

Adobe Certified Expert: Supporting Adobe® SiteCatalyst® for Partners



CERTIFIED EXPERT

Adobe® SiteCatalyst®, Powered by Omniture®,
Support for Partners

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: Supporting SiteCatalyst for Partners exam overview

The expansive range of reporting capabilities in Adobe SiteCatalyst, powered by Omniture®, coupled with the JavaScript coding required for any implementation can potentially create a diverse array of end user questions as well as technical challenges. ClientCare at Adobe has been charged with the task of listening, responding, and ultimately, resolving all of these issues.

The ACE: Supporting SiteCatalyst for Partners certification exam is intended to verify that individuals within our partner organizations who fulfill a support role have the skills and knowledge necessary to act as tier 1 ClientCare representatives.

Exam description

This exam is composed of both multiple-choice and short-answer questions:

- 50 multiple-choice questions covering a range of topics associated with common end-user questions, features and functions of SiteCatalyst, the administration console, and code syntax.
- 4 short-answer questions which require the student to provide SiteCatalyst code snippets, based on scenarios provided.
- 4 short-answer questions designed to mimic a potential ClientCare call. These questions may be resolved with as little as a Knowledgebase search, or as much as a mock bug submission.

During the exam, you will be able to perform Knowledgebase searches in SiteCatalyst in order to obtain information. You may download manuals as reference, too, but you will not be able to utilize any SiteCatalyst Support for Partners courseware which is only obtainable in class.

The certification has a time limit of 120 minutes, and includes a timer to mark the remaining time. The exam will be administered from 3 to 5 p.m. on the last day of training.

Exam scoring

The minimum passing score for the exam is 84%. You will receive an immediate score on the multiple-choice questions. The short-answer and ClientCare 'call' 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 your ACE: SearchCenter + 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: Supporting SiteCatalyst for Partners 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, visit www.omniture.com/en/education/certification and click the link to register for the exam.

Exam preparation

This course has been specifically designed to ramp up tier 1 support personnel for partners. In order to provide content relevant to this purpose, information has been culled from several disparate sources and compiled into a three-day course. Although the majority of the information in the course may also be found in other client-facing documentation, that documentation does not represent a consolidated source of information and hence the likelihood of acquiring all of the relevant knowledge necessary for passing the certification without attending the course is significantly reduced. Because of this, it is mandatory that individuals in the Adobe partner organizations who wish to become SiteCatalyst Support certified attend the course.

Study suggestions

Study the Knowledgebase articles, available in the Help section of SiteCatalyst. These articles can help you understand the main questions that people have as they use SiteCatalyst, and provide insight into the real-life use of the product. Recommended articles include:

- Administration Console
- SiteCatalyst User Guide
- SiteCatalyst Implementation

Exam topics include:

- Report suite creation
- Report suite settings
- Data latency
- Administration console settings
- Traffic variables, features, and functions
- Traffic variable syntax and limitations
- Page naming
- Site section/channel variable
- Server variables
- 404 error pages (s.pageType)
- Hierarchies
- Custom insight variables (s.prop)
- List property variables
- Correlations
- Pathing for traffic variables
- Allocation versus participations
- Conversion variables, features and functions
- The Events variable
- Predefined eCommerce 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)
- 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
- General knowledge of SiteCatalyst Advanced tools
- VISTA data-processing engine
- Classifications and SAINT
- Cookies: “first party” vs. “third party”
- Referrers and redirects
- User management
- Troubleshooting tools
- Common problems
- Bug submission

Exam preparation checklist

- I have attended the Supporting SiteCatalyst for Partners Training course provided by Adobe Training Services.
- 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.

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.



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