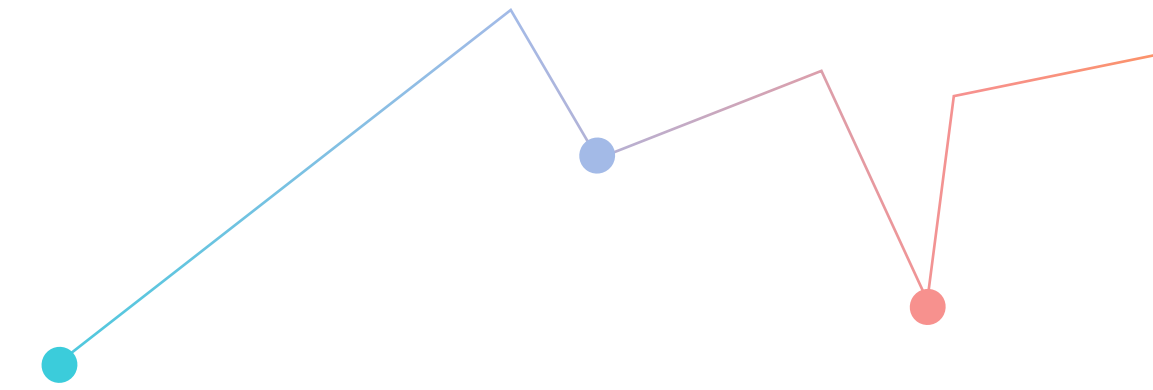


Optimize the Customer Shopping Journey

braze ×  *shopify*





Introduction

Retail and eCommerce brands have long been ahead of the digital curve, with [76% of retailers using mobile as an engagement tool](#) prior to the start of the [pandemic](#). But while COVID-19 has led to an increasingly digital retail landscape, with 73% of sales now taking place online, a new focus on data privacy from both governments and tech giants like Apple and Google means that **retail brands must find new, compliant ways to provide personalized customer experiences without depending on [third-party cookies](#).**

To make that happen, these **brands must embrace zero- and first-party data in order to effectively reach, engage, monetize, and retain customers** across both digital and in-person experiences. Fortunately, retail and eCommerce brands have more opportunities—and more ways—than ever to reach out to customers.

Let's explore how to make the most of those opportunities while ensuring that your brand stays ahead of the competition.



Designing a Cohesive, Data-Driven Shopping Experience

It should come as no surprise that most customers prefer a personalized shopping experience. In fact, **71% of consumers** now expect customized experiences from the companies they patronize. However, successfully delivering those experiences requires a combination of first-party data, **data agility**, and thoughtful, data-driven marketing.

To further complicate matters, there is often a disconnect between a brand's perception and a customer's reality when it comes to personalization. According to **Shopify**, 85% of brands believe they're offering personalized experiences to their users, while only 60% of consumers feel the same. **Brands that want to succeed in this new customer landscape must learn how to bridge this gap to create a truly cohesive, personalized customer experience for every user.**

71%

Of Consumers Now Expect Customized Experiences From the Companies They Patronize

85%

Of Brands Think They're Offering Personalized Experiences

60%

Of Consumers Say They're Receiving Personalized Experiences



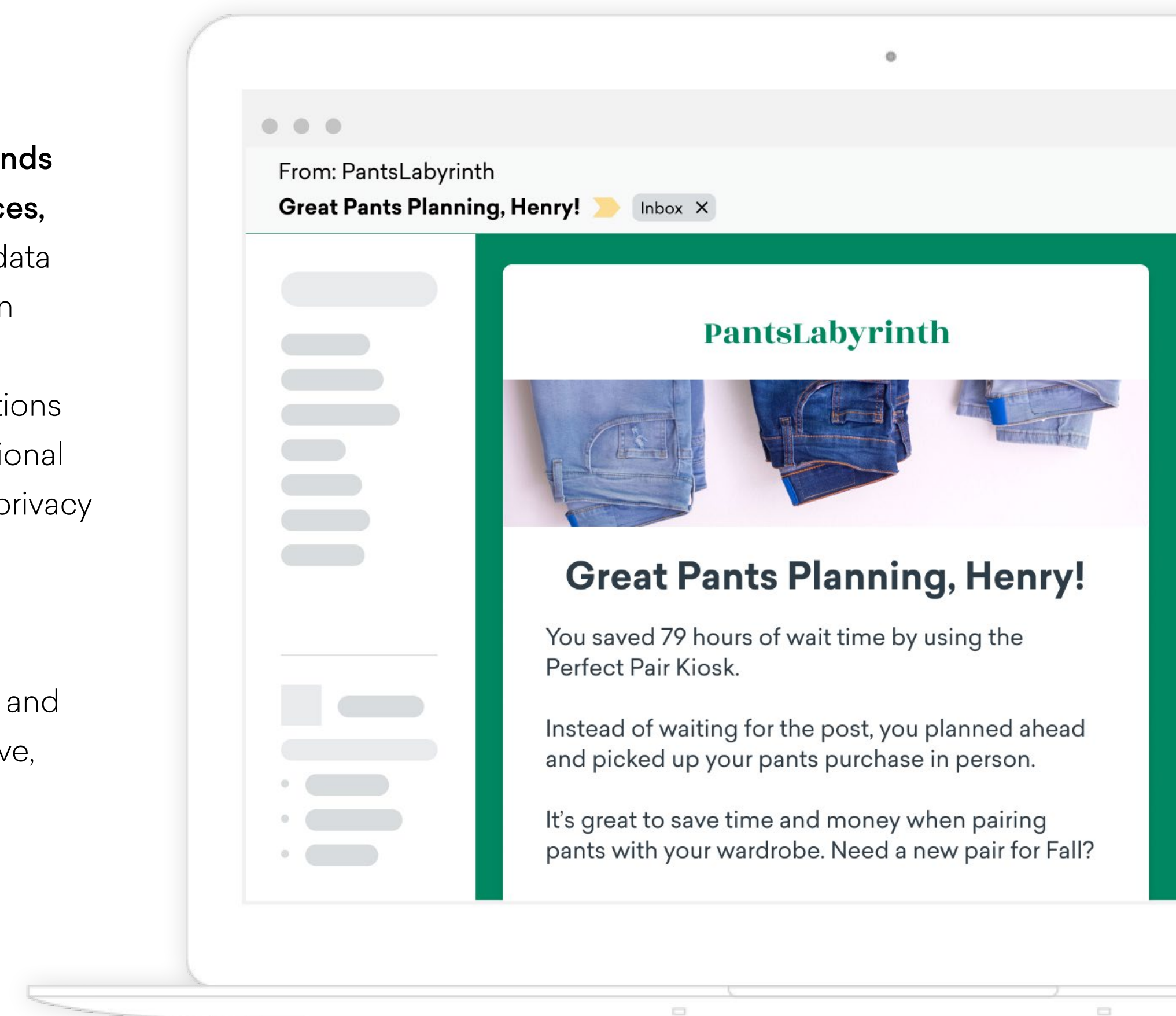
The Rise of First-Party Data

Until recently, most brands relied on third-party data to create personalized customer experiences. That meant much of what they knew about customers came from companies that didn't have a direct relationship with those consumers. However, this approach **limited how much brands could learn about their customers and their individual preferences and behavior**, while also triggering significant privacy concerns.

