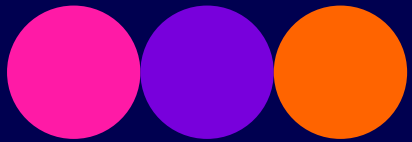


**WPP Enterprise  
Solutions**

*braze*



# Connecting the Commerce Cosmos

**The 10 Best Practices for Ace Brands**

# Introduction

It makes sense to be customer-centric, doesn't it?

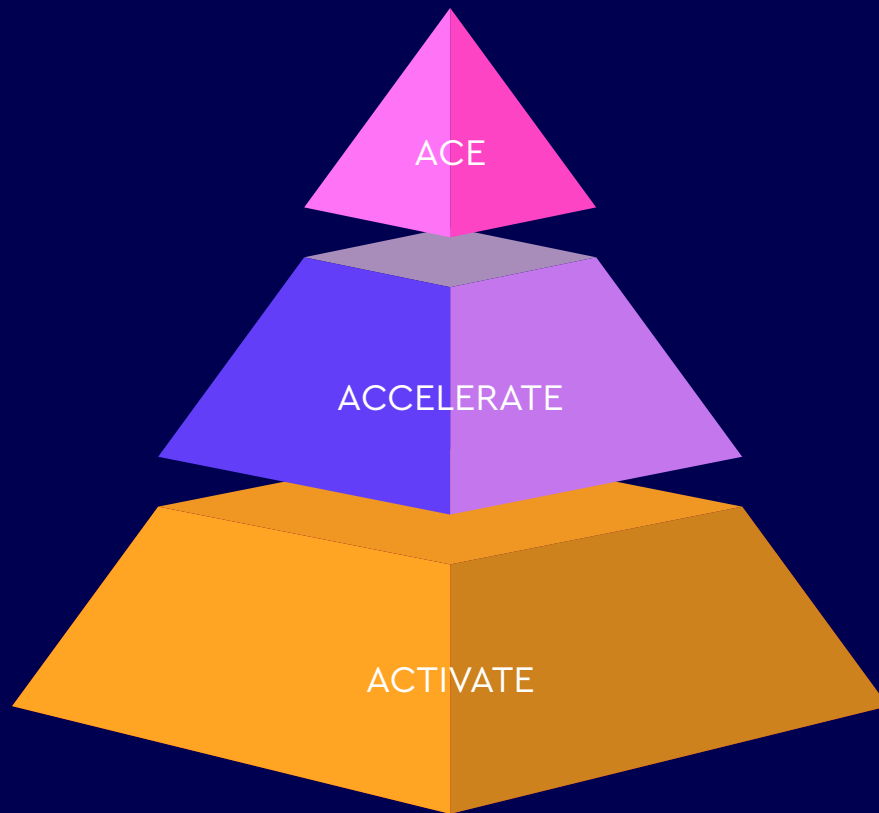
Happy and engaged customers spend more money and keep coming back, which is cheaper than finding new customers. And customers who feel valued are more likely to stick with you, even in a price-competitive market. Understanding what customers actually want helps businesses avoid wasting money on products, services, and experiences the market doesn't want or need.

Businesses that put a large focus on customer-centricity and have the downstream business impact to show for it are known as "Ace" brands at Braze. Those just ramping up their customer engagement maturity are considered "Activate" brands, and those in the middle are "Accelerate" brands.

Ace brands are top-performing brands that have customer-centricity at their core. They are fuelled by customer data and its efficient and effective usage; they focus on the full customer lifecycle; and they build better experiences, which are more likely to result in stronger and longer relationships.

So what are the component parts of an Ace brand, and what do these businesses do well? Implementing a single customer engagement platform (CEP) is the first step, but it's not enough. The potent combination of the Braze CEP platform and WPP Enterprise Solutions's expertise in CRM, loyalty and marketing automation helps drive brands to Ace status.

Using supporting data from the [Braze 2025 Customer Engagement Review](#), combined with data from [VML's Future Shopper 2024](#) and [Unlocking the Power of Digital Transformation](#) reports, we'll look at some of the areas that brands need to master to "Ace" customer engagement and examine how having Braze and WPP Enterprise Solutions sitting at the table with you is the recipe for success.



At these top performing brands, customer engagement is lifecycle-centric, owned by cross-functional teams, and built on streaming data.

Brands on this level collaborate across departments, have a strong experimentation culture, and robust metrics. However, they still are campaign-oriented and lack a comprehensive view of customers across platforms and channels.

Just beginning to recognize customer engagement as important to business goals, these brands likely only focus on campaign and channel-specific solutions with limited metrics.

# Executive Summary: 10 Best Practices

## KEEP UP WITH THE CHANGING RETAIL LANDSCAPE

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64% of consumers prefer shopping with brands that offer both physical and digital experiences.

