

The acceleration imperative

Achieving absolute engagement
with **CACI** and **Braze**



CACI + *braze*

1. Transform your customer engagement with precision and creativity

In today's digital age, customers expect nothing short of excellence from the brands they engage with. They demand marketing experiences that not only reflect their preferences and tastes but also resonate with them on a personal level. Leveraging the power of Braze, the leading platform in real-time customer engagement, achieving meaningful engagement has become easier than ever, enabling brands to meet and exceed these expectations.

However, unlocking the full potential of Braze requires more than just the platform. It demands:

Seamless integration: A fully implemented Braze instance that connects with your communication channels and customer data sources, ensuring a unified experience.

Data excellence: Access to reliable and comprehensive customer data, providing a 360-degree view of your customer with consistent identifiers across all touchpoints.

Insight-driven action: The ability to glean actionable insights from your data, tailoring communications to meet the unique needs and interests of each customer.

Operational agility: Efficient and collaborative processes that enable the rapid design, implementation, and measurement of engaging marketing communications.

Creative innovation: A commitment to creativity and innovation which delivers compelling visuals and messages that truly stand out.

Strategic vision: A cohesive and overarching customer strategy that guides every interaction, ensuring a consistent and delightful experience across all channels.

Elevate your brand with Braze and CACI

As an award-winning, Orbit Level 4 Braze specialist, CACI can partner with you to accelerate your journey towards Braze adoption and optimisation. Together, we can transform your marketing strategies into extraordinary customer experiences that not only engage audiences but also build loyalty.



2. Our specialised services

Unlock the full potential of Braze with CACI's comprehensive suite of services, designed to streamline your marketing technology operations, enhance customer engagement, and drive significant business growth. Our expert team brings a wealth of knowledge and experience to accelerate your success in the digital landscape.

1. Braze platform enablement

- Braze technical services and integration:** Seamless integration of Braze with your existing tech stack, ensuring a robust foundation for your marketing efforts.
- Implementation and configuration:** Expert setup and configuration of Braze, tailored to your specific needs for optimal performance.
- Customer data integration:** Leverage our expertise in integrating key data sources like Snowflake and CDPs to enrich your customer insights.
- Migration and campaign Setup:** Smooth migration from legacy systems and strategic campaign setup to kickstart your marketing initiatives.

2. Strategic adoption and optimisation:

- Solution architecture:** Crafting bespoke architectures that align with your business goals, enhancing efficiency and scalability.
- Accelerating Braze adoption:** Fast-track your Braze adoption with strategic guidance and support, maximising your ROI from day one.
- Optimising Braze impact:** Continuous optimisation of your Braze setup to ensure you're always achieving the best possible outcomes.
- Activating new channels:** Expand your reach with activation strategies for new channels like WhatsApp and push notifications, enhancing customer touchpoints.

3. Advanced customer engagement strategies:

- Use case design and build:** Innovative use case development to address your unique business challenges and opportunities.
- Developing customer strategies:** Crafting comprehensive customer engagement strategies that drive loyalty and revenue.
- Personalisation as a service:** Elevate your brand with our personalisation services, delivering unmatched customer experiences.

4. AI Decisioning adoption and implementation

- Exploring BrazeAI suite capabilities:** Deep-dive into Braze's expanding AI suite, including AI Agents, AI Decisioning, and AI Intelligence, to identify how each capability aligns with your existing tech stack, data maturity, customer journeys, and organisational goals.
- Infrastructure & readiness assessment:** Evaluate your current data landscape and MarTech ecosystem to determine your readiness to adopt BrazeAI capabilities.
- BrazeAI activation & value realisation:** Build tailored BrazeAI use cases that drive measurable value, prioritising impact, feasibility, and ROI through enhancing the CX. We ensure AI is leveraged intentionally, not just trend-driven.
- AI governance & best practices:** Establish robust governance frameworks and operational guidelines to ensure responsible, consistent, and scalable use of BrazeAI.