As new privacy regulations and actions taken by tech giants like Apple and Google prompt brands to phase out their use of third-party data, many have embraced [first-party data as the future of personalization](#). **So, what is first-party data? Simply put, it's data that comes directly from a brand's audience and is gathered with their permission.** It can be collected from customers while they're interacting with a company's website, app, email marketing, or other channels.

Unlike third-party data, **first-party data provides brands with direct access to customers' desires, preferences, and behaviors.** While that may sound invasive, this data collection strategy is actually built on consent. When customers agree to share their data, it makes both personalization and compliance with privacy regulations much easier, allowing companies to provide exceptional customer experiences while respecting their users' privacy preferences.

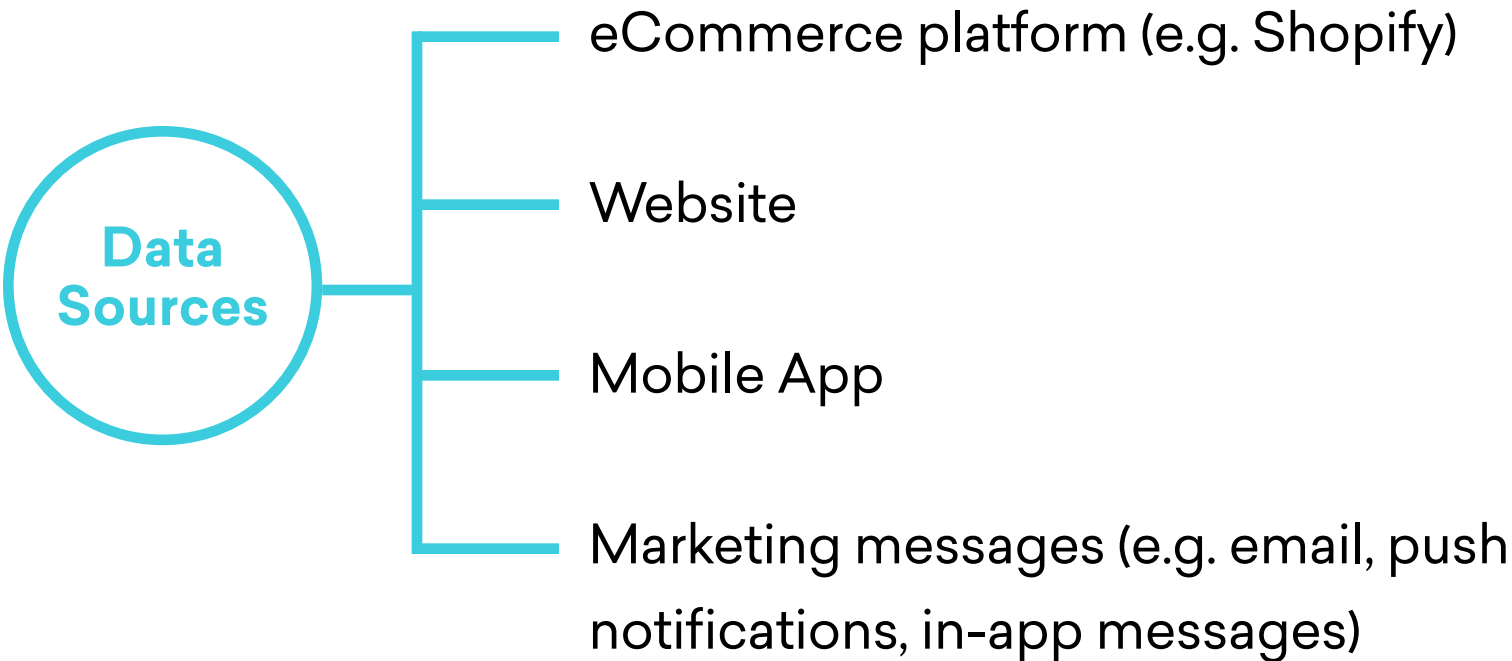
With first-party data, brands can power in-depth customer segmentation, message personalization, and ensure all customer interactions are timely, responsive, impactful—and consensual.



Data Agility

First-party data, like all customer data, begins to degrade as soon as it's processed. As customers move through the buying cycle faster than ever, they leave behind a trail of outdated information. To keep up, **brands must have the ability to move data between systems in real time, allowing them to always take action on the most recent information at their disposal. This is known as data agility.**

Data agility enables brands to share data across multiple technology solutions as it is collected and processed, which, in turn, makes it possible to engage with customers in the moment and ensure that the personalized messages they're sending feel relevant and valuable. For retail and eCommerce brands, that may require collecting and sharing data from the following sources.

