

**How Braze uses**  
**< structured content >**  
**to work smarter,**  
**not harder**





# Matthew Chamberlain

Manager, EdTech

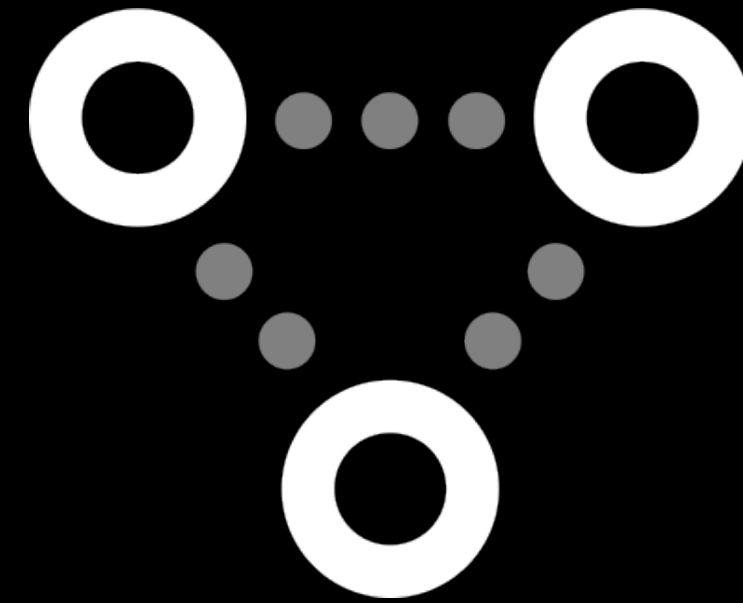
*braze*



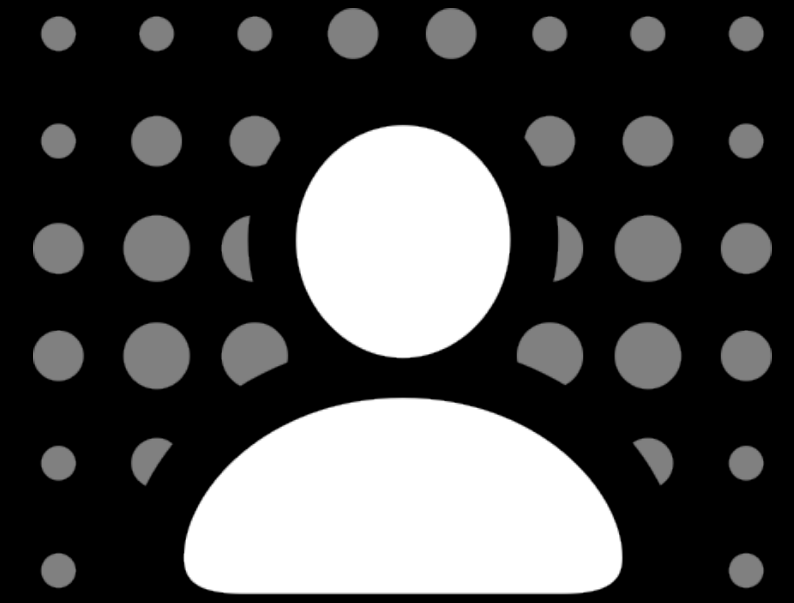
# Education Technology



Authoring  
experience



Content  
architecture

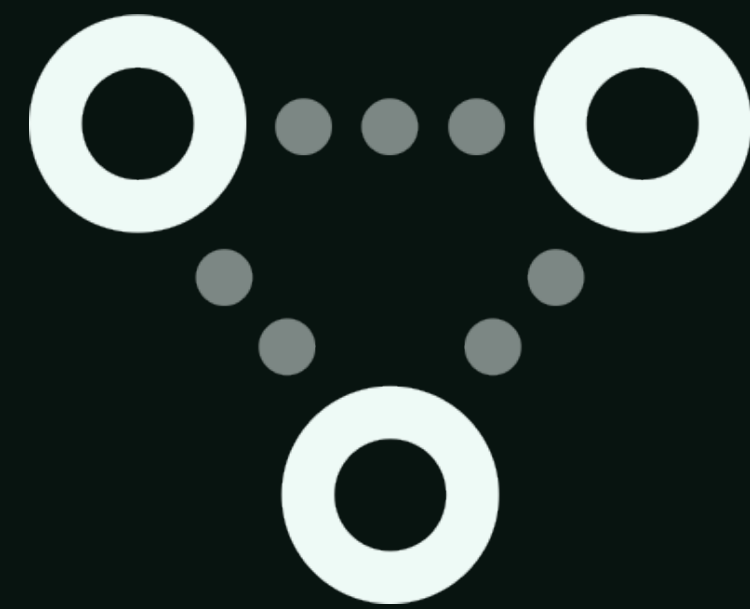


Learner  
experience

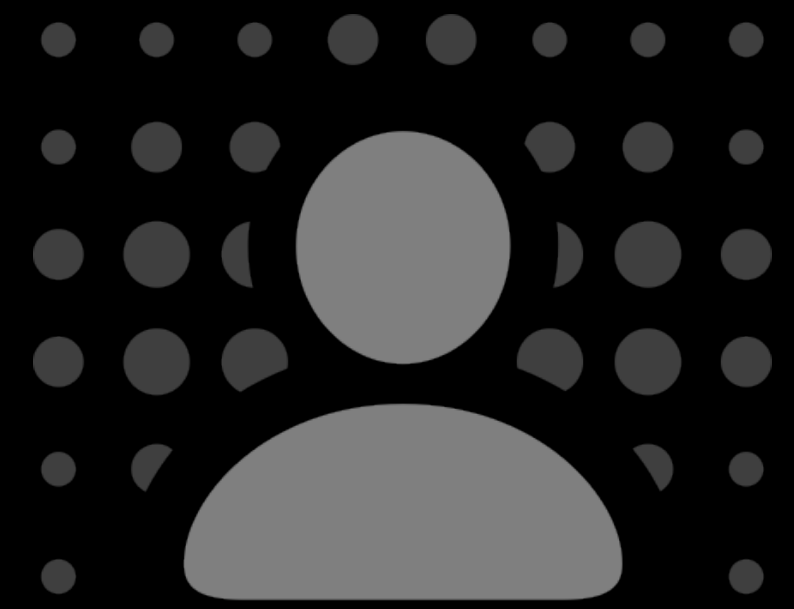
# Education Technology



Authoring  
experience



Content  
architecture



Learner  
experience







**Insist on flexibility.**



# Structured content

1. Eliminate redundancy
2. Ensure consistency + accessibility
3. Minimize maintenance burden
4. Reduce translation labor



**<Definitions />**



# Some Lesson

[Text block containing 7 lines of placeholder text]



[Text block containing 4 lines of placeholder text]

# Another Lesson

[Text block containing 2 lines of placeholder text]



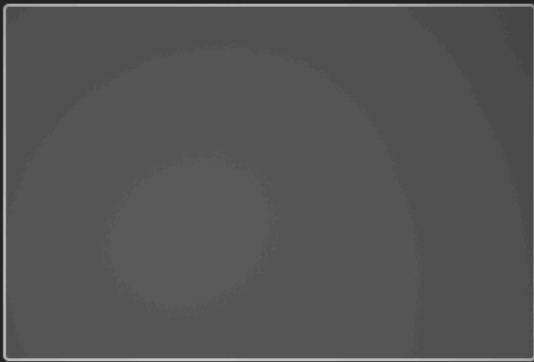
[Text block containing 3 lines of placeholder text]



[Text block containing 2 lines of placeholder text]

# Some Lesson

[Text block with 6 lines of placeholder text]



[Text block with 4 lines of placeholder text, including two highlighted lines]

# Another Lesson

[Text block with 2 lines of placeholder text]



[Text block with 3 lines of placeholder text]



[Text block with 2 lines of placeholder text]



son

## Another Lesson

## Problems

1. Redundant effort
2. Inconsistency
3. Added maintenance
4. Translation cost
5. Lost AI value

# Glossary

Definition 1

Definition 2

Definition 3

Definition 4

Definition 5

Definition 6

Definition 7

Definition 8

Definition 9

Definition 10

Definition 11

Definition 12



Some Lesson

[Text block with 6 lines]



[Text block with 4 lines, including dashed lines]

Glossary

[Text block with 10 lines, including colored bars]

Another Lesson

[Text block with 8 lines, including dashed lines and image placeholders]

