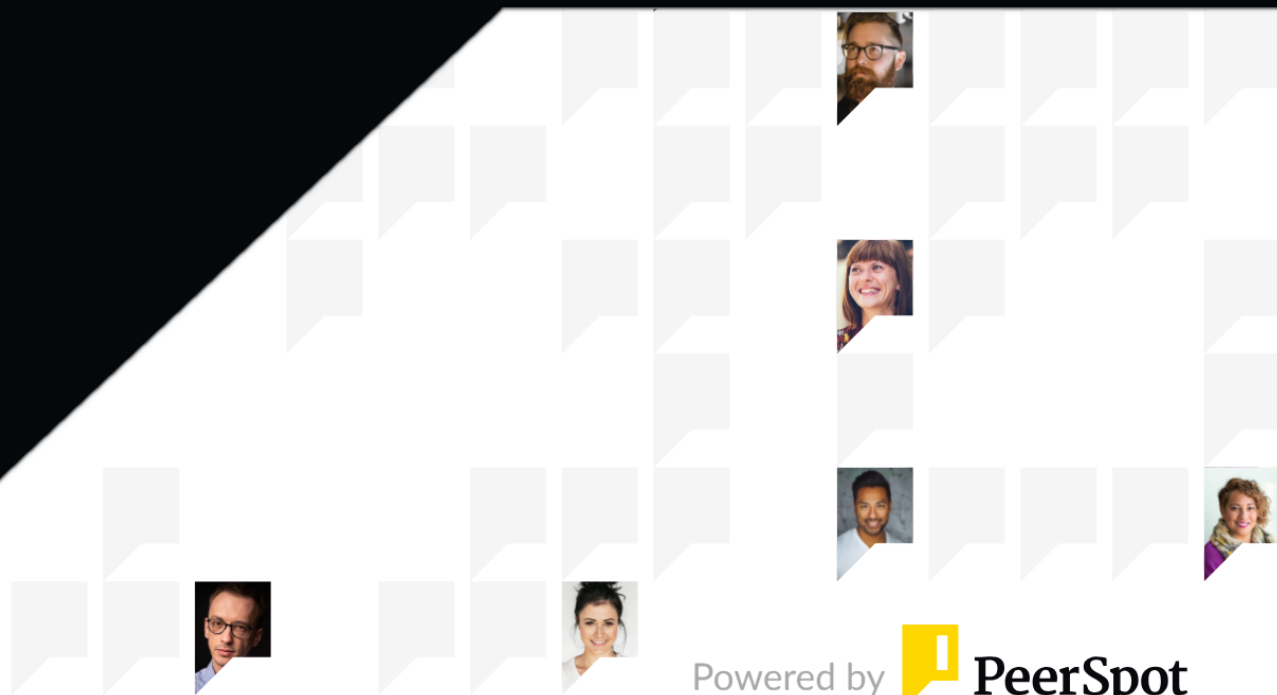




Braze

Reviews, tips, and advice from real users



Powered by  **PeerSpot**

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Product Recap



Braze

Braze Recap

Braze empowers companies to create personalized messaging experiences that drive customer loyalty and engagement. With its robust tools, users can implement rich, data-driven campaigns across channels.

Braze stands out for allowing data-driven customer interactions through its combination of advanced technology and intuitive controls. It offers comprehensive support for messaging channels to enhance user engagement, helping businesses execute tailored marketing strategies effectively. Key functions include segmentation and personalization, enabling firms to connect with their audience in impactful ways.

What are the most valuable features of Braze?

- **Multichannel Messaging:** Engage customers seamlessly across email, SMS, and app notifications.
- **Segmentation:** Create specific customer groups based on behavior and preferences.
- **Personalization:** Deliver tailored content to individuals to increase relevance and conversion.
- **Analytics:** Gain insights into campaign performance with detailed reporting tools.
- **Journey Orchestration:** Design comprehensive customer journeys to optimize user experience.

What benefits or ROI should users seek in reviews?

- **Increased Customer Engagement:** Enhanced interaction rates through personalized communication.
- **Higher Conversion Rates:** Improved sales outcomes via targeted campaigns.
- **Cost Efficiency:** Budget-friendly marketing by focusing efforts on high-impact areas.
- **Scalability:** Flexible platform capabilities that grow with business needs.
- **Data-Driven Decisions:** Strategic improvements backed by campaign analytics.

