Braze Entitlements Handbook

REVISION November 2026

This FY'26 Handbook solely applies to Platform Editions & Success Plans purchased by Customer (hereinafter, "Customer" or "you") pursuant to an Order Form signed on or after May 19th, 2025. For clarity, the Braze Entitlement Handbook does not apply to the BrazeAI™ Decisioning Studio.

Except where a specific revision of the Entitlements Handbook is mentioned in the Order Form, all Order Forms referring to the Entitlements Handbook are governed by the respective revisions of such Handbook in effect at their time of signature.

Braze Platform Editions

The Braze Platform enables brands to drive user engagement and retention through multi-channel campaigns across mobile push notifications and in-app messages, web push notifications, in-browser messages, email messages, and more. At the core of the Braze platform are user profiles, which collect activity-based data (events and attributes) and enable segmentation, personalization, and campaign triggering.

As of the Effective Date of this Handbook, your access to the Braze functionality will depend on your specific Platform Edition. The Braze Platform Editions include, in particular, the following functionality:

	Braze Go	Braze Select	Braze Pro	Braze Enterprise
Braze Data Platform				
Cloud Data Ingestion	✔	✔	✔	✔
Automated ID Resolution	✔	✔	✔	✔
CDI Segments (Zero-Copy)	✔	✔	✔	✔
Data Management	✔	✔	✔	✔
Reporting and Analytics	✔	✔	✔	✔
Segment Extensions[1] *(per workspace)*	50	50	50	50
SQL Segment Extensions[1] *(credits per workspace per month)*	5	5	5	5
Query Builder[1] *(credits per company dashboard per month)*	5	5	5	5
Data Transformation[1] *(active, per workspace)*	5	5	5	5
Catalogs[1] *(MB of storage)*	500	500	500	500
Data Distribution	Add-on	Add-on	Add-on	Add-on
Technology Alloys Partner Network	✔	✔	✔	✔
Trust & Infrastructure				
Automated User Provisioning (SCIM)		✔	✔	✔
Automated Security Events		✔	✔	✔
Identifier Field-Level Encryption		✔	✔	✔
Teams			✔	✔
HIPAA	Available upon request	Available upon request	Available upon request	Available upon request
Local Data Centers	Available upon request	Available upon request	Available upon request	Available upon request
Two-Factor Authentication / Single Sign-On (SSO)	Available upon request	Available upon request	Available upon request	Available upon request
Orchestration				
Active Campaigns[2]	100	250	1,000	10,000
Active Canvases[2]	50	125	500	5,000
Message Prioritization[1] *(scheduled Campaigns/Canvases opted in)*	Add-on	Add-on	25	25
Message Prioritization[1] *(action-based Campaigns/Canvases opted in)*	Add-on	Add-on	25	25

[1] Limited amounts included with each Platform Edition are shown above. Paid version available for purchase.
[2] Numbers indicate the maximum quantity included with each Platform Edition.

Braze Platform Editions

	Braze Go	Braze Select	Braze Pro	Braze Enterprise
BrazeAI™				
Copywriting (Tone Control, Brand Guidelines, On-Brand Content)	✔	✔	✔	✔
Image Generator	✔	✔	✔	✔
AI Content QA	✔	✔	✔	✔
AI SQL Segment Extensions	✔	✔	✔	✔
AI Query Builder	✔	✔	✔	✔
Winning Variant	✔	✔	✔	✔
Winning Path	✔	✔	✔	✔
Intelligence Suite	✔	✔	✔	✔
Liquid Assistant	✔	✔	✔	✔
Personalized Path	✔	✔	✔	✔
Personalized Variant	✔	✔	✔	✔
BrazeAI Operator	✔	✔	✔	✔
BrazeAI Agent Console (included AI Invocations)	10,000	25,000	50,000	100,000
BrazeAI Decisioning Studio Go	Add-on[2]	Add-on[2]	Add-on[2]	Add-on[2]
Agentic Standards[1] *(runs per workspace, per month)*	25	25	25	25
Content Optimizer[1] *(active Content Optimizer steps)*	1	1	1	1
Predictive Suite	Add-on	Add-on	Pro	Pro
AI Item Recommendations	Add-on	Add-on	Pro	Pro
Channels				
Push (Mobile & Web)	Included	Included	Included	Included
In-App Messaging (Mobile & Web)	Included	Included	Included	Included
Email	Add-on[2]	Add-on[2]	Add-on[2]	Add-on[2]
SMS, MMS, RCS	Add-on[2]	Add-on[2]	Add-on[2]	Add-on[2]
WhatsApp	Add-on[2]	Add-on[2]	Add-on[2]	Add-on[2]
LINE	Add-on[2]	Add-on[2]	Add-on[2]	Add-on[2]
Content Cards	Add-on[2]	Add-on[2]	Add-on[2]	Add-on[2]
Banners	Add-on[2]	Add-on[2]	Add-on[2]	Add-on[2]
Webhooks	Up to 100K[2]	Up to 100K[2]	Up to 100K[2]	Up to 100K[2]
Message Archiving	Add-on[2]	Add-on[2]	Add-on[2]	Add-on[2]
AI Agent Console	Add-on[2]	Add-on[2]	Add-on[2]	Add-on[2]
Audience Sync	Up to 5M[2]	Up to 5M[2]	Up to 5M[2]	Up to 5M[2]
Landing Pages[1]	Up to 5	Up to 5	Up to 5	Up to 5
Feature Flags[1] *(active, per workspace)*	Up to 10	Up to 10	Up to 10	Up to 10

