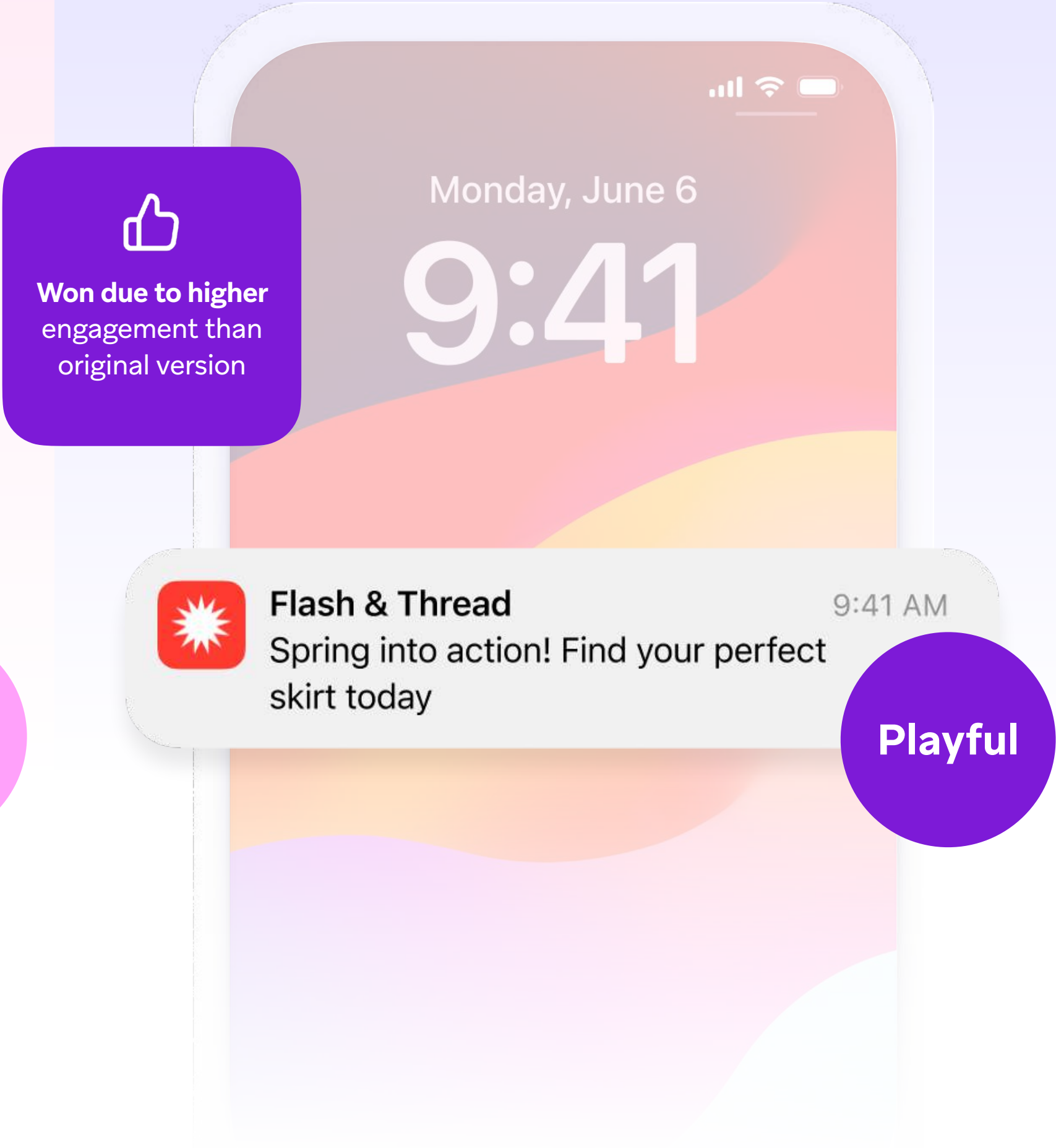
Original Version



Losing Message Variant



Winning Message Variant



EFFORT LEVEL



Challenge

Flash & Thread's tests are helping improve average marketing performance, but the Marketing team needs additional ways to tailor the overall experience they provide to each individual user.

