


Mavlers 
A brand of Uplers



Who we are

Mavlers - your reliable Braze partner

Mavlers is a full-service martech agency, providing all digital marketing and technology services under one umbrella.

Mavlers is a Braze solutions partner— demonstrating our deep expertise within the platform and the value we consistently drive for our customers. From platform evaluation to achieving expert status on Braze, we partner with marketers every step of the way — driving value and helping you do work you're proud of with Braze.

We have successfully done more than 2030 braze campaigns and automations in just 2023.



Braze Services We Provide

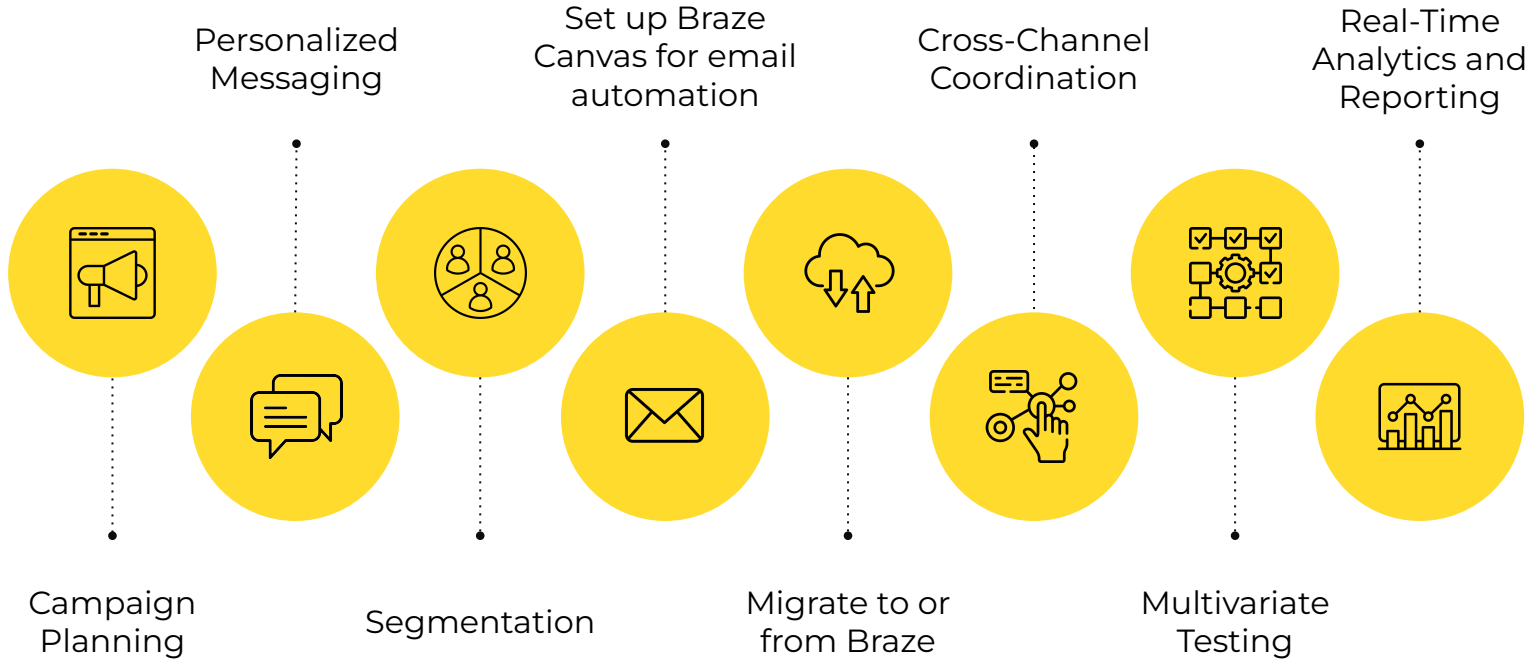
Our team at Mavlers has successfully helped over 100+ eCommerce businesses in 2023 maximize their use of Braze for email marketing. By leveraging Braze's robust platform, we've been able to craft personalized and highly engaging email campaigns that drive significant results. We're proud to report that our Braze-powered email marketing strategies have delivered massive ROI for our clients, with an impressive 50% growth in revenue.

