

Data Best Practices 101

braze |

Goal

Understand the different data types within Braze and how to leverage this data to target users

AGENDA

Data Principles

Learn more about how Braze defines data and where this data is placed in a user's profile

Data Types

Understand the different data types within a user's dashboard

Data Points

Assess which data on a user's profile consumes or does not consume data points, along with how to manage data points to avoid overages

Data Principles

DATA PRINCIPLES

Data Sources

- Data can be sent to Braze via SDK, API or a CSV upload.
- Not all data can be sent via all channels.
- Some types of data can count towards your data points as indicated by this chart.

TIP: UPDATE YOUR DATA IN DELTAS TO REDUCE UNINTENDED DATA POINT CONSUMPTION

Data Field	SDK	API	CSV
Session Start	Y	NA	NA
Session End	Y	NA	NA
First Name	Y	Y	Y
Last Name	Y	Y	Y
User Email	Y	Y	Y
Gender	Y	Y	Y
Birth Date	Y	Y	Y
User Country	Y	Y	Y
User Home City	Y	Y	Y
User Email Subscription	Y	Y	Y
User Push Subscription	Y	Y	Y
User Phone Number	Y	Y	Y
User Avatar Image URL	Y	Y	Y
Device Locale	N	NA	NA
Language (taken from Device Locale)	N	Y	NA
Most Recent App Version	N	NA	NA
Device Model	N	NA	NA
Device OS Version	N	NA	NA
Device Time Zone	N	NA	NA
Custom Events	Y	Y	NA
Custom Event Properties	N	N	NA
Custom Attributes	Y	Y	Y
Purchase Events	Y	Y	NA

Key

- Y - does count as a data point
- N- does not count as a data point
- NA - data cannot be sent this way

DATA PRINCIPLES

Understanding Different Types of Data

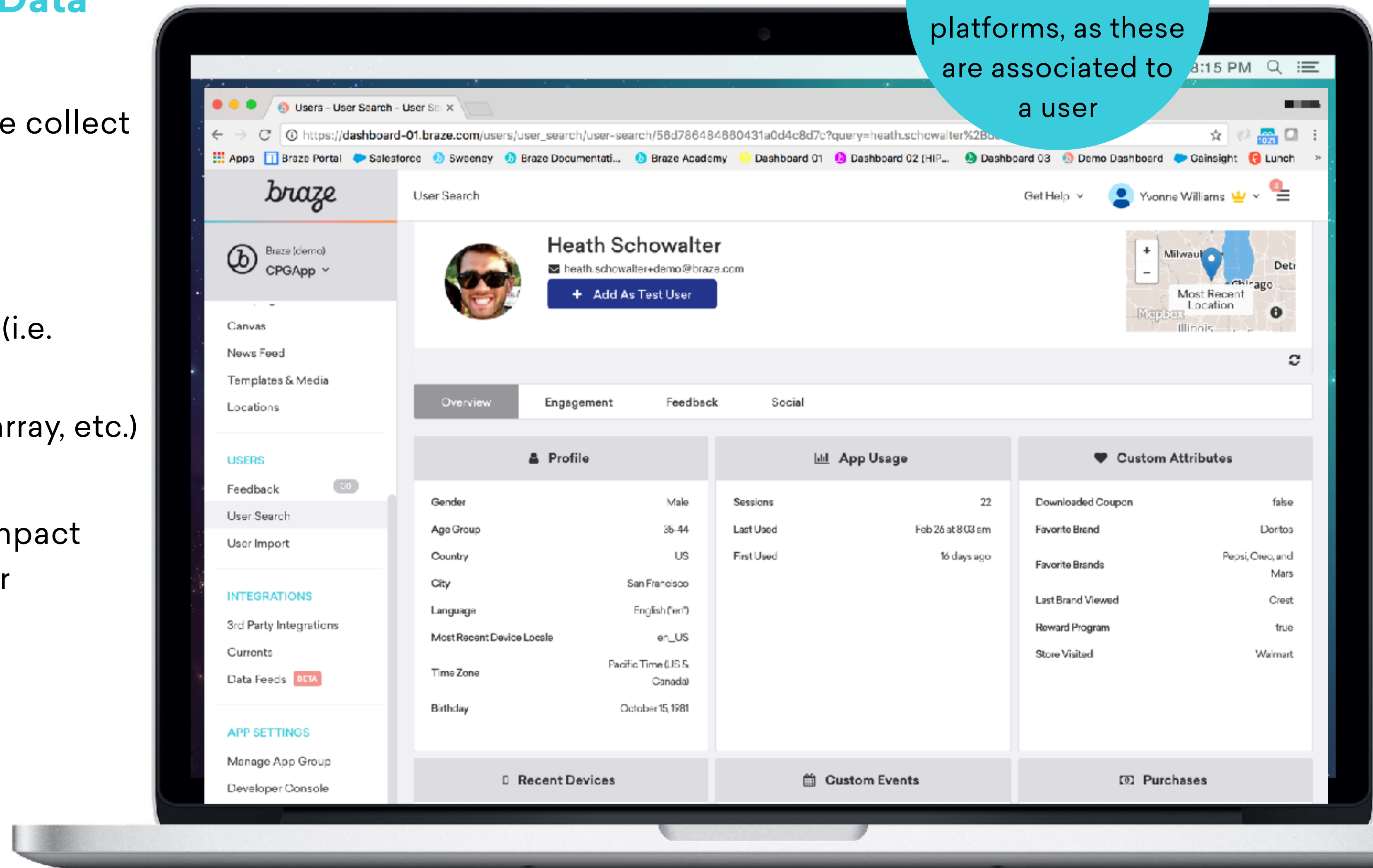
- “Data” refers to any piece of information we collect against a user profile.

