

BRAZE

Braze Readiness Assessment

Know what Braze will take before you sign: a review of your CRM, data, channels and consent model, a draft Braze data model and a priced plan for the first 90 days. Credited against Launch.


PRICE
\$7,500
TIMELINE
2-3 weeks
PACKAGE TYPE
Assessment
WHAT'S INCLUDED

- Up to 4 stakeholder workshops
- Review of CRM, data sources, apps and channels
- Consent and subscription model review against TCPA, CAN-SPAM and GDPR
- Draft Braze data model (users, events, attributes)
- First-90-day channel and use-case plan
- Salesforce or HubSpot integration approach
- Written roadmap and priced Launch SOW

NOT INCLUDED

- Any configuration
- SDK or code review
- Platform selection between Braze and other tools
- Data quality remediation

You provide

- Marketing, data and compliance stakeholders for the workshops
- Read access to the CRM and current messaging tools

Assumptions

- Delivered remotely, in English

Done means: Roadmap and SOW delivered and walked through.

COMMON QUESTIONS

How much does Braze consulting cost? The Readiness Assessment is \$7,500 and is credited in full against Braze Launch, which starts at \$30,000. Connecting Braze to Salesforce or HubSpot is quoted after the assessment.

Is Vantage Point a Braze partner? Yes, a member of the Braze Alloys partner network, delivering Braze alongside Braze's own onboarding for banks, credit unions, fintechs, insurers and lenders.

Standard on every package. Delivered by a senior consultant with written findings and a prioritized roadmap. Assessment fees are credited against a Launch package signed within 60 days where stated. 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-readiness-assessment

Book a free 30-minute CRM assessment: vantagepoint.io/get-started

Full scope, FAQs and the latest price are on the package page.