



braze

Mix and Match:

Supercharge Engagement, Monetization,
and Retention with Cross-Channel Experiences


 **PantsLabyrinth** Now
Hey Sarah! Looks like you forgot this beauty in your cart.



The spinner winner is...
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Hey Sarah, new stock just in!



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Welcome Sarah!
What are you shopping for today?

		
Pants	Sweaters	Shoes

Introduction

Using a single channel to engage your audience? Kind of risky. After all, you never want to be on fewer channels than your customers.

Fact is, in today's multi-device, multi-platform, multi-channel world, you need a cross-channel approach to deliver cohesive experiences to consumers—and marketers know it, with more than 80% of brands working to engage their audience across channels. But while most marketers understand the importance of cross-channel, half of them lack the means to make it happen:

- **17% still rely primarily on a single-channel**
- **33% depend on multiple siloed point solutions**

True, unified cross-channel engagement is the best way forward, but no one channel combo works for every brand. But don't worry: We've got the inside scoop on how to find the right mix for your customer engagement goals.

Know your core messaging channels

Out-of-product channels:

These reach users beyond the app or website



In-product channels:

These engage users inside the web/app experience



The impact of using two messaging channels vs. a single channel



Email: Optimizing for engagement, monetization, and retention

The original digital messaging channel—and arguably still the most powerful. Email’s a ubiquitous, flexible channel that can support messages of varying lengths and visual approaches, making it a key tool for most brands’ customer engagement efforts. Make the most of your email program by matching your channel mix to your customer engagement goals.

