



# Certified Marketer Exam

Preparation Guide

# Preface

To prepare for the Kentico 11 Certified Marketer Exam sufficiently, please study this Preparation guide thoroughly in conjunction with the [product documentation](#) and other resources on digital marketing.

**Please note that our training courses do not fully prepare you for the exam.** Passing the exam requires not only theoretical background and understanding of the product's features and functionality but also practical experience and a high level of familiarity with the product itself, as well as general knowledge of digital marketing.

To pass the exam and be recognized as a Kentico expert, it is expected that you have extensive experience in the following Kentico areas:

- Web analytics
- Contact management and Activity tracking
- Contact segmentation (Contact groups, Personas, and Scoring)
- Content personalization
- Conversions
- Content optimization (A/B and MVT testing)
- Email marketing
- Campaigns
- Marketing automation

Not only do you need to demonstrate your knowledge of the Kentico product and its Online Marketing functionalities, but we expect you to demonstrate your experience with digital marketing in general. The main areas that will be covered by the exam regarding your knowledge of digital marketing are:

- Content marketing
- PPC
- Email marketing
- SEO

Passing the exam makes you a Kentico Certified Marketer and proves that you have extensive knowledge about marketing in general and online marketing tools Kentico offers. Earning the certification builds your credibility, makes you more marketable and gives you a competitive advantage over other marketers.

# Test Format

The Kentico 11 Certified Marketer Exam is securely administered online and consists of 50 questions to be completed within 90 minutes. The exam is an open-book test – you may use any resource that you find helpful (e.g., have Kentico running, have the documentation open, etc.), **except** another person. You must take the exam individually. Sharing or cheating will **not** be tolerated and will result in the disqualification of your current and future exams.

The exam contains the following types of questions:

- Single answer
- Multiple choice

The purpose of this study guide is to help you assess your skills in answering each of the two types of questions on the Kentico 11 Certified Marketer Exam. The sample questions in this guide are based on real questions from the exam.

# Certified Marketer Exam Policies

## Score Calculation

To earn the Kentico 11 Marketer Certification, you need to reach a minimum score of 80%. The testing and scoring process is confidential. Completed exams are not returned, and the answers, whether correct or incorrect, are not provided to tested candidates.

You can then use this guide to hone your skills and focus on the areas where you need more understanding and experience before actually taking the exam.

## Exam Retake Policy

If you do not achieve the minimum passing score of 80 % on the exam the first time, you must wait at least 24 hours before retaking the exam. A new voucher has to be purchased through [Kentico Marketer Certification](#) page.

If you do not achieve the minimum passing score the second time, you must wait at least 30 days before retaking the exam for the third or any subsequent time. A new voucher also has to be purchased through [Kentico Marketer Certification](#) page.

You are allowed an unlimited number of attempts as long as the 30 days waiting period is withheld.

Kentico Software s.r.o. does not offer any refund for failed exams.

## Candidate bans

If you violate Kentico exam policy, you may be permanently prohibited from taking Kentico Certified Marketer Exam.

Examples of such misconduct or misuse, include, but not limit to, the following:

- Violating the time-frame for exam retakes,
- Cheating during the exam (e.g., making screenshots of evaluated test results),
- Providing or accepting improper assistance,
- Copying, publishing, disclosing, distributing or otherwise sharing the exam content and the test questions, whole or in part, in any form or by any means, verbal or written, electronic or mechanical, for any purpose.

## Appeal Process

You may appeal the ban by submitting an appeal to [certification@kentico.com](mailto:certification@kentico.com)



The Kentico Customer Education team will review all submitted appeal requests and investigate each case. The team will then contact you directly regarding the conclusion of the investigation and the final appeal decision.

# Contacts/Activity tracking

This exam section contains sample questions involving contact management and activity tracking functionalities.

## A Sample Question

Who is considered a "contact" in Kentico?

- A. Only a visitor that has registered on your website.
- B. Only a visitor that has provided you with some personal details, such as their name or email address.
- C. Anyone that has visited your website.
- D. Only an anonymous visitor.

The correct answer is C because Kentico creates a contact for every website visitor that comes to your website, no matter whether they provided you with their contact details or not.

## Resources

- <https://docs.kentico.com/k11/on-line-marketing-features/managing-your-on-line-marketing-features/contact-management>
- <https://docs.kentico.com/k11/on-line-marketing-features/managing-your-on-line-marketing-features/contact-management/working-with-contacts>
- <https://docs.kentico.com/k11/on-line-marketing-features/managing-your-on-line-marketing-features/contact-management/tracking-contact-activities>
- <https://docs.kentico.com/k11/on-line-marketing-features/managing-your-on-line-marketing-features/contact-management/working-with-contacts/importing-contacts>

# Contact Segmentation

## Contact groups, Personas, Scoring

This section contains sample questions involving Contact Segmentation functionality. You can expect questions about Contact groups, Personas, and Scoring.

### A Sample Question

You are creating a new contact group. Which of the following visitors will be assigned to this group, according to the conditions you see in the following picture?



- A. A visitor from the United Kingdom.
- B. A visitor from the Australia that registered on your website.
- C. A visitor from the United Kingdom that purchased two products on your website.
- D. A visitor from the United States that submitted the Contact Us form.

The correct answers are B and C. The contact that is assigned to this group needs to fulfill two out of three conditions to be assigned to this contact group. In both B and C, the first condition was met, as was one of the two other conditions. In C, it is expected that if the contact purchased a product, an order was also made.

