



Braze

Reviews, tips, and advice from real users



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Contents

Product Recap..... 3 - 4

Valuable Features..... 5 - 9

Other Solutions Considered..... 10

ROI..... 11

Use Case..... 12 - 13

Setup..... 14

Customer Service and Support..... 15

Other Advice..... 16 - 18

Trends..... 19 - 20

About PeerSpot..... 21 - 22

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:

- ✓ “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

- ✓ “I love Braze for their retargeting and automation because their automation tracks down user behavior in near real-time, allowing us to convert users based on their trigger actions.”



Muhamad Zidane

Marketing Technology Specialist at a manufacturing company with 10,001+ employees

- ✓ “Braze is an excellent tool that covers my main use case.”



Verified user

Technical Consulting Specialist at a marketing services firm with 10,001+ employees



“Braze has positively impacted my team and our student communication, making it more timely, personalized, and automated through the admission process.”



Basil Xavier

Joint Chief Warden at a university with 501-1,000 employees

What users had to say about valuable features:

I really appreciate the opportunity to build templates in HTML with Braze because we can have the flexibility to build anything instead of just using the fixed templates offered by the tool.

The flexibility with HTML templates helps our team by allowing us to build something more beautiful or more attractive to customers, and we can track clicks and user engagement better through email newsletters.

“When we conduct data analysis with Braze, we can analyze via a heat map where customers click the most.

“Braze is an excellent tool that covers my main use case. .”

Verified user

[Read full review](#)

Technical Consulting Specialist at a marketing services firm with 10,001+ employees

“The best features Braze offers are their journey flows.

I appreciate Braze's journey flows for their ease of use and flexibility.

I love Braze for their retargeting and automation because their automation tracks down user behavior in near real-time, allowing us to convert users based on their trigger actions.

Braze gives me a better ROI, especially regarding manpower, because within Braze, I can get one single software to track down behavior across all platforms.

For the fewer employees needed, the job that was previously done by two junior CRM staff now only requires one junior CRM specialist instead of three..”

Muhamad Zidane

Marketing Technology Specialist at a manufacturing company with 10,001+ employees

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“Regarding my use case with Braze, one of the biggest strengths is the ability to create a real-time and data-driven customer journey using trigger-based and event-based triggers.

“The best features of Braze are its real-time customer engagement capabilities and the ability to personalize journeys across multiple channels.

“Braze helps me personalize journeys across those channels by allowing me to create personalized communication based on where a prospective student is in the application journey. For example, I would set up a workflow where, when the student submits an inquiry form, Braze automatically sends a personalized welcome email with information about the relevant program and upcoming events.

“Braze has positively impacted my team and our student communication, making it more timely, personalized, and automated through the admission process.

“Since using Braze, the specific outcome I have noticed is that it is used for a time-saving process..”

Basil Xavier

Joint Chief Warden at a university with 501-1,000 employees

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“I found the platform excellent for having unified customer profiles, which I believe is one of the biggest selling points of Braze because it allows you to know your customer in a single profile card. The ease with which you can add new attributes and events and neatly package values underneath is impressive. In banking, we pushed clients towards different types of banking rates and tiers, which has me always wanting to return, leading to a lot of qualifications and certificates because I enjoy the platform so much and want to engage with it further down my career.

“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. That connection is felt immediately upon onboarding with Braze, as the ease of use and the sophisticated UI design allows marketers or automation specialists such as me to do amazing things quickly and intuitively.

“Braze's analytics side is another interesting part, as it allows you to slice campaigns and different tests that you were running very easily, unlike other platforms I have used, such as Salesforce Marketing Cloud, which often requires workarounds for information. With Braze, the friendly UI enables you to download large volumes of data about your customers and understand campaign performance and why people reacted as they did. Braze's campaign feature is also essential for experts using automation or large-scale segmentation, and the campaign execution side is very intuitive, allowing for slick A/B testing and accurate conversion goal setup..”

