MASSIVE ROCKET

GLOBAL BRAZE & SNOWFLAKE AGENCY

Accelerating Global Loyalty:

The Yum! Brands Foundational CRM Framework



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7 foundational journeys

These proven seven foundation journeys - designed by the Yum Center of Excellence - cover key moments from welcome to winback, and Massive Rocket can launch them quickly in any market, enabling brands to start capturing more revenue from their customer base right away.

Built with Yum! COE



App | **Web** | **Kiosk**

Email	SMS	Whatsapp	Web Pop-up	Content Cards	Web-push	In-App	Mobile Push
Welcome	**Abandoned Cart**	**Post Purchase**	**Engagement (Birthday, Anniversary)**	**Lapsing / Winback Inactive**	**App Downloads**	**Acquisition / Registration / Priming for Consent**	
Hey Thierry 🍗 Welcome to the KFC crew! Enjoy your first exclusive treat with us.	Thierry, you left some crispy goodness behind! Grab your order now and dig in.	Thanks for ordering - hope you loved it. Let us know and earn a reward.	Happy Birthday, Thierry 🎉 Celebrate with a tasty treat, just for you.	We miss you, Thierry! Let's catch up — your comeback deal is ready.	Thierry, get more with the KFC app! Fresh offers and rewards, right at your fingertips.	Don't miss out.Register to check out what's hot this week!	
							
🎁 Claim Your Welcome Treat	🔥 Complete My Order	⭐ Give Feedback & Get Reward	🎂 Redeem My Treat	🍗 Unlock My Deal	🚀 Download the App	🍟 See What's New	

General → Data Collection → Personal

70% Dev Time Reduction

30% Purchase Rate Increase

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Scalable central resources & team for global acceleration

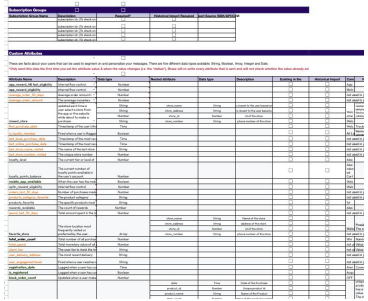
18 Yum! Brands +
Massive Rocket Markets Live

We've built flexible, scalable resources that enable rapid deployment across markets. Our approach ensures consistency, speed, and efficiency, helping teams launch and expand with confidence, wherever they operate.

1. Data Plan

A clear definition of the CRM data required to power personalisation and automation—covering customer, engagement, and transactional fields.

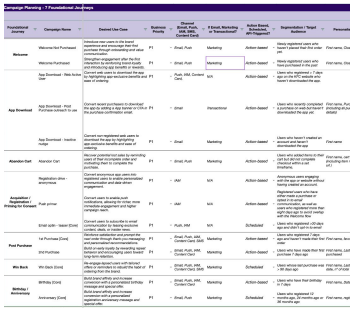
An actionable framework outlining how data should be structured and connected to enable consistent campaign deployment across markets.



2. Campaign Plan & Activation Framework

A strategic outline of priority campaigns—identifying which initiatives to launch, adapt, or retire to align with growth objectives.

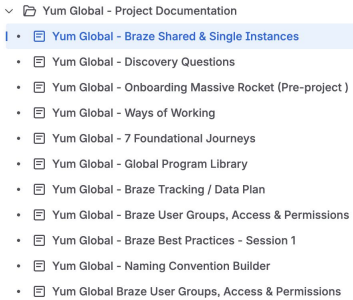
A practical implementation guide detailing governance, channel integration, and activation best practices to ensure consistency at scale.



3. Documentation & Blueprint Library

A comprehensive library capturing Yum's core operating models, campaign architecture, and configuration best practices.

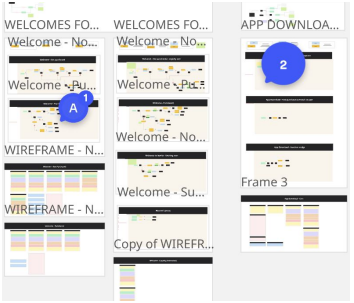
A go-to resource that ensures teams can replicate successful setups efficiently and accelerate deployment across markets.



4. Journey Maps, Design Rationale & Use Case Implementation

A set of clear, actionable customer journey maps that visualise how each core use case comes to life across channels.

A practical reference for implementing end-to-end workflows that connect data, messaging, and measurement seamlessly.