[1] Limited amounts included with each Platform Edition are shown above. Paid version available for purchase.
[2] Requires Action Credits to use.

Platform Edition definitions

Braze Data Platform

Automated ID Resolution

Automatically identify and merge user profiles based on key identifiers like email addresses and phone numbers on a daily basis.

Catalogs

Store non-user data within Braze. Access data from imported CSV files and API endpoints to enrich your messages, similar to custom attributes or custom event properties through Liquid.

CDI Segments (Zero-Copy)

With Braze Cloud Data Ingestion (CDI), you can set up a direct connection from your data warehouse or file storage system to Braze to sync relevant user or catalog data on a recurring basis.

Cloud Data Ingestion

Set up high capacity direct connections to your data warehouse or cloud storage destinations to connect, sync, and delete user data (user attributes, events, purchases) and Catalog data to Braze.

Data Distribution

Unified data sharing offering combining Currents and Snowflake Data Share functionality. Stream or share message engagement data, user behavior data, or profile attributes to internal pipelines, storage buckets, or partner integrations for advanced analytics. Data Distribution is purchased at the dashboard company level. One entitlement enables every workspace in the company to connect to any single supported destination.

Data Management

Multiple features that allow you to track and manage custom attributes and events, streamline data management and cleanup without the need for technical support. Enhance and augment custom data with notes.

Data Transformation

Send data from external SaaS tools into Braze using webhooks. Transform and map that data to user profiles or catalogs using JavaScript code. Use AI to automatically generate code to set up transformation to sync webhook data into user profiles.

Query Builder

Generate reports using Braze data in Snowflake with either pre-built SQL query templates or custom SQL queries.

Reporting and Analytics

Customer journey, campaign, channel, audience, user, and overall engagement program reporting and analytics tools including customizable and templated reports, dashboards, and segmentation tools to analyze and manage customer engagement and platform usage.

Segment Extensions

Build precise audience segments using data from an extended two-year period of user history, enabling targeting based on purchase behavior, message engagement, or custom events with property-level filtering that can be refreshed automatically at scheduled intervals.

SQL Segment Extensions

Create audience segments using Snowflake SQL queries with either full refresh or incremental refresh options, using data from up to two years of user history. Includes GPT-powered plain text prompt SQL generation.

Technology Alloys Partner Network

180+ pre-built integrations allow you to directly ingest data from your CDPs, marketing analytics, or other platforms with pre built integrations like S3, Segment, Amplitude, mParticle, etc. Send data out using prebuilt partner integrations to create a bi-directional flow of data.

Platform Edition definitions

Trust & Infrastructure

Automated User Provisioning (SCIM)

Automated user provisioning supports customers in programmatically adding new dashboard users via Okta, Entra ID, or custom integrations.

Automated Security Events

Automated Security Events enables automated, recurring exports of security event data directly to AWS S3 buckets allowing enterprise security teams to eliminate manual effort, integrate Braze security monitoring into their existing workflows, and maintain real-time visibility of dashboard access and other security events.

