



Qburst

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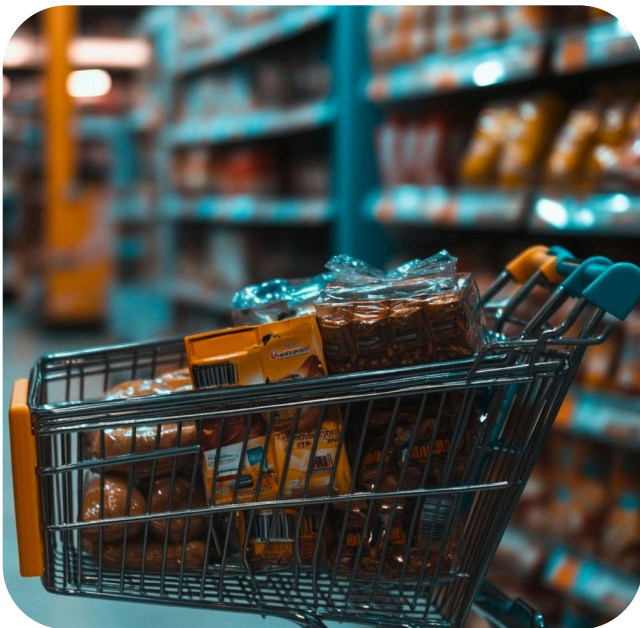
Gamified Customer Loyalty and Omnichannel Engagement Platform

Driving customer retention for a major US retail network through an integrated Braze and Pimcore ecosystem featuring hyper-personalized digital offers and real-time rewards.

Overview

QBurst engineered an integrated mobile loyalty solution that unifies the Braze engagement platform with a Pimcore data backbone. The solution transforms raw POS transaction data into real-time personalized coupon feeds, sweepstakes, and triggered rewards. By embedding the Braze SDK within native iOS and Android apps, the platform delivers a seamless omnichannel experience—from mobile browsing to in-store barcode redemption—resulting in significantly higher repeat purchases and customer spend.

- **Hyper-Personalization:** Leveraged purchase history and browsing behavior to deliver dynamically tailored coupon feeds, moving away from generic one-size-fits-all promotions.
- **Gamified Incentives:** Boosted user engagement through point-free loyalty drivers like digital sweepstakes and limited-time flash sales triggered by user activity.



Client Profile

A retail giant in the United States, the client manages a sprawling network of over 400 stores. With a massive customer base exceeding 1.5 million, they are a key player in the competitive US retail landscape, focusing on high-volume consumer goods and localized shopping experiences.

Challenges: Fragmented Data and Low Engagement

The client faced the challenge of standing out in a saturated market where standard loyalty programs often fail to drive long-term retention.

- **Generic Rewards:** Existing loyalty efforts lacked the personal touch needed to convert casual shoppers into brand advocates.

- **Siloed POS Data:** Transactional data from physical stores was not effectively linked to digital marketing efforts, preventing real-time campaign execution.
- **Manual Campaign Management:** The marketing team struggled to configure complex, multi-channel promotions (push, in-app, SMS) without a centralized tool.
- **Friction in Redemption:** A lack of seamless integration between mobile offers and in-store checkout created a disjointed customer journey.

QBurst Solution: Omnichannel Loyalty Architecture

We designed an integration architecture that positions Braze as the engine for campaign execution and Pimcore as the central data hub for customer insights.

- **Dynamic Data Pipeline:** Established a real-time link between Pimcore and Braze, allowing POS data to trigger personalized rewards the moment a transaction is completed.
- **Engagement Orchestration:** Configured Braze to manage lifecycle marketing, including push notifications and in-app messaging based on specific customer segmentation and behavioral triggers.
- **Pimcore Data Backbone:** Used Pimcore to structure behavioral and transactional attributes, creating enriched user profiles that serve as the "Source of Truth" for targeting.
- **Mobile SDK Implementation:** Embedded the Braze SDK into native iOS and Android apps to track sessions and events, ensuring the mobile experience is always synchronized with the user's latest actions.

Key Features and Technical Highlights

The platform focuses on creating a frictionless and rewarding user journey:

- **Personalized Coupon Feed:** A Braze-powered feed that updates dynamically based on what the customer views or buys.
- **Gamified Sweepstakes:** Incentive-based campaigns that drive daily app openings without the complexity of traditional point-accrual systems.

- **In-Store Card Management:** A digital loyalty card with barcode support for instant scanning at physical registers.
- **Post-Transaction Triggers:** Purchase data instantly triggers "Thank You" offers or relevant product recommendations via push notifications.
- **Location-Aware Services:** A store locator with map support to guide users to participating outlets for localized promotions.

Implementation Approach

Our team collaborated with the client's product teams to align the Customer Data Platform (CDP) with mobile frontends. By focusing on a "Real-Time Decisioning" model, we ensured that every digital offer is relevant to the customer's current context, whether they are at home or standing in a store aisle.

Impact

- **Increased Customer Spend:** Hyper-personalized upselling via push notifications led to higher average transaction values and more frequent visits.
- **Superior User Experience:** The seamless transition from app-based browsing to in-store redemption significantly boosted customer satisfaction scores.
- **Marketing Efficiency:** Centralized coupon management in Braze allows the marketing team to launch sophisticated campaigns in hours rather than days.
- **Actionable Business Intelligence:** Consolidated purchase and engagement data in Pimcore provides the client with deep insights into long-term retail trends and consumer behavior.