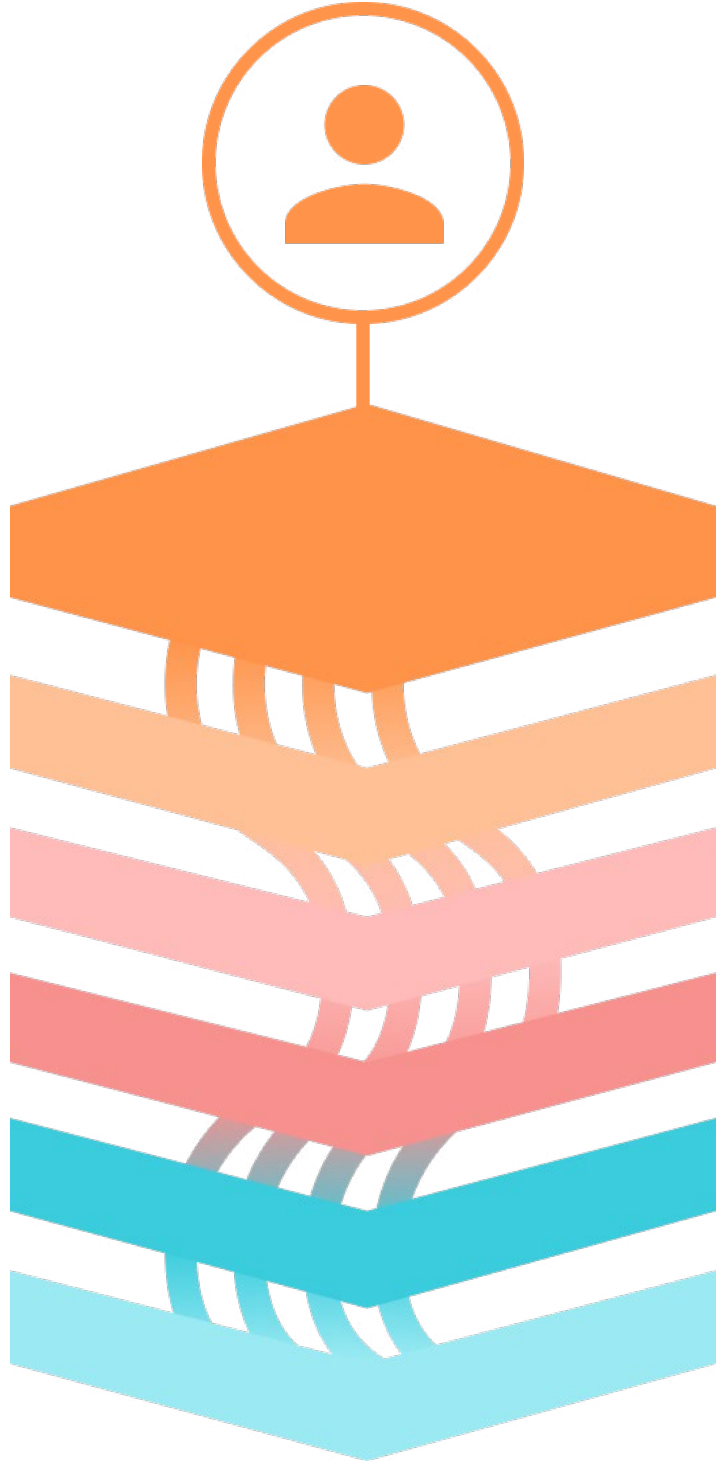


That said, not every brand has embraced data agility. This missed opportunity can lead brands to accidentally create data silos, reducing the value of the information they collect and resulting in broken brand experiences. With 49% of retail and eCommerce brands using different solutions for each channel, for instance, getting a true picture of how users are engaging (or not) with the messages they send and using that understanding to enrich future experiences can be all but impossible. **To support true data agility, brands must find a way to connect each layer of their tech stack to keep streaming data flowing throughout their technology ecosystem.**



Customer Data Platforms and Data Agility

Leveraging a customer data platform (CDP) is one of the best ways to integrate both legacy systems and innovative software as a service (SaaS) solutions into a cohesive ecosystem capable of achieving true data agility. It also **ensures a seamless flow of data throughout the tech ecosystem and across a range of customer touch points.**



Data-Driven Marketing

That said, **it's not enough to just move data between systems. You need to have the ability to act on it and optimize customer experiences in real time.** By bringing data agility to your customer engagement, you can implement true data-driven marketing. This allows you to respond to changing circumstances in a thoughtful, time-sensitive way while using messaging that creates a cohesive experience throughout the shopping journey.

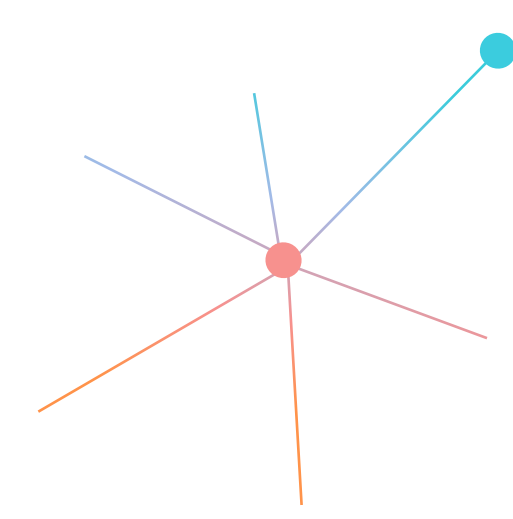
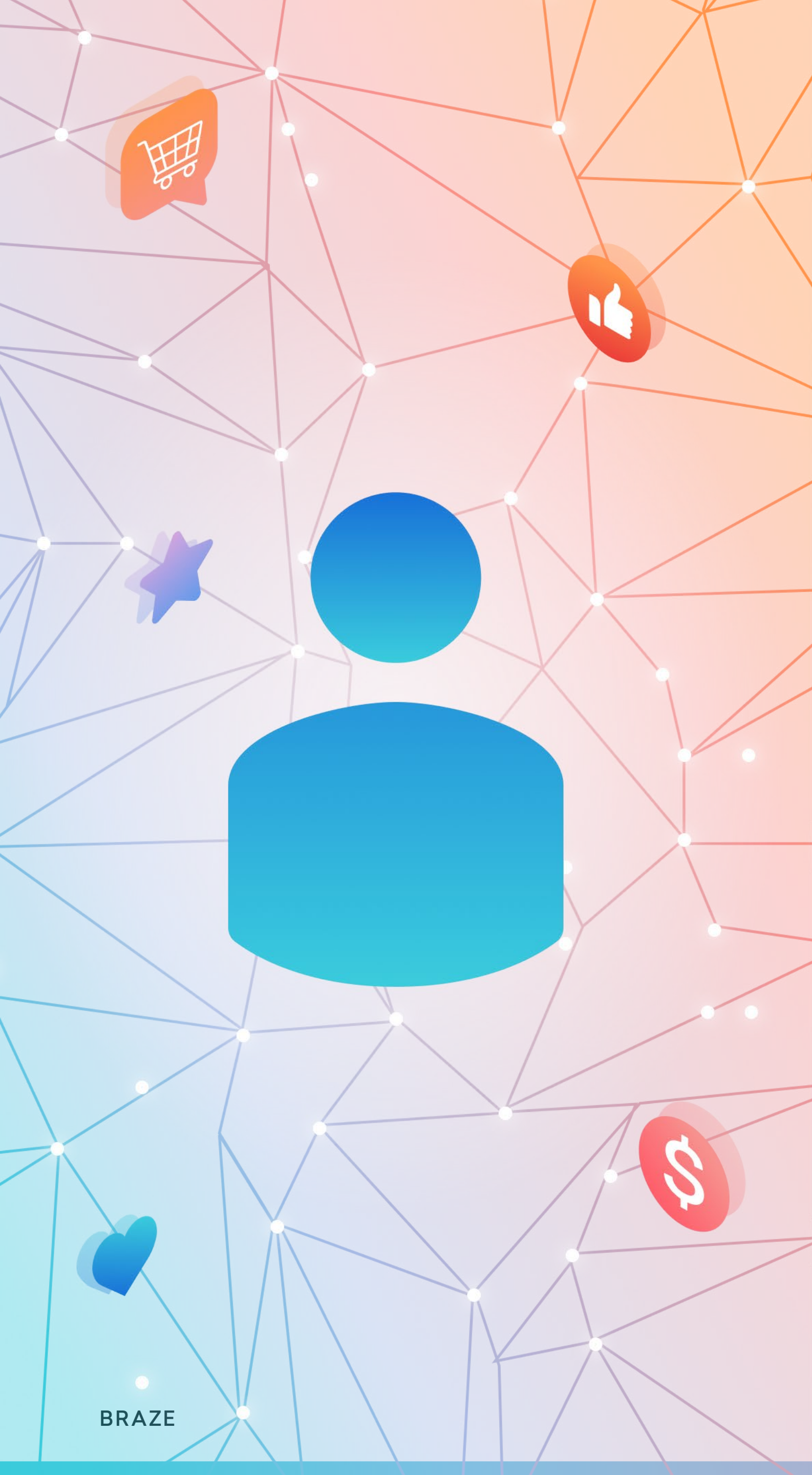
You also need to be able to trust that the information you've gathered is reaching all the right systems at the right time. Get that right, and your team can **be more creative and innovative, leveraging time-sensitive data to build experiences that speak to each individual shopper.** Get it wrong, and you leave your customers confused and angry when they receive broken or irrelevant experiences. And this dichotomy is especially pronounced when it comes to cross-channel marketing.