Braze's advanced features, such as sophisticated segmentation, dynamic content, and powerful automation, allow us to create high-converting email campaigns that resonate with customers on a personal level. These capabilities enable us to send the right message to the right person at the right time, fostering deeper customer engagement and loyalty.

With Mavlers handling your email marketing through Braze, you can enjoy the benefits of increased revenue and customer engagement without the hassle.



Here's how we help you with Braze



Here's how we help you with Braze

Messaging Channels

Email

Personalized email campaigns with advanced segmentation and dynamic content.

Push Notifications

Mobile push notifications for iOS and Android devices.

In-App Messaging

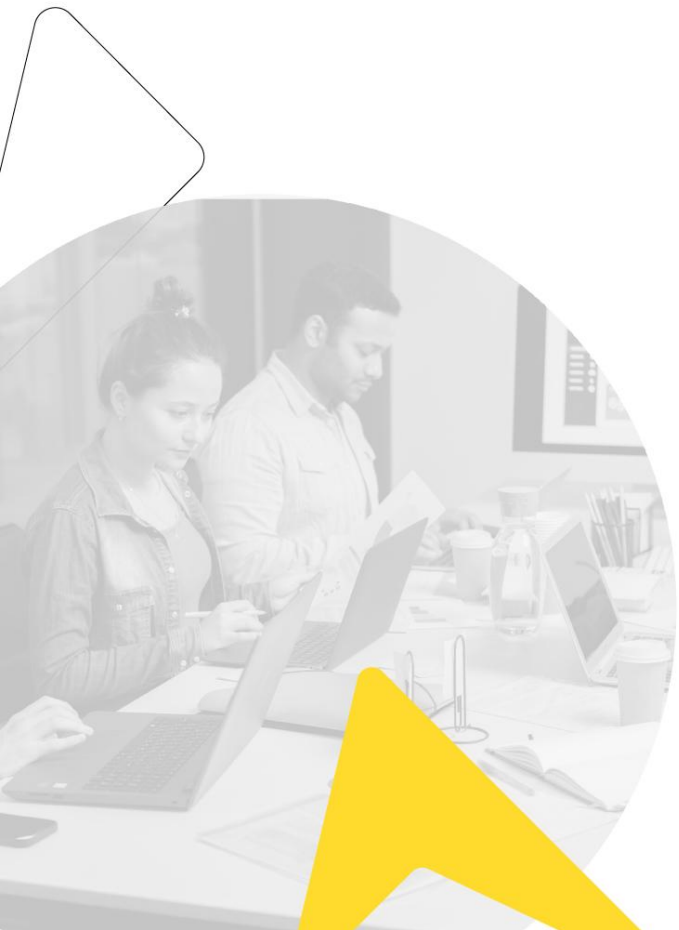
Contextual messages displayed within the app.

Webhooks

Real-time data triggers and notifications to third-party systems.

Content Cards

Content Cards are great for extending the reach of other channels, like email or push notifications, and they give you more control over the app or website experience.



Here's how we help you with Braze

Journey Orchestration

Canvas

Visual journey builder to create and automate customer engagement workflows.

Connected Content

Personalize messages with real-time data from external sources.

Action-Based Delivery

Trigger messages based on user actions or events.



