



Omniture Certified Professional: Implementation

EXAM GUIDE



Exam Guide for OCP: Implementation™

PURPOSE OF OCP: IMPLEMENTATION EXAM GUIDE

Omniture University has created and published this exam guide to help prepare partners, customers and consultants who are actively seeking accreditation in the Omniture Certified Professional™ 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. Omniture University offers courses that provide in-depth training on the exam content. Hands-on experience with Omniture's suite of online marketing tools is also a critical element in preparing to pass any Omniture certification exam.

OCP: IMPLEMENTATION EXAM OVERVIEW

The Omniture Implementation Method is a process that consolidates business goals and objectives into specific business requirements. These requirements are mapped into explicit SiteCatalyst® variables and functions as a design solution and then configured on a Web site, validating that the solution meets the original business goals.

The Omniture Certified Professional: 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 SiteCatalyst variables and functions, and deploy the solution on a Web site.

EXAM DESCRIPTION

The certification has two main parts:

1. 75 multiple choice questions, covering a range of topics associated with implementation
2. 15 short answer questions, which require the student to provide SiteCatalyst code snippets, based on scenarios provided

The certification exam has a time limit of 180 minutes, and includes a timer so that the student is aware of how much time is remaining.



EXAM SCORING

An overall score of 80% is required to pass the test and become certified. After taking the test, the test taker will be provided only with the score for the multiple choice questions. The short answer questions will be graded within 5 business days, after which the test taker will receive an email notification of the final score.

If the exam is not passed, the test taker may re-register for another try after 14 days. This process may be repeated for a third try as well.

SCHEDULING EXAMS

The OCP:I exam is delivered via testing centers in 270 locations throughout the U.S. and 17 other countries around the world. Students may create a certification account through Omniture's Web site and schedule their certification in the location of their choice and at a time that is convenient for them. To register for the OCP:I exam, go to <http://www.omniture.com/education/certification/ocsd> and click the link to register for the exam.

EXAM PREPARATION

Exam questions were created from all aspects of implementing SiteCatalyst code on a Web site. Preparation suggestions are listed below, including attending training and studying various documentation and whitepapers. 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

Following are suggested steps to help you prepare for the OCP:I exam:

- Attend the SiteCatalyst Implementation Training course, provided by Omniture University. 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. This can be furthered by viewing the online training modules located within SiteCatalyst (Help>Training>Online Training Videos):
 - › *SiteCatalyst New User Orientation*
 - › *Introduction to Implementation*
- Study the Implementation Manual, available in the Help section of SiteCatalyst, under the Knowledgebase tab. The Implementation Manual is your documentation for implementation, your best resource for checking all code syntax, variable definitions, etc.
- Using the Implementation Manual and other resources, become especially familiar with the topics that will be used in the exam (listed in this document).

Additional Study Aids & Resources

Below are additional resources to help you prepare for the exam:

- View these Online Training Modules:
 - › *Key Performance Indicators*
 - › *Implementation Strategies*
 - › *SiteCatalyst Administrator Training*
 - › *Process to Implement First Party Cookies*
- Review implementation white papers located in the Knowledgebase

EXAM TOPICS

Traffic Variables, Features, & Functions

- Traffic variable syntax and limitations
- Page naming options & 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 & 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)
- eVar Merchandising Feature
- Additional Metrics for Commerce

General Variables & Enhancements

- Configuration Variables
- Download & 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 & SAINT
 - › Data Sources
 - › Data Warehouse
 - › Data Feed
 - › ASI (Advanced Segment Insight)
 - › Excel Client
 - › Omniture Discover
- Flash Tracking
- Cookies: “first-party” vs. “third-party”
- Referrers and Redirects

Validation & Troubleshooting

- Deployment Validation Steps
- Troubleshooting tools
- Common Problems

Effective Implementation Practices

- Business Requirements Document
- Solutions 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 study guide.
- I have read and studied the Implementation Manual and other articles and whitepapers available in the SiteCatalyst Knowledgebase
- I have familiarized myself with the SiteCatalyst interface by watching training videos available in SiteCatalyst.