HIPAA

Braze's dedicated cluster that adheres to HIPAA Security and Privacy rules for processing protected health information. Available upon request exclusively with Select, Pro, and Enterprise editions.

Identifier Field-Level Encryption

Identifier field-level encryption enables customers to encrypt email addresses using AWS Key Management Service (KMS) before sending them to Braze, replacing data with unreadable ciphertext to minimize personally identifiable information (PII) while maintaining email analytics functionality.

Local Data Centers

Braze provides data centers in the AMER, EMEA, and APAC regions. Customers can choose to host their data on any of these local centers.

Single Sign On (SSO)

SAML and Single Sign-On (SSO) enable users to access the Braze dashboard using a single set of credentials across multiple applications, supporting industry-standard SAML 2.0 and integrations with Azure Active Directory, Okta, OneLogin, and Microsoft Entra. With SAML SSO enabled, Just-in-Time (JIT) provisioning automatically creates new user accounts on first login for immediate onboarding without additional pre-configuration.

Teams

Teams feature allows administrators to group dashboard users with specific roles and permissions based on audience criteria (defined by location, language, or custom attributes), enabling controlled access to messaging features and customer data across different engagement tools.

Two-Factor Authentication

Two-factor authentication adds an extra layer of security by requiring users to verify their identity through a second factor (authenticator app, email, or SMS) when logging in, and is mandatory for all Braze users to access their accounts.

Orchestration

Active Campaigns

Live instances of a Campaign, our interface for a single-send message.

Active Canvases

Live instances of a Canvas, our interface for orchestrating multi-step, multi-channel customer journeys.

Message Prioritization

Determines which message sends when a customer qualifies for multiple Campaigns or Canvases at the same time, based on priority rules and frequency caps. The scheduled and action-based allowances are counted separately and are not interchangeable.

Platform Edition definitions

BrazeAI™

Agent Console

Allows marketers to create and manage Custom AI Agents within Braze, which are deployable in Canvas Agent Steps and Catalog Agentic Fields

Agentic Standards

Agentic Standards, powered by BrazeAI, enables marketers to create rulesets to evaluate Canvases and campaigns against their team's standards, such as brand guidelines, compliance rules and messaging best practices, and flags issues before launch.

AI Content QA

AI-powered editor that checks messages for grammar, spelling, tone and inappropriate language.

AI Item Recommendations

Configurable AI models that predict the item from a Braze Catalog that an end user is most likely to engage with.

AI SQL Segment Extensions

Generative AI assistant for Segment Extensions feature, that turns plain-text descriptions into SQL to create granular audience segments.

AI Query Builder

Generative AI assistant for Query Builder, that turns plain-text description into SQL for bespoke or customizable reports.

Content Optimizer

Automatically tests high volumes of message content variations and dynamically shifts delivery toward the best-performing variants to improve engagement. Usage is counted by the number of steps in which Content Optimizer is used.

Copywriting (Tone Control, On-Brand Content)

Generative AI assistant that turns plaintext descriptions into working message copy. Additional copywriting features control for the tone of your message, reference past campaign messaging, and incorporate brand guidelines.

Decisioning Studio Go

Self-serve AI decisioning agent that picks the best creative and send time for each customer to maximize clicks, with build-in left measurement.

Image Generator

Generative AI Assistant that turns plain-text descriptions into a selection of images to be incorporated into a media library.

Intelligence Suite

Suite of features to optimize message timing, channel and message variant.

Liquid Assistant

Generative AI assistant that turns plaintext descriptions into working or enhanced message personalization.

BrazeAI Operator™

Braze's workspace-aware AI assistant that helps marketers across the platform. Users can troubleshoot issues, learn best practices, draft Liquid or HTML, generate campaign copy and content, and get strategic or technical guidance while working in Braze.

Personalized Path

Canvas optimization for experiment paths that sends customers the experience variant that is most likely to convert each user, after an experiment window.

Personalized Variant

Campaign optimization for A/B/n test to send customers the message variant that is most likely to convert each user, after an experiment window.

Predictive Suite

Configurable AI models that predict and build segments for customers most or least likely to perform any custom event being tracked in Braze.

Winning Path

Canvas optimization for experiment paths that send customers the most performant experience variant after an experiment window.

Winning Variant

Campaign optimization for A/B/n test to send customers the most performant message variant after an experiment window.

