

INSPIRED BY 427° INNOVATION LAB AT BRAZE

SPORTS

Fan Press Conference

Stitching Together a Masterpiece

Stitch

BRANDON HEATH

Introduction

Stitching It Together

Stitch

On April 27th, 2023, [Braze launched the 427° Innovation Lab](#) — a group focused on fostering 'Brazestorms' that bring together different disciplines (namely tech and creative) to show how tech accelerates creativity and makes it soar.

As part of the launch, they dropped a megadeck: "[Melting Points: Where Creativity Meets Technology](#)," an exploration of what's possible when you take a creative approach to customer engagement.

The megadeck is meant to spark new ideas and demonstrate how Braze can be an accelerator that helps marketers bring their big ideas to life.

Stitch is going a level deeper to show how the details come together to make marketing magic happen.

In the 'Stitching Together' series, we'll share step-by-step guides to how the elements of Braze come together to form masterpieces.



Campaign: Fan Press Conference

INSIGHT

Fans want to be a part of their favorite team. However, outside of the one-in-a-million chance their favorite athletes responds to them on social media, there are very few opportunities for fans to interact with their heroes.

TOOLS:

- In-App Surveys
- Connected Content
- Push
- Catalogs

Fan Press Conference

Insight:
Fans want to be a part of their favorite team. However, outside of the one-in-a-million chance their favorite athletes responds to them on social media, there are very few opportunities for fans to interact with their heroes.

Idea:
For select games with their favorite team, app users get a notification during the second half nudging them to submit questions for the post-game press conference. Questions will be sent through the app, while footage of the press conference will only be available live exclusively on the app.

Tools: IN-APP SURVEYS | CONNECTED CONTENT | PUSH | CATALOGS

OMNI-CANNEL | COMMUNITY

Got questions for your team?
They are answering fan questions after the game! Send yours and they might answer them!

Tune in NOW!
Exclusively on the app, the team is answering fan questions. See if yours get picked!

braze

IDEA

For select games with their favorite team, app users get a notification during the second half nudging them to submit questions for the post-game press conference. Questions will be sent through the app, while footage of the press conference will only be available live exclusively on the app.

MAKING A MASTERPIECE

Stitching It Together

Insight >> Idea >> Platform

Whether you consider yourself a sculptor, painter, or seamstress, Braze offers marketers a blank slate to create masterpieces — arming them with the channels and data needed to create impactful and engaging experiences.

But, to set yourself up for success, it's important to start with two things: making sure you have what you need in your toolbox, and thinking through the details of what the end masterpiece will look like.

You wouldn't want to get halfway through creating your masterpiece to realize you're missing a key element, nor would you want to miss out on the key details that make your masterpiece something truly special.

To start, we'll go over things you'll need in Braze to start leveraging the necessary features and tools, key assumptions we'd make and questions we'd ask before diving in, and the steps you'd take to bring the big idea to life.

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Visualizing The Details

Asking Clarifying Questions



First, you will want to start shaping your vision and visualizing the details by asking clarifying questions. For this campaign idea, some questions the Stitch team would ask are:

- What are opportunities for personalization that we might want to take advantage of? We may want to tailor our copy, etc. to include dynamic pieces of data, such as:
 - Basic user profile information like first name
 - Preferences like favorite player(s)
 - Cohort grouping like whether fan plays fantasy sports, season ticket holders, etc.
 - Other information related to the game like opposing team or location
- Are we already capturing the data we need via our mobile applications – potentially during our signup/onboarding flow?
- What sort of other systems might need to be integrated? There may already systems outside of Braze that we that we might want to factor into our solution, such as:
 - Analytics
 - We can gather campaign results directly from Braze's UI, but are there other Business Intelligence tools, etc. where we might also need to surface for others to access?
 - Scheduling
 - We can build and schedule our campaigns in advance, but for example, there might be something that broadcasts that the press conference is starting that can also tell Braze to automatically send out our push message letting users know to catch it as it streams live in our app.