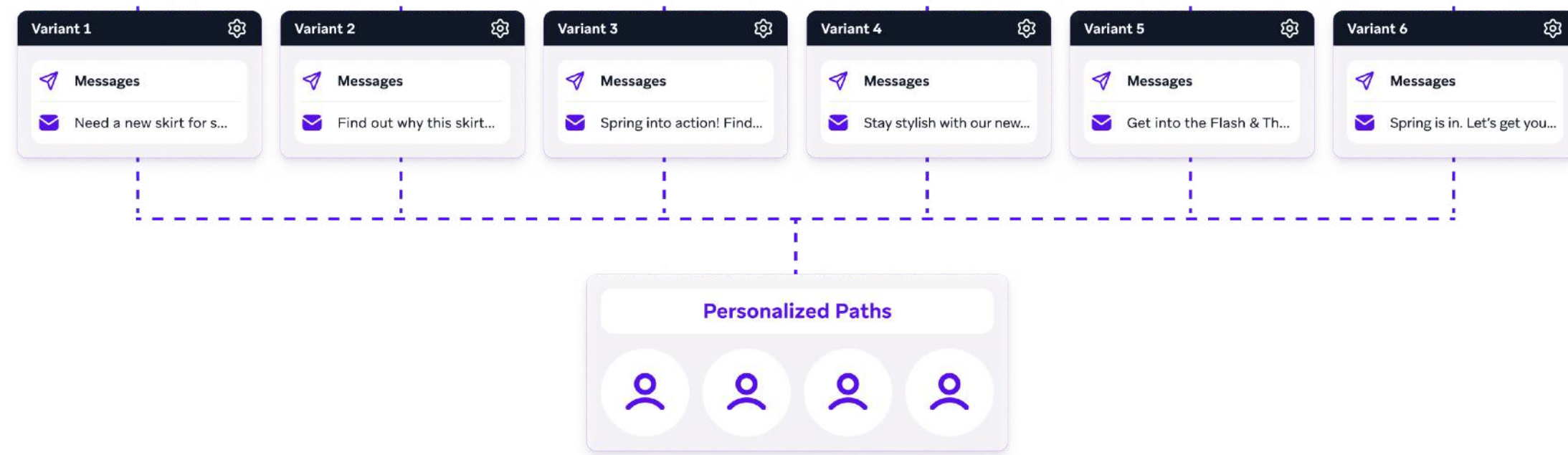
Solution

By using Personalized Paths in Braze Canvas, Flash & Thread can automatically customize any component of the message experience (including copy, images, timing, channel, and more) for each customer at each step, serving up the most relevant experience to every recipient.

Tools

[Personalized Paths](#)





- ◆ **Step 1:** Switch the experiment step within Canvas from a standard A/B/n test to one using Personalized Paths.

Personalized Paths Settings

Select which conversion event determines the winner and how long the experiment should last. Any users that enter after the experiment is over, will be sent down the best performing path.

Personalized Paths conversion

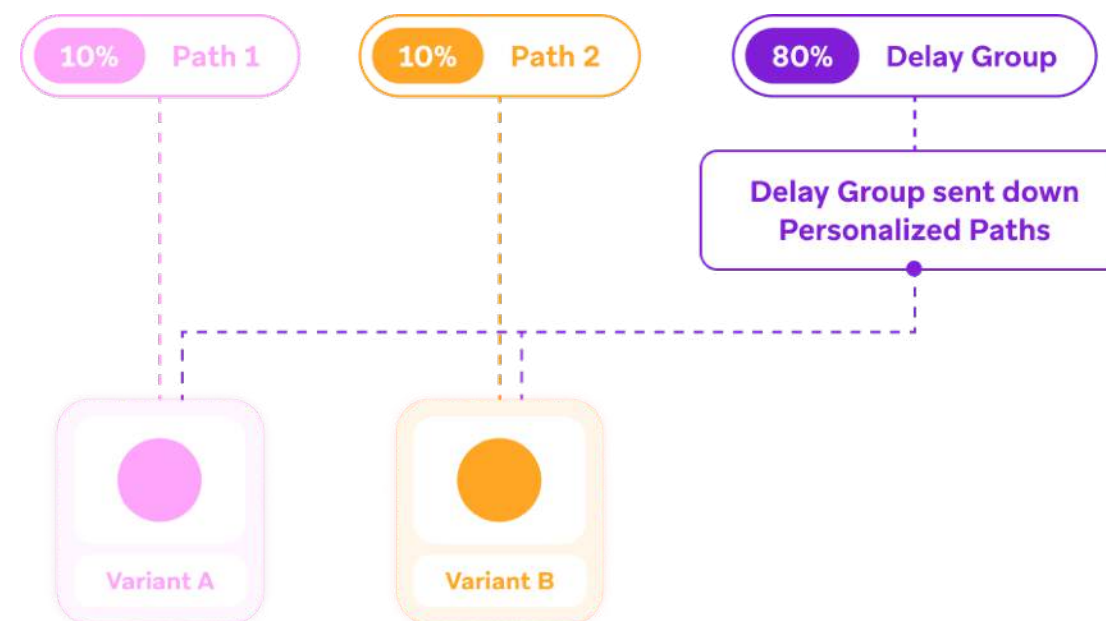
Primary Conversion Event - A

Experiment Window

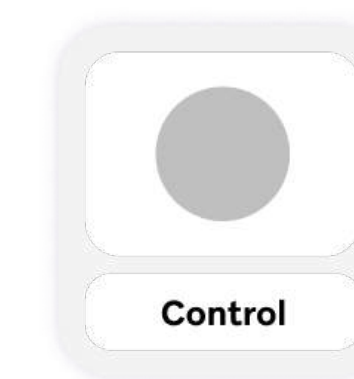
12

hours

- ◆ **Step 2:** Create a control group, then set the Experiment Window to determine how long the test will go on before choosing the best path for each user in the delay group.

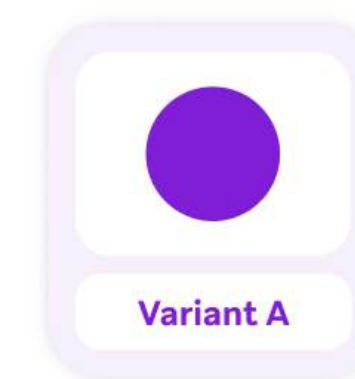


- ◆ **Step 3:** Run the test using Personalized Paths and automatically deliver the top-performing experience (which could be anything from a single message to a full user journey, or even a delay). Each individual member of the delay group will receive the experience that is most likely to convert to them.



Control

↑ More Clicks



Variant A

- ◆ **Step 4:** Assess the impact of the campaign sent with Personalized Paths versus the control group to assess overall impact.



PRO TIP

Want to tailor this campaign even further? BrazeAI™ supports [AI Item Recommendations](#) making it possible to add individually customized recommendations within each message you send on any Braze channel.

The user experience



Users receive individually targeted variants based on experiment results

Message Variant

Monday, June 6

9:41



Flash & Thread

9:41 AM

Need a new skirt for spring? Check out our April Showers sale!