Top combinations

Email + IAM
+ Mobile Push + Web Push



Email + IAM
+ Mobile Push + SMS

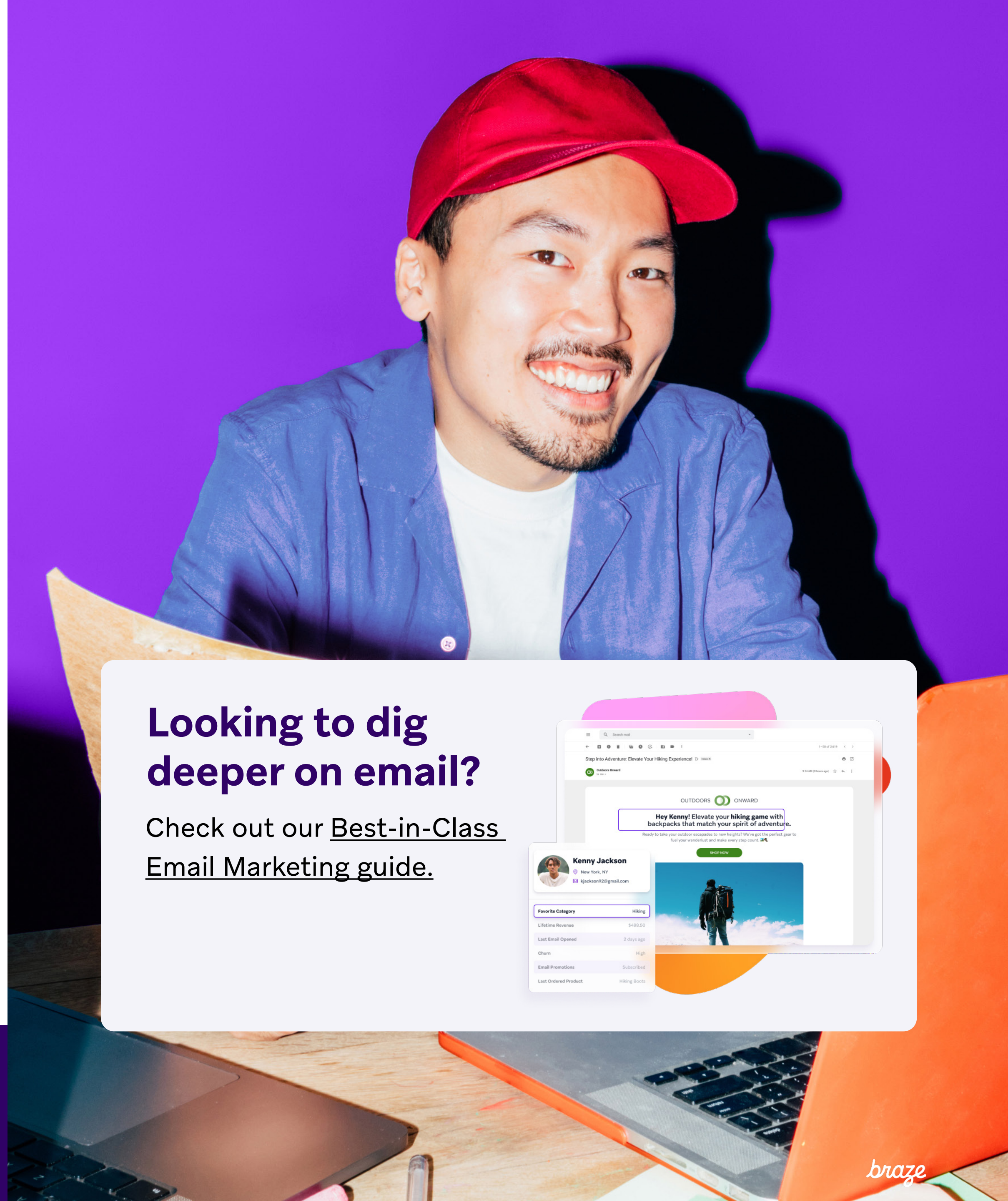


Email + IAM
+ Mobile Push + Web Push



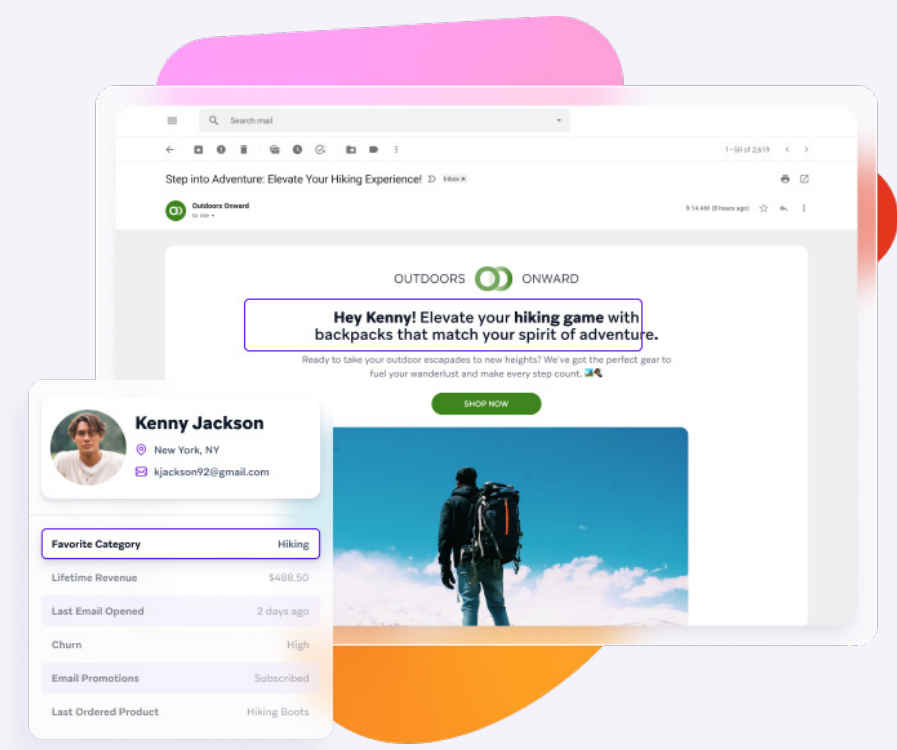
*Compared to users who received email alone

Mix it up with a complementary channel: Add mobile push to boost engagement and retention 



Looking to dig deeper on email?

Check out our Best-in-Class Email Marketing guide.



Mobile Push: Optimizing for engagement, monetization, and retention

These eye-catching alerts were pioneered by Apple back in 2009. Sent from a mobile app, push notifications pop up on recipients' phone screens, making them a powerful way to grab users' attention whenever and wherever. Get more from every message by supplementing push with the channels that fit your marketing needs.

