

SH/FT

Inbox
Innovation
Pack

/ Technology Edition



Our Inbox Innovation Pack helps growth-minded leaders like you achieve email marketing excellence. We've created distinct editions focused on 4 key pillars.

Strategy

Fuel your growth through continuous innovation.

Data

Apply AI & data-driven insights for better decisions.

Technology

Power your business with a dynamic tech stack.

Experience

Drive engagement with compelling creative.

This Tech edition provides tactical best practices you can apply immediately. Start playing!

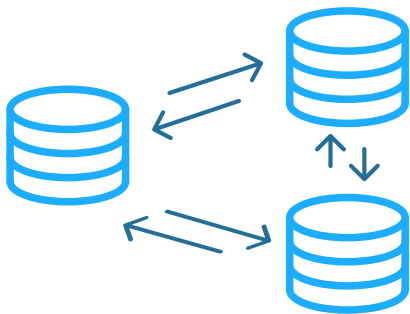


Diagram Processes and Pipelines

According to CSO Insights, companies with well-defined and operational lead management processes achieve a **9.3% higher sales quota attainment**.

Mapping out processes streamlines data management, ensures you have the right technology in place, and enables personalized nurturing, better sales conversion, and accurate measurement.

Diagram Processes and Pipelines

Marketers must have a clear understanding of how data flows into their technology stack. From collection to distribution and consumption, it's vital that teams have a firm awareness of where data flows in and out of their tech.

SHIFT YOUR APPROACH

Draw Out Your Acquisition and Integration Pipelines

1

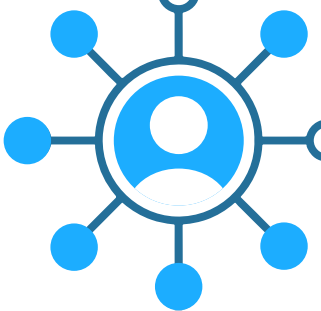
Start With Entry Points: Write out every single entry point of data within your funnel. This include web forms, list imports, quote requests, referrals, etc.

2

Draw Your Map: Create a map that illustrates data flow from its origins into your marketing tools.

3

Obstacles and Opportunities: As you map, highlight areas you *do* and *don't* transform data today. Automated transformation of data is key in an AI-enabled stack. Pinpoint any integration failures you find as well, to further explore the right way to solve.



Centering on Customer Data Platforms (CDPs)

According to a study by the CDP Institute, organizations that leverage CDPs are **2.5 times more likely to have exceeded** their revenue goals compared to those without a CDP.

Investing in a CDP can significantly impact your business success.

Centering on CDPs

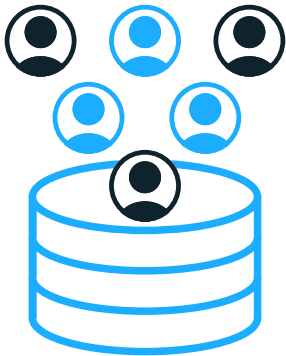
Using high-quality data can provide a competitive advantage. Building a cohesive data ecosystem, and standardizing data collection through a Customer Data Platform (CDP), can offer a unified view of your customers and enhance your reporting and measurement capabilities.

SHIFT YOUR APPROACH

Many organizations purchase a CDP without being ready. So before buying, ensure you can check the boxes below.

- You have established a solid underlying data architecture.
- You have the appropriate access to your current database(s).
- You possess the ability to manage data independent of systems.
- You have clearly defined the capabilities needed from a CDP.
- You have a plan in place to effectively operationalize your CDP data.

If you can't "say yes" to these questions, then use them as action items to complete before connecting with CDP vendors.



Capturing Customer Data

According to the Aberdeen Group, companies that leverage multiple acquisition sources for their marketing efforts achieve an average of **28% higher revenue** compared to those relying on a single data source.

Capturing Customer Data

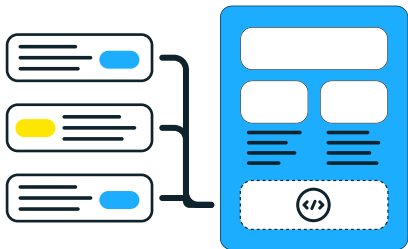
Customer data can originate from various sources like web forms, tracking code, site pixels, APIs, social integrations, mobile SDKs, POS systems, surveys, and email engagement. Coordinating data capture and establishing processes for real-time profiling enables personalized and customer-centric marketing. Regularly assess and refine data acquisition practices based on best practices, feedback, and evolving customer expectations to establish a solid foundation for responsible and effective customer data acquisition.

