



# Omniture Certified Professional: Support

CERTIFICATION GUIDE



# Omniture Certified Professional: Support Certification Guide

## PURPOSE OF OCP: SUPPORT CERTIFICATION GUIDE

Omniture University has created and published this certification guide to help prepare Omniture partners who are actively seeking accreditation in the Omniture Certified Professional™ program. This guide, while designed to describe the certification in detail and provide as much information as possible, is not meant to be the sole means of certification preparation. This certification is tied directly to an instructor-led course which consists of five days of training, described later in this guide. Hands-on experience with Omniture's suite of tools is also a critical element in preparing to pass any Omniture certification.

## OCP: SUPPORT CERTIFICATION OVERVIEW

This certification consists of a series of quizzes given throughout a five day training course. Several topics will be covered, with the intent of preparing Omniture partners to support their clients in day-to-day support and call center functions. The OCP: Support training course not only covers Omniture product knowledge, but also topics germane to the task of supporting Omniture end users, including how to find answers to questions with self-help tools, how to submit bugs to Omniture Support, and when to escalate issues.

### Certification Description

The certification involves attending a five day training course, which consists of five parts:

1. SiteCatalyst User Concepts
  - a. One day training (day one)
  - b. Quiz at the beginning of day two
2. SiteCatalyst Advanced User Concepts
  - a. One day training (day two)
  - b. Quiz at the beginning of day three
3. Omniture SearchCenter
  - a. One half day training (day three AM)
  - b. Quiz in afternoon of day three
4. SiteCatalyst implementation
  - a. One and one half days training (day three PM and day four)
  - b. Quiz in morning of day five

5. Supporting Omniture products
  - a. One day training (day five)
  - b. Quiz at the end of day five

### **Quiz Scoring**

A score of 70% on each quiz is required to pass the certification. If a quiz is failed, the student may make arrangements with the instructor for a quiz retake.

### **Certification Preparation**

Questions for the quizzes were created from all aspects of using and implementing SiteCatalyst and SearchCenter, as well as supporting all Omniture products. This certification represents a tremendous amount of material to be learned in a five-day course, so any and all study of SiteCatalyst tools and features is helpful.

### **Study Suggestions**

The Following are suggested steps to help you prepare for the OCP:Support certification:

- Learn basic concepts about Web analytics from all possible sources, including books, blogs, help manuals and training courses
- Become familiar with the SiteCatalyst product, including reports, tools, and features. Review all available reports, including configuration options for each report, tool, and feature.
- Watch training videos available in the SiteCatalyst interface
- Study the user manuals and documentation available in the Help section of SiteCatalyst
- Study the articles presented in the SiteCatalyst knowledgebase

### **Quiz Topics**

#### *SiteCatalyst User Concepts*

- Web analytics principles and KPI
- The SiteCatalyst interface & basic concepts
- SiteCatalyst reports and metrics
- SiteCatalyst ClickMap
- SiteCatalyst Graphs
- Calculated Metrics
- Targets, Calendar Events and Alerts
- Report saving and distribution
- Dashboards

#### *SiteCatalyst Advanced User Concepts*

- Segmentation principles
- Classifications & SAINT
- SiteCatalyst campaigns
- Custom variables and reports
- Combining report suites
- VISTA
- Excel Integration
- Data Sources
- Omniture Genesis

- Data Warehouse
- ASI (Advanced Segment Insight)
- Omniture Discover
- A/B and multivariate testing

#### *Omniture SearchCenter*

- Importing and synchronizing campaigns
- Creating new campaigns and campaign elements
- Managing campaigns and campaign elements
- Running reports
- Monitoring traffic and events
- Automating bid management
- Portfolio management

#### *SiteCatalyst Implementation*

- Traffic variables, features & functions
- Conversion variables, features & functions
- Configuration variables
- Plug-ins
- Custom links
- High-level of Flash tracking
- Validation & Troubleshooting

#### *Supporting Omniture Products*

- Using the self-help features of SiteCatalyst
  - › Knowledgebase
  - › Community
  - › Training videos
  - › Documentation & whitepapers
- Admin Console
  - › User Management
  - › Report Suite settings
  - › Creating new report suites
- Contacting Omniture Support
- Escalating issues
- Reporting bugs

#### *Certification Preparation Checklist*

- I have read and studied the topics listed in the study guide in the Knowledgebase.
- I have viewed training videos in SiteCatalyst.
- I have familiarized myself with the SiteCatalyst interface.
- I have read and studied help documents.