





## **Certification for Email Marketing**

This certificate is awarded to:

## **Grace Alao**

## **Topics included:**

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 Sendinblue software platform

