



With Extole, your refer-a-friend and other growth programs generate valuable insights: who's sharing, who has influence, who's new to your brand, and more. With Extole's integration with Braze, those insights can power dynamic audiences and experiences using Braze's customer engagement platform.

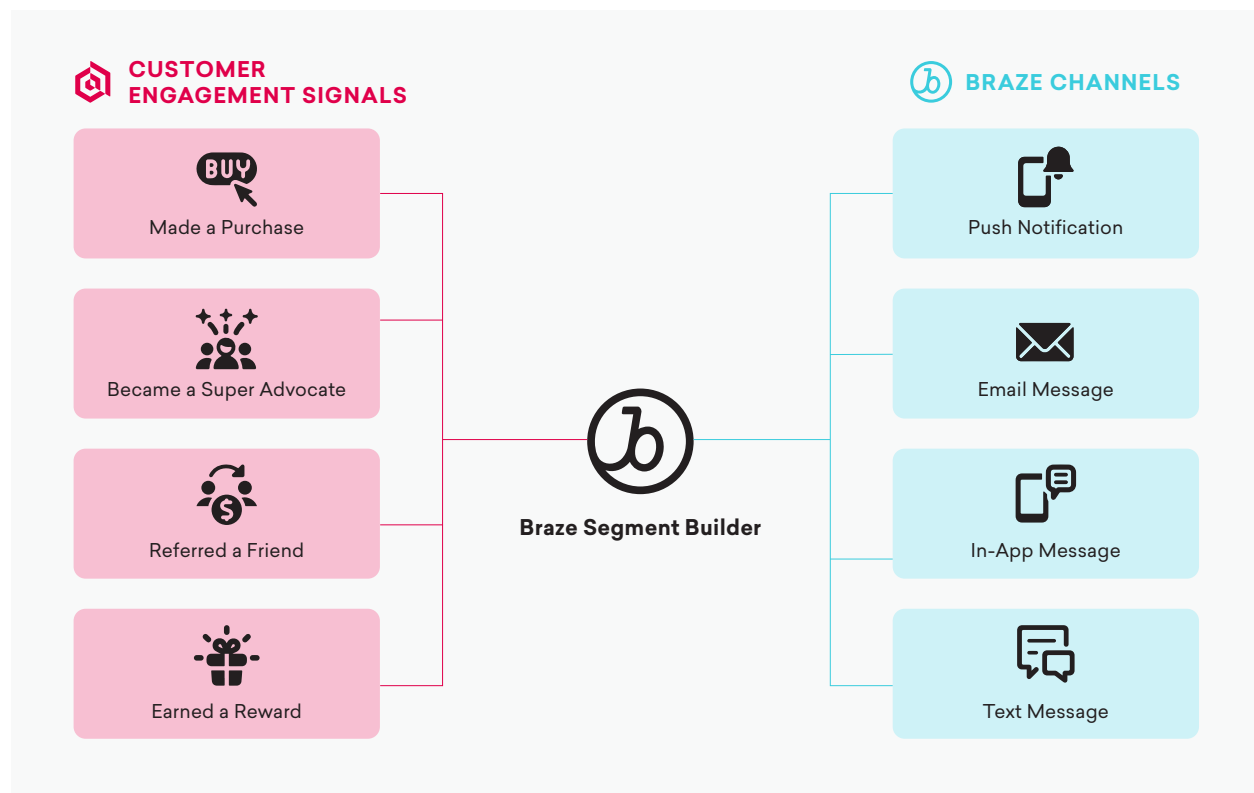
ABOUT BRAZE

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 EXTOLE

Marketers use Extole's SaaS platform to turn their customers into a primary vehicle for acquisition, awareness, and activation. With Extole, marketers can rapidly launch personalized programs such as refer-a-friend, influencer, challenges, and more.

How Does It Work?





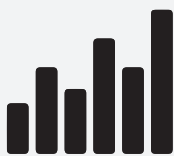
Unique Customer Insights

With insights from Extole programs available in the Braze platform, you'll be able to easily define unique audiences and tailor your communications to your top customer champions, highly engaged segments, customers who influence the most revenue, and more.



Increased Conversion and Engagement Rates

More tailored and personalized messages naturally lead to higher conversion and engagement rates particularly with Extole data available in Braze.



New Subscriber Growth

When Extole-powered programs drive new visitors to your site, whether via a refer-a-friend, influencer, or a challenge program, opted-in visitors are automatically shared with Braze to enter them in a standard or bespoke welcome series.

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



A Wave Leader

The Forrester Wave™ : Mobile Engagement Automation, Q3 2020