

Marketo's certification is a technical marketing credential that helps customers and partners validate their expertise and represent their Marketo knowledge and best practices within the industry. This checklist outlines the types of skills you'll need to be familiar with in order to pass the Marketo Certified Expert exam. Read and check-off each of the skills listed below as a part of your certification preparation plan.

### ADMINISTRATION AND SETUP

- Set up users and roles
- Manage and import customer data
- Define which data fields are imported or omitted
- Create segments

### LEADS AND LISTS

- Import lists
- Monitor lead activity using the activity log and custom views
- Identify and remove duplicate leads
- Create smart lists, including constraints and filters

### ASSET DESIGN

- Upload images
- Create personalized emails
- Create landing pages
- Create forms with progressive profiling

### PROGRAMS AND CAMPAIGNS

- Choose programs with appropriate channel and/or tags
- Understand lead nurturing and progression status
- Identify lead status change activities
- Create and run smart campaigns
- Monitor program costs and measure costs
- Limit lead exposure to programs

### LEAD SCORING AND LIFE CYCLE

- Set up lead scoring campaigns
- Know how to run lead lifecycle to track lead velocity

### REPORTING

- Understand and run standard reports
- Create and run custom reports

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