3. Trusted by leading brands

Our partnership approach has empowered a diverse range of brands to redefine their marketing strategies and achieve remarkable success. Some of the brands that have leveraged CACI's expertise include:



With CACI, you're not just adopting a leading marketing platform; you're gaining a strategic partner committed to your brand's success. Let's embark on this journey together and transform your customer engagement into a powerful driver of growth.



CACI have been invaluable to Domino's in supporting us delivering a personalised customer experience through our new CRM tech stack.

Recommended by Braze, we have been delighted with the endless support given and have extended the partnership to other areas of the business which is testament to the work that's been delivered.

Not only has CACI provided specialist support in getting the best out of our new toolset, but they've also pulled together a testing framework, helped us tackle our dependencies, got our transformational CRM programme up and running, improved our processes and upskilled the team.

Challenged to accelerate personalisation at pace, this wouldn't have been possible without the support of CACI. Wonderful people to work with and a true extension to our team.



Hayley Pryde -
Head of Local Marketing

4. Driving personalised engagement with CACI insights

In today's market, consumers demand not just recognition but relevance from their interactions with brands. CACI's comprehensive data solutions empower organisations to enhance their customer understanding, enabling the delivery of highly targeted and personalised experiences across email and beyond.

Unveiling 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.

Transforming strategies with CACI data

Leveraging CACI data, our clients achieve unparalleled precision in:

- **Defining target audiences:** Enrich campaign strategies with additional variables, enhancing test scenarios and refining audience selection.
- **Segmenting customers:** Merge transactional data with demographic and lifestyle insights for a dynamic and effective customer segmentation.
- **Gaining insights into engagement:** Analyse the profiles of responsive customers to fine-tune future campaigns, maximising impact, and engagement.



5. Becoming ruthlessly relevant for Domino's

A collaboration worthy of the Braze Partner Story Award

Changes in consumer habits and trends over the last 5 years led to an increase in demand for takeout and delivery, which gave Domino's UK a crucial challenge. High demand was met with intense competition and elevated customer expectations. The obstacle? Outdated CRM technology was limiting Domino's capability to distinguish itself through a targeted, personalised customer journey. Confronted with disjointed data, slow communication, and inflexible segmentation, a transformative approach was necessary. The solution was Braze, a mobile-first, multi-channel platform enabling Domino's to engage customers on their preferred channels at the most effective times.

Recognising the need for deep expertise to maximise the benefits of Braze, Domino's turned to CACI, recommended for its comprehensive understanding of the platform and its leadership in data-driven personalisation. CACI set out to review Domino's marketing approach, focusing on personalisation at every turn. By analysing customer interactions and identifying opportunities for personalisation, CACI introduced a new era of targeted messaging that surpassed the limitations of the previous CRM system.

Thanks to the flexibility of Braze, supported by CACI's insights, Domino's adopted an iterative, data-driven testing approach. This strategy not only refined messaging but also revolutionised the creation of campaign assets across emails, push notifications, and programmatic display, customising content to match individual preferences and intentions.

Hayley Pryde, Head of CRM at Domino's, reflects on the collaboration: **"CACI's assistance in leveraging our new CRM tech stack has been crucial. Their guidance not only helped us fully utilise our tools but also introduced a culture of continuous improvement within our team. The partnership has significantly accelerated our personalisation efforts, marking a key factor in our success."**

This collaborative effort between Domino's, Braze, and CACI reshaped the landscape of customer engagement, demonstrating the power of strategic personalisation in the competitive world of food delivery. Through their combined efforts, Domino's not only met the challenges of a dynamic market but also set new standards for customer-centric service, establishing a strong position in the industry.

They became ruthlessly relevant in every interaction.



6. Get in touch

Discover how we can accelerate your marketing success with Braze. For further information, support, or to start your journey with us, here are the ways you can get in touch:



[Email our experts](#)



Have questions or need personalised advice? Our team of experts is ready to help you navigate your challenges and opportunities.



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