DISCLAIMER:

This use case is hypothetical and the ability to execute any campaign – or the success thereof – will depend on the unique needs and capabilities of the individual customer, as well as the involvement of relevant third-party technologies or partners.



Setting Up Your Toolbox

Getting Braze Ready



Having a plan of what data and additional systems our campaigns will need will help inform how we approach some prerequisite setup to have what we need to start. Here's what needs to be set up in Braze before we begin:

Braze SDK

First, we'll need to implement Braze's SDK (Software Development Kit) into the mobile app. SDKs are libraries that Braze provides that we can import and integrate with the rest of our application code to:

- Send events in real time giving us instant user insights
 - For example, when a user signs up and fills out a profile that includes his or her first name, etc. we can send events.
- Customize how our application reacts to campaigns sent from Braze.
 - For example, we deploy a Braze campaign to show a message in our application, Braze notifies our application a message should display for this user, and our application uses components of the SDK to control aspects of how the message is displayed (look and feel, placement, etc.)

Braze REST API

Depending on what other systems need to be integrated it might require that Braze's REST API (Representational State Transfer Application Programming Interface) be implemented.

REST API isn't just a long acronym — it's also a way for things outside of Braze to automate what otherwise might be done by hand in Braze's UI.

For example, there might already be an existing system that can broadcast out when a press event is starting. Rather than scheduling our Braze campaign by hand it might be possible for said system to leverage Braze's REST API to tell Braze to send our push notification campaign at just the right time.

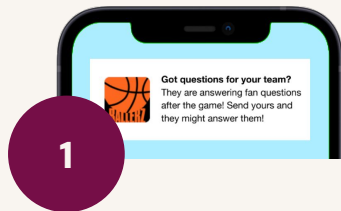
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Make Your Outline

Define the elements of your masterpiece



1

The survey will prompt the fans to submit their questions.

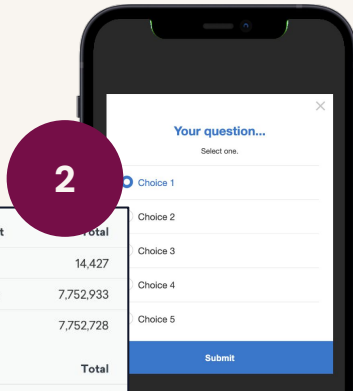
As the game is ending, your team can analyze the in-app survey results to direct the exclusive in-app post-game press conference.



3

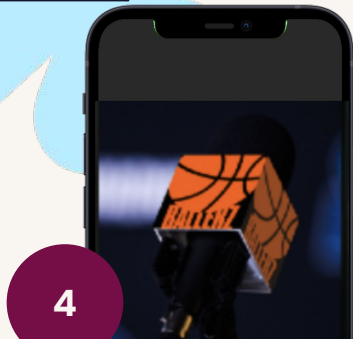
As the press conference begins, another push notification gets sent out to bring fans back into the app.

With the 2nd half underway, it's time to send a push notification to the fans — directing them to your survey.



2

Survey Engagement	Total
Body Clicks	14,427
Total Submissions	7,752,933
Dismissals	7,752,728
Survey Results	Total
Choice 1	2
Choice 2	23,826



4

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Creating The Masterpiece

Element 1: Surveys

A [Simple Survey](#) is a type of message within Braze that can display directly in your application and prompt a user to submit an answer to a posed question.

For this campaign, we can offer the user to select a question they've been dying to ask and capture their response.

We can choose to either deploy to our users right away, schedule it to a time that should fall during the second half, or, if another system needs to best determine when to send (and can integrate with [Braze's REST API](#)), choose the "API-Triggered Delivery" option.

Later, we can analyze all responses for the campaign and forward the most popular response to our media team to have answered during the press conference.

