

# Braze iOS SDK Certification Practice Test (Sample)

## Study Guide



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## **Questions**

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- 1. After integrating the Braze SDK, which tool is best for verifying that anonymous users are logging sessions?**
  - A. Event User Logs**
  - B. Analytics Dashboard**
  - C. Customer User Reports**
  - D. Braze Data Dashboard**
  
- 2. Which two sections are included in the Event User Log?**
  - A. User Attributes and Session History**
  - B. User Attributes and Events**
  - C. Session Records and User Actions**
  - D. App Performance and User Preferences**
  
- 3. What is the function of ``Appboy.requestLocationAuthorization()`` in Braze?**
  - A. To track the number of users**
  - B. To request permission for location access**
  - C. To log events based on user location**
  - D. To optimize push notifications**
  
- 4. What does the term "Content Cards" refer to in Braze SDK?**
  - A. A type of marketing email**
  - B. A way to display personalized content in-app**
  - C. A method for collecting user feedback**
  - D. A system for managing subscriptions**
  
- 5. What is the primary purpose of tracking user attribution in marketing?**
  - A. To measure user engagement across platforms**
  - B. To determine the source of user acquisition**
  - C. To analyze app performance**
  - D. To monitor customer satisfaction**

**6. Which method is used to log a custom event in the Braze SDK?**

- A. `Appboy.logEvent()`
- B. `Appboy.trackCustomEvent()`
- C. `Appboy.logCustomEvent(\_:)`
- D. `Appboy.recordEvent()`

**7. Does the Message Activity Log only capture sending for test users? True or False?**

- A. True
- B. False
- C. Only for anonymous users
- D. Only for identified users

**8. Which method is used to manage user permissions for notifications on iOS?**

- A. APNs
- B. Token management
- C. User interface prompts
- D. Permission API

**9. How can custom events be created in Braze?**

- A. Using the standard event logging method
- B. With the `Appboy.logCustomEvent(\_:)` method
- C. Through the Braze dashboard only
- D. By modifying the user's profile

**10. What is a Canvas in the context of Braze?**

- A. A user tracking mechanism
- B. A visual flow for multi-channel messaging campaigns
- C. A type of user demographic analysis
- D. A reporting tool for analytics

## **Answers**

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- 1. D**
- 2. B**
- 3. B**
- 4. B**
- 5. B**
- 6. C**
- 7. B**
- 8. C**
- 9. B**
- 10. B**

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## **Explanations**

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**1. After integrating the Braze SDK, which tool is best for verifying that anonymous users are logging sessions?**

- A. Event User Logs**
- B. Analytics Dashboard**
- C. Customer User Reports**
- D. Braze Data Dashboard**

The Braze Data Dashboard is the most suitable tool for verifying that anonymous users are logging sessions after integrating the Braze SDK. This dashboard provides a comprehensive overview of data flows, including user engagement metrics and session information, which are crucial for assessing how anonymous users are interacting with your application. By using the Braze Data Dashboard, you can analyze session logs, track events, and visualize user behavior on a larger scale. This is particularly valuable for understanding user engagement patterns without requiring any user identification, making it effective for monitoring anonymous sessions specifically. Other options like Event User Logs, Analytics Dashboard, and Customer User Reports serve different purposes, such as detailed event tracking, overall analytics insights, or specific customer behavior insights, but they do not focus primarily on the session logging of anonymous users to the same degree as the Braze Data Dashboard does.

**2. Which two sections are included in the Event User Log?**

- A. User Attributes and Session History**
- B. User Attributes and Events**
- C. Session Records and User Actions**
- D. App Performance and User Preferences**

The correct selection includes User Attributes and Events, as these are integral components of the Event User Log within the Braze iOS SDK framework. User Attributes represent specific traits associated with individual users, such as demographic data or preferences. They help in understanding user behavior and tailoring messaging and content according to specific user segments. This data is crucial for personalizing experiences and enhancing user engagement. Events, on the other hand, capture specific actions taken by users within the app, such as purchases, shares, or feature usage. These events provide insights into user interactions and can be analyzed to gauge the effectiveness of marketing campaigns or app features, allowing for data-driven improvements. The combination of User Attributes and Events in the Event User Log allows for a comprehensive understanding of user behavior, enabling marketers and developers to make informed decisions to enhance user engagement and retention.

### 3. What is the function of `Appboy.requestLocationAuthorization()` in Braze?

- A. To track the number of users
- B. To request permission for location access**
- C. To log events based on user location
- D. To optimize push notifications

The function of `Appboy.requestLocationAuthorization()` in Braze is to request permission for location access. This is essential for applications that seek to provide location-based services, personalization, or targeted content to users. By invoking this method, the app is effectively asking the operating system for the user's consent to access their geographical location. If granted, the application can leverage this data to enhance user experience, such as sending location-specific push notifications, personalizing offers, or improving engagement with relevant content based on the user's current or past locations. This capability is critical in ensuring that the app operates within privacy guidelines and that users feel in control of their data, as it requires explicit consent from the user before accessing sensitive location information.

### 4. What does the term "Content Cards" refer to in Braze SDK?

- A. A type of marketing email
- B. A way to display personalized content in-app**
- C. A method for collecting user feedback
- D. A system for managing subscriptions

The term "Content Cards" in the Braze SDK specifically refers to a method of displaying personalized content directly within an app. This feature allows marketers and developers to showcase relevant information or promotions to users, enhancing user engagement by tailoring content based on their preferences, behaviors, and profiles. Content Cards can dynamically adapt to individual user members, making it possible to deliver targeted messages that resonate with them, ultimately improving the user experience. This capability is essential for mobile engagement strategies as it allows for direct interaction with users through the app interface. The other options, while they relate to user engagement and communication, do not capture the specific function of Content Cards as effectively. Marketing emails, user feedback mechanisms, and subscription management systems serve different purposes and do not align with the primary goal of displaying adaptive, personalized content to users within the app environment.