Message Variant

Monday, June 6

2:50



Flash & Thread

2:50 PM

Find out why this skirt is our top seller

Message Variant

Monday, June 7

8:30



Flash & Thread

8:30 AM

Stay stylish with our new line of spring skirts, available now only on the Flash & Thread app

EFFORT LEVEL



Challenge

While AI has helped Flash & Thread boost engagement and monetization, the company is still struggling to retain customers, making it difficult for the marketing team to hit their overall customer engagement goals.

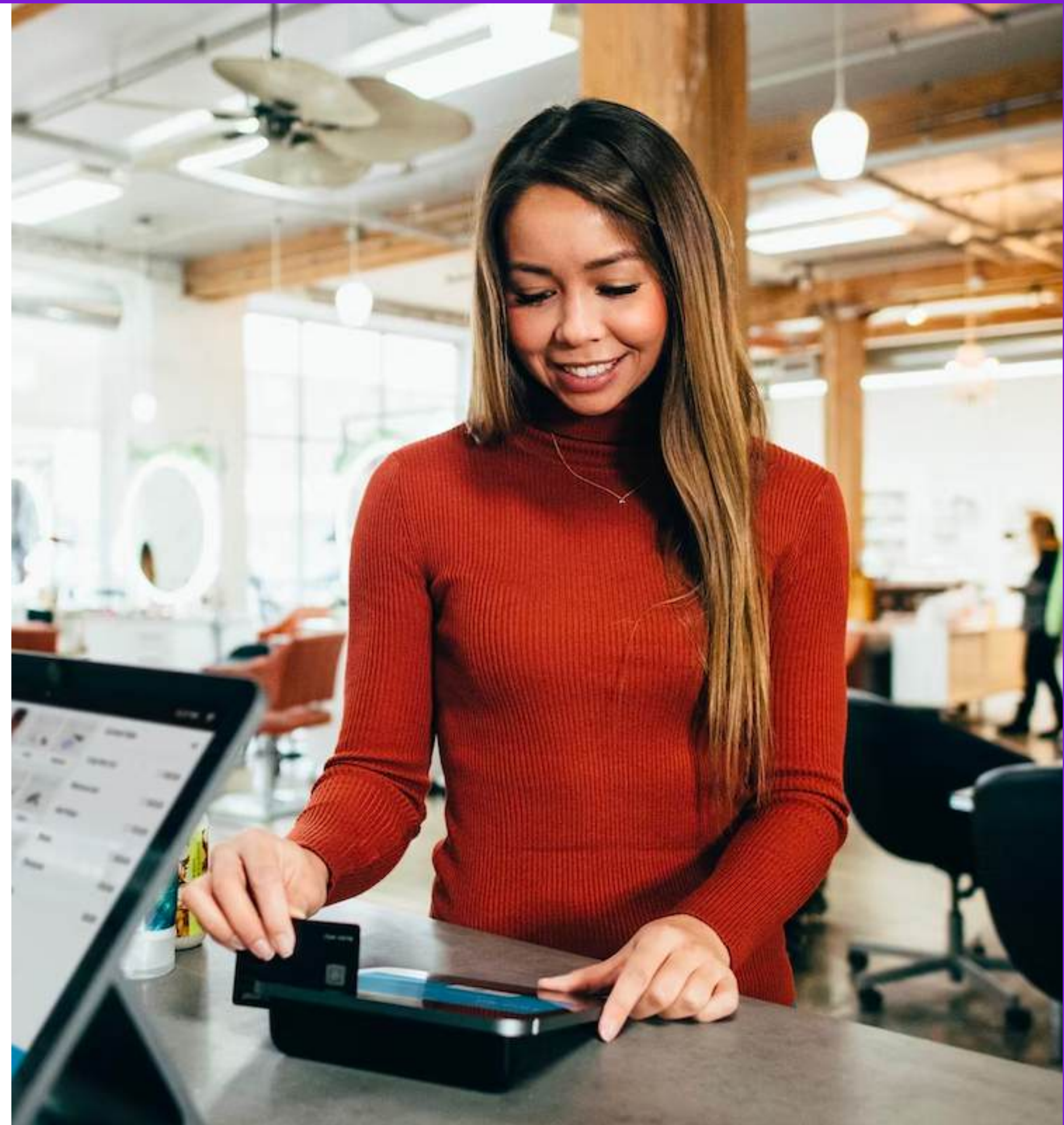
Solution

By leveraging Braze Predictive Churn, Flash & Thread can define key conversion events associated with retention (e.g. renewing a subscription), then create a model identifying which users are most/least likely to churn. And by using it alongside AI Item Recommendations, the brand can power lapsing user campaigns featuring individually relevant product suggestions to bolster retention.

