



Adobe Certified Expert: Adobe® SiteCatalyst®



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: SiteCatalyst exam overview

Adobe SiteCatalyst, powered by Omniture®, provides organizations with actionable, real-time intelligence regarding their online strategies and marketing initiatives. Adobe SiteCatalyst helps organizations quickly identify and understand the most profitable paths through their Web sites, where visitors are dropping off, what's driving critical success events, and how different segments of visitors interact with the Web Site.

The ACE: SiteCatalyst certification exam is intended to verify that the candidate has the skills and knowledge necessary to receive business questions and understand where to find the answer in the SiteCatalyst interface, including how to choose the right settings to customize the report.

Exam Description

The certification consists of achieving the minimum passing score on a multiple choice test. Some questions include screen shots of the SiteCatalyst interface, and may require the test taker to determine what business questions can be learned from the existing report.

Other questions focus on the following aspects of SiteCatalyst: SiteCatalyst basics and navigation, reports and metrics, report distribution, and user tools and features.

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 SiteCatalyst certification is 80%. After taking the test, you will immediately receive your official score. You will also receive your score by e-mail upon exam completion. 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 your ACE: SiteCatalyst 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: SiteCatalyst 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 this exam, visit www.omniture.com/en/education/certification and click the link to register for the exam.

Exam preparation

The questions in the exam were created from various reports, metrics, tools and functions of the SiteCatalyst interface. Although it is not a prerequisite for taking the exam, participating in the SiteCatalyst User Training course is one of the best methods of study and is highly recommended. However, if you are new to SiteCatalyst, you should also plan on several months of use before being prepared to pass this certification.

Study suggestions

Following are suggested steps to help you prepare for the ACE: SiteCatalyst exam:

- Attend the SiteCatalyst User Training course, provided by Adobe Training Services. This two-day course provides an in-depth study of how to use SiteCatalyst to answer your business questions, including hands-on exercises throughout the course. The course includes the basics of creating Key Performance Indicators (KPI) and how to use them to optimize your online business. Several different website types are discussed, including eCommerce (retail), lead generation, media, self-service, etc.
- Spend time using SiteCatalyst and becoming very familiar with the interface, including reports, tools and features. This can be furthered by viewing the online training modules located within SiteCatalyst (Help > Training Videos > SiteCatalyst Product > New User Orientation). Below are a few (but not all) we suggest you include in your preparation:
 - Paths Reports
 - Dashboards
 - Target Reports
 - Calendar Events
- Study the SiteCatalyst User Manual, available in the Help section of SiteCatalyst. This can help you understand each report and tool in SiteCatalyst.
- Study the Knowledgebase articles, available in the Help section of SiteCatalyst. This can help you understand the main questions that people have as they use SiteCatalyst, and gives you good insight into the real-life use of the product.

Exam topics include:

SiteCatalyst Basics and Navigation

- How SiteCatalyst collects data
- SiteCatalyst metrics
- General interface knowledge
- Understanding the toolbar functionality
- Report settings, including the Search function
- Using the calendar to select dates
- Different report views, including Ranked, Trended and Improved

Traffic Reports

- Site traffic
- Finding methods
- Visitor profile
- GeoSegmentation
- Technology
- Segmentation

Paths Reports

- ClickMap
- Pages reports
- Entries and exits
- Complete paths
- Advanced analysis

Conversion Reports

- Metric reports (purchases, shopping cart, custom events)
- Products and customer loyalty
- Campaigns
- Sales cycle
- Finding methods
- Visitor profile
- Technology
- Site path
- Custom eVar reports

Report Distribution

- Alerts
- Bookmarks
- Dashboards
- Scheduling bookmarks and dashboards
- Sharing bookmarks and dashboards
- Editing and managing bookmarks and dashboards
- Direct access

User Tools and Features

- Calculated metrics
- Calendar events
- Correlations
- Subrelations (conversion breakdowns)

Exam preparation checklist

- I have attended the SiteCatalyst User Training course within Adobe Training Services or have equivalent knowledge.
- I have read about and studied the topics listed in this exam guide in the documentation and SiteCatalyst Knowledgebase.
- I have practiced using SiteCatalyst and feel confident that I know the “ins and outs” of the product.
- I have watched the suggested training videos.

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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