braze learning

Braze Certified Practitioner



Exam Level: 1

Exam Cost: $50

Exam Time: 60 minutes

Passing Score: 73%

# of Questions: 30 multiple-choice

Earning the Braze Practitioner digital credential verifies that you have learned the basics of message and customer journey creation, audience targeting, reporting, and more in the Braze dashboard.

Who should take this exam?

The Braze Certified Practitioner exam is suitable for individuals who understand how to use data to craft personalized customer engagements. They can build cross-channel messaging using Braze's segmentation, campaign, and Canvas tools. Finally, they assess messaging performance using Braze's reporting and analytics features.

How is this exam administered?

This is a 60 minute exam that uses AI-assisted proctoring in a secure browser. To sign up for the exam, visit braze.com/certification

Recommended Prerequisites:

Before taking this exam, we recommend you have:

- Experience on the Braze Dashboard
- Knowledge of Braze use cases
- An understanding of how to differentiate between the data collection methods supported by Braze, including API, SDK, CSV User Import, and partner integrations

Recommended Braze Learning:

Take the **Braze Practitioner** Learning Path, where you will start your Braze journey by learning fundamental dashboard skills. This path introduces you to the value of an effective customer engagement strategy, shows how you can use Braze to power meaningful conversations with your users, and preps you for the Braze Practitioner Certification Exam. You'll learn to use customer data,

audience segmentation, campaign creation, and Canvas for enhanced customer experiences. Finally, you'll acquire practical skills in Braze dashboard setup and user access management.

Braze Certified Practitioner Study Guide

Exam Content

DOMAIN	% OF EXAMINATION
1.0 Customer Engagement with Braze	10%
2.0 Dashboard Navigation	5%
3.0 Create a Segment	15%
4.0 Create a Campaign	18%
5.0 Create a Canvas	23%
6.0 Cross-Channel Messaging	15%
7.0 Demonstrate Value and Experiment for Success	14%
Total	100%

1.0 Customer Engagement with Braze - 10%

- 1.01 Describe what customer engagement strategy is and how you can use Braze to bring it to life
- 1.02 Understand how to activate data to create more personalized experiences for your users
- 1.03 Explain how data flows into and out of Braze and the different data collection methods Braze supports
- 1.04 Explain how Braze organizes and stores engagement data in user profiles
- 1.05 Recognize how to use audience segments for more targeted messaging
- 1.06 Explain how to create personalized message content that changes automatically based on user data
- 1.07 Understand how Braze allows you to reach your users across different messaging channels and the benefits of a cross-channel messaging approach

- 1.08 Describe how to orchestrate customer journeys in Braze using Canvas

2.0 Dashboard Navigation - 5%

- 2.01 Locate core features in the Braze dashboard

3.0 Create a Segment - 15%

- 3.01 Explain what audience segmentation is and its value in your customer engagement strategy
- 3.02 Explain how Braze data is stored in user profiles
- 3.03 Explain how you can use segmentation filters, filter groups, and logic operators to create an audience segment in the Braze dashboard
- 3.04 Understand how Braze determines segment membership
- 3.05 Assess the appropriate segmentation filters (user data filters) and logic (AND/OR Filter combinations) needed to target a specific audience
- 3.06 Create an exclusion group to exclude specific users from a segment
- 3.07 Create an audience segment using a combination of filters using the segmentation tool

4.0 Create a Campaign - 18%

- 4.01 Explain what a campaign is in Braze and assess ideal campaign versus Canvas use cases
- 4.02 Configure a campaign to fit your messaging purposes in the Braze dashboard
- 4.03 Locate and manage campaigns in the dashboard
- 4.04 Create and apply tags to organize campaigns, Canvases, and Segments to enhance reporting
- 4.05 Analyze campaign performance in the Braze dashboard

5.0 Create a Canvas - 23%

- 5.01 Explain how Canvas Flow enables you to orchestrate customer-centric messaging across channels from a high-level
- 5.02 Recognize three common customer journey use cases with Canvas (Path to purchase, onboarding, retention) across different industries (eCommerce, Streaming, Learning)
- 5.03 Build a Canvas in the Braze dashboard

- 5.04 Describe new analytics functionality with Canvas Flow, including: multivariate testing, Canvas Flow Details page panels and key stats, and component level data

6.0 Cross-Channel Messaging - 15%

- 6.01 Understand the value of a cross-channel messaging approach
- 6.02 Assess the most appropriate channel for different message types
- 6.03 Differentiate between in-product and out-of-product channels
- 6.04 Identify common cross-channel combinations and best practices

7.0 Demonstrate Value and Experiment for Success - 14%

- 7.01 Explain how leveraging data for experimentation enhances your customer engagement strategy and how the Braze data feedback loop supports this process
- 7.02 Locate and identify performance metrics for individual campaigns and Canvases
- 7.03 Assess user engagement using Braze Data Platform tools
- 7.04 Evaluate how Braze contributes to your marketing initiatives and its impact on your goals

Sample Test Questions

(see end of document for Answer Key)

Q1: Which template language does Braze use to build dynamic personalized content?

A. HTML

B. CSS

C. Liquid

D. JavaScript

Q2: Where in the Braze dashboard can you change Workspace?

A. Settings Menu

B. Messaging Menu

C. Upper Left Selector Menu

D. Audience Menu

Q3: Which of the following are reasons to segment your users into groups? (Select 2)
(Select 2)

A. Avoid over-targeting your users

B. Make data import simpler

C. Avoid technical complications in sending

D. Send relevant messages to the right members of your audience

Q4: Which filters would you use to create an exclusion group to avoid sending messages to users whose favorite food is Italian or Chinese?

A. Exclude users: Favorite food is Italian AND Favorite food is Chinese

B. Exclude users: Favorite food is Italian OR Favorite food is Chinese

Q5: True or False: You can use campaigns to send messages on multiple channels.

A. True: A single campaign can send messages to several channels.

B. False: Only Canvas can send messages to multiple channels.

Q6: You are running an email campaign to encourage users to download and use your app. Which of the following conversion events would be best to assess whether users start using the app after receiving the message?

A. Start session

B. Opens email

C. Clicks email

D. Perform Custom Event: Rate The App

Q7: Which Canvas component sends users down separate user journeys based on their characteristics or segment membership?

A. Audience Sync

B. Experiment Paths

C. Audience Paths

D. Action Paths

Q8: In Audience Paths, what happens if a user meets more than one of the criteria in the path?

A. The user goes down the path of the highest-ranked criterion they meet.

B. The user goes down the path of the last criterion they meet.

C. The user goes down the "Everyone else" path since they qualify for multiple.

D. The user goes down both paths and may receive duplicate messages.

Q9: When a control group is created for a message, what happens to members of the control group?

A. They receive no message.

B. They only receive the non-personalized message.

C. They receive a randomly selected variant of the message.

D. They receive all variants of the message.

Q10: Which channel is appropriate for sending high urgency, long-form messages?

A. Email

B. SMS

C. In-App or In-Browser Messages

D. Content Cards

Answer Key:

Q1: C **Q2:** C **Q3:** A,D **Q4:** B **Q5:** A **Q6:** A **Q7:** C **Q8:** A **Q9:** A **Q10:** A

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Braze is a comprehensive customer engagement platform that powers relevant and memorable experiences between consumers and the brands they love.

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