Platform Edition definitions

Channels

Audience Sync

Audience Sync securely syncs first-party customer data from Braze to leading digital ad networks for ad targeting, triggering, and suppression.

Banners

Banners are persistent, inline messages embedded in an app or website to personalize digital content without interrupting the user experience.

Content Cards

Content Cards are personalized messages delivered to an inbox, notification center, or other dedicated feed within a mobile app or website.

Email

With Braze Email, design, create, and send dynamically personalized and targeted email campaigns in real-time using a Drag and Drop or HTML editor, reusable content blocks, and AI-powered content creation tools.

Feature Flags

Feature Flags enable you to launch, test, and optimize new features in your mobile and web apps. Turn features on or off for specific audiences and coordinate feature releases with cross-channel messaging.

In-app Messaging (Mobile & Web)

In-app messages are overlays (slideups, modals, fullscreen) that are triggered when an end user is actively using the app or website.

Landing Pages

Landing pages are standalone web pages with a single call-to-action. They are used to capture new leads and drive conversions on upsells, loyalty programs, content downloads, referrals, events, and more.

LINE

Braze integration with LINE allows you to craft and send personalized, targeted LINE messages from the message composer in Braze.

Message Archiving

Message Archiving lets you save a copy of messages sent to users for archival purposes to your AWS S3 bucket, Azure Blob Storage container or Google Cloud Storage bucket.

Push Notifications (Mobile & Web)

Push notifications are opt-in alerts sent to an end user's device from an app or website.

RCS

RCS (Rich Communication Services) is an IP-based mobile messaging protocol that allows for application-to-peer (e.g. RCS marketing) messaging delivered via iMessage and Google Messages. RCS is the next generation of SMS—offering richer, branded messaging experiences. With Braze RCS, you can send personalized, targeted RCS messages from an intuitive message composer.

SMS, MMS

SMS (Short Message Service) is a text messaging protocol that allows for application-to-peer (e.g. SMS marketing) messaging delivered via iMessage and Google Messages. MMS (Multimedia Messaging Service) allows brands to send images and GIFs. With Braze SMS/MMS, you can send personalized, targeted SMS messages from an intuitive message composer.

Verified Domains

Verified domains let you grant Braze control of a specific subdomain to automate email setup and HTTPS tracking.

Webhooks

Webhooks are automated messages from one system to another when certain criteria are met, e.g. a custom event is triggered. Webhooks are used to send data to and from Braze, send messages on third-party channels (e.g. direct mail), and post to Braze APIs.

WhatsApp

Braze integration with Whatsapp allows you to craft and send WhatsApp messages, as well as to easily orchestrate two-way WhatsApp interactions, from the Braze Platform.

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Count on us at every step of your Braze journey

Build enduring customer relationships and drive accelerated growth through our strategic, expert-led Customer Experience services that go beyond platform implementation.

From day one, Braze is here to support your business with the people and resources that you need—because your success is our success.

Our approach:

Strategic partnership:

We work closely with you to fully understand your business and create a customized plan to achieve your desired results quickly and efficiently.

Expert advice:

We offer in-depth training, certification, and a global team of experts and best practices to guide and help you get the most out of Braze, no matter what region or industry you're in.

End-to-end support:

We support you every step of the way using a strategic and technical lens to ensure you're equipped to create brilliant customer experiences that deliver outcomes and build brand equity.

Braze Success Plans

We offer ongoing comprehensive Customer Experience services to some of the world's largest, fastest-growing, and most innovative companies. Your access to these services will depend on your specific Success Plan.

		Standard (Braze Go & Braze Select)	Standard (Braze Pro & Braze Enterprise)	Silver	Gold	Platinum
Access to Braze Experts	Account Manager	✔	✔	✔	✔	✔
	Customer Success Manager	Team	Team	Named	Named	Named
	Technical Support	✔	✔	✔	✔	✔
	Technical Account Manager					✔
	Support Engagement Lead					✔
	Email Deliverability Service					✔
Response Levels	Initial Technical Support Response Targets	Standard	Standard	Accelerated	Premium	Premium
	24/7 Technical Support: Severity 1 issues			✔	✔	✔
	24/7 Technical Support: Severity 2 issues				✔	✔
	24/7 Operator Access	✔	✔	✔	✔	✔
Dedicated Engagements with Braze Experts	Customer Success Check-Ins	Up to Biannually	Up to Quarterly	Up to Monthly	Up to Weekly	Up to Weekly
	427° Innovation Lab					Up to 1 session/yr
	Dedicated Training Session					Up to 1 virtual/yr
	Success Center of Excellence					✔
Resources	Braze Bonfire Community Access	✔	✔	✔	✔	✔
	Braze Developer & User Documentation	✔	✔	✔	✔	✔
	Braze Learning Live Training	✔	✔	✔	✔	✔
	Braze Learning Online Courses	✔	✔	✔	✔	✔

