Exploring Data Management and Customer Engagement

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Customers have grown to expect personalized experiences from the brands they love—in fact, 90% of consumers express frustration when they receive messages they find irrelevant— and many are willing to share their personal data to receive them.

But even with the wealth of information available to today's brands, it's still common to see them fall short when it comes to effectively communicating with their customer bases. Why? Because they don't have a data management strategy that can turn real-time, actionable insights into experiences that satisfy customers' needs and desires.

The problem often starts with data silos. Having large quantities of information at your disposal isn't enough to support effective customer engagement—you need to be able to ensure that data is where you need it, when you need it. If your brand can't transfer data at the speed of your business, you can't act effectively on customer information. This can result in broken experiences that impact how even the most loyal customers view your brand.

Fortunately, the latest generation of marketing tools was created with data agility and connectivity in mind. With the right technology on hand, every brand can design a data ecosystem that enables them to gather, manage, and act on key customer information—no matter where it originated.

How Effective Data Management Supports Actionable Insights and Customer Engagement

When a brand can ensure that the data at their disposal can move at the speed of their business, we call that data agility. But in order to achieve it, you need a thoughtful data management strategy. With the right strategy, you can send better messaging in real time, provide a holistic understanding of each customer, and support effective testing and optimization of your customer engagement efforts, plus much more. Read on for tips on six things to prioritize when building your marketing technology stack and crafting your data management strategy.
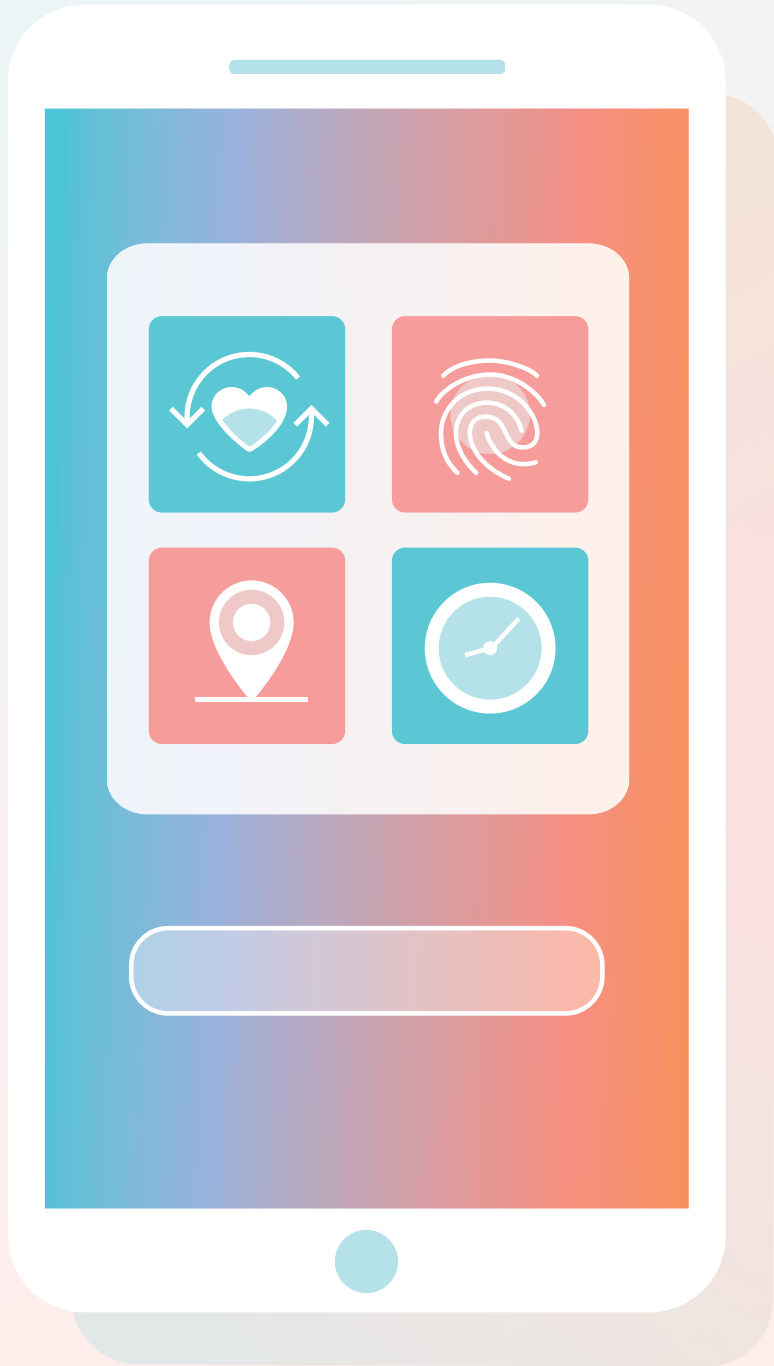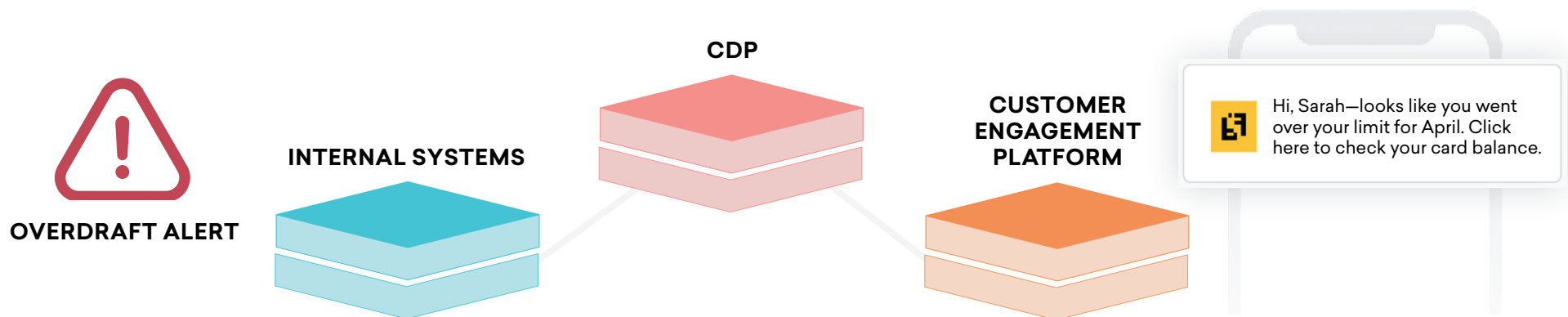
1. True Real-Time Messaging