# Glossary

Definition 1

Definition 2

Definition 3

Definition 4

Definition 5

Definition 6

Definition 7

Definition 8

Definition 9

Definition 10

Definition 11

Definition 12



# Glossary

<Term />

```
<Category />
```

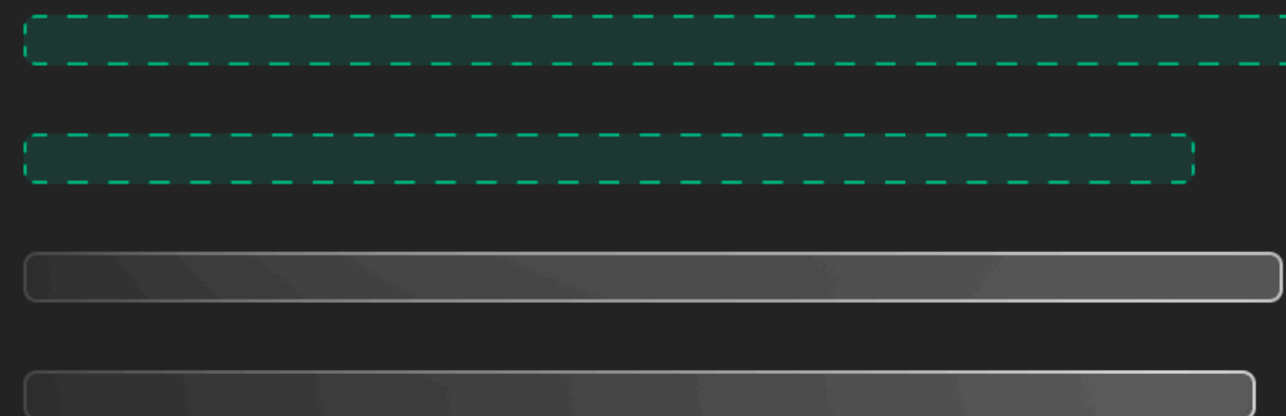
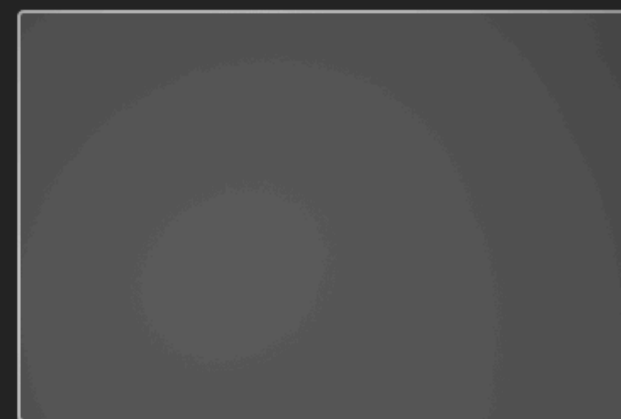
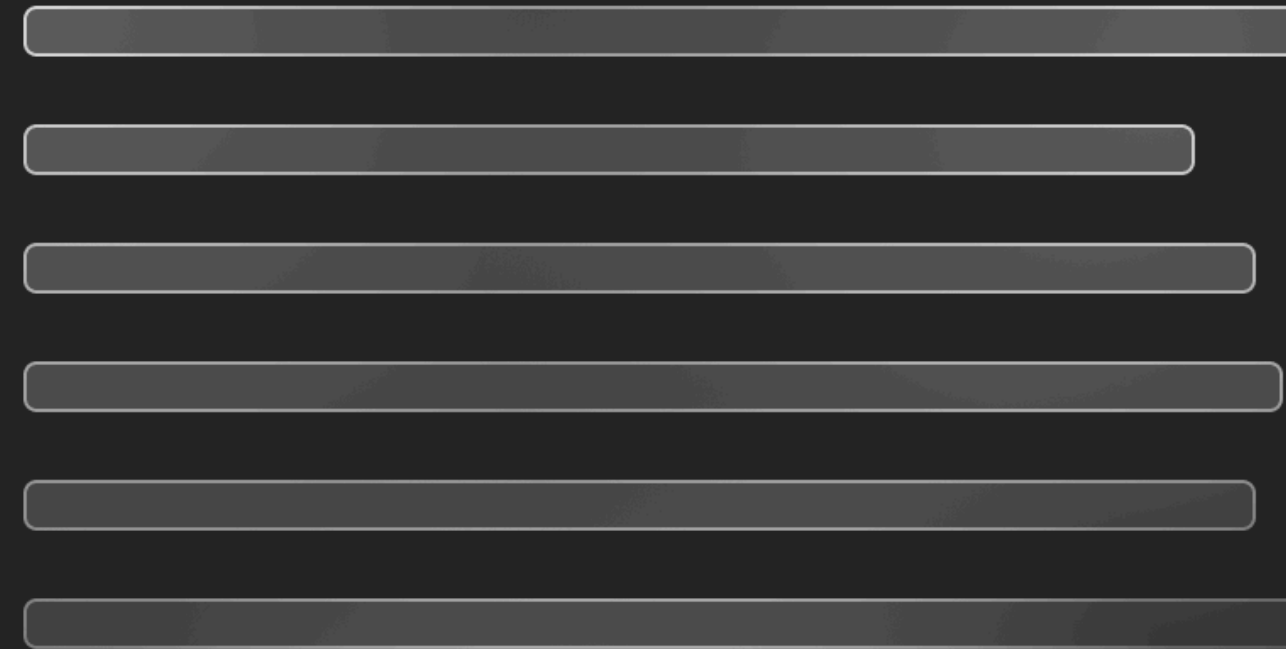
<Definition Text />

```
<Docs Link />
```