The Benefits of Cross-Channel Marketing

Taking a cross-channel approach can help you drive stronger business results across the board. According to the Braze [2022 Global Customer Engagement Report](#), creating cohesive, cross-channel customer experiences for US users that include both in-product (e.g. in-app messages) and out-of-product (e.g. email, push) messaging channels leads to:



To make the biggest impact, you need to use these channels together in a thoughtful, timely way. Using siloed channels to deliver disconnected messages in different contexts, all based on siloed, out-of-date information, will leave customers facing confusing or irrelevant experiences.



Deliver Personalized Customer Engagement with Shopify and Braze

For retail and eCommerce brands, ensuring that the systems they use to support digital purchases can communicate in-the-moment with their customer engagement platform is an essential part of providing the highly relevant, personalized retail experiences that today's shoppers crave. To make this possible, Braze has partnered with leading eCommerce platform Shopify to support increased data agility for retailers.

To fully understand the impact of integrating Braze with Shopify, you first need to get a handle on the rich capabilities that both of these solutions make possible on their own.



Shopify for eCommerce

Shopify, a leading eCommerce platform, provides online stores and retail point-of-sale systems with the tools they need to start, grow, market, and manage a retail business of any size. This solution makes commerce easier for brands, with services that are engineered for reliability while delivering a better shopping experience for consumers everywhere.



Braze for Customer Engagement

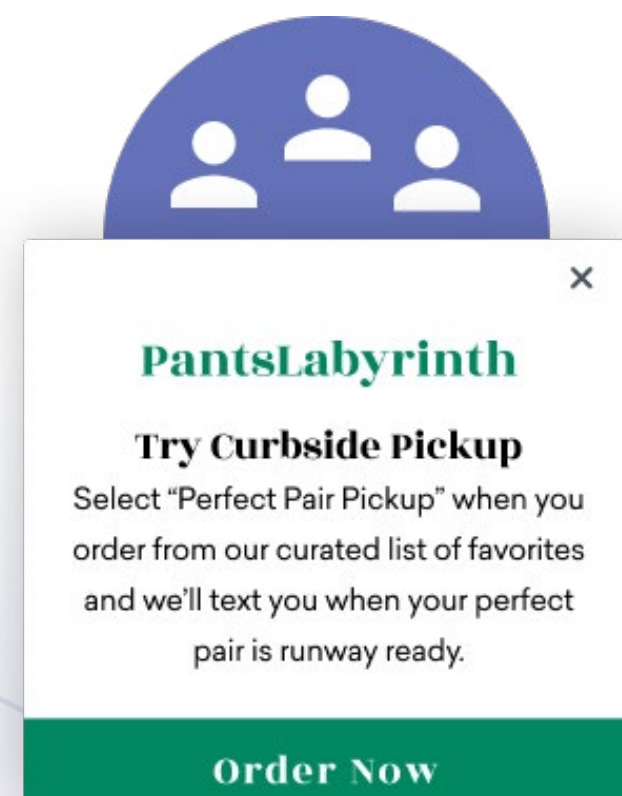
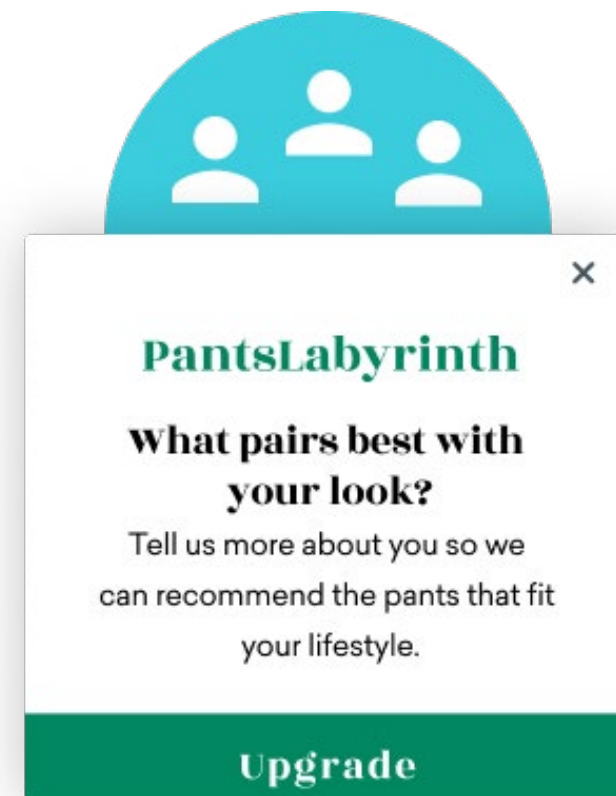
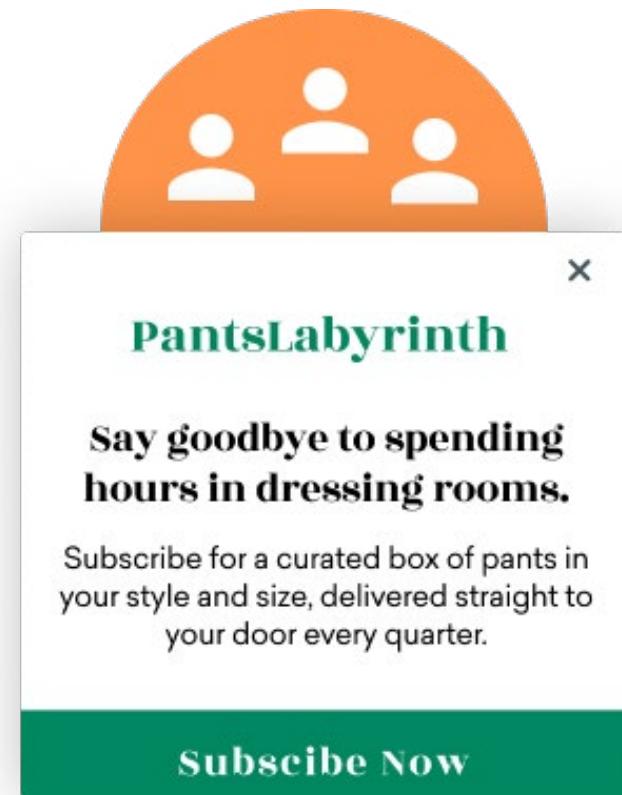
Braze, a comprehensive customer engagement platform, powers relevant and memorable experiences between consumers and the brands they love. With Braze, brands can connect with customers in real-time by triggering personalized emails, push notifications, in-app messages, and more—all based on their behaviors and preferences.

