WHITEPAPER · OCTOBER 2026

Salesforce Is Acquiring Braze.

What Should Existing Braze Customers Be Thinking About?

Six next steps to protect your Braze investment, embrace new opportunities and prepare for what's coming

Celerity
a Paragon company

WHITEPAPER · OCTOBER 2026

Inside This Paper

00 **A Shift in the MarTech Landscape**
What the acquisition means for Braze customers, at a glance

01 **Product Roadmap**
What happens to the Braze you know today?

02 **Integration Flexibility**
Will Braze remain an open technology stack?

03 **AI and Personalization**
Can this accelerate your customer engagement strategy?

04 **Commercial Considerations**
What will begin to change?

05 **Long-Term MarTech Strategy**
Is your architecture ready for change?

06 **Pricing, Bundling & Contract Protection**
Is now the time to lock in your Braze pricing?

07 **How Celerity Can Help**
The Braze Strategy & Readiness Assessment

KEY TAKEAWAYS

- **This is an opportunity, not a crisis.** Combining Braze with Salesforce could connect customer data, AI-powered decisioning and real-time engagement in new ways.
- **Plan now, don't wait.** Informed planning protects existing investments and positions your team to benefit from the combined platform.
- **Know your architecture.** Documenting integrations and data dependencies preserves your flexibility as the product strategy develops.
- **Protect your commercial position.** Consider locking in current pricing, entitlements and standalone licensing before new commercial models take shape.

INTRODUCTION

A Shift in the MarTech Landscape

The marketing technology landscape is undergoing another significant shift. Salesforce's announced acquisition of Braze brings together two major players in customer relationship management, marketing technology and customer engagement.

> "What does this mean for the future of our marketing team?
>
> THE QUESTION EVERY BRAZE CUSTOMER IS ASKING

The answer is not necessarily cause for concern. In fact, the combination could create exciting opportunities for organizations looking to connect customer data, AI-powered decisioning and real-time engagement. But acquisitions of this scale also introduce questions about product direction, technology integration, investment priorities and long-term flexibility.

For organizations that have invested heavily in Braze, now is the time to evaluate what the announcement means for your marketing technology strategy. Informed planning will protect your existing investments and position your team to take advantage of the combined power of Salesforce and Braze.

Six Areas to Focus On

01
Product Roadmap
Separate what depends on future capabilities from what can move today.

02
Integration Flexibility
Map integrations and data dependencies across your stack.

03
AI & Personalization
Strengthen data, journeys and governance to be AI-ready.

04
Commercial Considerations
Review contracts, renewals and entitlements.

05
Long-Term Strategy
Let business objectives, not vendor decisions, drive the roadmap.

06
Pricing & Contract Protection
Lock in favorable terms before new models take shape.

01 PRODUCT ROADMAP

What Happens to the Braze You Know Today?

Braze has built its reputation around real-time customer engagement, cross-channel orchestration and a marketer-friendly platform that enables teams to respond quickly to customer behavior. Salesforce brings a broader ecosystem of CRM, customer data, AI, marketing, sales and service technologies. Together, these capabilities could enable more connected customer experiences and accelerate innovation in areas such as personalization, decisioning and AI-powered marketing.

However, as a Braze customer, you'll want to pay attention to how the Braze product roadmap evolves. Will Braze continue to prioritize its existing capabilities and customer community? How will new functionality be introduced? Will future innovations be available independently, or will some be more closely connected to the broader Salesforce ecosystem?

Braze has stated that it intends to continue developing its platform under the Braze name, and Salesforce has emphasized the value of Braze's existing technology and expertise. When Salesforce purchased Slack, Tableau and Quip, those companies kept their names and branding, so it's likely Salesforce will use the same strategy with Braze.

→ NEXT STEP

Review your current Braze roadmap and planned investments. Identify which initiatives depend on future product capabilities and which can move forward using functionality already available today. Two important areas to look at are **AI** and **analytics**.

02 INTEGRATION FLEXIBILITY

Will Braze Remain an Open Technology Stack?

One of Braze's strengths has been its ability to work with a broad range of technologies, including cloud data platforms, customer data systems, analytics tools and third-party applications. For organizations operating in complex or multivendor environments, this flexibility is particularly important.