**<Structured Content />**

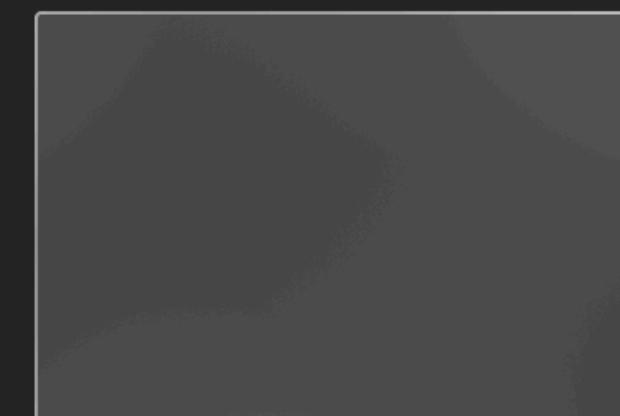
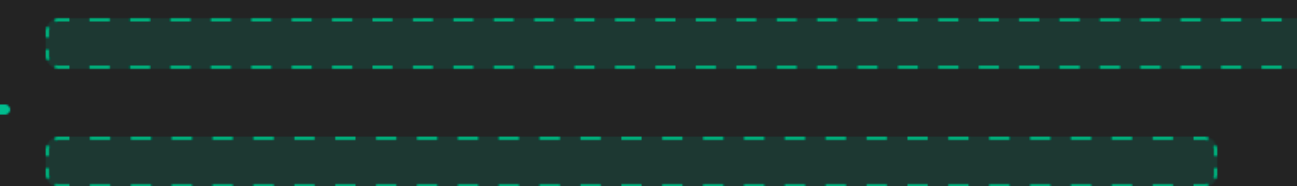


## Some Lesson



# Reused Content

## Another Lesson



# Repeated Structure

## Glossary

---

---

---

---

<Term />

<Category />

<Definition Text />

<Docs Link />

**Reused Content**

**Repeated Structure**



Reused Content

Repeated Structure



## Detail Page HTML

EditViewInsertFormatTableTools

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Welcome to Braze Foundations!

This learning path will teach you how to leverage the Braze dashboard, strategize your user data collection, and engage your customers through cross-channel messaging journeys.

After completing Braze Foundations, you will be able to:

1. Navigate the Braze dashboard confidently

2. Plan strategies for the data collection methods supported by Braze, including API, SDK, CSV User Import, and partner integrations

3. Customize messaging content for individual customers using custom events and attributes

4. Build cross-channel messaging journeys to target high-value actions for your brand

OL » LI » SPAN

CHARACTERS

This will display on the path detail page before students purchase or register for the path.



<title>

<short-description>

<learning-objectives>

<navigation-instructions>

<time-to-complete>

Welcome to <title>Braze Foundations</title>!