What's Possible When You Combine Shopify and Braze

By integrating Braze with Shopify, brands can:

- **Personalize** customer experiences based on real-time Shopify data
- **Orchestrate** timely communications across the full range of digital marketing channels
- **Optimize** campaigns and customer journeys to increase sales and customer retention

Brands that pair Braze with Shopify to create personalized experiences can see increased engagement, customer loyalty, and revenue.



Real-Time Segmentation

Braze helps you harness Shopify's real-time customer data, purchase data, and out-of-the-box segmentation filters to reach the right customers at the right moment.

Real-time segmentation tools include:

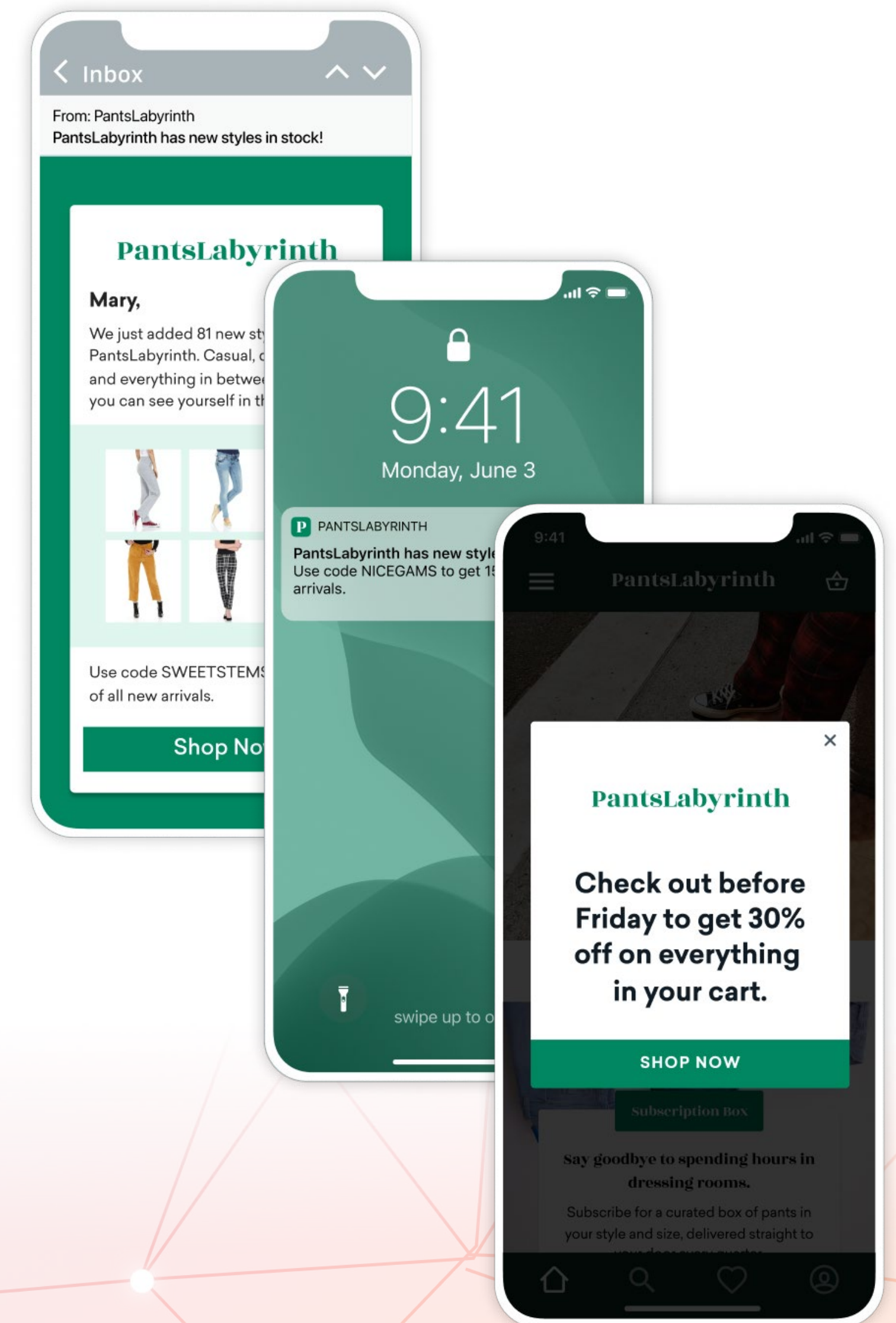
- **Precise Targeting.** Choose from a variety of filters based on first-party customer data to segment shoppers based on user profile attributes, behaviors, preferences, predicted values, and custom criteria.
- **Live Audiences.** Create dynamic audience segments based on live-updating user profiles. Users will automatically flow in and out of your segments in real time, helping to ensure that messages are only delivered to users who will find them relevant and valuable.

