Sendinblue Academy

# Certification for Email Marketing

This certificate is awarded to:

## Svetoslav Minchev

### Topics included:

Email Marketing Fundamentals • Optimizing open, click and conversion rates • Understanding the GDPR and other legal obligations • Strategies for list building, contact segmentation, and customer retention • Personalization, optimizing for mobile, and A/B testing • Implementing your strategy in the Sendinblue software platform

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