Top combinations

Mobile Push + Email
+ IAM + Web Push



Mobile Push + IAM
+ Email + SMS

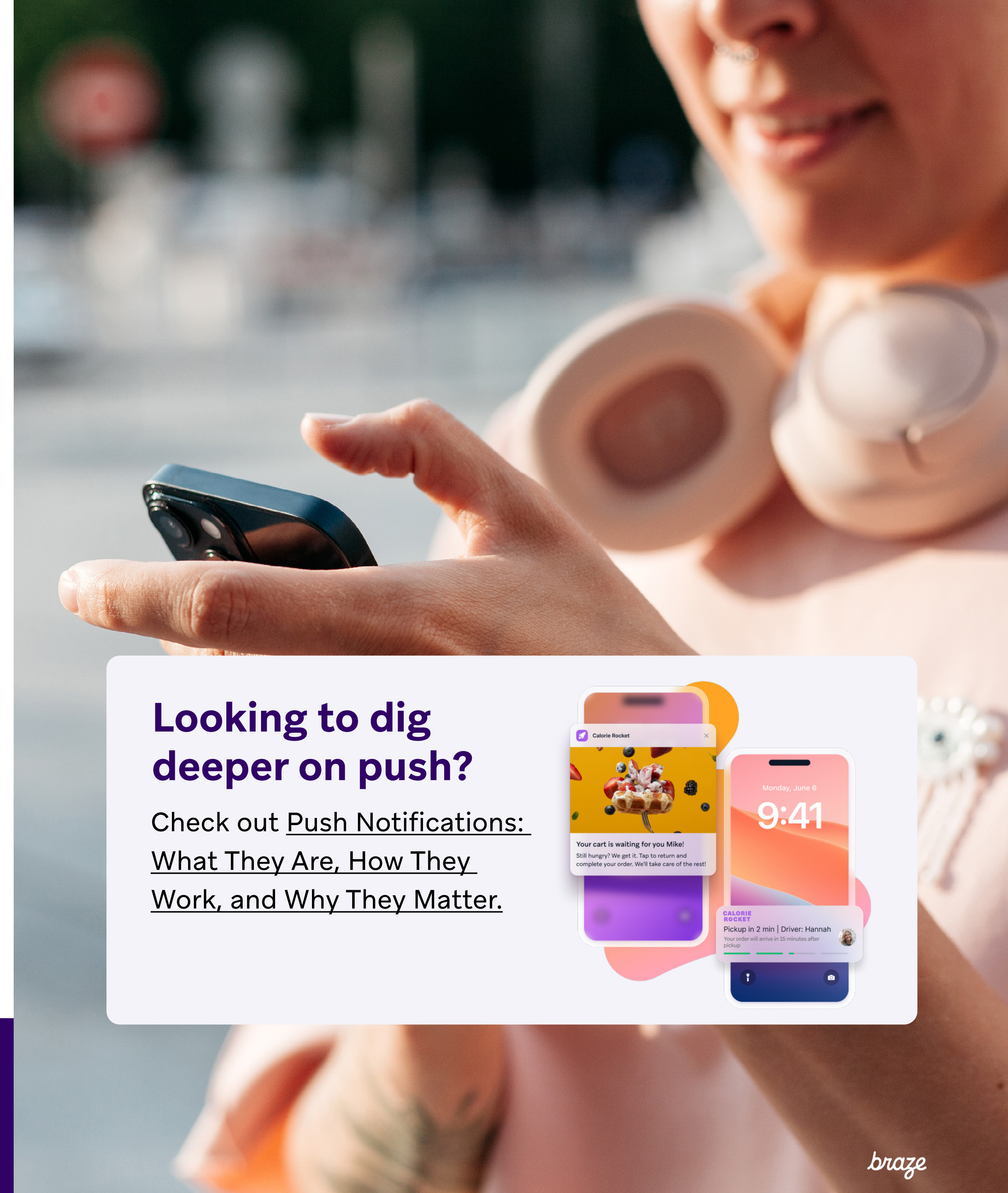


Mobile Push + Email
+ IAM + Web Push



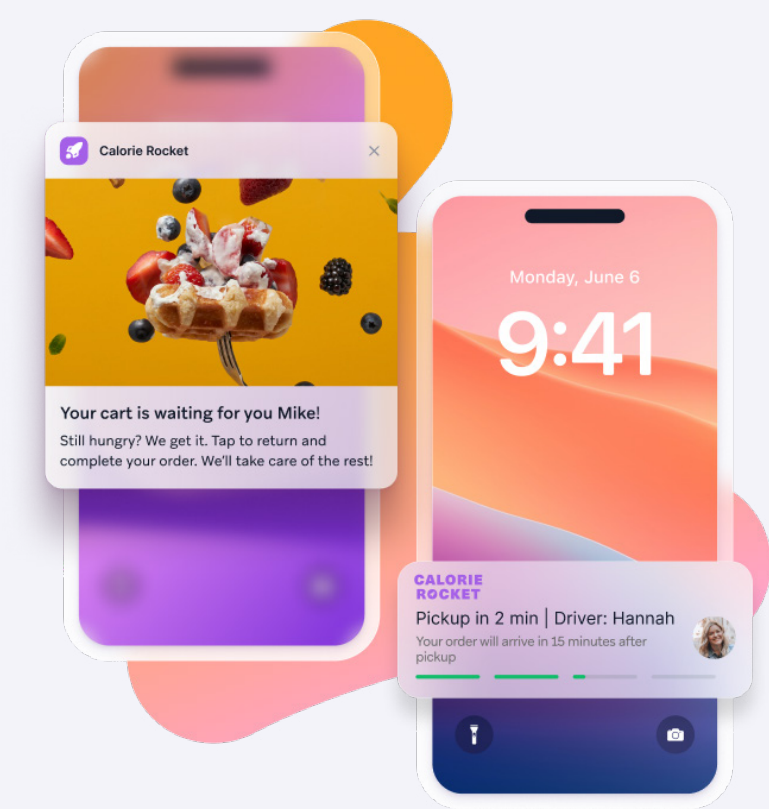
*Compared to users who received mobile push alone

Mix it up with a complementary channel: Add email to boost engagement and retention 



Looking to dig deeper on push?

Check out [Push Notifications: What They Are, How They Work, and Why They Matter.](#)



SMS: Optimizing for engagement, monetization, and retention

Text messages, but for marketing. They can be text only (SMS) or include visuals (MMS), but either way they're sent via the native messaging app on mobile devices. Like email, they hail from an earlier digital era, but have a reach and impact that's hard to compete with. To make the most of them, think about what other channels can help you hit your goals.

