Brevo Academy

Certification of Completion

Awarded to:

Liubov Zarudaeva

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:

16/01/2025

Certification ID:

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