Braze is widely implemented in industries like retail and finance to craft customer-centric campaigns that boost retention and drive sales. Retailers use Braze to send targeted promotions, while financial services benefit from its ability to deliver timely alerts, fostering an engaging customer relationship.

Valuable Features

Excerpts from real customer reviews on PeerSpot:

- ✓ “Overall, the combination of cross-channel orchestration, real-time triggers, personalization, and experimentation makes Braze very powerful for our marketing use cases and positively fits our organization.”
**Bhargavi Doddi**
Senior Manager, Engineering at Fox Corporation
- ✓ “Braze has positively impacted our organization by allowing us to save money, as we saved around \$800,000 by switching from Salesforce Marketing Cloud to Braze while also making it easier to see our customer journeys and for our producers to set things up.”
**Verified user**
CRM & Engagement Senior Strategist at a manufacturing company with 10,001+ employees
- ✓ “Segmentation is one of the best features Braze offers in my opinion, along with the ability to utilize the tool in building drip campaigns, drip campaigns off of existing campaigns, and then being able to leverage or pull levers based on real-time metrics.”
**Priyao Amran**
Life Cycle Marketing Manager at a university with 10,001+ employees



“Braze can be improved, but honestly, I feel it's a pretty perfect tool.”



Mariane Lemire

Director, Communications & Community at Clipwire Games



“Braze's best features, for me, are the unified profile cards, along with the ease of connecting different channels, including email as a focus, plus push notifications and extending that to things to in-app messages, content cards, and SMS.”



Steven Pearson

CRM Manager at Monument Bank



“With Braze, it is now really more drag and drop, and marketing managers have the autonomy to create all these campaigns, reducing the time needed from a full week to just two to three days, which makes the work much easier.”



Pedrodeassis Macielfontaopereira

Crm Marketing Automation Manager at a transportation company with 1,001-5,000 employees



“Braze's customer service was really eager to help and listen to the pain points that we were providing, and I didn't see this level of service anywhere else, not at Salesforce or Oracle, so this was amazing.”



Attila Zsiros

MArketing automation specialist at a manufacturing company with 10,001+ employees

What users had to say about valuable features:

“The best features Braze offers, in my experience, include the multi-channel attitude, and I appreciated that the Canvases were expandable.

“When I say the Canvases were expandable, it helped my campaigns or workflow because I am used to Eloqua, Oracle Eloqua, where there is a predefined size of Canvases. If you reach an edge, you need to traverse the flow to a different place, making it less digestible, and you might still run out of space or room. In the case of Braze, I didn't have this challenge. I could expand it immediately in any direction, which is really useful. The scalability is really there. The multi-channel approach benefits my communication because compared to Eloqua, which is designed solely for email, with Braze, I could also use my company's apps as well, such as in-app notifications and pop-ups. Moreover, I can make decisions on who to approach on which channel, which is great..”

Attila Zsiros

MArketing automation specialist at a manufacturing company with 10,001+ employees

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“The real-time segmentation option and Canvas are very valuable. Real-time segmentation impacts my campaigns and results on a day-to-day basis as it is essential because the data update is in real time. I can be sure that the audience I am communicating with is at the stage where I designed and wanted them to be. This is very useful for running real-time campaigns, hyper-segmentations, and hyper-personalizations.

“In terms of conversion, using Braze made the CRM channels gain greater visibility. We became the third largest acquisition channel, losing only to paid media. Especially regarding engagement, the CTR of our campaigns also improved a lot. Since we used different tools to send messages across different channels, SMS, push, email, among others, when we unified everything in Braze, we were able to set up more complex and more complete journeys as well. We began to better map user behavior, develop better content, and understand which were the best channels to use depending on the campaign's objective. We went from about three percent engagement on average per channel to around eight to ten percent overall CTR..”

Verified user

[Read full review](#) 

Analista de CRM at a retailer with 5,001-10,000 employees

“The best feature that Braze offers is Canvas, which has many components including action paths, audience paths, delays, user updates, decision splits, send to destination, and feature flags. I also value all of the analysis features that Braze has, such as email performance, the deliverability center connected to Postmaster and Microsoft SNDS, the report builder, and many other report features that are very useful.

“I rely most on Canvases, Connected Content, and Liquid code because all of this, combined with cloud data ingestion and the synchronization between our data warehouse, BigQuery, and Looker, makes it very easy to use our backend data without overly complex development.