1

## THINK ABOUT OPTICHANNEL

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54% of consumers prefer mobile as their primary shopping device.

2

## KNOW WHAT CUSTOMERS WANT AND NEED

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76% of digital transformation projects fail to align with customer needs.

3

## CREATE LONG-TERM RELATIONSHIPS

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56% of consumers say they will not shop online with brands and retailers that do not match their expectations.

4

## BUILD STRONG DATA FOUNDATIONS

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60% of organizations admit their data practices aren't mature enough to support advanced digital technologies.

5

## ENSURE INTERNAL ALIGNMENT

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83% of business leaders say they have insufficient communication and alignment between teams to deliver omnichannel content strategies effectively.

6

## PERSONALIZE CONTENT

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62% of retailers combine data from different sources into a single customer profile to enable more advanced personalization.

7

## FUEL EXPERIENCES WITH GREAT CONTENT

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29% of business leaders feel that their technology platforms, including their CMS, is limited in its ability to help them personalize content.

8

## USE NEW CHANNELS

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73% of global shoppers have purchased something through a social media platform, for instance. So it pays to consider, assess and adopt new channels - including social commerce.

9

## EMBRACE AI

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64% of business leaders say AI technology is evolving so rapidly that making long-term strategic decisions feels like trying to hit a moving target.

10

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The retail landscape is evolving fast—it's no longer physical or digital but both—phygital! Consumers expect seamless, connected experiences across every touchpoint. To keep up, brands must stay in tune with shifting behaviors and deliver consistent engagement wherever customers are. Together with WPP Enterprise Solutions, we're helping deliver real-time, personalized engagement at scale, and help brands stay in tune with shifting behaviors to meet customers wherever they choose to shop.



**Meredith Mitchell**  
Industry Marketing Lead, Retail  
& eCommerce, Braze

Humanizing the experience between the brand and customer is at the heart of the Braze and WPP Enterprise Solutions relationship. We're achieving this by accelerating the creation of new experiences that engage customers, drive business results, and that work at scale.

The challenge: Engaging a customer with high expectation throughout their shopping experience.



**Celine Kristensen**  
Global Head of Growth,  
VML

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## ACE BRANDS EVOLVE WITH THE CHANGING RETAIL LANDSCAPE

According to VML's Future Shopper report, online shopping has declined from 58% to 53% of total spend globally in the last year, down from 61% in 2021.

This signals a shift toward a more balanced retail landscape, with physical stores regaining importance across the key stages of the customer journey: inspiration, search, and purchase. However, this isn't about digital versus physical anymore — consumers want both. In fact, 64% prefer shopping with brands that offer both physical and digital experiences.

64% OF CONSUMERS PREFER SHOPPING WITH BRANDS THAT OFFER BOTH PHYSICAL AND DIGITAL EXPERIENCES.

But servicing customers in this omnichannel world is hard! While 94% of businesses are trying to adopt multi-channel strategies, 47% struggle with effective implementation across channels. Adding to this challenge, 61% of consumers expect seamless communication across all channels, wanting their information to follow them regardless of how they shop.

All of this means that businesses must keep up to date with retail trends — what's changing, what are consumers thinking, and where are they shopping — in order to deliver the experiences that consumers expect via the channels in which they want them.

### How Braze and WPP Enterprise Solutions can help:

**CREATE A VISION FOR OMNICHANNEL COMMERCE:** create an integrated channel strategy that will engage across both physical and digital touchpoints.

**CREATE SEAMLESS CUSTOMER JOURNEYS:** WPP Enterprise Solutions and Braze can activate an experience that connects all your touchpoints into one smooth customer journey, ensuring experiences flow seamlessly between physical, mobile and digital.

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To truly connect, brands need to create seamless experiences across all devices and channels—never being on fewer channels than their customers. By activating the most relevant touchpoints from one platform, brands can stretch their marketing dollars further and drive greater ROI.



**Kevin Sheckman**  
Director, Product Marketing -  
Cross-Channel and Orchestration, Braze

We're moving beyond omnichannel's 'be everywhere' to optichannel's strategic presence – engaging customers where they truly are to drive strategic presence, not just chasing impressions. This isn't guesswork; it's fuelled by pairing deep customer understanding and aligned internal strategies to focus on driving connected experiences. By delivering the right message, at the right time, in the right place, brands can maximize impact, foster genuine customer relationships, and ultimately drive measurable and scalable performance.