As customers move across different devices, platforms, and channels, you need access to real-time data about their engagement and activity to be able to deliver the right message to them at the right time. If the different technologies that make up your [tech stack](#) aren't built on a foundation of [real-time streaming data](#), they won't be able to trigger personalized messages, recommendations, or other notifications when they're capable of having the maximum impact. Worse, your stack may trigger out-of-date brand experiences (e.g. retargeting ads that follow someone across the web long after they purchased the item in question), leading to frustrated users.

2. A Single-Customer View

To get the full benefit of real-time data, you need a single view of the customer in order to put the information you have into meaningful context. With the right tech stack and an effective data management system, it's possible to ensure each component of your stack shares the data it collects with a central point—likely a customer engagement platform or customer data platform (CDP)—to create a singular view of each customer's behavior across platforms.This gives you a deeper insight into their activity and engagement patterns, allowing your brand to develop personalized, high-relevance messaging that enhances their experience and drives stronger business results.

How data moves between the different layers of a financial services company's stack

OVERDRAFT ALERT

INTERNAL SYSTEMS

CDP

CUSTOMER ENGAGEMENT PLATFORM

Hi, Sarah—looks like you went over your limit for April. Click here to check your card balance.

3. More Relevant Customer Data

Putting data into context also helps you determine which types of information you should collect to better serve customers. Prior to new privacy laws, such as the European Union's [General Data Protection Regulation](#) (GDPR), brands generally collected and stored as much data as possible. However, now that consent is an essential component of personalization, it's time to reevaluate the data you're gathering. There's no point in collecting data that can't be used for personalized messaging, and proper data management will help you determine what you should keep and what you should delete.

4. Support for Speed and Scale

The importance of speed and scale cannot be overestimated as consumers' expectations for on-demand, hyper-personalized communications continue to increase. If you can't deliver personalized experiences in the moment as consumers engage with your brand, you'll always be a step behind. By the same token, if your tech stack can't handle [massive scale](#), you run the risk of systemic failure—messages that are delivered long after you press send, sites and apps taken down by overwhelming traffic—making it hard to build and maintain a truly effective marketing program.
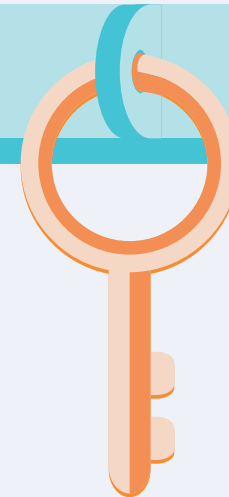
5. Freedom to Grow and Change

The tools in your tech stack reflect your brand's unique needs and goals. However, as your brand grows and changes, so should your tech stack. Whether that means changing vendors or adding new elements such as data enrichment tools, tech stacks are rarely static. And with the right data management and data export capabilities, it's much easier to integrate new tools without risking breakdowns in communication.

6. Effective Cross-Team Communication

Simply put, data management doesn't end with technology—to succeed, you need to communicate just as effectively across teams as the tools communicate within your stack. If you don't have alignment across marketing, product, and other teams on how to manage the information at your disposal, you'll create data silos that team members need to manage manually. This creates more opportunities for errors, fewer opportunities for real-time messaging, and much more work.

Effective Data Management with Snowflake and Braze

braze

Braze is a comprehensive customer engagement platform that powers relevant and memorable experiences between consumers and the brands they love. Context underpins every Braze interaction, helping brands foster human connection with consumers through interactive conversations across channels that deliver value quickly and continuously.

snowflake®

Snowflake enables every organization to mobilize their data with Snowflake's Data Cloud. Customers use the Data Cloud to unite siloed data, discover and securely share data, and execute diverse analytic workloads. Wherever data or users live, Snowflake delivers a single data experience that spans multiple clouds and geographies.
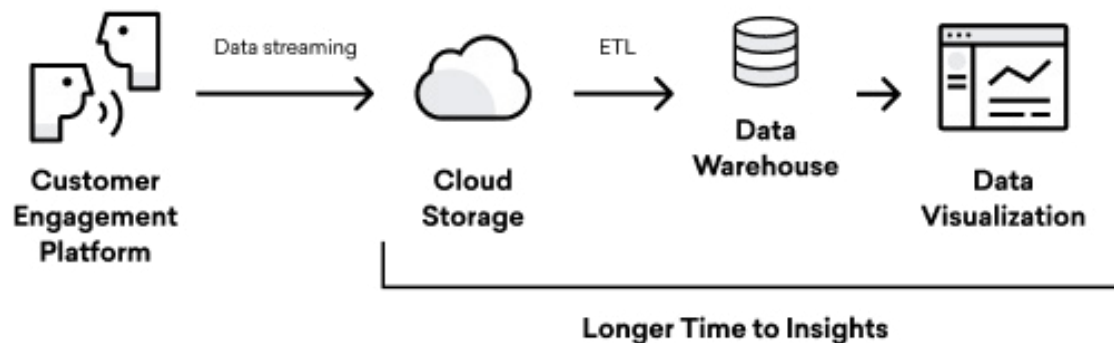
By using **Braze and Snowflake Secure Data Sharing** in concert, brands can effectively oversee, analyze, and uncover actionable insights using the data at their disposal by prioritizing thoughtful data management as they build, maintain, and optimize their customer engagement stack.