“Thanks to Braze and particularly the training and learning paths that exist within Braze Lab, it is very easy to get trained and practice whenever needed or when I have more time. Even though the learning paths are very long, I found the certifications very useful because they force you to master the tool and to really engage with it and practice hands-on. One of the very positive impacts that Braze has had on our organization is how easy it is to train, practice, and how clear the documentation is..”

Verified user

CRM Consultant

[Read full review](#) 

“The best features Braze offers include being very intuitive, allowing everything to be brought in-house, which enabled us to get off a couple of different tools by having email, SMS, and app messages in one. There is great connectivity to other applications such as Twilio and Snowflake, which we had as our CDP. I really appreciated Canvas because it made app messaging really easy, whether it was an inbox message within our app, a pop-up, or a push notification.

“Canvas made everything easier, allowing us to integrate everything. We previously used Salesforce Marketing Cloud, which was really difficult when using app messages and making sure we could tie it all into a customer journey, so having that with Braze was excellent.

“Braze has positively impacted our organization by allowing us to save money. I believe we saved around \$800,000 by switching from Salesforce Marketing Cloud to Braze. We were also able to see our customer journeys in an easier way, and it was easier for our producers to set up things. Liquid logic has been easier than AMPscript..”

Verified user

CRM & Engagement Senior Strategist at a manufacturing company with 10,001+ employees

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“All campaigns I executed were done very well. Braze was instrumental in configuring and delivering communications in time with very few incidents. My experience has been great.

“Braze offers great features including inbuilt in-apps that do not require installation or additional packages. You can use cross channels including webhooks, Content Cards, push notifications, and in-app messages, which are great features that Braze provides.

“In terms of Braze features, I find it easy to coordinate campaigns across channels. I see room for more improvements regarding those features.

“Braze has had a positive impact on my organization that is significant. I really appreciate the platform's flexibility. Our biggest advantage is managing multiple channels from one place, whether it is email, push, in-app messages, content cards, or webhooks. I also appreciate Canvas, which allows us to build more complex, multiple-step customer journeys and trigger communication based on customer behavior. The segmentation and personalization capabilities are very useful as we can target customers based on their subscription engagement or content preferences. I find valuable the ability to test different messages and channels through A/B testing and optimize based on performance. Overall, the combination of cross-channel orchestration, real-time triggers, personalization, and experimentation makes Braze very powerful for our marketing use cases and positively fits our organization..”

Bhargavi Doddi

Senior Manager, Engineering at Fox Corporation

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“The best features Braze offers include the flow creator, Canvas, as it is very intuitive and easy to manage to integrate all contact channels, especially if the company's data is well structured. I also find the interface really nice and easy to use compared to other tools on the market.

The specific tool in Braze that helps me achieve my marketing goals is the email and push sender, which I used most frequently.

I appreciate the push notification feature for its ability to pull user data when sending the push based on people's behaviors, allowing me to do segmentation within the tool itself. The fact that it handled images, GIFs, and included interactive buttons was also really cool. However, I found that we needed substantial dependence on developers, so we needed to have engineering very well set up to capture all the event tokens.

I am referring to location-based features in Braze, and I thought these features were extremely strategic for the campaign we were creating, mainly because we could create physical points on the map or mobility dynamics, which added a lot to what we were building. However, it was not something we used that often.

The personalization capability in Braze is very good, as I find it very easy to personalize, especially in specific blasts where we could personalize at the time of sending. This was really cool, unlike other tools where I would have to create a new data extension with all this data.

The mobile experience with Braze is good and easy to use.

The segmentation feature in Braze is very easy, and as I mentioned before, that was one of the positive points, enabling me to use the segmentation part in specific blasts, which would be more complicated in other tools..”

Verified user

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Analista de CRM at a consultancy with 501-1,000 employees

Other Solutions Considered

“In the company itself, we had several similar solutions, and we did not use only Braze. I am not certain why we specifically chose Braze, as I was not the one who integrated it..”

Verified user

Analista de CRM at a consultancy with 501-1,000 employees

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“An alternative I consider for my main use case is a customer data platform, so I leverage Braze as another piece of information on how the customer performs with the availability of other metrics that it records..”

Julian Fernandes

Sr. CRM Manager at a hospitality company with 1-10 employees

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“We previously used Salesforce Marketing Cloud, but the pricing became a pain as the licensing costs significantly increased, which prompted our decision to transition to Braze..”

