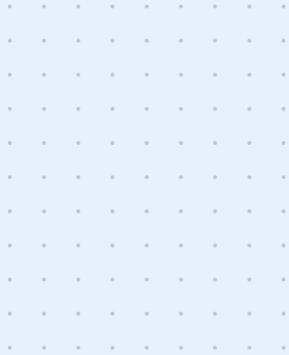


BATCH PLATFORM EXPERT CERTIFICATION

LEVEL 1



Batch



INTRODUCTION

The entire Batch team is delighted to introduce you to Level 1 of the Dashboard User Certification. Before you embark on this (short) adventure, we'll tell you everything you need to know about it!

Who is this certification for?

Dashboard User Certification is aimed primarily at teams who use **Batch Dashboard** on a day-to-day basis to implement their strategy and activate their CRM database across all the marketing channels at their disposal.

Level 1 can be offered from **the first three months** of (hopefully intensive) use of the Dashboard, and certifies fundamental knowledge of CRM strategy and the ability to implement classic use cases in the Dashboard.

Level 2 (*currently being drafted*) represents the next level of Batch Dashboard use, and certifies the ability to implement more advanced use cases.

How is this certification structured?

The Certification is made up of 40 questions, divided into 5 parts, representing the classic Dashboard user path.

To pass, you'll need to get **at least 75% of your answers right** (30).

Here's a sample question:

What segmentation can't I implement with Native Attributes from Batch?

- Targeting users who haven't consulted my application in over a month
- Target users who haven't made a purchase in 6 months
- Target users who installed the application 7 days ago
- Target users who speak French

Did you succeed?

We knew it!

Results are sent instantly, and you'll soon receive your certification by e-mail.

You were almost there?

No case is lost... and we'll make sure of it together.

Start by contacting your CSM. **A catch-up session** can be organized, whether to ask questions, go over the dashboard again, or review a specific use case.

Don't have a CSM? Then we've put together a selection of must-read articles, videos and guides to help you pass your certification in the best possible conditions.

So, where can I start?

Just click on [this link](#).

Break a leg 🍀

PRACTICAL GUIDE

Not sure where to start? Would you like to brush up (like in the good old days) before embarking on this certification?

We've thought of everything! Here's an exhaustive summary of articles and guides to read, as well as videos to watch, so you'll have everything you need.

[What is Batch ?](#)

Data Platform

Batch enables you to collect all logged and anonymous user data in real time, whether on your application, your site (via our SDKs) or from your IS or a third-party tool (via our APIs). The data is then collected and unified in one place: the user profile.

[What data does Batch collect natively?](#)

[What is a smart segment?](#)

[What is a tagging plan?](#)

VIDEOS

[Data dans Batch](#)

[Profile view *\(video to be released\)*](#)

Engagement Platform

Orchestrate all your scenarios, from the simplest to the most sophisticated: fine segmentation, personalization, AB testing, multilingualism... Interact with each user as they evolve - from simple visitor to true ambassador.

- General presentation

[Glossary - Push/In-App campaigns](#)

[How to create your first re-engagement campaign](#)

- **Focus on features**

[Now, scheduled, recurring, trigger: How to choose the best delivery option for my push campaign? ?](#)

[What are the segmentation options?](#)

[Custom Audience: how it works](#)

[How can I A/B test my campaign message?](#)

[E-mail Composer: instructions for use](#)

[How to use labels properly](#)

[How can I redirect users to a specific page on my app/site?](#)

[How do I create a theme for my In-App?](#)

- **Best practices and recommendations**

[How can I increase my click-through rate?](#)

[How to improve the push opt-in rate?](#)

VIDEOS

[Create your first one shot campaign](#)

[Create your first omnichannel campaign](#)

[Create your first recurring campaign](#)

[Create your first trigger campaign](#)

[Create themes for In-App](#)

[Create your first In-App](#)

Use the Email Composer (*video to be released*)

Delivery Platform

Batch enables you to orchestrate and route your campaigns across all channels: mail, mobile push, in app message, web push, ultra-fast, and with a heavy load. Globally, over 650 billion messages are sent every year. And what happens after they're sent? Find out in the Dashboard.

CURRICULUM

[What analytics can I find on the dashboard?](#)

[E-book: how to manage your marketing pressure?](#)

VIDEOS

[Read your Analytics - Global view](#)

[Read your Analytics - Campaign view](#)