

BRAZE PRACTITIONER LEVEL 1 PRACTICE TEST (SAMPLE)

STUDY GUIDE



Prepare with structure. Pass with confidence



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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. Which two factors are most important in deciding the channel to communicate a marketing message?**
 - A. Complexity of the message and Urgency of the message
 - B. Promotional nature of the message and Target demographic
 - C. Complexity of the message and Target demographic
 - D. Urgency of the message and Audience reach
- 2. What lifecycle stage is characterized by shoppers who rarely purchase or respond to outreach?**
 - A. Inactive
 - B. Loyal
 - C. Active
 - D. Lapsing
- 3. In relation to action-based campaigns, when can audience criteria be re-evaluated?**
 - A. Only at entry time.
 - B. At any time during the campaign.
 - C. At send time, if there is a delay.
 - D. Re-evaluation is not possible.
- 4. True or False: Updating an array-type custom attribute only costs one data point, no matter how many properties are added.**
 - A. True
 - B. False
 - C. It depends on the number of API calls
 - D. It varies by user profile
- 5. Which method allows for tracking user actions in your app?**
 - A. CSV
 - B. API (Application Programming Interface)
 - C. SDK (Software Development Kit)
 - D. Database Integration

- 6. What level of the Braze Customer Engagement stack organizes customers into meaningful segments?**
- A. Personalisation
 - B. Classification
 - C. Data Ingestion
 - D. Action
- 7. True or False: Most multi-step user journeys are better created as Canvases?**
- A. True
 - B. False
 - C. Sometimes
 - D. Only for advanced users
- 8. What type of entity in Braze represents archetypical users whose goals and characteristics reflect a larger user group?**
- A. User Profiles
 - B. User Segments
 - C. User Personas
 - D. User Categories
- 9. Which of the following is not a function that can be performed using the Braze API?**
- A. Tracking a user's actions in an app
 - B. Migrating data from external sources
 - C. Performing ongoing data collection
 - D. Exporting user data from Braze
- 10. When importing user data via CSV, what happens to the settings for language or country?**
- A. Braze ignores these settings without a CSV import.
 - B. They are captured automatically via the SDK.
 - C. They will prevent automatic data capture.
 - D. They only count if manually updated.

Answers

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

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Explanations

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1. Which two factors are most important in deciding the channel to communicate a marketing message?

- A. Complexity of the message and Urgency of the message**
- B. Promotional nature of the message and Target demographic
- C. Complexity of the message and Target demographic
- D. Urgency of the message and Audience reach

Selecting the correct channel for communicating a marketing message is significantly influenced by the urgency of the message and its complexity. The complexity of the message pertains to how straightforward or intricate the information is. For messages that require detailed explanations, a channel allowing for depth—such as email or a webinar—may be more appropriate. Conversely, for simpler messages, social media or quick text messages could suffice. Urgency refers to how quickly the message needs to be conveyed and responded to. When there's a need for immediate action, direct channels like push notifications or live announcements are ideal, allowing for instant visibility and engagement. Both of these factors play a crucial role in ensuring that the message not only reaches the intended audience but also prompts the desired action efficiently. By considering both urgency and complexity, marketers can tailor their communication strategy to maximize effectiveness, ensuring that the audience not only understands the message but also responds appropriately.

2. What lifecycle stage is characterized by shoppers who rarely purchase or respond to outreach?

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

The lifecycle stage characterized by shoppers who rarely purchase or respond to outreach is referred to as "Inactive." Customers in this stage have not engaged with your brand in a significant way for an extended period. They do not respond to marketing efforts, promotional emails, or outreach campaigns, indicating a lack of interest in your products or services. Understanding this group is crucial as it helps businesses identify those who may need re-engagement strategies to rekindle their interest. In contrast, loyal customers frequently engage with your brand and demonstrate a high level of repeat purchasing. Active customers are those who regularly purchase and respond to outreach initiatives, indicating their interest and engagement with your brand. Lapsing customers have previously purchased but are at risk of becoming inactive, signaling that they might need special attention to prevent them from dropping off completely. Recognizing where shoppers fall within these categories allows businesses to tailor their marketing strategies effectively.

3. In relation to action-based campaigns, when can audience criteria be re-evaluated?

- A. Only at entry time.
- B. At any time during the campaign.
- C. At send time, if there is a delay.**
- D. Re-evaluation is not possible.

Audience criteria for action-based campaigns can be re-evaluated at send time, particularly if there is a delay. This flexibility allows marketers to adjust their targeting based on the most current data available up to the moment of sending, ensuring that the audience receiving the campaign is as relevant as possible. For instance, if new data comes in that changes the status of certain users or their engagement, re-evaluating at send time can help improve the effectiveness of the campaign by only including those who meet the updated criteria. The other possibilities present limitations that would not accommodate the dynamic nature of audience targeting. Evaluating criteria solely at entry time restricts adjustments based on new information, while stating that re-evaluation is not possible disregards the importance of adapting to real-time data. Allowing for re-evaluation at send time when there's a delay provides a useful opportunity for enhancing campaign performance.

4. True or False: Updating an array-type custom attribute only costs one data point, no matter how many properties are added.

- A. True
- B. False**
- C. It depends on the number of API calls
- D. It varies by user profile

The statement is false because updating an array-type custom attribute does not simply cost one data point regardless of the number of properties added. Each time an array-type custom attribute is updated, the total size of the data being sent can impact the number of data points consumed. Specifically, if you are modifying the array to include more elements, the overall data size increases, leading to higher costs in terms of data points utilized. In Braze, data point consumption depends on the complexity and size of the data being sent. The more extensive the data (in this case, the more properties or items added to the array), the more data points will be consumed. Thus, it's essential to consider the size of attributes when performing updates to ensure accurate tracking of data usage within your account.

