

# Adobe Certified Expert: Implementation



**CERTIFIED EXPERT**  
Implementation for Omniture®

Adobe Training Services provides this exam guide to help prepare partners, customers, and consultants who are actively seeking accreditation in the Adobe Certified Expert (ACE) program. This guide, while designed to describe the exam in detail and provide as much information as possible, is not meant to be the sole means of exam preparation. Adobe Training Services offers courses that provide in-depth training on the exam content. Hands-on experience with the Adobe suite of online marketing tools is also a critical element in preparing to pass any Adobe certification exam.

## ACE: Implementation exam overview

The Adobe implementation method is a process that consolidates business goals and objectives into specific business requirements. These requirements are mapped into explicit Adobe® SiteCatalyst®, powered by Omniture®, variables and functions as a design solution, and then configured on a website, validating that the solution meets the original business goals.

The ACE: Implementation certification exam is intended to verify that the candidate has the skills and knowledge necessary to interpret a list of business requirements, map them to the SiteCatalyst variables and functions, and deploy the solution on a website.

## Exam description

The certification has two main parts:

- 75 multiple-choice questions, covering a range of topics associated with implementation
- 15 short-answer questions, requiring you to provide SiteCatalyst code snippets based on the scenarios provided

The certification exam has a time limit of 180 minutes, and includes a timer to mark the remaining time.

## Exam scoring

The minimum passing score for Implementation certification is 80%. You will receive an immediate score on the multiple-choice section. The short-answer questions will be graded within five business days, after which you will receive an email notification of your final score.

If you achieve a passing score, you will receive an ACE welcome kit which includes an ACE agreement. Upon signing and returning the ACE agreement, you will receive the ACE: Implementation logos to use as proof of Adobe's recognition of your skills.

If you do not pass the exam, you may re-register for another try after 14 days. This process may be repeated for a third try as well.

## Scheduling exams

The ACE: Implementation exam is delivered via testing centers in 270 locations throughout the U.S. and 17 other countries around the world. You can create a certification account through Adobe's website, and then choose a location and time for your certification that is convenient for you. To register for the exam, go to [www.omniture.com/en/education/certification](http://www.omniture.com/en/education/certification) and click the link to register for the exam.

## Exam preparation

Exam questions were created from all aspects of implementing SiteCatalyst code on a website. Preparation suggestions include attending training and studying various documentation and white papers. Real-world experience is also very helpful in preparing for this exam. If you have participated in SiteCatalyst implementations, you will find your experience to be valuable in successfully completing this exam.

## Study suggestions

The following steps are suggested to help you prepare for the ACE: Implementation exam:

- Attend the SiteCatalyst Implementation Training course provided by Adobe Training Services. This three-day course provides an in-depth study of the SiteCatalyst implementation process, including detailed implementation recommendations and best practices for deploying SiteCatalyst code. The course emphasizes real-world applications and hands-on exercises to reinforce principles and build confidence in mapping out business solutions and deploying them.
- Become familiar with the SiteCatalyst interface, including reports, tools, and features. You can learn more by viewing the online training modules located within SiteCatalyst (Help > Training Videos > SiteCatalyst Product > New User Orientation). Additional recommended online training modules (Help > Training Videos) include: "Defining KPI" (New User Orientation > Miscellaneous) and "Process to implement third-party cookies" (New User Orientation > Miscellaneous).
- Review implementation white papers located in the Knowledgebase.

## Exam topics include:

### Traffic Variables, Features, and Functions

- Traffic variable syntax and limitations
- Page-naming options and strategy
- Site section/channel variable
- Server variable
- 404 error pages (s.pageType)
- Hierarchies
- Custom insight variables (s.prop)
- List property variables
- Correlations
- Pathing for traffic variables

### Conversion Variables, Features, and Functions

- The Events variable
- Predefined e-commerce events
- Custom events
- The Products variable and its various fields
- Purchase ID variable
- Visitor profile variables
- Event incrementors
- Campaign variable
- Conversion variables (eVars)
- Subrelations (conversion breakdowns)
- eVar Merchandising feature
- Additional metrics for commerce

## General Variables and Enhancements

- Configuration variables
- Download and exit link configuration
- Custom link tracking
- JavaScript plug-ins
- Plug-in: getQueryParam
- Plug-in: getValOnce
- Plug-in: Form Analysis
- General knowledge of SiteCatalyst advanced tools:
  - VISTA data-processing engine
  - Classifications and SAINT
  - Data sources
  - Data warehouse
  - Data feed
  - Advanced Segment Insight (ASI)
  - Excel Client
  - Adobe Discover™, Powered by Omniture
  - Flash tracking
  - Cookies: “first party” vs “third party”
  - Referrers and redirects

## Validation and Troubleshooting

- Deployment validation steps
- Troubleshooting tools
- Common problems

## Effective Implementation Practices

- Business requirements document
- Solution Design Document
- Basic SiteCatalyst terminology
- “Code to Paste” and the JavaScript file

## Exam preparation checklist

- I have attended the SiteCatalyst Implementation instructor-led course or have equivalent knowledge.
- I have read and studied the topics listed in this exam guide.
- I have read and studied the Implementation manual and other articles and white papers available in the SiteCatalyst Knowledgebase.
- I have familiarized myself with the SiteCatalyst interface by watching online training modules available in SiteCatalyst.

## Recertify when necessary

Once obtained, your certification is valid for 12 months or until the next major release of the product or process upon which the certification is based.



**Adobe**

Adobe Systems Incorporated  
345 Park Avenue  
San Jose, CA 95110-2704  
USA  
www.adobe.com

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