Bhargavi Doddi

Senior Manager, Engineering at Fox Corporation

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“Before selecting Braze, we looked at a few alternatives, mainly Iterable, Salesforce Marketing Cloud, Adobe, and platforms as MoEngage and CleverTap. Iterable was probably one of the closest comparisons because of its cross-channel journeys, orchestration, and segmentation capabilities. The decision ultimately came down to Braze being a strong fit for real-time customer engagement, behavioral segmentation, and cross-channel journeys..”

Khadija Mehjabeen

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Crm And Marketing Specialist at a tech vendor with 11-50 employees

“My only thought is that Braze is not my first choice in CRM platform. One that has stood out to me, which I still have not used to this day, is Klaviyo. That could be because of how it is being sold to me, but from a technicality aspect, that is something that I am more leaning towards when it comes to our renewal if that is a possibility. I do not want to be hopping from one CRM platform to another. I want to stick with one that has all of the use cases that we need and then we are set to go. I just find that our biggest weakness is the data and then our Braze support team, which feels very sales-like. The conversations go on and on, and I am looking for someone with more technical experience when we have to have monthly conversations with our Braze support representative. I do not want to be talking about the Forge conference that is happening in Las Vegas..”

Verified user

[Read full review](#) 

Acquisition Manager, Marketing Automation at a hospitality company with 51-200 employees

“In other companies, I have used Adobe Campaign, Brevo, Sendinblue, Batch for push notifications, Airship, and Actito, which is a French CRM tool. In almost all the companies where I was a CRM team lead or head of CRM, I managed to change the CRM tool and migrate to another one, and it was always Braze that won the request for proposal, simply because they performed the best during the technical demonstration. The fact that I was already certified and I knew the tool very well also helped a lot in the decision, even though I was always open to switching to another tool, especially because of the pricing..”

Verified user

CRM Consultant

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ROI

Real user quotes about their ROI:

“Unfortunately, I cannot provide that information due to our internal policies, but I can definitely say that Braze will yield a good return on investment. It certainly saves a lot of time and requires fewer engineers to manage things, as Braze has all the capabilities..”

Bhargavi Doddi

Senior Manager, Engineering at Fox Corporation

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“At least 20 hours per week have been saved on campaign creation and deployment. Currently, there is a lack of any concrete ROI since the same functions as with the previous ESP are still being performed, although using Braze is significantly easier..”

Pedrodeassis Macielfontaopereira

Crm Marketing Automation Manager at a transportation company with 1,001-5,000 employees

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“I have not seen a return on investment with Braze since my work has primarily been with clients where it has never been for sales or e-commerce. It has always been a marketing tool to raise awareness. I do not have clear metrics, but I recall years ago coming up with ways to automate emails that people were previously sending one at a time with their personal emails. I utilized a catalog to streamline that process, but I do not have concrete examples beyond that. I have shown organizations how using all of Braze's capabilities, such as catalogs, Liquid Logic, campaigns, and canvases, can save time and money..”

Verified user[Read full review](#) 

Manager, Broadcast Production & Manager, Operations at a media company with 11-50 employees

“Braze has allowed us to reduce the time of creation and setup by half for campaign creation, for at least one-off campaigns and automated workflows, which is really great. When it took one hour to create a campaign from start to finish before, it now takes only thirty minutes. Regarding performance measurement, it is really a game changer; it takes literally three minutes to check and write analysis about a Canvas, a campaign, or a segment's behavior. It is not only a matter of time-saving but also of data enablement; all of this data were not always available before in legacy or previous tools, so having them in Braze is really valuable..”

Verified user[Read full review](#) 

CRM Consultant

“I would say there has been a positive return, mainly through higher campaign efficiency, better targeting, and reduced manual work. I do not have verified internal return on investment figures in front of me, so I would not want to give a percentage or monetary amount that I cannot substantiate. The clearest benefit I have seen is time saved through automation, segmentation, journey execution, testing, and reporting that can be handled much more efficiently. This allows the team to spend more time on strategy and optimization rather than manual campaign work. I also saw improvements in engagement and conversion when I used more targeted behavior-based journeys..”

Khadija Mehjabeen

Crm And Marketing Specialist at a tech vendor with 11-50 employees

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“The issue with me starting five months ago and looking back at some of the metrics from the previous person is that this role was not filled for an entire year, which means that we were not sending emails and I cannot base my changes that I am making in Braze on previous data. I know that what I am doing is impacting because I can see that we are at about a hundred percent increase overall in fan engagement or unique click-through rate when it comes to contest pages or just being able to segment our audiences based off of province and send out emails for those. I think internally, the company has seen a surplus of engagement, but I cannot justify that from previous numbers because there are no numbers that I can go off of.

