Braze Integration with Subscription Group

Last Modified on 07/06/2026 2:45 pm EDT

Braze is a customer engagement platform that powers relevant, personalized customer experiences in real-time. Digioh integrates with Braze to collect and pass customer data from pop-up forms, quizzes, surveys, landing pages, and preference centers.

Follow these steps to set up your Braze integration with Subscription Group.

Note: If you are setting up a Digioh integration by yourself, we first recommend reading about Digioh Integration Basics.

Braze Integration Requirements

Before setting up your integration, you will need the following parameters from Braze:

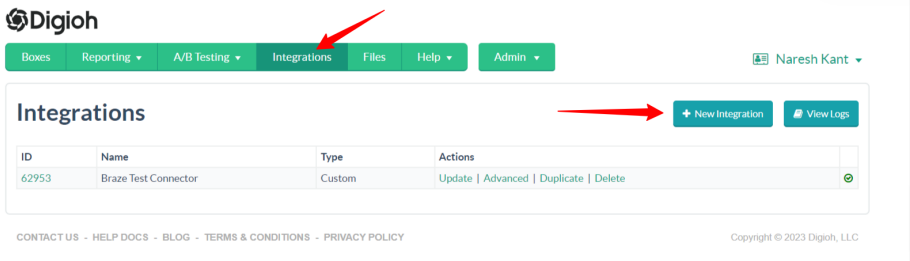
- **Instance URL for Braze Dashboard**
- **Braze API Key With User Data and Subscription Permissions**

To find these parameters in Braze, please see **steps 5 and 6** below.

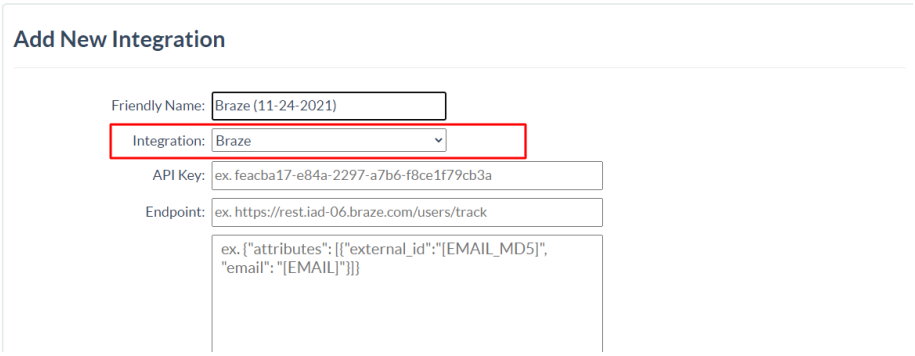
1. Log into your Digioh account.

2. Click "Integrations."

3. Click the New Integration button.

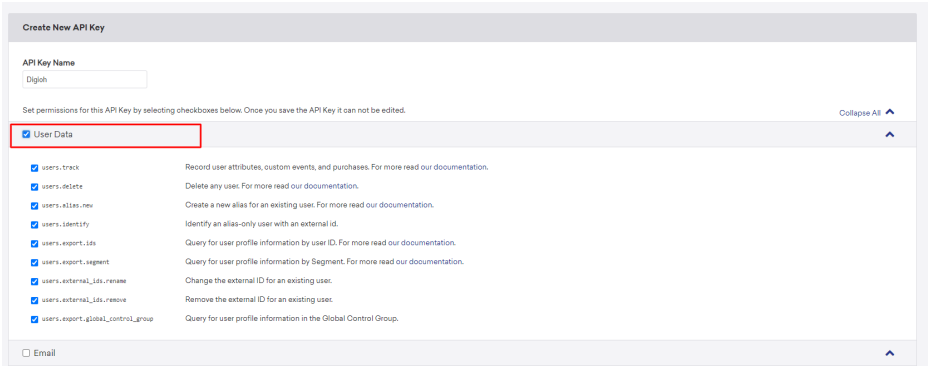


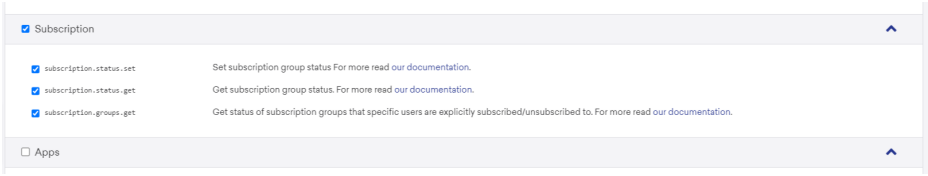
4. Select **Braze** from the dropdown menu.