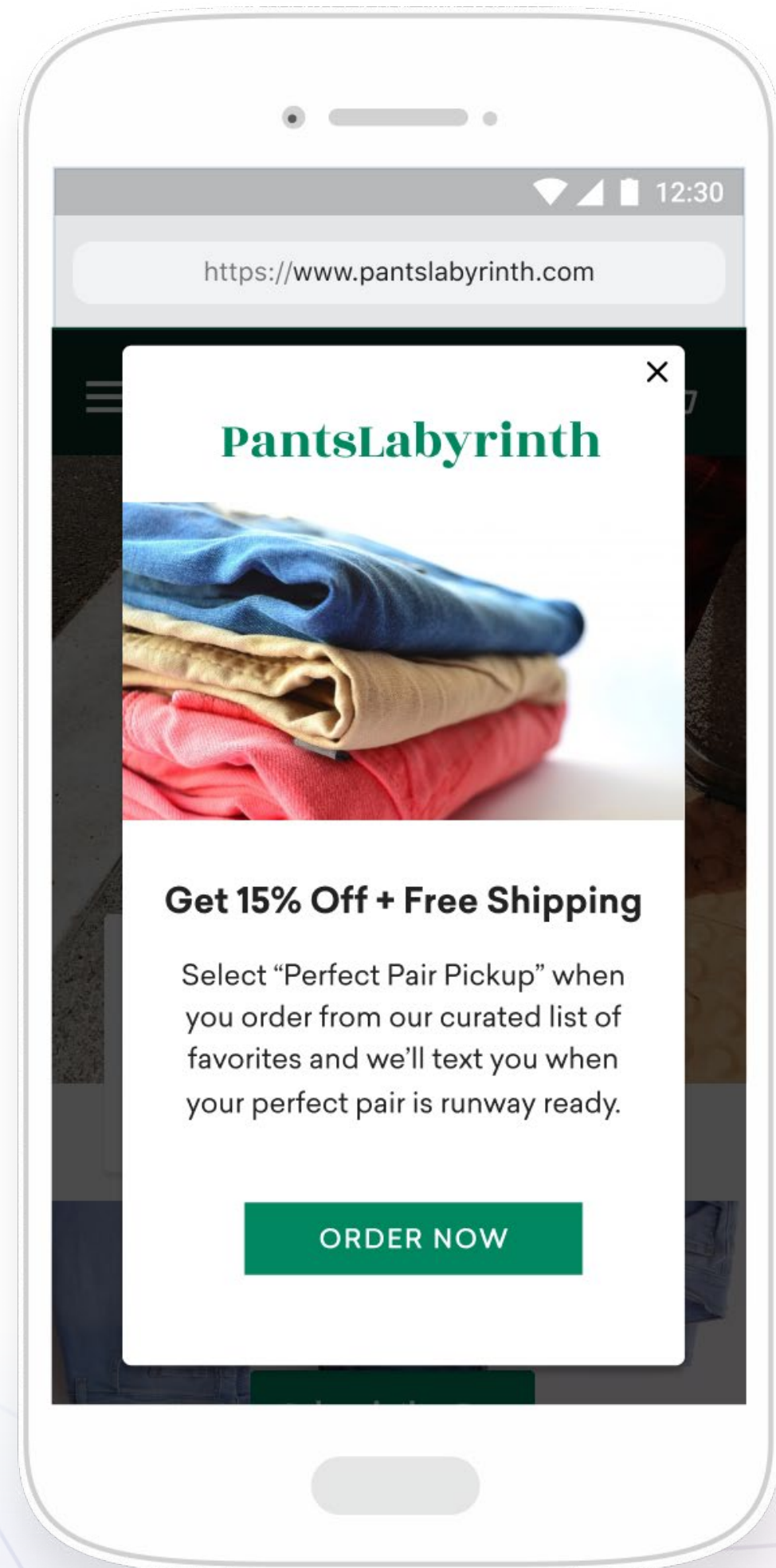
Cross-Channel Marketing

Reach beyond your Shopify storefront to engage, monetize, and retain customers across a wide range of different digital messaging channels, supporting a more complete and cohesive brand experience.

Cross-channel tools supported by Braze include:

- **Campaigns.** Easily send single-channel or cross-channel campaigns to drive customer engagement. Using Shopify data, you can email lapsing users a targeted discount, issue a product feedback survey via SMS, and much more.
- **Canvas.** Orchestrate lifecycle messaging across email, SMS, web, social, and more with the Braze customer journey management tool, Canvas, and turn one-time buyers into long-term, loyal customers.



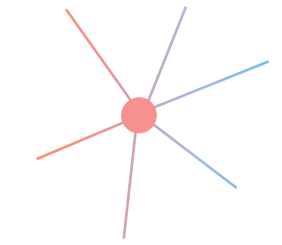


Personalized Experiences

Use the rich data that Shopify can provide to give your customers the personalized experiences they've come to expect from their favorite brand.

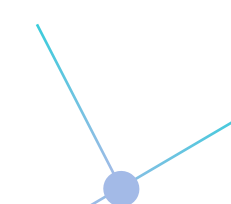
Personalization tools include:

- **Triggered Messages.** Automatically kick off campaigns and customer journeys based on the actions that customers take on your Shopify site. You can use these behavioral triggers to nudge browsers to complete a purchase, confirm recent orders, and much more.
- **Dynamic Content.** Use dynamic content personalization to tailor every message with highly relevant content that resonates. You can easily incorporate product-level data, customer-level data, and other relevant information at send-time, driving richer, more memorable brand experiences for recipients.



The Value of Braze + Shopify

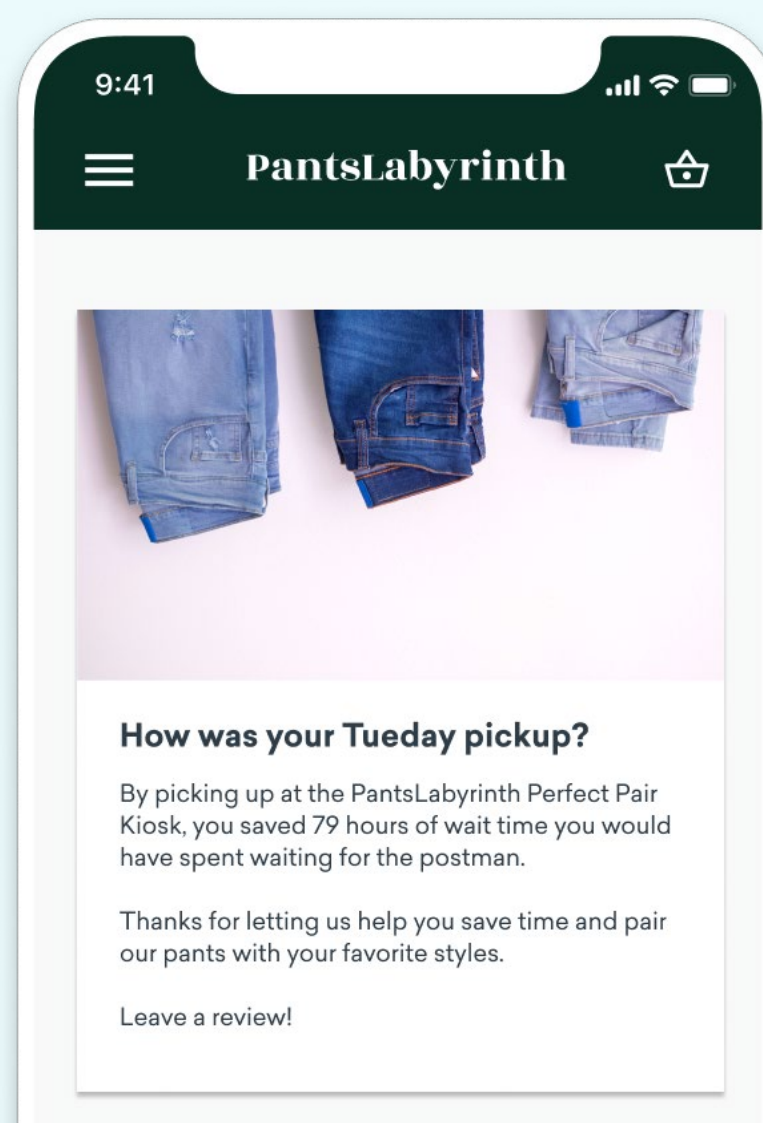
When used together, Braze and Shopify supercharge customer experiences using real-time customer data, helping retailers serve up the experiences their customers crave and reach their marketing goals. Curious what that looks like in practice? Here are three common customer engagement issues that Braze and Shopify can help to solve, as illustrated by fictional clothing brand PantsLabyrinth.