**Julie Austin**  
Senior Director of Commerce  
Performance, VML

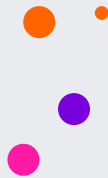
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## ACE BRANDS EMBRACE OPTICHANNEL RATHER THAN OMNICHANNEL

The challenges surrounding omnichannel are why businesses are increasingly thinking about optichannel, which focuses on offering the right channel at the right time for each individual customer interaction, and helps ensure that businesses focus on the channels where customer experience, engagement, and return are highest.

Why? Because aiming for presence on all channels is simply unrealistic for most businesses. The optichannel strategic approach optimizes resources and helps improve return on investment.

Clearly, there's work to be done in this space. Take mobile, for instance. This should form the cornerstone of many business' optichannel strategy — because according to WPP Enterprise Solutions's data, 36% of online sales is via mobile, and 54% of consumers prefer mobile as their primary shopping device.



54% OF CONSUMERS PREFER MOBILE AS THEIR PRIMARY SHOPPING DEVICE.

However, the experience leaves a lot to be desired – with 40% saying that they find shopping on mobile difficult, and 43% saying that mobile phones were not for serious purchases.

So what's the role of a CEP in this? Broadly, CEPs help with optimizing the right message for the right channel at the right time. A platform like Braze makes it easy to deliver tailored, optimized experiences across channels and digital touchpoints, all from one centralized platform. How? By helping teams unify and take action on their data from multiple sources, so they can gain rich insights into each customer's journey. Brands can then use real-time orchestration and AI-powered tools to identify the best opportunities to engage and reach customers in the moments that matter most.

### How Braze and WPP Enterprise Solutions can help:

**IMPLEMENT OPTICHANNEL MOMENTS:** Utilize rich customer insights and the Braze platform to create the best moments in the right channel for your customer.

**EXPAND YOUR CHANNEL PORTFOLIO:** Expand into more channels but ensure those channels are connected to deliver an integrated experience across mobile, social, digital and physical channels.

**RETHINK OPERATIONS:** Consolidate your engagement tools into one efficient platform and operating process to eliminate complexity and bottlenecks.

“

Top brands don't just talk—they listen. At Braze, we help businesses close the gap between what their customers want and what they deliver. By turning real-time data into action, brands can stay aligned, relevant, and truly customer-first—unlocking the kind of meaningful engagement that drives sustainable growth at every stage of the journey.



**Ural Cebeci**  
SVP, Global Demand Generation  
Marketing, Braze

WPP Enterprise Solutions's 8 years of Future Shopper research consistently shows customers becoming more demanding. This heightened expectation fuels frustrations, whether it's the entertainment value of online shopping, retailers' slow adoption of new technologies, or shoppers' belief that brands don't truly understand their purchase journey. Ultimately, brands and retailers who keep pace with, or even surpass, these evolving consumer demands will be best positioned to win over these expectant customers and foster lasting loyalty.

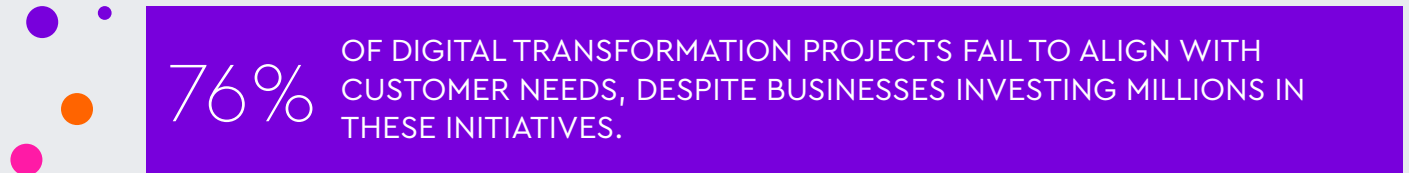


**Hugh Fletcher**  
Global Demand Content and Thought  
Leadership Director,  
VML

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## ACE BRANDS ALIGN WITH WHAT THEIR CUSTOMERS WANT

The gap between what businesses deliver and what customers want has never been more apparent. VML's research from their recent 'Unlocking the Power of Digital Transformation' report shows a startling disconnect: 76% of digital transformation projects fail to align with customer needs, despite businesses investing millions in these initiatives.



Today's customers are fundamentally changing how they think, shop, and live. They're demanding more meaningful experiences, seeking brands with genuine purpose, and making sustainability a priority. Our data shows that 56% have already changed their shopping habits due to climate concerns. Yet many businesses are still operating from an outdated playbook, focusing on transactions rather than relationships.

The consequences of this misalignment are clear. While 72% of retailers celebrate hitting revenue targets, they're missing the warning signs: 64% of customers find online shopping dull, 60% crave more innovative physical experiences, and nearly half of businesses admit their messages aren't connecting. The most successful brands understand that true transformation starts with deeply understanding what customers want, not just what's technically possible.