Salesforce and Braze have publicly expressed a commitment to an open, composable approach. That's an encouraging message for customers whose technology strategies extend beyond Salesforce. Nevertheless, organizations should continue evaluating how their existing integrations fit into future plans. Consider the role Braze plays alongside technologies such as Snowflake, Databricks, Adobe and other CRM and customer data platforms. As the combined product strategy develops, will current integrations continue to receive the attention, investment and support your business requires?

→ NEXT STEP

Document your integrations and data dependencies. Identify which systems provide essential customer information to Braze and which downstream applications rely on Braze data. Create an architecture diagram that depicts all of this visually.

A clear understanding of your architecture is essential to assess future product announcements and preserve your flexibility to adopt the technologies that best meet your needs.

03 AI AND PERSONALIZATION

Can This Accelerate Your Customer Engagement Strategy?

By far the most interesting opportunity involves artificial intelligence. Braze has already invested significantly in AI-powered customer engagement, helping marketers optimize messages, experiences and customer journeys. Salesforce brings additional capabilities through its customer data and AI ecosystem, including Agentforce and Data 360.

The combination opens new possibilities for using customer intelligence to make engagement more timely, relevant and personalized. Imagine customer journeys that respond not only to marketing interactions but also to information from sales, service, commerce and other business functions.

The potential is compelling. However, the value of AI depends on more than the capabilities of a technology platform. Organizations still need reliable customer data, well-designed journeys, clear business objectives and appropriate governance.

> → **NEXT STEP**
> Assess your organization's readiness to take advantage of more advanced AI capabilities. Are your customer data, personalization strategy, marketing processes and measurement practices mature enough to translate new functionality into meaningful business results?

Rather than waiting for the next product announcement, you'll want to strengthen these foundations today.

04 COMMERCIAL CONSIDERATIONS

What Will Begin to Change?

Major acquisitions influence how technology products are packaged, priced, supported and brought to market. Braze has communicated that existing customer agreements remain in place and that normal renewal processes continue, but no timeframe was provided.

Companies should stay informed as the acquisition progresses and the longer-term commercial strategy is rolled out. Questions to ask your designated Braze resource include:

- Will new capabilities be offered within existing Braze subscriptions?
- Will certain integrations or advanced features require additional licensing?
- How will support and account management evolve once the acquisition is complete?

> → **NEXT STEP**
> Review your Braze contract, renewal timeline, current product entitlements and anticipated future requirements.

For organizations planning significant platform expansion, understanding these dependencies will support negotiation strategies and informed budgeting and investment decisions. The goal is not to renegotiate your strategy based on speculation. It is to maintain visibility into potential changes that could affect future costs and capabilities.

05 LONG-TERM MARTECH STRATEGY

Is Your Architecture Ready for Change?

The Salesforce acquisition of Braze is a reminder that even well-established platforms operate within a constantly evolving marketplace. The most resilient marketing organizations build their strategies around business outcomes rather than the direction of any single technology vendor. That means understanding which capabilities are essential, where customer data resides, how systems connect and how easily the organization can respond to future change.

For existing Braze customers, the acquisition creates an opportunity to revisit four important strategic questions:

1 Full potential

Are you using Braze to its full potential today?

2 Future experiences

Does your architecture support the customer experiences you want to deliver tomorrow?

3 Flexibility

Are you preserving flexibility across your data, CRM, analytics and engagement technologies?

4 Business value

Perhaps most importantly, are you measuring the business value of your customer engagement investments?

→ NEXT STEP

Establish a clear understanding of where your Braze investment delivers value today, where your technology dependencies could limit future flexibility, and which capabilities are essential to your long-term strategy. Use those insights to define your own priorities, identify immediate optimization opportunities, and build a roadmap that keeps your **business objectives, not vendor decisions,** driving your technology investments.

It's critical that you identify opportunities to optimize your current Braze environment while ensuring your longer-term roadmap remains aligned with business priorities.

> "
>
> The most resilient marketing organizations build their strategies around business outcomes rather than the direction of any single technology vendor.

