

# Braze iOS SDK Certification Practice Test (Sample)

## Study Guide



**Everything you need from our exam experts!**

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# Introduction

Preparing for a certification exam can feel overwhelming, but with the right tools, it becomes an opportunity to build confidence, sharpen your skills, and move one step closer to your goals. At Examzify, we believe that effective exam preparation isn't just about memorization, it's about understanding the material, identifying knowledge gaps, and building the test-taking strategies that lead to success.

This guide was designed to help you do exactly that.

Whether you're preparing for a licensing exam, professional certification, or entry-level qualification, this book offers structured practice to reinforce key concepts. You'll find a wide range of multiple-choice questions, each followed by clear explanations to help you understand not just the right answer, but why it's correct.

The content in this guide is based on real-world exam objectives and aligned with the types of questions and topics commonly found on official tests. It's ideal for learners who want to:

- Practice answering questions under realistic conditions,
- Improve accuracy and speed,
- Review explanations to strengthen weak areas, and
- Approach the exam with greater confidence.

We recommend using this book not as a stand-alone study tool, but alongside other resources like flashcards, textbooks, or hands-on training. For best results, we recommend working through each question, reflecting on the explanation provided, and revisiting the topics that challenge you most.

**Remember:** successful test preparation isn't about getting every question right the first time, it's about learning from your mistakes and improving over time. Stay focused, trust the process, and know that every page you turn brings you closer to success.

Let's begin.

# How to Use This Guide

**This guide is designed to help you study more effectively and approach your exam with confidence. Whether you're reviewing for the first time or doing a final refresh, here's how to get the most out of your Examzify study guide:**

## **1. Start with a Diagnostic Review**

**Skim through the questions to get a sense of what you know and what you need to focus on. Your goal is to identify knowledge gaps early.**

## **2. Study in Short, Focused Sessions**

**Break your study time into manageable blocks (e.g. 30 - 45 minutes). Review a handful of questions, reflect on the explanations.**

## **3. Learn from the Explanations**

**After answering a question, always read the explanation, even if you got it right. It reinforces key points, corrects misunderstandings, and teaches subtle distinctions between similar answers.**

## **4. Track Your Progress**

**Use bookmarks or notes (if reading digitally) to mark difficult questions. Revisit these regularly and track improvements over time.**

## **5. Simulate the Real Exam**

**Once you're comfortable, try taking a full set of questions without pausing. Set a timer and simulate test-day conditions to build confidence and time management skills.**

## **6. Repeat and Review**

**Don't just study once, repetition builds retention. Re-attempt questions after a few days and revisit explanations to reinforce learning. Pair this guide with other Examzify tools like flashcards, and digital practice tests to strengthen your preparation across formats.**

**There's no single right way to study, but consistent, thoughtful effort always wins. Use this guide flexibly, adapt the tips above to fit your pace and learning style. You've got this!**

## Questions

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- 1. When a user returns to their session after closing their tab, what will they experience if they return within the timeout period?**
  - A. A new session**
  - B. They will not be logged in**
  - C. The same session**
  - D. Session expiration**
  
- 2. Which feature assists in direct user engagement through customer behavior tracking?**
  - A. In-app messaging**
  - B. Email notifications**
  - C. Push notifications**
  - D. SMS marketing**
  
- 3. How can user sessions be tracked using Braze?**
  - A. Manually log in and out**
  - B. Through the automatic session tracking feature of the SDK**
  - C. By implementing custom tracking codes**
  - D. Using third-party analytics services**
  
- 4. How can you integrate content cards on Android?**
  - A. Via a fragment**
  - B. Through an activity**
  - C. Using a service**
  - D. With a broadcast receiver**
  
- 5. What is the name of the Braze-provided user interface library?**
  - A. UIFramework**
  - B. BrazeUI**
  - C. UIComponents**
  - D. InterfaceKit**

