Canva

Activating real-time personalization for 125 million monthly users
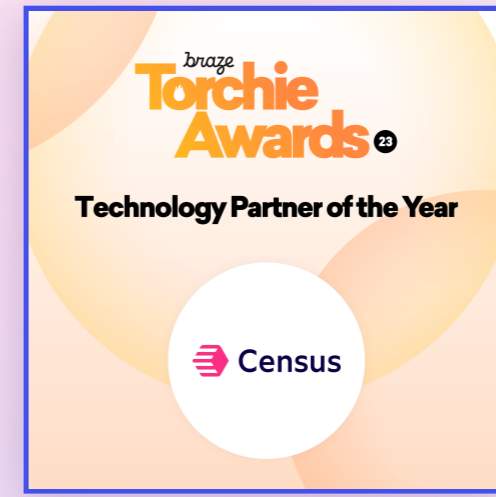
Census **braze**

Outcomes

⬆️ **33% email open rate**
Census powers Braze with first-party customer data to enable hyper-personalization

⬇️ **$200K data syncing costs**
Census optimizes Braze API costs by only syncing data points that have changed

Martech stack

CHALLENGES

Canva's marketing team uses Braze to communicate with over 125M customers in 20 different languages.

They wanted to increase personalization and experiment faster, but they were limited by siloed data, long turnaround time on audience creation, and manual CSV uploads.

SOLUTION: DATA WAREHOUSE AS A GROWTH ENGINE

Census provides the fastest and most reliable data integration for Braze. Canva's marketers now harness their unified customer view in Snowflake, so they don't need to go to 10 places to understand their users. The no-code Census Audience Hub plugs into Snowflake and helps marketers segment audiences on top of all their data.

RESULTS

"Snowflake and Census help us integrate data from multiple different sources into one source of truth, so we can activate all our data and unlock it in lots of different ways.

Census helps us create complex audiences and segments, and even push machine learning outputs into Braze, or ad platforms like Facebook and Google Ads. It means we're not locked into the particular limitations of an individual tool, like a CDP, so we can have a great deal of flexibility."

Matthew Castino
Lifecycle Marketing Data Lead

Web, Mobile, App Events

Customer 360 data

SaaS platforms, batch data, offline data

BENEFITS

Canva's exponential growth is a result of their ultra-personalized customer experiences. They now have over 4 times Adobe's users! Census enables Canva's marketing team to power all their channels with fresh, trustworthy data, realizing benefits including:

1. Hyper-personalizing messages at scale

Lifecycle marketers can now access all product usage data and customer attributes for every user, to send the most targeted communications at every stage.

2. Building more granular audiences, faster

Canva's marketers can create more complex segments (and leverage ML-based segmentation models) in a matter of minutes, rather than waiting days or weeks.

3. Delivering consistent omnichannel brand experiences

Census centers Canva's marketing campaigns around their source of truth, and keeps audiences up-to-date and consistent across Braze and all advertising tools.

CANVA'S PERSONALIZED COMMUNICATIONS