



Braze is a leading comprehensive customer engagement platform that powers interactions between consumers and brands they love.

With Braze, global brands can ingest and process customer data in real time, orchestrate and optimize contextually relevant, cross-channel marketing campaigns and continuously evolve their customer engagement strategies.

Use data from any source



APIs



iOS and Android SDKs



Web SDKs



TV OS, Gaming SDKs and more



Turnkey Integrations

Create and trigger personalized messages on any channel

Whether Outside



Email



Mobile Push



Web Push



SMS & MMS



Connected Devices



WhatsApp

Or Within Your App Or Website



In-App Messages



In-Browser Messages



In-App Inbox



In-App Survey



Website Banner



In-Browser Email Capture Form



Website Notification Center



And More, With Webhooks

Reach customers for promotional, transactional, or lifecycle use cases



Converting anonymous to known users



New user onboarding



Newsletters and Promotions



Social Retargeting



Abandoned Cart



Transactional Updates



Churn Reactivation

Acquisition

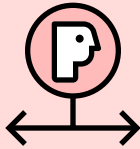
Activation

Engagement

Monetization

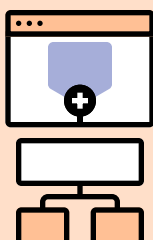
Retention

No matter where you start or where you're headed, Braze can help take your customer engagement to the next level.



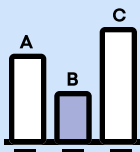
Dynamically segment your users

Whether targeting new customers or lapsing users, your most loyal customers or those at risk of churn, Braze gives you the ability to dynamically segment your users on the fly and create live audiences to help keep messages targeted.



Orchestrate automated cross-channel journeys

Meet customers across any lifecycle stage using our automated customer journey building tool—Canvas. With Canvas, you can turn an assortment of disconnected campaigns into highly engaging, automated, multi-step journeys that guide your customers to the next best action.



Test, measure, and optimize results

Consistently measuring and optimizing your campaigns helps you keep customers engaged and stand out from competitors in your space. Braze helps you put your best message forward with A/B testing, custom reporting & analytics, automated intelligence features, and more.

Canva

HBOmax



intuit



Etsy



MERCARI



venmo

Braze serves hundreds of innovative companies and emerging disruptors across a variety of industries. Some already have millions of users, while others are pre-launch. What these companies have in common is a passion for delivering a world-class customer experience across every customer touchpoint.



A Wave Leader

The Forrester Wave™ :
Cross-Channel Marketing Hubs, Q1 2023

FORRESTER



A Wave Leader

The Forrester Wave™ :
Cross-Channel Campaign Management (Independent Platforms), Q3 2021

FORRESTER

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