Braze 101

Why Smart Marketing Leaders Are Moving to Braze

Stitch

Braze 101

Why Smart Marketing Leaders Are Moving to Braze

What is Braze?

Braze is a leading comprehensive **customer engagement platform** that powers interactions between consumers and brands they love. With Braze, global brands can ingest and process customer data in real-time, orchestrate and optimize contextually relevant, cross-channel marketing campaigns, and continuously evolve their customer engagement strategies. Braze integrates into other data platforms, creating dynamic customer experiences powered by data insights and analytics.

TL;DR
Braze is a customer engagement platform that enables marketers to engage with their customers across channels using real-time data — all in a single platform.

If you're describing Braze to your parents
Braze helps brands message their customers online — and then helps collect meaningful data about their customers to create even better experiences for them.

Now let's dive into some of the key features that make up the Braze platform.

Why does Stitch have a point-of-view on Braze?

Stitch is a marketing technology consultancy comprised of folks who have built our careers as marketing technologists and strategists.

From working on in-house services teams for well-known marketing clouds, to leading internal teams of powerhouse marketers, to building global marketing consultancies, we've seen and done it all.

And frankly, we were getting tired of being pigeonholed into either the clunk of legacy marketing clouds or the little engines of channel-centric engagement tools. We wanted something better. So we set out to find it. Enter: Braze.

Braze Features – Messaging

At its core, Braze helps businesses engage with their customers through various messaging channels, including:

Email is one of the most powerful and longstanding engagement channels and continues to drive significant results for brands across industries. Braze offers a flexible, dynamic email builder and the ability to incorporate email into cross-channel journeys or as single sends.

Content Cards, proprietary to Braze, are persistent messages that appear within an app and/or web experiences. Brands use them to send a highly targeted stream of rich content to their customers without interrupting the experience.

Push notifications (web & mobile) are one of the best channels to push time-sensitive messaging to customers. Push messages are short, sweet, and engage your customers with urgency.
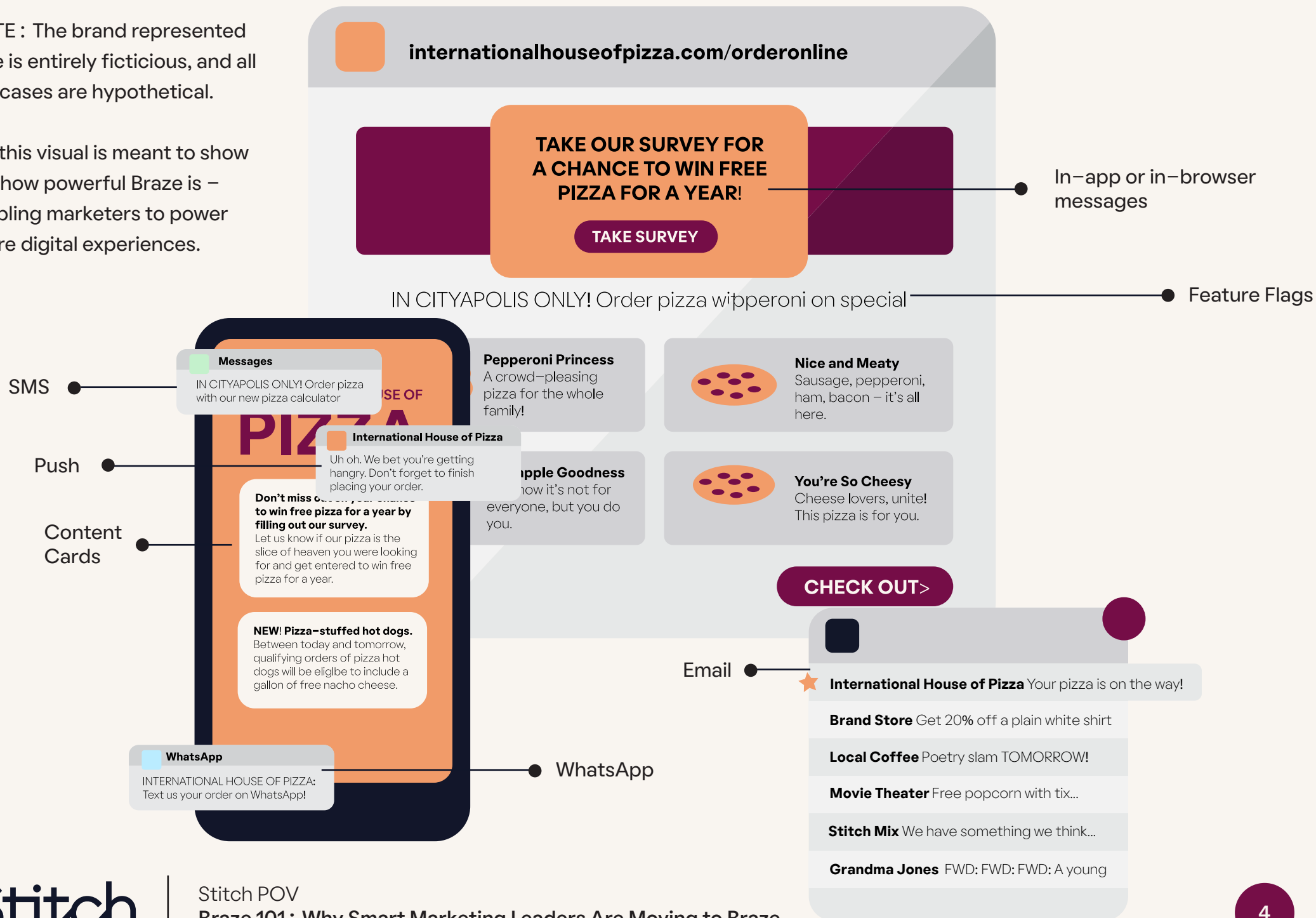
Feature Flags allow brands to remotely enable or disable functionality within their app or website for specific audience segments – without additional code deployment or app store updates – and coordinate messaging accordingly.