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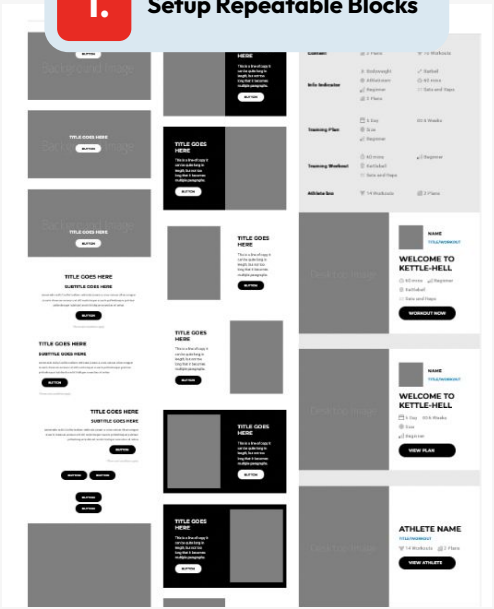
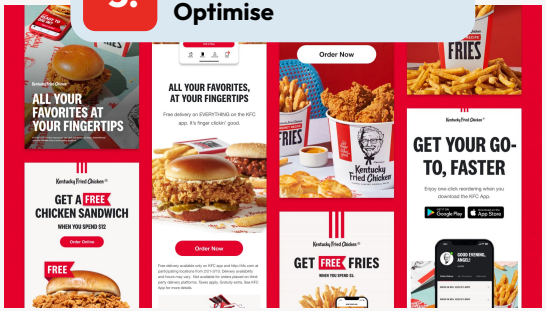
1. Setup Repeatable Blocks



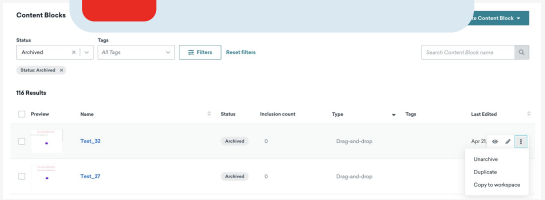
2. Select Use Cases

1	**Ac**		subscribers (e.g., free side with first purchase)
2	**Onboarding**	In-app messages, Content cards	Guided tour of the app or website, highlighting key features and benefits
3	**Activation**	Push, In-app messages	Encourage first purchase with a limited-time discount or special offer
4	**Engagement**	Email, Push, In-app messages, Content cards	Personalized recommendations based on past orders or browsing behavior
5	**Retention**	Email, SMS	"We miss you" offer for lapsed customers, win-back campaign with exclusive discount
6	**Referrals**	Email, SMS, In-app messages	Referral program with rewards for both referrer and referee
7	**Cross-selling**	Email, Push, In-app messages, Content cards	Suggest complementary items or meal upgrades based on current order
8	**Reactivation**	Email, SMS, Push	Re-engagement campaign with personalized offers or content for dormant users
9	**Sunsetting Dormant Users**	Email	Final "goodbye" email with an option to re-subscribe in the future
10	**Loyalty & Gamification**	Email, In-app messages, Content cards	Points-based loyalty program, gamified challenges or rewards for frequent