The image shows a multi-step Braze campaign configuration interface. The top navigation bar includes: 1 Compose Messages, 2 Schedule Delivery, 3 Target Audiences, 4 Assign Conversions, and 5 Review Summary. The main content area is divided into several sections:

- Campaign Details:** Campaign Name: "Press Release Survey Campaign". There is a field for "Add Campaign Description" and a "Tag" button.
- Message Variants:** A section for "Variant 1" with a "Send To" dropdown set to "Mobile Apps".
- MESSAGE TYPE:** "Simple Survey" (Gather preferences and insights from customers).
- Preview:** A mobile app preview showing a survey question: "Your Question" with five radio button choices (Choice 1 to Choice 5) and a "Submit" button.
- Compose / Settings / Text:** A configuration panel for the survey message. It includes:
 - Header:** "Your Question"
 - Body (optional):** "Your message..."
 - Helper text (optional):** "Select One." and "Best practice: inform users of..."
 - Choices (Maximum 12):** "Single-choice selection", "Choice 1: What the user sees", "Choice 2: What the user sees".
 - Color Theme:** "#1B78CF" (Darkly 100%).
- Delivery:** A section for scheduling and delivery options.
 - Choose a Type:** "Scheduled Delivery" (Send at designated times) is selected. Other options include "Action-Based Delivery" and "API-Triggered Delivery".
 - Time-Based Scheduling Options:** "Send at a designated time" is selected. Other options include "Send as soon as Campaign is launched" and "Intelligent Timing".
 - Scheduling:** "Send" set to "Once", "On date" set to "2023/1/14", "Start Time" set to "07:30 pm".
 - Delivery Controls:** "Send Campaign to users in their local time zone" and "Allow users to become re-eligible to receive campaign" are checked. "Frequency Clipping" is also present.

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Creating The Masterpiece

Element 2: Push

Since our Survey Campaign will be running directly in the application it will be good to nudge users by also sending them [Push Campaign](#) letting them know to check it out.

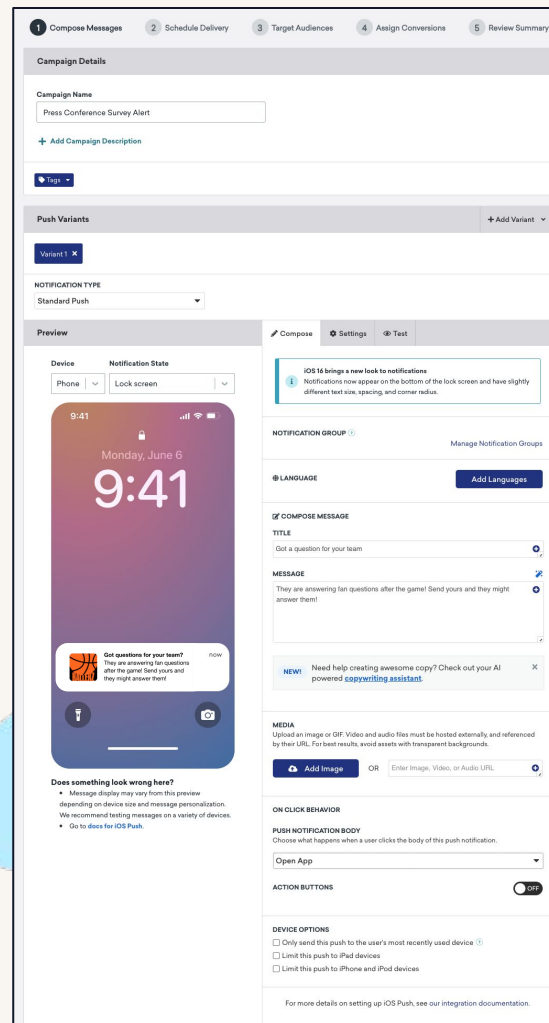
Push notifications are ideal for situations when you want to share time-sensitive calls to action that drive customers to your app.

The campaign can follow the same scheduling targeting rules as our Simple Survey campaign.

During the second half of the game, we send both campaigns to keep users engaged and coming back to our app.

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Creating The Masterpiece

Element 3: In-App Message Performance Dashboard

Now it's crunch time and we need to see what our superfans are dying to know the most.