Top combinations

SMS + Email
+ IAM + Mobile Push



SMS + Email + IAM
+ Mobile Push

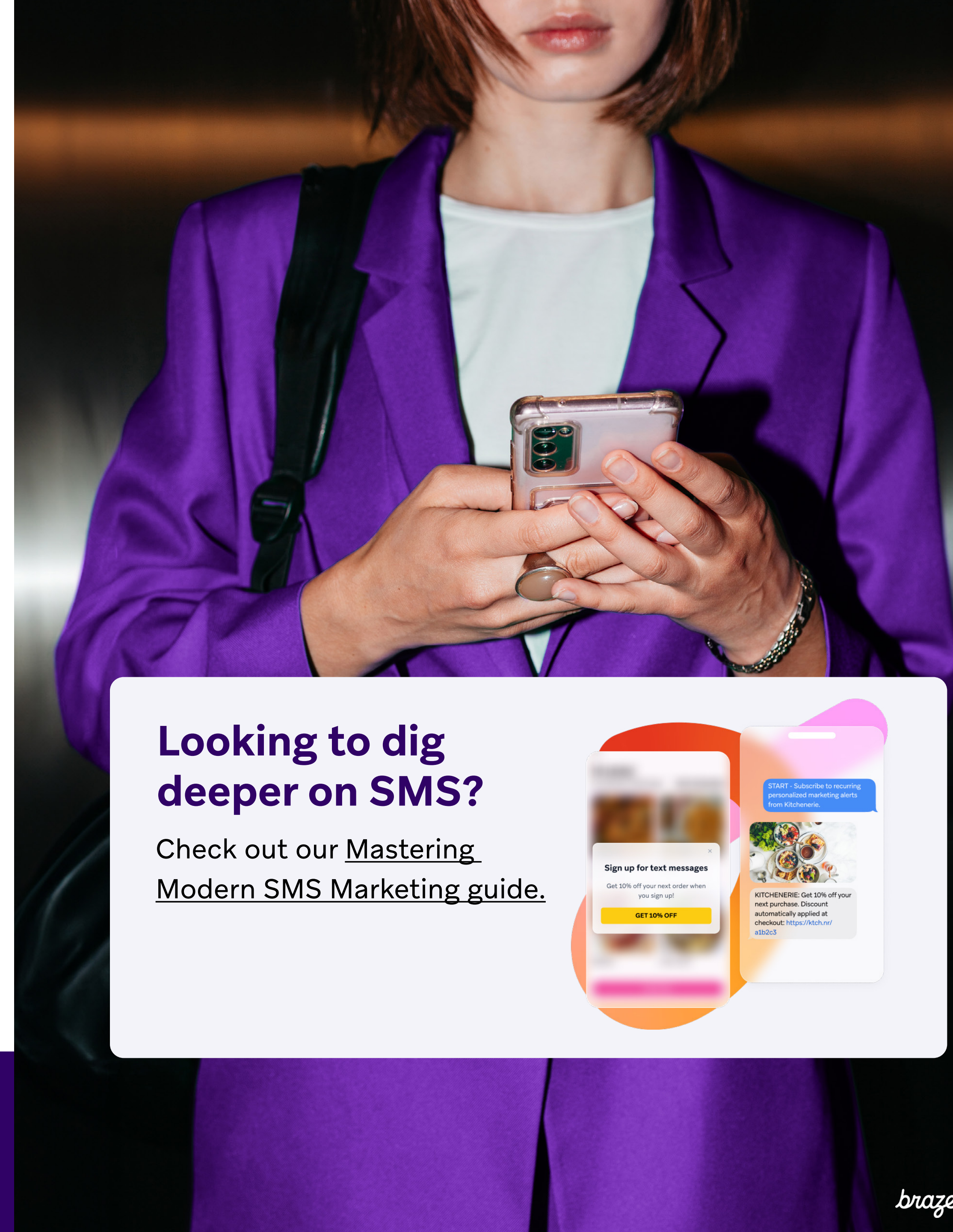


SMS + IAM
+ Mobile Push



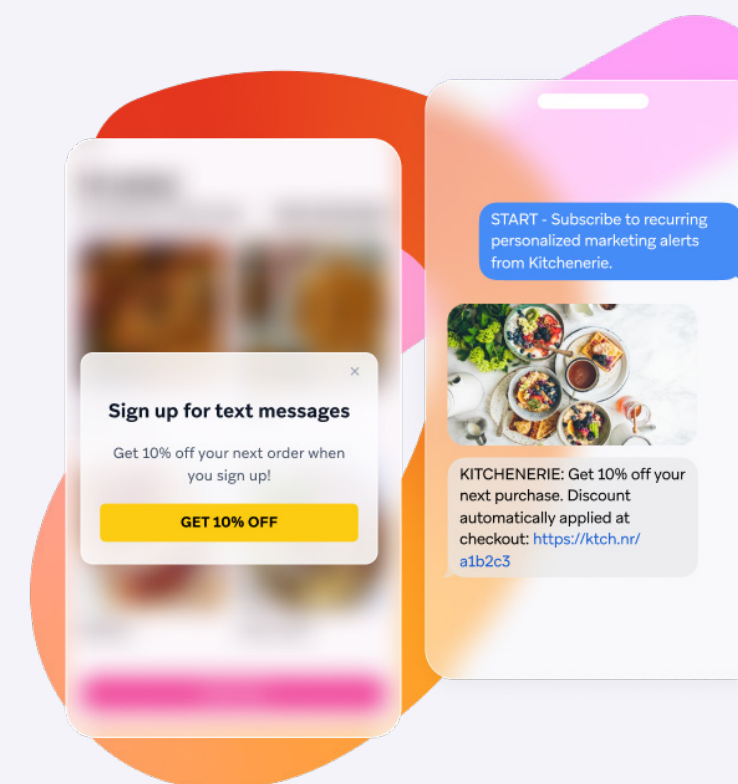
*Compared to users who received SMS alone

Mix it up with a complementary channel: Add mobile push to boost sessions, IAMs to boost purchases per user, or email to boost retention 📱 + 📧 + 📧



Looking to dig deeper on SMS?

Check out our [Mastering Modern SMS Marketing guide](#).



Web Push: Optimizing for engagement, monetization, and retention

Think of the web version of mobile push. These messages reach web visitors in much the same way that traditional push notifications connect with people on mobile devices—that is, putting your message in front of them even when they're not currently on your site. But you can squeeze more juice out of each send if you pair them with the right channels.