Data:

1. is logged in Braze as different data **types** (i.e. custom attributes and events).
2. comes in different **formats** (i.e. boolean, array, etc.)

- The format, source and type of data will impact what you can do in the dashboard and your commercial tier.

Ensure you are setting a consistent external ID across platforms, as these are associated to a user



Data Types

DATA TYPES

THERE ARE 4 TYPES OF DATA IN BRAZE:

Automatically Captured Data

Captured and updated automatically by the Braze SDK. You don't need to record this separately as Custom Events or Custom Attributes.

Standard Attributes

Standard attributes are predefined, common pieces of information brands collect regardless of industry or audience, and can be used for segmentation.

Custom Data

Additional, customizable data logged as custom attributes, events and purchases. You can use this data to segment your users and personalize your campaigns.

Data from External Sources

Data from external sources (i.e. APIs and Connected Content) that are used to customize a user's experience, but are not stored in Braze.

DATA TYPES

Automatically Captured Data

THESE DATA TYPES ARE COLLECTED THROUGH YOUR SDK IMPLEMENTATION:

USAGE INFORMATION	CAMPAIGN RETARGETING	DEVICE INFORMATION
<ul style="list-style-type: none">• Total Session Count (Integer)• Number of Feedback Items (Integer)• Number of Sessions in the Last Y Days (Integer and Date)• Email Available (Boolean)• News Feed View Count (Integer)• Connected Facebook• Connected Twitter	<ul style="list-style-type: none">• Last Received Any Campaign (Date)• Last Received Email Campaign (Date)• Last Received Push Campaign (Date)• Last Viewed News Feed (Date)• Clicked Card (Integer)• Received Campaign• Received Campaign with Tag• Retarget Campaign	<ul style="list-style-type: none">• Location Available (Boolean)• Most Recent Location (if location permission is granted to your app)• Push Enabled (Boolean)• Device Locale• Language (taken from Device Locale)• Country (first taken from IP Address. If this is not available, taken from Device Locale)• Most Recent App Version• Device Model• Device OS Version• Device Resolution• Device Wireless Carrier• Device Time Zone• Uninstalled (Date and Boolean)

DATA TYPES

Standard Attributes

Standard attributes can be found under the “Profile” section in addition to the Engagement tab, and include:

- First name
- Last name
- User email
- Gender
- Birth Date
- User Country
- User Home City
- User email subscription
- User push subscription
- User phone number
- User image URL
- Session data

The screenshot displays the Braze user search interface for a user named Heath Schowalter. The interface is divided into several sections:

- Header:** Braze logo, User Search, Get Help, and user profile (Yvonne Williams).
- User Profile:** Heath Schowalter, email: heath.schowalter-demo@braze.com, and a map showing the most recent location in Chicago, Illinois.
- Engagement Tab:** Overview, Engagement (highlighted), Feedback, and Social.
- Profile Section (highlighted in yellow):**

Gender	Male
Age Group	35-44
Country	US
City	San Francisco
Language	English (en)
Most Recent Device Locale	en_US
Time Zone	Pacific Time (US & Canada)
Birthday	October 15, 1981
- App Usage Section:**

Sessions	22
Last Used	Feb 25 at 8:03 am
First Used	16 days ago
- Custom Attributes Section:**

Downloaded Coupon	false
Favorite Brand	Doritos
Favorite Brands	Pepe, Oreo, and Mars
Last Brand Viewed	Crest
Reward Program	true
Store Visited	Walmart
- Bottom Section:** Recent Devices, Custom Events, and Purchases.