## 5. What is the primary purpose of tracking user attribution in marketing?

- A. To measure user engagement across platforms
- B. To determine the source of user acquisition**
- C. To analyze app performance
- D. To monitor customer satisfaction

The primary purpose of tracking user attribution in marketing is to determine the source of user acquisition. This involves identifying which specific channels, campaigns, or strategies are successful in driving new users to an app or platform. By understanding where users are coming from—whether it's through social media ads, organic searches, email campaigns, or other marketing efforts—businesses can optimize their marketing strategies and allocate resources more effectively. This insight allows marketers to analyze which channels deliver the best return on investment and tailor their efforts to enhance user acquisition. While measuring user engagement, analyzing app performance, and monitoring customer satisfaction are important elements of overall marketing and user experience, they do not specifically focus on identifying the origin of new users, which is essential for refining user acquisition strategies. Tracking user attribution helps provide a clear picture of campaign efficacy and user journeys, making it a critical component in the marketing landscape.

## 6. Which method is used to log a custom event in the Braze SDK?

- A. `Appboy.logEvent()`
- B. `Appboy.trackCustomEvent()`
- C. `Appboy.logCustomEvent(\_:)`**
- D. `Appboy.recordEvent()`

The method `Appboy.logCustomEvent(\_:)` is the correct choice for logging a custom event in the Braze SDK. This method is specifically designed to capture and send user-defined events to Braze, allowing for detailed insights into user interactions and behaviors within the app. When implementing custom event logging, it is crucial to use the method that is tailored for this purpose to ensure that the events are correctly recorded and structured. The `\_:` in the method signature indicates that this method accepts an argument that typically represents the name of the event you want to log, along with any additional properties or data associated with that event. This method not only aids in tracking user engagement but also helps in analyzing the effectiveness of marketing campaigns, app features, or user journeys, making it an essential tool for app developers working with Braze.

**7. Does the Message Activity Log only capture sending for test users? True or False?**

- A. True**
- B. False**
- C. Only for anonymous users**
- D. Only for identified users**

The assertion is false because the Message Activity Log captures all message sending activities, not just for test users. This log provides comprehensive tracking for all users within the system, regardless of their status as test, anonymous, or identified users. It allows analysts and marketers to monitor messages that have been sent, delivered, and opened, thereby offering valuable insights into user engagement for the entire user base. This functionality is essential for evaluating the effectiveness of marketing campaigns and refining strategies based on user interactions. Other options misrepresent the full scope of the Message Activity Log's capabilities, as they either limit its functionality to specific user categories or incorrectly state that it only pertains to test users. The log's inclusive approach ensures that all relevant data is available for analysis and reporting.

**8. Which method is used to manage user permissions for notifications on iOS?**

- A. APNs**
- B. Token management**
- C. User interface prompts**
- D. Permission API**

The method used to manage user permissions for notifications on iOS involves user interface prompts. When an app wants to send notifications, it must first request permission from the user. This is typically achieved through a prompt that displays on the device, which informs the user about the types of notifications they can expect to receive and provides options to allow or deny the permission. This user engagement is important because it ensures that users have control over the notifications they receive, enhancing their experience and maintaining their trust. The prompts adhere to Apple's guidelines for user privacy and consent, making it a mandatory step for effective notification management in iOS applications. Without this interaction, an app would not be able to send notifications to users. While other choices touch on aspects of notification systems, they do not directly address the management of user permissions through interactive consent, which is the essential focus of the prompt method.

## 9. How can custom events be created in Braze?

- A. Using the standard event logging method
- B. With the `Appboy.logCustomEvent(\_:)` method**
- C. Through the Braze dashboard only
- D. By modifying the user's profile

Creating custom events in Braze is accomplished using the `Appboy.logCustomEvent(\_:)` method. This method enables developers to track specific user interactions or actions that are unique to their application. By utilizing this method, you can log events with meaningful names and any associated properties, allowing for better analysis and insights into user behavior within your app. The standard event logging method mentioned does not provide the flexibility needed for custom events, as it is designed for predefined events only. Logging through the Braze dashboard is more focused on visualizing and analyzing data rather than creating events directly from the app's code. Modifying the user's profile pertains to updating user data rather than logging specific user actions or events. Thus, the `Appboy.logCustomEvent(\_:)` method is the appropriate choice for creating custom events, as it directly captures and logs those interactions from within the application.

## 10. What is a Canvas in the context of Braze?

- A. A user tracking mechanism
- B. A visual flow for multi-channel messaging campaigns**
- C. A type of user demographic analysis
- D. A reporting tool for analytics

A Canvas in the context of Braze refers to a visual flow designed to manage multi-channel messaging campaigns. This feature allows marketers to create and visualize complex customer journeys across various communication channels, such as push notifications, email, in-app messages, and more. The visual flow enables marketers to map out how customers interact with their brand across different stages and channels. This capability enhances the ability to deliver personalized and timely messages to users based on their behavior, preferences, and interactions, making it an essential tool for creating effective marketing campaigns. While user tracking mechanisms, demographic analysis, and reporting tools are important aspects of an overall marketing strategy, they focus on different elements. User tracking is about monitoring user behavior, demographic analysis concerns understanding user segments, and reporting tools deal with analyzing data and metrics. However, Canvas specifically emphasizes the orchestration and visualization of communication strategies across channels, which is central to Braze's mission of engaging users effectively.