

BRAZE PRACTITIONER LEVEL 1 PRACTICE TEST (SAMPLE)

STUDY GUIDE



SAMPLE STUDY GUIDE WITH LIMITED QUESTIONS

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THE FULL VERSION STUDY GUIDE

<https://brazepractitionerlvl1.examzify.com>



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Table of Contents

Copyright	1
Table of Contents	2
Introduction	3
How to Use This Guide	4
Questions	5
Answers	8
Explanations	10
Next Steps	15

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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. What is the primary goal for marketers targeting lapsing users?**
 - A. To increase brand awareness
 - B. To prompt them to make another purchase
 - C. To gather more customer feedback
 - D. To understand user preferences better
- 2. What defines action-based delivery in Canvas?**
 - A. Used for scheduled marketing campaigns
 - B. Responds to specific customer behaviors in real time
 - C. Used for email-only marketing
 - D. Facilitates only push notifications
- 3. Which of the following best describes 'Custom Attributes' in Braze?**
 - A. Automatically defined by the SDK
 - B. Unique user traits supplied by the user
 - C. Data related to user session counts
 - D. Data reflecting app usage patterns
- 4. 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
- 5. What is a key limitation of the Push enabled for App filter described in the text?**
 - A. It counts all app group notifications
 - B. It is only focused on one specific type of user action
 - C. It does not consider user engagement
 - D. It overlooks unsubscribe actions

- 6. What true statement exists about standard attributes?**
- A. They have a fixed naming convention
 - B. They are optional
 - C. They can collect varying types of information
 - D. They depend on user input
- 7. True or False: Email is a great channel to deliver content to users outside the application or site?**
- A. True
 - B. False
 - C. Only for newsletters
 - D. Depends on the industry
- 8. Which is true about in-app messages compared to push notifications?**
- A. In-app messages interrupt the user experience.
 - B. Push notifications are more effective.
 - C. In-app messages do not interrupt the user's day.
 - D. Both types function the same way.
- 9. 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
- 10. How does Braze allow you to use Connected Content?**
- A. By customizing email templates
 - B. By inserting information accessible via API
 - C. By designing web applications
 - D. By creating push notifications

Answers

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

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Explanations

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1. What is the primary goal for marketers targeting lapsing users?

- A. To increase brand awareness
- B. To prompt them to make another purchase**
- C. To gather more customer feedback
- D. To understand user preferences better

The primary goal for marketers targeting lapsing users is to prompt them to make another purchase. This is a crucial focus because these users have previously engaged with the brand but have not made recent purchases. By specifically aiming to re-engage these customers, marketers can implement strategies to entice them back into the buying cycle, often leveraging incentives, personalized communications, or exclusive offers to reignite their interest. While increasing brand awareness, gathering customer feedback, and understanding user preferences are important aspects of overall marketing strategy, they do not directly address the immediate objective of reconnecting with users who have shown a decline in purchasing activity. The emphasis is on converting lapsed customers back into active buyers, which is essential for maintaining revenue streams and fostering customer loyalty.

2. What defines action-based delivery in Canvas?

- A. Used for scheduled marketing campaigns
- B. Responds to specific customer behaviors in real time**
- C. Used for email-only marketing
- D. Facilitates only push notifications

Action-based delivery in Canvas refers to the ability to respond to specific customer behaviors in real time. This means that the delivery of messages, content, or experiences is triggered by the actions that customers take. For example, if a customer interacts with a website, opens an email, or makes a purchase, the system can deliver a tailored response immediately based on that interaction, enhancing engagement and personalizing the experience. This approach is effective because it makes communication more relevant and timely, leading to a higher likelihood of customer engagement. Rather than adhering to a pre-scheduled plan, action-based delivery focuses on real-world behaviors, allowing for dynamic engagement that can adapt to changing customer needs and preferences. The other options, while they may involve aspects of marketing, do not encapsulate the real-time, responsive nature of action-based delivery. For instance, scheduled marketing campaigns typically follow a set timeline rather than responding dynamically to customer actions. Email-only marketing is limited to one channel and does not encompass the broader integration of strategies that can respond to various customer interactions. Lastly, facilitating only push notifications does not capture the full breadth of action-based delivery, which can encompass multiple communication channels and methods beyond just push notifications.