## Resources

- [Practical Guide to Lead Scoring](#)
- <https://docs.kentico.com/k11/on-line-marketing-features/managing-your-on-line-marketing-features/contact-management/working-with-contact-groups>
- <https://docs.kentico.com/k11/on-line-marketing-features/managing-your-on-line-marketing-features/contact-management/scoring-contacts>
- <https://docs.kentico.com/k11/on-line-marketing-features/managing-your-on-line-marketing-features/personas>



# Content Personalization

This section contains sample questions involving content personalization functionality – how to set up content personalization, how to create personalization variants, etc.

## A Sample Question

In Kentico, you can base content personalization on:

- A. Only on contact groups.
- B. Only on personas.
- C. Only on visitors' demographics.
- D. Any information you have collected about the visitor.

The correct answer is D. Kentico allows you to create personalization variants based on any type of information you store about your visitors – contact groups, personas, country, age, behavior on the website, etc.

## Resources

- <https://docs.kentico.com/k11/on-line-marketing-features/managing-your-on-line-marketing-features/content-personalization>
- <https://docs.kentico.com/k11/on-line-marketing-features/managing-your-on-line-marketing-features/content-personalization/personalizing-editor-widgets>
- <https://docs.kentico.com/k11/on-line-marketing-features/managing-your-on-line-marketing-features/content-personalization/setting-display-conditions-for-personalization-variants>

# A/B and MV Tests

This section contains sample questions involving conversions and content optimization functionality – how to log conversions, setting up A/B Testing, MVT testing, evaluating test results, etc.

## A Sample Question

From the options below, choose the ones that can be A/B tested in Kentico. Select all that apply.

- A. Page-based newsletters
- B. Template-based newsletters
- C. Pages
- D. Personalization variants

The correct answers are B and C. You cannot run A/B tests on page-based newsletters or personalization variants.

## Resources

- <https://docs.kentico.com/k11/on-line-marketing-features/managing-your-on-line-marketing-features/optimization-testing/a-b-testing-website-pages>
- <https://docs.kentico.com/k11/on-line-marketing-features/managing-your-on-line-marketing-features/optimization-testing/a-b-testing-website-pages/creating-a-b-tests-for-pages>
- <https://docs.kentico.com/k11/on-line-marketing-features/managing-your-on-line-marketing-features/optimization-testing/multivariate-testing>
- <https://docs.kentico.com/k11/on-line-marketing-features/managing-your-on-line-marketing-features/optimization-testing/multivariate-testing/creating-mvt-tests>

# Campaigns and Email Marketing

This section contains sample questions on Email Marketing, creating email campaigns, types of email feeds, you can create in Kentico, email templates, and everything related to Email marketing in Kentico.

## A Sample Question

Does Kentico Email marketing support A/B Testing?

- A. Yes, you can A/B test any type of newsletter.
- B. Yes, but you can only A/B test template-based newsletters.
- C. Yes, but you can only A/B test pages-based newsletters.
- D. No, A/B testing is enabled only for Pages.

The correct answer is B because Kentico allows you to A/B test emails, but only template-based newsletters. There is no way you could A/B test page-based newsletters since they only download the content from the website itself.

## Resources

- <https://docs.kentico.com/k11/on-line-marketing-features/managing-your-on-line-marketing-features/email-marketing> (and all the related pages)
- <https://docs.kentico.com/k11/on-line-marketing-features/managing-your-on-line-marketing-features/email-marketing/creating-email-campaigns>
- <https://docs.kentico.com/k11/on-line-marketing-features/managing-your-on-line-marketing-features/email-marketing/creating-newsletters>
- <https://docs.kentico.com/k11/on-line-marketing-features/managing-your-on-line-marketing-features/campaigns> (and all the related pages)
- <https://docs.kentico.com/k11/on-line-marketing-features/managing-your-on-line-marketing-features/campaigns/setting-up-campaigns>

# Marketing Automation

This section contains sample questions on setting up automation processes in marketing, defining triggers, and managing contacts in those processes.

## A Sample Question

You can only define one trigger for each Marketing automation process that you create.

- A. True because the trigger can only be a specific attribute of your contact.
- B. True because different triggers start different automation processes.
- C. False, but contacts need to fulfill all conditions in the triggers to be assigned to the automation process.
- D. False, each automation process can have multiple triggers.

The correct answer is D – you can define as many triggers for one Marketing automation process as you want. It only depends on what actions and circumstances should start the process.

## Resources

- [Kentico Marketing Automation](#)
- <https://docs.kentico.com/k11/on-line-marketing-features/managing-your-on-line-marketing-features/marketing-automation> (and all the related pages)
- <https://docs.kentico.com/k11/on-line-marketing-features/configuring-and-customizing-your-on-line-marketing-features/configuring-marketing-automation>
- <https://docs.kentico.com/k11/on-line-marketing-features/managing-your-on-line-marketing-features/marketing-automation/working-with-marketing-automation-processes>

# General Questions on Digital Marketing

This section of the exam contains questions on content marketing, PPC, email marketing, SEO, and other topics from digital marketing.

## Sample Questions

What does SERP stand for?

- A. Search Engine Results Page
- B. Search Engine Rank Parameter
- C. Search Engine Rank Position
- D. Search Engine Random Position

The correct answer is A.

## Resources

- <https://www.kentico.com/blog/category/kentico>
- <https://www.kentico.com/blog/category/marketing>
- <https://analytics.google.com/analytics/academy/>
- <https://moz.com/blog>
- <http://www.insightsquared.com/blog/>
- <http://creativethirst.com/>
- <http://searchengineland.com/guide/what-is-paid-search>
- <http://marketingland.com/statistical-significance-business-114834>
- <https://www.quicksprout.com/the-advanced-guide-to-content-marketing/>
- <http://www.wordstream.com/blog/ws/2014/02/12/great-landing-pages>
- <https://moz.com/blog/the-8step-seo-strategy-step-1-define-your-target-audience-and-their-needs>
- <http://www.uxbooth.com/articles/creating-personas/>