



What Is Mixpanel

Mixpanel is a best-in-class user analytics platform that empowers everyone in your organization to better understand each and every user. Leverage Mixpanel to improve your customer experience through Mixpanel's ability to provide automatic answers and instant insights.

How We Work Together

Combine Braze and Mixpanel to better segment, target, and engage your customers. What's more, Currents enables you to automatically send back campaign results to Mixpanel to drive deeper, holistic campaign analysis across conversions, retention, and product usage.

Send campaign results to Mixpanel in real-time with Currents to unlock powerful user insights.

What You Can Do

POWER REAL-TIME TARGETING

Mixpanel's cohorts combine with Braze's messaging formats to enable companies to launch hyper-personalized campaigns. For example, you can create a cohort of users who are likely to convert, then trigger a message when they engage in the purchase process.

ENRICH CROSS-DEVICE MESSAGING

Hit your mobile KPI's with Braze's messaging suite, and leverage Mixpanel's best-in-class user analytics to support every campaign decision. Personalized notifications help you take action on your data to drive retention, in-app engagement, conversion, and more.

BUILD A BETTER FEEDBACK LOOP

Mixpanel allows you to learn more about your target cohorts, before and after your campaigns have wrapped. This insight can be leveraged to shape marketing and product decisions down the road, so you can skip the guesswork.

RECOGNIZED BY:

Braze named a Leader in the second consecutive Gartner Magic Quadrant for Mobile Marketing Platforms 2019.

Gartner

Gartner Magic Quadrant for Mobile Marketing Platforms, Mike McGuire & Charles S. Golvin, July 2019
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A Wave Leader

The Forrester Wave™:
Mobile Engagement Automation, Q3 2017

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