

# 2022 Global Customer Engagement Review



Today's brands are embracing customer engagement and it's paying off. But as the bar for marketing experiences rises, how can your company keep up?

Find out in the Braze second annual 2022 Global Customer Engagement Review. We tasked Wakefield Research to conduct a survey to assess shifts in customer engagement trends over the past year, what to expect next year, and how brands can address evolving consumer needs, channel preferences, and privacy concerns.

Explore this year's review and gain campaign strategies from leading brands like Mercari and Peacock to tackle today's customer engagement challenges.

**In this exclusive Braze review, uncover:**

- The top three trends shaping customer engagement in 2022
- Opportunities companies can seize for growth by industry and region
- Winning campaigns leading brands like Mercari and Peacock use to drive stronger revenue, and the tactics behind them