- 6. How can you set a user attribute using the Braze SDK?**
- A. By calling `Appboy.setUserAttribute(_:value:)`**
  - B. By calling `Appboy.setCustomUserAttribute(_:value:)`**
  - C. By using `Appboy.updateUserAttribute()`**
  - D. By modifying user data on the server side**
- 7. Why is ease of use an important feature in Braze's interface?**
- A. It allows professionals to get familiar quickly**
  - B. It eliminates the need for any training sessions**
  - C. It discourages experimentation with campaigns**
  - D. It complicates the setup process**
- 8. Which delegate method handles the receipt of push notifications?**
- A. `userNotificationCenter(_:didReceive:withCompletionHandler:)`**
  - B. `didFinishLaunchingWithOptions`**
  - C. `didReceiveMemoryWarning`**
  - D. `applicationWillTerminate`**
- 9. Why is personalization important in marketing campaigns using Braze?**
- A. It confuses the users**
  - B. It helps create a better connection with the audience**
  - C. It reduces campaign costs significantly**
  - D. It is not necessary for effective communication**
- 10. What is likely a limitation of the drag-and-drop feature in Braze?**
- A. It may require substantial coding expertise**
  - B. It might not be suitable for complex campaign designs**
  - C. It prevents any form of user customization**
  - D. It relies entirely on manual operations**

## Answers

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1. C
2. A
3. B
4. A
5. B
6. B
7. A
8. A
9. B
10. B

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## **Explanations**

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**1. When a user returns to their session after closing their tab, what will they experience if they return within the timeout period?**

- A. A new session**
- B. They will not be logged in**
- C. The same session**
- D. Session expiration**

When a user returns to their session after previously closing their tab, if they do so within the specified timeout period, they will experience the same session. This means that all the information, preferences, and states that were active during their initial session will be preserved and accessible. This continuity is designed to create a seamless user experience, allowing users to pick up where they left off without needing to re-authenticate or lose their context. The timeout period is a critical factor in this scenario. It defines the duration that the session remains active after last use. If the user returns before this period ends, the session is still recognized, and they can continue using the application as if they never left. This functionality enhances user retention and engagement by minimizing disruptions and allowing users to navigate the app more fluidly, thereby encouraging longer interactions and satisfaction with the app's functionality.

**2. Which feature assists in direct user engagement through customer behavior tracking?**

- A. In-app messaging**
- B. Email notifications**
- C. Push notifications**
- D. SMS marketing**

In-app messaging is a feature that directly facilitates user engagement by allowing businesses to deliver personalized messages to users based on their behavior within the app. This feature tracks user interactions and activities, enabling businesses to communicate effectively at the right moments. For instance, if a user completes a specific action or reaches a particular milestone, in-app messaging can trigger a relevant message or prompt. This real-time interaction creates opportunities for conversion, retention, and enhancing user experience by providing support, tips, or promotional content tailored to user behavior. On the other hand, while email notifications, push notifications, and SMS marketing are also effective methods of engaging users, they typically rely on broader triggers rather than direct behavior tracking within an app's interface. In-app messaging enables a more contextual approach, which strengthens the impact of user engagement efforts.

### 3. How can user sessions be tracked using Braze?

- A. Manually log in and out
- B. Through the automatic session tracking feature of the SDK**
- C. By implementing custom tracking codes
- D. Using third-party analytics services

Tracking user sessions in Braze can be efficiently managed through the automatic session tracking feature of the SDK. This built-in functionality simplifies the process by automatically handling session beginnings and endings based on user activity within the app. The SDK records when the app is opened or closed, allowing for accurate measurement of user engagement and session duration without requiring additional manual coding or intervention. This automatic session tracking not only saves time and reduces the risk of errors that may arise from custom implementations, but it also ensures that the session data collected is consistent and reliable. By leveraging this feature, developers can focus on their core development tasks while still gaining valuable insights into user behavior and engagement metrics. The other potential methods for session tracking, such as manual login and logout or the implementation of custom tracking codes, would require extra effort and might introduce variability in how sessions are recorded. Moreover, relying on third-party analytics services could complicate the data flow and integration process, detracting from the seamless experience that Braze's SDK offers. Thus, the automatic session tracking feature stands out as the most efficient and effective way to track user sessions within Braze.