DATA TYPES

THERE ARE 4 TYPES OF CUSTOM DATA IN BRAZE:

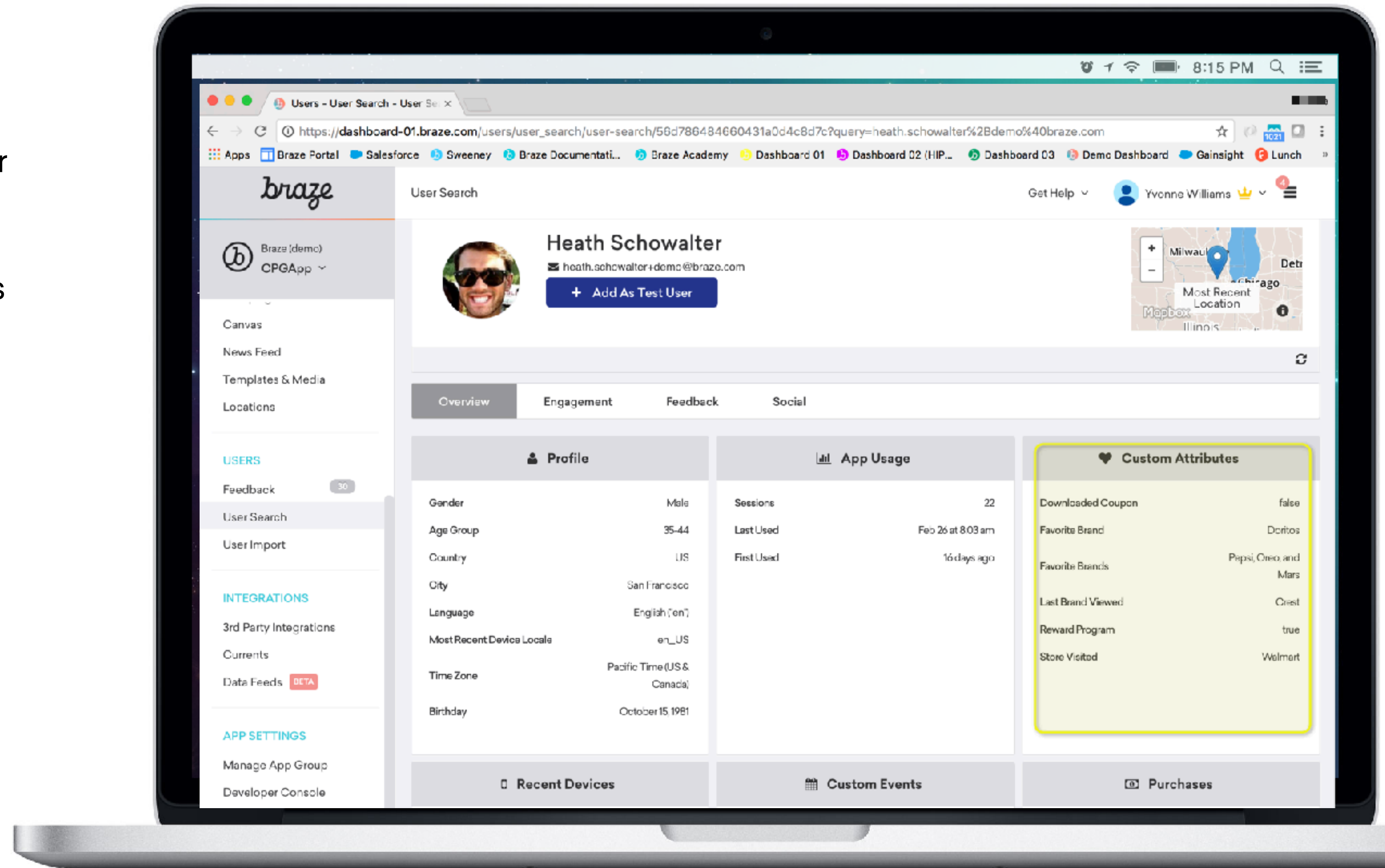
Custom Attributes	Custom Events	Purchase events
<p>Custom attributes are attributes that are defined by your team. These attributes can be in the form of dates, strings, boolean, integer, decimal, or array data types.</p> <p>They can be named anything that does not conflict with any of the Braze-defined standard attributes.</p> <p><i>Tip: think of these like nouns about your users - they describe who your user is and their preferences</i></p>	<p>Events are actions that your user takes that are recorded as time series. A time series records the first and last time an event takes place, as well as the total number of times the event has occurred.</p> <p><i>Tip: think of these like verbs that your users are doing</i></p> <p>Event properties</p> <p>Event properties are meta data that can be recorded along with an event. We'll come back to event properties when we look at datapoints.</p>	<p>Purchase events are similar to regular events, however they have default parameters i.e. price, quantity so that Braze can calculate fields like Life Time Value.</p> <p><i>Tip: think of naming your products in a way that is meaningful for segmentation purposes</i></p>

