

# Braze Practitioner Level 1 Practice Test (Sample)

## Study Guide



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

**This is a sample study guide. To access the full version with hundreds of questions,**

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# Table of Contents

<b>Copyright</b> .....	<b>1</b>
<b>Table of Contents</b> .....	<b>2</b>
<b>Introduction</b> .....	<b>3</b>
<b>How to Use This Guide</b> .....	<b>4</b>
<b>Questions</b> .....	<b>6</b>
<b>Answers</b> .....	<b>9</b>
<b>Explanations</b> .....	<b>11</b>
<b>Next Steps</b> .....	<b>17</b>

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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. Don't worry about getting everything right, 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, and take breaks to retain information better.**

## 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.**

## 7. Use Other Tools

**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!**

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## **Questions**

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- 1. 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**
- 2. What must be enabled on each segment before analytics statistics can be generated in Braze?**
  - A. Segmentation permissions**
  - B. Campaign settings**
  - C. Segment analytics**
  - D. User roles**
- 3. What term best describes users who frequently make purchases but only in response to promotional campaigns?**
  - A. Inactive**
  - B. Loyal**
  - C. Active**
  - D. Lapsing**
- 4. What are high-value actions in user activity?**
  - A. User actions that lead to downstream conversions**
  - B. User actions taken only in the first week of user activity**
  - C. User actions that lead to inactivity**
  - D. Custom purchase events attached to highly expensive items**
- 5. What does the Push Enabled filter segment?**
  - A. Only users who are subscribed to push notifications**
  - B. Users with active push notifications for the entire app group**
  - C. Users who have opted out of notifications**
  - D. Only users currently using the app**

**6. Which of the following statements is true about user personas?**

- A. They can only represent loyal customers**
- B. They are specific to demographic data**
- C. They represent the needs of specific groups of users**
- D. They only target users who have made a purchase**

**7. Which of the following is NOT considered out-of-the-box data collected by Braze?**

- A. First Used App**
- B. User Personal Information**
- C. Last Received Email Campaign**
- D. Custom Purchase Event**

**8. What happens if a conversion event does not occur within the specified time frame?**

- A. The conversion will still be recorded.**
- B. No conversion will be counted.**
- C. The user will be notified.**
- D. The system will ignore the event.**

**9. Which type of user in the Braze lifecycle is described as consistently active, possibly upgraded to premium membership?**

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

**10. Which category best fits a user who has not interacted with the app but previously showed active engagement?**

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

## **Answers**

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

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## **Explanations**

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## 1. 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.

## 2. What must be enabled on each segment before analytics statistics can be generated in Braze?

- A. Segmentation permissions
- B. Campaign settings
- C. Segment analytics**
- D. User roles

For analytics statistics to be generated in Braze, segment analytics must be enabled on each segment. This feature allows users to track and analyze how different segments of their audience are interacting with campaigns and messaging. When segment analytics is activated, it provides insights such as engagement rates, conversion rates, and overall performance metrics specific to that segment. This data is crucial for marketers looking to refine their strategies based on user behavior and preferences. The other options, while relevant to different aspects of handling data and user permissions within Braze, do not directly pertain to the generation of analytics statistics for segments. Segmentation permissions relate to who can access or modify segmentation settings, campaign settings are about configuring specific campaigns rather than analytics, and user roles define what different users can do within the platform, but none of these directly facilitate the activation of analytics statistics for segments.

### 3. What term best describes users who frequently make purchases but only in response to promotional campaigns?

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

The term that best describes users who frequently make purchases but only in response to promotional campaigns is "Active." This classification emphasizes that these users engage with the brand regularly, yet their purchasing behavior is largely contingent upon the presence of incentives or promotions. Active users can be considered as part of a customer base that shows responsiveness to marketing strategies, making them valuable for campaigns but potentially less stable in terms of loyalty, as their purchasing habits may fluctuate without promotional triggers. In contrast, other potential terms such as "Loyal" would typically refer to customers who consistently choose a brand over others regardless of promotions, indicating a deeper, more intrinsic level of commitment. "Inactive" would describe users who do not engage with the brand for a prolonged period. The term "Lapsing" would imply users who used to be more active or loyal but have begun to reduce their purchases or engagement, suggesting that they are on the verge of becoming inactive rather than actively engaging through promotional opportunities. Thus, "Active" precisely captures the nature of these users' behavior regarding their purchasing habits tied to promotional efforts.

### 4. What are high-value actions in user activity?

- A. User actions that lead to downstream conversions**
- B. User actions taken only in the first week of user activity
- C. User actions that lead to inactivity
- D. Custom purchase events attached to highly expensive items

High-value actions in user activity refer to the specific actions taken by users that significantly contribute to the overall goals of a business, particularly leading to downstream conversions. This concept focuses on activities that indicate strong user engagement and ultimately result in meaningful outcomes, such as purchases, sign-ups, or other desirable actions that drive revenue or enhance the user experience. By identifying and understanding these high-value actions, businesses can tailor their marketing strategies, optimize user experiences, and improve their engagement strategies. This allows organizations to identify which user behaviors are most beneficial and to encourage or facilitate these actions to increase conversion rates. The choices that focus solely on short-term interactions, lead to inactivity, or are limited to specific events pertaining to high-cost items do not encompass the broader and more strategic nature of high-value actions as they are related to overall engagement and conversion outcomes.

