

SUMMER 2020
PRODUCT LAUNCH

Nurturing Empathy in Customer Communications

Brands that prioritize empathy in their user interactions, no matter the channel, will grow their audience, build more loyalty among their current customers, and accelerate revenue.

Predict and Perform Lifecycle Marketing

Track your customer lifecycle and deliver compassionate messages that exceed user expectations with the power of Braze Canvas. Our Predictive Suite's Predictive Churn and Funnel Reports help you tackle any challenge and retain more customers.

Seamless Orchestration Fosters Brand Humanity

Reward and incentivize moments that matter using native Braze Promotion Codes on channels like push, email, Content Cards, and more. Build dynamic, responsive campaigns with automated Canvas steps or use Custom Audiences to create more relevant ad campaigns for users in Facebook and Instagram.

Predictive Churn

The first feature in the new Braze Predictive Suite, Predictive Churn, gives marketers the power to define what churn means for their business and then use clear, actionable predictions to increase retention and reduce churn.

Funnel Reports

Understand conversion drop-offs for each campaign and Canvas so you can optimize against the various stages of your marketing funnel to increase retention and lifetime value (LTV). Simplify collaboration and optimization with easy-to-understand funnel visualizations.

Platforms and Channels

Create an unforgettable experience for your customers. Platforms and channels are constantly evolving, and brands need to evolve with them to meet customer expectations. We're constantly expanding our channels and features to support brilliant experiences.

Inbound SMS Keyword Interactions

Make the messaging experience more personal and conversational with Braze SMS. Reach users easily in this key channel and enable them to respond to required and custom incoming keywords with further messaging.

In-App Message Dashboard Preview

Make your campaign set-up process a breeze, even when building custom creations. Instead of sending yourself a preview to a test device, this feature helps ensure every in-app message renders properly in Braze.

Huawei Push

Expand your mobile footprint with push notifications for Huawei devices and provide users with time-sensitive, relevant content to drive them back to your mobile app.

The Power of Partnerships

Building holistically empathetic experiences requires broader access to data insights for marketers and founders alike. This quarter, Braze is supporting brands as they work to meet this new challenge by extending our existing Braze Alloys partnership with Amazon to support key new capabilities.



Power real-time personalization with Amazon Personalize. Together, brands can harness the same machine learning (ML) algorithms used at Amazon.com to incorporate personalized product and content recommendations directly into cross-channel campaigns or customer journeys.

GET IN TOUCH TO LEARN MORE: [BRAZE.COM/CONNECT-WITH-SALES](https://braze.com/connect-with-sales)

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

