



Delivering exceptional customer experiences powered by enriched data and behavioural insights

How CACI, Braze and Contentsquare enable digital and marketing teams to deliver personalised experiences that truly connect and convert



About CACI + Braze + Contentsquare

At CACI, we're thrilled to join forces with Braze and Contentsquare, pioneers in customer engagement and AI-powered digital experience analytics. Together, we combine the power of behavioural analytics, real-time customer engagement and rich audience insight—helping you craft hyper-personalised campaigns, journeys, and experiences that feel tailored, perform better and ultimately convert more.

By enriching Braze's real-time customer engagement platform with CACI's consumer demographic and lifestyle data and Contentsquare's behavioural insights, we move beyond standard segmentation to provide a comprehensive view of user intent, emotions, and behaviours.

Our partnership combines cutting-edge platforms with strategic UX and analytics expertise, so you can act decisively at every touchpoint and create more relevant, empathetic interactions that boost retention, drive conversions and deepen brand loyalty.

Standing Out in the Digital Era: The Challenges

Only 12% of digital teams feel they are delivering the experiences customers expect.

Contentsquare customer survey, 2025

In today's fast-paced digital world, capturing customer attention and exceeding expectations isn't easy. Modern digital and marketing teams face a complex reality:

- Behaviour and intent are hard to track in real time
- Customer journeys are full of hidden friction
- Drop-offs happen— and we don't always know why
- Generic personalisation fails to convert
- Teams struggle to turn data into meaningful action

How we work together to help you deliver exceptional customer experiences

Together, with the data and expertise of CACI and Contentsquare, we unlock the value of Braze's customer engagement platform at every touchpoint:

- **Find the friction** using Contentsquare to spot hesitation, rage clicks and drop-offs
- **Fix the funnel** through CACI's expert UX and CRO experimentation to remove friction, run A/B experiments, improve flows and drive more conversion
- **Trigger recovery journeys** by re-engaging customers who rage-click or abandon, using Contentsquare signals integrated with Braze
- **Richer customer profiling** using CACI's lifestyle, financial and demographic datasets to enhance segmentation and personalisation
- **Target smarter** with Braze's hyper-personalised messages— delivered at the right moment, informed by real behaviour and intent
- **Scale what converts** by moving from quick wins to always-on performance and experience optimisation

Supercharging personalisation with CACI data

At the heart of our approach is CACI's extensive set of data products, encompassing the breadth of the UK demographic landscape. This empowers your brand to finetune communications, ensuring messages resonate at the most opportune moments.



Demographic insights

Dive deep into a range of attributes, from age and gender to housing type and family dynamics.



Lifestyle preferences

Gauge interests ranging from preferred holiday destinations and newspaper readership to hobbies such as sports, overseas travel and an interest in healthy living.



Financial profiles

Access a wealth of financial data, including income brackets, mortgage details and insights into savings and investment patterns.