Luckily, Braze provides performance metrics for our in-app Survey Campaign, including a breakdown of counts for the possible choices we sent out to users.

Next, we'll take that and forward along to the team running the press conference to make sure fans' burning questions are asked and answered.

We'll send out one more Push Campaign to drive users directly to the press conference, streaming live in our app, to see if the question they selected from our Survey Campaign won.

In-App Message Performance									+ Add/Remove Columns
	Variation	Audience %	Unique Impressions	Impressions	Clicks	Revenue	Primary Conversions	Confidence	
CG	Control Group	20.00%	444.1K	890.4K <small>No message displayed</small>	--	\$33.3K	7.55% 33.5K	--	
A	Variant 1	80.00%	444.1K	878K	Results	\$62.9K	14.51% 64.4K	100%	
Survey Engagement							Total	Rate	
Body Clicks							14,427	1.64%	
Total Submissions							7,752,933	883.00%	
Dismissals							7,752,728	882.97%	
Survey Results							Total	Rate	
Choice 1	Sales and vouchers					2	0.00%		
Choice 2	New fashion collection					23,826	0.31%		
Choice 3	New beauty collection					23,734	0.31%		
Choice 4	Extras for the members club					0	0.00%		
Confirmation Page							Total	Rate	
Impressions							7,752,933	883.00%	
Button Clicks							7,747,829	99.93%	
Dismissals							7,754,728	100.02%	

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Creating The Masterpiece

Element 4: Push

To finish out the experience, we'll send one more Push campaign letting users know that the press conference is starting.

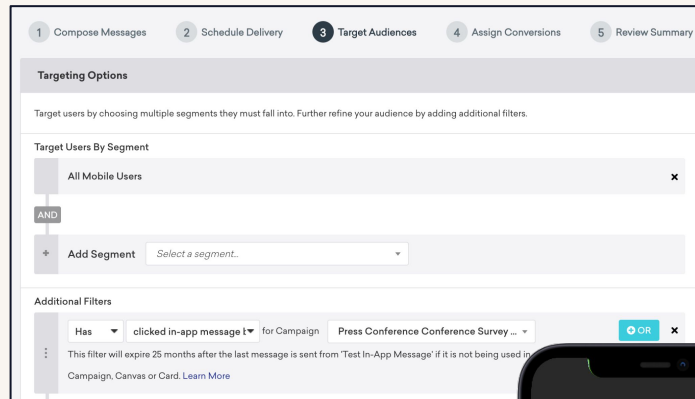
Our campaign will target just those who've submitted a question from our Survey campaign.

We'll also configure the Push click behavior to deep link directly to the stream.

DISCLAIMER:

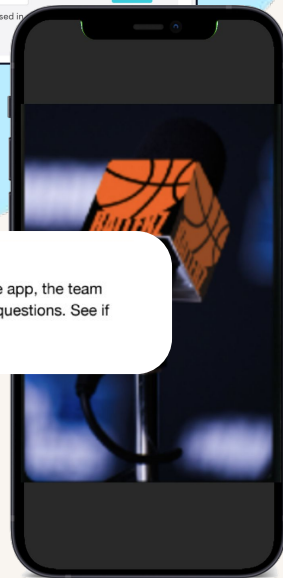
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Tune in NOW!

Exclusively on the app, the team is answering fan questions. See if yours get picked!



Creating The Masterpiece

The Final Touches: Connected Content & Catalogs



Personalizing content based on data captured through our Braze SDK setup is a great way to make our messaging more relevant.

Here's a quick look at some additional features to take things to the next level:

Connected Content: Insert dynamic content from other external systems into Braze messages at send time (using Liquid to make HTTP requests).

Example use-cases could include retrieving and displaying:

- Real-time stats for favorite player
- Rewards and loyalty program information
- Content from CMS

Catalogs: Store rows of data directly within Braze (using Liquid to lookup and display).

Example use-cases could include storing and displaying:

- Information about game (opposing team, location)
- Additional roster information
- Questions for our Simple Survey campaign

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