PRACTICAL GUIDE | OCTOBER 2026

Salesforce Is Buying Braze.
Your 90-Day Plan.

What the deal means for Marketing Cloud and Braze customers, what will not change while it closes, and the groundwork that pays off either way.

$5.66B

ENTERPRISE VALUE

ASHAPURA SOFTECH

Salesforce and Zoho consulting
Irving, Texas | ashapurasoftech.com

AT A GLANCE

What is inside this guide

01 The deal in numbers
Price, premium, customers and timing

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Marketing Cloud, Braze, or both

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Five steps you can start this week

KEY TAKEAWAY

Nothing changes this quarter. The deal still has to close and there is no combined roadmap yet. The teams that gain first will be the ones with clean data and clear journeys.

01 THE DEAL

The Salesforce Braze deal in numbers

Salesforce signed the merger agreement on October 19, 2026 and announced it the next morning. Its biggest marketing bet since ExactTarget, the deal that created Marketing Cloud.

~$5.66B
Enterprise value of the deal

$47.50
In cash for each Braze Class A share

~58%
Premium over Braze's October 19 closing price

~2,770
Braze customers, including Canva, Dairy Queen, Instacart and Venmo

FY2028
Expected close in Salesforce's fiscal year, pending approvals

Unchanged
Salesforce says its fiscal 2027 guidance does not change

Sources: Salesforce announcement, Reuters, SEC filings.

02 THE PRODUCT

What Braze does, in plain English

Braze is a customer engagement platform founded in 2011 and based in New York. It helps brands send the right message at the right moment, on every channel a customer uses.

Mobile push | In-app | Web | Email | SMS | WhatsApp

The key word is **moment**. Braze runs on event streaming, so it reacts to what a customer is doing now, not to last night's batch file.

REAL TIME	Cart abandoned in app	→	Braze	→ Offer 10 min later
BATCH	Cart abandoned	→	Nightly file	→ Email next day