Alloys Success Plans

Braze offers customers the option to have their Customer Success services delivered by our Solutions Partners (Alloys). This collaboration streamlines the transition from strategy to execution and reduces coordination efforts where Solutions Partners are providing a wider range of services. To utilize a Solutions Partner for Customer Success Services, customers must purchase the relevant services from the Solutions Partner, as well as an Alloy Success Plan with Braze, which includes access to Braze's Technical Support and oversight from our Customer Success Expert Team.

		Alloy Silver	Alloy Gold
Access to Braze Experts	Account Manager	✔	✔
	Customer Success Expert	✔	✔
	Technical Support	✔	✔
Response Levels	Initial Technical Support Response Targets	Accelerated	Premium
	24/7 Technical Support: Severity 1 issues	✔	✔
	24/7 Technical Support: Severity 2 issues		✔
Resources	Braze Bonfire Community Access	✔	✔
	Braze Developer & User Documentation	✔	✔
	Braze Learning Live Training	✔	✔
	Braze Learning Online Courses	✔	✔

Definitions

Account Manager

The commercial owner of your account responsible for managing commercial entitlements based on your needs.

Braze Bonfire Community Access

Access to a global community of Braze users sharing knowledge and insights with our customers around the world.

Braze Developer & User Documentation

Detailed online documentation and thought leadership geared towards marketing, business intelligence, and engineering teams.

Braze Learning Live Training

Unlimited access to live deep dive product training sessions led by a Braze trainer, offering virtual, hands-on education about how to get the most out of the Braze platform in a small classroom setting.

Braze Learning Online Courses

On-demand courses ranging from quick tip videos to channel setup courses to full certification learning paths, designed to help you learn the "how-to's" of Braze and sharpen your lifecycle strategy.

BrazeAI Operator™

Customers have 24x7 access to BrazeAI Operator™, the AI-powered assistant embedded within the Braze dashboard. BrazeAI Operator™ assists with answering product questions, guiding configuration and setup, troubleshooting issues, and providing recommendations for campaign and platform usage. Customers may also initiate support cases directly through BrazeAI Operator™.

Customer Success Manager

Your partner at Braze. Customer Success Managers are Braze experts providing strategic advice, guidance, solutions, and product enablement to help you achieve success with Braze.

Customer Success Check-Ins

Regular advisory sessions with Customer Success, such as expert-led sessions, build workshops, progress check-ins, and executive business reviews, designed to help customers align their use of the platform with their priorities and business goals.

Customer Success Expert

Your ally at Braze alongside your Solutions Partner. Customer Success Experts are Braze specialists collaborating with Solutions Partners to help you achieve success with Braze.

Dedicated Training Session

Virtual training session with one of our expert Braze Learning Trainers for up to 40 team members. As part of your check-ins, sessions are tailored to your industry use cases, strategic campaigns, and relevant products and features.

Email Deliverability Service

Your Email Deliverability Expert. Email deliverability experts offer support and guidance in your efforts to ensure that your messages reach your subscriber's inbox, bolster email sending reputation, and overall deliverability performance.

Definitions

Initial Technical Support Response Targets

Quick initial support response targets to let you know that we're on it. Please see the initial support response targets table on the next page for more information.

Success Center of Excellence

Your Success partner for hub-and-spoke modes of working. The Success Center of Excellence service will be led by one Customer Success Manager who works with your centralized, Global team(s) to drive collaboration and consistency when deploying technical and strategic marketing initiatives with Braze across your global organization.

Support Engagement Lead

Support Engagement Leads are your dedicated point of contact and provide consistent, high-quality support tailored to your specific needs. With a deep understanding of your business, Support Engagement Leads can identify & address potential issues before they escalate.

