



Gamified Customer Loyalty Application for Retail

Project Overview

A gamified customer loyalty application that enables the client to customize the latest deals and digital offers for customers while increasing user engagement and customer retention.

The solution helped the client to run targeted promotions using improved customer data and implement personalized offers on select products with recommendations based on customer purchase history and preferences.



Client Profile

One of the largest retail store networks in the United States with over 400 stores and more than 1.5 million customers.

Business Requirement

The client wanted to incentivize actions of loyal customers with targeted and meaningful rewards. They wanted to incorporate hyper-personalization and omnichannel strategies into their loyalty programs for better results.

Solution

We built an integrated mobile loyalty solution, with Braze as the central platform for campaign execution and coupon management. Our role was to enable this capability by designing and implementing the integration architecture, data flow, and end-user experience.

Braze served as the primary tool to:

- ❏ Create and configure loyalty promotions, coupons, and sweepstakes
- ❏ Deliver real-time, personalized campaigns based on customer segmentation and triggers
- ❏ Track and manage coupon redemptions, offer expirations, and engagement metrics
- ❏ Send push notifications, in-app messages, and promotional content based on user activity

Our team collaborated closely with the client's marketing and product teams to ensure Braze was configured correctly and connected to the right data sources for real-time decision-making. We enabled its full functionality through backend integration, SDK implementation, and CDP alignment.

Pimcore served as the data backbone of the solution:

- 🔄 Aggregated and structured purchase data from the client's POS system
- 🔄 Maintained user profiles enriched with behavioral and transactional attributes
- 🔄 Served as the source of customer insights for campaign targeting in Braze
- 🔄 Designed for long-term extensibility to serve as the future product data hub

Integration Highlights

- 🔄 Braze SDK embedded in the mobile application to track user sessions, redemptions, and events
- 🔄 Real-time data pipeline between Pimcore and Braze enables dynamic segmentation and personalized targeting
- 🔄 Push notification orchestration across offer types and customer segments
- 🔄 Seamless experience across mobile browsing, in-store purchase, and coupon redemption

Key Features

- 🔄 Seamless mobile registration using mobile number verification and unique customer profiles
- 🔄 Personalized coupon feed powered by Braze, dynamically tailored based on purchase history and browsing behavior
- 🔄 Sweepstakes and gamified campaigns to drive engagement and create incentive-based loyalty without relying on points
- 🔄 Campaign-based rewards such as limited-time discounts, bundled offers, and loyalty-driven flash sales
- 🔄 Push notifications and in-app messaging for loyalty rewards, campaign launches, and coupon reminders

- 🔄 Real-time redemption tracking, synced with Braze, enabling customers to redeem offers and view updated status instantly
- 🔄 Purchase-driven offer recommendations — post-transaction data triggers new personalized rewards through Braze
- 🔄 Loyalty card management, including barcode display and tracking within the app for in-store usage
- 🔄 Store locator with map support to find nearby retail outlets participating in current promotions
- 🔄 Shopping lists and wishlist management, with alerts for relevant coupons or price drops

Technologies



Business Benefits

- 🔄 The solution enabled personalized marketing campaigns for the client's loyal customers, enhancing the effectiveness of product promotions.
- 🔄 The in-app digital offers and promotions delivered a more seamless and personalized shopping experience, boosting customer satisfaction and loyalty.
- 🔄 Push notifications created more upselling opportunities.
- 🔄 Higher user engagement resulted in increased customer spend and repeat purchases.