### 4. How can you integrate content cards on Android?

- A. Via a fragment**
- B. Through an activity
- C. Using a service
- D. With a broadcast receiver

Integrating content cards on Android using a fragment is the correct approach because fragments provide a modular section of an activity that can be added or removed while the activity is running, which is particularly useful for reusable UI components like content cards. This allows developers to create a more dynamic and user-friendly experience by managing the lifecycle of the content cards more effectively within the context of the host activity. A fragment can host various UI elements and manage their interactions seamlessly. Since content cards are often designed to be displayed as part of a flexible UI that should adapt based on the activity's state or the user's actions, fragments are the ideal component to implement this feature. In contrast, using an activity alone would imply that the content cards are tightly coupled to a specific screen, which limits reusability and flexibility. A service operates in the background and does not provide a user interface, making it unsuitable for displaying content cards. Similarly, a broadcast receiver is designed to respond to system-wide broadcast announcements and is not intended for managing user interface elements like content cards. Thus, using a fragment allows for a clean and manageable integration of content cards in an Android application.

5. What is the name of the Braze-provided user interface library?

- A. UIFramework
- B. BrazeUI**
- C. UIComponents
- D. InterfaceKit

The Braze-provided user interface library is named BrazeUI. This library is specifically designed to facilitate the integration of Braze's features within iOS applications, allowing developers to implement in-app messaging, push notifications, and other engagement tools seamlessly. By using BrazeUI, developers can leverage pre-built components that are optimized for user experience and functionality, which simplifies the process of creating rich and engaging interfaces while utilizing Braze's backend capabilities. This ensures that applications can take full advantage of Braze's offerings without needing to build user interface elements from scratch, thus speeding up development time and maintaining consistency in user experience.

6. How can you set a user attribute using the Braze SDK?

- A. By calling ``Appboy.setUserAttribute(_value:)``
- B. By calling ``Appboy.setCustomUserAttribute(_value:)``**
- C. By using ``Appboy.updateUserAttribute()``
- D. By modifying user data on the server side

To set a user attribute using the Braze SDK, the most appropriate method is to call ``Appboy.setCustomUserAttribute(_value:)``. This method is specifically designed for defining and assigning custom attributes to user profiles within the Braze platform. Custom user attributes allow developers to collect and leverage specific data points that are unique to their application's user base, enabling more personalized marketing and engagement strategies. Using this method ensures that the data is correctly formatted and sent to Braze's servers, which can then utilize these attributes for targeted messaging, segmentation, and analytics. Custom user attributes are important because they help create a richer user profile, allowing for improved user engagement and targeted campaigns. While there are other ways to manage user data, such as updating user attributes through server-side modifications or other SDK methods, they may not provide the same level of specificity required for custom attributes. Thus, using ``Appboy.setCustomUserAttribute(_value:)`` is the best choice when the goal is to set or update custom attributes for a user directly through the SDK.

**7. Why is ease of use an important feature in Braze's interface?**

- A. It allows professionals to get familiar quickly**
- B. It eliminates the need for any training sessions**
- C. It discourages experimentation with campaigns**
- D. It complicates the setup process**

Ease of use is an important feature in Braze's interface because it enables professionals to quickly familiarize themselves with the platform. A user-friendly interface reduces the learning curve, allowing even those who are new to the software to navigate, utilize features, and execute campaigns effectively without extensive prior knowledge. This accessibility is crucial for maximizing productivity, as users can focus more on strategy and implementation rather than grappling with a complicated interface. Options that suggest eliminating the need for training sessions or complicating the setup process do not accurately reflect the goal of ease of use. While a straightforward interface might reduce the requirement for in-depth training, it doesn't entirely eliminate the need for some level of onboarding, especially to understand advanced functionalities. Additionally, discouraging experimentation with campaigns or complicating processes would directly contradict the fundamental benefits of a user-friendly design, which aims to encourage experimentation and creativity in marketing efforts.

