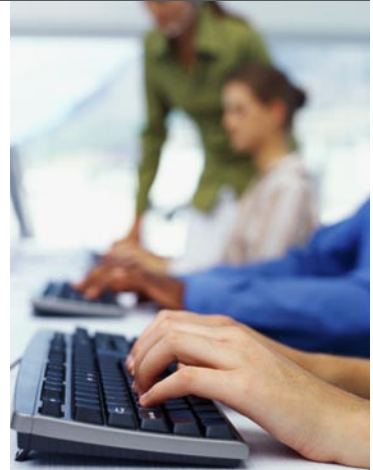




# Omniture Certified Professional: SiteCatalyst®

EXAM GUIDE



# Exam Guide for OCP: SiteCatalyst®

## PURPOSE OF OCP: SITECATALYST 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: SITECATALYST EXAM OVERVIEW

Omniture SiteCatalyst® provides organizations with actionable, real-time intelligence regarding their online strategies and marketing initiatives. Omniture SiteCatalyst helps organizations quickly identify and understand the most profitable paths through their Web sites, where visitors are dropping off, what's driving critical success events, and how different segments of visitors interact with the Web site.

The Omniture Certified Professional: SiteCatalyst certification exam is intended to verify that the candidate has the skills and knowledge necessary to receive business questions and understand where to find the answer in the SiteCatalyst interface, including how to choose the right settings to customize the report.

## EXAM DESCRIPTION

The certification consists of achieving the minimum passing score on a multiple choice test. Some questions include screenshots of the SiteCatalyst interface, and may require the test taker to determine what business questions can be learned from the existing report.

Other questions focus on the following aspects of SiteCatalyst:

- SiteCatalyst basics and navigation
- Reports and metrics
- Report distribution
- User tools and features



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, test takers will be immediately provided with the official score for the exam. They will also receive an email with the official exam result. If the exam is passed, they will be contacted with information on receiving the OCP: SiteCatalyst designation logo.

If the exam is not passed, the test taker may re-register for another try after 30 days. This process may be repeated for a third try as well.

### **Scheduling Exams**

The OCP:SC 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:SC exam, go to <http://www.omniture.com/education/certification/ocps> and click the link to register for the exam.

### **Exam Preparation**

The questions in the exam were created from various reports, metrics, tools and functions of the SiteCatalyst interface. Although it is not a prerequisite for taking the exam, participating in the SiteCatalyst User Training course is one of the best methods of study and is highly recommended. However, if you are new to SiteCatalyst, you should also plan on several months of use before being prepared to pass this certification.

### **Study Suggestions**

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

- Attend the SiteCatalyst User Training course, provided by Omniture University. This two-day course provides an in-depth study of how to use SiteCatalyst to answer your business questions, including hands-on exercises throughout the course. The course includes the basics of creating Key Performance Indicators (KPI) and how to use them to optimize your online business. Several different Web site types are discussed, including eCommerce (retail), lead generation, media, self-service, etc.
- Spend time using SiteCatalyst and becoming very familiar with the interface, including reports, tools and features. This can be furthered by viewing the online training modules located within SiteCatalyst (Help>Training>Online Training Videos):
  - › New User Orientation
  - › Path Analysis
  - › Dashboards
  - › Targets and Calendar Events
  - › Calculated Metrics
  - › Correlations and Classifications

- Study the SiteCatalyst User Manual, available in the Help section of SiteCatalyst. This can help you understand each report and tool in SiteCatalyst.
- Study the Knowledgebase articles, available in the Help section of SiteCatalyst. This can help you understand the main questions that people have as they use SiteCatalyst, and gives you good insight into the real-life use of the product

## **Exam Topics**

### *SiteCatalyst Basics & Navigation*

- How SiteCatalyst collects data
- SiteCatalyst Metrics
- General interface knowledge
- Understanding the toolbar functionality
- Report settings, including the Search function
- Using the calendar to select dates
- Different report views, including Ranked, Trended, and Improved
- How to get help in SiteCatalyst

### *Traffic Reports*

- Site Traffic
- Finding Methods
- Visitor Profile
- GeoSegmentation
- Technology
- Segmentation
- Custom Insight reports

### *Paths Reports*

- ClickMap
- Pages reports
- Entries & Exits
- Complete Paths
- Advanced Analysis

### *Conversion Reports*

- Metric reports (Purchases, Shopping Cart, Custom Events)
- Products & Customer Loyalty
- Campaigns
- Sales Cycle
- Finding Methods
- Visitor Profile
- Technology
- Site Path
- Custom Evar reports

### *Report Distribution*

- Alerts
- Bookmarks
- Dashboards
- Scheduling Bookmarks and Dashboards
- Sharing Bookmarks and Dashboards
- Editing and Managing Bookmarks and Dashboards
- DirectAccess

### *User Tools & Features*

- Calculated Metrics
- Calendar Events
- Correlations
- Subrelations (Conversion Breakdowns)

### **Exam Preparation Checklist**

- I have attended the SiteCatalyst User Training course at Omniture University.
- I have read about and studied the topics listed in this study guide in the documentation and SiteCatalyst Knowledgebase.
- I have practiced using SiteCatalyst and feel confident that I know the “ins and outs” of the product.
- I have watched the suggested training videos.