Top combinations

Web Push + Email + IAM
+ Mobile Push



Web Push + Email
+ IAM + Mobile Push

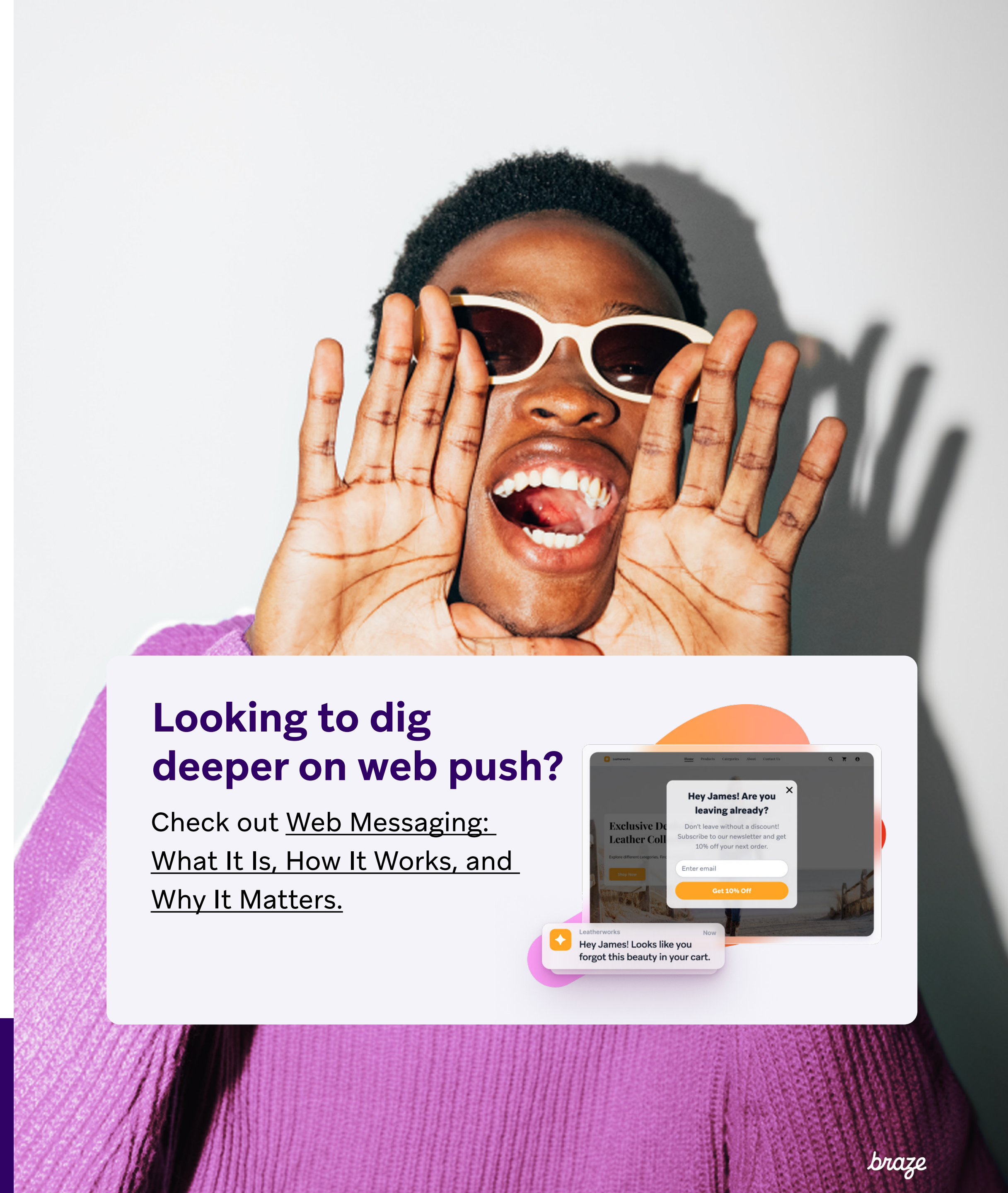


Web Push + Email
+ IAM + Mobile Push



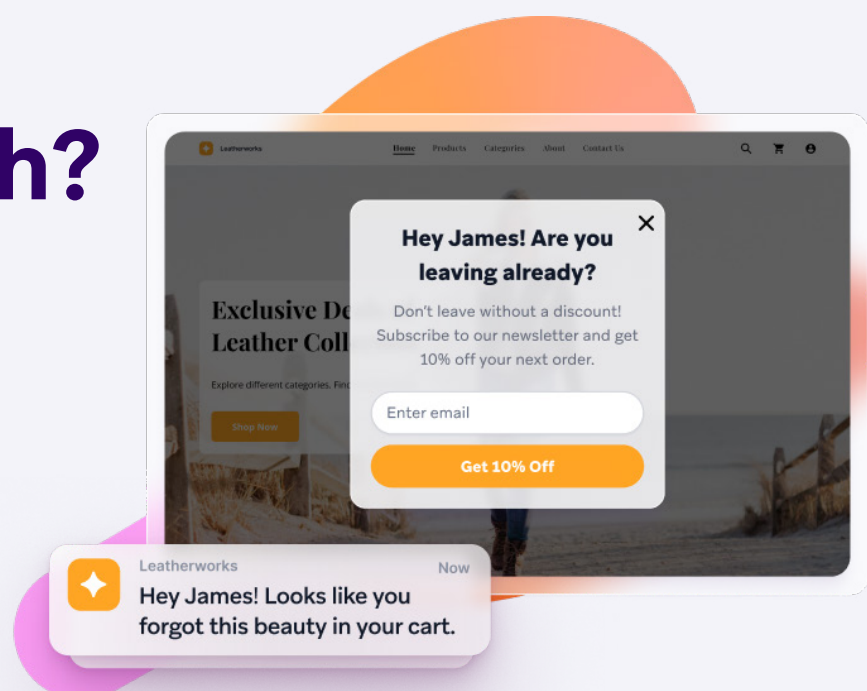
*Compared to users who received web push alone

Mix it up with a complementary channel: Add email to boost purchases per user and retention 



Looking to dig deeper on web push?

