

Adobe Certified Expert: Adobe® Test&Target™



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: Test&Target exam overview

The ACE: Test&Target certification exam helps ensure you have the expertise to execute your campaigns successfully, efficiently, and without negative effect to the end-user experience, and that you are able to align Adobe Test&Target, powered by Omniture®, with your key business requirements.

Exam description

The certification consists of achieving the minimum passing score on a multiple-choice test. Some questions include screenshots of the Test&Target interface, and may require determining which business questions can be resolved using the Test&Target solution.

The certification exam has a time limit of 120 minutes, and includes a timer that marks the remaining time.

Exam scoring

The minimum passing score for Test&Target certification is 75%. After taking the test, you will immediately receive your official score. You will also receive your score by email. 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: Test&Target logos to use as proof of Adobe's recognition of your skills.

If you do not pass, 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: Test&Target 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

Exam questions were created from all aspects of the Test&Target functionality. Preparation suggestions include attending training and studying various documentation and white papers. You should have extensive hands-on experience with Test&Target prior to the exam, as real-world experience is also very helpful in the preparation process.

Study suggestions

The following steps are suggested steps to help you prepare for the ACE: Test&Target exam:

- Attend the Test&Target Power User training course provided by Adobe Training Services. This three-day course provides detailed, hands-on experience using Adobe Test&Target. It is appropriate for frequent users of Test&Target and managers. The course emphasizes how to plan, build, and execute campaigns, as well as how to correctly read and interpret test results.
- Become familiar with the Test&Target interface. The online training modules located within Test&Target will provide additional review content (Help > Training Videos > Test&Target > New User Orientation/Onsite/Technical Training).
- Study the Knowledgebase articles, available in the Help section of Test&Target. These articles can help you understand the most common questions users have about Test&Target, and provide insight into the real life use of the product.

Exam topics include:

Testing and Targeting

- Understanding testing and targeting

A/B and Multivariate Testing

- Understanding and defining A/B Testing
- Planning A/B Testing

Terminology and Concepts

- Understanding and defining Test&Target terminology
- Understanding the Test&Target process

Campaign Management

- Understanding the campaign lifecycle
- Creating offers
- Creating campaigns
- Performing quality assurance
- Identifying and describing host management

Segments, Parameters, Profiles, Targets, and Targeting

- Evaluating results using segments
- Using parameters
- Targeting campaigns, recipes, and content to visitors
- Creating and using reusable targets

Test Results

- Reading and interpreting data
- Changing report settings
- Pushing a winner

Steps

- Using steps to track visitor behavior

Multivariate Testing

- Setting up and testing multivariate campaigns
- Interpreting multivariate test results

Onsite

- Creating tests using Onsite

Ad boxes and Redirectors

- Extending testing to third-party sites

Additional Features

- Using additional features

Exam preparation checklist

- I have attended the Test&Target Power User instructor-led course or have equivalent knowledge.
- I have read about and studied the topics listed in this study guide in the documentation and Knowledgebase.
- I have practiced using Test&Target 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.



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