<short-description>

This learning path will teach you how to leverage the Braze dashboard, strategize your user data collection, and engage your customers through cross-channel messaging journeys

</short-description>

<learning-objective-block>

After completing <title>Braze Foundations</title>, you will be able to:

1. <learning-objective>Navigate the Braze dashboard confidently</learning-objective>
2. <learning-objective>Plan strategies for the data collection methods supported by Braze, including API, SDK, CSV User Import, and partner integrations</learning-objective>
3. <learning-objective>Customize messaging content for individual customers using custom events and attributes</learning-objective>
4. <learning-objective>Build cross-channel messaging journeys to target high-value actions for your brand</learning-objective>

</learning-objective-block>

<navigation-instructions>

Your progress will be saved throughout, and you can resume at any point from where you left off by clicking the "Resume" button beneath the banner.

</navigation-instructions>

<time-to-complete>

The self-study portion of this learning path should take about 2 hours to complete. Each live training session lasts for 1-hour.

</time-to-complete>

## Technical features

1. Predictable format
2. Machine readable

## Benefits

1. Send content anywhere
2. Adapt to any requirements



# SANITY

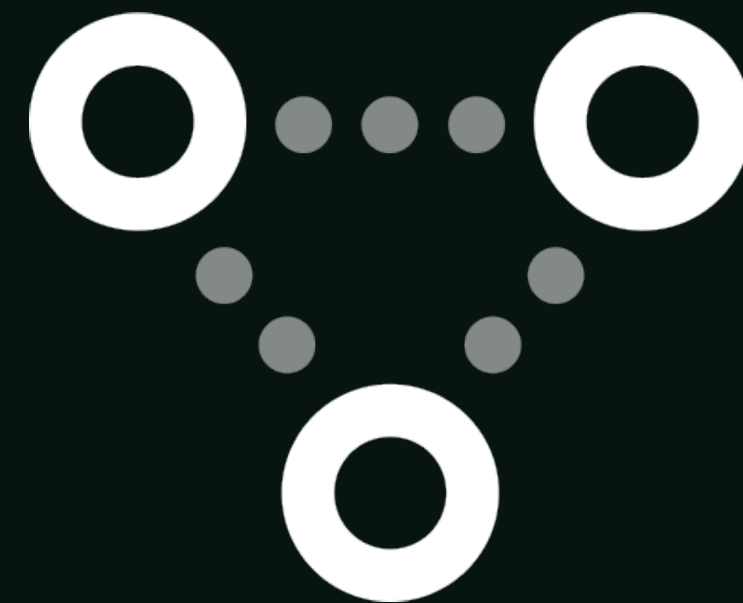
Total flexibility

Engineer required

## Minimal Effort

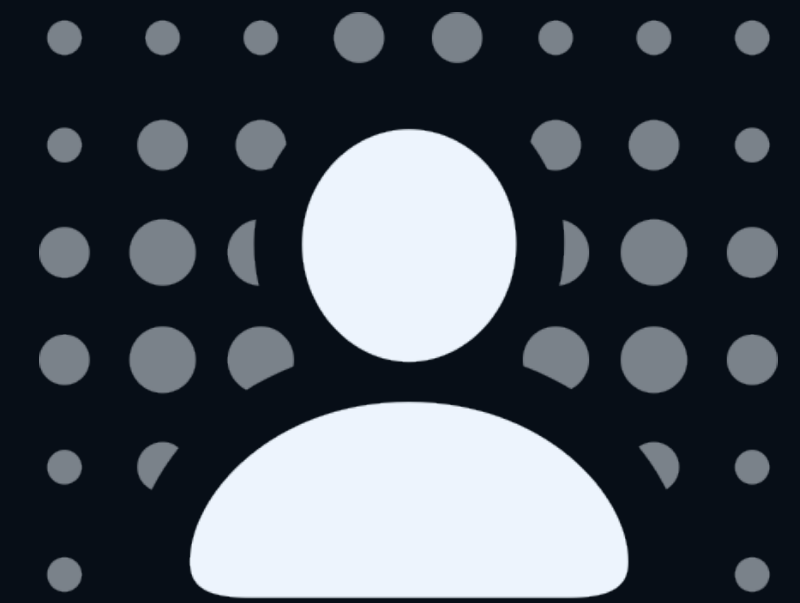


Authoring  
experience



Content  
architecture

