

INTEGRATION CASE STUDY

Over 36 Million Coupons Sent with Braze and Talon.One

*braze***PRODUCT**

Mobile CRM platform

LOCATION

Worldwide

CUSTOMERS

5 On-Demand & Fast-Food Clients

INTEGRATION

- Webhooks
- URL Endpoints

CURRENT CASES

- Coupons
- Referrals
- Loyalty updates
- Segment-based

WHO ARE BRAZE?

Braze is a comprehensive customer engagement platform that powers relevant and memorable experiences between consumers and the brands they love. Customers are engaged and informed via push notifications, email, in-app banners, and more.

Our Partnership



Braze and Talon.One teamed up to help businesses automate coupon creation and delivery for specific customer segments. Using the connected content feature in Braze, you can simply trigger the “coupon creation endpoint” in Talon.One.

Once you’re integrated, you can use Braze liquid-tags to link customer IDs to coupon codes with attached attributes. You can also include dynamic data like loyalty point balance and referral codes, or trigger promotions based on segment data in Braze

WITH BRAZE & TALON.ONE YOU CAN

- 1 Offer unique coupon codes based on your user audiences
- 2 Deliver notifications related to your live promotions
- 3 Validate promo codes against customer attributes & orders
- 4 Send referral codes or add loyalty points to customer accounts



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“It’s a lot easier to connect with millions of customers straight away with this integration.”

Hesham Elnakhlawy

Product Team Lead at Delivery Hero

Their Story

Delivery Hero's brands were already integrated with Braze, but needed to send coupon codes and promo notifications to large segments. After integrating with Talon.One this was possible to do at scale.

Using the Connected Content feature in Braze, coupons can be generated with Talon.One, and liquid-tags allow unique IDs and custom attributes to be linked to each of the coupons they sent.

DELIVERY HERO'S INTEGRATION HELPED THEM

- 1 Trigger Talon.One promotion effects through Braze
- 2 Send millions of targeted coupon codes to customer segments
- 3 Link customer IDs, dates and redemption limits to coupons
- 4 Notify customers of promotion validations at a huge scale

Get Started in 3 Steps

Once you're integrated with Talon.One and Braze, you can quickly start sending your audience segments unique coupon codes in just a few simple steps.

1 Personalize Your Codes

Open Talon.One's Campaign Manager, go to **Campaign > Settings > Coupon Codes** and configure your codes however you need.

- Adjust the length of the randomly generated code
- Choose if you want to use numbers, letters or both
- Remove commonly confused characters
- Add prefixes and suffixes, or segment longer codes

The screenshot shows the 'Campaigns > Braze Coupon Campaign' page in the Talon.One interface. The 'Coupon Code Generator' section is active, displaying instructions and configuration fields. The instructions state: 'When your campaign Rule automatically generates coupons as an effect, these settings will define the format of the coupon codes. Fill in the fields below to customize the shape, characters and length of your code, then click save.'

The configuration fields are as follows:

- CODE LENGTH ***: A dropdown menu set to '8'.
- CHARACTER SET**: A dropdown menu set to 'Numbers and letters'.
- DISALLOWED CHARACTERS**: A text input field containing '0126G10SZ'.
- PREFIX**: A text input field containing '(No prefix)'.
- CODE SHAPE**: A text input field containing '###-###-###'.
- SUFFIX**: A text input field containing '(No suffix)'.
- SEGMENT LONG CODES**: A checkbox labeled 'Segmented' which is checked.

A 'No Changes' button is located at the bottom right of the form.

2 Add Connected Content

In a Braze campaign, you just need to add the code below with the session token and ID numbers from Talon.One. This code converts directly into a unique coupon for every customer you send it to.

THE CODE FORMAT

```
{% connected_content
https://[YOUR_SUBDOMAIN].talon.one/v1/braze/createcoupon

:headers {
  "authorization": "Bearer [sessionToken]"
}
:method post
:body
applicationID=145&campaignID=1488&identifier={{campaign.${message_
api_id}}}&integrationID={{${user_id}}}
:content_type application/json
:save result
%}

{{result.value}}
```

HOW THIS LOOKS IN BRAZE

Name: Test Braze campaign

Sending Info	Body
<div> <div>HTML Editor</div> <div> <pre> 1 {% connected_content https://demo.europe-west1.talon.one/v1/braze/createcoupon 2 3 :headers { 4 "authorization": "Bearer [REDACTED]" 5 } 6 :method post 7 :body applicationID=156&campaignID=2476&identifier={{campaign.\${message_api_id}}}&integrationID={{\${user_id}}} 8 :content_type application/json 9 :save result 10 %} 11 12 {{result.value}}</pre> </div> <div>Editor Settings</div> </div>	

3 Define Braze Audiences

You can either use Braze's predefined customer segments or import your own as a .csv file for each of your target groups.

1 Compose 2 Delivery 3 Target Users 4 Conversions 5 Confirm

Targeting Options

Target users by choosing multiple segments they must fall into. Further refine your audience by adding additional filters.

Target Users By Segment

+ Add Segment *Select a segment...*

Launch Your Campaign!

Compose > Delivery > Target Users > Conversions > Confirm Forward

Save as Draft Launch Campaign





“We were really impressed by how easy it was to send such a large volume of push-notifications with coupons we could customize and attribute to our customers.”

Hesham Elnakhlawy
Product Team Lead at Delivery Hero

Why Integrate?

With Talon.One and Braze you can reach huge numbers of users and customers. Send them unique promotions, including coupons, referrals and loyalty rewards based on their interactions with your business or platform.

With a scalable infrastructure and promotion management software like Talon.One and Braze’s customer engagement platform, you can get the right promotions to the right people, at the right time.

THE BUSINESS BENEFITS

- 1** Increase customer engagement and repeat purchases
- 2** Boost your ROI for coupon, referral and loyalty campaigns
- 3** Encourage your customers to make more successful referrals
- 4** Trigger promotions to engage customers that are about to churn



The World's Most Flexible Promotion Engine

Integrate easily with 3rd-party software and
make the most of your promotions

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