



Exam Preparation Training  
**Adobe Certified Expert-Marketo  
Engage Business Practitioner**  
(Marketo Certified Expert)



# TRAINING OBJECTIVES

## Your expectations

You have built up your skills on Marketo and you want to be recognized for your skills by becoming a certified expert.

You are a Project Manager or Marketing Automation / Digital Marketing / Operational Marketing Manager, Consultant, Marketing Director, frequent user of Marketo.

- You use Marketo daily as part of your Digital Marketing actions
- You wish to review certain modules or certain Marketo functionalities on which you need to progress
- You want to put all the chances on your side in order to obtain the MCE (Marketo Certified Expert) certification

## 3 days to be ready and master Marketo completely

Merlin / Leonard offers support for your preparation for passing the Marketo MCE (Marketo Certified Expert) certification. Our experts are here to answer your questions and help you better understand the exam.

After a mock exam (with questions taken from the real MCE certification) aiming to assess your level and identify your areas of improvement, we will have 3 days of training, alternating theory and practical exercises in Marketo, before finishing with another mock training test to assess your readiness for the official exam.

... and we will of course answer any questions you may have!



## IN DETAILS

Timing	Topic	Content
Day 1	Exam presentation	- Presentation: objectives and exam content
	Administration and Maintenance (12%)	<ul style="list-style-type: none"> <li>- Determine mapping process between Marketo and CRM</li> <li>- Identify what happened to an Asset using the Audit Trail</li> <li>- Recognize differences between users and roles</li> <li>- Given a scenario, identify the best fit for using Workspace and Partitions</li> <li>- Identify CRM platforms with native Marketo synchronization</li> <li>- Given a scenario, locate where information is referenced</li> </ul>
	Lead Management (12%)	<ul style="list-style-type: none"> <li>- Outline the key decision points in defining the lifecycle model</li> <li>- Apply best practices around lead scoring</li> <li>- Implement the appropriate interesting moments</li> <li>- Interpret the lead Activity log</li> <li>- Given a scenario, identify the creation source</li> </ul>
Day 2	Marketing Activities/Campaign Management (46%)	<ul style="list-style-type: none"> <li>- Demonstrate an understanding of Smart Campaigns, logic, constraints and flow steps</li> <li>- Given a scenario, define the next step</li> <li>- Identify the root cause of a problem</li> <li>- Interpret the relationship between programs, channels, tags and period cost</li> <li>- Demonstrate/apply the correct configuration to Engagement Programs</li> <li>- Give examples of usage for different types of tokens</li> <li>- Summarize the utility of Webhooks in Marketo and how they are used</li> <li>- Identify and apply the appropriate use of the PMCF</li> <li>- Explain the benefits of Global Assets and how to use them</li> <li>- Demonstrate the capabilities of Forms</li> <li>- Perform and analyze an A/B test strategy</li> <li>- Identify where a program or asset has been referenced with 'Used By'</li> <li>- Troubleshoot communication limits</li> <li>- Use Webinar provider information in an Event Program</li> </ul>

Prerequisites: Have Marketo access, Know your rights in Marketo (admin or user), The consultant is set to work in the scheduled time frame (7 hours per day)



## IN DETAILS

Timing	Topic	Content
<b>Day 3</b>	<i>Data Management (10%)</i>	<ul style="list-style-type: none"> <li>- Demonstrate how to set up a data management program</li> <li>- Analyze an instance's data quality</li> <li>- Identify a few key pieces of Marketo's data retention policy as it relates to Smart Lists</li> <li>- Summarize how segmentation works</li> </ul>
	<i>Reporting (4%)</i>	<ul style="list-style-type: none"> <li>- Given an outcome of a campaign, determine how to set up a Program to provide the best reporting</li> <li>- Given a scenario, be able to investigate and assign the appropriate acquisition program</li> </ul>
	<i>Best practices (16%)</i>	<ul style="list-style-type: none"> <li>- Demonstrate the relevance of lead scoring in marketing and sales collaboration</li> <li>- Illustrate the benefits of the folder structure and naming conventions</li> <li>- Apply best practices around A/B testing</li> <li>- Explain the process to perform a quality check on any Marketo program</li> <li>- Explain the process to perform a quality check on an email</li> </ul>
	<i>Final mock exam</i>	<ul style="list-style-type: none"> <li>- Practice test in real life conditions</li> </ul>

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## DELIVERABLES

- Marketo training guides for the parts needed by the student
- Study materials (mock exam, questions to practice, etc.)



## DATES & PRICES

Type	Dates	Prix
Intra-entreprise	To be defined according to your availability.	<b>2.395€ HT</b> for one person.

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