Increasing Retention in the Pay-As-You-Go Era

Deliver highly-relevant experiences that drive customer retention through real-time insights, seamless orchestration, and personalized visual features.

Real-Time Insights

Gain a deeper understanding of the behaviors that drive customer engagement and campaign effectiveness through enhanced data reporting and analytics features.

Snowflake Data Sharing Expansion

Unlock the potential of your data faster and easier than ever before. Through our expanded partnership with Snowflake, joint customers in additional geographies can instantly access, join, and analyze granular user data—creating a unified view of the customer without the hassle.

Retention Reports

Understand user engagement over time for each and every Campaign natively within the Braze dashboard. This feature allows marketers to visualize campaigns' impact on retention with two simple steps—no data team needed.

Campaign Retention

Date	Users	0 days	1 day	3 days	7 days
Jul 18, 2018	219,890	100%	90.01%	70.89%	50.89%
Jul 19, 2018	113,789	100%	90.01%	70.89%	50.89%
Jul 20, 2018	219,890	100%	87.06%	70.89%	36.78%
Jul 21, 2018	219,890	100%	90.01%	70.89%	50.89%

Seamless Orchestration

Expand the reach of your customer journeys by coordinating and optimizing cross-channel experiences directly from the Braze platform.

Content Cards in Canvas

Deliver frictionless experiences by weaving Content Cards into any Canvas customer journey. With this update, marketers can deliver persistent lifecycle messages to customers not currently opted into push or subscribed to email—all without interrupting the in-app or web experience.

Control Group for Content Cards

Prove out the impact of specific Content Cards using A/B testing against a control group. Foster experimentation by measuring the effectiveness each Content Card has on your targeted audience against a control group of users who don't receive the message.

Audience Sync to Facebook

Leverage your brand's first-party user data to inform and optimize advertising strategies in real-time. Using this automated Canvas step, marketers can elect to sync their own users' data from Braze directly to Facebook via Custom Audiences.

Personalized Visuals

Utilize dynamic creative content designed to help your customer engagement strategy turn heads.

MMS

Ready to make your mobile messages stand out? Boost engagement and show off your products and services more effectively with attention-grabbing messages enriched with pictures, GIFs, and other multimedia elements.

Movable Ink Partnership

Enhance personalization by providing users with customized visual content that never feels out-of-date. Braze and Movable Ink make it possible to dynamically incorporate vivid creative content in real-time across channels like email, push, and in-app messages.
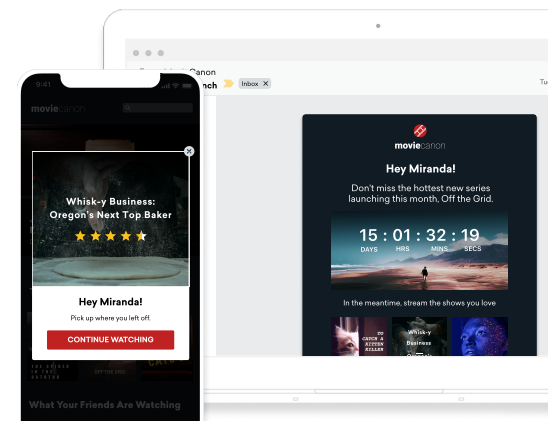
GET IN TOUCH TO LEARN MORE: BRAZE.COM/CONNECT-WITH-SALES

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

braze