

MARKETO CERTIFICATION Summit 2020

MCA ONLY \$75 USD | MCE ONLY \$175 USD



[REGISTER NOW](#)

SHOWCASE YOUR SKILLS TODAY!

Earning a Marketo Certification is a significant way to validate your Marketo Skills. When you become certified, you join an elite group of marketing professionals who find certification boosts their career as demand for Marketo experts continues to grow.

Summit is a great place to test your skills with exams available starting **Monday, March 30th to Wednesday, April 1st** of the event. No advanced scheduling is needed. As a reminder this is an add-on to your Summit 2020 pass.



MARKETO CERTIFIED ASSOCIATE ENTRY LEVEL

The demand for Marketo-skilled marketers is growing as more companies realize the power of Marketo. For marketers looking to learn the core concepts of Marketo and jump-start their career, becoming a Marketo Certified Associate is a great way to differentiate yourself and demonstrate your foundational knowledge of marketing automation.

Special Event Price: \$75

Marketo Certified Associates should be able to:

- Create basic email campaigns from day one
- Set up marketing initiatives according to best practices
- Report on the success of programs

Topics covered in the MCA exam:

- Marketing Automation Fundamentals
- Audience Targeting and Data Management
- Email Marketing Fundamentals
- Landing Page Basics
- Form Basics
- Analytics and Reporting
- Events and Webinars

To learn more, visit our page on [Marketo Certified Associate](#)



MARKETO CERTIFIED EXPERT ADVANCED LEVEL

For a marketing automation professional looking to advance their career, becoming a Marketo Certified Expert is a great way to differentiate yourself from others in your field. Those who receive the MCE credential demonstrate their mastery and expertise in the use of Marketo.

Special Event Price: \$175

Marketo Certified Experts should be able to:

- Demonstrate mastery over a wide breadth of Marketo topics
- Showcase a knowledge of industry best practices
- Report on the success of programs

Topics covered in the MCE exam:

- Program Fundamentals
- Targeting and Personalization
- Email Marketing Fundamentals
- Analytics and Reporting
- Lead Management
- Implementation and Operations

To learn more, visit our page on [Marketo Certified Expert](#)

For more information about Marketo Certification-please contact us at mktcertf@adobe.com

