



Marketo Certified  
Revenue Cycle  
Analytics Exam

Preparation Guide:

The Complete Guide to Achieving  
the Revenue Cycle Analyst Certification

2016, v1

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# Certified Revenue Cycle Analytics Exam Preparation Guide

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The Marketo Revenue Cycle Analytics exam validates your expertise using the analytics and reporting features in Marketo including modelers, analyzers, Revenue Explorer (Advanced Report Builder), program attribution and analytics administration. This advanced level credential is open to Marketo Certified Experts and demonstrates that certified professionals possess in-depth knowledge and skills. Please note, Marketo Certification Exams are only open to Marketo Customers and Partners.

## What's Covered in this Preparation Guide

This Marketo Certified Revenue Cycle Analytics Preparation Guide is designed to help you prepare for the certification exam. It includes:

- Recommended learning and experience for certification
- Overview of the certification exam and key topic areas
- Preparation recommendations
- Exam registration instructions

## Recommended Learning and Experience

Marketo recommends a combination of training, community sharing, and on-the-job experience to increase your chances of passing the exam. Key recommendations:

- ✓ Current status as a Marketo Certified Expert with an active Marketo subscription is required.
- ✓ A minimum of 6 months experience with the advanced analytics and reporting features of Marketo. Significant, hands-on experience with this is the best method of preparation for this exam.
- ✓ Review courses in the Revenue Cycle Analytics & Explorer Reporting Learning Path in the Marketo University ( <https://learn.marketo.com> )
- ✓ Review of Marketo Product Docs ( <http://docs.marketo.com> ) including the [Reporting section](#).
- ✓ Participation in Marketo Learning Passport program webinars and topics as well as Marketo Community discussions is recommended.

## Certified Revenue Cycle Analytics Exam Information

The Marketo Certified Revenue Cycle Analytics Exam has been designed to assess your knowledge and proficiency in the use of Marketo analytics and advanced reporting features. The exam is rigorously developed and professionally administered in order to provide a highly respected technical marketing credential.

### Exam Format

The current Marketo Certified Revenue Cycle Analytics Exam has the following characteristics:

- ✓ Content: approximately 50 multiple choice items
- ✓ Time allotted to complete the exam: 90 minutes
- ✓ Exams are scored based on the number of correct answers divided by the total number of questions
- ✓ Minimum passing score: 80%
- ✓ Registration fee: \$175 (USD)

Before taking the exam, candidates must read and accept an Honor Code and a legal agreement, which includes an agreement that the candidate will not share or expose the content of the exam.

Candidates are not allowed any assistance from another individual, or printed or electronic media while taking the exam. Marketo takes the security of exam content very seriously.

## Exam Topic Areas

The Marketo Revenue Cycle Analytics Exam measures the candidate's knowledge and skills related to the topic areas listed below. The Exam Breakdown provides insight into the approximate amount of focus applied to each topic area in the exam.

Topic Areas	Exam Breakdown
Setup	6%
Revenue Cycle Modeler	10%
Success Path Analyzer	10%
Opportunity Influence Analyzer	10%
Program Analyzer	6%
Revenue Cycle Explorer	58%

## Topic Study Areas

Below you'll find a list of recommended topic study areas for the Revenue Cycle Analytics Exam. Candidates should have hands-on experience as a Marketo practitioner and be familiar with the topics below:

### Setup

1. Maintain a healthy, organized lead database
2. Optimize Marketo programs for reporting
3. Fix historical program data errors
4. Manage configuration for data warehouse & reporting

## Revenue Cycle Modeler

1. Create, manage and maintain a Revenue Cycle Model
2. Describe the model approval lifecycle including updating and resetting
3. Troubleshoot

## Success Path Analyzer

1. Describe the usage and purpose of the Success Path Analyzer
2. Define and interpret the available metrics
3. Configure the Success Path Analyzer to show specific information

