Building Resilience Into Your Customer Engagement

To stand the test of these challenging times, brands need to reimagine and evolve their customer engagement strategies. This fall's cohort of Braze products are designed to help marketers build resilience into their brands' customer engagement.

(Real) Time is Money

Harnessing real-time data is essential to resilient customer engagement. Improve your campaigns continuously and retain more customers with enhanced data and reporting solutions.

Tealium Partnership

Simplify your data flows by using the Tealium Customer Data Platform together with Braze. Easily pass custom events, user attributes, and purchase data to deliver more relevant experiences in real time, without integrating from scratch.

Report Builder

Compare the results of your customer engagement strategies in a single view. Quickly build customized, granular reports to understand how your efforts move the needle on key metrics.

Funnel Reports

Understand the different actions your users take after receiving a campaign or taking part in a Canvas journey. Easily visualize where conversion drop-offs occur and take action to optimize outcomes at every step of the funnel.

Break Boundaries

Durable brands can challenge the status quo. Expand your tech ecosystem and reach customers in new ways with our latest partnerships, SDKs, and segmentation improvements.

Microsoft Azure

Deliver comprehensive customer engagement built on top of Microsoft Azure. Gain the flexibility to run Braze on the cloud computing platform that aligns with your brand's technology strategies and investments.

Unreal Engine SDK

Connect with users in real time as they play the latest games across platforms. Our new SDK allows brands to identify, understand, and engage users based on their behaviors within games built using Unreal Engine.

Segmentation Enhancements

Build more precise segments over longer periods of time. Drill down to identify and reach users who have completed a custom event or purchase any number of times within the last year.

Suite Symphony

The cornerstone of resilient marketing is a cohesive customer experience. Take your marketing to new heights with coordinated journeys built to stand the test of time using our ever-expanding lineup of Braze channels.

Transactional Email

Braze Transactional Email operates in tandem with your marketing messages to deliver a cohesive, seamless consumer experience. Send customers timely messages and status updates on everything from purchases and shipping to billing and security alerts, and more.

Start your brand journey with marketing emails

Close the loop and deliver continuous value with transactional emails
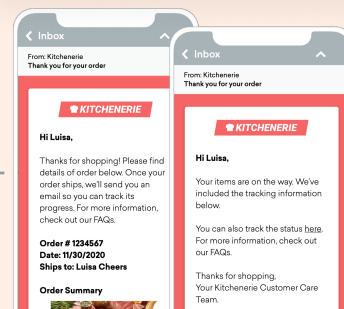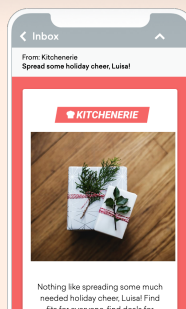
99.9%

of messages delivered in less than 60 seconds

GET IN TOUCH TO LEARN MORE: 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.

braze