DATA TYPES

Custom Attributes

Custom attributes can be found under the “Custom Attributes” section in a user’s profile and are completely customizable to your needs. Examples of custom attributes include:

- Favorite Brand
- Shoe Size
- Reward Points
- Paid/Demo Subscription Status

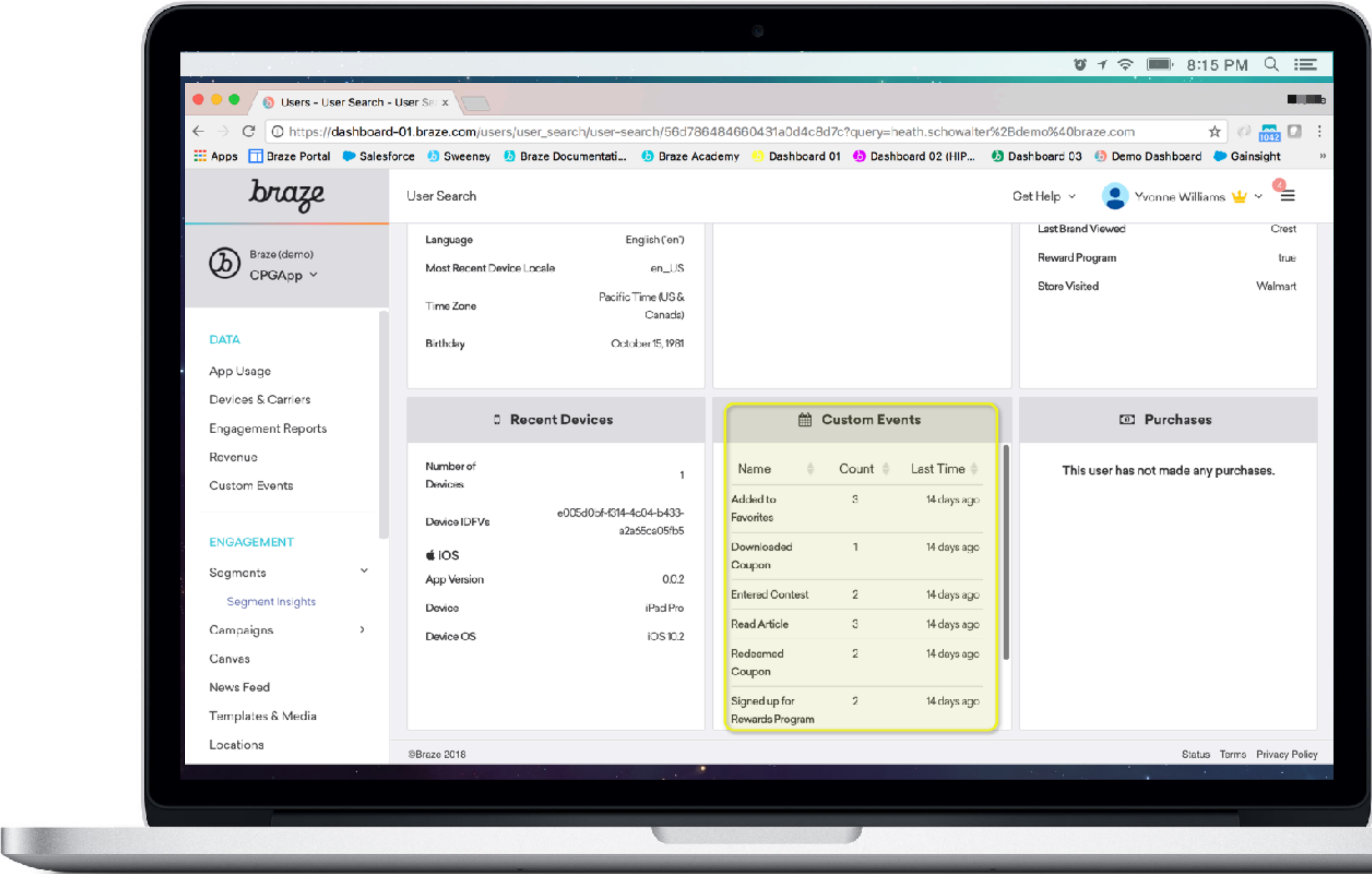


DATA TYPES

Custom Events

Custom events can be found under the “Custom Events” section in a user’s profile and record events that your user. Examples of custom events include:

- Viewed Landing Page
- Added to Favorites
- Signed Up for Rewards Program
- Used Coupon Code

