Braze
Braze-Certified-Digital-Strategist
Braze Certified Digital Strategist Certification Exam

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Question: 1

2 high level categories of Braze Out-of-the-box data

A. User data (first used app, session count, random bucket number)
Device data (device locale, country, OS version, carrier, etc)
B. Attributes
Events
C. user attributes commonly used by most Braze customers, but not collected automatically
- First/last name
- Phone number
- Email subscription status
- Push subscriptions status
D. CDP
Attribution & Deep Linking
Analytics
Reverse ETL
CDW
Audiences (Ads)
Dynamic Content
eCommerce

Answer: A

Question: 2

You can change the names of Braze standard attributes

A. True
B. False

Answer: B

Question: 3

Braze custom event property data type options

A. API Campaign: copy, segment & all other campaign settings supplied in the API request

API-Triggered Campaign: marketer can manage copy, variations, and eligibility criteria from the Braze dashboard
B. - Max of 256 properties per purchase event
C. Strings
Arrays
Booleans
Numbers
Datetimes
Objects
Nested Objects
D. - Do not consume data points
- Only accessible for 30 days
- Not stored on the User profile
- Max of 256 properties per custom event

Answer: C

Question: 4

Vertical Engagement Stack: Personalization

A. Liquid
Connected Content
B. Api Csv Currents
C. Campaigns Canvas
D. Segments

Answer: A

Question: 5

Vertical Engagement Stack: Export

A. Segments
B. Liquid Connected Content
C. API
CSV
Currents
D. Sdk Api Technology Partners Csv

Answer: C

Question: 6

Vertical Engagement Stack: Classification

A. Packets
B. Segments
C. Partitions
D. Pages

Answer: B

Question: 7

Braze standard attributes

A. data automatically collected by SDKs
- session start & end
- device data (OS, app version)
- geolocation
- message interaction
B. That attribute will be imported as a Custom Attribute instead. Pay attention to Standard Attribute naming conventions!
C. user attributes commonly used by most Braze customers, but not collected automatically
- First/last name
- Phone number
- Email subscription status
- Push subscriptions status
D. Custom attributes
Custom events
Purchases
All naming is customizable

Answer: C

Question: 8

Braze User Lifetime-Value

A. Message sending across 1+ channels:
Email
SMS
WhatsApp

Web and Mobile Push
IAM
CC
Webhooks
B. user attributes commonly used by most Braze customers, but not collected automatically
- First/last name
- Phone number
- Email subscription status
- Push subscriptions status
C. Data Settings > Custom Events
Data Settings > Custom Attributes
D. An automatically calculated metric based on Purchase Events logged for the User

Answer: D

Question: 9

Braze custom data

A. user attributes commonly used by most Braze customers, but not collected automatically
- First/last name
- Phone number
- Email subscription status
- Push subscriptions status
B. Booleans
Numbers
Strings
Arrays
Time
Objects
Arrays of Objects
C. Custom attributes
Custom events
Purchases
All naming is customizable
D. An automatically calculated metric based on Purchase Events logged for the User

Answer: C

Question: 10

To pre-populate custom events and attributes, go to Data Settings and select either Custom Events or Custom Attributes. Then add a new custom attribute or custom event.

For custom attributes, select a data type for this attribute (for instance, boolean or string). An attribute's data type will determine the segmentation filters available for that attribute.

Note that custom data names are case-sensitive, so your development team must use the exact names later.

You may occasionally identify custom attributes, custom events, or purchase events that either consume too many data points, are no longer useful to your marketing strategy, or were recorded in error. To stop this data from being sent to Braze, you can blocklist a custom data object while your engineering team works to remove it from the backend of your app or website.

Blocklisting prevents further recording of specific custom data.

It doesn't remove data already recorded or affect user profiles.

After blocklisting and removing references, you can delete custom data.

Deletion removes custom data from segment filters, analytics pages, and Data Settings.

Contact your customer success manager or Braze Support for help with deletion.

Braze Doc:

A. Explain what a billable data point is in braze
B. Identify what Braze features you can leverage to optimize your campaigns or Canvases
C. Assess possible opportunities to personalize a customer engagement
D. Identify where and how you can manage custom data in the Braze Dashboard

Answer: D

Reference:
https://www.braze.com/docs/user_guide/data_and_analytics/custom_data/managing_custom_data/

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