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Braze

Braze-Certified-Practitioner

Braze Certified Practitioner Certification Exam



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Latest Version: 6.0

Question: 1

An acronym for Health Insurance Portability and Accountability Act. Braze is _____ compliant. HIPAA requirements involve administrative, physical, and technical security.

- A. CONSISTENTLY ACTIVE
- B. DEEP LINKING
- C. HIPAA
- D. STANDARD ATTRIBUTES

Answer: C

Question: 2

What are the 4 user lifecycle stages?

- A. The Braze segment analytics feature
- B. manually, one at a time.
- C. loyal, active, lapsing, inactive
- D. Data Points

Answer: C

Question: 3

are integrated into iOS and Android applications and provides powerful marketing, customer support, and analytics tools. Braze offers SDK integration for both iOS and Android.

- A. A/b multivariate testing
- B. Monthly Active User (mau)
- C. Software Development Kit (SDK)
- D. Braze (the product)

Answer: C

Question: 4

Braze offers many _____ to reach your customers and users with our campaigns, Canvas tools, and you can optimize for consistency (and upload images and other content) using our Templates & Media tools. From there, you can create Segments and Geofences to target your audience by location or other attributes.

- A. Alloys
- B. Braze Engagement Tools
- C. Braze Teams
- D. A Push Token

Answer: B

Question: 5

You can use the Braze SDK to:

- A. this does not follow security best practices.
- B. Session Start
Session End
First Used App
Last Used App Email Available
Random Bucket Number
- C. manually, one at a time.
- D. - Track a user's actions in your app
- Track users' interactions with the engagements you send to them

Answer: D

Question: 6

Braze considers a _____ as anyone who has newly installed your app. Alternatively, a new user can also be defined as a user with a user ID that has not been previously identified within Braze.

- A. Content Cards
- B. User Personas
- C. Purchase Events
- D. New User

Answer: D

Question: 7

An automated limit on messages to ensure users don't receive too many communications in a short period of time. _____ allows you to manage communication without overwhelming your audience.

- A. Multichannel Messaging
- B. Inactive
- C. Rate Limiting
- D. Frequency Capping

Answer: D

Question: 8

are ways you can virtually communicate with your customers-through push notifications on their phone or web browser, email, in-app messages, and so much more!

- A. In-app Messages
- B. Messaging Channel
- C. New User
- D. Content Cards

Answer: B

Question: 9

IP warming is an important practice to complete when using which channel?

- A. Email
- B. In-App Messages
- C. Push
- D. Content Cards

Answer: A

Question: 10

Which channel is appropriate to use to alert users to critical information while they re engaged with your app or site?

- A. Push messages
- B. In-App Messages

- C. Email
- D. Content Cards

Answer: B

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