

INSPIRED BY 427° INNOVATION LAB AT BRAZE

TRAVEL

# Slayover

Stitching Together a Masterpiece

Stitch

TAYLOR SMITH

# 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: Slayover

## INSIGHT

More travelers are discovering layovers as an economical opportunity to experience a new city, even if only for a few hours. However, it's overwhelming to know what to do to get the most out of a new city in such a short time.

## TOOLS:

- WhatsApp
- Geofencing
- Connected Content
- Catalogs
- Liquid

The screenshot shows a Braze campaign interface. At the top, there's a purple 'TRAVEL' button. The main heading is 'Slayovers'. Below it, an 'Insight' section states: 'More travelers are discovering layovers as an economical opportunity to experience a new city, even if only for a few hours. However, it's overwhelming to know what to do to get the most out of a new city in such a short time.' An 'Idea' section follows: 'Create a customized journey depending on a passenger's layover duration and location. Got 14 hours? Generate a full day's worth of activities. Leverage WhatsApp to learn about your customer's preference and curate the activities that fit their schedule. Use these standby hours for your brand to stand out.' A 'Tools' section lists 'WHATSAAPP', 'GEOFENCING', 'CONNECTED CONTENT', 'CATALOGS', and 'LIQUID'. At the bottom, there's a 'PERSONALIZATION' button. On the right, a WhatsApp chat is shown with a message from 'Upon Voyage' about Paris, a 'Yes' response, and a follow-up message about museums. The background of the chat shows a woman with a suitcase and a large fountain.

## IDEA

Create a customized journey depending on a passenger's layover duration and location. Got 14 hours? Generate a full day's worth of activities. Leverage WhatsApp to learn about your customer's preferences and curate the activities that fit their schedule. Use these standby hours for your brand to stand out.

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.

Stitch



# Getting Inspired

## Flushing Out The Idea



A travel agency based in New York is interested in developing some Canvas Flows targeting travelers passing through New York City.

The travel agency creates a partnership with two local airports — John F. Kennedy International Airport and LaGuardia Airport — to promote the initiative. The expected customer journey will look like this:

- Marketing materials in the airport (print and digital) will feature various creative ads promoting the experience with a call-to-action prompting travelers to “scan a QR code.” The ad will also make mention of WhatsApp being a key component of the experience.
- The QR code redirects travelers to a web form on the travel agency’s mobile site where they provide their mobile number and opt in to WhatsApp messaging.
- The follow-up messages (both SMS and email) will include a link to open or download WhatsApp.

Once a traveler opts in to receive WhatsApp messages, they will be entered into the first Canvas. The initial message will ask them to confirm their layover duration. Once that data is captured, an initial activity recommendation will be made to them. The Geofences around the city will capture if the traveler visits the recommended stops. As the traveler both enters and exits a step, they will receive instructions via WhatsApp about their best next destination.

*\*The WhatsApp channel requires having a Meta Business Manager Account, WhatsApp Business Account, and WhatsApp phone number. See more on prerequisites, WhatsApp content rules, and compliance [here](#).*

**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.*



# Visualizing The Details

## Asking Clarifying Questions



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

- Is there a minimum and maximum layover duration (in hours) that should be considered? Any time of day restrictions?
- How often should a customer be re-eligible if they are a frequent traveler? Is there a limit?
- What activities will be featured for each airport?
- Are there any conversion events that should be incorporated? How will success be measured?

We'd also assume you already have Braze implemented – including the WhatsApp channel, and are capturing the necessary customer data, including:

- Customer – user ID, phone number, WhatsApp opt in
- Layover Duration – total hours and minutes
- Location – geofences around the city
- Activities – recommendations and estimated length of time for each activity

**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



First, you'll want to take note of what's in your toolbox and how each tool will be used to execute your vision.

**WhatsApp** – The selected channel to deliver peer-to-peer messaging. It is the most popular messaging app in the world, used by over 2 billion people worldwide. Travelers will opt in to WhatsApp messaging via the promotional materials featured in the airport with the QR code redirecting to the website. This will also remind them to download WhatsApp.

**Geofencing** – This is a virtual geographic area defined in the Braze dashboard that will be used to trigger the WhatsApp messaging in real-time when a customer enters or exits a geofence. Geofences will need to be created in Braze for each location included in the experience.

**Connected Content** – Allows for further personalization with any data accessible via API. For instance, Connected Content could be used to pull data from the travel agency and send updates on special events happening in the city.

**Catalogs** – Use Catalogs to reference non-user data from imported CSV files. This feature would be used in this initiative to contain recommended activities and the expected duration. These would be predetermined recommendations based on popular attractions in the city whereas Connected Content could pull in real-time data based on events happening on that specific date.

**Liquid** – This is an open-source template language developed by Shopify and written in Ruby used to personalize messaging in Braze. While Meta does not support Liquid, you can template in variables that can be later replaced in Braze for Liquid variables. The variables in the WhatsApp template will show up as blank spaces in the message composer in Braze. These blank spaces should then be replaced with the Liquid variables.