Here's how we help you with Braze

Personalization

Dynamic Content

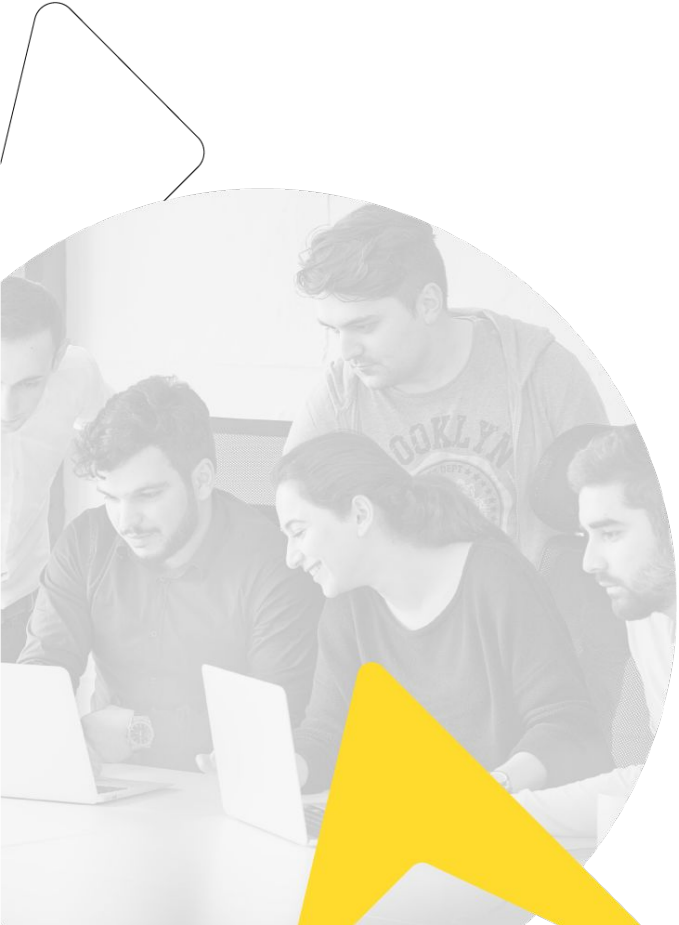
Personalized message content based on user data and behavior.

Recommendation Engine

I-driven content and product recommendations.

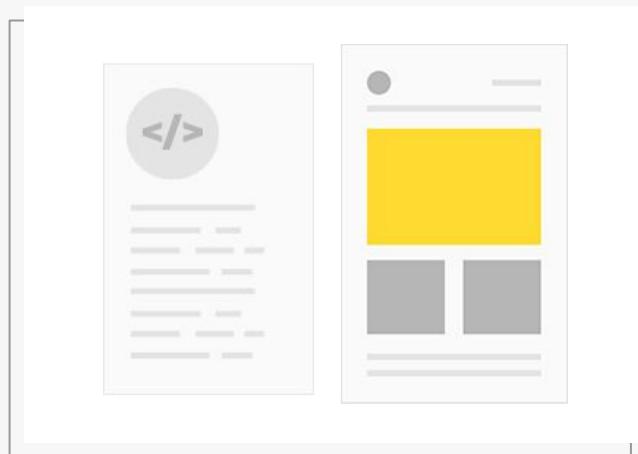
Liquid Templating

Advanced templating language for dynamic message customization.



01 Build flawless email templates

At Mavlers, we excel in creating flawless email templates tailored for Braze. Leveraging Braze's advanced features, we ensure seamless integration with your marketing strategy. Our templates are meticulously crafted and rigorously tested across 50+ email clients and 15+ devices, guaranteeing optimal rendering and engagement. With Braze, your email campaigns will captivate your audience and drive exceptional results.



Technical proficiency:

- Hand-code and integrate email templates within Braze's platform
- Test templates for renderability in 40+ email clients using Braze's testing capabilities
- Utilize tools like Adobe Creative Suite, Sketch, Invision, Figma, and Zaplin to create editable and dynamic email templates optimized for Braze
- Identify and solve complex rendering issues in email clients, leveraging Braze's Email Markup Validation
- Expertise in crafting modular and interactive email templates tailored for Braze, utilizing Braze's Liquid Templating language
- Conduct research on delivery issues and provide solutions within Braze's framework, utilizing Braze's Deliverability Dashboard
- Set up automation and email marketing journeys efficiently using Braze's Canvas and Braze Workflows