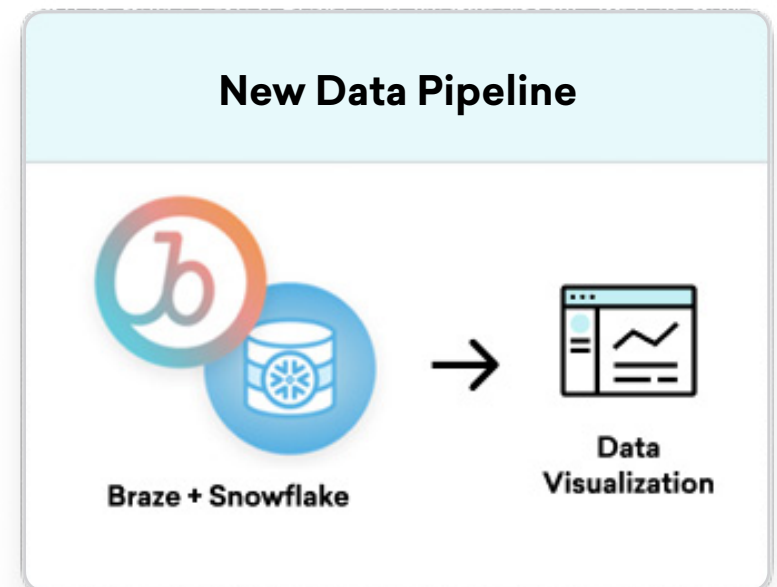# The Braze + Snowflake Secure Data Sharing Difference

With Snowflake Secure Data Sharing, brands can securely access data contained within Braze in Snowflake without actually having to copy or transfer information between the two different platforms—instead, the sharing is handled via Snowflake's unique services layer and metadata store. The upshot is that shared data doesn't take up any additional storage space on Snowflake, making it easy for brands to seamlessly use of Braze data within Snowflake. And because Braze event data "lives" within your data stack, you can instantaneously join multiple, disparate data sets to broaden your view into the metrics that drive your business. At its core, Braze support for Snowflake Secure Data Sharing is designed to allow brands to leverage Braze and Snowflake in tandem to better understand what's happening with their messaging campaigns and their customer relationship and to take effective action with the Braze platform.

Traditional Data Pipeline

Customer Engagement Platform → Data streaming → Cloud Storage → ETL → Data Warehouse → Data Visualization

Longer Time to Insights

New Data Pipeline

Braze + Snowflake → Data Visualization

How Braze Showcases Customer Engagement Benchmarks with Snowflake
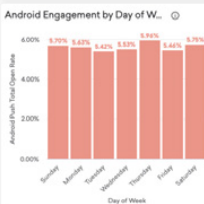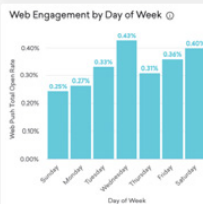
To optimize their marketing programs, brands need to understand how their messaging campaigns have performed, both against other brands in their industry and across the overall customer engagement landscape. But while benchmarks have been available for some messaging channels, no comprehensive, channel-by-channel source existed.

When Braze partnered with Snowflake, we decided to build one. Powered by **Snowflake's Data Exchange**, **Braze Benchmarks** is an interactive data tool that gives marketers access to customer engagement benchmarks. The tool collects anonymous, aggregated mobile, web, and email engagement data from more than 600 brands to calculate monthly, quarterly, and yearly engagement rates by industry. With Braze Benchmarks, marketers can access metrics from over 1,380,000 marketing campaigns in Snowflake Data Exchange or on Braze's website to get a comprehensive view across:

- **Channel:** Push notifications and email
- **Platform:** Android, iOS, and web
- **Industry:** Thirteen distinct industry verticals

How Payomatic Boosted Mobile App Adoption with Braze + Snowflake

As New York's largest provider of check cashing and financial services, Payomatic wanted to revitalize its digital marketing strategy to more effectively encourage users to carry out high-value actions like enrolling in direct deposit, reloading prepaid cards, and sending money to family and friends. To support that goal, the company decided to use Braze together with Snowflake to centralize customer data in one location.