3. Deploy, Measure & Optimise



4. Launch



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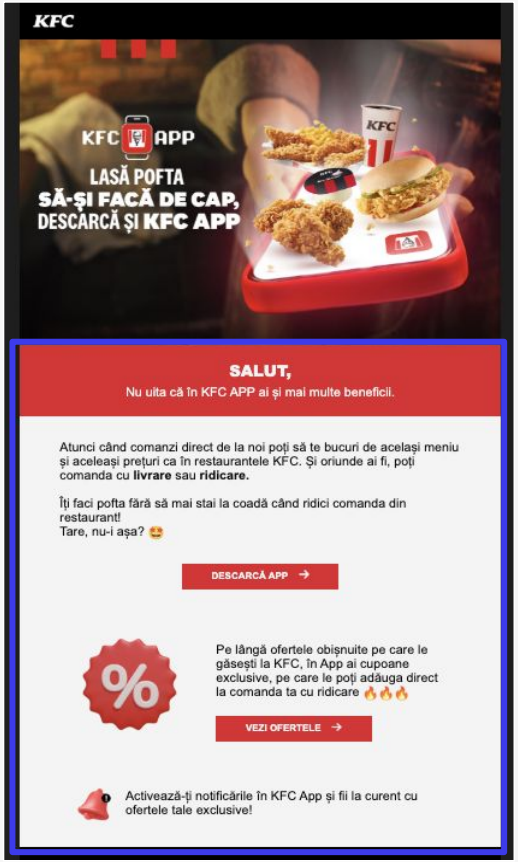
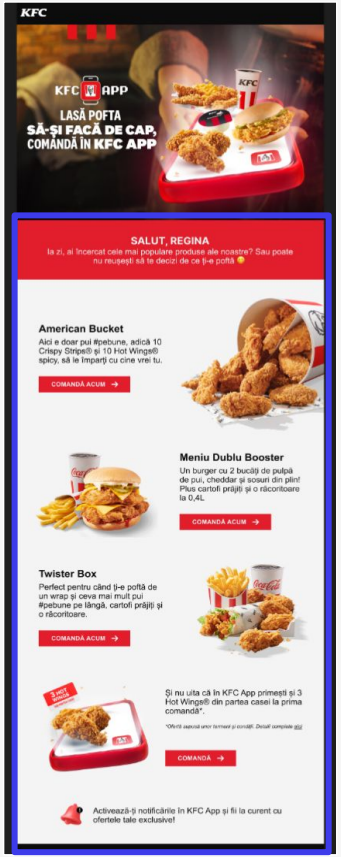
Welcome email blocks







- GENERIC BLOCKS
- CAMPAIGN-SPECIFIC BLOCKS

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Welcome push notification examples

To notify users about the welcome promo and drive first purchase



A/B test the Push messaging for users who have made no purchases by Day 6 of signing up.



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Abandon cart dynamic emails

- This product email was designed to showcase key KFC menu items and promotions using a bold, brand-driven visual approach.
- The layout follows a clear visual hierarchy with a prominent hero section and modular product blocks that support easy scanning and quick decision-making. Consistent call-to-action placement and optimized typography ensure clarity, usability, and scalability across devices and future campaigns.



43%
Purchase conversion

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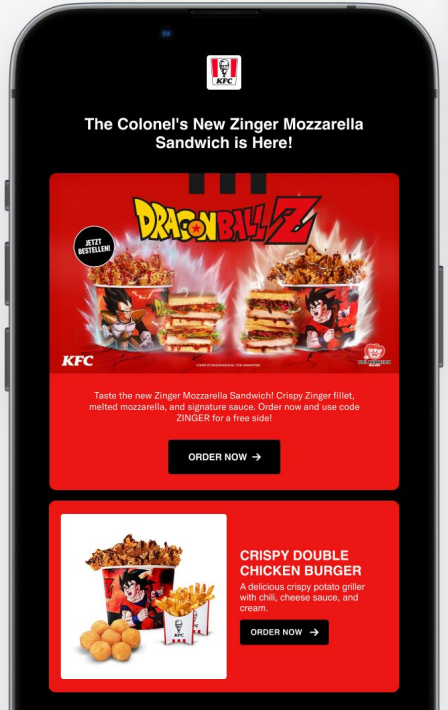
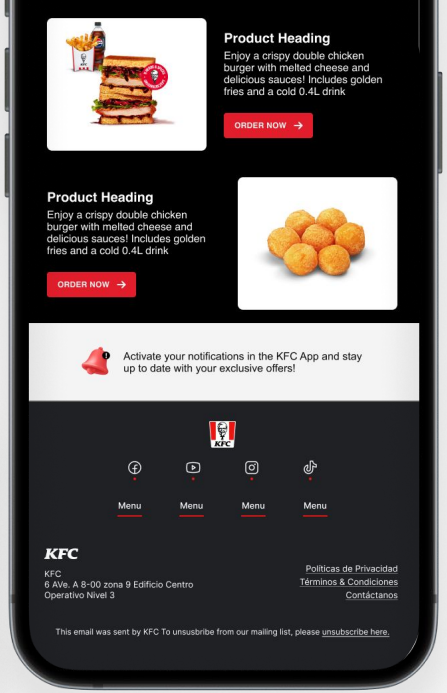
Abandon cart dynamic emails

- The abandon cart emails use Advanced Liquid to map products from the user's cart to the product Catalog uploaded on Braze that enables us to display the first 3 products from a user's cart within the email and hence, enhancing personalisation.

- The emails are also personalised to only show the main products added to the cart and hide any add-ons (aka components).