HTML email

Modular templates

Interactive emails

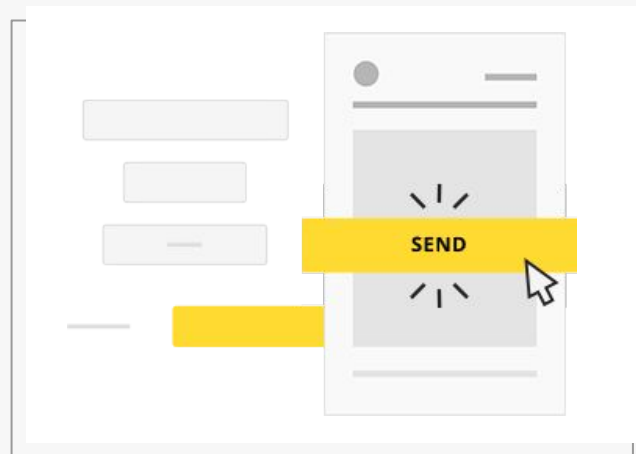
Master templates

Dynamic Content

02 Set up automation workflows

Setting up automation workflows in Braze involves using its Canvas tool to visually design and automate multi-channel customer journeys.

Begin by defining the triggers for your workflow, such as user actions or events (e.g., sign-ups, purchases). Utilize the drag-and-drop interface to map out the journey, incorporating various messaging channels like email, push notifications, in-app messages, and SMS.



Technical proficiency:

- Setup, execute, and manage email automation programs using Braze's Journey Builder and Canvas.
- Oversee the copy, design, coding, deployment, and testing of automated emails within Braze.
- Skilled in setting up all types of workflows and customer journeys in Braze.
- Import, segment lists, and maintain data hygiene and validation using Braze's Audience Segmentation tools.
- Monitor and optimize email deliverability with Braze's Deliverability Insights and Dashboard.
- Manage and create multi-channel automation programs, incorporating email, SMS, push notifications, and in-app messages within Braze.
- Expertise in A/B and multivariate testing of emails using Braze's built-in testing features.
- Develop and integrate landing pages, pop-ups, and banners tailored for Braze.
- Analyze and optimize the performance of workflows using Braze's Analytics and Reporting tools..

Automation Triggers

Journey Mapping

Workflow SetUp

Message setup

Segmentation

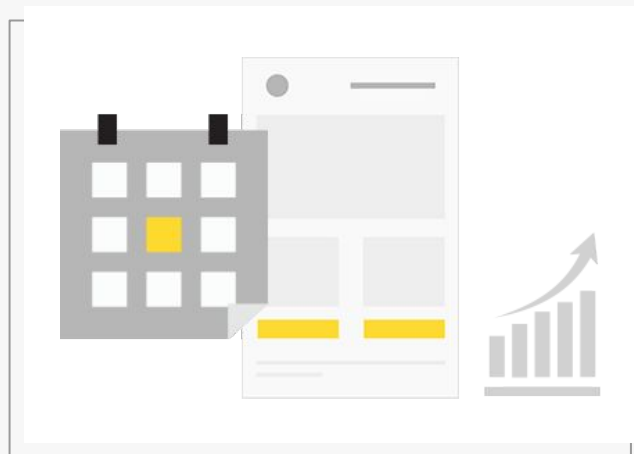
Personalization

Workflow optimization

Review and Analysis

03 Manage Braze campaigns

Whether you are looking for stagewise or end-to-end support for your Braze email campaigns, we function as an extension of your team. By opting for day-to-day campaign management support, our team can provide value across all stages of email campaign management within Braze.



Technical proficiency:

- Plan and maintain your email calendar for strategic and timely campaigns using Braze.
- Deploy email templates within Braze's marketing automation platform.
- Test and verify pre-headers, copy, links, and renderability using Braze's email preview and testing tools.
- Drive optimization through continuous A/B testing and customer segmentation with Braze's Audience Segmentation tools.
- Foster creative partnerships and optimize landing pages tailored for Braze.
- Build cohesive customer experiences across channels, integrating email, SMS, push notifications, and in-app messages within Braze.
- Analyze campaigns using Braze's Analytics and Reporting tools.
- Provide recommendations to enhance campaign performance and achieve marketing goals with Braze.