SMS, or text messaging, is available natively within the Braze platform and allows marketers to own end-to-end campaign setup and execution – without requiring technical resources.

Webhooks give marketers the ability to extend their use of Braze beyond the platform by sending events to external systems, CRMs, or other platforms. This makes integrating your own activation channel or 3rd party provider easy.

In-app and in-browser messaging allows brands to meet their customers in the moment as they browse. With customizable templates, brands can use them for a variety of interactions, such as capturing emails, pushing surveys or promotions, or sharing app updates.

WhatsApp messaging in Braze is a game-changer for global brands, as WhatsApp is a popular messaging platform used across the world for conversational messaging.

NOTE : The brand represented here is entirely ficticious, and all use cases are hypothetical.

But this visual is meant to show just how powerful Braze is – enabling marketers to power entire digital experiences.

internationalhouseofpizza.com/orderonline

TAKE OUR SURVEY FOR A CHANCE TO WIN FREE PIZZA FOR A YEAR!

TAKE SURVEY

IN CITYAPOLIS ONLY! Order pizza wiþperoni on special

In–app or in-browser messages

Feature Flags

SMS

Messages
IN CITYAPOLIS ONLY! Order pizza with our new pizza calculator

Pepperoni Princess
A crowd–pleasing pizza for the whole family!

Nice and Meaty
Sausage, pepperoni, ham, bacon – it's all here.

USE OF
PIZZA

International House of Pizza
Uh oh. We bet you're getting hangry. Don't forget to finish placing your order.

Push

Don't miss out on your chance to win free pizza for a year by filling out our survey.
Let us know if our pizza is the slice of heaven you were looking for and get entered to win free pizza for a year.

ᵖple Goodness
ᵃnow it's not for everyone, but you do you.

You're So Cheesy
Cheese lovers, unite! This pizza is for you.

