



## Building Long-Term Loyalty: A Research Report on What Consumers Want



Transactional, impersonal communications have been the status quo in modern marketing for far too long. And as consumer expectations trend toward tailored, connected experiences across channels and devices, brands can't afford to risk harming existing relationships with their customers or hindering long-term loyalty. In our new Braze guide *Building Long-Term Loyalty: A Research Report on What Consumers Want*, we've identified three key consumer trends to help brands thoughtfully engage customers and create experiences that keep them coming back for more.

### Get the Braze guide to uncover:

- How brand trust is just as important as affordability.
- Why consumers lack confidence in responsible data management from brands.
- Why delivering personalized experiences is crucial to retaining customers.