

5x Campaign Velocity. Built on Braze Expertise.

A fast-growing digital banking company needed to turn Braze into a true growth engine across a rapidly expanding product line — without slowing down for compliance review. Celerity embedded a dedicated team to build, test, and scale the engagement program, turning platform investment into measurable business impact.

~5x

CAMPAIGN VELOCITY

Increase in campaign output vs. baseline capacity

30-35%

ENGAGED USER GROWTH

Growth in engaged customers over the past year

6

DEDICATED SPECIALISTS

Embedded Celerity team, up from an initial few

20+

LIVE NBP/NBF CANVASES

Personalized product-recommendation journeys

THE CHALLENGE

✓ Personalization at real scale

Route each customer to the right product message across a growing, multi-product portfolio.

✓ Compliance on every message

As a regulated financial company, every send requires legal review, disclosures, and eligibility/suppression checks.

✓ Platform limits at large scale

Large canvases were slow to save and hard to bulk-edit as campaign volume climbed.

✓ Execution outpacing capacity

Platform, data, and ambition were in place — but day-to-day execution needed dedicated operational capacity.

THE CLIENT

A fast-growing consumer financial services company delivering personalized banking, credit, and investment communications to millions of customers nationwide.

OUR APPROACH — BUILD, THEN SCALE

01 IMPLEMENT

Built Braze canvases from the ground up — audience eligibility, message delivery, and analytics for both marketing and transactional sends.

02 PERSONALIZE

Launched the Next Best Product/Feature program, turning behavioral and account data into targeted, relevant journeys across 20+ canvases.

03 OPTIMIZE

Ran A/B and multivariate experiments, validated deep linking and cross-device rendering, and used Braze's native AI to speed up development.

04 GOVERN & SCALE

Grew the embedded team to 6 specialists and built a 30-page playbook covering naming conventions, reusable components, and deployment standards.

THE RESULT

Personalization and velocity, proven at scale. — and still growing.

5x Campaign Velocity

Sustained output well beyond baseline capacity

30-35% User Growth

Supported without slowing campaign delivery

20+ Personalized Canvases

Live NBP/NBF journeys tailored by product

Deepening Partnership

Team growing; contract terms trending longer-term

WHERE CELERITY ADDS VALUE

- Risk, compliance & QA rigor
- Cross-functional delivery
- Journey & rendering optimization
- Governance & reusable assets