



# Marketo Certification

## FAQ

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# Certification Program FAQs

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## GENERAL INFORMATION

### Is Marketo Certification open to the public?

Marketo Certification is currently available exclusively to Marketo customers and partners.

### How long do Marketo Certifications last?

Certification is valid for one year from the date of notification. To maintain your status, you must continue learning, sharing and experiencing Marketo and complete the most up-to-date certification exam.

### How can I use my certification status?

Once certified, you'll receive an electronic certificate of achievement, and official designation in the Marketo Community. Marketo additionally provides a Marketo Certified logo that can be used on business cards and on networking sites to showcase your achievement.

### Is there a proper sequence for acquiring certifications?

The first step to Marketo Certification is the Marketo Certified Expert. From there you may choose to advance further by becoming a Marketo Certified Revenue Cycle Analyst.

## What are the learning and experience recommendations for Marketo Certification?

The suggested learning and experience for each Certification level is listed below:

Marketo Certified Expert:

- One year of marketing experience
- Minimum of 6 months working within Marketo
- Marketo Foundation Training is recommended but not required
- Review courses in the Marketo Certified Expert Preparation Learning Path in the Marketo University

Marketo Certified Revenue Cycle Analyst:

- Current status as a Marketo Certified Expert is required
- A minimum of 6 months using Marketo Revenue Cycle Analytics (Analyzers, Modelers, & Advanced Report Builder)
- Review courses in the Revenue Cycle Analytics & Explorer Reports Learning Path in the Marketo University

## How are the Marketo Certification exams administered?

Marketo certification exams are administered at Kryterion testing centres worldwide, or online using Kryterion's remote proctoring technology. For information on Kryterion's remote proctoring program, please see:

<http://www.kryteriononline.com/docs/PreparingForYourExam.pdf>

## What are the legal terms and why do I have to agree?

The legal terms for the Marketo Certification Program can be found [here](#). We specifically require candidates not share or distribute the content of the Marketo exams in order to maintain the integrity of the program and the value of your certification.

# PREPARATION

## What learning resources are available to help me prepare for certification?

The [Marketo Nation Community](#) and [Marketo University](#) provide learning and discussions to help you prepare for Certification. In the Marketo University, please review the Marketo Certified Expert Preparation Learning Path as part of your preparation for the Certified Expert exam. For the Certified Revenue Cycle Analytics Exam, please review the Analytics and Explorer Reporting Learning Path.

## Where can I find preparation guides or toolkits?

Below are links to Exam Prep Toolkits. These include links to preparation guides that provide basic information about the Certification, preparation recommendations, as well as other helpful resources to review prior to attempting your exam.

[Marketo Certified Expert Exam Preparation Tool Kit](#)

[Marketo Certified Revenue Cycle Analytics Exam Preparation Tool Kit](#)

## Are Practice Exams available?

Yes. Links to register for and take the practice exams are listed below:

[Marketo Certified Expert Practice Exam](#)

[Marketo Certified Revenue Cycle Analytics Practice Exam](#)

## Is there a fee to take the practice exams?

No. The practice exams are available at no charge.

## How long are the practice exams?

There are approximately 150 questions on the Certified Expert Practice Exam and 50 questions on the Certified Revenue Cycle Analytics Practice Exam. There is no time limit to complete the practice exams.

## How many times can I take the practice exam?

You can take the practice exam as many times as you'd like.

## EXAM INFORMATION

### How do I register for the exams?

You can register for the Marketo Certified Expert exam and the Marketo Certified Revenue Cycle Analytics exam in WebAssessor at [www.webassessor.com/marketo](http://www.webassessor.com/marketo).

### How much does it cost to take a Certification exam?

Seats in the Marketo Certification Exams are priced at \$175 USD. It is the same price to re-take an exam and/or for annual recertification.