### How Braze and WPP Enterprise Solutions can help:

**BRING CUSTOMER INSIGHT INTO EVERY TOUCHPOINT:** Braze and WPP Enterprise Solutions can deliver rich insights into every customer touchpoint, enabling a more human connection that is powered by the individual interests and behaviors of the customer.

**CREATE NEW ENGAGING EXPERIENCES:** WPP Enterprise Solutions's team designs and implements distinctive experiences across both digital and physical channels that are then executed through Braze, transforming routine shopping into memorable brand interactions that keep customers coming back.

**DELIVER LASTING TRANSFORMATION:** Leverage WPP Enterprise Solutions's accelerators in marketing change with our full agency offering to fundamentally change the customer's experience.

Braze enables brands to engage with customers at key moments in their customer journey. Via a visual orchestration canvas, companies can spot their opportunities and use the right channel and message to connect with customers.

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Loyalty doesn't happen by accident. It's the result of showing up for your customers with experiences that actually matter—consistently and intentionally. When brands prioritize connection over clicks, they earn trust that leads to long-term value. It's not about chasing the quick win—it's about turning everyday moments into something lasting. That's where real growth happens.



**Ashley Christiano**  
Director, Lifecycle Marketing, Braze

Lifelong customers are built through experiences rivaling high-end hospitality, anticipating needs like a Michelin-starred restaurant. Service-led brands prioritize speed, convenience, and hyper-personalization to transform fleeting moments into lasting relationships. Service shouldn't be an afterthought, but the core brand promise, achieved through deep customer understanding and data-driven experiences that balance authenticity, relevance, and value at every touchpoint.



**Leah Sand**  
Chief Engagement Officer,  
VML

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## ACE BRANDS FOCUS ON LONG-TERM CUSTOMER RELATIONSHIPS

And what about loyalty and the creation of a lifelong customer? Brands are increasingly focused on customer lifetime value, aiming to create lifelong customers. However, consumers are becoming more fickle and intolerant of brands that don't meet their expectations. A significant majority (65%) of global consumers told us that brands and retailers need to get better at giving them the products, services and experiences that they want and over half (56%) will not shop online with brands and retailers that do not match their expectations.

**56%** OF CONSUMERS SAY THAT THEY WILL NOT SHOP ONLINE WITH BRANDS AND RETAILERS THAT DO NOT MATCH THEIR EXPECTATIONS.

Braze data highlights the importance of long-term customer relationships, with 38% of retail brands prioritizing customer lifetime value (CLV) as a top KPI. Focusing on CLV as a metric allows brands to measure overall performance and optimize customer prioritization and acquisition spending. Effective customer engagement by delivering the right message on the right channel is crucial for boosting CLV.

To create stickiness that lasts, businesses must carefully consider their offerings, delivery methods, and promotional strategies. While increasing customer lifetime value is challenging, a strong customer engagement strategy can yield significant returns. No tool guarantees loyalty, but a single customer engagement platform like Braze, enabling brands to “listen at scale” and adapt in real-time, helps build the trust essential for long-term customer relationships.

### How Braze and WPP Enterprise Solutions can help:

**PERSONALIZE AT SCALE:** The Braze customer engagement platform, combined with WPP Enterprise Solutions's expertise in crafting hyper-personalized experiences, enables brands to deliver relevant and meaningful interactions across all touchpoints, fostering lasting customer relationships.

**UNLOCK LIFETIME VALUE:** WPP Enterprise Solutions's strategic insights into customer behavior, coupled with the Braze ability to “listen at scale” and adjust to preferences in real-time, allows brands to optimize engagement strategies and maximize customer lifetime value.

**BUILD TRUST AND LOYALTY:** By integrating WPP Enterprise Solutions's focus on creating authentic and valuable customer experiences with the Braze platform for delivering timely and personalized communications, brands can build the trust and loyalty that are foundational to long-term customer relationships.

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Marketers today have more data than ever—but when data is fragmented, it's impossible to deliver messages that reliably resonate at scale. In eCommerce, personalization is critically important not only to drive sales, but develop long-term customer loyalty. The Braze Data Platform empowers eCommerce marketers to easily access and activate their data with ultra-low latency, making data the fuel for superior engagement and scaled personalization throughout the entire customer lifecycle.



**John Heywood**

Director, Data Product Marketing, Braze

When it comes to data, you're only as strong as your weakest link. Whether it's solid data foundations, AI-driven tech to apply that data or the skills to fully realize the value throughout the end-to-end business process and customer journey – it's critical to build these capabilities in unison. That's exactly what we do at WPP Enterprise Solutions; helping clients avoid the pitfalls along the way.



**David Lloyd**

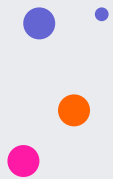
Chief Data & Experience Officer,  
VML

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## ACE BRANDS HAVE DATA AT THEIR CORE

Great businesses are built on solid data foundations, but most organizations are struggling to get the basics right.

