Brevo Academy

Certification of Completion

Awarded to:

Iryna Smirnova

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:

09/01/2026

Certification ID:

69613b67e31e7eed290f8bf3