



Access to first party customer data from Treasure Data's CDP allows Braze customers to have personalized and engaging customer interactions. Treasure Data's power to harmonize the data, insights, and engagement technology stacks are a perfect complement to Braze's orchestration and automation capabilities.

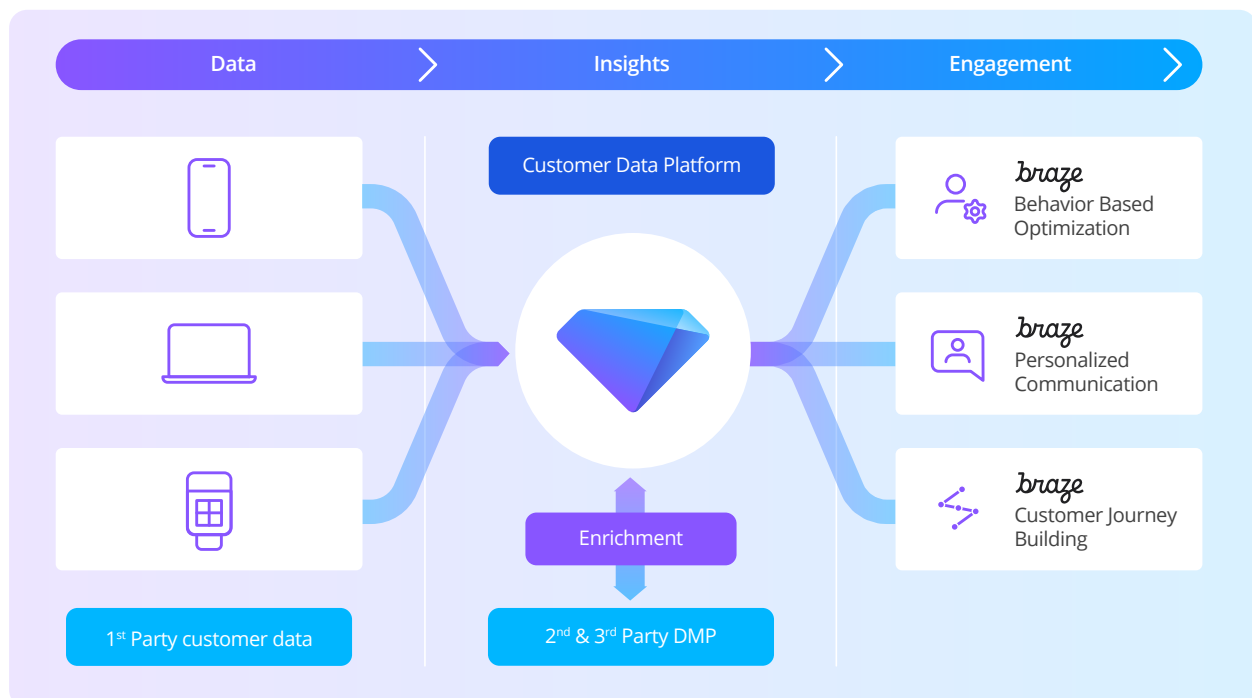
#### ABOUT BRAZE

Braze is a comprehensive customer engagement platform that powers relevant and memorable experiences between consumers and the brands they love. Context underpins every Braze interaction, helping brands foster more human connections with consumers.

#### ABOUT PARTNER

Treasure Data is the only enterprise CDP that harmonizes an organization's data, insights, and engagement technology stacks to drive relevant, real-time customer experiences throughout the entire customer journey.

#### How Does It Work?





### **Data Collection at Scale**

Treasure Data, one of the industry's leading customer data platforms, can ingest large amounts of siloed, schemaless customer data from numerous data sources. The flexibility and scale of data capture allows marketers to collect, analyze and activate data quickly and comprehensively. Personalized marketing experiences can be designed and delivered quickly and effortlessly. With Braze & Treasure Data, customers always have access to data that is fresh, relevant, and actionable - ready to be activated through Braze at lightning speed.



### **Complete 360 Customer View**

Treasure Data creates a true view of customers by collecting, unifying and analyzing data from numerous siloed data sources. Duplicate or unknown customer identities can be resolved using in-house and external identity graphs. Customer profiles can be enriched using second and third party data. All this is done while ensuring the highest standards in data integrity and consumer privacy. A unique customer profile coupled with Braze's journey orchestration ensures relevant personalized messaging every time.



### **Activate Customer Insights to Create Relevant Personalized Experiences**

Leveraging AI and ML, Treasure Data's powerful insights and engagement ecosystems ensure that only the most relevant customer insights are surfaced. Braze & Treasure Data empower marketing teams to create personalized customer experiences. By engaging and activating insights through Braze's automation capabilities, marketers can ensure that they are sending the right message, at the right time, to the right customer, every time.

**LEARN MORE AT [BRAZE.COM](https://braze.com):  
FOR INQUIRIES CONTACT  
[PARTNERSALES@BRAZE.COM](mailto:PARTNERSALES@BRAZE.COM)**



#### **A Wave Leader**

The Forrester Wave™ : Mobile Engagement Automation, Q3 2020