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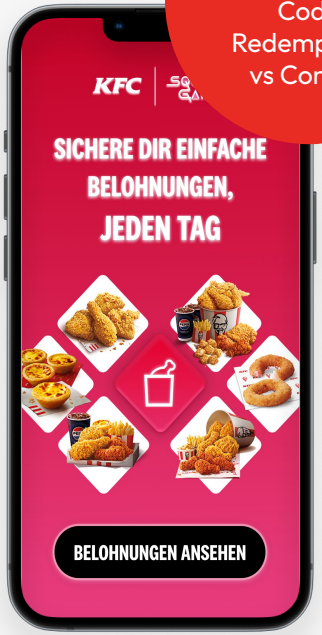
IAMs









+55%
Code Redemptions vs Control

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Gamification



- Gamified IAMs were designed around revealing card mechanics, encouraging repeat interaction and reward-driven behavior.
- The experience combines playful discovery with clear incentives, increasing engagement while delivering a fun, on-brand moment for users.

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The 7 foundational journeys

JOURNEYS:

The 7 foundational journeys are Taco Bell's strategic CRM framework to maximize customer engagement, retention, and value across all markets. By leveraging data, automation, and omnichannel tactics, these journeys ensure a consistent, scalable, and measurable approach to customer lifecycle management.

Each journey is designed to be:

- **Targeting a defined customer segment and lifecycle stage.**
- **With clear KPIs such as conversion rate, retention, and revenue uplift.**
- **Built on proven templates and best practices, piloted in key markets.**
- **Aligned with Taco Bell's business goals and customer expectations.**
- **With phased rollouts and regular performance reviews.**

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The 7 foundational journeys

IMPLEMENTATION:

The core task was to design, implement, and optimize seven foundational customer journeys for Taco Bell's CRM efforts. These journeys were selected to cover every critical phase of the customer lifecycle—from acquisition to retention and win-back—to establish a scalable and repeatable framework for all markets.

- Developed a proposal outlining the 7 foundational journeys, grounded in YUM Global's strategic vision and tailored to Taco Bell's business objectives.
- Conducted prioritization workshops to align stakeholders, allocate resources, and set clear implementation timelines.
- Built and piloted these journeys in select markets (e.g., Costa Rica, Guatemala), using Braze as the CRM platform.
- Established a global control group and basic segmentation to measure impact and optimize performance.
- Created reusable templates and a playbook to enable rapid rollout and adaptation in new markets.

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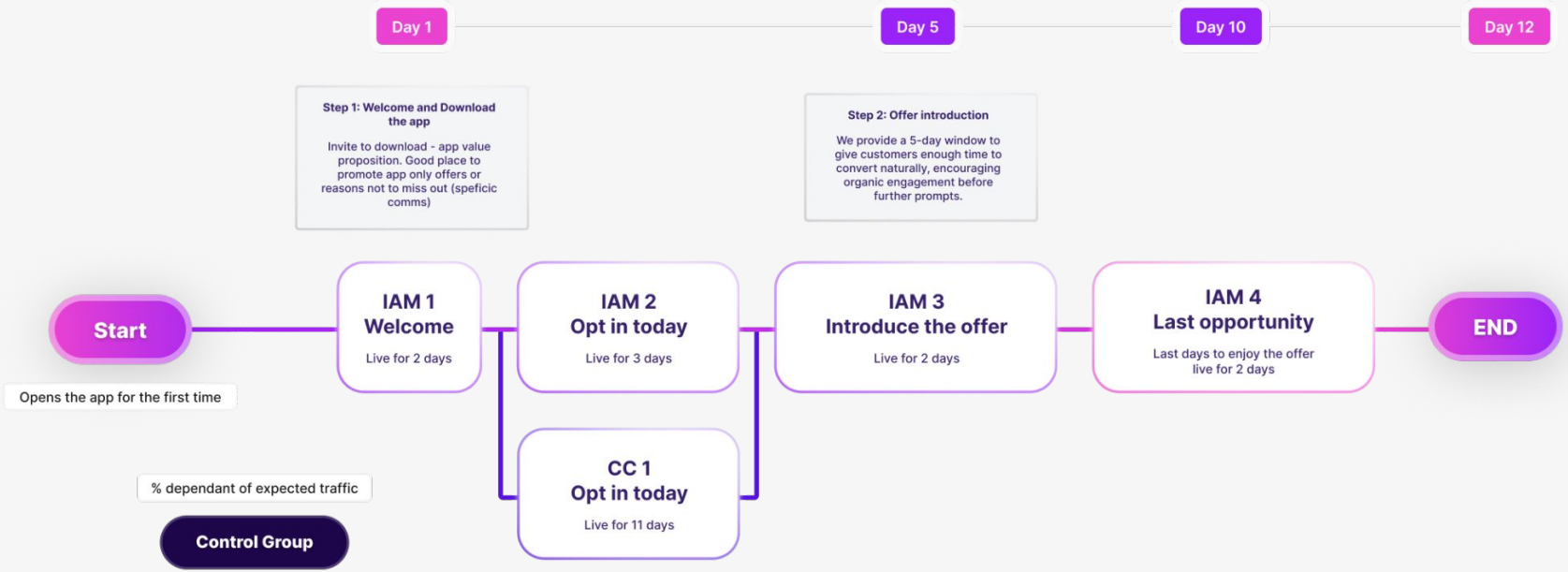
Journeys design and messaging

