

INSPIRED BY 427° INNOVATION LAB AT BRAZE

GAMING

# Parlay Personality

Stitching Together a Masterpiece

Stitch

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# Introduction

## Stitching It Together

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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: Parlay Personality

## INSIGHT

Different people have different styles of betting. Some are more aggressive, while others choose to take the safe route—but does the average gambler know what type they are?

## TOOLS:

- In-App Messages
- Email
- Connected Content
- Catalogs

The screenshot shows a Braze campaign email titled "Parlay Personality". At the top right, there is a purple button with a dice icon and the text "GAMBLING". The main content area has a green header with "ROYAL FLUSH" and a navigation bar with "LIVE NOW", "PROMOS", "BASEBALL", "GOLF", "BASKETBALL", "TENNIS", and "FO". Below this is a black section with a green "UNDERDOG ADVOCATE" logo. The text in this section reads: "Marty, based on your bets, you are an Underdog Advocate!" and "You got that dog in you, so here are some additional tips for the most intriguing underdogs this week!". At the bottom right of the email is the Braze logo. On the left side of the email, there is a vertical black bar with the word "BRAZE" written vertically. Below the email content, there are four tool buttons: "IN-APP MESSAGES", "EMAIL", "CONNECTED CONTENT", and "CATALOGS". A pink button labeled "PERSONALIZATION" is also visible.

## IDEA

Leverage user betting history to give users their Parlay Personality. Someone can be an Underdog Advocate while others might be Favorable to Favorites. Based on personality, we can provide users with suggestions on the games that they should consider betting on and give them expert advice based on their personality type.

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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# Getting Inspired

## Flushing Out The Idea



The fictional mobile betting company, Royal Flush, has a wealth of data about individual users ranging from profile information, to bets placed and teams tracked, to lifetime winnings (and losses), and everything in between. They've recently joined Braze's Innovation Lab webinar and realized they aren't being creative enough with Email, Push Notifications, and In-App Messages. With all of the user-generated app data they collect via Braze, why can't they pull off the Parlay Personality scenario mentioned?

Let's walk through how Royal Flush can execute this solution, driving more personalized & buzz worthy bets to generate more revenue across the betting proficiency spectrum.

**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:

⚙️ The Braze SDK is fully integrated with the Royal Flush mobile app.

📱 Royal Flush is collecting custom events based on how users interact with the app, and we have access to the data related to what bets have been placed (with event properties for wager amount, odds information, etc.), what sport categories are viewed and bet on the most, and user favorites selections related to teams and sports.

🎯 Royal Flush has reviewed and identified 3 segments based on tracked behaviors, and can define event aggregation requirements to be used in this solution. Additionally, they've decided on parlay personality names based on the 4 segments identified.

❄️ Royal Flush utilizes Snowflake as their data warehouse, and has the internal resources to assist with the data transformation portion of this solution based on the event aggregation requirements outlined in Assumption 3.

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# Creating The Masterpiece

## Element 1: Configure Data Sharing for Snowflake

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Royal Flush is collecting custom events with each bet with the Braze SDK and will need to push this data to their specific Snowflake account in order to perform the data transformation and process what personality each user should be associated with. Since Braze as a platform utilizes Snowflake for data storage, there is a simple solution with [Data Sharing](#) between Braze's Snowflake account and Royal Flush's Snowflake account.

You can [reach out](#) to your Braze customer success manager to help jumpstart this integration.

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## Element 2: Transform Data within Snowflake

Now that we have Data Sharing enabled, Royal Flush's Snowflake admin will have access to the custom event data we're capturing with the Braze SDK.

We'll be looking at the bet-related custom events we captured with the Braze SDKs on the `USERS_BEHAVIORS_CUSTOMEVENT_SHARED` table within Snowflake. For this example, we have the following `bet_placed` event that we captured on our demo account with the properties shown to the right.

Royal Flush will need to aggregate all of the bet event data within Snowflake, counting the underdogs and favorites properties for each bet to determine what each user prefers, along with what sports they bet on – single sport or multiple sport depending on the parlay.