Tools

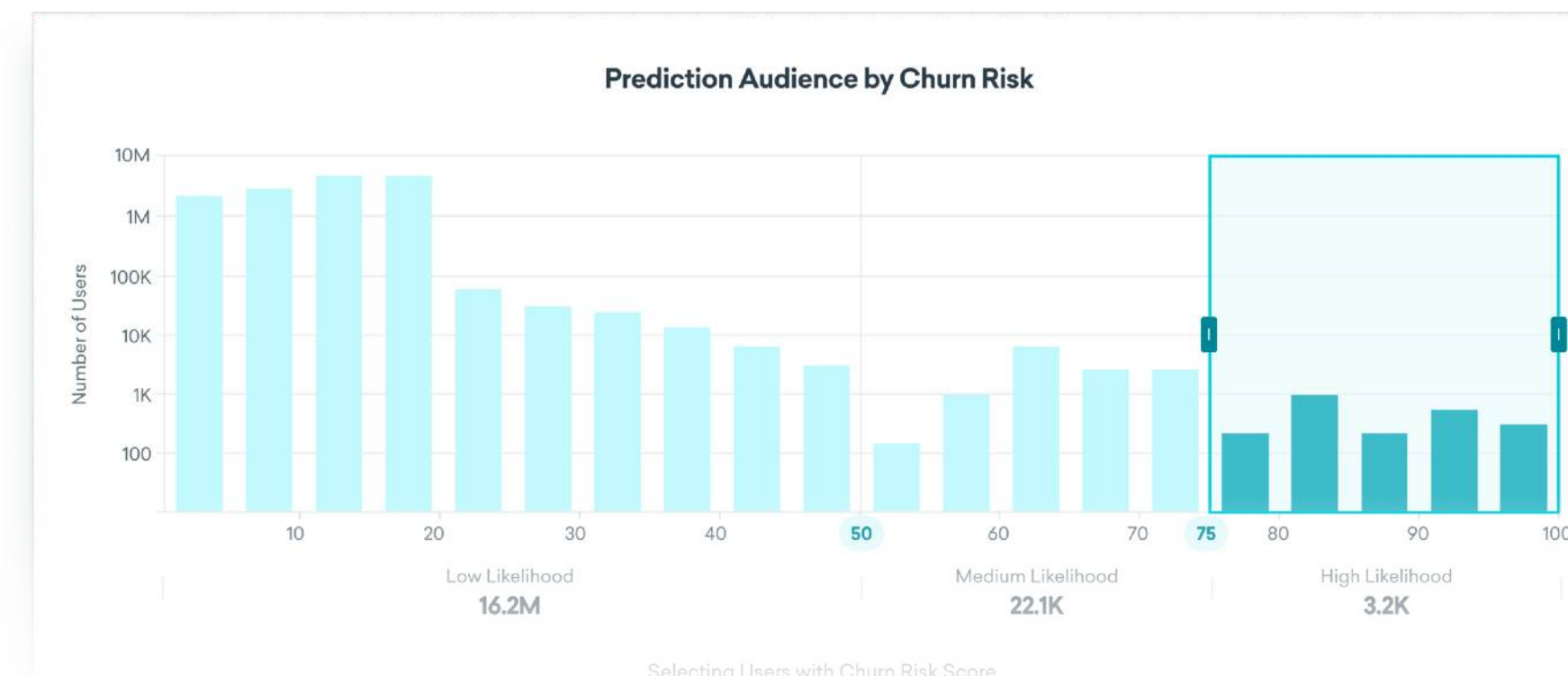
[Predictive Churn](#)

[AI Item Recommendations](#)

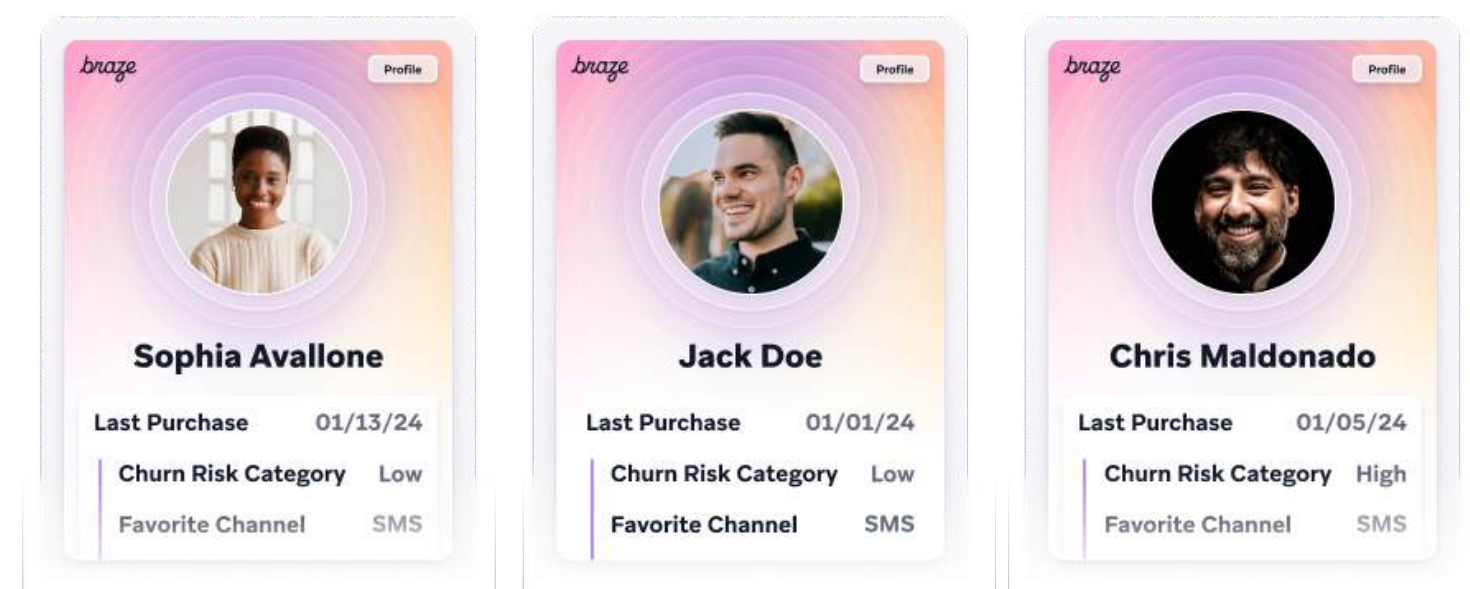




- ◆ **Step 1:** Sync with relevant customer-facing teams to align on a shared definition of churn for your chosen outcome.



- ◆ **Step 2:** Use Predictive Churn to create a model of churn propensity for your audience, based on your churn definition.



- ◆ **Step 3:** Create different audience segments based on churn propensity (e.g. highest churn risk, lowest churn risk).