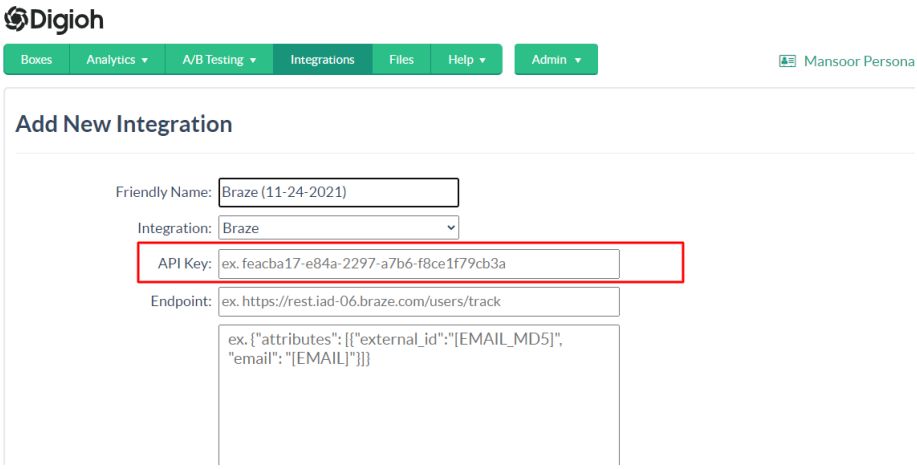
5. Enter Braze API key (For your Braze API key, please check Braze API documentation).

Note: When creating the API key, select the **User data** and **Subscription** permission that is needed for adding the users to Braze with SMS subscription.





- After Creating the API Key Add it in the API Key Field.

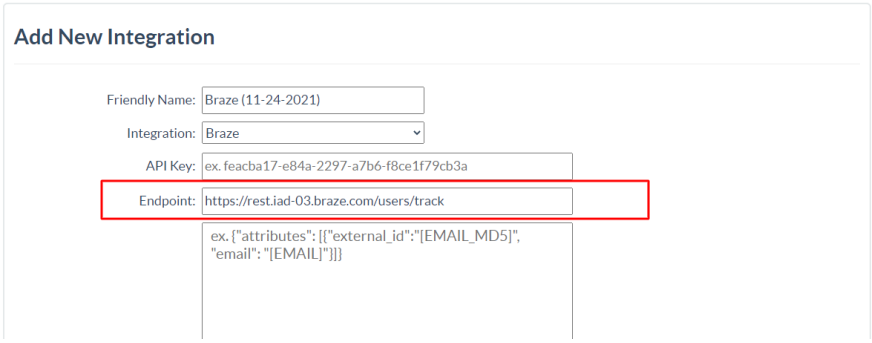


6. Enter Braze API Endpoint.

https://rest.iad-01.braze.com/users/track

Note: The Base URL **https://rest.iad-01.braze.com** will be different according to your braze Dashboard URL. See the below table to find you Rest API endpoint. **/users/track** part will remain same. Reference

INSTANCE	URL	REST ENDPOINT
US-01	https://dashboard-01.braze.com	https://rest.iad-01.braz
US-02	https://dashboard-02.braze.com	https://rest.iad-02.braz
US-03	https://dashboard-03.braze.com	https://rest.iad-03.braz
US-04	https://dashboard-04.braze.com	https://rest.iad-04.braz
US-05	https://dashboard-05.braze.com	https://rest.iad-05.braz
US-06	https://dashboard-06.braze.com	https://rest.iad-06.braz
US-08	https://dashboard-08.braze.com	https://rest.iad-08.braz
EU-01	https://dashboard-01.braze.eu	https://rest.fra-01.braz
EU-02	https://dashboard-02.braze.eu	https://rest.fra-02.braz



7. Format your payload like this.

```
{
  "attributes":[
    {
      "external_id": "[CLIENT_ID]",
      "phone":"[PHONE]",
      "country":"[COUNTRY]",
      "city":"[CITY]",
      "subscription_groups":[
        {
          "subscription_group_id":"integer_id",
          "subscription_state":"subscribed"
        }
      ]
    }
  ]
}
```

Note: Replace the **integer_id** with your SMS subscription Group Id **subscription_group_id** in the above payload (The

Subscription group is used in braze while configuring SMS campaign)

Also if you are creating Multi step Lightbox in Digioh then replace the **external_id** value from **[CLIENT_ID]** to **[EMAIL_MD5]** so it will not create duplicate profiles in braze!

For Finding your SMS Subscription Group See the document from Braze.