From there, we're able to assign a parlay personality based on the event aggregation requirements – and the personalities previously identified are assigned accordingly. For this example, we'll pretend Royal Flush has identified "Hungry Dog", "Favorite Chaser", and "Multisport Athlete" as the personalities based on the event data captured.

The parlay personality field must be computed by Snowflake, then be appended to Royal Flush's customer list table or a view in Snowflake, and updated periodically depending on how often this personality field can change, if at all – this will set us up for Step 3 and knock out part of Step 4.

EXTERNAL_USER_ID	NAME	PROPERTIES
testbetter123	bet_placed	{"bet_id": "099471849", "bet_type": "parlay", "sport_category": "Football, Basketball", "wager_amount": "1.00", "legs": "4", "underdogs": "3", "favorites": "1", "odds": "+500"}
testbetter123	bet_placed	{"bet_id": "098381348", "bet_type": "parlay", "sport_category": "Football", "wager_amount": "3.00", "legs": "7", "underdogs": "6", "favorites": "1", "odds": "+5000"}
testbetter123	bet_placed	{"bet_id": "098591849", "bet_type": "parlay", "sport_category": "Football", "wager_amount": "3.00", "legs": "10", "underdogs": "5", "favorites": "5", "odds": "+1800"}
testbetter123	bet_placed	{"bet_id": "098571849", "bet_type": "parlay", "sport_category": "Football", "wager_amount": "3.00", "legs": "10", "underdogs": "5", "favorites": "5", "odds": "+1800"}
testbetter123	bet_placed	{"bet_id": "098471849", "bet_type": "parlay", "sport_category": "Football", "wager_amount": "2.00", "legs": "7", "underdogs": "4", "favorites": "3", "odds": "+1000"}
testbetter123	bet_placed	{"bet_id": "098391349", "bet_type": "parlay", "sport_category": "Football", "wager_amount": "3.00", "legs": "5", "underdogs": "2", "favorites": "3", "odds": "+1800"}
testbetter123	bet_placed	{"bet_id": "098391949", "bet_type": "parlay", "sport_category": "Football", "wager_amount": "3.00", "legs": "5", "underdogs": "2", "favorites": "3", "odds": "+1800"}
testbetter123	bet_placed	{"bet_id": "098391348", "bet_type": "parlay", "sport_category": "Football", "wager_amount": "3.00", "legs": "7", "underdogs": "1", "favorites": "6", "odds": "+100"}
testbetter123	bet_placed	{"bet_id": "098591949", "bet_type": "parlay", "sport_category": "Football", "wager_amount": "3.00", "legs": "10", "underdogs": "5", "favorites": "5", "odds": "+1800"}
testbetter123	bet_placed	{"bet_id": "098491949", "bet_type": "parlay", "sport_category": "Football", "wager_amount": "3.00", "legs": "5", "underdogs": "2", "favorites": "3", "odds": "+1800"}

[Download the raw table schemas here.](#)



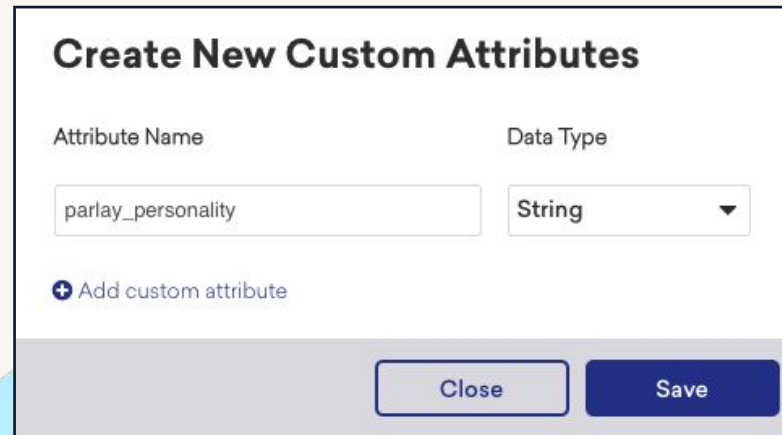
# Creating The Masterpiece

## Element 3: Create your Customer Attribute in Braze.

With the event aggregation in Snowflake complete, we'll need to create a new custom attribute in Braze – for this example we will name it `parlay_personality`.

