Braze

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

Questions And Answers PDF Format:

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Version **= Product**

Latest Version: 6.0

Question: 1

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/

Question: 2

Benchmarks can help you make data-driven decisions when used correctly. Follow these three tips to make the most of benchmark metrics:
- Know The Data You're Dealing With: Know the type of data you are using, whether it's aggregate data, campaign specific data, or data per audience type or other calculations. Keep this in mind when comparing against your metrics to ensure you are comparing apples to apples. For example, if you are looking at campaign specific performance, compare it against your own campaign specific rate, not a simple aggregate rate.
- Avoid Soley Optimizing Based on Industry Metrics: Completely working off industry aggregate data can lead to poor marketing decisions, especially since your metrics can vary greatly per audience segment. Be sure to segment your audience and test your hypothesis accordingly. Use Braze Benchmarks as a guide to create your own benchmarks relative to your brand's goals and business objectives.

- Look Beyond Your Own Industry: Look outside your industry for inspiration to get creative about how you can improve your own metrics. For example, the travel industry might have much higher email open rates than all other industries. You can then adapt a strategy from the travel industry to optimize your own.

A. Select the appropriate multi-channel Canvas Flow structure for common marketing use cases
B. Evaluate the different options for incorporating user data into a customer engagement
C. Explain how to establish messaging benchmarks based on campaign and Canvas performance metrics
D. Explain available data export options for more granular data analysis

Answer: C

Reference:
Braze Doc:
https://www.braze.com/docs/user_guide/data_and_analytics/analytics/understanding_your_app_usage_data/#monthly-active-users

Question: 3

Which three statements regarding Meaningful Moments are TRUE? (Choose three)

A. It tracks high-value user interactions within your application.
B. It should be closely related to your value proposition and should drive business results.
C. It helps to identify the version of the campaign that best accomplishes your marketing goals.
D. It should be equated to the most critical downstream conversions that impact your bottom line.
E. It stores attributes about your users, or information about low-value actions within your application.

Answer: A,B,D

Question: 4

Which three options count toward data point consumption? (Choose three)

A. Session start
B. Session end
C. Email sent
D. Push message sent
E. Purchase recorded

Answer: A,C,D

Question: 5

Which three options count toward data point consumption? (Choose three)

A.
- The actions the user takes within other apps
- The features the user is utilizing within other apps
- The path a user takes to exit the journey
- The least preferred engagement channels
B.
- The actions the user takes within the app
- The features the user utilizes within the app
- The path a user takes to move forward in their journey
- The channel by which you plan to engage with the user
C.
- The actions the user has taken within the app
- The features the user is not utilizing within the app
- The path a user took to move forward in previous journeys
- The channel by which you engaged with the user previously
D.
- The actions that the brand wants to reflect
- The features that the brand wants to highlight
- The path that provides the ideal brand image
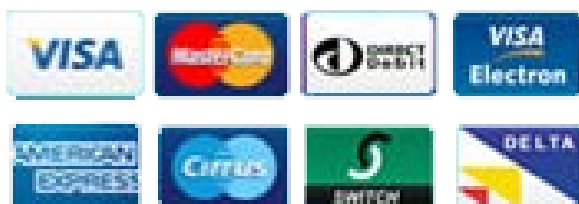- The channels that require the least customization

Answer: B

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