Check out [Web Messaging: What It Is, How It Works, and Why It Matters.](#)



OUT-OF-PRODUCT CHANNEL

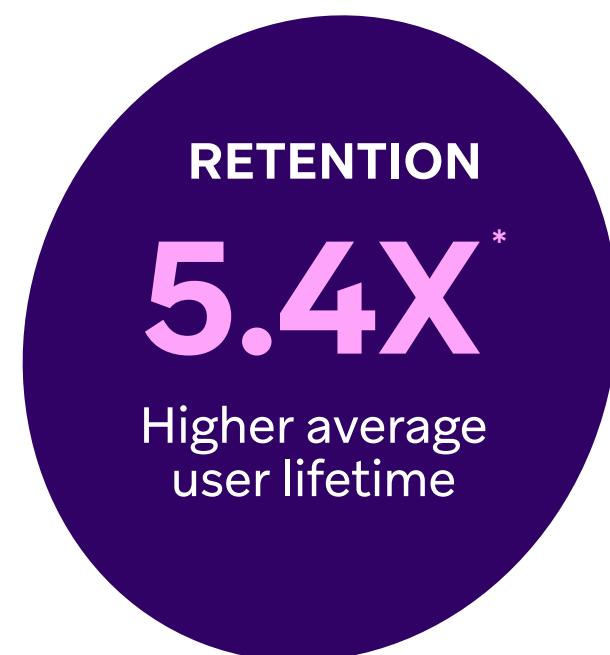
WhatsApp: Optimizing for engagement, monetization, and retention

The new kid on the block. WhatsApp messages leverage Meta's WhatsApp messaging platform—the world's most popular—so brands can reach users with powerful, two-way interactive messaging. But your WhatsApp campaigns can do even more as part of a cross-channel approach.

