

## 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.

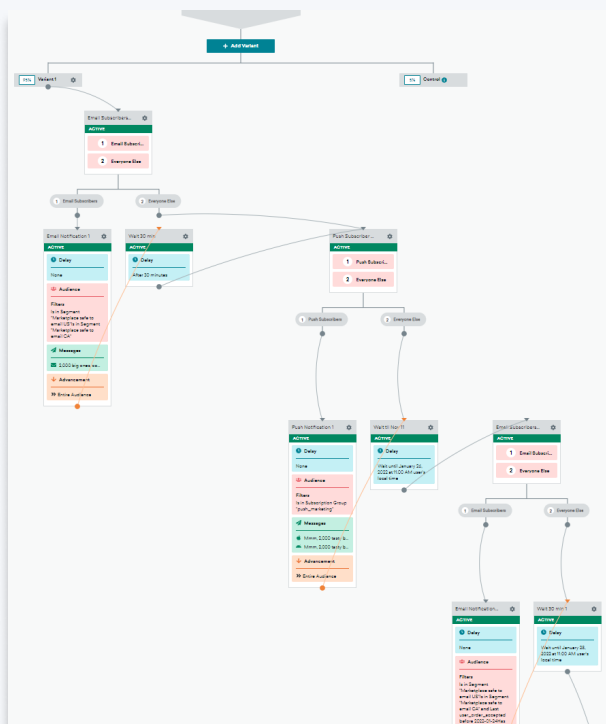
They continue to push us in order to generate the most positive impact on our business as true partners and seamlessly flex between one-off campaign execution and automated lifecycle comms strategy without hesitation.

- Kate Selfridge, Head of Demand Growth

## Ritual

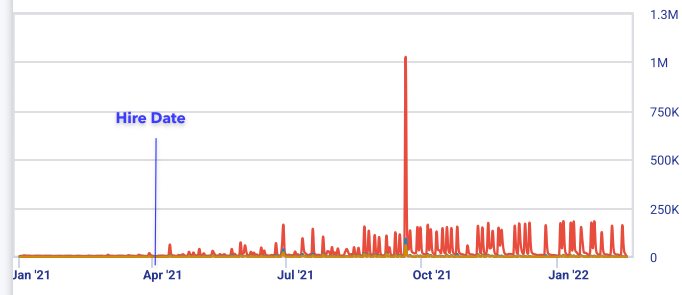
### Impact

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.**



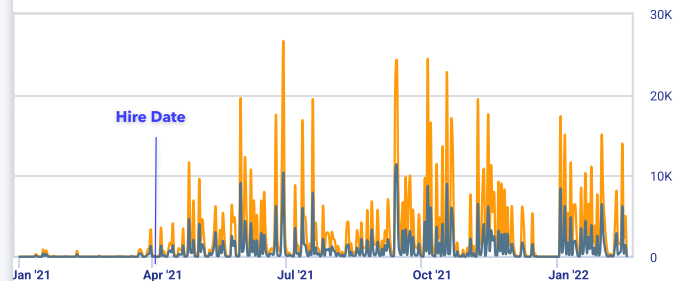
### Email

— Unique Opens



### Push

— Total Opens — Direct Opens

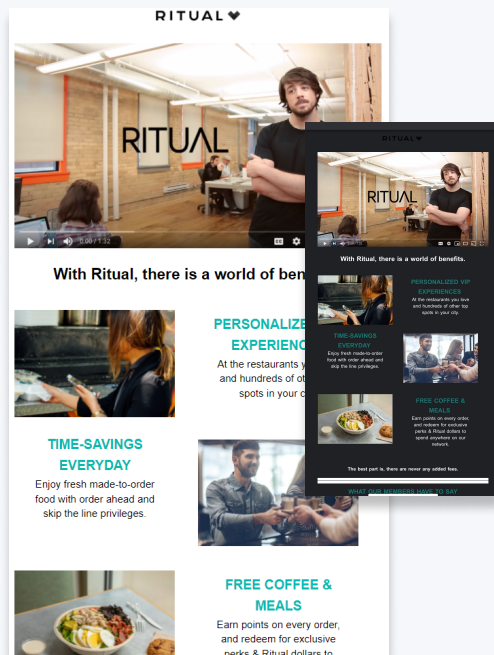


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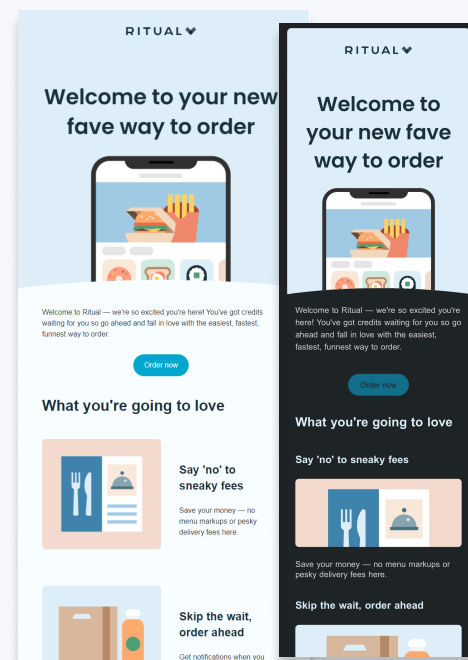
### Impact

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

### Before



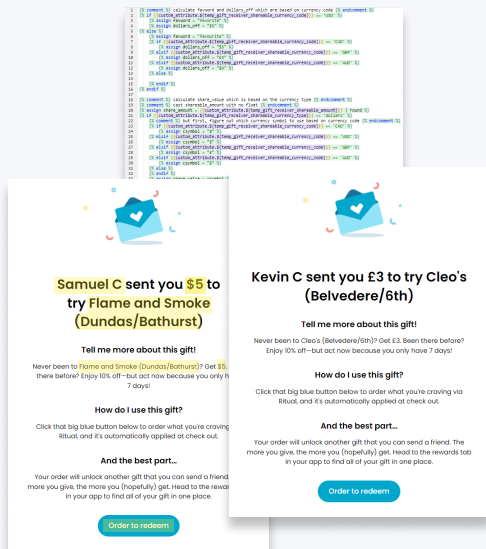
### After



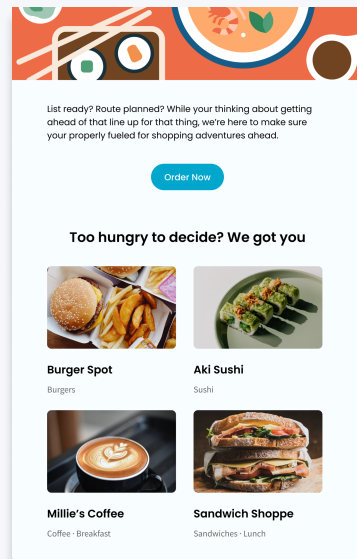
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### Impact

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



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



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