## Opportunity Influence Analyzer

1. Describe the usage and purpose of the Opportunity Influence Analyzer
2. Define and interpret the available indicators
3. Configure the Opportunity Influence Analyzer to show/hide specific information

## Program Analyzer

1. Describe the usage and purpose of the Program Analyzer
2. Define and interpret the available metrics including First-Touch and Multi-Touch Attribution
3. Configure the Program Analyzer to show/hide specific information

## Revenue Cycle Explorer

1. Define the different analysis areas and their intended business domains
2. Describe the Revenue Explorer user interface and how to create and manage reports and dashboards
3. Define each metric in detail
4. Analyze different business scenarios to derive insightful reports. To do this, describe in detail the way Marketo tracks and stores information.
5. Manage the sharing and subscription to different reports

## Practice Exam & Sample Questions

Please take advantage of the [Marketo Certified Revenue Cycle Analytics Practice Exam](#) to test your skills. The Practice Exam contains questions that reflect the concepts and topics covered in the Marketo Certified Revenue Cycle Analytics Exam. Practice Exam results are populated immediately upon submission and include an outline of your correct and incorrect answers for review.

For your convenience, the following questions are representative of those on the Marketo Revenue Cycle Analytics Exam. These questions are meant to familiarize you with the types of questions on the exam. The actual exam questions may be more or less difficult than the questions below.

**1. What is conversion ratio in the Success Path Analyzer?**

- a. the ratio at which leads convert from one stage to the next
- b. the average number of days it takes a lead to transition from one stage to the next on your success path
- c. the number of leads who entered or exited a stage during the reporting period
- d. the ratio of leads that existed in a stage at the end of the analysis period

**2. Which report allows you to view Marketing's contribution and measure the impact of programs and other key engagements that led to opportunity generation?**

- a. Opportunity Influence Analyzer
- b. Program Analyzer
- c. Program Opportunity Analysis
- d. Program Membership Analysis

3. Review the figure before responding. What number would you expect to see in the cell marked with the question mark? Assume there are no other leads in the model.

		April 13	April 15	April 22
Prospect Stage	Beginning Balance	?		
	In Flow			
	Out Flow			
	Ending Balance			
Sales Qualified Stage	Beginning Balance			
	In Flow			
	Out Flow			
	Ending Balance			

- a. 0
- b. 0.5
- c. 1
- d. 2

4. Review the figure before responding. What number would you expect to see in the cell marked with the question mark? Assume there are no other leads in the model and you are viewing the report on May 1.

		April 13	April 15	April 22
Prospect Stage	Beginning Balance			
	In Flow			
	Out Flow			
	Ending Balance			
Sales Qualified Stage	Beginning Balance			
	In Flow			?
	Out Flow			
	Ending Balance			

- a. 0
- b. 0.5
- c. 1
- d. 2

5. Review the figure before responding. What number would you expect to see in the cell marked with the question mark? Assume there are no other leads in the model and you are viewing the reports on May 1.

		April 13	April 15	April 22
Prospect Stage	Beginning Balance			
	In Flow			
	Out Flow			
	Ending Balance			
Sales Qualified Stage	Beginning Balance			
	In Flow			
	Out Flow			
	Ending Balance			?

- a. 0
- b. 1
- c. 2
- d. 0.5

## Registering for the Marketo Certification Exam

All Marketo certification exams are delivered by Kryterion, Marketo’s exam delivery partner. To register for the Marketo Certified Revenue Cycle Analytics exam, please visit: [www.webassessor.com/marketo/](http://www.webassessor.com/marketo/)

## Maintaining Your Marketo Certification

The Marketo Certified Revenue Cycle Analyst credential is valid until there is significant change in the product. Marketo will notify you when recertification is required. If you do not recertify, you will lose your status and benefits as a Marketo Revenue Cycle Analyst until you recertify.

## For More Information

Have a question about Marketo Certification? Contact us at [certification@marketo.com](mailto:certification@marketo.com) for additional details about the program.