**8. Which delegate method handles the receipt of push notifications?**

- A. `userNotificationCenter(_:didReceive:withCompletionHandler:)`**
- B. `didFinishLaunchingWithOptions`**
- C. `didReceiveMemoryWarning`**
- D. `applicationWillTerminate`**

The delegate method that handles the receipt of push notifications is specifically designed to receive and process notifications when they arrive. The method `userNotificationCenter(_:didReceive:withCompletionHandler:)` is part of the UserNotifications framework in iOS. It is called when a notification is delivered while the app is in the foreground, allowing developers to present the notification's content in an appropriate way, such as displaying an alert or updating the user interface. This method allows for a completion handler that must be called when processing the notification is finished, which is essential for managing the notification lifecycle correctly. The ability to manage notifications interactively is a crucial feature of iOS applications, especially to enhance user experience by enabling timely and contextually relevant interactions. In contrast, the other options cater to different functionalities. The `didFinishLaunchingWithOptions` method is used primarily for initialization when the application starts, and does not deal directly with notifications. The `didReceiveMemoryWarning` method is intended for memory management, informing the app to release any resources that can be recreated later. Finally, `applicationWillTerminate` handles the scenario when the app is about to terminate, dealing with cleanup tasks. None of these methods are specifically tailored for managing the receipt of push notifications.

**9. Why is personalization important in marketing campaigns using Braze?**

- A. It confuses the users
- B. It helps create a better connection with the audience**
- C. It reduces campaign costs significantly
- D. It is not necessary for effective communication

Personalization is crucial in marketing campaigns using Braze because it plays a key role in establishing a stronger connection with the audience. By tailoring content and messages to the individual preferences, behaviors, and needs of users, marketers can create more relevant and engaging experiences. Personalized marketing efforts enhance user satisfaction and engagement, leading to a better overall response rate to campaigns. This approach acknowledges the unique interests of each user, making them feel valued and understood, which fosters loyalty and encourages further interaction with the brand. The effectiveness of personalization is well-supported by research showing that consumers are more likely to respond positively to messages that resonate with their personal experiences and preferences.

**10. What is likely a limitation of the drag-and-drop feature in Braze?**

- A. It may require substantial coding expertise
- B. It might not be suitable for complex campaign designs**
- C. It prevents any form of user customization
- D. It relies entirely on manual operations

Choosing that the drag-and-drop feature in Braze might not be suitable for complex campaign designs is accurate because such features are typically designed for ease of use and accessibility. While they offer a user-friendly interface for building campaigns, they may lack the depth and flexibility required for intricate workflows or advanced customizations. Complex campaign designs often involve nuanced logic, multiple conditional pathways, or detailed segmentation that might not be fully achievable through a simple drag-and-drop interface. Therefore, users might find themselves limited when trying to implement sophisticated strategies that demand a more robust approach. In contrast, the other options suggest limitations that don't accurately reflect the capabilities of the drag-and-drop feature. For instance, it doesn't require substantial coding expertise as it is specifically tailored for users who may not have extensive technical backgrounds. Additionally, it allows for user customization, permitting some degree of personal adjustments to the campaigns. Lastly, while it may rely on manual operations for certain tasks, it does not imply that it is devoid of automation or advanced functionalities.

## Next Steps

**Congratulations on reaching the final section of this guide. You've taken a meaningful step toward passing your certification exam and advancing your career.**

**As you continue preparing, remember that consistent practice, review, and self-reflection are key to success. Make time to revisit difficult topics, simulate exam conditions, and track your progress along the way.**

**If you need help, have suggestions, or want to share feedback, we'd love to hear from you. Reach out to our team at [hello@examzify.com](mailto:hello@examzify.com).**

**Or visit your dedicated course page for more study tools and resources:**

**<https://brazeiossdk.examzify.com>**

**We wish you the very best on your exam journey. You've got this!**

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