Technical Account Manager

Your technical expert at Braze. Technical Account Managers collaborate alongside your data, engineering, and product teams to help you drive tangible business outcomes with Braze. They build a deep understanding of your technical architecture to provide solution design and implementation guidance.

Technical Support

Whenever you cannot solve your issue with BrazeAI Operator™, your Technical Support team will be there to answer your questions, whether technical or how-to.

24/7 Technical Support: severity 1 issues

Log severity 1 production emergencies outside of normal business hours for initial Braze Technical Support response and troubleshooting. Only severity 1 issues, according to the severity definition table, are addressed outside business hours. All other issues are handled during business hours.

** For eligible customers and available in English only.*

24/7 Technical Support: severity 2 issues

Log severity 2 production emergencies outside of normal business hours for initial Braze Technical Support response and troubleshooting. Only severity 2 issues, according to the severity definition table, are addressed outside business hours. All other issues are handled during business hours.

** For eligible customers and available in English only.*

427° Innovation Lab

427° Innovation Lab allows brands to explore the boundaries of what's possible between creativity and Braze technology. Sessions are delivered by the Creative team and conducted in partnership with your Customer Success Manager. As part of your check-ins, sessions are tailored to your objectives, wider strategic campaigns, and relevant products & features.

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Initial response targets

	Standard	Accelerated	Premium
Severity 1 (critical)	2 Business Hours	1 hour	30 minutes
Severity 2 (high)	4 Business Hours	2 Business Hours	1 hour
Severity 3 (medium)	8 Business Hours	4 Business Hours	2 Business Hours
Severity 4 (low)	1 Business Day	8 Business Hours	4 Business Hours

Case severity definitions

	Definition	Examples	Base Actions
Severity 1 (critical)	Customer is experiencing an issue that has a critical business impact on the use of the Braze Services **that impacts all Users and no workaround is available** at the time the issue is logged with Braze Technical Support.	• Braze Services are completely unresponsive and all Users are not able to log in to the Braze Platform. • Completely unavailable of all User's first-party data, rendering Braze Services ineffective.	A dedicated team of technical support specialists and engineers (as required) will be assigned to work on the issue continuously until a resolution is identified or a workaround is implemented. Once a workaround has been implemented, the issue severity will be reclassified in accordance with the status of the issue at such point. Once a Critical case has been logged by Braze, Braze's Regional Technical Support Leadership Team will be promptly notified to ensure a coordinated response plan. After 24 hours, if the issue has not been resolved or a workaround has not been provided, the issue is escalated to the Vice President of Global Technical Support for executive leadership visibility and support.
Severity 2 (high)	Customer is experiencing a reproducible issue that is causing a significant loss or reduction of functionality of Customer's use of the platform, thus causing **detrimental impact on the Customer's core operational activities and no workaround is available** at the time the issue is logged with Braze Technical Support.	• Customer is unable to start or stop an individual campaign. • Customer is unable to send any emails, in-app or SMS messages for a campaign.	Issue assigned to a dedicated Braze Technical Support Specialist to coordinate issue analysis and response plan. The Technical Support Specialist will coordinate with engineering and product teams as required to identify the root cause of the problem and, if necessary, create a workaround to restore normal business operations as soon as possible.
Severity 3 (medium)	Customer is experiencing a reproducible issue causing a material loss or reduction of functionality which has an **impact on the Customer's normal use of the platform. Medium-effort workaround available.**	• Customer is unable to target a specific segment of end-users in a campaign. • A subset of individual end-users are not able to receive a campaign or receive incorrect messaging. • There's an issue with campaign analytics.	Braze will use commercially reasonable efforts to diagnose the root cause of the issue and provide a workaround. If the resolution requires a defect or enhancement request, Braze Technical Support will coordinate with the product team to consider implementation of the solution in a future product release cycle.
Severity 4 (low)	Customer is experiencing a **minor loss or disruption of normal platform functionality.** Customer has a question about the use of certain Braze Services. Customer is experiencing an unreproducible issue.	• Questions about Braze functionality or guidance on the use of Braze Services. • There are issues relating to third-party integrations, such as Branch or Segment.	Braze will use commercially reasonable efforts to provide a workaround. Issue resolution may be fixed in a future product release at the discretion of Braze.

braze

Need Help? Our award winning team has you covered!

Braze dashboard

Click on the “Support” button of your Braze dashboard and select ”Get help with Operator” where you can seek Operator’s help or log a Support Case.