Content Cards

CHECK OUT>

NEW! Pizza–stuffed hot dogs.
Between today and tomorrow, qualifying orders of pizza hot dogs will be eliglbe to include a gallon of free nacho cheese.

Email

★ **International House of Pizza** Your pizza is on the way!

Brand Store Get 20% off a plain white shirt

Local Coffee Poetry slam TOMORROW!

WhatsApp
INTERNATIONAL HOUSE OF PIZZA: Text us your order on WhatsApp!

WhatsApp

Movie Theater Free popcorn with tix...

Stitch Mix We have something we think...

Grandma Jones FWD: FWD: FWD: A young

Braze Features – Platform Capabilities

In addition to a robust catalog of messaging channels, Braze also offers capabilities such as :

Liquid is an open–source template language developed by Shopify and written in Ruby used to personalize messaging in Braze.

Campaigns give marketers the ability to execute single–send messages across channels.

Canvas is the Braze journey management tool – offering a drag–and–drop interface to design, orchestrate, deploy, and measure sophisticated, multi–step, multivariate journeys.

Currents is the platforms' continuous, high–volume data streaming technology, giving brands the ability to access, analyze, and act on first–party data in real–time.

Analytics are built in to the platform, allowing marketers to access and optimize their campaign, audience segment, and user data in real–time and through visual dashboards. Braze also has several integrations with robust analytics platforms for brands looking to go even deeper.

Segments is a robust audience segmentation tool within the Braze platform – and gives marketers the ability to create, manage, and analyze their audiences with easy–to–use filters.

Connected Content can be used to pull dynamic content from other external systems via API or Webhook into Braze messages at send–time.

Catalogs enable marketers to import and reference non–user data from imported CSV files.

Braze Features – Platform Capabilities

In addition to a robust catalog of messaging channels, Braze also offers capabilities such as :

Integrations
As a modern marketing platform, Braze was built intentionally to be able to flexibly integrate with a variety of tools and technologies that connect marketers into the rest of their organizations, arm them with access to the data they need to be successful, and create operational efficiencies. In addition to their roster of Braze Technology Partners, two of the key integrations within Braze include :

SDK – SDKs, or Software Development Kits, are libraries that Braze provides to enable brands to collect session data, identify users, and record activities on their websites or mobile apps.

API – Braze's flexible API (or Application Programming Interface) allows brands to integrate and automate the transferring of data between Braze and external platforms.

Sage AI
Braze has incorporated many AI features into their platform over recent years, in tangible ways that marketers can use today (and have been using). This includes :

Predictive Suite – With capabilities like Churn Prediction model, Purchase Prediction models, and AI recommendations (in beta), brands can build deeper audience segments and target their messaging accordingly.

Intelligent Suite – The Intelligent Suite offers tools like Send Time Optimization and Channel Optimization to help brands achieve the right channel and the right time.

Image Generation and Copywriting Assistant – Accelerate the creative process using built-in generative AI tools. Braze also offers AI-powered QA capabilities.

The takeaway?

The Braze platform is powerful and comprehensive – giving marketers the tools they need to build and manage robust customer engagement programs. Its modern integration capabilities, vast array of messaging channels, and easy-to-use interface are what set it apart from other martech platforms.

THE MODERN MARKETER

CREATIVE

EXPERIENCE-ORIENTED

AGILE

EXPERIMENTAL

DATA-DRIVEN

COLLABORATIVE

Who is the modern marketer?

While marketing tactics have evolved over time, the goals of the marketer have largely remained the same : meet your customers where they are and create unique experiences that differentiate your brand — all with a focus on driving growth.

How that's done today looks a lot different than it did 20 years ago – or even half a decade ago. Today, robust digital engagement strategies that transcend channels are a cornerstone for modern brands. A simple email marketing strategy isn't going to cut it anymore. Now, your brand needs to offer consistent experiences across email, web, social, app, SMS, and beyond.

To build and execute a modern marketing strategy is complex. And to add to the complexity, modern marketers face a unique set of unprecedented challenges.