“I am somewhat of an outlier because year over year, obviously, the numbers have improved significantly because we were not pushing through any emails as of last year. I can tell you from when I started until now that we have seen stagnant numbers of about an industry average of three percent click-through rate and a forty percent open rate. I do not know if those metrics are a result of me including first name personalization in the subject line or adding a CFL logo to Gmail so fans can see that CFL is an identified domain and that it is trusted. I am just doing what I know from past experiences in email marketing and applying them to this role..”

Verified user[Read full review](#) 

Acquisition Manager, Marketing Automation at a hospitality company with 51-200 employees

Use Case

“My main use case for Braze is Canvas, which is Braze's flow creator, and I also use the email and push sender extensively.

I use Braze for sending specific email blasts that did not necessarily need to go through a journey, as well as for building retention journeys and personalization initiatives.

I also use the data functionality to analyze the results of the blasts we conducted. The reporting and analytics functionality in Braze was something I used in very specific ways to examine the results of blasts, but I did not always end up using it because we had an external dashboard that consolidated all the impacts we made..”

Verified user

Analista de CRM at a consultancy with 501-1,000 employees

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“My main use case for Braze is B2C communication to patients at a pharmaceutical company, specifically for diabetes and diabetes products.

“A quick, specific example of how I used Braze to communicate with patients includes sending mostly in-app notifications about their blood sugar measuring equipment.

“In addition to what I mentioned, I could add that we were sometimes sending emails, and in some cases, in-app notifications in other cases..”

Attila Zsiros

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MArketing automation specialist at a manufacturing company with 10,001+ employees

“My main use case for Braze is as a CRM strategist and previously a CRM campaign manager, where we had a team, so it was basically just quality assuring everything, occasionally using Canvas, building out SMS journeys, and handling audiences.

“I built an onboarding journey using Braze that required multiple Canvas because there was a mix of email, SMS, as well as app messages that needed to be triggered at certain times and based on certain customer actions that we were able to record..”

Verified user

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CRM & Engagement Senior Strategist at a manufacturing company with 10,001+ employees

“At Fox, we send a lot of communication to our customers, who are also our subscribers. We have Fox One where we offer subscription-based services. We send emails, in-app messages, and push notifications about any particular show or particular sports. We also send communications regarding upcoming sport events or upcoming shows on Fox Nation and anything content-related. Additionally, we have different use cases for transactional emails.

“There are plenty of campaigns I have executed. I will take an example of a recent event that took place for the World Cup. We conducted many campaigns for the World Cup, including push notifications, emails, and highlights of the game. We have sent many in-app messages whenever the game was starting, such as 10 minutes or 15 minutes before the game. We deployed many push notifications using Campaigns and Canvas..”

Bhargavi Doddi

Senior Manager, Engineering at Fox Corporation

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“Braze's main use case for our organization is marketing automation, creating automated workflows triggered with action-based logic.

“I can discuss the abandoned cart canvas, or the cart reminder with personalized products. Braze is very useful for this type of workflow since it allows me to insert personalized data using Liquid content, and it is straightforward once you master the Liquid logic.

“I use Braze on a day-to-day basis for one-off campaigns as part of our marketing plan, and it is very handy because it allows me to put forward offers from Braze catalogs, which are directly linked to our data warehouse. We also use it on a day-to-day basis to run analysis, whether simple or more complex. I also find the SQL query builder very helpful when I want to run deeper segment analysis or a user's behavior analysis..”

Verified user

CRM Consultant

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“Braze is a very complete tool from a CRM and CDP point of view. Braze offers several features, mainly in the segmentation area, and also for communication automation. One of the most interesting cases was doing an integration using Braze while unifying other paid media platforms. Through some of them, we were able to build more complete journeys where we could track the entire user journey end-to-end. From the moment the user was captured through a paid media campaign, we knew which campaign it was, and from there we were able to develop specific tracks depending on the interest that this user, this lead, this potential customer, showed us. One of the most interesting features in Braze is that you can follow the user from the beginning to the end of their journey.