## DIY



Learner  
experience

📄 ▾

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🛡️ ⓘ

localhost

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🗖️

Braze Learning

📝

🔍

Search

Cmd

K

📄

Editor

👁️

Vision

🗖️

Dashboard

🖼️

Media

👤

⚠️

👤

▾

Content

📄

Courses

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📄

Lessons

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📖

Definitions

>

👤

Sandbox Configs

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☰

JTAs

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★

Certifications

>

🗖️

Education Programs

>

💬

Messaging Channels

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📶

Braze Features

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👤

Braze User Roles

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🌐

Languages

>





Content

- 📁 Courses
- 📄 Lessons
- 📖 Definitions
- 📌 Sandbox Configs

Content

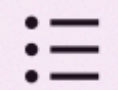
☰ JTAs

★ Certifications





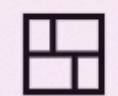
Sandbox Configs



JTAs



Certifications



Education Programs



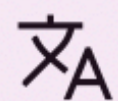
Messaging Channels



Braze Features



Braze User Roles



Languages



**Tags / Organization**



# Whirlwind demo!

1. Definitions in practice
2. Tagging / classification
3. AI assistance
4. Translation

**<Definitions />**

**[ video ]**

**<Classification />**

# Tags are a great idea with a terrible interface.

`live-training`

Live Training

`vilt`

`liveTraining`

VILT

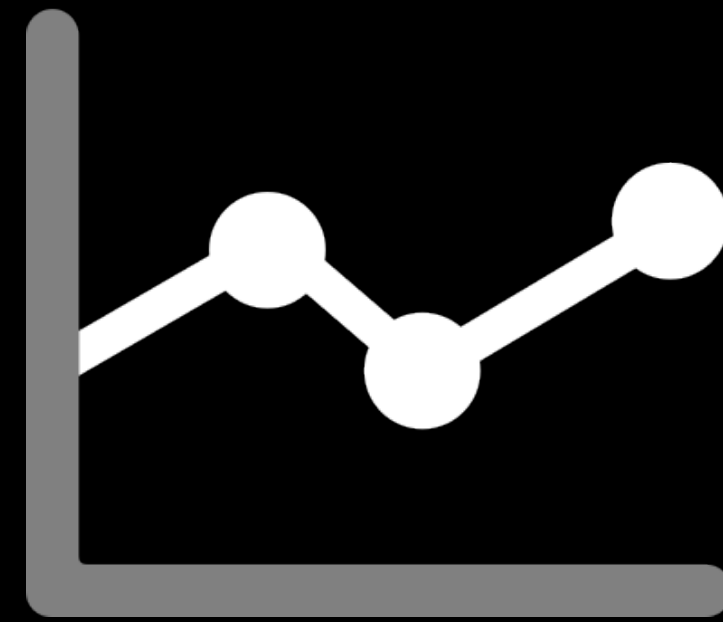
WTF!?



