

Braze Practitioner Level 1 Practice Test (Sample)

Study Guide



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SAMPLE

Questions

- 1. Which Braze stack component engages with customers across all channels?**
 - A. Orchestration**
 - B. Classification**
 - C. Action**
 - D. Data Ingestion**
- 2. True or False: Users must explicitly register for push in the app for Braze to track them as registered for Push.**
 - A. True**
 - B. False**
 - C. This is only necessary for Android devices**
 - D. It is required if using third-party services**
- 3. Is it true that standard attributes and custom data can be collected automatically once the SDK is installed?**
 - A. True**
 - B. False**
 - C. Only for custom attributes**
 - D. Only for standard attributes**
- 4. What is the name of the streaming data export option in Braze?**
 - A. Braze Streams**
 - B. Braze Reports**
 - C. Braze Currents**
 - D. Braze Exports**
- 5. What is the definition of an inactive customer in Braze?**
 - A. Users who regularly use the app**
 - B. Users who have not been active for a longer period than lapsing users**
 - C. Users who have upgraded their accounts**
 - D. Users who have made a purchase recently**

- 6. Shoppers who demonstrate consistent purchase behavior mostly during promotions are generally described as what type of users?**
- A. Inactive**
 - B. Loyal**
 - C. Active**
 - D. Lapsing**
- 7. Which of the following terms best describes users included in the Push Enabled filter?**
- A. Unsubscribed users**
 - B. Users with active app group notifications**
 - C. Users restricted from notifications**
 - D. Inactive app group users**
- 8. What is a user profile in Braze?**
- A. A method for sending messages to consumers**
 - B. A collection of data representing an individual consumer**
 - C. A way to import data into Braze**
 - D. A type of engagement strategy**
- 9. When evaluating user engagement, what aspect does the Push Enabled filter emphasize?**
- A. Specific user app preferences**
 - B. General push notifications across the app**
 - C. Time of user engagement**
 - D. User unsubscribe rates**
- 10. Which user type does Braze define as those who have not engaged with the app for longer than defined lapsing users?**
- A. Loyal customer**
 - B. Active user**
 - C. Lapsing customer**
 - D. Inactive customer**

Answers

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

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Explanations

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1. Which Braze stack component engages with customers across all channels?

- A. Orchestration**
- B. Classification**
- C. Action**
- D. Data Ingestion**

The correct answer is Action because this component is designed to engage customers directly through various channels. In Braze, the Action component is responsible for triggering communications and interactions based on user behavior, preferences, and segmentation, allowing brands to create personalized experiences across email, push notifications, in-app messages, and more. This emphasis on direct engagement is critical as it helps ensure that communications are timely, relevant, and consistent regardless of the channel the customer uses. By effectively utilizing the Action component, companies can create cohesive and multi-channel marketing strategies that enhance customer experience and drive user engagement. In contrast, the other components like Orchestration, Classification, and Data Ingestion serve different functions in the Braze architecture. Orchestration focuses on coordinating and managing the flow of messages, Classification categorizes users for targeted messaging, and Data Ingestion deals with how data is input into the Braze system. While these components are essential for a comprehensive marketing strategy, they do not directly interact with customers across all channels in the same way that the Action component does.

2. True or False: Users must explicitly register for push in the app for Braze to track them as registered for Push.

- A. True**
- B. False**
- C. This is only necessary for Android devices**
- D. It is required if using third-party services**

The correct answer is that users do not need to explicitly register for push notifications in the app for Braze to track them as registered for push. This means that Braze can automatically manage the subscription for push notifications as long as the app is configured properly and the user has granted the necessary permissions. Typically, when an app integrates with Braze and its SDK is implemented correctly, the system can track user engagement, including push notifications, without requiring explicit registration each time. This automatic handling helps to streamline the user experience and ensures that tracking is accurate without cumbersome steps for the user. While it is important for users to accept push permissions, the mere act of accepting permission does not equate to an explicit registration step for tracking. Other options refer to specific conditions or devices that may not accurately reflect the general functionality of Braze's push notification tracking.

3. Is it true that standard attributes and custom data can be collected automatically once the SDK is installed?

A. True

B. False

C. Only for custom attributes

D. Only for standard attributes

The correct response indicates that it is not true that both standard attributes and custom data can be collected automatically just by installing the SDK. While the installation of the SDK can facilitate the collection of standard attributes without additional configuration, custom data requires specific implementation decisions by the developer or user. Standard attributes are predefined by the analytics platform and are readily collected once the SDK is in place. These attributes typically include basic data related to app usage and user interaction, which helps in gaining insights into user behavior effectively. However, custom data refers to the specific metrics or attributes that a user defines to suit their particular needs or analytics strategy. Collecting this data usually necessitates additional coding or configuration steps that go beyond the initial SDK setup. As a result, it is essential to explicitly set up these custom attributes for them to be tracked and collected. Thus, the assertion that both types of data could be automatically collected upon installation does not hold true, making the answer valid.

4. What is the name of the streaming data export option in Braze?

A. Braze Streams

B. Braze Reports

C. Braze Currents

D. Braze Exports

The streaming data export option in Braze is called Braze Currents. This feature allows users to access and stream data in real-time from Braze to their data warehouse or preferred analytics tool. By utilizing Braze Currents, organizations can efficiently gather user engagement data as it happens, facilitating immediate insights and the ability to react swiftly to customer interactions. This functionality is essential for businesses seeking to enhance their real-time data capabilities and improve customer experiences through data-driven decision-making. The other choices may refer to various aspects of data management and reporting in Braze but do not specifically address the streaming aspect or the functionality to efficiently manage real-time data export.

