



Kentico Xperience Certified marketer exam.

Preparation guide

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Preface

To prepare for the Kentico Xperience 13 Certified Marketer Exam sufficiently, please study this Preparation guide thoroughly in conjunction with the product documentation and other digital marketing resources.

Please note that our training courses do not fully prepare you for the exam. Passing the exam requires theoretical background and understanding of the product's features and functionality, practical experience and a high level of familiarity with the product itself, and general knowledge of digital marketing.

To pass the exam and be recognized as a Kentico Xperience expert, you are expected to have extensive experience in the following areas:

- Web analytics
- Contact management and Activity tracking
- Contact segmentation (Contact groups, Personas, and Scoring)
- Content personalization
- Conversions
- Content optimization (A/B and MVT testing)
- Email marketing
- Campaigns
- Marketing automation

Not only do you need to demonstrate your knowledge of the Xperience product and its Digital Marketing functionalities, but we expect you to show your experience with digital marketing in general. The main areas that will be covered by the exam regarding your knowledge of digital marketing are:

- Content marketing
- PPC
- Email marketing
- SEO

Passing the exam makes you a Kentico Xperience Certified Marketer and proves that you have extensive knowledge about marketing in general and digital marketing tools that Xperience offers. Earning the certification builds your credibility, makes you more marketable, and gives you a competitive advantage over other marketers.

Test format

Certified exam

The Kentico Xperience Certified marketer exam is securely administered online through the training portal at <https://xperience.training.kentico.com>. It's structured as a short course in which the exam itself is the last page of the course.

Basic facts:

- The exam consists of 50 questions.
- You have 90 minutes to complete the exam.
- The exam consists of single answer questions.

The exam is an open-book test—you may use any resource that you find helpful (have Kentico Xperience running locally, have the product documentation open, etc.) except for another person. You must take the exam individually; sharing or cheating will not be tolerated and disqualify your current and future exam attempts.

Exam topics

The exam covers several key areas from both the theoretical background and understanding of Kentico Xperience, its features and functionality.

The topic areas include contact and activity tracking, email marketing, marketing automation, and other areas. Before the exam, you will have an opportunity to refresh your knowledge before taking the exam. (See some useful links about the topics at the end of this guide, you can find the same content in the exam itself.)

Sample test

The certification course contains a set of sample questions to assess your skills in answering questions on the Kentico Xperience Certified marketer exam. The sample questions are based on real questions from the exam.

The sample questions in the sample test (available in the certification exam course) will help you answer the questions,

“If the sample questions are like the real questions on the Kentico Xperience Certified marketer exam, how will I do? Do I have sufficient knowledge and experience to pass the exam?”

You can then use this information to hone your skills and focus on the areas where you need more understanding and experience before taking the exam.

Certified marketer exam policies

Score Calculation

To pass the Kentico Xperience Certified marketer exam, you need to achieve at least an 80% score.

The testing and scoring process is confidential. Completed exams are not returned, and the answers (whether correct or incorrect) are not provided to tested candidates.

Exam Retake Policy

If you do not achieve the minimum passing score of 80 % on the exam the first time, you must wait at least 24 hours before retaking the exam. You can purchase a new voucher through the Kentico Xperience Marketer Certification page.

If you do not achieve the minimum passing score the second time, you must wait at least 30 days before retaking the exam for the third time. A new voucher also has to be purchased through the Kentico Xperience Marketer Certification page.

For fourth, fifth, and any subsequent retakes, there is a 30-day waiting period. You are allowed an unlimited number of attempts as long as the 30-day waiting period is withheld.

Kentico Software company does not provide refunds for failed exams.

Candidate Ban

If you violate any testing rule or any exam policy, you may be permanently prohibited from taking Kentico Xperience Certified Marketer Exam.

Examples of such misconduct or misuse include, but are not limited to, the following:

- Violating the time frame for exam retakes,
- Providing or accepting improper assistance,
- Copying, publishing, disclosing, distributing, or otherwise sharing the exam content and the test questions and answers, whole or in part, in any form or by any means, verbal or written, electronic or mechanical, for any purpose.

Appeal Process

You may appeal the ban by submitting an appeal to certification@kentico.com.

The Kentico Xperience training team will review all submitted appeal requests, conduct an investigation of each specific case, and communicate directly with you regarding the investigation and final appeal decision results.

Exam Consultation

If you are unsure why you have not passed the exam or would like to go through the areas you have not answered correctly with a specialist in the given area, you can request an exam consultation.

You can request an exam consultation if you have achieved at least a 60% score in your failed exam attempt.

How to Request an Exam Consultation?

Make your request within five days following the day you have received this notification. The consultation is a paid service that costs one consulting credit, which you can purchase using a payment gate or contact your sales representative. The consultation process takes up to 5 business days upon successful payment. If you find a wrong question or answer in the exam, you will get a refund for the consulting credit. If you want to retake the exam, do not register for the second exam attempt before the Kentico Xperience training team confirms your exam consultation request.

Certified exam topic areas: useful links

You can use the following links to refresh your knowledge before taking the exam. (Keep in mind that the links do not cover all the knowledge you need to master to pass the exam.)

Contact / Activity tracking / Web analytics

The exam section tests your understanding of contact management, contact activities, activity tracking, and web analytics functionalities.

Useful links

- [Contact management](#)
- [Working with contacts](#)
- [Tracking contact activities](#)
- [Importing contacts](#)
- [Web analytics](#)
- [Configuring web analytics](#)

Contact segmentation

This section of the exam contains questions involving **Contact segmentation** functionality. You can expect questions about **Contact groups**, **Personas**, and **Scoring**.

Useful links

- [Kentico Lead Scoring](#)
- [Segmenting contacts into contact groups](#)
- [Scoring contacts](#)
- [Personas](#)

Campaigns

This section tests your knowledge of the campaign creation, campaign tracking, and evaluating campaign results.

Useful links

- [Campaigns](#)
- [Setting up campaigns](#)
- [Scheduling and evaluating campaigns](#)

Content personalization

This section contains exam questions regarding content personalization functionality, setting up content personalization, creating personalization variants, etc.

Useful links

- [Content personalization](#)
- [Personalizing editor widgets](#)
- [Setting display conditions for personalization variants](#)

Email marketing

This section tests your email marketing skills, creating email campaigns, types of email feeds you can create in Kentico, email templates, and everything related to Email marketing in Kentico.

Useful links

- [Email marketing](#)
- [Creating email campaigns](#)
- [Creating newsletters](#)
- [Tracking marketing emails](#)

Marketing automation

This section tests your skills in setting up automation processes in marketing, defining triggers, and managing contacts in those processes.

Useful links

- [Marketing automation](#)
- [Marketing automation for event marketing](#)
- [Configuring marketing automation](#)
- [Working with marketing automation processes](#)

General questions on digital marketing

This section of the exam contains questions on content marketing, PPC, email marketing, SEO, and other digital marketing topics.

Useful Links

- [Kentico Marketing blog](#)
- [SEO strategy](#)
- [Content marketing guide](#)
- [Creating landing pages](#)