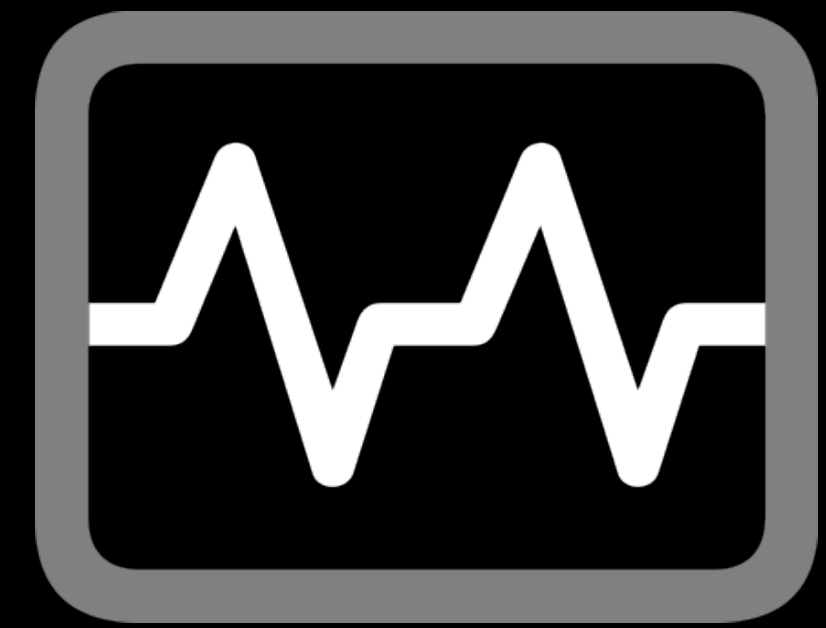
# Tags are mission critical



Exposure +  
discoverability



Reporting  
infrastructure



AI  
training

**Ask questions.**  
**Generate tags.**

**[ video ]**

**When you take control of  
your content architecture,  
your tools can guide your  
team to work as one.**

**<Translation />**



**Copy and paste is not a good job.**

# English

```
"title": "Dashboard Intro...",  
"shortDescription": "Get started...",  
"longDescription": [  
  {  
    "_key": "...",  
    "_type": "...",  
    "children": [  
      {  
        "_key": "...",  
        "_type": "...",  
        "marks": [],  
        "text": "This course ..."  
      },  
      {  
        "_key": "...",  
        "_type": "...",  
        "marks": [],  
        "text": "This course ..."  
      }  
    ],  
    "text": "This course ..."  
  },  
  {  
    "_key": "...",  
    "_type": "...",  
    "marks": [],  
    "text": "This course ..."  
  }  
]
```

# Japanese

```
"title": "日本語: ダッシュボード...",  
"shortDescription": "ダッシュ...",  
"longDescription": [  
  {  
    "_key": "...",  
    "_type": "...",  
    "children": [  
      {  
        "_key": "...",  
        "_type": "...",  
        "marks": [],  
        "text": "このコースでは..."  
      },  
      {  
        "_key": "...",  
        "_type": "...",  
        "marks": [],  
        "text": "このコースでは..."  
      }  
    ],  
    "text": "このコースでは..."  
  },  
  {  
    "_key": "...",  
    "_type": "...",  
    "marks": [],  
    "text": "このコースでは..."  
  }  
]
```

Record

Media

Favorites

Library

Annotations

Transitions

Behaviors

Animations

Cursor Effects

Voice Narration

Audio Effects

Interactivity

Visual Effects

Gesture Effects

Media Bin

Sort byMedia Type

Camtasia Screen Recordings

Rec 1-18-2023 1

braze

Overview

ResourcesGet HelpEnglishBraze Learning

Braze vILT Demo Com...UponVoyage

DATA

Overview

Email Performance

Report Builder

Global Control

Engagement Reports

Revenue

Custom Events

CatalogsNEW

ENGAGEMENT

Segments

Campaigns

Canvas

Global Message Settings

Templates & Media

Locations

USERS

7,206

87.01% MAU

LIFETIME SESSIONS

54,502,110

DISPLAY DATA FOR:

Dec 20, 2022 - Jan 18, 2023

All Apps

MONTHLY ACTIVE USERS

(ON JAN 18, 2023)

6,270

2.4%

DAILY ACTIVE USERS

(AVERAGE)

11.3K

9.6%

NEW USERS

(TOTAL)

3,273

-0.5%

MONTHLY ACTIVE USERS

(ON JAN 18, 2023)

6,270

2.4%

DAILY ACTIVE USERS

(AVERAGE)

11.3K

9.6%

NEW USERS

(TOTAL)

3,273

-0.5%

STICKINESS

(AVERAGE)

100%

0%

DAILY SESSIONS

(AVERAGE)

226K

9.6%

DAILY SESSIONS PER MAU

(AVERAGE)

36.80

9.8%

View Statistics For

Usage Analytics

Continue

Select an object on the timeline to see its properties.

00:01:54;19/00:03:05;17

Properties

1:40:000:01:45:000:01:50:000:01:55:000:02:00:000:02:05:000:02:10:00

Track 6

Track 5

Track 4

Track 3

Callout

This number reflects organic user acquisition as well as any manual import of user data uploaded by your team.

Callout

Stickiness measures whether active users are using your app on a daily basis.

Callout

It is the percentage of Monthly Active Users using your app on a given day, averaged for the specified period.

Callout

Daily sessions reflects your total site traffic on a given day.

## Edit Section



☐ Show JSON

### ▼ Timing

#### Start Time (seconds)

The time when this content will start displaying. Fractional values are allowed.

#### End Time (seconds)

If this is left blank, the content will display until the end of the video.

### ▼ Pausing



#### Pause at End?

If this is checked, the video will pause at the end of this section.