“During a media campaign, a Black Friday campaign, we needed to warm up our audience and understand which audience actually showed a very strong interest in signing up. So, a month before Black Friday, we ran paid media lead-capture campaigns. From this interest in the tools they had, we started to segment this audience by stage in the journey, stage in their career, and the content they had shown interest in. We encouraged the user to download and try out the trial that the platform offered. With these leads already warmer, we excluded them from paid media campaigns and worked heavily with CRM. Only after several contacts and if they still had not made the purchase would we send them back to paid media. This generated very positive results, the CRM channel grew a lot and paid media was able to save a lot on CAC.

“The use of Braze's Canvas and the different integrations you can make has been beneficial. In this case it was with Google and Meta Ads and TikTok Ads, but Braze itself offers several other integration features. Being able to connect different data sources in one single place is one of the richest features that Braze offers..”

Verified user[Read full review](#) 

Analista de CRM at a retailer with 5,001-10,000 employees

Setup

The setup process involves configuring and preparing the product or service for use, which may include tasks such as installation, account creation, initial configuration, and troubleshooting any issues that may arise. Below you can find real user quotes about the setup process.

“I was not the one who integrated Braze; I only operated the tool, mainly on the marketing side. Therefore, I am not certain how to answer about the ease of integration..”

Verified user

[Read full review](#) 

Analista de CRM at a consultancy with 501-1,000 employees

“My experience with pricing, setup cost, and licensing has been positive; they are very transparent, but I think the pricing could be a bit more competitive..”

Verified user

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Senior Program Manager, Marketing Technology at a tech vendor with 1,001-5,000 employees

“The process of integrating Braze with the other tools and systems I use was relatively simple and did not require a lot of technical work. Even I, who am not related to the technical side, was able to do a good part of the integrations. Only in very rare cases was it necessary to call the data engineering team..”

Verified user

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Analista de CRM at a retailer with 5,001-10,000 employees

“Braze's onboarding and training resources were quite nice and straightforward. Two certifications were received during the onboarding process—one in deliverability and the other for practitionership—and consultancy support was also provided for understanding some features..”

Pedrodeassis Macielfontaopereira

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Crm Marketing Automation Manager at a transportation company with 1,001-5,000 employees

“Braze is stable and we did not encounter any issues with downtime affecting our processes. We measured business impact and improvements using A/B tests compared to previous periods, which showed significant enhancements in campaign latency due to transitioning from batch schedule marketing to sub-content behavioral event triggers..”

Tiberiu Arghir

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Marketing Department, Digital Activities And Technical Projects at a financial services firm with 51-200 employees

“Before selecting Braze, we looked at a few alternatives, mainly Iterable, Salesforce Marketing Cloud, Adobe, and platforms as MoEngage and CleverTap. Iterable was probably one of the closest comparisons because of its cross-channel journeys, orchestration, and segmentation capabilities. The decision ultimately came down to Braze being a strong fit for real-time customer engagement, behavioral segmentation, and cross-channel journeys..”

Khadija Mehjabeen

[Read full review](#) 

Crm And Marketing Specialist at a tech vendor with 11-50 employees

Customer Service and Support

“The customer support from Braze is responsive and very supportive. They provide 24/7 customer support, offering immediate answers. Each business also has their own account executive who is responsive and helpful when assistance is necessary..”

Bhargavi Doddi

Senior Manager, Engineering at Fox Corporation

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“My advice to others looking into using Braze is that the academy is really good, and they should leverage the account management, the service teams, and the customer success teams since they are really good at problem-solving..”

Julian Fernandes

Sr. CRM Manager at a hospitality company with 1-10 employees

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“Braze's customer support is very good. Every time I needed it, the content that was already available was very good. In the case of any technical problem, in a very short time, the Braze team already had support in Portuguese, which helped a lot. In a few hours, I already had an answer..”

Verified user

[Read full review](#) 

Analista de CRM at a retailer with 5,001-10,000 employees

“The transition was fairly easy, as setting everything up in Braze felt like a more modern tool than Salesforce Marketing Cloud. IP warming was straightforward, and the Braze customer account manager really helped us and walked us through everything. Braze has excellent documentation, which also helped..”

Verified user

[Read full review](#) 

CRM & Engagement Senior Strategist at a manufacturing company with 10,001+ employees

“The best advice I would give to others looking into using Braze is that the human factor is key. Braze's customer service was really eager to help and listen to the pain points that we were providing. I didn't see this level of service anywhere else, not at Salesforce or Oracle, so this was amazing. Braze's customer service really is a selling point..”

