

Create Opportunity in Unpredictable Times

In unpredictable times, Braze gives marketers more opportunities to deliver personalized and memorable customer engagement in real time, with features that help them listen to, understand, and act upon customer behavior.

Real-Time Insights

As marketers scale their campaigns, they need precise ways to measure the impact of their efforts, communicate results to the rest of the business, and support the ongoing improvement of future campaigns.



Global Control Groups

Measure the high-level impact of your customer engagement strategies. Easily define and exclude a percentage of your customer base from receiving certain messages. Access new visual reports to understand how your efforts impacted key customer behaviors and north star metrics, including ROI.

Interactive Messaging

Brands need the ability to send valuable, personalized messages at scale. That means marketers need access to tools that help them maximize their use of customer context to tailor individual, highly relevant customer experiences.

Action-Based Content Card Dismissals

Ensure your customers see the right Content Cards at the right time—and that those messages match their real-time behavior. With action-based dismissals, you can now set Content Cards to automatically dismiss from a customer's feed once they take action.

In-App Message Updates

Send in-app messages with more confidence than ever using our enhanced editor, creative asset uploader, and live interactive HTML message previews for mobile and web. Plus, new features like custom button tracking give you even more precision when creating messages.

New Android Inline Image Push Style

Make your Android push notifications sing with this new inline image style—unique to Braze and inspired by our video streaming customers. This new design showcases a larger visual within each push notification, so customers don't have to manually expand your notifications just to see an image.

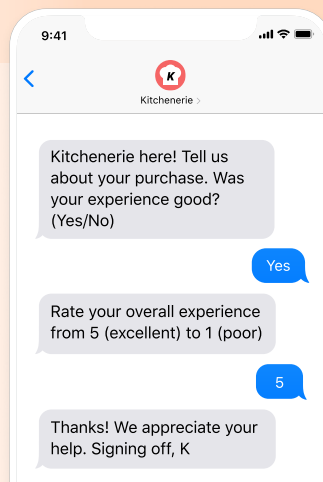
Personalized SMS

Expand the potential of your SMS campaigns with new, custom ways to personalize messages.

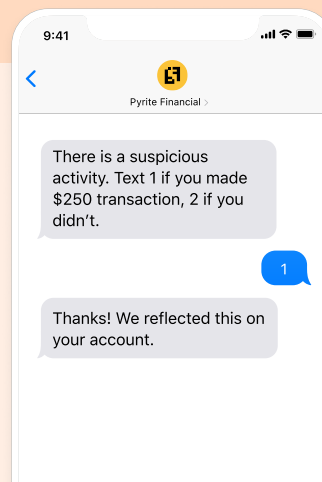
SMS Custom Keyword Processing

Use this new native capability for sending auto-responses and two-way messages via custom keyword sets. Get creative with your keywords, whether they're focused on your new products, special occasions, redeeming holiday promotions, or loyalty programs. The sky's the limit! Plus, use inbound keyword interactions to segment customers based on their interests and preferences, leading to more relevant retargeting campaigns.

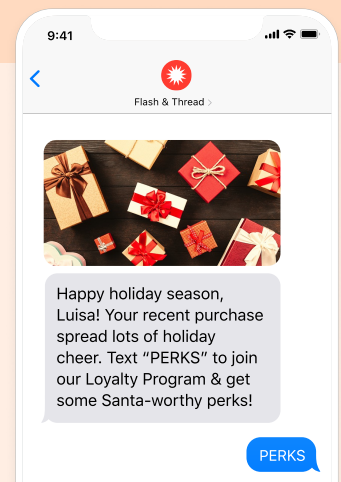
Get Customer Feedback



Monitor Fraudulent Activity



Send personalized offers based on user keywords



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.