SHIFT YOUR APPROACH

When and when not to update fresh data from your sources. Diverse acquisition sources provide a comprehensive customer view, but not all data needs constant updates.



What to Do? Determine which data to *append, enrich, infer, ignore, or adjust relationships* (i.e.: 1:1 vs 1:Many vs Many:Many) to ensure your data works in your favor and avoids data collisions.



Enhancing Engagement with Dynamic Content & Liquid Personalization

Liquid is widely recognized for its effectiveness in personalization and dynamic content within Braze. Studies have shown that personalized emails can yield higher open rates, click-through rates, and conversion rates compared to generic emails.

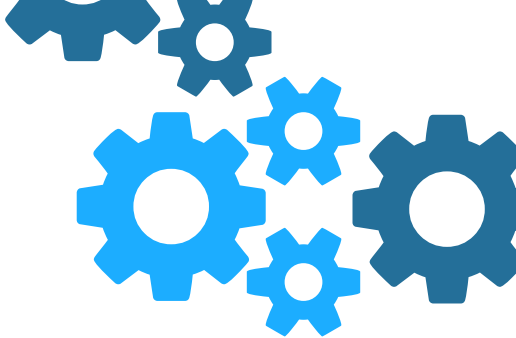
Enhancing Engagement with Dynamic Content & Liquid Personalization

Braze empowers you to craft highly personalized and engaging experiences for your customers through the dynamic capabilities of Liquid and Connected Content.

SHIFT YOUR APPROACH

Getting Started with Liquid Personalization in Braze

- 1 Familiarize yourself with Liquid's syntax, variables, conditional logic (if/else statements), and filters.
- 2 Leverage custom attributes or Braze's built-in personalization features to dynamically display user-specific content like names, preferences, or past purchases.
- 3 Utilize Connected Content to create versatile content blocks that adapt based on user data or segments.
- 4 Integrate with your data sources to enrich personalization using Liquid's powerful data access capabilities.
- 5 Thoroughly test your messages with different user profiles and segments before sending to ensure the content displays as expected.



Always Automate

According to Epsilon research, automated journey emails have a **70.5% higher** open rate than batch-and-blast campaigns. Even Braze has found that brands using multi-channel automated journeys see **126 times more** user sessions than those relying solely on a single channel (like in-app messaging).

This demonstrates the importance of creating tailored, multi-channel journeys to engage buyers on their preferred platforms.

Always Automate

Setting up automated journeys and triggers allows you to send timely and relevant messages to your subscribers while streamlining your email production process. **Here are 4 automated journeys you should prioritize building:**

- 1 Triggered **Welcome** or **Onboarding** sequences
- 2 Triggered **Abandon Cart** or **Browse Bounced** re-targeting
- 3 Triggered **Post-Purchase** communications
- 4 Scheduled **Re-Engagement** journeys

SHIFT YOUR APPROACH

Tips for automating in Braze or Marketing Cloud

Use **Canvas** or **Journey Builder** to automate onboarding sequences, re-engagement campaigns, transactional messages, and more. Leverage either apps rich event data to trigger actions across channels like email, push notifications, in-app messages, and SMS.

Both solutions offer advanced features like **Predictive Churn**, **Send Time Optimization**, and **Intelligent Selection** to further enhance your automations with AI-driven insights.



Valuable Data Visualization

Organizations that use marketing reporting tools and dashboards are **3.3x more likely** to have significantly improved their overall marketing effectiveness.

This highlights the value of using your BI Tools effectively in providing actionable insights, optimizing marketing strategies, and driving better performance.

Valuable Data Visualization

On-demand dashboards provide marketers with insights and empower informed decision-making.

Use Business Intelligence (BI) and reporting tools like Tableau, Datorama or PowerBI to create stakeholder-specific dashboards that enable deep campaign analysis, issue identification, goal reporting, and continuous improvement for better results.

SHIFT YOUR APPROACH

Need a New Dashboard? Start with a Wireframe.



When creating a reporting dashboard, start by wireframing your goals and visual needs. While design is vital, don't only focus on aesthetics; the layout, functionality and critical KPI definition is what will deliver valuable reporting.