Steven Pearson

CRM Manager at Monument Bank

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Other Solutions Considered

“We did not evaluate other options before choosing Braze because we were already using something like Meta Business and other types of HotSpot-type tools. Since Braze is a new solution, we are using it..”

Basil Xavier

Joint Chief Warden at a university with 501-1,000 employees

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“I previously used Salesforce Marketing Cloud, but I switched because it is a challenging platform for day-to-day users and those not as experienced in the field, leading many to make the switch to Braze..”

Steven Pearson

CRM Manager at Monument Bank

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ROI

Real user quotes about their ROI:

“Time saved is a key metric from using Braze, as I was at Monument for a short contract. They trained users quickly under tight time constraints, developing strategic plans to build client bases and convert customers. At the time I left, there were four active users organized into audience segments who could build campaigns, and the time saved was significant during my tenure..”

Steven Pearson

CRM Manager at Monument Bank

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Use Case

“My main use case for Braze is automation, as I have always been interested in automation. Braze was the tool we used to send customer lifecycle journeys, trigger and run one-off campaign sends, mostly for automation, segmentation, and all the different connected channels it offers..”

Steven Pearson

CRM Manager at Monument Bank

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“My main use case for Braze is customer engagement purposes.

“A specific example of how I use Braze for customer engagement is cross-channel communication through emails, push notifications, in-app messaging, and SMS..”

Basil Xavier

Joint Chief Warden at a university with 501-1,000 employees

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“I am using Braze primarily for the CRM system, especially for customer service and ticketing.

I am using Braze for my sub-brand called OLX Mobi for retargeting.

I am using Braze for analyzing data on user behavior, tracking user interactions, and checking their best time for conversion..”

Muhamad Zidane

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Marketing Technology Specialist at a manufacturing company with 10,001+ employees

The main goal of using Braze in my daily work is to help developers build newsletters, push notifications, and in-app messages.

A specific example of how I use Braze for push notifications is when a customer goes to a restaurant and makes an order in real-time. It is expected that they receive a push notification to engage them to make another purchase. For instance, if a customer buys a Big Mac, we want to engage them to buy a sundae for dessert, so we are trying to get a second customer order. .”

Verified user

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Technical Consulting Specialist at a marketing services firm with 10,001+ 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.

“During the initial setup, the biggest challenge we faced was integrating Braze with our existing system and ensuring that customer data and events were flowing correctly..”

Basil Xavier

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Joint Chief Warden at a university with 501-1,000 employees

“My last use of Braze was at my last company, where I was hired to migrate to the Braze platform and teach users across the business how to use it. The best impact we had was neatly designing how the banking product infrastructure should look within Braze, including different current accounts, saving accounts, and new products such as ISA accounts and different portfolios. We utilized customized attributes to accurately market products to clients, creating great opportunities for cross-selling and up-selling based on what properties we had in their profiles..”

Steven Pearson

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CRM Manager at Monument Bank

Customer Service and Support

We can contact Braze customer support via chat, via ticket, or even in the biweekly meeting of thirty minutes, and they are usually very helpful with good answers or even presentations to solve our problems.

Verified user

Technical Consulting Specialist at a marketing services firm with 10,001+ employees

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“The customer support regarding Braze is good. Whenever I need it, I can receive responsive and knowledgeable assistance. The support team is generally quick to acknowledge the issue and provide clear troubleshooting guidance..”

Basil Xavier

Joint Chief Warden at a university with 501-1,000 employees

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“Braze's customer support was helpful and responsive, always within twenty-four hours, often much quicker. They prioritized higher alert cases, and I experienced effective resolutions, such as when they built a complex landing page for us, which was incredible..”

Steven Pearson

CRM Manager at Monument Bank

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Other Advice

It is important to remember that we use Braze with customer data, so if your customer data is not stable and there is a breach of customer private data like name and email, it is not possible to build good content with Braze because it is interesting to create something very customized. I would rate this review an eight out of ten.