WPP Enterprise Solutions research revealed a number of concerning issues when it comes to data. 60% of organizations admit their data practices aren't mature enough to support advanced digital technologies.



60%

OF ORGANIZATIONS ADMIT THEIR DATA PRACTICES AREN'T MATURE ENOUGH TO SUPPORT ADVANCED DIGITAL TECHNOLOGIES.

This isn't just a technical problem— it's a fundamental barrier to understanding and serving customers better. And even when companies collect data, they often can't use it effectively, with 62% reporting that poor data quality prevents them from gaining meaningful insights.

The human element compounds this challenge. While businesses invest heavily in collecting data, 60% of workforces lack the skills to interpret and use it effectively. The most successful brands recognize this dual challenge—they invest not just in data infrastructure, but in building their teams' ability to turn data into actionable insights that drive better customer experiences.

Converting data into meaningful action remains a significant hurdle, with 59% of organizations struggling to translate their data into concrete improvements. The brands that excel are those that bridge this gap, creating clear connections between data insights and customer-focused initiatives.

### How Braze and WPP Enterprise Solutions can help:

**ESTABLISH ROBUST DATA INFRASTRUCTURE:** WPP Enterprise Solutions can design and implement comprehensive data solutions that collect, organize, and integrate your customer data effectively, creating a single source of truth for your business decisions.

**LEVERAGE AI TO GET MORE FROM YOUR DATA:** AI can provide a means for marketers to quickly turn their ideas and hypotheses into real audiences. Working with WPP Open as an [accelerator for Braze](#), WPP Enterprise Solutions can drive faster use of data in planning and execution.

**TEAM ENABLEMENT:** Marketing teams can often feel hamstrung by lack of access to data or lack of confidence in utilizing that data. WPP Enterprise Solutions and Braze will onboard and enable your team using a reliable model that can help increase your team's confidence in the use of data in experiences.

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Digital transformation is as much about people as it is about platforms. The brands that thrive are the ones that break down silos and empower their teams to work better together. When aligned around a shared vision, technology doesn't replace creativity—it enables it, helping teams move faster and make a bigger impact.



**Sharon Panelo**  
Head of Braze Innovation Lab, Braze

Implementing powerful engagement platforms like Braze isn't just about the technology; it's a people transformation. Ace brands understand that success requires a shift in mindset and a commitment to breaking down silos. If you don't invest in enabling your teams, fostering collaboration, and aligning everyone around the customer, you're only scratching the surface. It's the human element that truly unlocks the potential of great tech like Braze.



**Shalina Ganatra**  
Head of Consulting, VML

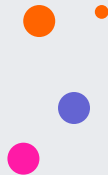
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## ACE BRANDS BREAK DOWN INTERNAL SILOS, UNDERSTANDING THAT CHANGE IS ABOUT PEOPLE *AND* TECHNOLOGY

The good news is that this is not news! Our research tells us that a high percentage of business leaders (83%) agree that digital transformation and technology projects are as much about human beings as they are about new technology.

This is why Ace brands are so focused on their people and how their teams work.

For instance, it's certainly true that cross-team coordination is tough. Customer engagement touches so many parts of the business that it can be hard to coordinate. This coordination is made more complicated because each individual team may have slightly different objectives and aims when it comes to the outcome of the digital transformation project. According to 73% of our respondents, these different objectives can be a barrier to the success of the project. And in a different piece of research focusing on content, WPP Enterprise Solutions found that 80% of business leaders cited collaboration and the way internal teams are trained and equipped as key issues in delivering content strategies at scale. A further 83% said that they have insufficient communication and alignment between teams to deliver omnichannel content strategies effectively.



83%

SAID THAT THEY HAVE INSUFFICIENT COMMUNICATION AND ALIGNMENT BETWEEN TEAMS TO DELIVER OMNICHANNEL CONTENT STRATEGIES EFFECTIVELY.

This is all backed up by the Braze report, which found that cross-functional collaboration is common for retailers, but it could be better. And that while regular collaboration happens, more frequent alignment could improve message effectiveness.

In other words, communication, collaboration and enablement are vital elements to the engagement cocktail. But despite these challenges, overcoming them is what sets Ace businesses apart.

### How Braze and WPP Enterprise Solutions can help:

**ALIGN YOUR ORGANIZATION:** We create unifying operating models to bring teams together around shared customer-focused goals, breaking down silos and turning conflicting objectives into collaborative success.

**BUILD HIGH-PERFORMING TEAMS:** Our experts help enable your teams to work effectively across departments, creating a culture of collaboration rather than competition when it comes to getting the most from Braze.