06 PRICING, BUNDLING & CONTRACT PROTECTION

Is Now the Time to Lock In Your Braze Pricing?

One of the most immediate considerations for existing Braze customers is the potential impact of the acquisition on future pricing, licensing and product packaging. While no broad changes to Braze's pricing structure have been announced, acquisitions of this scale can eventually lead to new commercial models, bundled offerings and changes to how products are licensed. Customers who currently purchase Braze as a standalone platform may want to consider whether future offerings could become more closely aligned with Salesforce's broader Customer 360 and Agentforce ecosystem.

For organizations satisfied with their current Braze investment, this creates an opportunity to proactively protect favorable pricing and commercial terms rather than waiting to see how the combined company's strategy evolves.

→ NEXT STEP

Consider locking in your current Braze pricing before tomorrow's commercial model takes shape. Specific areas to look at:

1 A Multi-Year Price Lock

Explore extending your current agreement for two to three years at favorable standalone pricing, with clearly defined limits on annual increases.

2 Protect Against Mandatory Bundling

Seek contractual assurances that you can continue licensing Braze independently, without being required to purchase additional Salesforce products or services.

3 Secure Features & Entitlements

Document the capabilities, integrations, support levels and usage allowances in your agreement, and negotiate protections against unexpected changes or charges.

4 Build in Growth Flexibility

Negotiate favorable pricing for additional users, customer profiles, messaging volumes and other usage-based requirements as your business expands.

5 Protect Integration Independence

Seek assurances that existing integrations with non-Salesforce technologies will remain supported under commercially reasonable terms.

6 Preserve Your Exit Options

Review renewal provisions, termination rights, data portability and potential migration costs before committing to a longer contract.

If your Braze agreement is approaching renewal, engage your Braze account team now to explore a multi-year extension at your current pricing structure, with predictable annual increases, protection against mandatory bundling, continued access to standalone Braze capabilities and clarity around future licensing requirements.

The objective is not simply to secure a better price. It's to protect your negotiating position, maintain budget predictability and preserve the flexibility to make future technology decisions on your own terms.

SECTION 07

How Celerity Can Help You Navigate What's Next

The acquisition announcement does not mean organizations should stop investing in Braze or begin evaluating replacement platforms. Braze remains a powerful customer engagement solution, and the combination with Salesforce should create meaningful opportunities. At the same time, waiting passively for the acquisition to unfold means you may miss opportunities to strengthen your current environment.

At Celerity, we work with organizations to implement, optimize, integrate and extend leading customer engagement platforms, including Braze, Adobe and Salesforce Marketing Cloud. Our experience across multiple MarTech ecosystems gives us a valuable perspective on the opportunities and considerations that arise when technology strategies evolve.

The most important question for existing Braze customers isn't whether they should change platforms. It's whether their current customer engagement strategy is positioned to take advantage of what's coming next.

Don't Let This Acquisition Define Your MarTech Future

Celerity's **Braze Strategy & Readiness Assessment** is a focused, collaborative engagement across four areas:



STEP 01

Optimize Your Current Braze Investment

Improve platform utilization, customer journeys, personalization and performance.



STEP 02

Map Your Technology Architecture

Document critical integrations, data dependencies and the flexibility of your MarTech environment.



STEP 03

Define Your Future Roadmap

Evaluate planned investments, AI readiness and strategic considerations as the Salesforce–Braze relationship evolves.



STEP 04

Protect Your Contract & Investment

Lock in your current agreement, negotiate multi-year pricing protections, safeguard capabilities and integrations, and preserve commercial flexibility.

The Outcome

A practical set of recommendations to help you protect existing investments, maintain flexibility, capitalize on new capabilities and make informed decisions that drive your MarTech future.

Schedule a Braze Strategy & Readiness Discussion with Celerity. →

LET'S START THE CONVERSATION

The market is changing. Your customer engagement strategy should be ready to evolve with it.

Celerity is a MarTech implementation and managed services partner across Adobe, Salesforce Marketing Cloud and Braze. Schedule a Braze Strategy & Readiness Discussion to explore what the acquisition could mean for your organization and identify the most important steps to take now.

Connect with Celerity to start the conversation.

celerity-is.com

Celerity
a Paragon company