Top combinations

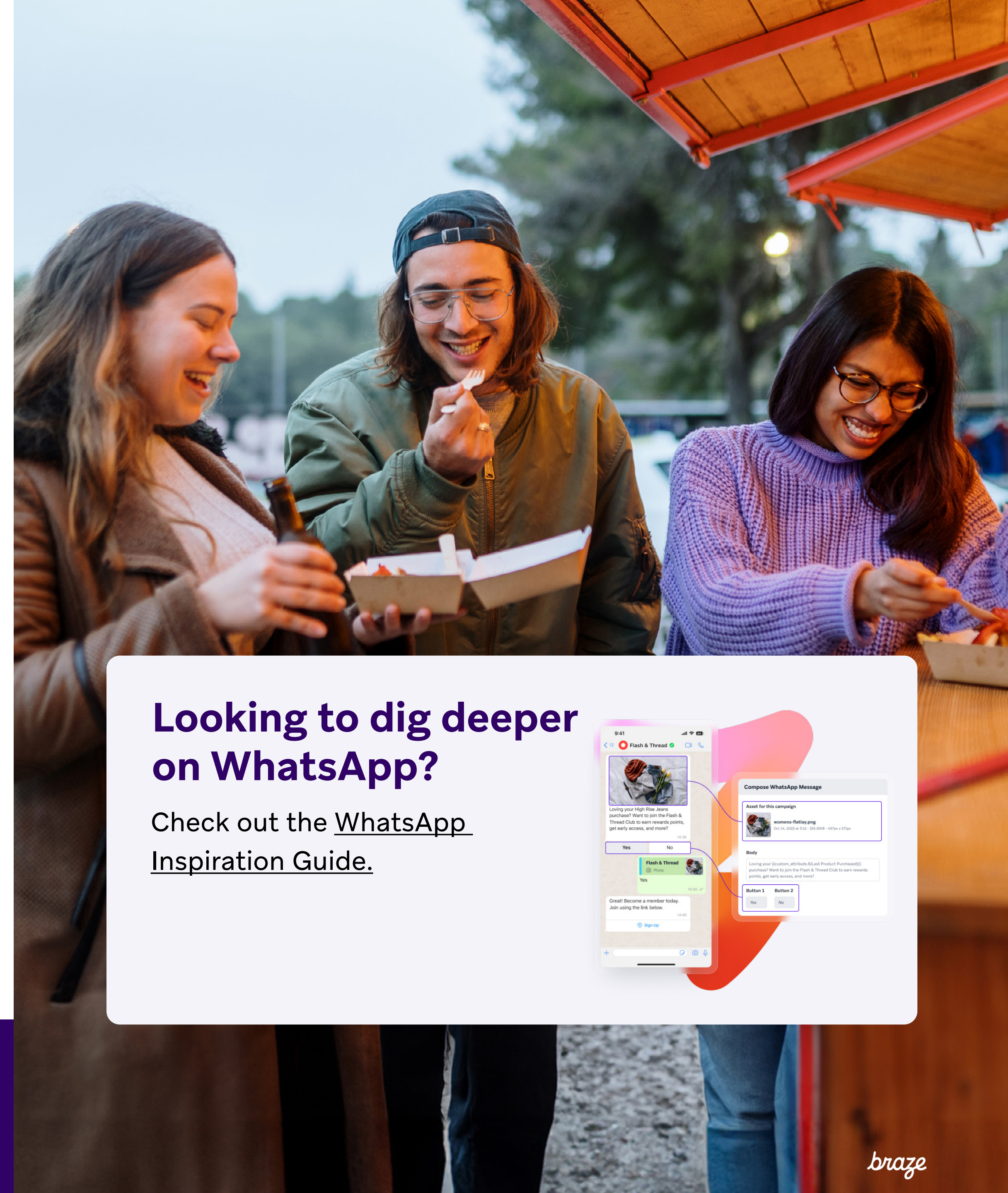
WhatsApp + IAM
+ Mobile Push

WhatsApp + Email



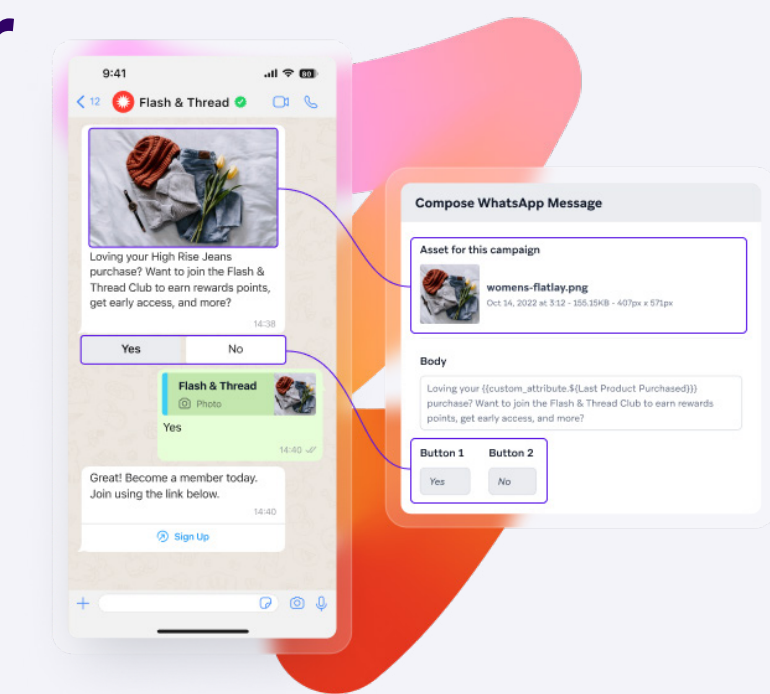
*Compared to users who received WhatsApp messages alone

Mix it up with a complementary channel: Add mobile push to boost sessions or IAM to boost purchases per user  + 



Looking to dig deeper on WhatsApp?

Check out the [WhatsApp Inspiration Guide](#).



IN-PRODUCT CHANNEL

In-App Messages: Optimizing for engagement, monetization, and retention

Deliver messages directly to the users who are active in your mobile app. These messages, also known as IAMs, are an ideal way to highlight key information and direct users to relevant content when they're already inside your product.

Top combinations

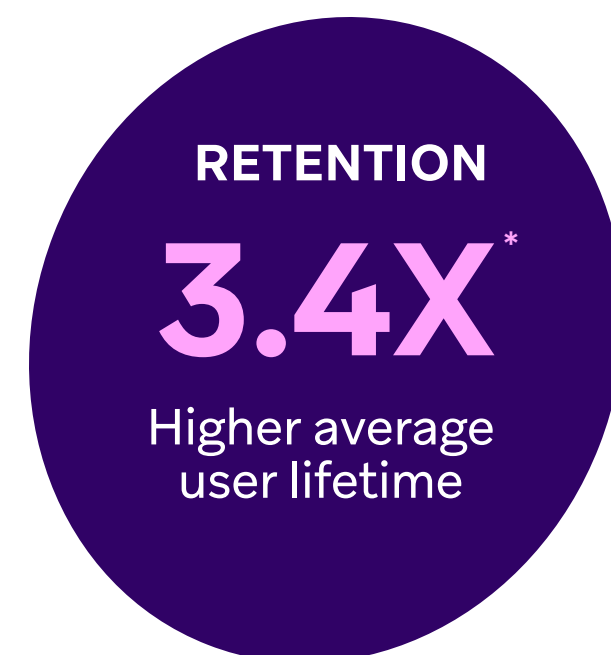
IAM + Email
+ Mobile Push + Web Push



IAM + Email
+ Mobile Push + SMS



IAM + Email
+ Mobile Push + Web Push



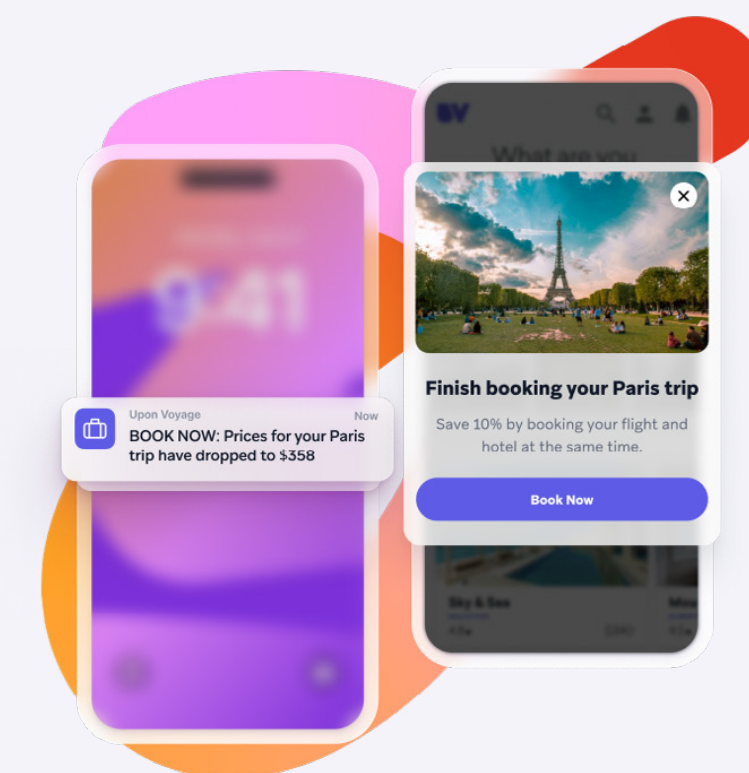
*Compared to users who received in-app messages alone