5. Which method allows for tracking user actions in your app?

- A. CSV
- B. API (Application Programming Interface)
- C. SDK (Software Development Kit)**
- D. Database Integration

Using an SDK (Software Development Kit) is the most effective method for tracking user actions in your app. An SDK typically includes a set of tools and libraries that developers use to incorporate software functionalities and capabilities into their applications. This includes analytics capabilities, which allow for the collection of data on user interactions, such as clicks, page views, and other events within the app. By integrating an SDK, developers can easily send user action data to an analytics service, enabling them to gain insights into user behavior, engagement, and retention. This data is crucial for making informed decisions about app improvements, user experiences, and marketing strategies. The SDK handles the complexity of tracking these user actions and sending the data to the appropriate backend services for analysis. Other methods such as CSV, API, and Database Integration serve different purposes. CSV is primarily a file format for data storage and exchange, not specifically designed for tracking real-time actions. API can facilitate communication between your app and other services, but it does not inherently track user actions without additional implementations. Database Integration involves storing data for later retrieval and analysis but does not directly track events unless coupled with additional tracking mechanisms.

6. What level of the Braze Customer Engagement stack organizes customers into meaningful segments?

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

The level of the Braze Customer Engagement stack that organizes customers into meaningful segments is focused on classification. This process involves analyzing customer data to group individuals based on shared characteristics, behaviors, or preferences. By creating segments, marketers can tailor their messaging and engagement strategies, ensuring that they address the needs and interests of specific groups rather than treating the customer base as a monolith. Classification is fundamental in creating personalized experiences, as it allows for targeted campaigns that resonate more deeply with each segment. The effectiveness of these tailored communications can lead to improved customer retention, engagement, and ultimately, higher conversion rates. The structure within the Customer Engagement stack emphasizes the importance of understanding customer diversity through effective classification, illustrating that successful engagement strategies are built on a solid foundation of segmented data.

7. True or False: Most multi-step user journeys are better created as Canvases?

- A. True**
- B. False
- C. Sometimes
- D. Only for advanced users

Creating multi-step user journeys as Canvases is beneficial because Canvases allow for a visual representation of the various steps and options a user may encounter. This visual format makes it easier to map out complex interactions and see how different paths connect, enhancing understanding of the user experience. By providing a clear overview, Canvases help in strategizing and organizing user journeys, which can improve engagement and interaction effectiveness. Additionally, the flexibility of Canvases supports the incorporation of multiple user segments and personalized paths, making it a powerful tool for optimizing user journeys. This approach also facilitates collaborative work among team members who can easily adjust and update the visual elements to reflect changes in user behaviors or campaign objectives. Thus, the statement is true, as Canvases often provide a superior method for constructing and visualizing multi-step user journeys compared to linear or less interactive formats.

8. What type of entity in Braze represents archetypical users whose goals and characteristics reflect a larger user group?

- A. User Profiles
- B. User Segments
- C. User Personas**
- D. User Categories

The correct answer highlights the concept of user personas, which are valuable in understanding and representing archetypical users within a broader context. User personas encapsulate the goals, characteristics, behaviors, and motivations of specific segments of users, allowing marketers and product teams to tailor their strategies to effectively address the needs and desires of these target groups. By using user personas, teams can create more informed marketing campaigns and product features that resonate with real users, based on insights gathered from user research. These personas serve as a foundation for decision-making processes, helping everyone involved to keep the focus on end-user needs and experiences. User profiles typically provide individual user data, such as demographics and activity history, rather than representing overarching characteristics of a larger group. User segments categorize users based on shared traits or behaviors but lack the depth of insight that personas provide. User categories are even broader classifications without the nuanced understanding of user motivations and goals that personas convey. Thus, user personas are crucial for aligning business strategies with the specific needs of users, making them an essential tool for effective user experience and engagement in the context of platforms like Braze.

9. Which of the following is not a function that can be performed using the Braze API?

- A. Tracking a user's actions in an app
- B. Migrating data from external sources
- C. Performing ongoing data collection
- D. Exporting user data from Braze

The function of tracking a user's actions in an app is fundamental to Braze's capabilities, allowing businesses to understand user behavior and enhance engagement through targeted messaging. This involves setting up event tracking to analyze user interactions, which directly informs marketing strategies. On the other hand, migrating data from external sources, performing ongoing data collection, and exporting user data are all integral parts of Braze's functionality. The ability to migrate data ensures that businesses can integrate Braze effectively with their existing data infrastructure. Ongoing data collection allows for real-time insights and analytics, enabling continual optimization of marketing efforts. Lastly, exporting user data from Braze is crucial for businesses that need to analyze their user base outside of the Braze environment or for reporting purposes. Thus, while tracking user actions is a core capability of Braze, the other functions relate more to data manipulation and integration, which further enhances the platform's value for marketing teams.

10. When importing user data via CSV, what happens to the settings for language or country?

- A. Braze ignores these settings without a CSV import.
- B. They are captured automatically via the SDK.
- C. They will prevent automatic data capture.
- D. They only count if manually updated.

When importing user data via CSV, the settings for language or country will indeed prevent automatic data capture. This is because during a CSV import of user data, Braze does not automatically capture these settings directly from the user's device or system. Instead, to ensure that important localization settings such as language or country are accurately reflected in Braze, they need to be explicitly defined in the CSV file or set manually after the import. If these settings are omitted or not included in the CSV, any potential automatic data capture that might occur through other means is hindered. Consequently, if language or country settings are not properly managed, it can lead to incomplete user profiles and affect how communications are tailored to users. This highlights the importance of correctly populating all relevant fields in the CSV to optimize user engagement through precise targeting based on their locales.

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.

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

<https://brazepractionerlvl1.examzify.com>

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

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