Challenges of a modern marketer

Navigating the inherent complexity of modern customer engagement

Marketing is already complex enough, but now with online engagement, customers can engage with your brand at any time of the day and at any point in their lifecycle – meaning customer engagement is no longer linear. Opting for clunky tech stacks with a bunch of integrated point solutions (or worse, legacy marketing clouds that pretend to be all–in–one, but are really also just loosely integrated point solutions) doesn't help.

Having too much data, or not enough

Data is the fuel for any and all customer engagement programs. From customer data, to inventory data, to geographic data, having access to all of the data you need in a way that's user–friendly is a major challenge. But often times, as a response to this challenge, marketers will over–collect data and end up with more than they need.

Respecting customer privacy

With ever–evolving regulations on how companies collect and use customer data, marketers are expected to be cognizant of governance needs – while also being asked to leverage personalization (which requires customer data to execute effectively) to drive more results with their engagement strategies.

Responding to constant change

From volatile economic conditions (which lead to increasing cost and market uncertainty), to rapidly evolving technology, to changing consumer expectations, there's always *something* marketers are having to adapt to, adopt, or change that affects their day–to–day execution.

There is no magic solution to fix all of marketers' problems.

But having the right tools at least makes it easier to be a modern marketer.

At Stitch, we've been working with marketers and helping manage their tech stacks for… awhile. And after spending some time going deep with other platforms – particularly legacy marketing clouds – we sought out to find 'easier,' because we knew that couldn't be it.

We chose to focus on Braze because it is well–positioned to help marketers adapt to many of these challenges and give them what they need to run successful customer engagement programs.

Challenges of a modern marketer
(+ how Braze makes it easier)

Navigating the inherent complexity of modern customer engagement

How Braze makes this easier : Being able to engage with your customers where they are is a cornerstone of modern customer engagement. This means you need not only real–time capabilities, but also multi–channel engagement strategies. Braze offers both.

Having too much data, or not enough

How Braze makes this easier : Braze's data ingestion capabilities enable marketers to harness data from across the organization from tools like CDPs or data warehouses, but also collect real–time user data through their SDK. Braze also charges by data usage – forcing marketers to be thoughtful and intentional about how and what they collect on their customers.

Respecting customer privacy

How Braze makes this easier : Not only does Braze's pricing model encourage marketers to be thoughtful and intentional about how and what they collect on their customers, but they make it easy to do things like mask PII data within their platform.

Responding to constant change

How Braze makes this easier : Braze was built to be an adaptable and scalable platform – adding new channels and capabilities very often, and giving marketers freedom to integrate it with other tools as needed. Braze's pricing is also flexible based on customer engagement – meaning that you'll pay less for unengaged customers.

What makes Braze different?

All marketing and customer engagement platforms can make claims about their scalability and cool features. While we can promise that you'll be wowed by Braze when you schedule a demo, here are a few more things that make us so confident in Braze as the best solution for modern marketers across industries :

## It's a platform born from and built for the modern age.

A lot of the Braze messaging centers around being a mobile-first marketing platform, but that doesn't mean it's only a mobile marketing platform. What it means is that it was built for the modern world.

We talked about what a modern marketer is, and now, we'll talk about what a modern marketing platform looks like.

Braze (which started as AppBoy in 2011 and was rebranded to Braze in 2017) was originally founded from the realization that rapid rise and adoption of mobile phones – which permeated the globe faster than the introduction of electricity – was going to change everything, including how brands engage with their customers.

Thus, it began by filling the immediate gap in the market – offering brands a way to engage with their customers via mobile, which included push, SMS, and in-app messaging. It then rapidly evolved into a comprehensive, full-service customer engagement platform that offers brands the means to engage with their customers online.