Mix it up with a complementary channel: Add mobile push to boost sessions and retention



Looking to dig deeper on in-app messages?

Check out [In-App Messages: What They Are, How They Work, and Why They Matter.](#)



Content Cards: Optimizing for engagement, monetization, and retention

Persistent, versatile, iconic. Braze Content Cards integrate with your mobile app and/or website, powering digital inboxes, newsfeeds, carousels, and a whole host of other unobtrusive, messaging types that build on the product experience. But they can take you even further when you use them together with other channels.

Top combinations

Content Card + Email
+ IAM + Mobile Push



Content Card + Email
+ Mobile Push



Content Card + Email
+ IAM + Mobile Push



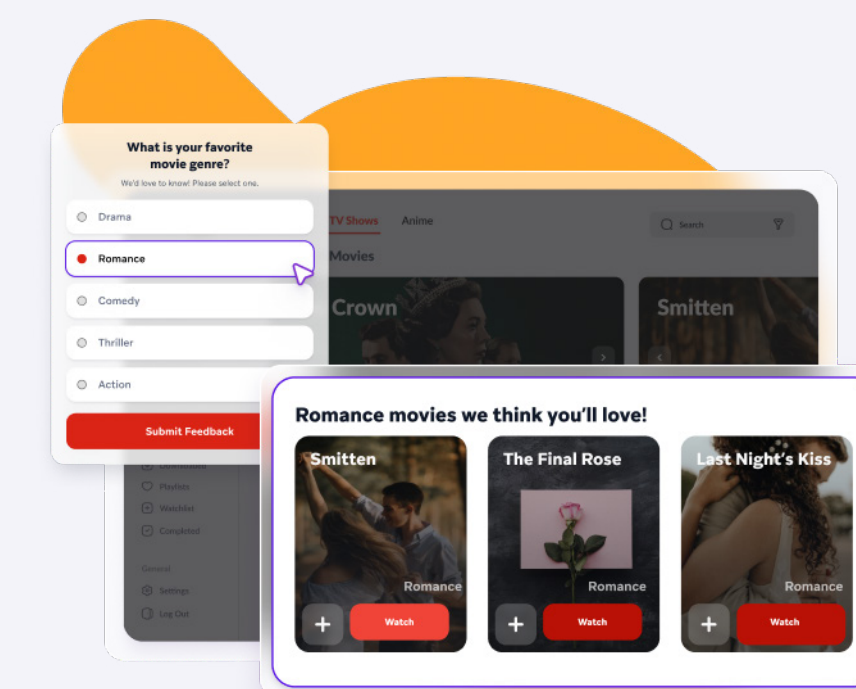
*Compared to users who received Content Cards alone

Mix it up with a complementary channel: Add mobile push to boost sessions and retention



Looking to dig deeper on Content Cards?

Check out the [Content Card Inspiration Guide](#).



Conclusion

The numbers don't lie: Whatever channel or channels you're using today, you could be seeing stronger performance with the right cross-channel mix. So take a hard look at your customer engagement efforts, think through what metrics you're looking to boost, and design a strategy that leverages the right mix of channels for your business needs. We recommend testing channels—and more!—to discover what works best for you.

Looking to expand more than just your channel mix? Find dozens of customer engagement use cases that can move the needle with the [Braze Inspiration Guide](#).

Methodology

For this analysis, Braze looked at anonymized and aggregated behavioral data from nearly 1,000 Braze customers to analyze app activity, message engagement, and purchasing trends by industry. These statistics span January 1, 2023 to December 31, 2023 and include data from over 9 billion users* and 30 sub-industries. By using volume and company count checks, we have ensured that no one brand or group of brands is over-represented. All figures greater than 100% are rounded to the nearest decimal point, and all figures below 100% are rounded to the nearest whole percent. When comparing two rounded numbers, percent change metrics are calculated as the difference between the two numbers after rounding.

*Individual users are unique to each company included in the sample, but are not necessarily unique across companies (i.e. a consumer who engaged with two different brands during 2023 would be counted once for each brand).

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Get in touch to learn more.

Connect

Braze is a leading comprehensive customer engagement platform that powers interactions between consumers and brands they love. With Braze, global brands can ingest and process customer data in real time, orchestrate and optimize contextually relevant, cross-channel marketing campaigns and continuously evolve their customer engagement strategies. Braze has been recognized as one of Fortune's 2023 Best Workplaces in New York, 2023 UK Best Workplaces for Women by Great Place to Work, and Fortune's 2022 Best US Workplaces in Technology. The company is headquartered in New York with 10+ offices across North America, Europe, and APAC. Learn more at braze.com.