Step 2 of 3 - Define your recommendation

Pick a recommendation type to determine how items get featured. All types rely on t

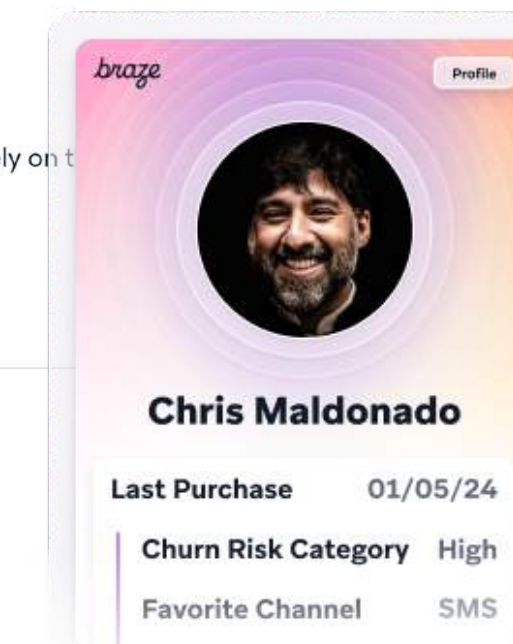
Type

Personalized

Choose the Catalog you would like to create the Recommendation for.

Catalog

pants



- ◆ **Step 4:** Leverage AI Item Recommendations to enrich re-engagement messages with pitch-perfect suggestions that encourage lapsing users to come back by showcasing the value the brand can provide.