Real-Time Segmentation

Problem: The PantsLabyrinth app was struggling with discoverability in increasingly crowded app stores.

Solution: To boost placement, the brand used the Braze platform's real-time streaming architecture to create an event whenever someone creates multiple orders via Shopify within a given timeframe. This allowed them to trigger the delivery of highly segmented messages that urge superusers to rate and review the app. The increase in positive ratings boosted the app's placement in app stores, improving discoverability.

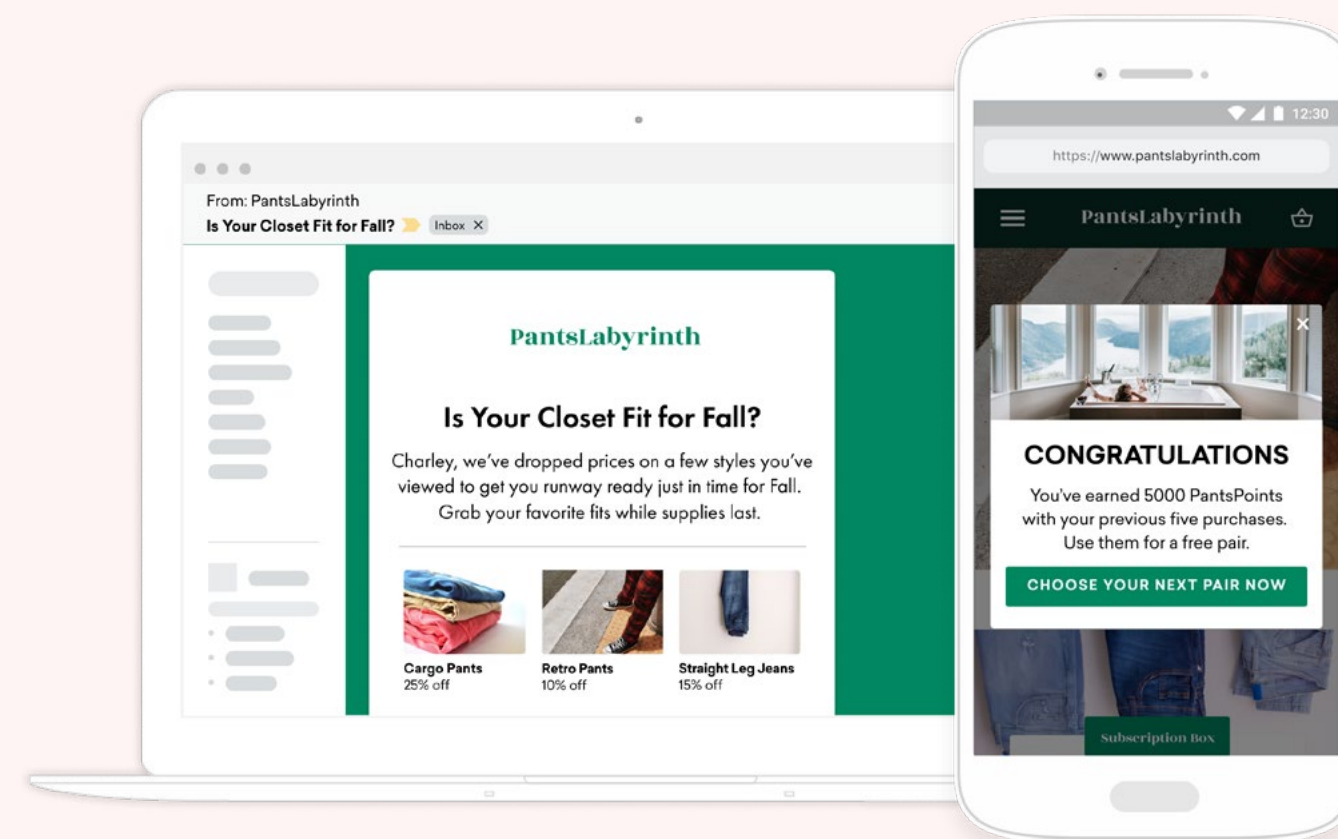


Campaign and Customer Journey Triggers

Problem: PantsLabyrinth's online pants sales were high, but sales lagged for accessories such as shoes, handbags, and jewelry.

Solution: To cross-sell more accessories, the brand used Shopify events to create targeted path-to-purchase campaigns based on a customer's previous orders.

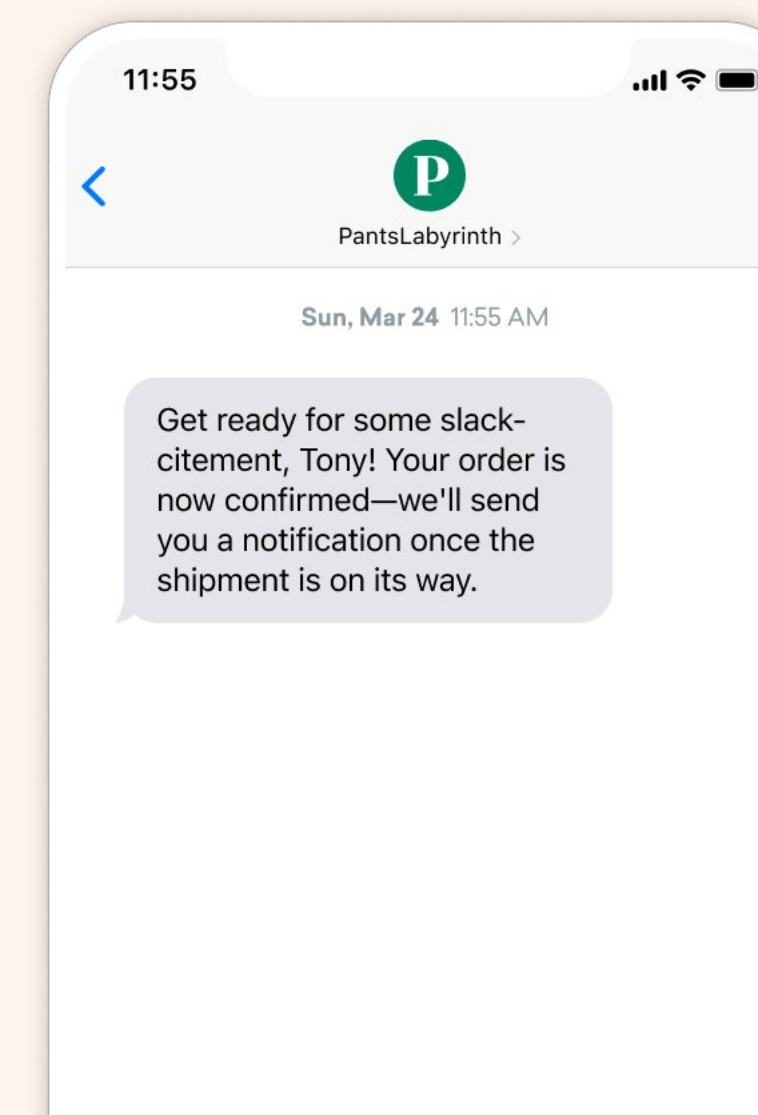
The campaign leveraged in-product messages to highlight complimentary accessories before customers completed a given order. It also made it possible to showcase items in out-of-product messages, like email, with [deep links](#) to make purchasing easier and more seamless. The result? More purchases and a higher customer lifetime value.