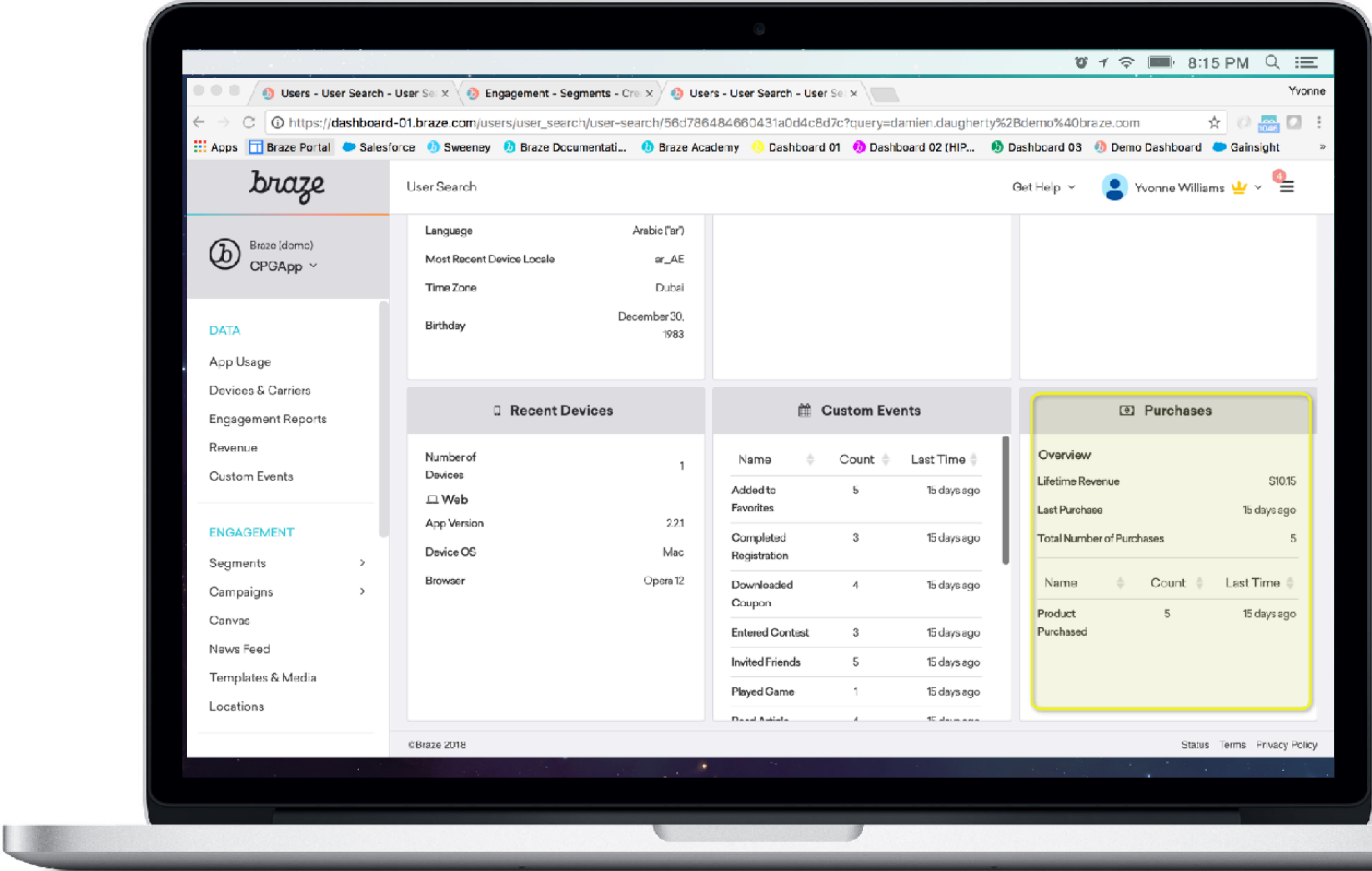


DATA TYPES

Purchase Events

Purchase events record the number and value of a user's purchases. can be found under the "Purchase Events" section in a user's profile. A few examples of purchase events include:

- Last Purchase Date
- Total Number of Purchases
- Lifetime Revenue
- Name of Product Purchased