BRAZE FISCAL Q2 2027

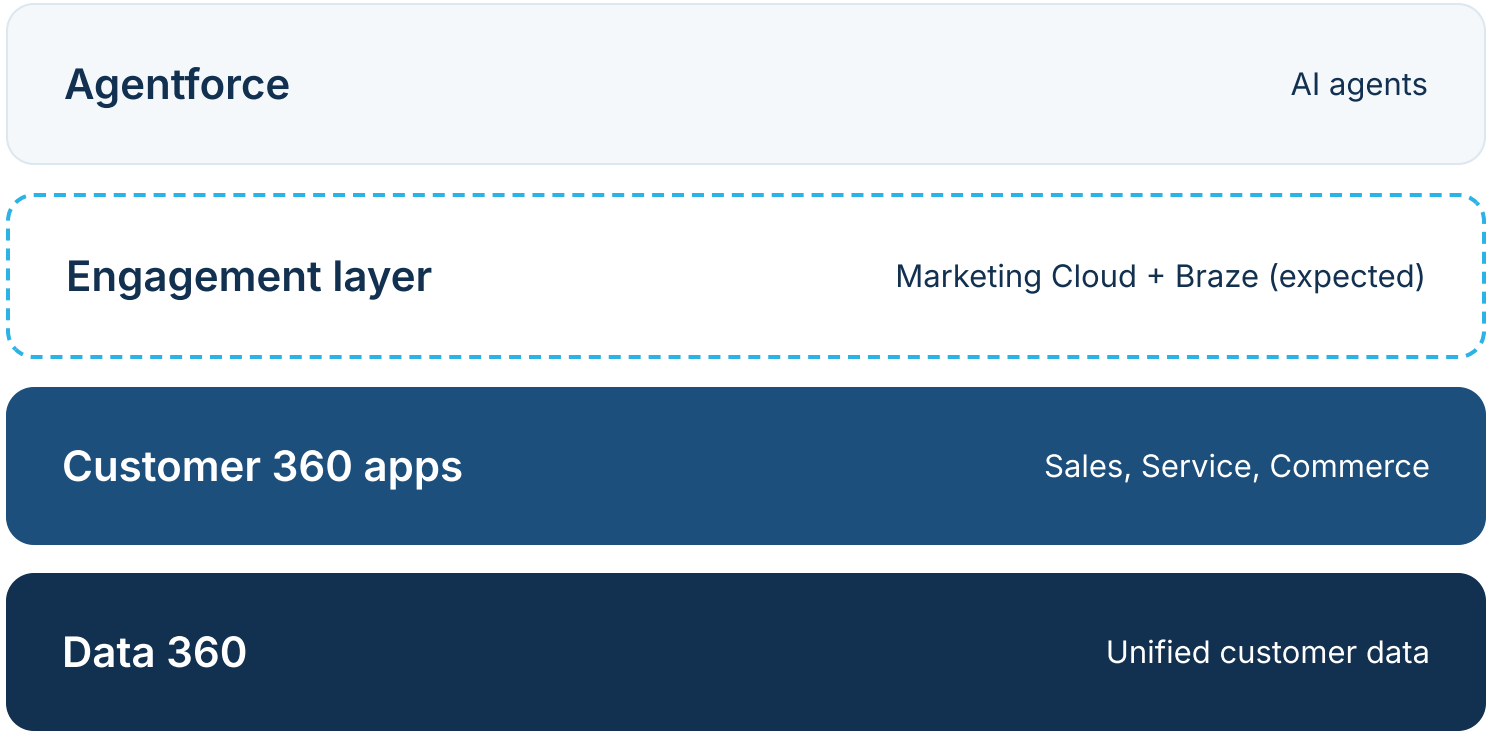
$227.2M

Revenue for the quarter ended July 31, 2026

+26.2%
Revenue growth, year over year

361
Customers paying $500K or more a year

Braze fills the real-time gap in Marketing Cloud



MARKETING CLOUD TODAY

Excellent at email journeys and deep CRM data. Real-time app engagement has always been its weaker side.

WHAT BRAZE ADDS

Cross-channel personalization inside Customer 360, with AI decisioning that picks the content, offer, channel and timing for each person.

Stack placement as described by Salesforce; integration details not yet announced

04 WHAT IT MEANS FOR YOU

Your next step depends on your side of the deal

You run Marketing Cloud

Don't panic and don't rip anything out. Your contract, journeys and data all keep working.

DO NOW

Get roadmap and pricing in writing before renewal. List journeys that need real-time app triggers.

You're a Braze customer

Braze's CEO says it will keep building as Braze. A good sign, but get the practical things confirmed.

DO NOW

Lock in renewal pricing, support levels and data portability, especially if your data lives in Snowflake or BigQuery.

You use both

Plenty of companies already sync Braze with Salesforce CRM through a connector.

DO NOW

Document what the sync does: objects, direction, frequency. Check both tools aren't messaging the same customer twice.

05 THREE SCENARIOS

How the deal could play out

Illustrations built from common setups, not announced features.

RETAIL

A brand with a big shopping app

Email runs in Marketing Cloud, push runs in another tool, so customers get two messages with different offers. A shared profile could mean one journey, one message and the right loyalty points.

FINTECH

An app already on Braze

Data in Snowflake, Salesforce only for sales and support. The fair worry: will Braze start to favor Salesforce data? Keep building, document every data source, and ask for warehouse commitments at renewal.

B2B

A company that only uses email

No consumer app, so Braze matters less in the short term. The smart move is the least exciting one: tidy lead data, fix consent tracking, and make Sales Cloud and Marketing Cloud agree on who a customer is.

06 TIMELINE

What happens next

OCT 19, 2026

Agreement signed

Salesforce and Braze sign the merger agreement.

OCT 20, 2026

Deal announced

Braze shares jump more than 50% that day.

COMING MONTHS

Vote and reviews

Braze shareholder vote and regulatory reviews.

FEB 2027 TO JAN 2028

Expected close

Salesforce fiscal 2028, if approvals come through.

Until the deal closes, Braze and Salesforce are separate companies: no shared roadmap, no merged pricing, no joint product. Anyone selling a "Braze plus Marketing Cloud bundle" today is guessing.

07 START THIS WEEK

Your 90-day checklist while the deal closes

None of these steps depend on how the integration ends up, so you can start now.

1

Audit your CRM data

Duplicates, stale contacts and missing consent flags will hurt any real-time tool.

2

Map your journeys

Mark which are email-led and which need app or in-app triggers.

3

Write down data flows

What lives in Salesforce, what lives in a warehouse, and what moves between them.

4

Get renewal terms in writing

Roadmap, pricing caps and data portability for both tools.

5

Set agent guardrails

Decide who approves AI-generated messages and what frequency limits apply.

A good deal for Salesforce customers, if the integration is done well.

ExactTarget became the base of Marketing Cloud, while some later acquisitions took years to feel like one product. The teams that benefit first won't be the biggest spenders. They'll be the ones that walk into 2027 with clean data, clear journeys and a short list of real-time use cases ready to go.

READ THE FULL ANALYSIS

Salesforce Braze Acquisition, explained

FULL GUIDE

ashapurasoftech.com/blog/salesforce-braze-acquisition

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