**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

## Sharpening Your Most Important Tool: Geofencing

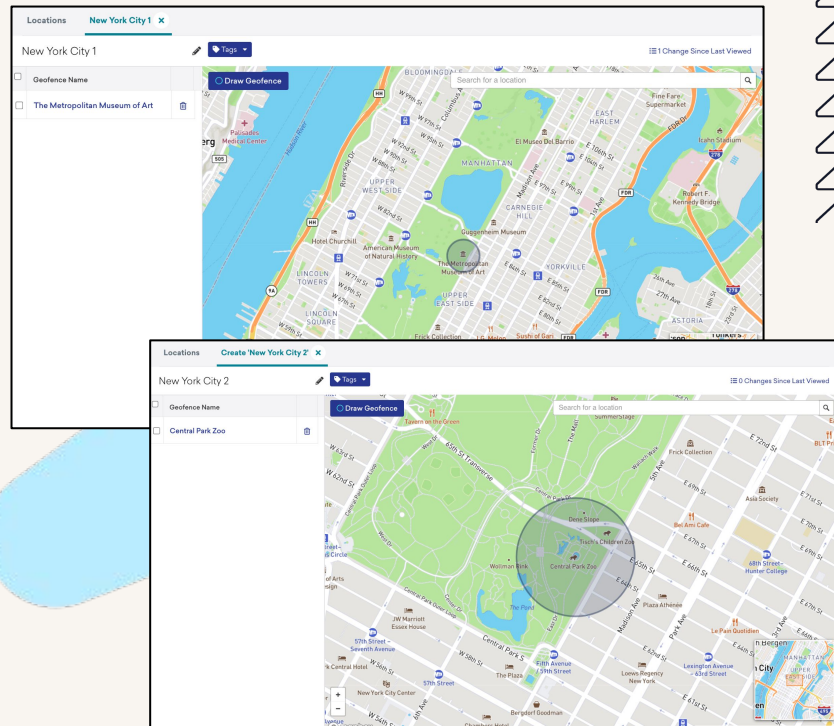
Geofences are organized into geofence sets—a group of geofences that can be used to segment or engage users throughout the platform. With the new Braze navigation geofences are created in the Braze dashboard under Audiences > Locations.

Once the geofence set is created you can leverage it in a Canvas for action-based delivery. In Canvas add the trigger action “trigger a geofence” when configuring delivery and define the entry window.

For active users, the Braze SDK will only request geofences once per day on session start. That means if changes are made to the geofence sets after session start, you'll need to wait 24 hours from the time the sets are first pulled down to receive the updated set. For inactive users, if the user is background push enabled, Braze will also send a silent push once every 24 hours to pull down the latest locations to the device.

*Note: If the geofences aren't loaded onto the device locally, the user can't trigger the geofence even if they enter the area.*

Stitch



#### 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.



# Creating The Masterpiece

## Connecting It All in Canvas

These Braze features can be leveraged together in a Canvas to create a personalized multi-step journey. The initial Canvas will use action-based delivery based on a WhatsApp opt-in from the app being logged to the user profile.

The established Geofences will be used to initiate audience entry into the subsequent Canvas Flows.

Liquid and Connected Content can be used to further personalize the WhatsApp messaging by sharing events happening in real-time near their current location.

The initial example Canvas could be further personalized by gathering interests/preferences via WhatsApp from the traveler, then making a recommendation based on all data that is gathered.

The screenshot shows the Braze Canvas configuration interface for the 'Entry Schedule' step. The interface is divided into five tabs: 1 Basics, 2 Entry Schedule (active), 3 Target Audience, 4 Send Settings, and 5 Build Canvas. The 'Entry Schedule' section is titled 'Entry Schedule' and includes the instruction 'Decide when users should enter the Canvas.' Below this, there are three options for 'Choose a Type': 'Scheduled' (with a clock icon), 'Action-Based' (with a gear icon and selected), and 'API-Triggered' (with a gear icon). The 'Action-Based' option is expanded to show 'Action Based Options', which includes a section for 'Trigger a Geofence' with a dropdown menu set to 'New York City 1' and a 'Geofence Set' field. Below this is an 'Evaluate if user takes specified actions' section with a 'Select Trigger' dropdown and an '+ Add Trigger' button. The 'Entry Window' section is also expanded, showing 'Start Time (Required)' set to '2023/06/14' at '08:00 am' with a 'Time zone: Eastern Time (US & Canada)' dropdown. There are also checkboxes for 'End Time (Optional)' and 'Enter users in their local time zone'. At the bottom, the 'Send Canvas' section lists two conditions: 'Immediately after trigger criteria are met' and 'beginning June 14, 2023 at 8:00 AM'.

