

BRAZE • AI VALUE GUIDE

You Already Have AI in Braze. Are You Using It?

From content creation to 1:1 decisioning — five ways BrazeAI can drive measurable value, and how to find where it fits in your program.

PART OF PARAGON GROUP

BEYOND CONTENT GENERATION

Five ways AI works inside Braze

When marketers hear “AI,” they think subject lines. But **BrazeAI is embedded across the entire engagement lifecycle**. The opportunity isn’t to “turn on AI” — it’s to know which capabilities solve real business problems.



01 Create

Work faster

AI copywriting, brand & tone controls, image generation, content QA, Liquid and SQL help — plus BrazeAI Operator in-platform.



02 Predict

See what’s next

The Predictive Suite models churn and purchase likelihood, feeding predictions straight into campaigns and Canvas.



03 Personalize

Make it individual

Move beyond segment rules. AI Item Recommendations surface what each customer is most likely to engage with.



04 Optimize

Find what works

The Intelligence Suite picks timing, channel and message; Personalized Variant & Path take A/B testing to the individual.



05 Decide

Go truly 1:1

Decisioning Studio optimizes channel, message, offer, timing and frequency for every customer — and keeps learning.

DECISIONING IN ACTION

What AI can evaluate that humans can’t

53,475

variant combinations tested

272%

lift in click rate

235%

lift in registration rate

Braze-reported results from a single Decisioning Studio Go campaign across 60,000 contacts, featured at Forge 2026. Illustrative of one use case — not results every organization should expect.

THE NEXT STEP

From AI assistance to AI agents

BrazeAI Agent Console deploys agents within Canvas and Catalogs; Operator works alongside marketers in the workspace.



QUICK SELF-ASSESSMENT

Where does your team stand?

- ? Are you using the AI capabilities you already have?
- ? Which marketing activities still take heavy manual effort?
- ? Are you predicting customer behavior — or only reacting to it?
- ? Is timing, channel and content optimized per individual?
- ? Is your data quality and governance ready for AI?
- ? Can you tie your AI use to measurable business value?

HOW CELERITY HELPS

From AI features to AI value

We help you stop asking “What AI does Braze have?” and start answering “Where can AI create the greatest impact?”

Assess

your current Braze environment

Identify

practical AI use cases

Prioritize

by business value & complexity

Roadmap

capabilities into action

You may already have more AI in Braze than you realize.

Let's Talk