

24S boosts sales with AI-powered personalization

24S, the luxury eCommerce platform, leverages BrazeAI™ to deliver highly personalized shopping experiences. 24S implemented triggered campaigns with smart product recommendations to transform potential friction points into revenue opportunities while consolidating their tech stack.

Problem

24S wanted to increase purchase frequency and maximize rate of first purchase by delivering custom, personalized shopping experiences. Their previous approach used multiple disconnected platforms for triggered emails, mobile messaging, and recommendations, creating disjointed customer experiences and more work for internal teams.

Strategy

Using Braze, 24S implemented eight personalized triggered campaigns that turn potential friction points—like out-of-stock items and abandoned carts—into opportunities for customer engagement and additional sales. They also leveraged Braze AI Item Recommendations to deliver personalized product suggestions to each individual at scale.

Results

With their back-in-stock campaign, 24S achieved a 7% increase in add to cart rate in the last 6 months. Their abandoned cart/low-stock urgency campaign drove a 35% increase in purchase conversion rate (3-day purchase) in the last 6 months.

7%

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By consolidating our tech stack and migrating to Braze, we were able to cut technology costs, reduce integration time, and limit technical complexity while delivering highly personalized experiences that our customers truly value.

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Get in touch to learn more:
Braze.com/connect-with-sales