3. Which of the following best describes 'Custom Attributes' in Braze?

- A. Automatically defined by the SDK
- B. Unique user traits supplied by the user**
- C. Data related to user session counts
- D. Data reflecting app usage patterns

The concept of 'Custom Attributes' in Braze refers to unique user traits that can be defined and supplied by the user or the application. These attributes allow businesses to personalize user engagement and target specific segments based on individual user information or behaviors. By leveraging custom attributes, companies can segment their audience more effectively and deliver tailored messaging, enhancing user experience and engagement. Custom attributes can include any data points that are relevant to the user, such as preferences, behaviors, demographics, or any other specific information that the business wishes to track. This personalized approach is key to effective marketing automation and user retention strategies within the Braze platform.

4. 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.

5. What is a key limitation of the Push enabled for App filter described in the text?

- A. It counts all app group notifications
- B. It is only focused on one specific type of user action
- C. It does not consider user engagement
- D. It overlooks unsubscribe actions**

The key limitation of the Push enabled for App filter is that it overlooks unsubscribe actions. This means that when analyzing the effectiveness of push notifications, the filter does not take into account when users choose to unsubscribe from notifications. This oversight can lead to an inaccurate understanding of user engagement and the overall effectiveness of push campaigns. By failing to include unsubscribe data, the analysis may suggest a more positive reception to notifications than what is true, as it does not acknowledge that some users actively opted out of receiving these communications. This limitation highlights the importance of considering all user actions, including negative ones, to gain a clearer picture of user preferences and behaviors regarding notifications.

6. What true statement exists about standard attributes?

- A. They have a fixed naming convention**
- B. They are optional
- C. They can collect varying types of information
- D. They depend on user input

Standard attributes are defined with a fixed naming convention to ensure consistency and uniformity across different systems and applications. This establishes a common understanding of what each attribute represents, facilitating easier data communication and integration between various platforms. The use of a fixed naming convention helps avoid ambiguity and enables standardized processing, which is crucial for data analysis and interoperability. While there may be optional attributes or those that depend on user input, these variations do not apply to standard attributes, which are explicitly defined and consistently utilized across the system. The idea is to create a reliable and predictable structure for attributes, enabling seamless data handling and understanding across diverse contexts.

7. True or False: Email is a great channel to deliver content to users outside the application or site?

- A. True**
- B. False
- C. Only for newsletters
- D. Depends on the industry

Email is indeed a highly effective channel for delivering content to users outside of an application or website. It allows for direct communication with users and can reach them in their personal or work email inboxes, making it a versatile tool for engagement. This channel can be utilized for various purposes, including providing updates, promotional content, personalized messages, and important notifications. By leveraging email, businesses can maintain a connection with their audience, drive traffic back to their site, and encourage user action, such as making a purchase or reading content. Additionally, email often allows for segmentation and personalization, which can enhance the relevance of the content delivered, further increasing its effectiveness. While some contexts may lend themselves to more specialized forms of email communication, such as newsletters, email as a whole remains a robust channel across many industries for effectively reaching and engaging users outside the application or site.

8. Which is true about in-app messages compared to push notifications?

- A. In-app messages interrupt the user experience.
- B. Push notifications are more effective.
- C. In-app messages do not interrupt the user's day.**
- D. Both types function the same way.

In-app messages are designed to enhance the user experience without interrupting it. They are typically displayed while the user is actively engaging with the app, providing relevant information, promotions, or guidance in a way that integrates seamlessly into the current interaction. This approach allows users to absorb the message as part of their ongoing experience, rather than being drawn away from it, which often happens with push notifications that alert users outside of the app context. While push notifications can indeed capture attention effectively, they can also lead to interruptions at inconvenient times, potentially causing frustration or annoyance. Therefore, the nature of in-app messaging allows for a more cohesive experience within the app, further supporting the idea that they do not disrupt the user's day in the same manner as push notifications. The other options fail to accurately represent this distinction in user experience.

9. 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.

10. How does Braze allow you to use Connected Content?

- A. By customizing email templates
- B. By inserting information accessible via API**
- C. By designing web applications
- D. By creating push notifications

Braze enables the use of Connected Content primarily by allowing you to insert information that is accessible via API. This capability allows marketers to dynamically pull in real-time data from various sources, ensuring that the content sent to users is both timely and relevant. For instance, you can personalize messages with information such as the user's recent purchase history, account status, or even live data updates. This not only enhances the user experience but also increases engagement rates by providing content that feels personal and pertinent to individual users. In contrast, the other options focus on different functionalities within Braze. Customizing email templates relates to static or pre-defined content rather than dynamic, data-driven content. Designing web applications is more about developing the platforms on which communications are delivered, while creating push notifications involves the methods of sending messages rather than the dynamic capabilities inherent in Connected Content. Overall, the strength of Connected Content lies in its integration with APIs to deliver tailored, relevant content in real-time.

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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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