Attila Zsiros

[Read full review](#) 

MArketing automation specialist at a manufacturing company with 10,001+ employees

“I have had a generally positive experience with Braze customer support. When I needed help, the support team was responsive and helpful, particularly with technical questions or troubleshooting issues. I also appreciate that the platform has a strong knowledge base and resources, so not every question requires contacting support. One area I would improve would be getting faster, more immediate guidance for smaller technical issues, especially when working with a complex integration and advanced Canvas setup. Overall, I would say customer support is a strength of Braze, and I have been satisfied with the level of assistance available..”

Khadija Mehjabeen

Crm And Marketing Specialist at a tech vendor with 11-50 employees

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Other Advice

“Braze is a good tool that has many configurations inside that allow us to solve day-to-day problems. However, Braze is not as widespread, and information about it is not as easy to access as with other tools. Regarding Braze's AI capabilities, I do not have strong knowledge regarding governance and security, as I did not focus on that aspect when I used it. Regarding Braze's AI capabilities, I believe it meets expectations in terms of accuracy and reliability of output, even though it was not a feature I used. I would rate Braze a seven out of ten..”

Verified user

Analista de CRM at a consultancy with 501-1,000 employees

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“The advice I would give to other people who are thinking about using Braze is to consider the cost aspect and whether Braze is really right for the moment your company is in, its relationship with data, and how it uses data. Braze is a very complex tool, but it is also not one of the cheapest tools out there. If you are not at the ideal moment to scale or grow, you may end up paying for an excellent tool but underusing it. It is important to assess this issue or even the opposite, if you have a very large volume, you need to study this beforehand so you do not get surprised when the bill arrives, with how much you are going to use the tool. I would rate my overall experience with Braze at a ten out of ten..”

Verified user

Analista de CRM at a retailer with 5,001-10,000 employees

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“My main advice would be to be clear about what you want to achieve before choosing Braze. It is a powerful platform, so I would recommend starting with a few important customer journeys and business goals rather than trying to use every feature immediately. I would also make sure your customer data and integrations are well prepared because the quality of your data has a big impact on segmentation, personalization, and the real journey. Braze is particularly strong for cross-channel segmentation, behavior segmentation, and journey orchestration, so I would take advantage of those capabilities rather than just using it as a simple email sending tool. Finally, I would recommend investing some time in training and testing. There is a learning curve with the more advanced features, but once the team understands Canvas, segmentation, experimentation, and AI capabilities, I think the platform can deliver a lot of value and scale well with the organization. I would rate this product a 9 out of 10..”

Khadija Mehjabeen

Crm And Marketing Specialist at a tech vendor with 11-50 employees

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“Regarding Braze's AI capabilities, I have not tested this feature too extensively, and I have not seen any concerning issues.

“Regarding Braze's AI capabilities, I am somewhat skeptical, but I have seen some positives in using it, such as being able to use AI to determine when people are clicking or opening emails at the best time and using that as a send time indicator, thus having that level of personalization.

“The advice I would give to others looking into using Braze is to definitely ask about all the features because there are many, and definitely use the account managers that you receive. I would rate Braze an eight out of ten overall..”

Verified user

CRM & Engagement Senior Strategist at a manufacturing company with 10,001+ employees

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“Braze has impacted my organization positively, but not to its full potential. I mean, we didn't fully explore, for example, the usage of Liquid, but that could be a really powerful tool in personalization.

“If we had explored more features such as Liquid for personalization, I think it might have brought more positive outcomes or value. I feel that there is potential there, and I don't know why it wasn't fully used. I think we were in an early stage, in an interim phase, and we did not really have time and energy to deal with it. Eventually, that would have been a kind of low-hanging fruit in developing our communication strategy, allowing for more personalization.

“Regarding Braze's AI capabilities, I honestly don't know anything about its governance and security.

“On the topic of Braze's AI capabilities, I think about its accuracy and reliability of output, but my thoughts are more about wishful thinking from back in the day. I don't know that it has developed in the meantime.

“My overall review rating for Braze is 8..”

Attila Zsiros

MArketing automation specialist at a manufacturing company with 10,001+ employees

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“I would rate the customer support as an 8 out of 10.

“Braze's personalization and segmentation features are great. We use segments for audience segmentation, and Braze provides controls around personalization. At Fox, we have various types of subscribers with different content interests, so we do not want to send the same communication to everyone. We can segment users based on subscription engagement, content preference, and previous interactions, then personalize communication according to their attributes or behaviors. Braze supports dynamic segmentation using real-time events and user attributes, making targeting much more relevant. Segmentation and personalization are very

helpful as they allow us to make communication even more relevant while providing the marketing team with substantial flexibility without requiring engineering effort for every audience change.

