Brevo Academy

Certification of Completion

Awarded to:

Michael Arnhem

You're officially a certified Email Marketing Expert

Topics covered in the course:

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 Brevo software platform

Date:

31/07/2023

Certification ID:

64c7dc72f17ef2496a0b71a2