



**Braze is the leading customer engagement platform that empowers brands to Be Absolutely Engaging.™** Braze allows any marketer to collect and take action on any amount of data from any source, so they can creatively engage with customers in real time, across channels from one platform.

### Collect, unify, and activate first-party data from anywhere.



APIs



iOS and Android SDKs



Web SDKs



TV OS, Gaming  
SDKs and more



Turnkey  
Integrations



Data  
Transformations

### Deliver personalized experiences across any channel or touchpoint.

#### Whether outside



Email



Mobile  
Push



Web  
Push



SMS  
& MMS



Connected  
Devices



WhatsApp



Paid Media

#### 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

### Engage customers across the lifecycle.



Converting anonymous  
to known users



New user  
onboarding



Newsletters and  
promotions



Social  
retargeting



Abandoned  
cart



Transactional  
updates



Churn  
reactivation

Acquisition

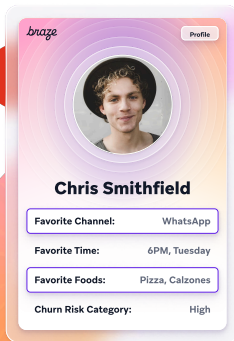
Activation

Engagement

Monetization

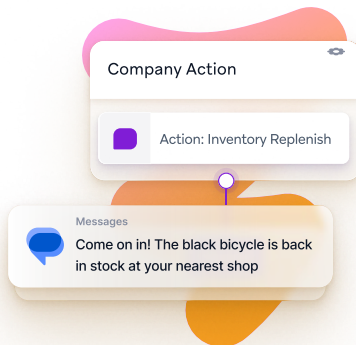
Retention

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



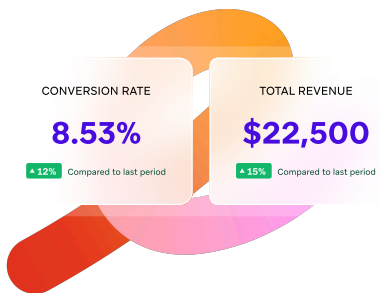
## Understand your customers.

Build stronger relationships with accurate and immediately actionable first-party data. Dynamically segment your audience based on demographics, traits, preferences, behaviors, cross-channel interactions, and predictive qualities.



## Connect in the moments that matter most.

Use real-time triggers, powerful orchestration, BrazeAI™, and a wide range of channels to turn one-off campaigns into a series of cohesive, multi-step journeys that guide your customers to the next best experience.



## 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, robust intelligence powered by BrazeAI™, and more.

Canva

HBOmax

Delivery Hero

intuit

PELOTON

yelp

elf

BURGER KING

MERCARI

zynga

venmo

From cross-channel messaging and journey orchestration to AI-powered experimentation and optimization, Braze enables companies to build and maintain absolutely engaging relationships with their customers that foster growth and loyalty.

Braze is a comprehensive customer engagement platform that powers relevant and memorable experiences between consumers and the brands they love.

*braze*