

# Unlock the power of data-driven customer engagement

How a solid data strategy, robust data foundations and effective data management are key to personalisation and engagement success

CACI + *braze* +  snowflake®

## About CACI + Braze + Snowflake

Creating and maintaining a good customer data foundation is integral to achieving highly targeted marketing communications and **hyper-personalised customer experiences** at scale.

At CACI, we're experts in putting your data to work, creating solutions that unify critical customer data assets, creating understanding from your data. We combine our customer focused data engineering and architecture expertise with Snowflake's market leading platform, creating a foundation to deliver enhanced customer communications.

With our unparalleled consumer and location insights you can enrich your customer data to create comprehensive customer profiles and feed this into Braze's real-time customer engagement platform to **effectively target your segment**.

The best part? With Snowflake and Braze's integration, powered by CACI's expertise in platform and campaign migration, we can get you set up and running campaigns, driving conversions, and strengthening your customer loyalty in no time, with no disruption to your existing marketing campaigns.



## Accelerating personalisation at scale: The challenges

There are a lot of factors to consider when you're looking to accelerate your customer experience and create personalised customer interactions that resonate. Some of the key challenges include:

- Unifying disparate customer data to create a single view of the customer.
- Creating a customer data foundation that supports your marketing objectives.
- Ensuring smooth platform migration while maintaining campaign effectiveness.
- Enabling a quick adoption of new marketing tech to help teams realise value, fast.
- Accessing siloed data stuck within apps, back-end systems and databases.
- Experiencing inefficiencies, data latency & inaccuracies that cause broken experiences.
- Delivering personalised messaging at scale to different key segments.
- Creating timely, context-aware interactions that boost response rates.

Less than



of consumer data is currently being used due to siloed systems, processing delays and slow response times.

## Helping you maximise value with the Braze and Snowflake integration

At CACI, we can help you maximise the value of your customer and campaign data by utilising Snowflake and Braze's bi-directional integration. With the right setup, you can bring data into Braze rapidly with cloud data ingestion by syncing user attributes, events and purchases directly from Snowflake. You'll then be able to use this data right when you need it; for personalisation, segmentation and triggering campaigns.

We can also configure data sharing to make Braze event data available directly in your Snowflake account – so you'll see instant value in both directions.

However, it's not all about the platforms. We specialise in the creating foundational customer data assets, **unifying your customer data** and organising it so that it supports your marketing requirements.

## How we work together to elevate your marketing capabilities

Through our strategic partnership, CACI, Braze and Snowflake empower brands to **transform customer engagement** with:

- **Customer data understanding:** Storing data is easy but making it ready for activation is hard. We unify your customer data and make it activation ready.
- **Streamlined data integration:** Snowflake's robust infrastructure provides a seamless foundation for activating your campaigns within Braze.

- **Enhanced customer profiling:** CACI's demographic, lifestyle, and affluence insights enable precise audience segmentation.
- **Personalised real-time messaging:** Context-aware Braze interactions increase engagement and retention.
- **Optimised campaign targeting:** Enriched data sets help brands deliver more relevant and effective marketing communications that resonate with customers.

Case study:

## Legal & General's seamless and rapid Braze adoption

*How strong data foundations accelerated platform migration and minimised campaign disruption*

Legal & General successfully implemented Braze in record-breaking time with the support of CACI, Braze and Snowflake. We managed a **seamless migration**, ensured quick adoption and enabled targeted marketing communications at scale.

Key success factors:

- **CACI's design and data engineering expertise:** We designed the architecture and implemented a data platform that unified L&G critical customer data.
- **Snowflake's data foundation:** Provided the essential groundwork for fast, effective Braze adoption.
- **CACI's campaign expertise:** Enabled a smooth migration with minimal impact on existing campaigns.
- **Braze's optimised targeting:** Leveraged enriched data for precise, high-impact customer engagement strategies.

By embracing a data-first approach, Legal & General transformed its marketing capabilities, **driving more meaningful connections** with its audience.

