
braze

WHATABURGER

Material+



OUR PARTNERSHIP

A beloved Texas brand with a growing national footprint is transforming to a leader in digital using a revamped loyalty program, and industry-leading mobile app and marketing technology to drive automated, personalized messaging and gamification.

Whataburger, Braze, and Material have partnered since 2022 to deliver:

\$Millions

INCREMENTAL SALES
ATTRIBUTABLE TO GAMIFIED
EXPERIENCES

64% HIGHER

HIGHER YOY DIGITAL ADOPTION
RATE WITH PERSONALIZED
CAMPAIGNS



THREE EFFORTS FOR CONSIDERATION

LIMITED TIME OFFER (LTO) FEEDBACK & PREFERENCE CENTER

We adapted Braze to enable survey capabilities that connected to preferences and delivered significant lift in engagement and sales.

STREAK CHALLENGES CAMPAIGN

We created custom thresholds by segment and targeted campaigns that delivered millions in incremental sales, primarily by engaging occasional and disengaged guests.

IMPROVED LIFECYCLE MARKETING

We incorporated deeper integration with the Customer Data Platform (CDP) partner, tested multiple Braze canvas dimensions and optimized performance to drive millions in sales through empathetic but insistent engagement through key lifecycle moments.



LIMITED TIME OFFER (LTO) FEEDBACK

PROBLEM STATEMENT AND APPROACH

PROBLEM STATEMENT

We needed to create a survey email to understand which LTO menu items are preferred, with the potential for those items to come back. Whataburger did not have a survey tool integrated within Braze at the time. We did an analysis of survey tools that integrate with Braze and found that all survey platforms had limitations in terms of user experience or response storage:

- Can only embed one question/interaction into an email (our creative needed to feature multiple choices)
- Would require sending users to a new web page/tab to complete the remainder of the survey
- Needed a place to store and track responses

OUR APPROACH LEVERAGING BRAZE

- Built the email where each menu item vote was clickable. We linked each menu item to the corresponding menu item on the Whataburger website, enabling link aliasing and also driving sales.
- Used link aliasing to track user behavior; depending on the menu item a user clicked in the email, a custom attribute was applied to their profile to show their “vote” or preference.
- Created segments that pulled who and what people voted on from their click performance on that email.
- Created an IAM survey to apply custom attributes to user profiles based on the option they voted for.

LTO FEEDBACK

WHAT IT LOOKED LIKE



We want to hear from you!

Let us know which 2022 limited-time item stood out from the crowd.

Order Online

Vote Now



[Anna], we want to hear from you!

Let us know which 2022 limited-time item stood out from the crowd.

Vote Now

We want to hear from you!

Let us know which 2022 limited-time item stood out from the crowd.

Select one.

Chili Cheese Burger

Bacon Blue Cheese Burger

Southern Bacon Double

Southern Bacon Chicken Sandwich

Peppercorn Ranch Chicken Club

Buffalo Ranch Chicken Strip Sandwich

Spicy Honey Butter Chicken Biscuit

Buffalo Ranch Chicken Salad

Breakfast Bowl

Vote Now

WHATABURGER

VOTING
Tastes **VICTORIOUS**

YOUR VOTE MATTERS

We want to hear from you! Vote for your favorite 2022 limited-time item below. Who knows — you could see it again. Now that'd be something to savor.

 Chili Cheese Burger	 Bacon Blue Cheese Burger	 Southern Bacon Double Burger
 Southern Bacon Chicken Sandwich	 Peppercorn Ranch Chicken Club	 Buffalo Ranch Chicken Strip Sandwich
 Spicy Honey Butter Chicken Biscuit	 Buffalo Ranch Chicken Salad	 Breakfast Bowl

VOTE NOW

[f](#) [t](#) [@](#) [d](#)

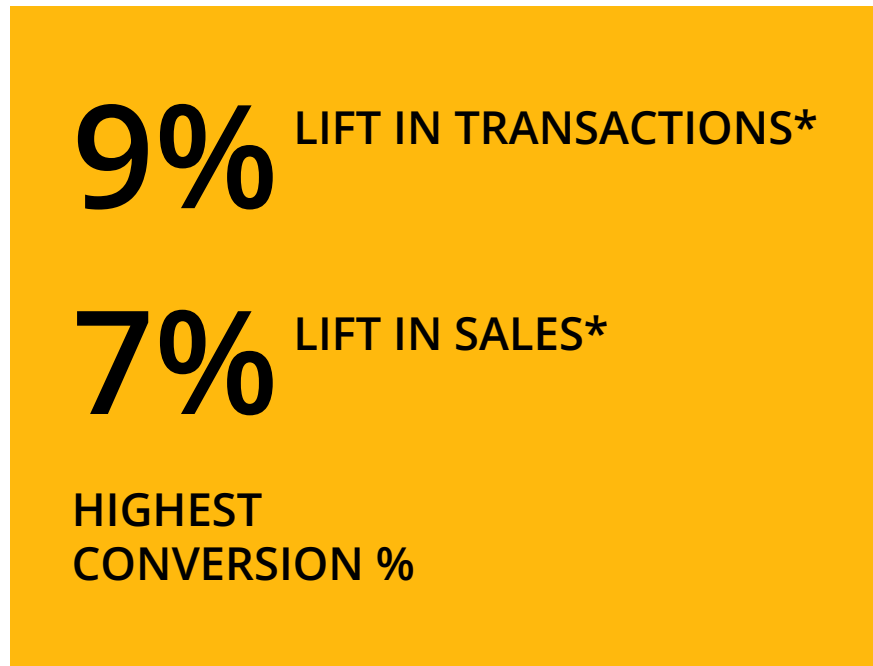
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LTO FEEDBACK - OUR RESULTS