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We know true personalization goes far beyond static surface-level data like names and birthdays—it's about understanding context, anticipating needs, and delivering meaningful value. Yet most brands still rely on basic tactics.

The leaders? They unify data across channels, transform insights into action, and create experiences that evolve with each interaction.



**Mariam Asmar**  
VP, Brand and Strategic Consulting,  
Braze

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## ACE BRANDS EFFECTIVELY PERSONALIZE THEIR EXPERIENCES

A key element of the customer experience, and of creating stickiness, is personalization. Data from Braze sheds light on the personalization strategies retailers are employing. While 62% of retailers combine data from different sources into a single customer profile, only 24% of businesses are considered "Aces" in this category.

62% OF RETAILERS COMBINE DATA FROM DIFFERENT SOURCES INTO A SINGLE CUSTOMER PROFILE; ONLY 24% OF BUSINESSES ARE CONSIDERED "ACES" IN THIS CATEGORY.

To back up this point, research carried out by WPP Enterprise Solutions in 2024 indicated that 82% of business leaders struggle with gathering customer data across channels.

Furthermore, Braze data indicates that businesses are mostly using just basic personalization (using names and birthdays), meaning there's a real missed opportunity. So what's holding businesses back? Concerns about data privacy and internal data sharing pose challenges to more advanced personalization efforts. 43% of all surveyed industries in the 2025 Braze Retail Customer Engagement Review, on average, said that they had concerns about whether customers agreed to their data being used this way.

Interestingly, according to VML's Future Shopper data, when it comes to who is best at personalization, it appears that marketplaces lead the way, ranked as the best channel for personalized offers, and for surfacing content that is relevant to consumers.

What's the role of Braze when it comes to personalization? Braze enables real-time customer segmentation, automatically moving customers into new segments as new inputs are collected. It also enables advanced personalization via features like send-time optimization for messages or real-time engagement like browsing behavior, clicks, and views.

### How Braze and WPP Enterprise Solutions can help:

**DEFINE YOUR JOURNEY TO PERSONALIZED MOMENTS:** Becoming an Ace brand at personalization is a journey of multiple steps and improvements. WPP Enterprise Solutions can develop and execute a strategy to leverage the full personalization power of Braze in your organization.

**FOCUS ON ALL FORCES TO DELIVER PERSONALIZATION:** Data, content, experiences, and operating model all need to be improved simultaneously with Braze. WPP Enterprise Solutions's strength in all these areas is brought together as part of a holistic approach to change.

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Great content can fuel great customer experiences. From blog posts to videos to guides, content can shape decision-making, and builds trust when surfaced at the right time. Content should be designed to make your brand interactions more personal, helpful, and considerate so they resonate and drive engagement.



**Tara Ramroop**  
Director Content Marketing, Braze

The challenge isn't just personalization; it's content relevance. It's about content understanding your customers, not just reaching them. Generic content simply won't work anymore. Winning brands are moving beyond surface-level tactics, using structured content, rich metadata, and meaningful data signals to create dynamic, context-aware experiences. This isn't just a trend—it's a fundamental shift in how we create and deliver content, leading to deeper engagement and real customer value.



**Elena Sarmiento**  
Senior Content Strategy Lead, VML

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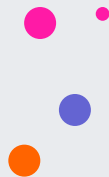
## ACE BRANDS FUEL EXPERIENCES WITH GREAT CONTENT

One key element of positive customer engagement is the effective management, supply and showcasing of content. If we look at some of the data from VML's Future Shopper, it's clear that content plays a key role, particularly when it comes to shopping online.

When consumers were asked content influences their online decision making, at the top came ratings and reviews (37%), while accurate product descriptions came in second (35%), and high-quality images (25%) and video content (24%) came in fourth and fifth respectively.

It's also vital that product content and descriptions are as accurate as possible, as 15% of returned items are attributed to the description on the website not being accurate.

And yet despite the importance of what content (and personalization), 29% of business leaders feel that their technology platforms, including their CMS, are limited in their ability to help them personalize content.



**29%** OF BUSINESS LEADERS FEEL THAT THEIR TECHNOLOGY PLATFORMS, INCLUDING THEIR CMS, ARE LIMITED IN THEIR ABILITY TO HELP THEM PERSONALIZE CONTENT.

This is where the Braze CEP can help brands by connecting to existing CMS to unify first-party data and optimize content delivery. By leveraging AI-powered recommendations, real-time personalization and cross-channel orchestration, Braze helps brands deliver the right content to enhance engagement, retention and overall customer experience.

In addition, WPP Enterprise Solutions's expertise in content supply chain make it the perfect partner to add value to the Braze CEP.