## 5. What does the Push Enabled filter segment?

- A. Only users who are subscribed to push notifications
- B. Users with active push notifications for the entire app group**
- C. Users who have opted out of notifications
- D. Only users currently using the app

The Push Enabled filter segments users based on their status regarding push notifications for the entire app group. When this filter is applied, it identifies users who have not only opted in to receive push notifications but also currently have those notifications enabled. This means they can receive messages or alerts sent through the push notification system across the different applications within that group. In this context, the focus is on a broader reach, encompassing all users across the entire app group rather than limiting it to any specific app or condition, such as only those currently active in the app or those subscribed to specific notifications. This segmentation allows marketers and product teams to target users effectively, ensuring that communications reach those who are fully engaged and available to receive the messages being sent.

## 6. Which of the following statements is true about user personas?

- A. They can only represent loyal customers
- B. They are specific to demographic data
- C. They represent the needs of specific groups of users**
- D. They only target users who have made a purchase

User personas are effective tools that help teams understand and cater to the various segments of their user base. The statement that they represent the needs of specific groups of users captures the essence of what personas are designed to do. By creating detailed representations of different user types, businesses can better empathize with their customers' motivations, challenges, and behaviors. Personas are not limited to just demographic information; instead, they encompass a broader range of attributes, including interests, needs, goals, and pain points, which provide valuable insights for product development, marketing strategies, and user experience design. This holistic representation ensures that the resulting insights and strategies are well-rounded and relevant to various user segments, not just a singular type. This comprehensive approach to user characterization supports the development of products and services that truly resonate with different audience segments, ultimately leading to greater user satisfaction and engagement.

**7. Which of the following is NOT considered out-of-the-box data collected by Braze?**

- A. First Used App**
- B. User Personal Information**
- C. Last Received Email Campaign**
- D. Custom Purchase Event**

The correct answer is that a custom purchase event is not considered out-of-the-box data collected by Braze. Out-of-the-box data refers to the standard set of metrics and information that Braze automatically collects and provides to users without requiring additional integration or customization. First used app, user personal information, and last received email campaign are examples of standard data points that Braze typically gathers during user interactions and lifecycle events. These elements help businesses understand user behavior, preferences, and engagement with their products. In contrast, a custom purchase event involves specific tracking that is customized by the user or business to suit their distinct requirements. Businesses using Braze can define and implement these custom events to capture data that might not fall under the general metrics Braze collects. This flexibility allows for deeper insights tailored to each company's needs, which goes beyond the basic out-of-the-box data offerings.

**8. What happens if a conversion event does not occur within the specified time frame?**

- A. The conversion will still be recorded.**
- B. No conversion will be counted.**
- C. The user will be notified.**
- D. The system will ignore the event.**

When a conversion event does not occur within the specified time frame, it signifies that the action or engagement expected to lead to a conversion has not taken place. As a result, no conversion will be counted. This is critical for reporting and analysis purposes since conversions are often used to measure the success of campaigns, customer engagements, or user interactions within a specified period. If a conversion does not happen in the defined window, it indicates that the marketing efforts may need to be recalibrated or that user behavior patterns might require examination. This ensures that businesses focus on effective strategies and understand where potential customers are dropping off in their journey. Consequently, failing to register a conversion when the event does not occur within the timeframe allows for accurate tracking of performance metrics without inflating the conversion rates.

**9. Which type of user in the Braze lifecycle is described as consistently active, possibly upgraded to premium membership?**

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

The description of a user who is consistently active and potentially upgraded to premium membership aligns with the concept of a loyal customer. Loyal customers are individuals who repeatedly engage with a brand, showcasing consistent behavior over time that indicates trust and preference for the company's offerings. This high level of engagement often signifies not only a strong relationship with the brand but also a willingness to invest further, such as through premium memberships or increased spending. In the context of Braze and its user lifecycle, loyal customers contribute significantly to long-term business success as they have a higher likelihood of responding positively to marketing efforts and participating in brand advocacy. Factors such as frequent interactions, high retention rates, and the endorsement of premium offerings characterize this group, distinguishing them from other types of users who may not exhibit the same level of engagement or loyalty. The other user types mentioned do not embody the characteristics of someone who is consistently active and likely to upgrade. Active users might engage but not with the same level of commitment as loyal customers. Lapsing customers demonstrate reduced activity, indicating a risk of disengagement. Inactive users, conversely, show little to no engagement, which does not align with the activities of a loyal customer.

**10. Which category best fits a user who has not interacted with the app but previously showed active engagement?**

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

The category that best fits a user who has not interacted with the app but previously showed active engagement is referred to as "Lapsing." This designation indicates that the user has moved away from regular interaction but has a history of engagement. Users in this category may have an interest in the app or service but have recently decreased their activity levels, suggesting they might need a nudge to re-engage. This classification highlights a user's potential for returning to active status with the right re-engagement strategies. By understanding that they are lapsing rather than inactive, practitioners can focus on targeted campaigns to revive the user's interest before they become fully inactive. This approach helps to maintain a connection with users who still have a record of positive engagement.

# 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://brazepractitionerlvl1.examzify.com>**

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

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