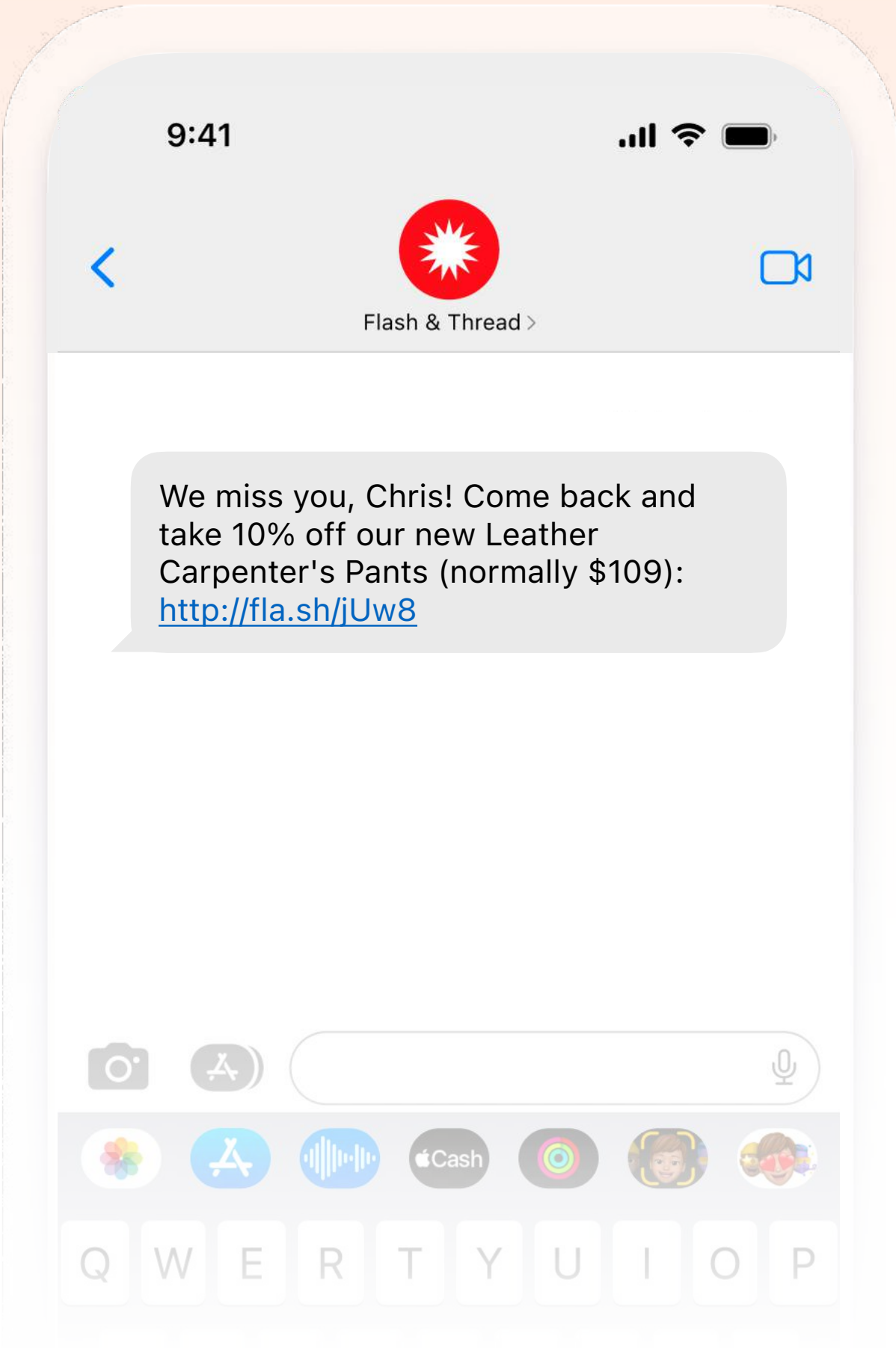


PRO TIP

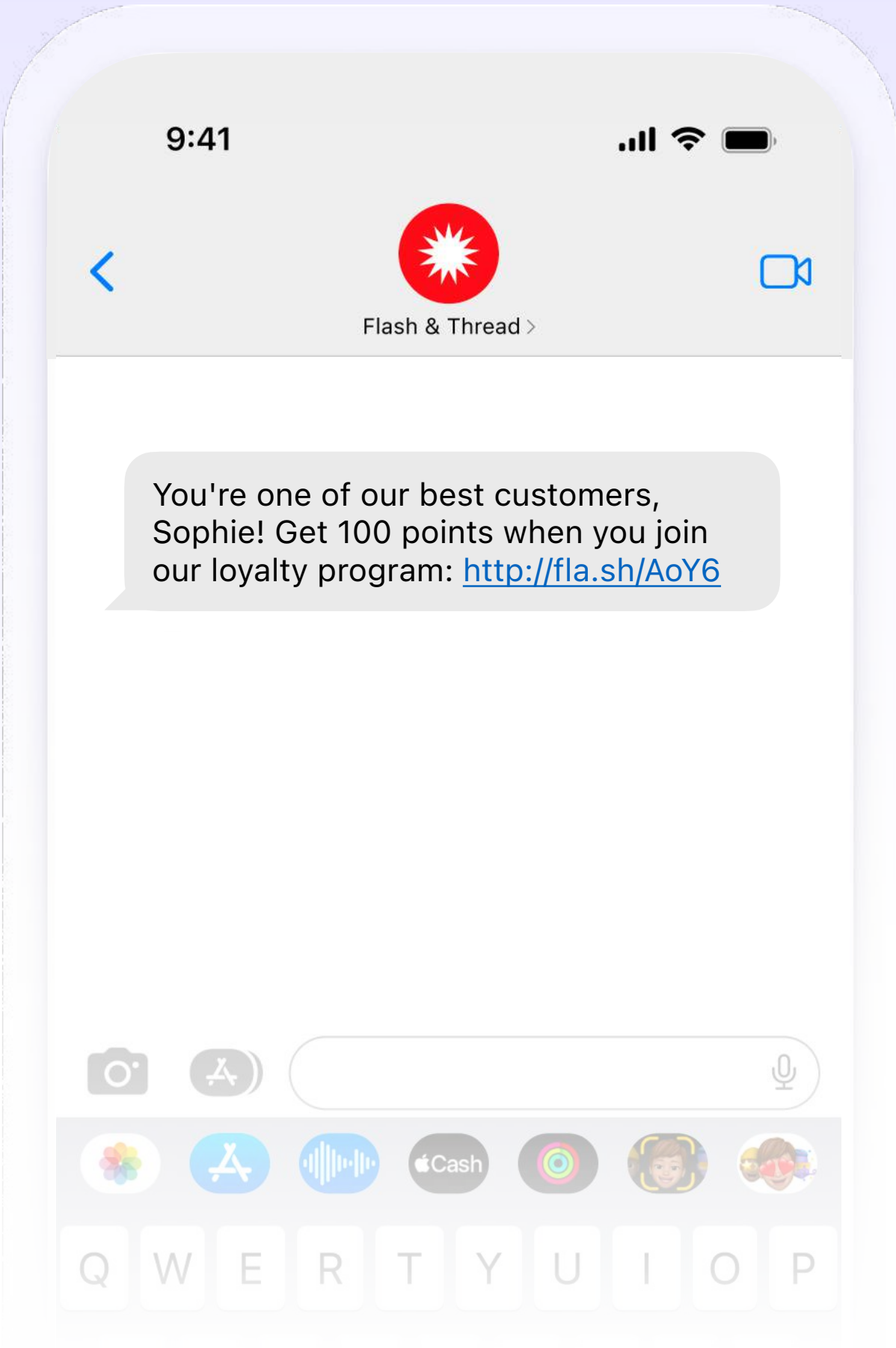
Predictions can do more than just help you avoid churn. With [Braze Predictive Events](#), you can also model your audience's propensity to make purchase (or carry out other actions) to identify users most and least likely to convert. That supports more targeted segments and messaging, allowing you to reach high-propensity customers with outreach that can boost revenue without irritating users who aren't likely to convert.

The user experience

High Churn Risk



Low Churn Risk



EFFORT LEVEL



Challenge

Flash & Thread has seen good results from their personalization efforts—but bandwidth and teaming issues have made it difficult for them to scale their message customization efforts, leaving value (and revenue) on the table.

Solution

By leveraging the Braze platform's powerful AI decisioning capabilities, Flash & Thread was able to set down high-level guidelines for journeys, content, items, and incentives, and specify a target audience (i.e. users who haven't made a purchase in 30 days) and goal (i.e. drive incremental purchases) and then allow Braze to generate hundreds of variants for each component of that experience—the subject line, the tone of the message, the various offers available, the channel mix, the best timing, and more.

Tools

AI Decisioning*

**AI Decisioning is currently in development, and it is only available as a Beta feature for selected customers, subject to the Braze Beta Terms*



KPI Optimizer

Select the KPI you want to optimize. Then, select the catalog you wish to apply the optimization to. BrazeAI KPI Optimizer will then tailor its efforts to enhance the selected KPI specifically for the chosen catalog.

KPI

Conversions

Catalog

Item Catalog

Cancel

Next

- ◆ **Step 1:** Set down the parameters for your 1:1 personalization efforts by identifying the use case you're looking to carry out and the goal or KPI you want to achieve—then identify your target audience.