More information

For more information on Braze Technical Support, please reach out to your Account Manager or Customer Success Manager

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SEVENTH-TIME RECIPIENT
OF THE
CRMI NorthFace ScoreBoard Award for
World Class Customer Services

THREE-TIME RECIPIENT
OF THE
CRMI NorthFace ScoreBoard Award for
Onboarding Professional Services

WINNER OF FOUR AWARDS
IN THE
Customer Success Awards, including
2022 Customer Success Team of the Year

Gartner

Leader in Gartner® Magic Quadrant
for Multi-channel Marketing Hubs: Recognized for three years in a row

FORRESTER WAVE LEADER 2023 Cross-Channel Marketing Hubs

Leader in The Forrester Wave™
for Cross-Channel Marketing Hubs, Q1 2023

IDC

Leader in IDC MarketScape
for Worldwide Omni-Channel Marketing Platforms for B2C Enterprises, 2023

TrustRadius
Recognized in 2024 for Top Rated, Buyer's Choice, Tech Cares, and Most Loved
TrustRadius

Appendix A: Glossary

Term	Definition
Braze Recognized Holidays	Braze recognizes certain regional holidays each calendar year. These holidays are excluded from Business Hours of support. Issues logged during a Braze Recognized Holiday will be handled on the next Business Day.
Business Day	A Business Day is any day in which normal business operations are conducted and excludes weekends and Braze Recognized Holidays. For example and for clarity, a target to respond "within 1 Business Day" shall mean that the response shall be provided prior to the end of the Business Hours on the next Business Day following the Business Day during which the request was received by Braze.
Business Hours	Braze will provide technical support services to eligible Customers during the Business Hours specified on their applicable Order Form. Issues logged outside of those hours will be handled on the next Business Day.
Case	A technical support case is defined as a single support issue with the Braze Services. A single support issue is a problem that cannot be broken down into subordinate parts. It involves diagnosing a single error, or a single cause of confusion. Before Braze begins investigating a case, the Customer and the Braze Technical Support Team must agree on the definition of the problem, the severity of the problem, and the parameters for providing a resolution. Customer also agrees to provide Braze with all information and materials reasonably requested by Braze necessary for use in replicating, diagnosing and correcting an error or other technical problem with the Braze Services reported by Customer. Customer acknowledges that Braze's ability to provide resolution of reported technical issues is dependent on Braze having the information necessary to replicate the reported problem.
Enhancement Request	An issue is considered an Enhancement Request when the resolution of the issue requires a feature or functionality change to the Braze Services. Braze Product Management regularly reviews Enhancement Requests for possible inclusion in a future product release. The inclusion of any Enhancement Request is at the discretion of the Braze Product Management Team.
Product Defect	A product defect, or bug, is an inherent problem in the software and/or product documentation. It is a verifiable defect in the intended functionality or design of the product.
Initial Support Response Targets	A response from Braze is acknowledgement that we have received your support issue submission, created a support case with a unique tracking number and have begun to triage the issue for initial troubleshooting according to Initial Support Response Targets guidelines. The Initial Support Response Targets time is measured from the time your issue is successfully received by Braze. An issue submitted through email will initially be categorized as Severity 3 until a Braze representative is able to triage and reclassify the severity if needed, which will occur during regular Business Hours. Customer selection of the severity classification will be done in the Braze Support Portal or through BrazeAI Operator™. If a support issue's severity is classified incorrectly, Braze reserves the right to reclassify the issue severity according to the Case Severity Definitions guidelines.
Unsupported Scenarios	Braze is not able to provide Technical Support Services for errors or problems caused by the following: (i) third party components or integrations not provided by Braze (i.e., Third-Party Platforms, Customer Applications, etc.), (ii) use of the Braze Services other than in accordance with the Documentation, or (iii) alterations or modifications of the Braze Services made by the Customer without Braze's consent.
Workaround	A workaround is any solution to a problem that does not involve changing the code of the Braze Services. Possible workaround solutions may include using an alternate process/approach/method, depending on the problem, to successfully accomplish the task while bypassing the problem, or providing an interim patch that reduces the severity of the issue until a full solution can be deployed.

Braze reserves the right to change any aspect of this document, provided the product functionality & level of support provided to Customer does not materially decrease during a Subscription Term.

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