

# Braze Launch

Braze live in 8 to 10 weeks: workspaces, data model, SDK guidance, two channels, three Canvas journeys and the consent and frequency controls regulated firms need.



## PRICE

**From \$30,000**

## TIMELINE

**8-10 weeks**

## PACKAGE TYPE

**Implementation**

## WHAT'S INCLUDED

- 1 production and 1 development workspace
- User and event data model (up to 25 custom attributes, 15 custom events)
- SDK integration guidance and QA support for 1 web and 1 mobile app
- Subscription groups and preference center
- 2 channels chosen from email, push, SMS and in-app
- Email domain and IP pool setup with a warming plan
- 3 Canvas journeys from client copy and creative
- 3 email templates from client designs
- Frequency capping, quiet hours and global suppression
- 2 dashboards
- 3 trainings (admin, marketer, analyst)
- Braze's partner-led onboarding needs Onboarding Consultant and Technical Architect badges; Vantage Point delivers this package alongside Braze's onboarding.

## NOT INCLUDED

- App or website code changes (client developers implement the SDK)
- Creative and copywriting
- Currents and warehouse setup
- CRM integration (Connect packages)
- More than 2 channels
- Content Cards, WhatsApp, LINE
- IP warming execution beyond the plan
- Braze subscription, message volume and SMS carrier fees

### You provide

- Developers for SDK work
- Brand assets, copy and designs
- Compliance approval of messages
- DNS access

### Assumptions

- Braze contract signed
- Apps in active development cycles

**Done means:** Both channels send in production; 3 journeys live; events flowing from both apps.

**Standard on every package.** Every Launch package includes a named senior consultant from kickoff to go-live, a written project plan, weekly status, build and test in a sandbox where the platform has one, one UAT cycle, admin documentation, recorded training and 30 days of hypercare. Never included: software licenses, custom code unless listed, integrations not named, content beyond the numbers listed, legal or compliance approval, on-site work and travel.



## Talk to a senior consultant

[vantagepoint.io/packages/braze-launch](https://vantagepoint.io/packages/braze-launch)

Book a free 30-minute CRM assessment: [vantagepoint.io/get-started](https://vantagepoint.io/get-started)  
Full scope, FAQs and the latest price are on the package page.