Welcome journey not purchased, not registered

The objective of "**Welcome Not Purchased Not Registered**" is to impact first time users and present the value of the app. During the journey the users will receive communication incentivizing the use of the app throughout promotions in order to create the initial habit.



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Master template development





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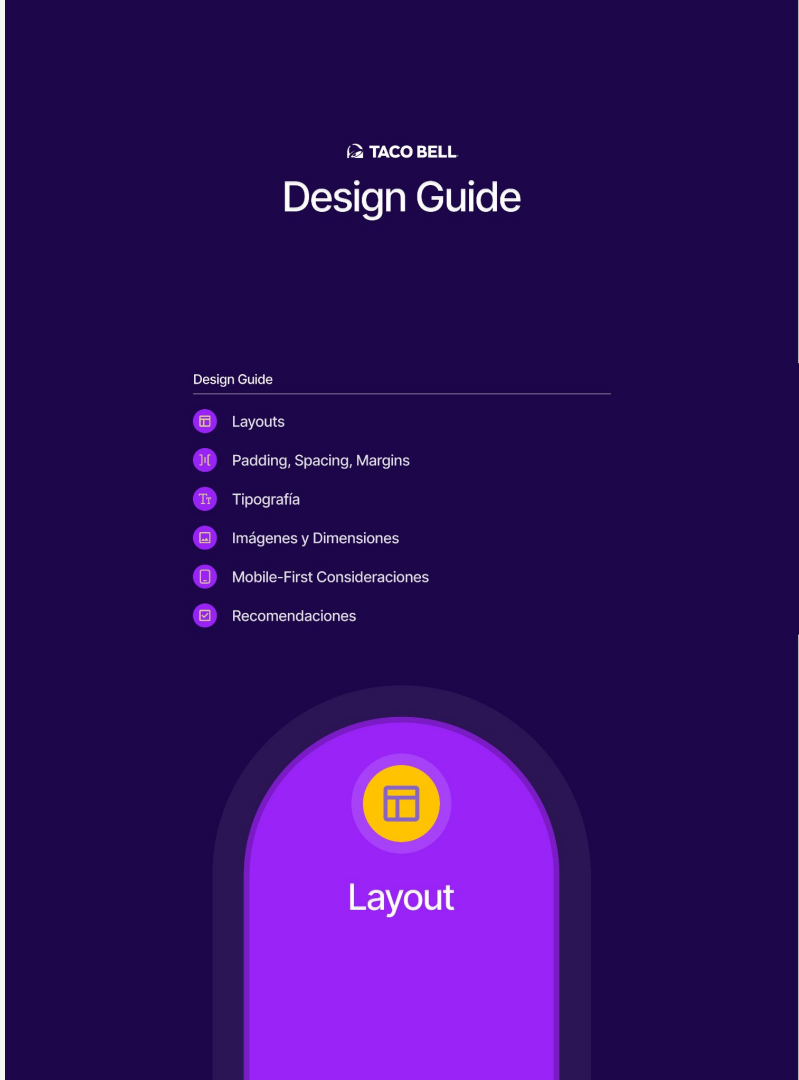
Taco Bell design guide

- This document is a Taco Bell Design Guide covering various elements of block design.
- Topics include design, layouts, padding, spacing, and margins.
- Specific spacing and margins are detailed for 2-column and 1-column blocks, including superior and inferior padding.
- The margins of the canvas and proportional limits for 12-column blocks are mentioned.
- Spacing for text and CTAs in 2-column blocks are also covered.
- The guide covers typography.



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Reach out for more information

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