#### Continue Button Text

The text that will appear on the continue button when the video is paused.

### Content

#### Heading

#### Content

Normal



**B**

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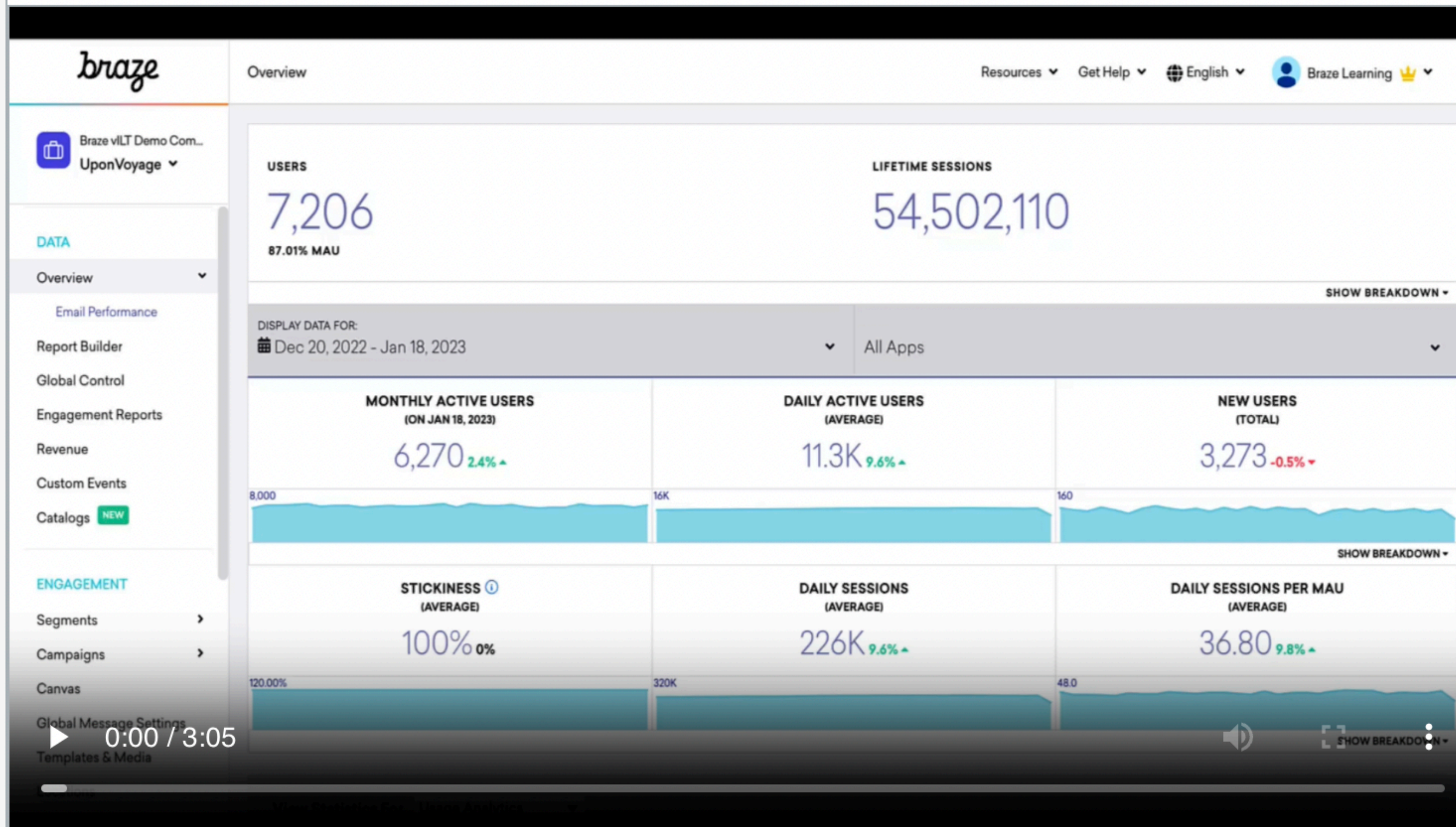


概要ページには、ブランドの主要なパフォーマンス指標が表示されます。



概要ページには、ブランドの主要なパフォーマンス指標が表示されます。

開始



**<AI />**

**[ video ]**



**What does it really  
take to do this?**



**<Questions? />**