

# The Cross-Channel Marketing Difference



Imagine a customer starting a transaction on your brand's mobile app and then finishing it on their laptop. When 90% of consumers today want a seamless experience across different devices and platforms, leveraging a cross-channel marketing approach is a must for modern brands.

However, truly successful cross-channel messaging doesn't mean using every channel out there to spam your customers. So how do you find the right mix of channels to deliver brilliant experiences? That's why we dug deep into Braze data to provide you with key insights into how different mixes impact the metrics and KPIs that matter to your business.

Download the Braze guide for a deep dive into all things cross-channel marketing. Explore the basics of today's key messaging channels, what channel combinations drive the best business results, and more!

## In this guide, you'll learn:

- What successful cross-channel engagement looks like
- What factors brands need to consider to make the most of their cross-channel marketing efforts
- How cross-channel can improve marketing outcomes and business performance