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Question: 1

A mobile app must record activity inside the app and display Braze in-app messages on the device. Which Braze component provides the client-side integration for these functions?

A. A Currents connector, linked to the analytics destination
B. The user profile export endpoint, called by a server
C. The Braze SDK, integrated into the app
D. The Braze dashboard, configured by a marketer

Answer: C

Explanation:
The SDK collects and synchronizes user data in the app and provides on-device channel capabilities such as in-app messages.

Question: 2

An engineer has been granted Braze dashboard access. Which task illustrates a developer use of the dashboard during app integration?

A. Implementing an on-device event callback in app source code
B. Reviewing the app API key and push notification credentials
C. Editing the app project's SDK initialization code
D. Adding analytics calls to a custom message component

Answer: B

Explanation :
Developers manage app integration settings in the dashboard, including API keys and push credentials.

Question: 3

Which two are supported uses of the Braze REST API? (Choose two)

A. Discover every business-specific app action without instrumentation
B. Trigger or send messages from a server-side process
C. Update user data from a backend system
D. Display a native in-app message without an app integration

Answer: C, B

Explanation:

The REST API supports triggering and sending messages and can be called by server-side processes. The REST API can submit data updates from a backend and other external sources to Braze.

Question: 4

A signed-in app needs to show permitted data from the user profile stored in Braze. The team proposes reading that complete server profile directly through the client SDK. Which explanation is accurate?

A. The SDK can retrieve the complete server profile after any session starts.
B. A Currents connector exposes a synchronous profile getter inside the SDK.
C. The dashboard automatically copies the complete profile into each SDK instance.
D. The SDK is not that retrieval interface; a backend can use a suitable profile export API.

Answer: D

Explanation:
The Braze SDK collects and synchronizes data and supports on-device messaging. To retrieve permitted data from a complete server-side user profile, a backend can call an appropriate user profile export API and return the permitted fields to the app.

Question: 5

Registering a business-specific custom event name in the Braze dashboard is enough to make the SDK detect that business action without any event-logging integration.

A. True
B. False

Answer: B

Explanation:
The custom data schema and SDK implementation must correspond; configuring a name alone does not automatically detect a business action.

Question: 6

A loyalty service confirms account upgrades on its server. Braze must receive each new membership level promptly even when the customer never opens the app. Which integration plan fits this requirement?

A. Have the server submit the changed membership attribute through the REST API.
B. Ask the customer to trigger an in-app message whenever the server upgrades them.
C. Wait for the next SDK session to discover the membership level automatically.
D. Export the existing Braze profile each night and treat it as the upgrade input.

Answer: A

Explanation:

The data originates on the server and does not depend on app launch, so the backend should submit the change through the REST API.

Question: 7

A marketer has a prepared CSV of existing customers and corrected attribute values. This is a one-time update, and the team wants to avoid building a new backend job. Which plan directly meets these constraints?

A. Import the CSV through the Braze dashboard.
B. Implement a scheduled service that repeatedly sends all attribute values.
C. Create a Currents connector to read the CSV into Braze.
D. Add a new SDK release that asks every customer to re-enter the values.

Answer: A

Explanation:
Dashboard CSV upload supports one-time user imports or attribute updates without a new backend job.

Question: 8

A team is in discovery and planning, before writing its Braze integration code. Which two activities establish requirements needed to scope that code? (Choose two)

A. Identify the data and customizations required by the planned campaigns.
B. Run final delivery tests against the completed production integration.
C. Define the campaign channels, audiences, delivery methods, and success metrics.
D. Build the production implementation before deciding what data campaigns need.

Answer: C, A

Explanation:
Planning defines campaign channels, audiences, delivery methods, and success metrics. The required data and customizations then establish the engineering implementation scope.

Question: 9

An analytics team wants Braze event data delivered to a storage destination where its own jobs will process files. It is not asking for individual profile lookups or delivery to an analytics partner API. Which export plan matches this receiver?

A. Send a CSV of attributes from the storage destination into the Braze dashboard.
B. Choose a Currents Data Storage integration for the configured destination.
C. Select a partner JSON connector without checking whether the receiver accepts it.
D. Poll each user profile through the SDK after every campaign.

Answer: B

Explanation:

Currents supports Data Storage file output, matching a receiver whose own jobs process files.

Question: 10

A Currents export is planned for a company-controlled storage account. Which preparation gives Braze the destination access required for that outbound flow?

A. Authorize an analytics job to read Braze data, without granting Braze destination access.
B. Configure only an inbound Braze REST API key, without destination credentials.
C. Configure the destination location but grant Braze read-only access there.
D. Configure the destination location and credentials that authorize Braze to write there.

Answer: D

Explanation:
A Currents destination needs the correct location and authentication authorizing Braze to write data to that account.

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