Limited Time Item	Vote Rank
Chili Cheese Burger	1
Breakfast Bowl	2
Peppercorn Ranch Chicken Club	3
Southern Bacon Double	4
Buffalo Ranch Chicken Strip Sandwich	5
Bacon Blue Cheese Burger	6
Spicy Honey Butter Chicken Biscuit	7
Southern Bacon Chicken Sandwich	8
Buffalo Ranch Chicken Salad	9

Note: Data is from Braze.



*AS COMPARED TO PREVIOUS DAY-OF-WEEK AVERAGES
** OF IN-APP CAMPAIGN FOR THE PREVIOUS 2 QUARTERS

STREAK CHALLENGES - PROBLEM STATEMENT AND APPROACH

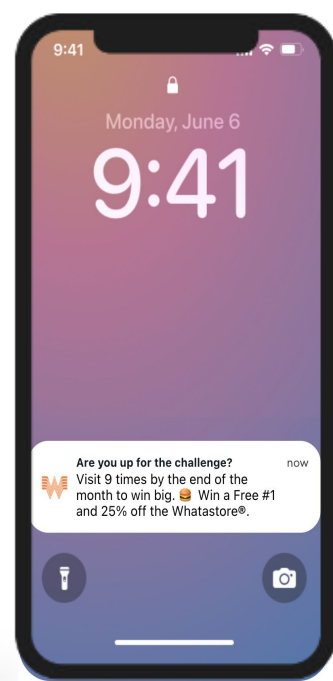
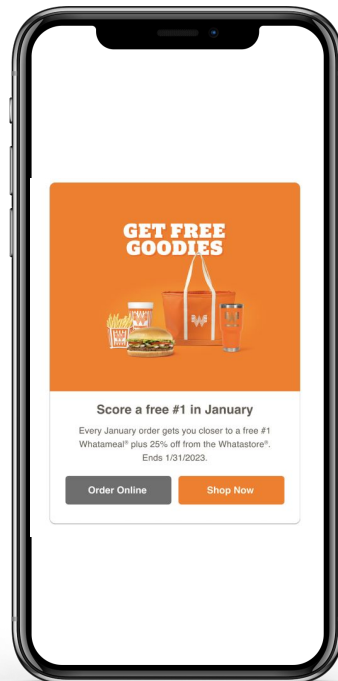
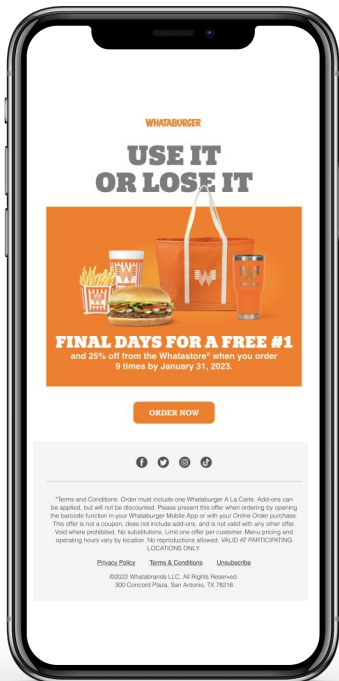
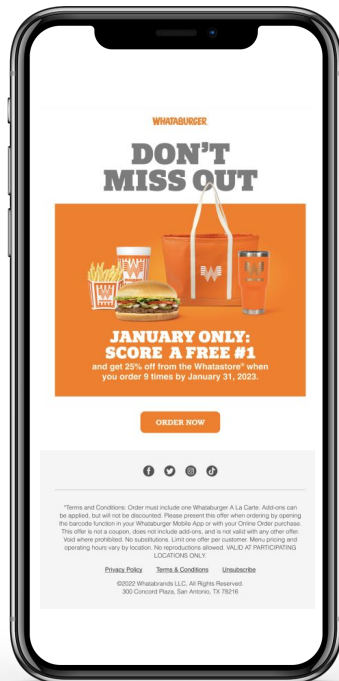
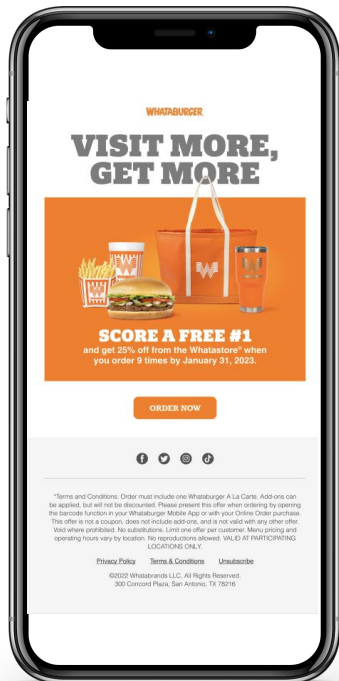
PROBLEM STATEMENT