Campaign Management

Assets Development

Assets Management

A/B Testing and Audit

List Segmentation

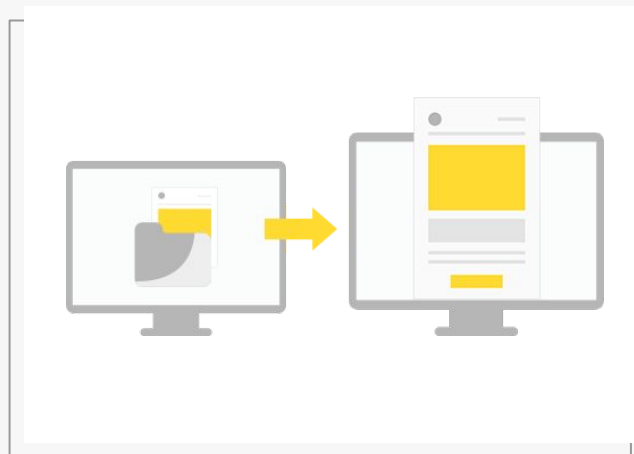
Workflow optimization

Review and Analysis

04 Migrate to or from Braze

Braze migration is an intricate and sensitive task. However, our experts possess the requisite experience and expertise to deftly handle it, ensuring minimal downtime and a friction-free transition.

As a leading Braze migration agency, we diligently transfer Migrate email lists, content and templates, folder structure, reports, marketing automation, integrations, including both data feeds and APIs, database and schema. APIs database will require developer expertise



Technical proficiency:

- Ensure hassle-free migration from current ESP to Braze or vice versa
- Migrate email lists, content and templates, segmentation structure, reports, Canvas marketing automation, integrations, including both data feeds and APIs, database and schema.
- Seamlessly integrate your third-party tools with Braze.

Migrating From Previous ESP, Defining Workflow, Setting Up Automation, Authenticating Your New Domain, Warming Up IP, Testing The New ESP

Data Integration

ESP Migration





Engagement models



One-off projects

- **Build email template** : We code visually appealing email templates that are in perfect sync with your brand guidelines and render well across 40+ email clients and 15+ devices. You can either share your brief with us or the PSD, Sketch, AI, or PDF file and we will build a customized Braze email template for you.
- **Automation set up** : Our experts possess extensive knowledge about how to create complex workflows that would ensure seamless automation and integrations. We strive to set up flawless automations so that you can deliver a relevant and hyper-personalized experience to your subscribers.
- **Manage your email campaigns** : Besides crafting hand-coded email templates, we can carry out the complete execution of your email marketing strategy, starting from email design to its deployment, automation, integrations, and optimizing it as per the performance reports.



Retainer engagement

- Ideal when you need recurring support, month on month, to drive your marketing strategy and deliver consistent results for your campaigns. When you are not looking to hire/onboard an expert but need long-term, continual support for you email marketing needs.

Applicable to all the services starting from email templates to campaigns to automation, we can help you through our retainer engagement model.



**Dedicated resources
and teams**



Whether you want to hire one Braze certified expert or build an entire Braze email marketing team, this engagement model can prove advantageous for your business.

When you hire a dedicated resource or team, they work only on your project. Hire a resource when you want to cut hiring cost, or need a helping hand, or need an expert team to meet aggressive deadlines.

Why go for dedicated resources

- No hiring hassles
- Overcome the lack of right resources
- Access to right resource, at the right time, and right Price
- Low risk and greater predictability of the project outcomes
- Delegate & manage priorities on your own terms
- Scale up / down quickly
- Educate the resources as per your processes, practices, PMS, and tools.
- Complete ownership of the solutions developed
- Reduction of annual operating cost
- Faster turnaround time & increased productivity



Your seamless journey with Mavlers

ONBOARDING

Step
1

Discovery

Are you leaving money on the table?

- Initial email marketing audit
- Review of list growth & data
- Evaluation of subscriber processes
- Assessment of past campaigns (Design & templates)
- Workflow, deliverability, and integration setup reviews

Step
2

Continued Discovery

Are you getting the most out of your MAP?