5. What is the definition of an inactive customer in Braze?

- A. Users who regularly use the app**
- B. Users who have not been active for a longer period than lapsing users**
- C. Users who have upgraded their accounts**
- D. Users who have made a purchase recently**

An inactive customer in Braze is classified as users who have not engaged with the app for a duration that surpasses that of lapsing users. This definition highlights a specific timeframe of inactivity; while lapsing users may have had a recent interaction, inactive customers have gone without engagement for a longer period. Understanding this distinction is critical for effectively targeting re-engagement campaigns and analyzing user behavior, as it allows businesses to identify users who might need incentives to return or re-engage with the app. The focus on inactivity versus recent engagement or account upgrades emphasizes the importance of tracking user activity levels over time, making it essential for businesses to monitor engagement metrics closely.

6. Shoppers who demonstrate consistent purchase behavior mostly during promotions are generally described as what type of users?

- A. Inactive**
- B. Loyal**
- C. Active**
- D. Lapsing**

Shoppers who show consistent purchase behavior primarily during promotions are described as active users. This designation reflects that these shoppers engage with the brand or retailer regularly, but their purchasing is closely tied to promotional incentives. Active users are responsive to marketing strategies and discounts, which encourages their participation and continued interaction with the brand. The focus of this category is on the frequency of purchase behavior, rather than emotional connection or brand allegiance, which are usually characteristic of loyal users. While they do engage frequently, their motivations are often more based on the immediacy of promotions rather than a long-term commitment to the brand itself. Thus, while they may spend frequently during sales events, it does not necessarily indicate loyalty, which is why this choice is spot on for shoppers who respond actively to promotions.

7. Which of the following terms best describes users included in the Push Enabled filter?

- A. Unsubscribed users**
- B. Users with active app group notifications**
- C. Users restricted from notifications**
- D. Inactive app group users**

The term that best describes users included in the Push Enabled filter is those with active app group notifications. This filter specifically targets users who have opted in to receive push notifications within a designated app group. These users actively engage with notifications, indicating their willingness to receive updates, promotions, or any other communication sent through the app. Users who are unsubscribed or restricted from notifications do not belong to this filter because they have either chosen not to receive interactions or have limitations that prevent them from receiving such messages. Similarly, inactive app group users are not included since they are not currently engaged with the app or its notifications. Thus, the correct answer effectively captures the essence of users who are actively involved and responsive to push notifications within the app group context.

8. What is a user profile in Braze?

- A. A method for sending messages to consumers**
- B. A collection of data representing an individual consumer**
- C. A way to import data into Braze**
- D. A type of engagement strategy**

A user profile in Braze is essentially a collection of data representing an individual consumer. This profile is crucial because it allows Braze to tailor communications and interactions based on the specific characteristics, preferences, and behaviors of that consumer. By aggregating various data points—such as demographic information, past interactions, and engagement history—Braze can create personalized experiences for users. This personalization is a key feature of effective marketing strategies, as it helps businesses connect meaningfully with their audience. When a user profile is well-constructed, it enables more effective segmentation and targeting in campaigns, ultimately improving engagement and driving conversions. Understanding user profiles is fundamental to leveraging Braze's capabilities, as it directly influences how messages are crafted and delivered to consumers. Other options might refer to concepts related to messaging or strategies, but they do not capture the essential purpose of a user profile as a comprehensive representation of an individual consumer.

9. When evaluating user engagement, what aspect does the Push Enabled filter emphasize?

- A. Specific user app preferences**
- B. General push notifications across the app**
- C. Time of user engagement**
- D. User unsubscribe rates**

The Push Enabled filter emphasizes the impact and effectiveness of push notifications as a means of engaging users within the app. When this filter is applied, it focuses on users who have opted in to receive these notifications. This is important because it allows analysts to isolate and examine the behavior and engagement levels of users who are receiving push communications, distinguishing them from those who do not. By evaluating user engagement through the lens of push notifications, businesses can assess how well these messages resonate with their audience, leading to more informed decisions on notification strategies, content, timing, and frequency. This understanding can help optimize user retention and conversion rates, ensuring that any push notifications sent are truly enhancing the user experience rather than being intrusive or ignored. Other factors, such as specific user app preferences, time of user engagement, or unsubscribe rates, provide valuable insights in their own right but do not specifically highlight the direct role of push notifications in user engagement as effectively as the focus on general push notifications across the app does.

10. Which user type does Braze define as those who have not engaged with the app for longer than defined lapsing users?

- A. Loyal customer**
- B. Active user**
- C. Lapsing customer**
- D. Inactive customer**

The classification of user types in Braze is pivotal for understanding user engagement and tailoring marketing efforts accordingly. In this context, an inactive customer is defined as one who has not engaged with the app for a specified period, indicating a decline in interaction that may require re-engagement strategies. Inactive customers are typically characterized by their lack of activity over a significant duration, which distinguishes them from lapsing customers who may have engaged recently but are showing signs of decreased interaction. This distinction is important for businesses aiming to revitalize user interest through targeted campaigns focused on bringing these users back to activity. The other user types provide different levels of engagement: loyal customers are those who frequently interact and display a strong connection with the app, while active users are currently engaged. Lapsing customers, on the other hand, are those who have recently decreased their usage but have not necessarily stopped completely; they are still within a timeframe where re-engagement might be possible. In contrast, inactive customers represent a further stage of disengagement, necessitating more strategic efforts to rekindle their interest in the app.