Brevo Academy

# Certification of Completion

Awarded to:

## Elisa López Gómez

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:

31/07/2026

Certification ID:

6a6d020ff126d5ac2701d64d