Brevo Academy

# Certification of Completion

Awarded to:

## Gaspard Pastural

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:

18/04/2024

Certification ID:

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