

Braze Integration with Alchemer Workflow

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 workflow paths, enrich routing logic, create merge codes, and update Braze user profiles and events without manual intervention.

Common uses for the Alchemer Braze integration

- Personalize outbound emails and workflow steps using Braze user profile data
- Use Braze user attributes in workflow logic and routing
- Automate updates to Braze user profiles directly from workflow data
- Log custom Braze events triggered by workflow executions
- Keep Braze user records synchronized with operational data collected in Alchemer

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 workflow

Braze | Get User

You will need:

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

Configure the action

1. Open your workflow in **Workflow Builder**.
2. On the right side, drag and drop the **Braze** connection where you want the action to trigger.
3. In the connection box, click the pencil icon in the top-right corner.
4. Select **Braze | Get User**.
5. **Braze | Authentication:** Select an existing authentication or [create a new one](#).
6. **Braze | Find User:** Map the Alchemer field containing the unique user identifier to the corresponding Braze user field.
7. **Braze | Get data back:** Select the Braze user fields you want returned (e.g., first name, last name, email, custom attributes).
8. 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
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Braze | Create and Update User Attributes

You will need:

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

Configure the action

1. Open your workflow in **Workflow Builder**.
2. On the right side, drag and drop the **Braze** connection where you want the action to trigger.
3. In the connection box, click the pencil icon in the top-right corner.
4. Select **Braze | Create and Update User Attributes**.
5. **Braze | Authentication:** Select an existing authentication or [create a new one](#).
6. **Braze | Find User:** Map the Alchemer field containing the unique user identifier to the corresponding Braze user field.
7. **Braze | Create and update user attributes:** Map Alchemer workflow 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.
8. 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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Braze | Create and Update User Event

You will need:

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

Configure the action

1. Open your workflow in **Workflow Builder**.
2. On the right side, drag and drop the **Braze** connection where you want the action to trigger.
3. In the connection box, click the pencil icon in the top-right corner.
4. Select **Braze | Create and Update User Event**.
5. **Braze | Authentication:** Select an existing authentication or [create a new one](#).
6. **Braze | Find User:** Map the Alchemer field containing the unique user identifier to the corresponding Braze user field.
7. **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.
8. **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 workflow field whose value will be used as the property value.
9. 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

- Trigger the workflow and monitor individual runs in the **Monitor** tab.
 - Click into individual workflow runs to see input/output metadata.
- Confirm the expected retrieval, update, or event log occurs in Braze.
- Use metadata values returned to verify success or help debug issues.

How to verify results

- Check the affected Braze user profile directly in Braze.
 - Ensure all retrieved or updated values match workflow expectations.
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Monitoring Integration Activity

Where to find logs

- Go to Results → Monitor.
- Select the integration step you want to inspect.

What logs display

- Input/Output
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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 in Braze

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?

When the workflow triggers and reaches the Braze integration step.

Can I use multiple Braze actions in one workflow?

Yes. Actions can run independently or in sequence.

Why isn't my data updating?

Check the Monitor logs for lookup issues, mapping problems, 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.

Related Articles
