

Braze Certified Practitioner Study Guide

Introduction

The Braze Certified Practitioner exam validates practitioners who have a basic knowledge and command of the Braze dashboard. Candidates should be able to differentiate between the data collection methods supported by Braze, including API, SDK, CSV User Import, and partner integrations. Candidates should also be able to identify key stages of the customer lifecycle.

Suggested pre-requisite(s)

Candidates should have taken the “Free Foundations for Everyone” course before attempting the Practitioner Certification.

<https://learning.braze.com/braze-foundations-self-paced/>

We strongly suggest knowing the following terms:-

https://www.https://www.braze.com/docs/user_guide/onboarding_with_braze/terms_to_know

We also suggest Braze documentation as an excellent starting point for all certification candidates:-

<https://www.braze.com/docs>

Exam Structure

- Content: 30 multiple-choice/multiple-select/True/False questions
- Time to complete the exam: 60 minutes
- Passing score: 70%
- References: No hard-copy or online materials may be referenced during the exam.

The examinee selects from four (4) or more options the response(s) that best completes the statement or answers the question. The exam includes distracters or wrong answers that are generally plausible responses fitting into the content area and that examinees with incomplete knowledge or skill would likely choose.

This exam uses the following test-item formats:

- **Multiple choice:** Examinee selects one option that best answers the question or completes a statement.
- **Multiple response:** Examinee selects more than one option that best answers the question or completes a statement.
- **True/False:** Examinee selects one option, either True or False.

Domain	% of Examination
1.0 Data Planning and Management	46%
2.0 Segmentation	21%

3.0 Experience Orchestration	33%
TOTAL	100%

Exam Content

1.0 Data Planning and Management

- 1.01 Understand data points
- 1.02 Understand out-of-the-box, standard, and custom attributes and events
- 1.03 Understand the sources of data, data categories and data ingestion
- 1.04 Understand the user lifecycle and user tracking
- 1.05 Understand when to use the SDK

2.0 Segmentation

- 2.01 Understand the best practices, benefits, and common applications of each channel
- 2.02 Understand the benefits of cross-channel messaging and when to use each channel in a customer journey

3.0 Experience Orchestration

- 3.01 Understand what a detailed Segment is and when to create a segment
- 3.02 Ability to discern when a Canvas should be used
- 3.03 Understand Canvas steps

Sample Test Questions – Answer Key is found at end of document

Question 1:-

Emails are best for messages with high complexity and high urgency.

True or False

Question 2:-

Which type of out-of-the-box data consumes data point?

- A. Total Session Count
- B. User ID
- C. Email Available
- D. Last Used App

Question 3:-

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

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

Question 4:-

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 Key:

Q 1 = True

Q2 = A

Q3 = A

Q4 = B