Navigate to Data Settings -> Custom Attributes.

Add the new custom attribute as a string.



**Create New Custom Attributes**

Attribute Name	Data Type
<input type="text" value="parlay_personality"/>	<input data-bbox="1541 507 1787 559" type="text" value="String"/>

[+ Add custom attribute](#)

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## Element 4: Configure Cloud Data Ingestion in Snowflake.

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With the custom attribute ready in Braze and the personality compiled in Snowflake, we can configure Cloud Data Ingestion for Snowflake.

- In Snowflake, knock out the following:
  - Step 1: Set up the role and database permissions for the table or view we created already.
  - Step 2: Set up the warehouse and give access to the Braze role you just created.
  - Step 3: Set up a user and share that information with Braze – you'll receive a public key to append to the user. You might need to allow Braze IPs in Snowflake as well depending on your settings.
- Create a new integration in the Braze dashboard
  - Step 1: Add Snowflake connection information and source table.
  - Step 2: Configure sync details.
- Add a public key to the Braze user & test your connection

With our Snowflake data successfully syncing to Braze, we're ready to create our Catalog and start using all of this data in campaigns and canvases.

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# Creating The Masterpiece

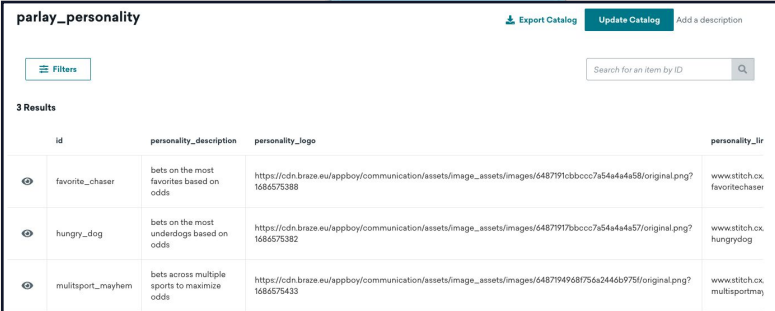
## Element 5: Create your Catalog.

Next, we'll create a new Catalog and import any data needed for our personalities in order to make that content available for personalized messaging. Catalogs are data tables for non-user data that are housed directly in Braze. Typically this is metadata related to your company, such as product SKUs for an ecommerce business.

There are a handful of ways to set up a Catalog but in this example we'll make the personality names the ID.

The ID field will be what we use in the next step to pull in this content dynamically with Liquid.

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id	personality_description	personality_logo	personality_lir
favorite_chaser	bets on the most favorites based on odds	https://cdn.braze.eu/appboy/communication/assets/image_assets/images/6487917bcbcc07a54a4a58/original.png?1686575388	www.stitch.cx/favoritechaser
hungry_dog	bets on the most underdogs based on odds	https://cdn.braze.eu/appboy/communication/assets/image_assets/images/6487917bcbcc07a54a4a57/original.png?1686575392	www.stitch.cx/hungrydog
multisport_mayhem	bets across multiple sports to maximize odds	https://cdn.braze.eu/appboy/communication/assets/image_assets/images/648794968f756a2446b75f/original.png?1686575433	www.stitch.cx/multisportmay

*In this example, we have fields for a description, a logo, and a link for each personality that we can dynamically pull into announcement messages or promotions with Liquid. We can use these fields to enrich messages that explain what each personality is, what personality has been assigned to the end user, and suggested bets for each personality type.*

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# Creating The Masterpiece

Element 6: Create your Dynamic Content.

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Now that we have the personality data available, we can use Liquid in emails, push notifications, in app messages, or SMS messages to dynamically call in catalog data based on a qualified individual's personality.

```
{% assign parlay_personality =  
  {{custom_attribute.{{parlay_personality}}} %}  
{% catalog_items parlay_personality  
  {{parlay_personality}} %}
```

This Liquid snippet looks at the row in the catalog based on the parlay personality custom attribute we created in Step 3 and populated with data in Step 4.

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