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Braze

Braze-Certified-Marketer

Braze Certified Marketer Certification Exam



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Latest Version: 6.1

Question: 1

A user hasn't opened any emails sent to them in over 180 days. According to Braze best practices, what is the most important action to take?

- A. Send the user a final email.
- B. Include the user in your sunset policy.
- C. Unsubscribe the user.
- D. Delete the user.

Answer: B

Question: 2

You want to customize an email message based on whether users provided their phone number during account registration. You'll use Liquid to check for users who do not have a phone number listed on their user profile. Which Liquid statement should you use to check this condition?

- A.** {% if {{\${phone_number}}} == 0 %}
- B.** {% if {{\${phone_number}}} == nil %}
- C.** {% if {{\${phone_number}}} == false %}
- D.** {% if {{\${phone_number}}} == blank %}

- A. Option A
- B. Option B
- C. Option C
- D. Option D

Answer: D

Question: 3

When you add global exit criteria to a Canvas Flow, what will happen to users in your journey?

- A. Users will receive an email message upon exiting the Canvas.
- B. Users will receive an email message upon entering the Canvas.
- C. Users will exit the Canvas Flow upon performing a specified action.

D. Users will exit the Canvas Flow if they do not receive your message.

Answer: C

Question: 4

Which two statements about Content are TRUE?

- A. Custom event properties are a collection of your users' unique traits that are stored on the user profile
- B. Custom event properties are purchase actions taken by your users
- C. Custom event are the metadata that is passed within a custom event
- D. Custom event properties are used for storing more than one data item that has a similar data type

Answer: B,D

Question: 5

You want to use Liquid to personalize an email based on the user's language. You want to support translation for English, Russian, and Spanish. Which Liquid statement should you use?

A.

```
{% if ${language} == 'en' %}  
Send email in English  
{% elsif ${language} == 'ru' %}  
Send email in Russian  
{% elsif ${language} == 'es' %}  
Send email in Spanish  
{% else %}  
Send Default Email  
{% endif %}
```

C.

```
{% if ${language} is 'en' %}  
Send email in English  
{% if ${language} is 'ru' %}  
Send email in Russian  
{% if ${language} is 'es' %}  
Send email in Spanish  
{% else %}  
Send Default Email  
{% endif %}
```

B.

```
{% if ${language} is 'en' %}  
Send email in English  
{% elsif ${language} is 'ru' %}  
Send email in Russian  
{% elsif ${language} is 'es' %}  
Send email in Spanish  
{% else %}  
Send Default Email
```

D.

```
{% if ${language} == 'en' %}  
Send email in English  
{% elsif ${language} == 'ru' %}  
Send email in Russian  
{% elsif ${language} == 'es' %}  
Send email in Spanish  
{% else %}  
Send Default Email
```

- A. Option A
- B. Option B
- C. Option C
- D. Option D

Answer: A

Question: 6

You have added a tag to all your push campaigns. Which report can you set up to monitor your push campaigns with this tag each day?

- A. Engagement Report
- B. Retention Report
- C. Segment Report
- D. Funnel Report

Answer: A

Question: 7

Attribution and Deep linking platform mobile linking platform, helps you acquire, engage, and measure across all devices, channels, and platforms by providing a holistic view of all user touch points help you understand exactly when and where users were acquired as well as how to personalize their journeys through robust attribution and deep linking

- A. Amplitude (alloy)
- B. Branch (Alloy)
- C. Branching
- D. Segment (alloy)

Answer: B

Question: 8

% of confidence needed in a Multivariate test

- A. 85%
- B. 95%
- C. 94%
- D. 52%

Answer: B

Question: 9

The total number (and percentage) of messages that were unsuccessful. This could occur because there is not a valid push token, the email addresses were incorrect or deactivated, or the user unsubscribed after the campaign was launched.

- A. Bounces
- B. Poles
- C. Source

D. Bends

Answer: A

Question: 10

Which two statements regarding the use of Segment Extensions are TRUE?

- A. Segment Extensions allow you to target users based on custom event or purchase event properties from the past 730 days
- B. Segment Extensions are updated in real-time
- C. Using event properties within Segment Extensions does not impact data point usage
- D. Segment Extensions should be used to segment users based on nested custom attributes

Answer: A,C

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