Brevo Academy

# Certification of Completion

Awarded to:

## Zinkwonri Kayinu

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:

03/07/2024

Certification ID:

66848c8a77b7c84db40b6368