Unifying Communications to Unlock Customer Loyalty

Strengthen customer loyalty and amplify your brand with new AI/ML features, easy orchestration, and powerful partnerships.

AI / ML

As marketing becomes more personalized, automation and intelligence are now essential to delivering messages that resonate with consumers.

Braze Predictive Suite

Put machine learning tools directly into the hands of marketers. Ready to get your team on the path to action ASAP? Predict customer behaviors, understand behavior correlations, and develop strategies for keeping customers, instead of winning them back.

Predictive Churn

Increasing retention and building predictive models sounds like a big challenge, but the first model in the new Predictive Suite gives marketers the power to define what churn means for their business. Use this feature's predictions to increase retention and reduce churn. (Before it's too late!)

Intelligent Timing

This send-time optimization feature lives within the Braze Intelligence Suite and helps marketers reach every customer at the right time. This winter's update to Intelligent Timing puts the control back in the hands of marketers by adding easy preview and configuration options.

Easy Orchestration

Strengthen customer loyalty with the Braze platform's seamless, cross-channel orchestration features.

Braze Canvas Components

Build simple yet powerful customer journeys your whole team can understand and create for themselves by mixing and matching new Canvas Components. Select from Decision Splits, Delay Steps, and Message Steps to improve your process, unlock new journeys, and increase effectiveness with this update.

Dark Mode for In-App Messages

Create brilliant experiences with in-app and in-browser messages through four out-of-the-box styles. What's more, now you can add Dark Mode-responsive color themes to any in-app message format. It's a thoughtful form of personalization and sure to deliver a customer experience that creates results.

Native Promotion Codes

Get started with a new, lightweight solution for deploying and distributing promotion codes as your team continues to grow, iterate, and experiment with different strategies. This feature empowers brands to reward and incentivize moments that matter using push, email, Content Cards, and more!

Powerful Connections

Leverage Braze Alloys integrations to deliver the perfect content at the perfect moment, without disrupting your current marketing stack.

Amazon Moments

Offer tailored rewards fulfilled by Amazon when customers complete the actions that matter most to your brand to engage user acquisition and retention. Surprise and delight recipients by selecting the rewards for key behaviors on Amazon Moments, and communicate those reward via Braze.

Talon.One

This powerful promotion engine enables brands to create targeted and customized marketing promotions built around their customer and session data. Braze and Talon.One make it possible for brands to automate the creation of coupons and deliver them directly to specific customer segments.

Voucherify

Build personalized incentives into any marketing campaigns by launching contextual one-to-one coupon, referral, discount, and loyalty campaigns faster. Use Braze and Voucherify together to attach personalized promo codes from coupon, referral, and loyalty campaigns.

GET IN TOUCH TO LEARN MORE:
BRAZE.COM/SCHEDULE-A-DEMO

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

braze