While the platforms' earliest adopters were mobile-first, modern brands that were born in the new age, Braze is also a platform built for legacy brands who are positioning themselves for the customers of today and tomorrow.
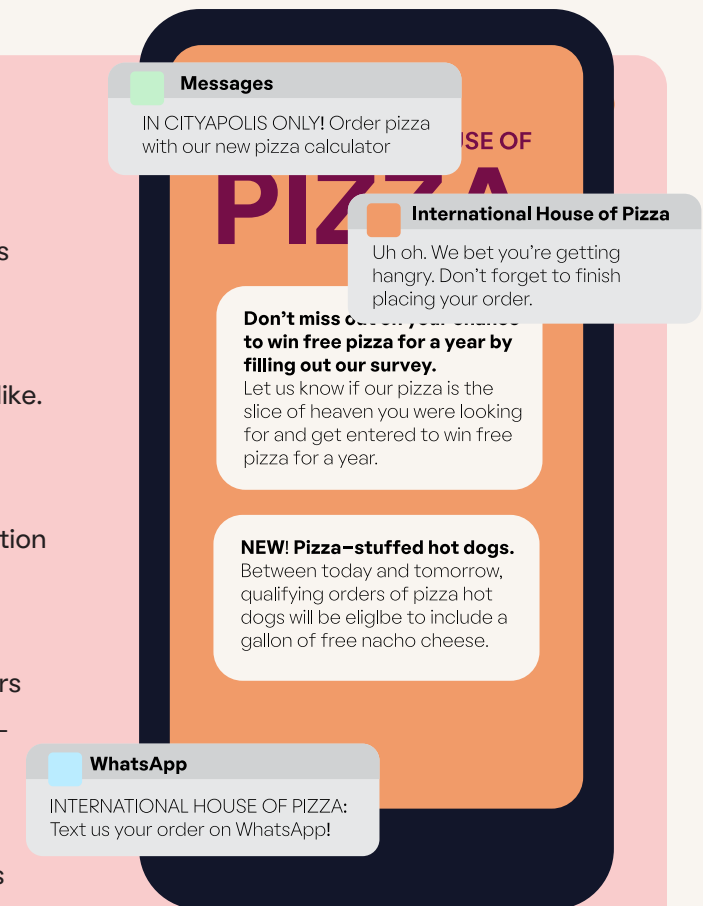
Their leaders want to be on the right side of history.

In an interview with Braze CEO and co-founder Bill Magnuson, he shared that they have made intentional product decisions to be "on the right side of history" – especially when it comes to privacy. While Braze is eager to adopt and expand their technological capabilities, they do so with a global awareness of both governance and consumer sentiment.

This drive to be on the right side of history trickles down to their customers – making sure they're armed with powerful technology to engage their customers, but doing so in a way that's helping to build long-term relationships and engagement strategies that respect their customers.

Braze is playing the long game.

Look at any legacy marketing cloud today, and what you'll ultimately find is a frankensteined 'suite' platform that was piece-mealed through acquisitions. But, when you seek alternatives to these platforms, as many marketing leaders are, you'll mostly find smaller, channel-centric platforms that lack the maturity they're looking for.

Or, there's Braze. Braze offers brands the comprehensive features of a legacy marketing cloud, but within a product that has been purpose-built with intention. Braze has not made any product acquisitions, but rather has thoughtfully evolved their product overtime with best-in-class engineering and development principles. The platform is not only comprehensive, but it's cohesive and user-friendly.

While Braze has grown immensely since its inception, it's grown thoughtfully – with a focus on playing the long game and staying true to their mission of helping brands engage their customers in the modern world.

A visual representation of the types of marchitecture needed involved in orchestrating customer experiences:

Legacy marketing clouds

Braze

Point solutions

How do I get started with Braze?

While Braze is a particularly exceptional platform when it comes to being a user-friendly tool for marketers, working with a partner like Stitch to help migrate off your existing platform and implement Braze to meet your business needs is a great way to ensure you hit the ground running with the platform.

As a marketing technology consultancy exclusively focused on Braze, we are focused on helping maximize ROI and help ensure long-term success with the platform for marketers using Braze.

Want to learn more about how Braze can help you meet your customer engagement goals? [We'd love to chat and work with you](#) to develop use cases specific to your business needs.

Stitch