While Whataburger had run order streak challenges in the past, we needed to improve targeting based on behavior. Our goal was to drive incremental sales for each type of segment, based on their engagement. However, limitations with the Point of Sales (POS) system hindered our ability to pull real-time data to send triggered communications once an order challenge was completed.

OUR APPROACH LEVERAGING BRAZE

- We built out a robust journey that split members into five audience paths to enable targeted messaging based on RFM segments.
- We developed order thresholds for each segment based on behavior and order frequency.
- At the end of the challenge, we pulled order data from the POS and built segments for each audience based on set criteria. Once members matched the criteria, we sent out webhook offers to those members awarding their prizes and congratulating them on completing the challenge.

STREAK CHALLENGES - WHAT IT LOOKED LIKE



STREAK CHALLENGES - OUR RESULTS

- Significantly more participation from Occasionals, yielding highest potential for incremental sales
- Significant lift in overall digital sales for the testing period

\$4M

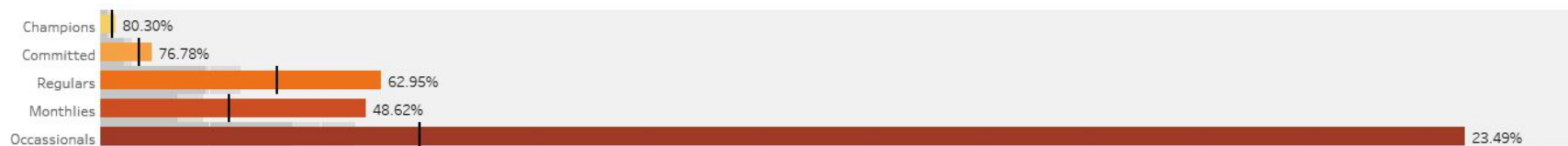
INCREMENTAL SALES

28%

DIGITAL PENETRATION LIFT

RFM Segment	Order Frequency Lift
Champion	+
Committed	++
Regulars	++
Monthlies	+++
Occasionals	+++++

STREAK CHALLENGE PARTICIPANTS



LIFECYCLE MARKETING - PROBLEM STATEMENT AND APPROACH

PROBLEM STATEMENT

Whataburger was experiencing a 3% webhook failure and low rate-limiting, resulting in a delay or non-award of offers to rewards members. Additionally, Braze will time out if an offer doesn't hit a person's account after a certain amount of time.