- Marketing Automation Platform (MAP) audit begins
- Detailed analysis of your platform
- (Braze, HubSpot, Marketo, SFMC, Klaviyo, etc.)

ONGOING

Step
4

Campaign Management

Are your email campaigns in sync with your other channels?

- Set up multi-channel campaigns (Email, SMS, WhatsApp, In-app)
- Implement dynamic personalization
- Create segment-driven campaigns
- Design & development
- Approve campaigns

Step
3

Collaboration & Goal Setting

Your role + our role = Outstanding results

- Share audit findings and key takeaways
- Finalize objectives and KPIs
- Define delivery timeline & roadmap
- Establish weekly meeting cadence

Step
5

Automation Setup

Your messages must reach your prospects with the right content on the right platform at the right time

- Establish nurture sequences for new audiences
- Build performance-driven e-commerce workflows (persona & segment-based)
- Focus on engagement in workflow creation
- Finalize automation with your approval

Step
6

Reporting & Analysis

Are you making the most of your campaign performance insights?

- Channel-specific reporting for campaigns & workflows
- Recommendations for performance and engagement improvement
- Outline the next steps for continued CRM optimization
- Set ongoing meeting cadence and reporting format



Why Mavlers



Team of 150+ email experts



Team with expertise and experience in Braze



Team aligned with your processes



Flexibility of hiring part-time/full-time resource



No long-term contract



5000+ global customers



Testimonial



They have been fantastic, great to work with, and very efficient at delivering results.



Spencer Mann

VP Marketing, Acima Credit

facebook.



acima





How Mavlers helped Weight Watchers

Challenges:

- They required a reliable ESP Migration provider.
- They were looking for a quality email development partner.
- Wanted quick turnaround time for email templates.

Solution:

- Developed 1900+ email templates for Weight Watchers till date.
- Assisted them with the fastest turnaround time in the industry of 8 hours
- Migrated from SFMC to Braze ESP.

Read More - <https://www.mavlers.com/case-studies/weight-watchers/>

Project-to-project pricing



Template Design & Coding

Starting From

\$159



Campaign Management

Per Month

\$395



Automation Management

Standard Series of 3 Emails

\$549



Template Audit

Starting From

\$499



Program Audit

Starting From

\$849



Data Integration & Migration

Hourly Rate

\$50



Landing Pages

Starting From

\$228



Banners

Starting From

\$29

Braze Campaign management

Basic package

Starting From
\$395
Per Month

Litmus/EOA
Live Campaign Demo
List Segmentation
Campaign Performance Report

3 Business Days

Standard Package

Starting From
\$525
Per Month

PSD to HTML
Litmus/EOA
Live Campaign Demo
List Segmentation
Campaign Performance Report

5 Business Days

Premium Package

Starting From
\$625
Per Month

Design & Coding
PSD to HTML
Litmus/EOA
Live Campaign Demo
List Segmentation
Campaign Performance Report

8-10 Business Days

Braze Automation management

Standard Package

Standard Automation Series with 3 Emails

Starting from
\$549

Dynamic Automation Series

Starting from
\$949

PSD to HTML

Integration with Email Service Provider

Workflow Setup

Litmus/EOA Testing

Automation Setup & Deployment

On-going maintenance

6 Business Days

Premium Package

Standard Automation Series with 3 Emails

Starting from
\$849

Dynamic Automation Series

Starting from
\$1249

Design & Coding

Integration with Email Service Provider

Workflow Setup

Litmus/EOA Testing

Automation Setup & Deployment

On-going maintenance

10-12 Business Days

Dedicated HTML email developer

Skilled
\$2,500

Experienced
\$3,000

Expert
\$3,500

Dedicated email automation expert

Skilled
\$3,000

Experienced
\$3,500

Expert
\$4,500

Dedicated email campaign manager

Skilled
\$3,000

Experienced
\$4,000

Expert
\$5,000

Contact us for a CUSTOM QUOTE

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