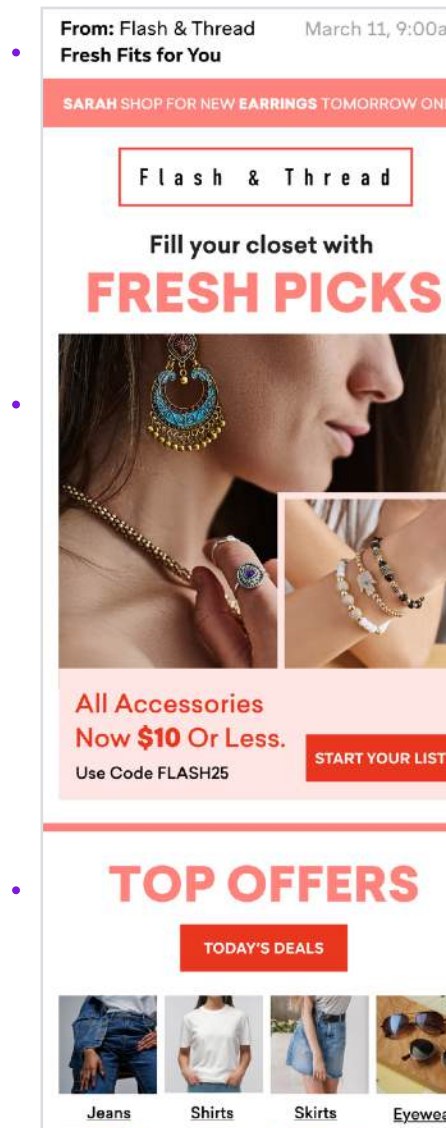
Subject Line

Creative

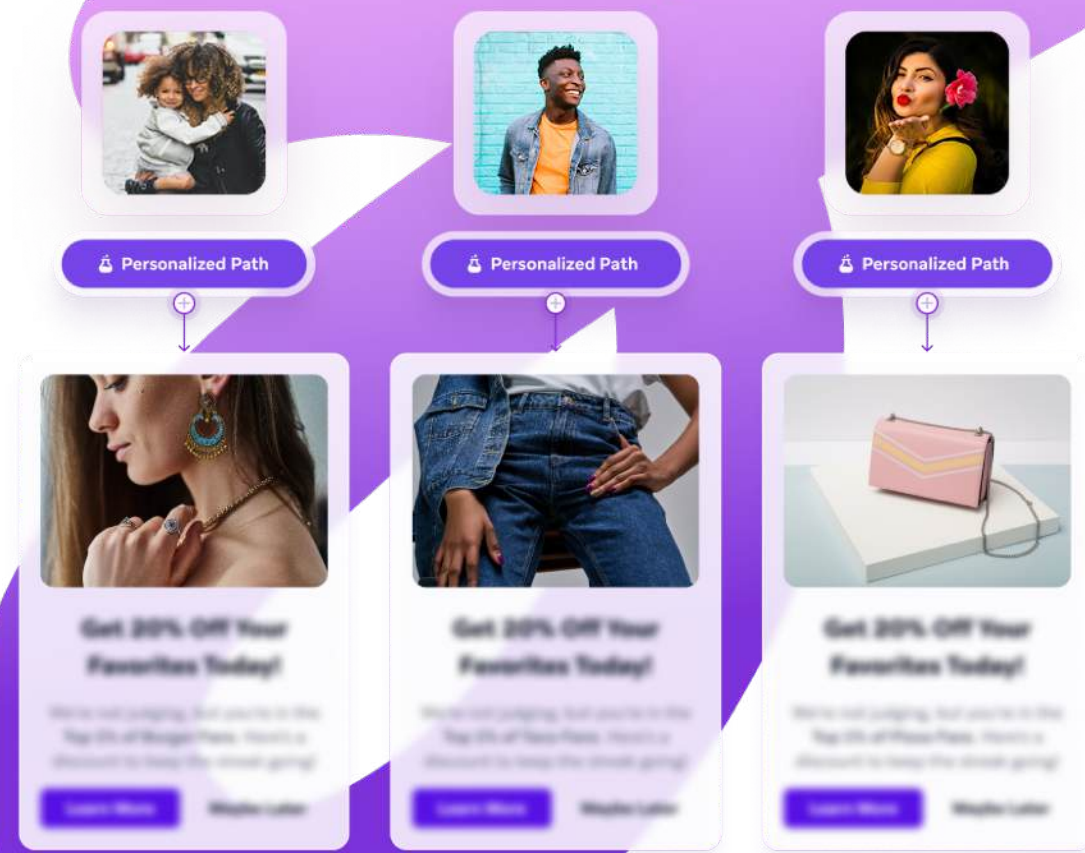
Offers

Timing/
Frequency

Item
Recommendation



- ◆ **Step 2:** Add seed content related to the use case in order to allow Braze to generate creative variants, then determine the dimensions you're looking to personalize; that can be anything from a single element to every aspect of the experience.



- ◆ **Step 3:** Once you've set down your parameters, take advantage of the Braze platform's AI decisioning capabilities to automatically test and optimize hundreds of variants to determine the most impactful versions for each individual across a wide range of options.

Welcome back, John!

Track, manage and forecast your KPI strategies. Select from one of your optimizations below to see progress.

Optimizations

Conversions

Filters

Search

Total Conversions

58,743

↑ 10% vs last month

Conversion Rate

6.8%

↑ 10% vs last month

Total Revenue Generated

\$1,245,987

↑ 10% vs last month

Top Performing Content

Subject Line

Get Ready to Glow: Meet Eclipse, Your New Beauty Obsession ✨

SMS

Hey {name}! Ready to light up the night? Elevate with Eclipse - your cosmic beauty essential. ✨ Shop now and unleash your inner star: {link}!

Content Block

Hey there, stargazer - ready to shine like never before? Say hello to your new beauty BFF! With dreamy hues and out-of-this-world shimmer, this palette is magic. Eclipse is here to help you slay the day, one stellar shade at a time. Let's light up the night and pain the town with cosmic charm! 🌟

6.8% Conversion Rate

6.8% Conversion Rate

6.8% Conversion Rate

- ◆ **Step 4:** Don't stop there! Leverage this functionality to continue testing and optimizing the campaign over time, allowing your brand to stay relevant and resonant even when customer preferences and behaviors change.

