braze

Braze Entitlements Handbook

Ensure success with Braze services

Ready to join leading brands around the world who trust Braze to power relevant and memorable customer experiences?

Our expert teams will assist you from optimized campaign launches to high-touch technical support.

Our Braze guiding principles

Here at Braze, your success is our success. From day one of our partnership we focus on your objectives, supporting you every step of the way to deliver value for your business and your customers.

We do this using our:

Value-driven approach:

Our services are centered around your unique business objectives to continuously deliver fast time-to-value and push the needle on metrics that drive your ROI.

Expert advice:

Our team of experts offer a fresh perspective and deliver trusted advice, strategic best practices, and ongoing technical support to maximize the value of Braze for your brand.

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.

Customer success and support overview

Our expert teams drive value for some of the largest, fastest-growing, and most innovative businesses around the world. Based on your platform edition, you will gain access to the following ongoing services.

		Platform Edition			
		Braze Core	Braze Select	Braze Premier	Braze Absolute
Customer Success entitlements	Account manager	✓	✓	✓	✓
	Inbound customer success	✓	✓	✓	✓
	Customer Success Manager		✓	✓	✓
	Success executive sponsor			✓	✓
	CSM check-ins	Up to quarterly	Up to monthly	Up to weekly	Up to weekly
	Executive business reviews		Up to 2/year	Up to 3/year	Up to 4/year
Technical Support entitlements	Email support	✓	✓	✓	✓
	Web case submission	✓	✓	✓	✓
	24/7 Support Portal access	Up to 10 unique users	Up to 10 unique users	Up to 25 unique users	Up to 45 unique users
	Initial support response targets	Standard	Standard	Accelerated	Premium
	24/7 support: severity 1 Issues[1]			✓	✓
	24/7 support: severity 2 Issues[1]				✓
Knowledge entitlements	Braze developer & user documentation	✓	✓	✓	✓
	Braze Bonfire community access	✓	✓	✓	✓
	Braze Learning live training	✓	✓	✓	✓
	Braze Learning online courseware	✓	✓	✓	✓

[1]24/7 support is available in English only

Platform features definitions

Account manager

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

Inbound customer success

Ask the Braze Customer Success Team for help on strategy, tactics, and how to meet your customer engagement objectives with Braze.

Customer Success Manager (CSM)

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

Customer success executive sponsor

Success advocate responsible for handling issue escalation, customer feedback, and providing additional strategy guidance (alongside the CSM).

CSM check-ins

Regular touchpoints with Customer Success to cover pertinent topics via email, calls, or in-person meetings, typically hosted by your assigned CSM.

Executive business reviews (EBRs)

As part of your check-ins we'll deliver EBRs to align on business value, focusing on challenges, achievements, and what comes next to reach your business objectives.

Email technical support

Log Braze technical support cases easily using the support@braze.com email address.

Web case submission

Log Braze technical support cases using a quick and easy submission form, built directly into the Braze Dashboard, which also suggests answers to help solve your questions.

24/7 support portal access

The Braze Support Portal allows users to log issues, review cases, and communicate with Braze Support, including specifying issue severity to trigger response targets if applicable.

Initial support response targets

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

24/7 production emergency 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.

24/7 production emergency 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.

Braze developer and user documentation

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

Braze Bonfire community

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

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 courseware

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.

Initial support response targets

	Standard	Accelerated	Premium
Severity 1 (critical)	4 business hours	2 hours	1 hour
Severity 2 (high)	8 business hours	4 business hours	2 hours
Severity 3 (medium)	1 business day	8 business hours	4 business hours
Severity 4 (low)	2 business days	1 business day	1 business day

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.

Platform tech entitlements overview

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, the Braze platform includes the following functionality:

Platform feature access and functionality		
Message building by channel*	• Mobile & web push notifications • In-app message (IAM) & In browser messages • Webhooks	• IAM Surveys • Feature Flags • Audience Sync
Personalization & dynamic content	• Catalogs • Connected content	• Personalization via Liquid

Campaigns, user journeys, & targeting	• Creation and editing of campaign
	• Test ending of message
	• Message template management
	• Frequency capping and rate limiting
	• Canvas for automated user journeys
		• User segmentation
		  • Segment extensions
		  • SQL segments
		• Live user profiles
		• Locations and geofencing

Data & analytics	• Reporting • Cloud data ingestion • Data transformation	• Query builder • APIs • Currents test connectors
Sage AI by Braze	• AI item recommendations • Content creation	• Optimization • Intelligence suite
Administrative	• Permissions • Configurable dashboard security settings	• Approval workflows • Braze documentation

*Feature Flags, Catalogs, Audience Sync, AI Items Recommendations, Data Transformation are free limited versions.

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Need help? Our award winning team has you covered!

Braze dashboard

Navigate to the "Get Help" section of your Braze dashboard and select "Log a Support Case."

Email

Please reach out to support@braze.com.

More information

For more information on Braze Customer Support, please reach out to your account manager or customer success manager

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NFSB AWARD
FOR
Customer Service
2022

NFSB AWARD
FOR
Onboarding
Professional Services
2022

CUSTOMER SUCCESS
CS
AWARDS 2022

FIFTH-TIME RECIPIENT OF THE

CRMI NorthFace ScoreBoard Award for

World Class Customer Services

RECIPIENT OF THE PRESTIGIOUS

CMRI NorthFace Score Award for

Onboarding Professional Services

WINNER OF FOUR AWARDS IN THE

Customer Success Awards, including

2022 Customer Success Team of the Year

FORRESTER
WAVE
LEADER 2021
Cross-Channel
Campaign Management
(Independent Platforms)

A Wave Leader
The Forrester Wave™ :
Cross-Channel Campaign Management
(Independent Platforms), Q3 2021

FORRESTER

FORRESTER
WAVE
LEADER 2020
Mobile Engagement
Automation

A Wave Leader
The Forrester Wave™ :
Mobile Engagement Automation, Q3 2020

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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 or web form 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 exclusively in the Braze Support Portal. 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.

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