Thanks to this new, cloud-based 360-degree view of their customers, Payomatic could easily launch campaigns that would engage and retain customers. Payomatic and Braze—in tandem with Snowflake—began reaching out to customers at the right stage in the customer journey with push notifications, in-app messages, Connected Content, and Content Cards.

By leveraging the wealth of data available on customers' behaviors in stores, within the mobile app, and through payment networks, Payomatic successfully launched personalized marketing campaigns that boosted their bottom line.
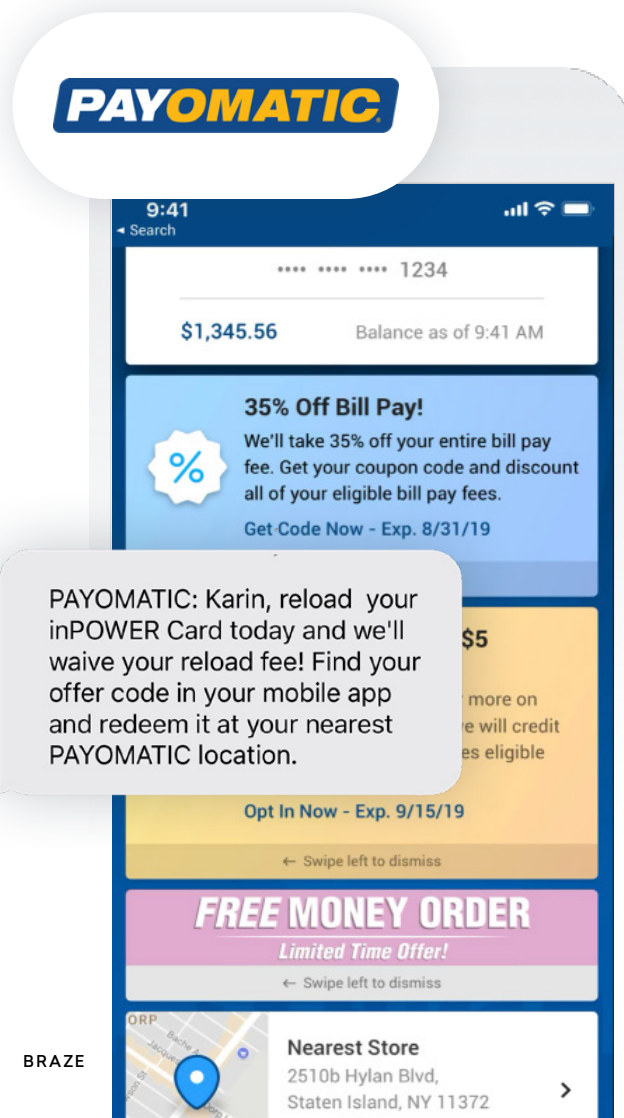
50% Increase in prepaid cardholder mobile app penetration

32% Uplift in direct deposit via the app

11% Increase in mobile app engagement

Conclusion

Regardless of industry, brands need in-the-moment access to data to develop relevant, personalized marketing campaigns.

And an effective data management strategy makes this possible. Ensuring that you can collect, organize, and share data within your tech stack is essential if you want to truly understand your customers and increase engagement.

Not only that, top notch data management and data agility capabilities give you the freedom and flexibility to iterate. By developing a strategy that enables new tools to communicate with established ones (and vice versa), you'll significantly reduce the growing pains of building and maintaining your brand's ideal marketing tech stack.

Interested in learning more about data sharing and how it can support your customer engagement efforts? **Check out the Braze documentation on** [Snowflake Secure Data Sharing.](#)

Get in touch to learn more
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