The user experience

Flash & Thread

Sarah, it's finally warm out—is your wardrobe ready?

1:00 Tue



From: Flash & Thread

Welcome to romper season!



3:07 Thurs

Sarah: This year's collection of rompers is fiercer than ever, bringing together guest designers, graphic elements, and even...sequins? You've never seen anything like it.

So check it out and be the hit of every party all summer long!

Shop now

And now...shoes

Okay, Sarah—you've got your summer lewks locked down. Now it's time to grab footwear that completes the outfit.

Shop now

Flash & Thread

Hey, Sean—know what you're wearing to the barbecue? We've got ideas...

1:00 Tue



Flash & Thread - Take 15% off this summer's hottest graphic tees. Today only!

1:30 Tue

Flash & Thread

Emily, we've got Arbor Day styles that will make your friends green with envy.

12:00 Fri





12:30 Fri

Chic and eco-conscious

This Arbor Day exclusive shirt is made exclusively out of recycled materials, letting you look good while doing good.

Buy now

Maybe later



12:31 Fri

Recycled Green Button Up

\$48

XS S M L XL

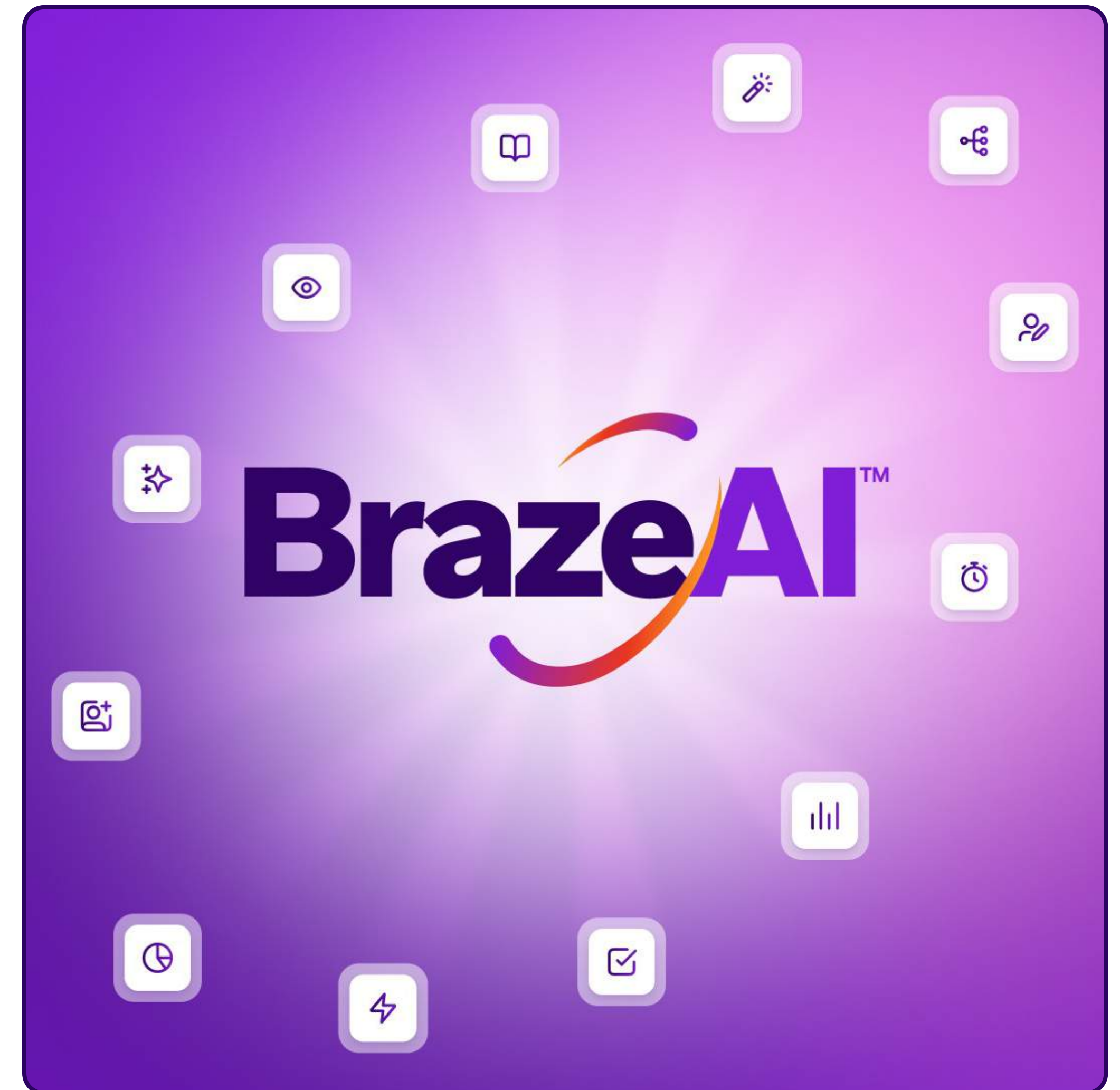
Add to cart

Conclusion

The journey you've just walked through is a great way for marketers to start small with AI and then build on their successes to improve marketing outcomes and customer relationships.

At Braze, we've made a point of building AI products capable of working together seamlessly to save marketers' time, drive better user experiences, and support true, nuanced personalization at scale. By mixing and matching different BrazeAI™ features across the entire workflow, you can embrace advanced automation and provide the kinds of exceptional relevant experiences that today's consumers expect.

► **Ready to try out other AI and advanced automation tools?** Check out the full range of capabilities supported by [BrazeAI™](#)



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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.