

Braze Authentication

Overview

The Alchemer Braze integration uses API key authentication. Your Braze REST API key and instance URL are entered directly in Alchemer and securely stored for reuse across all Braze integration actions.

Braze API Credentials

What You Need

- A Braze REST API key
 - Your Braze instance URL (REST endpoint)
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How to Get Your Braze API Credentials

1. Locate your Braze instance URL

- Your Braze instance URL is the REST endpoint for your Braze cluster (e.g., `https://rest.iad-01.braze.com`).
- If you are unsure which cluster your account uses, check with your Braze administrator or refer to [Braze's API endpoint documentation](#).

2. Create a REST API key in Braze

- In Braze, go to **Settings** → **APIs and Identifiers**.
- Select **Create New API Key**.
- Give the key a name and assign the permissions required for the actions you will use:
 - `users.export.ids` — required for Get User
 - `users.track` — required for Create and Update User Attributes and Create and Update User Event
- Select **Save API Key** and copy the generated key.

Need more help? Refer to [Braze's API key documentation](#).

Authenticate Braze in Alchemer

After obtaining your Braze API credentials, add them to the Alchemer Braze integration. Credentials are securely stored in Alchemer and can be reused across all Braze actions.

How to Authenticate

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1. Start a New Authentication

- Inside any Braze integration action, select **New Authentication**.

2. Enter Your Braze Credentials

Provide the following:

- **API Key:** Paste the Braze REST API key you created.
- **Instance URL:** Enter your Braze REST endpoint URL (e.g., `https://rest.iad-01.braze.com`).

3. Save Your Authentication

- Select **Create**.
- Once created:
 - The authentication is saved and reused for all Braze actions
 - You only need to update it if your API key or instance URL changes

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