Transactional Messaging

Problem: The PantsLabyrinth support team was receiving a high volume of emails from customers who didn't know the status of their recent purchase.

Solution: To keep customers informed, the brand started sending transactional messages throughout the fulfillment cycle. Now customers receive Braze-powered updates that are triggered by milestones such as when an order is fulfilled or a courier picked up the item. This increased customer satisfaction and reduced the number of support tickets.



Rooster Teeth Increases Conversion Rates by 5.4X With Braze and Shopify

When audio-video production company Rooster Teeth wanted a more efficient way to drive sales and create a new revenue stream, they turned to Braze and Braze Alloys technology partner Shopify. By using Braze and Shopify together, Rooster Teeth was able to leverage a seamless, data-driven solution that gave them more visibility into the impact their emails have on conversion, and saving one hour per week in connection with building emails.

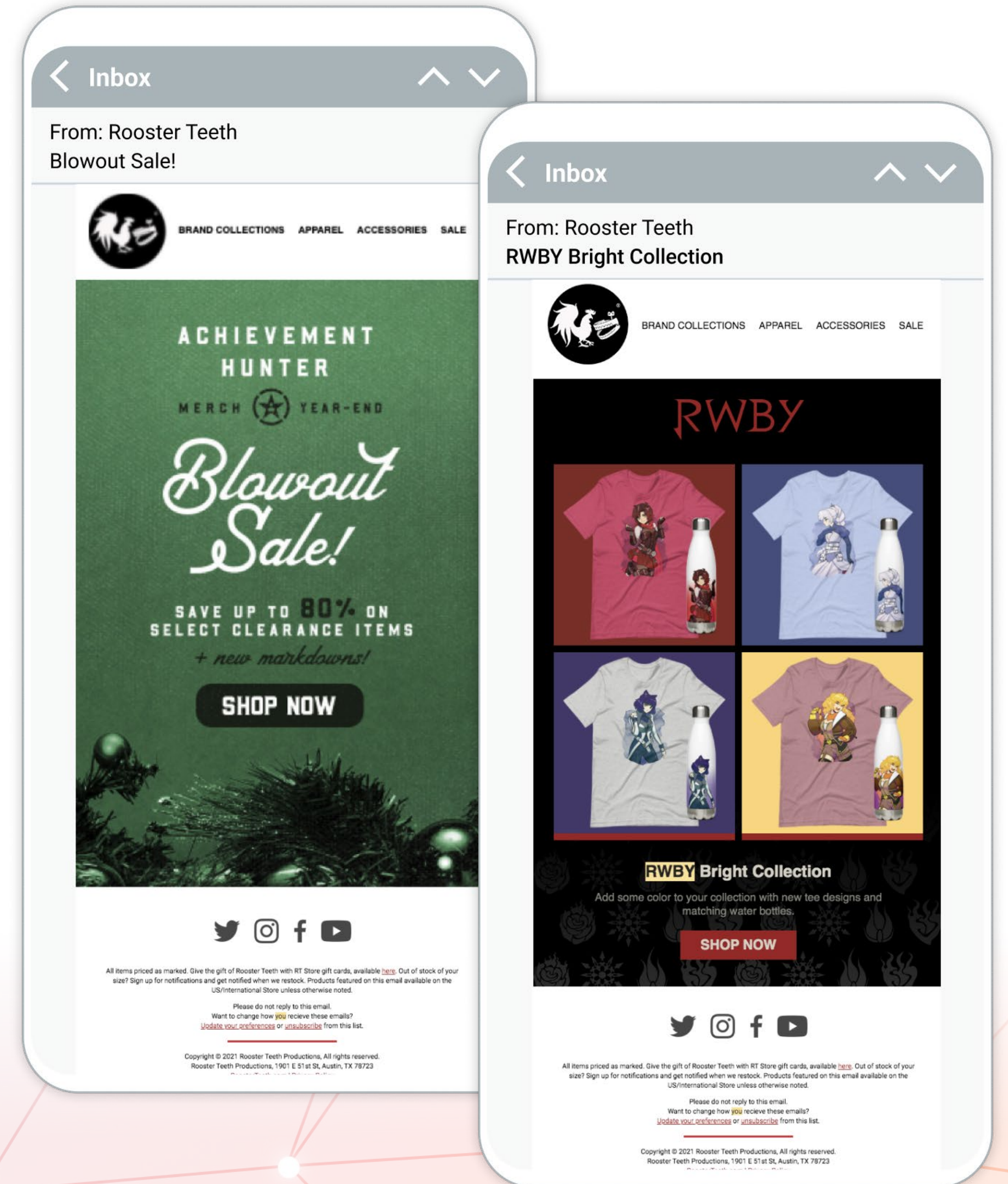
5.4X

Increase in Conversion Rates

1

Hour Per Week Saved

[Read the full case study here](#)



Final Thoughts

With the [Braze/Shopify integration](#), it's easy to transform streaming data into personalized, real-time customer experiences in a scalable, sustainable way. It empowers you to drive more relevant, timely messaging and reap the rewards of a customer-centric approach.

Best of all, integration is marketer-friendly and simple to set up. Just locate Shopify within the Braze dashboard, install the Shopify application, and verify completion. No coding required!

Want to learn more about how Braze can help you get the most from your Shopify storefront?
[Connect with our sales team](#) today.

The Braze logo is centered in a black, cursive script font. The background is a gradient from light blue on the left to light orange on the right, overlaid with a network of thin white lines and dots.

Get in touch to learn more

[BRAZE.COM/CONNECT-WITH-SALES](https://braze.com/connect-with-sales)