### How Braze and WPP Enterprise Solutions can help:

**ENHANCE YOUR CONTENT ECOSYSTEM:** Our content experts help you build a comprehensive content strategy that will fuel personalized experiences in Braze.

**STREAMLINE YOUR CONTENT SUPPLY CHAIN:** As a real-time engagement platform, Braze requires a stream of great content for email, push, SMS, social and more. We can streamline the delivery of this content.

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We're thrilled to bring the power of WPP Open to Braze. By integrating our platform with WPP's AI-driven operating system, brands can break down silos — unlocking smarter workflows, greater efficiency, and real impact. It's a game-changer for customer engagement at global scale.



**Paris Aubin**  
Global Partner Manager, Braze

WPP Open's AI-powered integration with Braze is transforming marketing. From creative development to campaign execution, we're delivering unprecedented efficiency, effectiveness, and outcomes for our mutual clients.



**Patrick Munden**  
VP of Product Partnerships, WPP Open

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## ACE BRANDS ENGAGE BEYOND JUST ONE SINGLE CHANNEL

Braze data from the 2025 Retail CER reveals that email remains the top engagement channel for retailers (43%), followed by messaging apps (39%) and SMS (38%). However, businesses must adapt to consumers' growing desire for consistent, multi-platform communication.

Take new channels like social commerce for instance. Social commerce is rapidly growing, with 73% of global shoppers having made a purchase through social media, though adoption varies by region.

In China it's as high as 95%, while the lowest percentage of the countries surveyed was Germany, with a still impressive 42%. But what would encourage consumers to buy even more through social commerce? In first place comes "deals and discounts" (42%) while exclusive offers is in third (32%). What's clear from this is that targeting consumers with relevant, timely deals is key to unlocking the full potential of social commerce.

Emerging channels like gaming commerce and the Metaverse also offer exciting new engagement opportunities. WPP Enterprise Solutions's data reveals that 89% of consumers globally classify as gamers, with 55% valuing their in-game appearance as much as their real-life look. Furthermore, 56% of gamers are enthusiastic about brands selling digital items in games, blurring the lines between physical and digital, and creating unique connection opportunities.

Ultimately, multi-channel engagement boosts retention, emphasizing the need for brands and retailers to explore both emerging and existing channels to effectively connect with consumers and foster lasting relationships.

WPP Open is WPP's intelligent marketing operating system powered by AI that integrates all of WPP's service offerings, technology, applications and data in one place. It means that our network of agencies can work together with global clients and world-leading technology solutions such as Braze to deliver highly-optimized, automated and transformative marketing solutions that elevate brand experience, push the boundaries of creativity and drive measurable growth.

### How Braze and WPP Enterprise Solutions can help:

**EXPAND YOUR CHANNEL MIX:** The Braze availability of channels combined with WPP Enterprise Solutions's experience in execution across all channels will enable you to reach more of your target market in new channels.

**MAKE BRAZE PART OF YOUR MEDIA STRATEGY:** WPP Enterprise Solutions is part of the world's largest media agency, WPP. This enables us to connect Braze with media opportunities that encompass first-party data and retargeting at unprecedented scale.

**FUTURE-PROOF YOUR ENGAGEMENT:** Stay ahead of emerging channels like gaming commerce and retail media, by building flexible engagement frameworks that can adapt as consumer preferences evolve and new channels emerge.

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AI is helping teams work smarter and more effectively in creating, personalizing and optimizing relevant and memorable customer experiences. We see using BrazeAI™ is like working with a whole team of specialists and consultants: a brand strategist, copywriter, developer, data analyst and more, all ready to accelerate customer engagement initiatives.



**Kelsey Nelson**  
Vice President, Product Marketing, Braze

Everyone recognizes AI's potential, but readiness is lagging. Many businesses hesitate, fearing mistakes, but waiting for perfect clarity means falling behind. Success lies in action, not perfect knowledge. Like learning to ride a bike, expect stumbles, but keep moving forward. Companies that act now will lead. Tech evolves constantly, and inaction is the biggest risk. That's why WPP Enterprise Solutions's AI expertise combined with the Braze platform is exciting – a practical way to harness AI effectively.



**Naji El-Arifi**  
Director, Marcomms, VML

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## ACE BRANDS EMBRACE AI

AI represents a huge opportunity - and challenge, when it comes to customer engagement. With 79% of businesses agreeing that generative AI is fundamentally changing their approach, and 88% of businesses claiming to already use AI for the management of content assets, we're standing at the beginning of a revolution that will reshape how businesses operate, engage with customers, and make decisions.

However, this potential comes with significant hurdles. 61% of organizations find their current infrastructure isn't ready for AI's demands, and 64% say the technology is evolving so rapidly that making long-term strategic decisions feels like trying to hit a moving target.