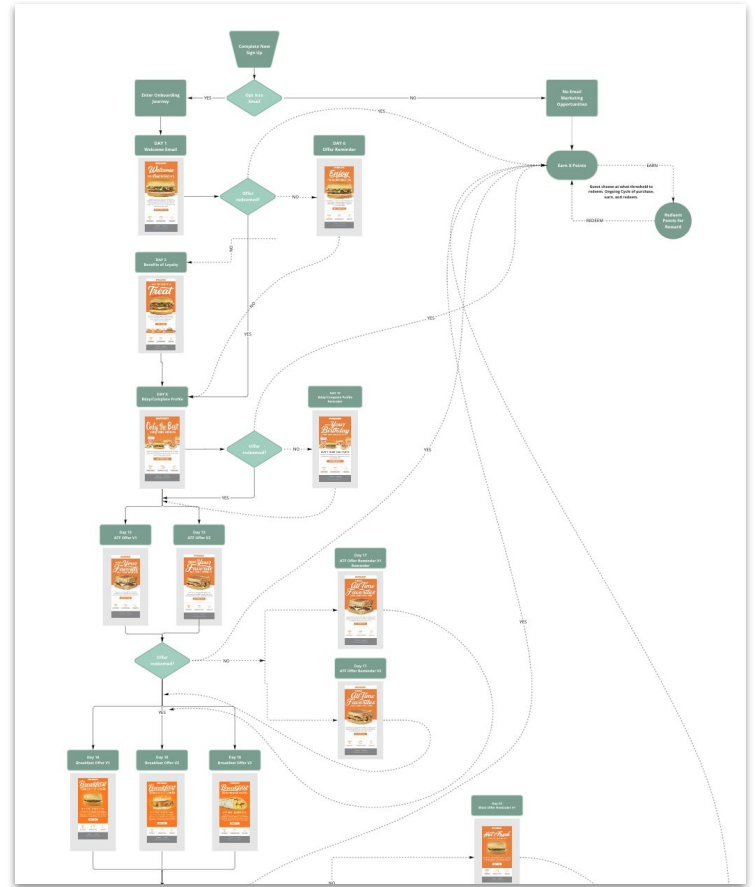
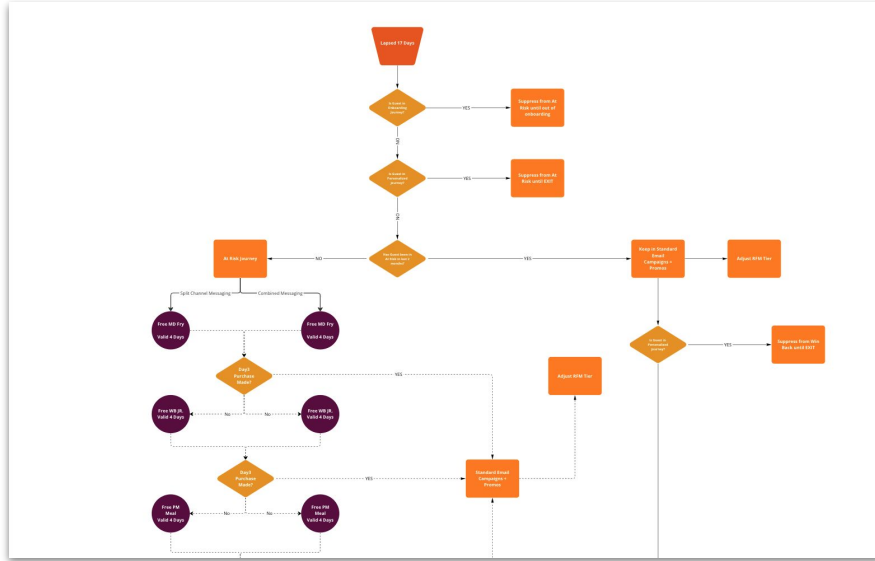
We needed to ensure we weren't sending offer messaging to someone who doesn't have an offer tied to their account.

OUR APPROACH LEVERAGING BRAZE

- We created a dynamic onboarding journey with A/B and multivariate testing for creative and copy, to optimize conversions.
 - The Onboarding Journey is comprised of four offers over the course of a month after a loyalty member sign up.
- We implemented a second quality check to ensure that once an offer is sent to the POS, we can confirm that the offer actually hits the member's account in Braze; we sent members who don't receive the offer down a different path.

LIFECYCLE MARKETING

HOW WE MAPPED IT



LIFECYCLE MARKETING - WHAT IT LOOKED LIKE

WHATABURGER

Welcome

HAVE A *Free* WHATABURGER ON US



Thanks for signing up! Words can't describe our gratitude. But this free Whataburger can. Made with 100% fresh beef and hand chopped veggies. Start earning your hot & fresh loyalty rewards and exclusive offers today!

REDEEM YOURS TODAY!



EARN REWARDS



GET EXCLUSIVE OFFERS



ORDER AHEAD

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WHATABURGER

BIG FLAVORS

EXTEND PAST OUR BURGER



Hot chicken rewards just for you. Order a mouthwatering chicken sandwich, grilled, crispy or spicy, for free with the purchase of medium fries and a medium drink.

REDEEM NOW



EARN REWARDS



GET EXCLUSIVE OFFERS



ORDER AHEAD

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WHATABURGER

CHOOSE Your Favorite

ALL-TIME FAVORITE



Choose from a hot and fresh Patty Melt or the mouthwatering Honey BBO Chicken Strip Sandwich with the purchase of medium fries and a medium drink!

GET YOURS TODAY!



EARN REWARDS



GET EXCLUSIVE OFFERS



ORDER AHEAD

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WHATABURGER

Only the Best

FOR YOUR BIRTHDAY



We're here to make your special treat just like you like it. Update your birthday in your Whataburger account and make it a day you won't forget.

ADD YOUR BIRTHDAY



EARN REWARDS



GET EXCLUSIVE OFFERS



ORDER AHEAD

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LIFECYCLE MARKETING - OUR RESULTS

Tens of millions
of dollars

IN INCREMENTAL REVENUE

147% higher than avg.
redemption rate

FOR THE SAME OFFER, WHEN LEVERAGED AS PART OF THE OVERALL
ONBOARDING JOURNEY





THANK YOU