



# Certified Marketer Exam

Preparation Guide

# Preface

To prepare for the Kentico 12 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 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 (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 question types:

- Single answer
- Multiple choice

The certification course contains a set of sample questions to help you assess your skills in answering each of the two types of questions on the Kentico Certified Marketer Exam. The sample questions in are based on real questions from the exam.

# Certified Marketer Exam Policies

## Score Calculation

To receive the Kentico Marketer Certification, a minimum score of 80% is required. The testing and scoring process is designed to be confidential. Completed exams are not returned and the answers (whether correct or incorrect) are not provided to tested candidates.

The sample questions in the sample test (available in the certification exam course) will help you answer the questions, "If the sample are like the real questions on the Kentico Certified Marketer Exam, how will I do? Do I have sufficient knowledge and experience to pass the exam?"

You can then use this information 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 time. A new voucher also has to be purchased through [Kentico Marketer Certification](#) page.

For fourth, fifth and subsequent retakes, there is a 30 days waiting period. You are allowed unlimited number of attempts as long as the 30 days waiting period is withheld.

Kentico Software is unable to offer any refunds for failed exams.

## Candidate Ban

If you violate any testing rule or any 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,
- Providing or accepting improper assistance,
- Copying, publishing, disclosing, distributing or otherwise sharing the exam content and the test questions and answers, 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 training team will review all submitted appeal requests and conduct an investigation of each specific case and will communicate directly with you regarding the conclusion of the investigation and final appeal decision.

## Exam Consultation

If you are unsure of why you have not passed the exam or if you would like to go through the areas you have not answered correctly with a specialist on the given area, you can request an exam consultation.

### How to Request an Exam Consultation?

Make your request within 5 days following the day you have received this notification. The consultation is a paid service that costs 1 consulting credit, which you can purchase using [a payment gate](#) or via your sales representative. The consultation process takes up to 5 business days upon a successful payment. If you find a wrong question or answer in the exam, you will get a refund for the consulting credit. If you want to retake the exam, do not register for the second exam attempt before the Kentico training team confirms your exam consultation request.