Verified user

Technical Consulting Specialist at a marketing services firm with 10,001+ employees

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“If you have a chance, you should try Braze because, among CRM systems, I believe Braze is one of the best in terms of UI and UX, especially for newbies. New users in the CRM field will adopt Braze faster than other CRM tools.

I chose a rating of eight out of ten because Braze has a better UI and a more superior user experience than similar software. I would rate Braze an eight on a scale of one to ten..”

Muhamad Zidane

Marketing Technology Specialist at a manufacturing company with 10,001+ employees

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“I believe Braze is compliant with regulations such as GDPR, as I remember many privacy questions were asked about PII data during the initial integration to ensure data privacy and protection. Access to personal details was limited, meaning only certain users could see names or emails for testing purposes, with protections in

place for client data.

“Braze's training programs on display are very intelligent, featuring a learning academy and online certificates I completed. I received feedback from other users that it was easy to pick up compared to Salesforce Marketing Cloud, even for those with less invested time, allowing them to design and create materials effectively.

“I recall we ran initial tests on different cross-sell campaigns without a benchmark, as we had never cross-sold or up-sold before in client communications, and the instant conversion results were very promising. Although I was only there for the migration and for some training, the early signs showed we could accurately detail clients' products and banking tiers, pushing them towards more favorable rates to increase their lifetime value, especially around their banking rates' expiration.

“I would recommend the Braze platform to other companies, as it seems particularly suited for financial services due to the smart nesting of attributes and customer data, so I am a big fan. I would give this platform a rating of nine out of ten..”

Steven Pearson

CRM Manager at Monument Bank

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“Braze can integrate well with existing systems through APIs and prebuilt connectors, allowing customer and application data to flow automatically between the platforms. In a higher education admission workflow, we can integrate with a [CRM](#), student application portal, and an analytical tool.

“We manage user permissions in Braze using role-based access control. Different roles are assigned based on job responsibilities.

“Braze can support our compliance efforts by providing features that help manage customer privacy and data governance requirements. We use the consent and

preference management to ensure communications are sent only to users who have opted in. We honor opt-out requests across the supported channels. User profiles can be updated or deleted whenever required. This helps us respond to data access requests under regulations such as GDPR and CCPA.

“We can monitor the effectiveness of Braze using in-built analytics and reporting dashboards. Key metrics we can track include email open rates, click-through rates, conversion rates, push notification engagement, subscription rates, and campaign delivery performance.

“Braze helps me optimize the timing of my communications while learning the platform.

“My advice for others looking into using Braze is to start by clearly defining your customer journey and data strategy before implementing Braze.

“Braze's AI capabilities are generally accurate and reliable for marketing use cases, particularly for audience segmentation, personalized message sending, time optimization, and campaign recommendations.

“Braze is installed in an on-premises setup, but more or less, it functions like a private cloud where we will be hosting or uploading it. Mostly, it will be used inside the campus.

“I would rate this review an 8 out of 10..”

Basil Xavier

Joint Chief Warden at a university with 501-1,000 employees

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Top Industries

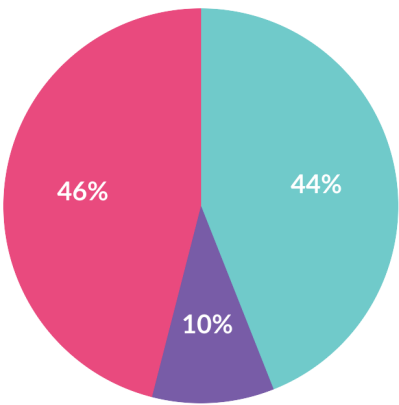
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Company Size

by reviewers

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Large Enterprise Midsize Enterprise Small Business

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PeerSpot

244 5th Avenue, Suite R-230 • New York, NY 10001

reports@peerspot.com

+1 646.328.1944