The real differentiator for leading businesses isn't just adopting these technologies - it's having the expertise to implement them effectively. While most organizations recognize the importance of AI, 60% lack the internal skills to fully capitalize on its potential. The most successful companies are those that acknowledge this gap and take decisive action to bridge it, either through strategic partnerships or comprehensive internal development programs.

That's where BrazeAI™ comes in. BrazeAI™ is an engagement catalyst, enabling teams to be better listeners to customers, quicker anticipators of needs, and stronger sellers of brand services. This collection of features amplifies teams' efforts in customer engagement. Embedded throughout the platform, it helps every member of the marketing team effectively create content, personalize messages, and optimize campaigns.

### How Braze and WPP Enterprise Solutions can help:

**MOVE BEYOND AI PILOTS:** WPP Enterprise Solutions has the scale and experience to move beyond single pilots or proof of concepts with AI. We're using machine learning and Gen AI in media-ready-product to predict outcomes, before a single message is sent in Braze.

**AUTOMATE THROUGH AGENTIC AI:** Take the hard work out of marketing by automating quality processes, monitoring, and translation with AI. WPP Enterprise Solutions is already delivering this at scale for brands and is ready to support you.

**USE AI WITH CONFIDENCE:** When brand standards are high, you need to be confident that AI will adhere to them. WPP Enterprise Solutions, through WPP Open and BrazeAI™ will develop guardrails and automation that achieves AI use cases without risking your brand.

# CHARTING A COURSE TO AN ACE FUTURE

The journey to becoming an Ace brand requires mastery across a number of different areas - from sophisticated channel management and personalization to advanced data capabilities and emerging technologies.

What distinguishes true Ace brands is their ability to execute holistically across these areas while maintaining operational excellence. The data clearly shows that those who can successfully integrate physical and digital experiences, leverage data effectively, focus on their customers and create meaningful personalization will be best positioned to meet changing customer expectations.

That being said, the challenges are significant - from breaking down internal silos and improving data quality to implementing effective personalization and embracing new technologies like AI.

The partnership between Braze and WPP Enterprise Solutions offers organizations a clear pathway to becoming an Ace brand, combining the Braze powerful customer engagement platform with WPP Enterprise Solutions's expertise in strategy, creativity, and implementation. This combination addresses both the technical and human elements of customer engagement transformation, ensuring organizations can build sustainable, scalable solutions that drive meaningful business results.

As the retail landscape continues to evolve, this integrated approach to customer engagement will become increasingly critical for business success.

## Contact us



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## About Braze

Braze is the leading customer engagement platform that empowers brands to Be Absolutely Engaging.™ Braze allows any marketer to collect and take action on any amount of data from any source, so they can creatively engage with customers in real time, across channels from one platform. From cross-channel messaging and journey orchestration to AI-powered experimentation and optimization, Braze enables companies to build and maintain absolutely engaging relationships with their customers that foster growth and loyalty.

The company has been recognized as a 2024 U.S. News & World Report Best Companies to Work For, 2024 Best Small & Medium Workplaces in Europe by Great Place to Work®, 2024 Fortune Best Workplaces for Women™ by Great Place to Work® and was named a Leader by Gartner® in the 2024 Magic Quadrant™ for Multichannel Marketing Hubs and a Strong Performer in The Forrester Wave™: Email Marketing Service Providers, Q3 2024.

Braze is headquartered in New York with 15 offices across North America, Europe, and APAC. Learn more at [braze.com](https://braze.com).

[Email us](#)

## About VML

VML is a leading creative company that combines brand experience, customer experience, and commerce, to create connected brands that drive growth.

Underpinning all of this is VML Enterprise Solutions, bringing together our consulting, technology, data and innovation capabilities. Over 9,000 employees across VML's key offices and local markets contribute to the Enterprise Solutions offering to deliver on the increasing market demand for applications of AI, technology-driven transformation and operational efficiencies, brought to life via robust technology solutions.

The agency is celebrated for its innovative and award-winning work with blue chip client partners including AstraZeneca, Colgate-Palmolive, Ford, Microsoft, Nestlé, The Coca-Cola Company, and Wendy's. VML is recognized as a Leader by Forrester Wave™ reports for Commerce Services, Marketing Creative and Content Services, and is a Strong Performer in the Forrester Wave™: CX Strategy Consulting Services.

VML's global network is powered by 26,000 talented people across 60-plus markets, with principal offices in Kansas City, New York, Detroit, London, São Paulo, Shanghai, Singapore, and Sydney. VML is a WPP agency (NYSE: WPP).

For more information, please visit [www.VML.com](https://www.VML.com), and follow us on [Instagram](#), [LinkedIn](#), and [X](#) #WeAreVML.

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