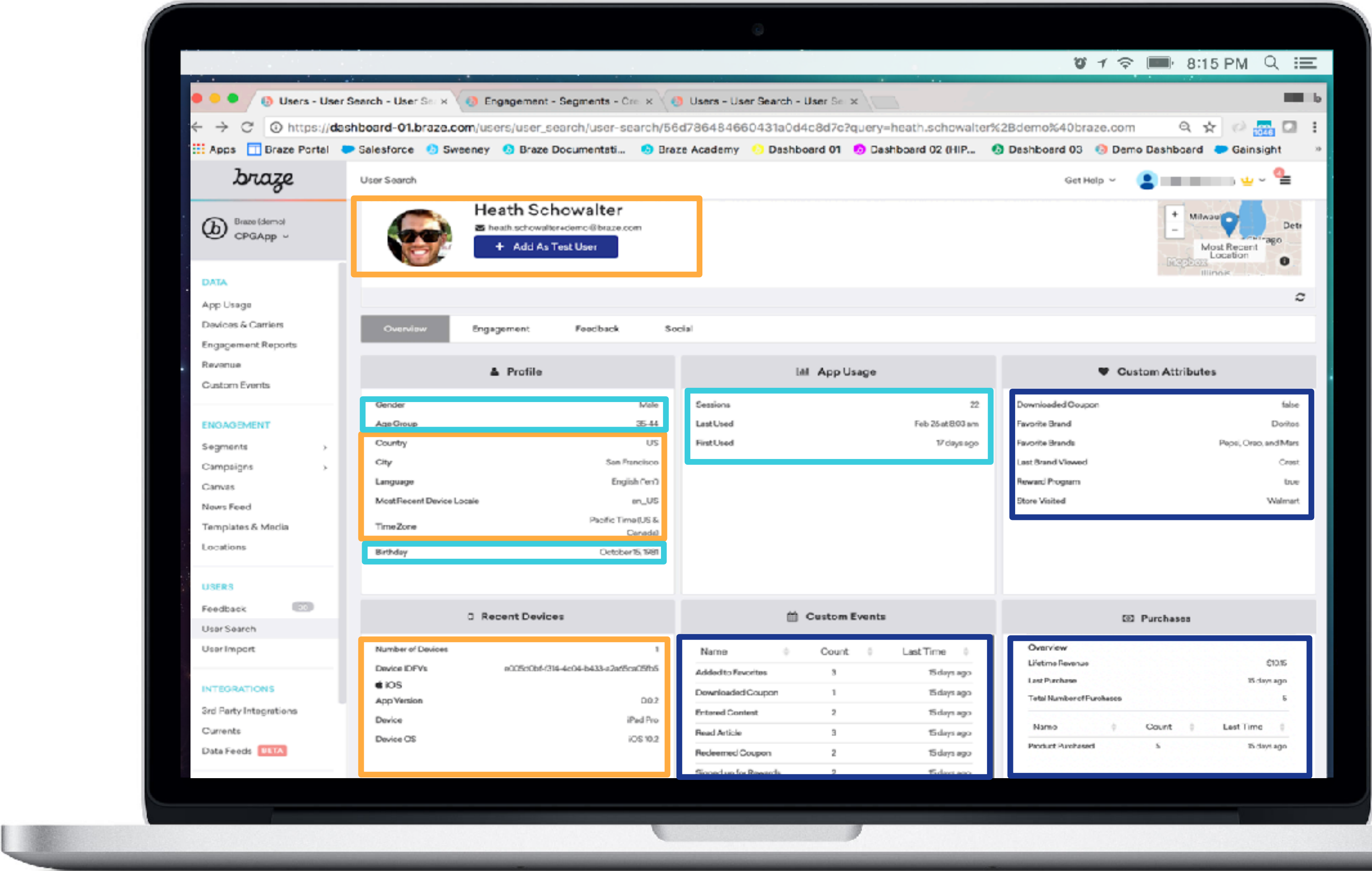
DATA TYPES: SUMMARY

Let's do a quick recap on all the different data sources in a user's profile:

Automatically Collected Data

Custom Attributes

Standard attributes



DATA TYPES: EXTERNAL DATA

There's even *more* ways you can leverage additional data to personalize messages. Here's how:

CONNECTED CONTENT

- This feature allows you to insert any information accessible via API directly into messages you send to users.
- Connected Content allows for pulling content either directly from your web server or from publicly accessible APIs.

API CAMPAIGNS

- Campaigns sent through the Messaging API can have the same detailed reporting and retargeting options as campaigns created on the dashboard.
- Using this method will allow you to house all messaging and targeting information within your API calls.

API TRIGGERED CAMPAIGNS

- Braze's API Triggered Campaigns allow marketers to manage campaign copy, multivariate testing and re-eligibility rules within the Braze dashboard while triggering the delivery of that content from their own servers and systems.
- The API request to trigger the message can also include additional data to be templated into the message in real time as `{{api_trigger_properties.$
{ some_value_included_with_request}}}`