“We handle training and onboarding for new users on Braze by providing extensive documentation. Any new member on the team goes through knowledge transfer and Braze platform training. We only bring on team members who have experience using Braze. With every new release, Braze offers training on the updated features.

“I advise others looking into using Braze to consider it as a better option compared to other marketing tools, especially regarding pricing and cross-functional effectiveness. I would strongly suggest exploring it before making any purchase decisions.

“I think Braze is great, and I definitely recommend that people do their homework before making any purchase decisions. However, with the experience we have had, especially considering the complexity of projects we have handled, Braze has been incredibly helpful and has supported us in the ways we needed. I have rated this review an 8.5 out of 10..”

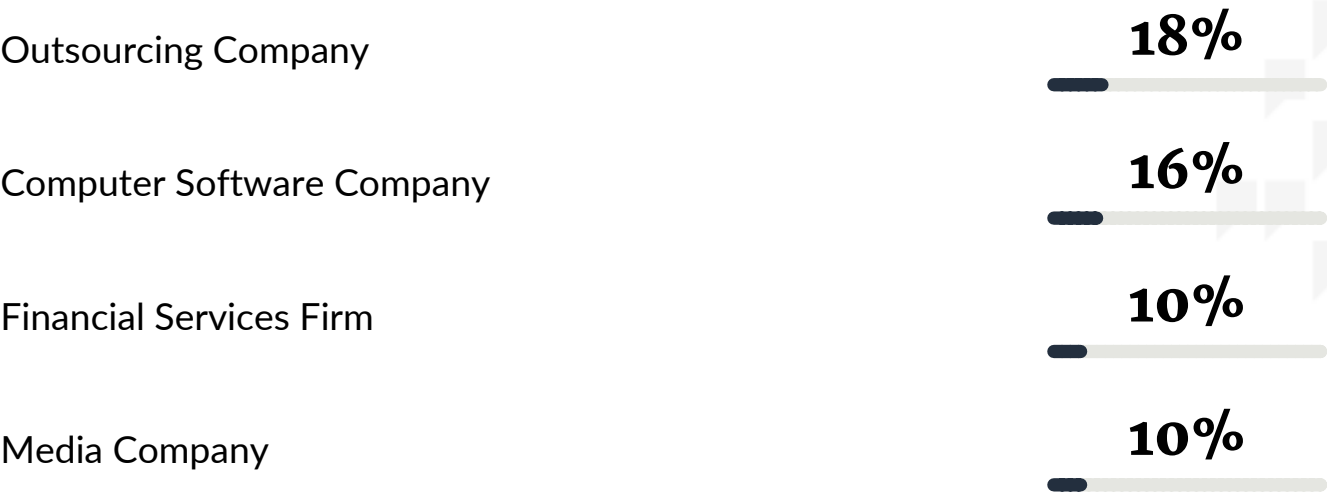
Bhargavi Doddi

Senior Manager, Engineering at Fox Corporation

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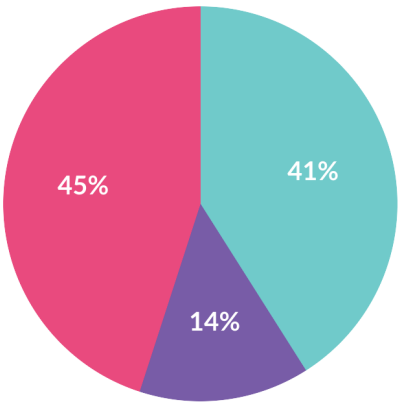
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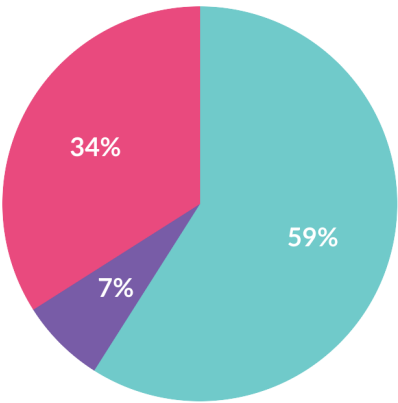


Company Size

by reviewers



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Large Enterprise Midsize Enterprise Small Business

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