



How to supercharge your customer engagement

In real-time, with personalised communications



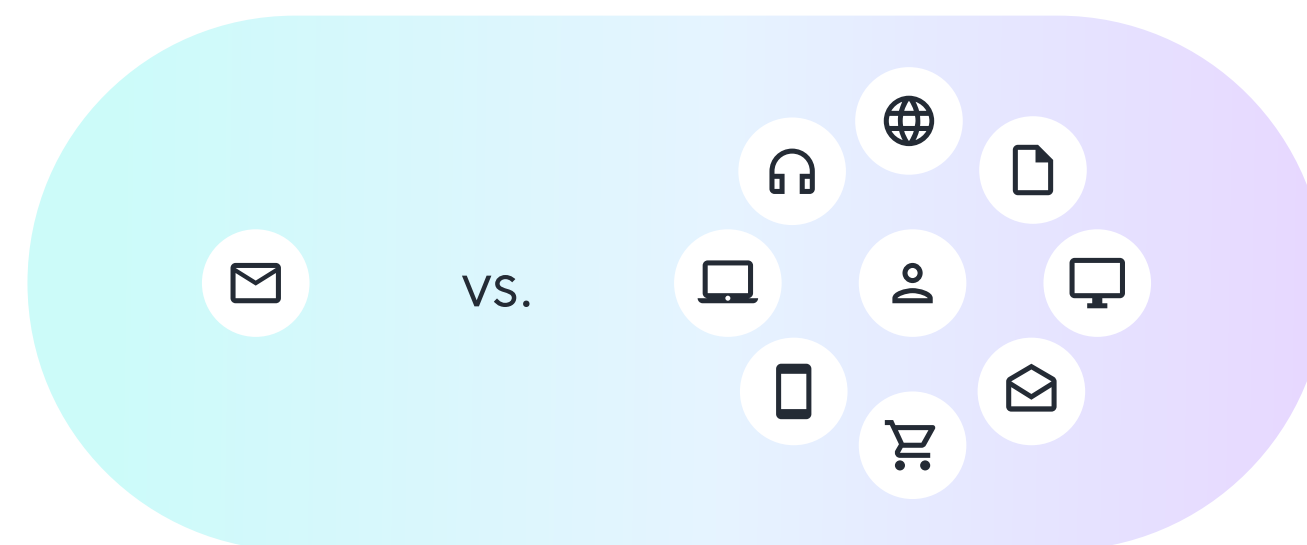
with *braze*

INDICIA
WORLDWIDE



90% of customers expect a consistent brand experience across all channels and devices used to interact with brands.*

Brands who are overly reliant on emails are becoming less relevant to consumers, while those offering a premium experience with personalised, relevant content in real-time, are growing.



Indicia Worldwide is a certified partner of Braze. Our accredited, in-house experts build a bespoke infrastructure to stream data for brands that want to use Braze to power real time, omnichannel, engagement. This enables them to respond to consumers whenever and wherever they're online. And you don't have to take our word for it:

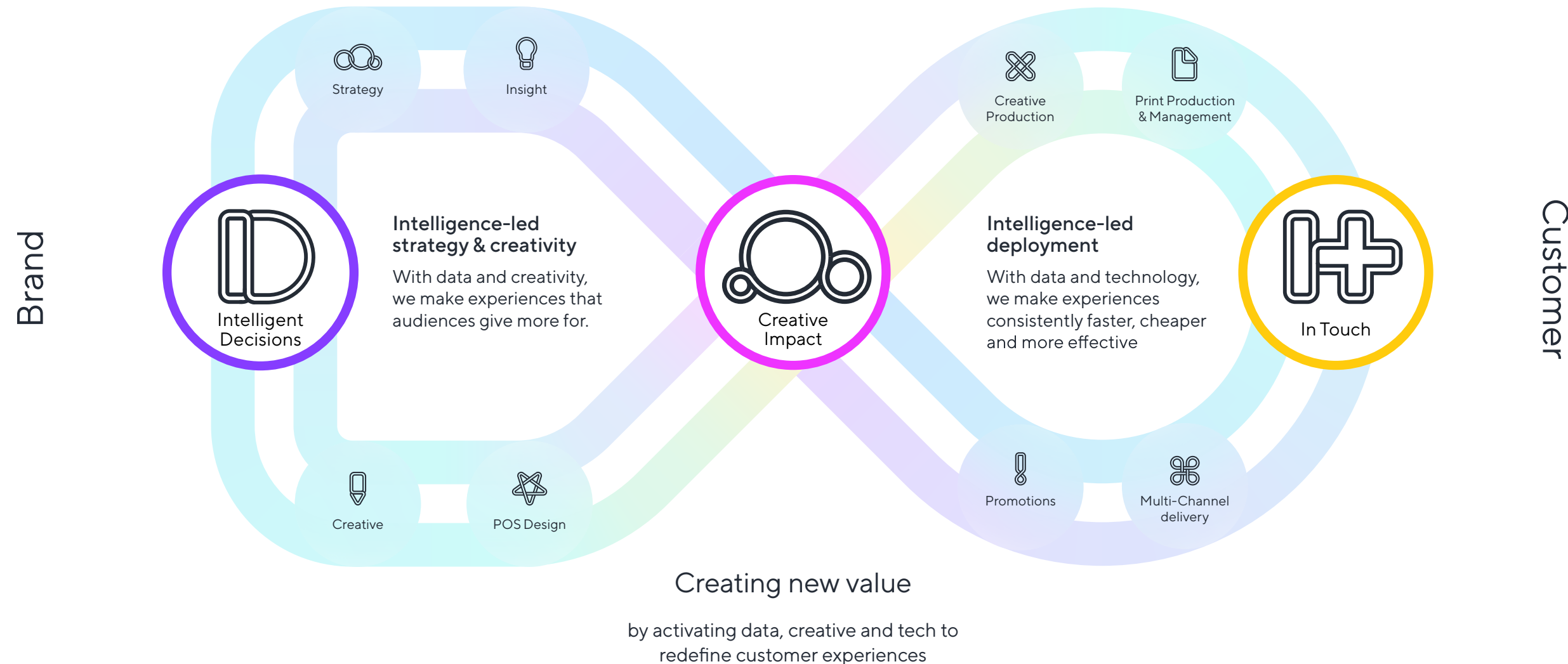
“Braze delivers customer engagement built on rock-solid data integration capabilities.”

- The Forrester Wave™: Mobile Engagement Automation, Q3 2020

*Source: <https://www.invespcro.com/blog/omnichannel-customer-service-in-e-commerce>

We're an insight & technology led communications agency

with global production expertise...



Get in touch today and we can help you to:

1

Be multi-channel

2

Be real-time

3

Be relevant

And we can reveal how we're already driving growth for global brands.

Ready to get started?



Daniel Fossaceco
Head of Agency Sales, EMEA Sales

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Use case definition

Development and capture of new and existing strategies to engage existing customers with relevant content at relevant moments.

Requirements

Strategy translated into requirements for Braze and the supporting data layers.

Solution design

Functional specification created for the infrastructure, data and front end set-up.

Build

Data layers build and Braze configured in line with the Solution Design.

Implementation

User acceptance testing and subsequent build and release of first campaigns.

Core Service Offerings By Braze Solutions Partners



Plan for Braze

Strategy

Support clients in developing a comprehensive Customer Engagement strategy:

- + Customer personas and journeys
- + Personalisation blueprint
- + Spec creative
- + Identity resolution
- + Data planning
- + Ecosystem architecture



Implement Braze

Systems Integration

Support clients with implementation and onboarding of Braze alongside Braze I/O:

- + Data model and migration
- + Email/SMS migration
- + SDK implementation
- + Integration with MarTech ecosystem platforms
- + API support
- + Bespoke middleware and customisations



Run Braze

Managed Services

Support clients with ongoing utilisation of Braze:

- + Campaign audits
- + Braze utilisation, Canvas and Liquid
- + Expansion to new channels
- + Creative production services
- + Testing and optimisation
- + Reporting and analytics
- + Training



Indicia Worldwide is an accredited Braze partner

Full Service

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