Optimizely

Optimizely Experimentation Web Platform Expert

Certification Examination Guide 2023

About the Optimizely Certification Examinations

Optimizely's certification exams are developed following industry-accepted standards to ensure validity and reliability. Our certification exams assess knowledge and skill requirements that are considered relevant to our professionals' job roles.

Being certified by Optimizely helps our professionals stay up to date on relevant skills needed to be considered successful in their roles using our products. Additionally, certification through Optimizely helps professionals increase their professional profiles that lead to career advancement and recognition in their fields.

This guide is designed to provide candidates information to help them prepare for the Experimentation Web Platform Expert Certification exam.

The content of this exam guide is subject to updates and changes. Please check for the latest version at Optimizely Education.

Who Should Take this Exam

The Optimizely Experimentation Web Platform Certification exam is intended for professionals who are responsible for taking information from the Experimentation Strategist and using this information to implement and manage the experiment in the platform using best practices.

The exam validates a candidate's ability to do the following:

- Demonstrate a strong understanding of the experimentation model and be able to synthesize this information to implement appropriate methods in the experimentation platform
- Demonstrate an understanding of how to deploy experiments
- Demonstrate an understanding of different experiment types and how to use them in the Optimizely platform.
- Demonstrate proficiency use of best performance practices in the Optimizely platform.
- Demonstrate proficiency monitoring the experiment in the platform and troubleshooting any problems with the experiment set up.

Individuals that take the Experimentation Web Platform exam should have one or more years of hands-on experience implementing all components of Optimizely Web for experimentation.

Experimentation Web Platform Expert Examination Information

Exam Name:	Experimentation Web Platform Expert
Exam Release Date:	2023
Number of Questions:	70
Time Limit:	90 minutes
Item Format:	Single-select multiple-choice
Language Offered:	English
Cost:	$300 USD
Delivery Method:	PSI; online proctored exam
Scoring:	Pass/Fail

Response Types

The Experimentation Web Platform Expert exam includes 70 single-select multiple-choice questions. Each question has one correct response and three incorrect responses. Candidates have a total of 90 minutes to complete all questions. Questions will be presented one at a time, with the ability to review previously answered questions.

For each question, the candidate must select the one correct response that best answers the question. Incorrect answers, or distractors, are response options that a candidate with limited knowledge or skill in an area may select as correct. Unanswered questions are scored as incorrect. There is no penalty for guessing.

Pretest Questions

The Experimentation Web Platform Expert exam includes 60 questions that will be included in the candidates' score and 10 items that are not scored. Candidates will not know which questions these are, and the results from these questions will not impact a candidate's score. These pretest questions will be evaluated for future use on new exams.

Score Reporting

The Experimentation Web Platform Expert exam is a pass or fail exam. The passing mark on the exam is a minimum standard, established by Optimizely Web Experimentation Subject Matter Experts (SME) and Optimizely Test Developers.

Scores on the Experimentation Web Platform Expert exam will be reported on a scaled score of 100 to 300 beginning in the 2023 administration year. The passing score will be decided by a panel of experts after a 2022 beta test administration.

The use of scaled scores allows statistical adjustments—or equating—of scores across different versions of the test. The process of equating takes into account the difficulty of the items on each different version of the test, so scores can be compared across versions.

The Experimentation Web Platform Expert exam results will also include performance within each major content category on the exam. These results help candidates understand their performance in the specific areas of content and are a way of providing general feedback to the candidates. Each reported content area on the exam is comprised of a different number of questions. Some sections may have more questions than others, and the reported performance scores are used to provide general feedback. Caution should be used when interpreting section-level feedback.

The Experimentation Web Platform Expert exam is non-compensatory, meaning that a candidate does not have to score at a particular level within each of the different content areas on the test. The candidate only needs to pass the overall exam.

Certificate Information

Once a candidate has passed the exam, they will be awarded a digital credential offered through Credly to showcase their achievement. This credential is valid for two years from the date of testing. The candidate will also be able to download an official Experimentation Web Platform Expert Certificate.

Recertification

If a candidate's certification period is nearing expiration and the candidate wishes to become recertified, the candidate must take an approved Experimentation Web Platform Expert Certification exam.

Limits on Repeating the Exam

Optimizely is committed to providing a fair and equitable examination program and maintaining the integrity of their exams. Starting with the 2023 examination administrations, test takers who pass the Experimentation Web Platform Expert exam will not be able to retake the exam until their two-year certification expires. Any candidate who has not passed the examination can retake the certification exam up to three times in a single calendar year.

Exam Specifications

The Experimentation Web Platform Expert exam questions are developed using a widely accepted systematic process that ensures the relevance, accuracy, readability, and quality of each individual question. Exam questions are pulled from a robust item bank, ensuring that questions will vary from one exam to the next. While each exam version is unique, all exams provide a fair and equitable assessment of a candidate's knowledge.

This guide includes the content areas and weighting, or percentage of the test that is covered in each content area. It also provides the objectives of the exam within each content area. The following table lists the main content areas and their weightings. The percentage included for each content area represents the proportion of scored content in the content area on the exam.

Experimentation Web Platform Expert Certification Exam Specifications

General Content Areas and Associated Weightings

Content Areas	Percent
Content Area 1: General Platform Setup	20%
Content Area 2: Managing Experiments	30%
Content Area 3: Experiment Components	35%
Content Area 4: Troubleshooting & QA	15%
TOTAL	**100%**

Specifications by Content Area

Content Area	Percentage
General Platform Setup	**20%**
Account Settings	
User management	
Cookie compliance	
Statistical significance	
Results filtering	
Linking to create custom snippets	
General Snippet Management	
Snippet settings and what they do	
Performance improvements	
Order of activation	
Setup for Dynamic Websites (activation and trigger)	
Different ways to load the snippet	
Add-ons	
Extensions	
Integrations (out of the box)	
Bring Your Own ID	
Privacy Settings	
Managing Experiments	**30%**
Experiment Types	
A/B testing	
Multivariate testing	
Multi-arm bandit	

Content Area	Percentage
Experiment Setup	
A/B testing	
Multivariate testing	
Multi-arm bandit	
Personalization Campaigns	
Setting up a personalization campaign	
Handling exclusion groups	
Setting priorities	
Code Execution Order	
Project JavaScript	
Page activation	
Shared code	
Variation code	
General Experiment Configuration	
Traffic allocation	
Starting and pausing	
Publishing and preview	
Change Types	
Visual changes	
Code changes	
Redirects	
Experiment Components	**35%**
Targeting	
General target concepts	
Single-use targeting	
Reusable vs. non-reusable	
Pages	
Definition and usage of pages	
Setting up pages	
Triggers and Conditions	
Choosing the right triggers/timings for activation	
Setting up the URL targeting	
Events	
Types of events (Click, Custom, Page view)	
Creating events	
Event tags (Revenue, Value, Custom)	
Visual tags	
Cross project events	
Metrics	
Metric hierarchies	
Metric settings	

Content Area	Percentage
Metric types	
Attributes	
Types of attributes (custom attributes, external attributes e.g., list, table)	
Defining custom attributes	
Uploading tables and lists	
Uploading attributes from different tools	
Audiences	
Defining an audience	
Using attributes in audiences	
Qualifying/disqualifying audiences	
Advanced audience conditioning	
Troubleshooting & QA	**15%**
General Troubleshooting	
Using Preview	
Monitoring events	
Debugging events	
Using Optimizely Assistant	
QA	
QA'ing the general set up	
QA cookie(s)	
Force variations (using query parameters and the QA tool)	
Optimizely Info Log	