



# Braze

*Braze-Certified-Marketer*  
*Braze Certified Marketer Certification Exam*

## Questions & Answers PDF

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## Latest Version: 6.0

### 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

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: 3

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**

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### Question: 4

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: 5

% of confidence needed in a Multivariate test

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

**Answer: B**

### Question: 6

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: 7

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Sign-up  
Onboarding  
Promotion  
Abandoned cart  
Retention

- A. choosing segments for multivariate testing
- B. custom data
- C. 5 common use cases for canvases
- D. 6 common use cases for canvases

**Answer: C**

### Question: 8

APIs  
CSV export for up to 50 custom events/attributes  
CSV export email addresses

- A. Exporting segment data
- B. Spam
- C. Banner content card
- D. Data point

**Answer: A**

### Question: 9

The total number (and percentage) of users who unsubscribed from your emails.

- A. Unsubs
- B. Push Opens
- C. Spam
- D. Deliveries

**Answer: A**

### Question: 10

Consists of a subdomain and a domain Ensures you pass email authentication checks for DKIM and SPF

- A. Subdomain

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- B. Whitelabeled domains
  - C. Ip warmup
  - D. Numbers

<b>Answer: B</b>
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