

Helping Braze Customers Move from Platform Investment to Business Impact

Marketing operations, lifecycle orchestration, data activation, customer experience, governance and scalable execution — delivered by a team embedded inside your customers' Braze programs.

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BUSINESS OUTCOME AREAS

Where Celerity drives measurable business impact

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WAYS WE CREATE IMPACT

Grow, engage, scale, protect, mature and connect

END-TO-END

BRAZE PARTNERSHIP

Strategy, data, execution & governance in one team

THE OPPORTUNITY

Braze customers often have the platform, data and ambition to deliver sophisticated customer engagement, but still need experienced practitioners who can connect strategy, customer data, marketing technology and day-to-day execution. Celerity closes that gap — extending a client's marketing operations capability to build repeatable, scalable, higher-performing ways of working in Braze.

BUSINESS OUTCOMES WE HELP BRAZE CUSTOMERS ACHIEVE

01 Customer Acquisition, Product Adoption & Revenue Growth

Targeted lifecycle journeys, cross-sell/upsell signals and eligibility logic that drive activation and revenue.

02 Customer Engagement & Retention

Behavior-driven, personalized journeys that keep customers engaged from onboarding through renewal.

03 Operational Efficiency, Scalability & Marketing Enablement

Automation, reusable templates and standardized QA that expand campaign capacity.

04 Data-Driven Marketing, Personalization & Precision

Behavioral data and events turned into precise, dynamically responsive audiences.

05 Customer Experience & Journey Optimization

Timely, personalized messages with optimized rendering, deep linking and cross-device testing.

06 Risk Management, Compliance & Quality Assurance

Legal disclosures, eligibility checks and rigorous QA embedded before every launch.

07 Business Process Improvement & Marketing Operations Maturity

Documented best practices and governance that reduce reliance on tribal knowledge.

08 Cross-Functional Collaboration & Execution

Requirements translated into executable solutions across Product, Engineering, QA and Design.

WHAT THIS MEANS FOR BRAZE

GROW

Acquisition, cross-sell, upsell & lifetime value.

ENGAGE

Relevant, behavior-driven experiences.

SCALE

Automation & faster speed-to-market.

PROTECT

QA, eligibility & governance controls.

MATURE

Reusable standards & documentation.

CONNECT

Marketing, Data, Eng & QA aligned.

POSITIONING STATEMENT

Celerity helps Braze customers get more from the platform by combining hands-on Braze expertise with lifecycle marketing, data activation, operational rigor and cross-functional delivery — building the processes, controls and capabilities required to operate customer engagement programs effectively at scale.