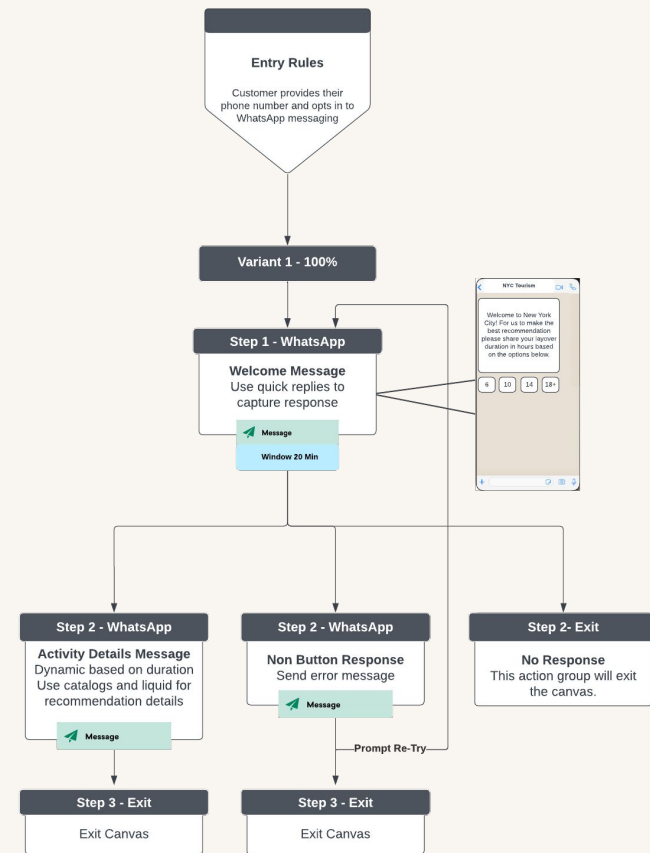
#### DISCLAIMER:

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.

# Creating The Masterpiece

## Connecting It All in Canvas

This is an example flow of the initial Canvas that a traveler would be entered into.



### DISCLAIMER:

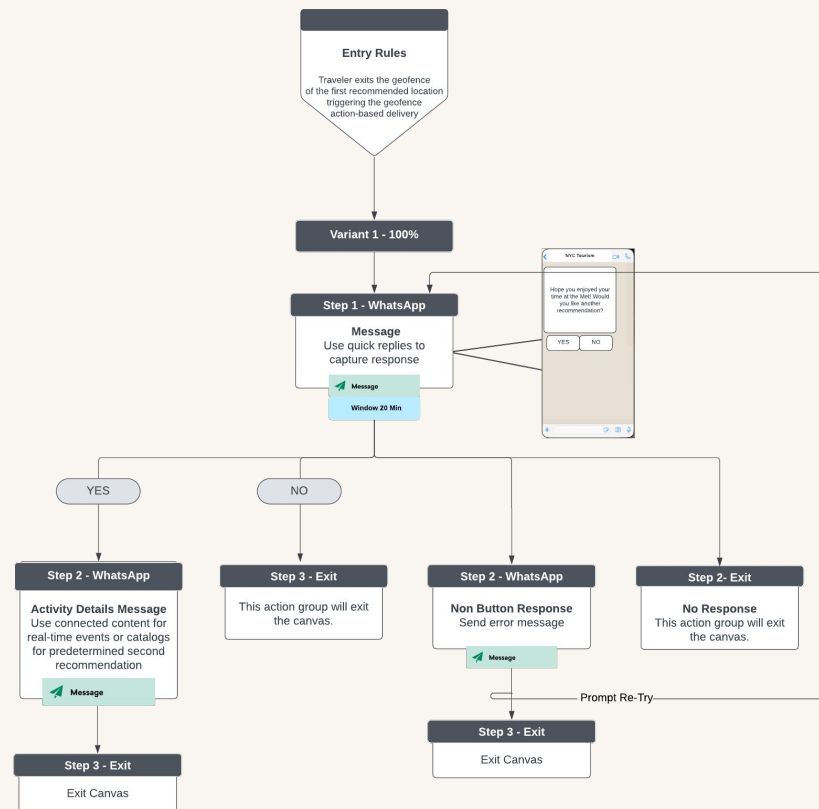
This use case is hypothetical and the ability to execute any campaign – or the success thereof – will depend on the unique needs and capabilities of the individual customer, as well as the involvement of relevant third-party technologies or partners.



# Creating The Masterpiece

## Connecting It All in Canvas

This is an example flow of the subsequent Canvas campaigns that a traveler would be entered into.



### 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.



# Creating The Masterpiece

## The Final Touches: Ideas to Bolster The Masterpiece



Once you've got the core elements of your masterpiece outlined, you can take a step back to think about how the experience can be enhanced. Here are some of our initial ideas:

1. If the customer has a shorter layover the messaging could feature popular spots within the airport based on their arrival gate. This would require creating smaller geofences.
2. The messaging in the Canvas could also leverage the Braze Technology Partner – AccuWeather – with Connected Content to provide weather forecasting insights based on the layover location.
3. Reflect on your own travel experiences. What is important for you to know and experience when you have an extended layover? What additional messaging could be considered?
  - An alert on when the customer should return to the airport.
  - When they return what is the best way for them to navigate the airport?
  - If their flight is cancelled could messaging include nearby hotel recommendations?
  - If they have multiple connections could some messaging be sent in advance?

**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.*