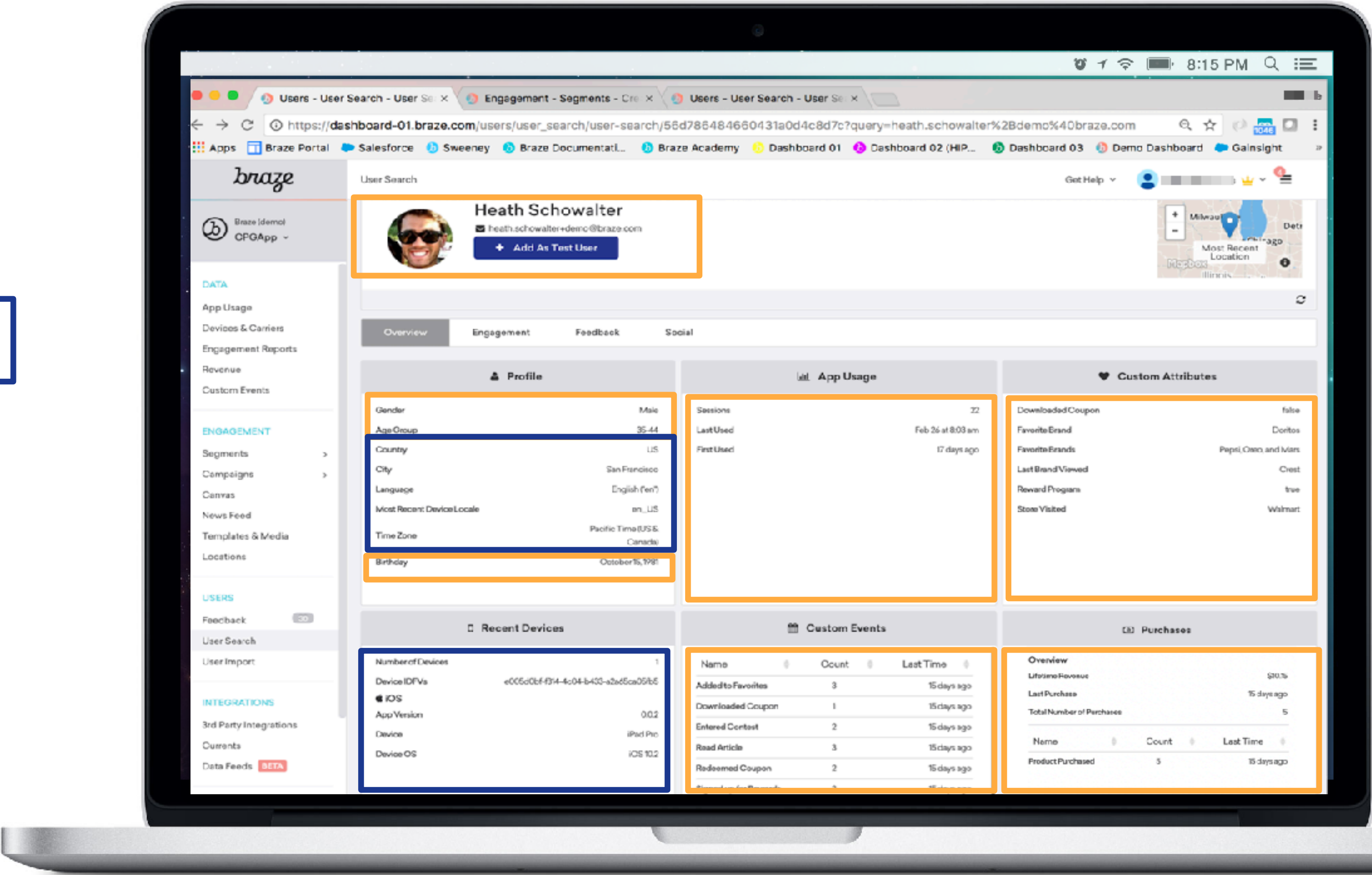
Data Points

DATA POINTS

There are some forms of data that count toward your data point usage. Let's take a look at them below:

Counts towards data points

Does not count toward data points



DATA POINTS

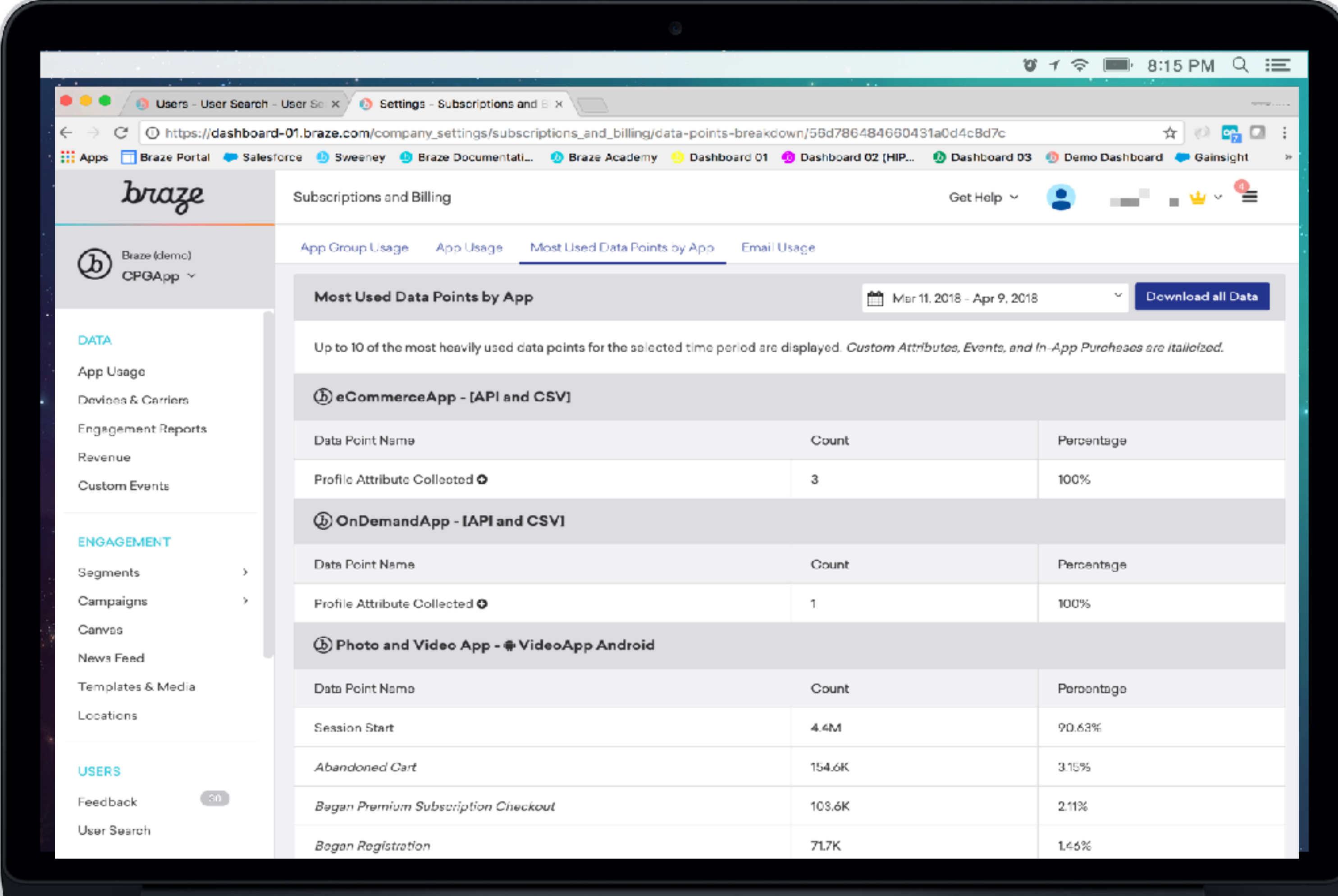
Data Point Management Tips

In the dashboard you can:

- Review all attributes and events that are being tracked under “Subscriptions and Billing”
- Review your highest tracking data points by app group
- Blacklist and delete attributes and events from the dashboard

Within your integration you can:

- Extend session timeouts
- House events as event properties
- Send data via API/Connected Content



The screenshot displays the Braze dashboard interface. The main content area is titled 'Subscriptions and Billing' and shows a section for 'Most Used Data Points by App' for the period of Mar 11, 2018 - Apr 9, 2018. The dashboard includes a left-hand navigation menu with categories like DATA, ENGAGEMENT, and USERS. The main content area is divided into three sections, each representing a different app group:

- eCommerceApp - [API and CSV]**: Shows 'Profile Attribute Collected' with a count of 3 and 100%.
- OnDemandApp - [API and CSV]**: Shows 'Profile Attribute Collected' with a count of 1 and 100%.
- Photo and Video App - VideoApp Android**: Shows several data points including 'Session Start' (4.4M, 90.63%), 'Abandoned Cart' (154.6K, 3.15%), 'Began Premium Subscription Checkout' (108.6K, 2.11%), and 'Began Registration' (71.7K, 1.46%).

Practice

PRACTICE

1. What is the difference between a custom attribute and a custom event?
2. Write **three** custom attributes and **three** custom events that may be useful to track for your brand's meaningful marketing campaigns.

HINTS

- **Hint 1:** Open your app and go through the user flow, think about what actions you are taking as a user.
 - **Hint 2:** Now consider what user actions are helpful to inform your marketing campaigns. This will be different from a platform like Google Analytics where you track data for analytics purposes.
 - **Hint 3:** Is the data you are considering tracking best thought of like a noun or a verb?
3. What are some data types that count towards your data points?

Thank you!

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