

Braze Integration with Alchemer Survey

Overview

Braze is a customer engagement platform used by organizations to send personalized messaging, manage user profiles, and track customer events across channels.

The Alchemer integration with Braze supports automated user lookups, user attribute updates, and custom event logging. The Alchemer Braze integration allows Alchemer to use information from Braze to personalize surveys, enrich response data, and update Braze user profiles and events with survey submissions.

Common uses for the Alchemer Braze integration

- Personalize invites and surveys using Braze user profile data
- Update Braze user attributes when a survey response is submitted
- Log custom events in Braze triggered by survey responses
- Reduce manual data entry and user record maintenance
- Keep Braze user profiles synchronized with survey-driven updates

What can the Alchemer Braze integration do?

- [Get user](#)
- [Create and update user attributes](#)
- [Create and update user event](#)

You will need

- Braze API key and instance URL. [More details in the authentication how-to guide.](#)
- An Alchemer plan that includes integrations with the Integration Manager permission enabled.
 - [Contact us](#) if you are unsure if your plan includes integrations.

Setup Alchemer Braze integration in surveys

Braze | Get User

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You will need:

- Braze API credentials. [More details in the authentication how-to guide.](#)
- A survey field containing a unique identifier for a Braze user (e.g., external ID or email)

address)

Configure the action

1. Open your survey in **Survey Builder**.
2. Select **Add New: Action**.
3. In the Add Action modal, scroll to the **Your Integrations** section.
4. Select **Braze**.
5. Select **Braze | Get User**.
6. **Braze | Authentication**: Select an existing authentication or [create a new one](#).
7. **Braze | Find User**: Map the Alchemer field containing the unique user identifier to the corresponding Braze user field.
8. **Braze | Get data back**: Select the Braze user fields you want returned (e.g., first name, last name, email, custom attributes). These values can personalize survey questions or drive logic.
9. Save the action.

Status codes

- 200: A user was successfully found
- 201: Query succeeded but no user was found
- 202: Multiple users were found (first returned is used)
- 400: Error returned by Braze API or failed to find a matching user

Braze | Create and Update User Attributes

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You will need:

- Braze API credentials. [More details in the authentication how-to guide](#).
- Survey fields containing the user identifier and attribute values to update

Configure the action

1. Open your survey in **Survey Builder**.
2. Select **Add New: Action**.
3. In the Add Action modal, scroll to the **Your Integrations** section.
4. Select **Braze**.
5. Select **Braze | Create and Update User Attributes**.

6. **Braze | Authentication:** Select an existing authentication or [create a new one](#).
7. **Braze | Find User:** Map the Alchemer field containing the unique user identifier to the corresponding Braze user field.
8. **Braze | Create and update user attributes:** Map Alchemer survey fields to the Braze user attribute fields you want to update. Select **Yes** to create a new Braze user if no matching user is found, or **No** to only update existing users.
9. **Braze | Get data back:** Select metadata fields (e.g., message, status code) to return. These help with debugging your integration.
10. Save the action.

Status codes

- 200: Success, data pushed
- 201: No users found, and selected not to create new user
- 202: Multiple rows found, only updated one user
- 400: The external integration returned an error

Braze | Create and Update User Event

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You will need:

- Braze API credentials. [More details in the authentication how-to guide](#).
- Survey fields containing the user identifier and event data

Configure the action

1. Open your survey in **Survey Builder**.
2. Select **Add New: Action**.
3. In the Add Action modal, scroll to the **Your Integrations** section.
4. Select **Braze**.
5. Select **Braze | Create and Update User Event**.
6. **Braze | Authentication:** Select an existing authentication or [create a new one](#).
7. **Braze | Find User:** Map the Alchemer field containing the unique user identifier to the corresponding Braze user field.
8. **Braze | Map event attributes:** Map event attributes to Alchemer fields. **Name is required.** Only two event attribute fields are available. If the custom event name provided does not already exist in Braze, it will be created automatically.

9. **Braze | Map event properties:** Add custom event properties as key-value pairs. In the left column, manually type the property key name. In the right column, select the Alchemer survey field whose value will be used as the property value.
10. **Braze | Get data back:** Select metadata fields (e.g., message, status code) to return. These help with debugging your integration.
11. Save the action.

Status codes

- 200: Success, data pushed
 - 201: No users found, and selected not to create new user
 - 202: Multiple rows found, only updated one user
 - 400: The external integration returned an error
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Testing and Troubleshooting

Testing and Validation

How to test

- Submit a survey response with data that triggers the integration action.
- Confirm the expected user activity in Braze (retrieved, updated, or event logged).
- Use returned metadata to validate successful behavior.

How to verify results

- Inspect the affected Braze user profile.
 - Ensure all retrieved or updated values match expectations.
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Monitoring Integration Activity

Where to find logs

- Go to **Results** → **Individual Responses**.
- Select the response you want to inspect.
- Open the **Action Log** tab.

What logs display

- Success or failure status
 - Timestamp
 - Input and output values
 - Returned status codes from Braze
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Troubleshooting

Authentication issues

- Invalid or expired API key
- Incorrect instance URL

Lookup failures

- Invalid or missing user identifier
- No matching user found

Mapping errors

- Unsupported or invalid attribute fields
- Incorrect data formatting

API errors

- Braze validation failures
 - Endpoint restrictions or rate limits
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FAQs

What permissions do I need?

Integration Manager in Alchemer and a Braze API key with the appropriate permissions.

When does the integration run?

In real time when a survey response is submitted.

Can I use multiple Braze actions in one survey?

Yes. Actions can run independently or in sequence.

Why isn't my data updating?

Check the Action Log for lookup issues, mapping mismatches, or API errors.

What happens if a custom event name doesn't exist in Braze?

If the event name provided does not already exist in Braze, it will be created automatically.

What if I need additional functionality?

Contact Alchemer Support for enhancement requests.

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