Optimizely

Optimizely Experimentation Strategist

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 Strategist 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 Strategist exam is intended for professionals who work with experimentation to optimize their Web presence and efficacy, which in turn greatly contributes towards the corporate goals (higher revenue, lower cost, industry leadership, etc.) of the customer or partner. The exam validates a candidate's ability to do the following:

- Demonstrate the knowledge required to plan and strategize the experimentation process.
- Demonstrate an advanced understanding of how to set goals, use alignment tools and deciding what to measure in the experimentation process.
- Demonstrate an understanding of different experiment types and when and how to use them.
- Demonstrate proficiency in hypotheses generation and associated statistical principles that drive experimentation results.
- Demonstrate an understanding of what tools are available in the Optimizely Web platform and how to integrate these tools to drive the experiment design
- Demonstrate proficiency monitoring and administering the experiment cycle.
- Demonstrate advanced knowledge of results interpretation and how to iterate through the experimentation process to meet business goals.

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

Experimentation Strategist Examination Information

Exam Name:	Experimentation Strategist
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 Strategist 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 Items

The Experimentation Strategist 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 candidates score. These pretest questions will be evaluated for future use on new exams.

Score Reporting

The Experimentation Strategist 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 Strategist 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 Strategist 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 Strategist 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 Strategist Certificate.

Recertification

If a candidate's certification period is nearing expiration and the candidate wishes to become recertified, the candidate must take an approved B2B Commerce Cloud Developer certification 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 Strategist 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 Strategist 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 Strategist Exam Specifications

General Content Areas and Associated Weightings

Content Areas	Percent
Content Area 1: Managing the Experimentation Program	20%
Content Area 2: Experimentation Design	30%
Content Area 3: Experiment Results Interpretation	30%
Content Area 4: Experimentation Platform	20%
TOTAL	**100%**

Specifications by Content Area

Content Area	Percentage
Managing the Experimentation Program	**20%**
Team Structures	
Role definition	
Alignment of roles to product needs	
Governance Models	
Business level initiatives	
Gap analysis and discovery	
Project plan	
Goals & Metrics	
Goal identification and alignment to business objectives	
Measuring output and efficiency of program	
KPIs	
Goal trees (alignment tools)	
Communication	
Develop coaching and communication models	
Results sharing and communication	
Experimentation Design	**30%**
Experimentation Overview	
Explain the lifecycle of an experiment/campaign (optimization methodology)	
Iteration strategies	
Experimentation Ideation	
Identifying customer problems through data	
Indirect and direct data types	
The hypothesis framework	

Content Area	Percentage
Experimentation brainstorming	
Using a heuristics ideation approach	
Experiment Design	
Setting a sample size for prioritization	
Building a strong test plan (metrics, pages, audiences, and success criteria)	
Defining primary and secondary metrics for an experiment	
Roadmapping & Prioritization	
Tools to build roadmaps and test plans	
How to use different prioritization methodologies (e.g., PILL, PIE, PXL)	
Experiment Types	
Determine test type based on criteria	
A/B, A/B/n testing	
Multivariate testing	
Personalization	
Advanced Strategies	
Multi-Armed Bandits and the Stats Accelerator	
Multi-Page/Funnel Tests	
Experiment Results Interpretation	**30%**
Statistical Principles	
Optimizely's Stats Engine in the industry	
False discovery rate control	
Interpreting statistical significance	
Minimal detectable effect (MDE)	
Confidence intervals	
Visitors remaining vs. sample size	
Results & Interpretation	
Drawing actionable insights from experiment results	
Deciding when to stop an experiment	
Segmenting results to drive deeper insights – interpret graphs	
Communicating wins, losses, and inconclusive results	
Experimentation Platform	**20%**
Account Configuration	
Account hierarchy (account, Project, etc.)	
Understanding the Project Snippet	
Setting up Collaborators	
General platform layout	
Implementation and integration	
Experiment Components	
Pages (URL Match, Element is Present, JavaScript Condition)	
Events (Click, Pageview and Custom Events)	

Content Area	Percentage
Audiences	
Attributes	
Building an Experiment	
Targeting pages	
Choosing and prioritizing metrics	
Setting traffic allocation and distribution	
Visual and Code Editors functionality	
Quality Assurance (QA) Methodologies	
Launching the Experiment	
Viewing experiment results	
Implementing Multi-Page Funnel Tests	