Ritual

Lifecycle Marketing Implementation & Consulting in Braze

Ritual brought our team on to help them to execute their lifecycle marketing initiatives during a significant shift in their business due to COVID from a personnel, product, and communication strategy standpoint.

Before joining, the Ritual Marketing Team struggled to execute their weekly campaign initiatives with email development and rendering challenges, difficulty managing segmentation and an inability to leverage dynamic content. For their Lifecycle Marketing efforts, Ritual needed Braze expertise to bridge the technical gap between the events and attributes needed to trigger and communicate along the customer journey in addition to consultation on how to scale up and organize their communication architecture.

During our partnership, we've been enabled them to increase their campaign engagement volume by **over 100x**, with an **average lift of 26% in orders per campaign**. We also helped them implement their first sophisticated lifecycle marketing journeys and an improved referral program leveraging dynamic content through the use of Braze's webhook and connected content functionalities.

The Bottom Line

+26%

average lift in orders per campaign

100x

Increase in campaign engagement and volume

Our comms execution process used to be SUCH a heavy lift internally that would require a lot of time and effort to execute less-than-ideal communication. With MH Digital, the process is significantly smoother and comes with a higher level of confidence in the accuracy of execution.

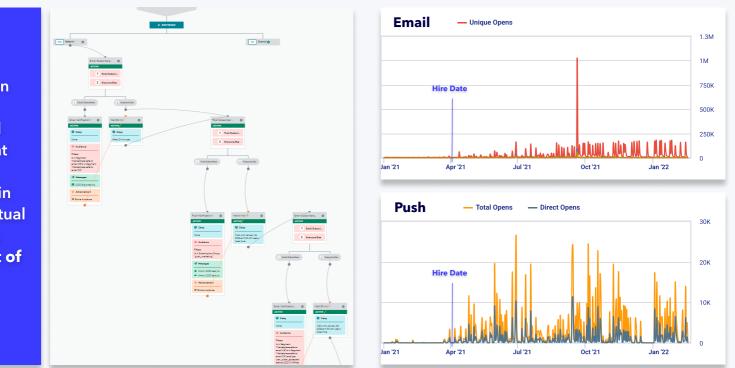
They continue to push us in order to generate the most positive impact on our business as true partners and seamlessly flex between one-off campaign execution and automated lifecycle comms strategy without hesitation.

- Kate Selfridge, Head of Demand Growth

Ritual

Impact

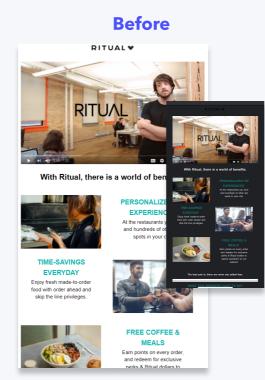
Braze experience in canvas building, segmentation, and email development have led to a dramatic increase in throughput and Ritual weekly campaigns have **averaged lift of 26% in orders**.

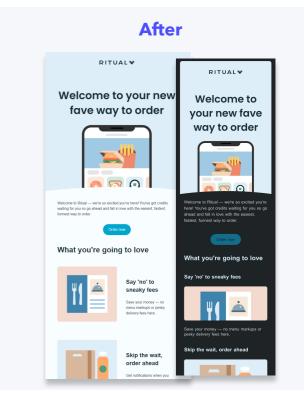


Ritual

Impact

Our email development skills allowed the Ritual team to implement new designs and branding with high fidelity across different devices and light/dark mode.





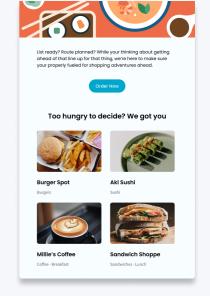
Ritual

Impact

Our Braze experience with webhooks, liquid templating, and connected content have allowed Ritual to implement new personalization and lifecycle initiatives.

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Samuel C sent you <mark>\$5</mark> to	Kevin C sent you £3 to try Cleo's (Belvedere/6th)
try Flame and Smoke	(Belvedere/6th)
(Dundas/Bathurst)	Tell me more about this gift!
Tell me more about this gift!	Never been to Cleo's (Belvedere/6th)? Get £3. Been there before? Enjay 10% off-but act now because you only have 7 days!
Never been to Flame and Smoke (Dundar/Bothurs)? Get 55. there before? (njoy 10% off-bet act now because you only h 7 days] How do I use this gift?	How do I use this gift? Click that big blue button below to order what you're craving vla Ritual, and i's automatically applied at check out.
Click that big blue button below to order what you're craving Ritual, and it's automatically applied at check out.	And the best part Your order will unlock another gift that you can send a friend. The
And the best part	more you give, the more you (hopefully) get. Head to the rewards tob in your app to find all of your gift in one place.
Your order will unlock another gift that you can send a friend more you give, the more you (hopefully) get. Head to the rewar in your app to find all of your gift ince place.	Order to redeem
Order to redeem	_

We piloted the implementation of Ritual's improved referral program with deep personalization and individalized incentives for each user using webhooks and liquid templating.



We've led the Braze implementation of personalized & automatic restaurant recommendations using connected content.