### Where can I take certification exams?

Marketo certification exams are administered and proctored through Kryterion. You can take your Marketo Certification exam at any of Kryterion's testing centers worldwide, or you can take the exam online using Kryterion's remote proctoring technology. For a list of Kryterion testing centers go to: <http://www.kryteriononline.com/Locate-Test-Center>

For information on Kryterion's remote, online proctoring program, go to: <http://www.kryteriononline.com/docs/PreparingForYourExam.pdf>

### Can I take the certification exams online?

Yes. Marketo Certification exams are administered online and securely proctored by Kryterion. You will need to create a free Test Taker account with Kryterion and perform a quick system-check to assure your computer, internet connection, microphone and webcam meet the specifications for online proctoring. For information on Kryterion's remote proctoring program, go to: [http://www.onlineproctoring.com/page.html?\\_pageId=testtakers](http://www.onlineproctoring.com/page.html?_pageId=testtakers)

### What is the format and time limit for certification exams?

The Marketo Certified Expert exam is composed of 100 multiple choice questions and must be completed within 90 minutes.

The Marketo Certified Revenue Cycle Analyst exam is composed of 50 multiple choice questions and must be completed within 90 minutes.

## **Can I use notes or study materials during the exam?**

No. You may not reference study materials, notes, or use your Marketo instance during the exam.

## **I do not live in the United States, Canada or Mexico. Can I be certified in my country?**

Yes. Marketo Certification is available to Marketo users globally.

## **Are the exams offered in different languages?**

Currently all Marketo Certification exams are offered in English. The Marketo Certified Expert exam is also offered in Japanese.

## **What are the policies regarding rescheduling, cancellations, absences, and refunds?**

You can reschedule your exam through WebAssessor ([www.webassessor.com/marketto](http://www.webassessor.com/marketto)). You must reschedule at least 72 hours prior to your currently scheduled exam time for all onsite tests. You must reschedule at least 24 hours prior to your currently scheduled exam for all online tests. No refunds are given for cancellation, absences, uncompleted, or incomplete exams.

## **Why do I need to use a webcam to take the exam?**

All Marketo exams are proctored to ensure the security and defensibility of our certification programs. All test takers are monitored by Kryterion trained proctors.

## **Do I need to use an external webcam to take the exam?**

No. You can use your computer's internal webcam to take the exam.

## **Where are the Kryterion testing centers located?**

The Kryterion Testing Network is comprised of over 700 centers, with centers in more than 100 countries. To locate a testing center go to: <http://www.kryteriononline.com/Locate-Test-Center>.

## Who do I contact if I am having technical difficulties during the exam?

LiveChat support is available only for test takers using our Online Proctoring Service. If you need assistance with testing at one of our Kryterion Testing Locations, please contact Kryterion Support by phone or email:

1-877-313-2008 (U.S.)  
+001-602-659-4679 (International)  
[olpsupport@kryteriononline.com](mailto:olpsupport@kryteriononline.com)

## EXAM RESULTS

### What is the passing score on Marketo certification exams?

The passing score on the Marketo Certified Expert exam is 75%. The passing score on the Marketo Certified Revenue Cycle Analytics Exam is 80%.

### How long does it take to get my exam results?

Exam results are provided immediately upon completion of the exam. You will be given your exam score, pass/fail notification and a breakdown of your results by section.

### What if I don't pass?

If it's your first or second attempt, you'll need to wait two weeks before attempting the exam again. If it's your third or greater attempt, you'll need to wait six weeks before re-taking the exam. You can take the exam as many times as you need, but you'll have to pay the full price for each attempt.

### Who should I contact if I have a specific question about my exam experience?

Please direct your questions and comments to: [certification@marketo.com](mailto:certification@marketo.com)



# RECERTIFICATION

## How often do I need to recertify?

All Marketo Certifications require maintenance of Marketo Certified Expert status. Below you'll find information on recertification of our credentials:

- Marketo Certified Expert: Requires annual recertification.
- Marketo Revenue Cycle Analyst: Recertification is only required after significant enhancements or updates to Marketo Revenue Cycle Analytics and/or the Revenue Cycle Analytics Certification exam. Marketo will notify you of any recertification requirements.

## When should I recertify?

You can take the new certification exam up to 30 days before the anniversary date of your original certification and up to 2 weeks after that date. Your recertification will be effective as of the date you pass the exam.

## How do I know if I need to recertify?

Marketo will send you email notifications that your certification is nearing expiration and/or when recertification is required.

## What happens if my certification lapses?

If you do not recertify at the required time, you will lose your status and benefits. Until you recertify you may not use the Certification logo or refer to yourself as Marketo Certified. Your membership in Certification Central will be cancelled and your Certification badge in the Marketo Community will be removed.