Experience Platform

Advertising Cloud

Analytics

Audience Manager

Campaign Classic

Campaign Standard

Experience Manager

Magento Commerce Marketo Engage

Target

This Learner Journey guide is for Adobe Partners. It provides a recommendedlearningpathtocertificationwhichincludeson-demanddigital classroom options as well as instructor sessions which can be virtual or live, onsite or offsite. Most learning paths include Challenges which are scenariobased exercises designed to allow demonstration of a skill and hands-on practice. The learning paths provide guidance for on-the-job experience to ensure success and prepare for Adobe Certified Expert (ACE) Certification. To see understand the roles available, please take a look at the Role Definitions located at the end of this document.

Refer to the Levels and Benefits page on Adobe Solution Partner Portal.

Benefits include:

- Software
- Use cases
- Forums
- Office hours
- Webinars
- Implementation guides
- Training/Sandbox environments
- Technical documentation

EXAMPLE PATH

PHASEI **Training**

On-demand Digital Classroom

Instructor Sessions—Virtual, Offsite/Onsite, & Customizable PHASE II Practice

Challenge

Job Shadowing with Mentor

First Project Led by Mentor

PHASE III Experience

> Follow-on Projects Co-delivered with Mentor

Independent Project Delivery

Reverse Shadowing by Mentor

PHASE IV Prep/Test

ACF Fxam Guide

ACF Certification Fxam

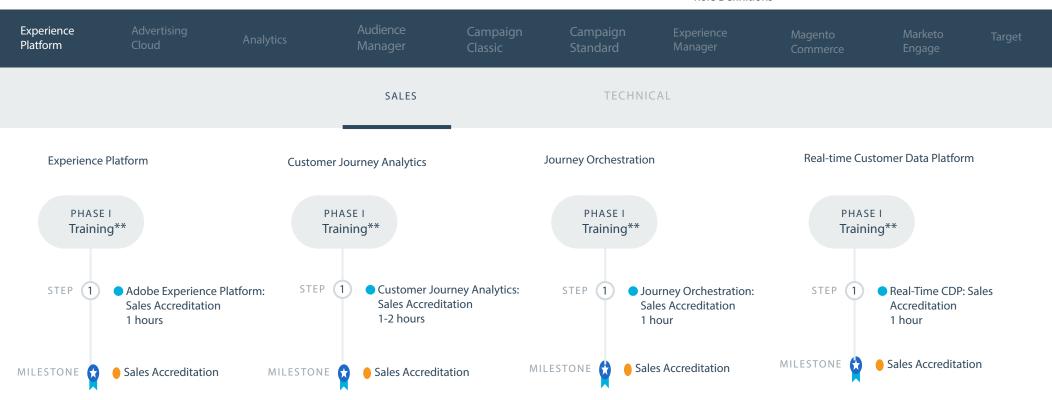
MILESTONE

Professional

MILESTONE Certification



On-demand
 Virtual/instructor-led
 In-person/instructor-led
 Role Definitions
 On-the-job
 Accreditation/ACE certification
 Associated cost



- Technical Documentation
- Adobe Experience Platform Community
- Additional Resources

On-demand

On-the-job

\$ Associated cost

Virtual/instructor-ledIn-person/instructor-led

Accreditation/ACE certification

Role Definitions

Experience Advertisin Platform Cloud

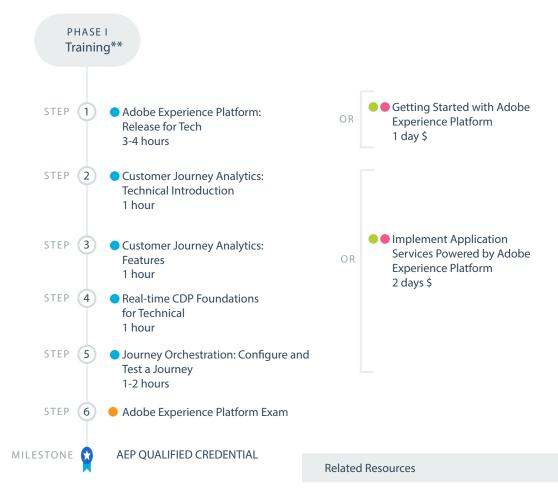
Analytics

Audience Manager Campaign Classic Campaign Standard

Experience Manager Magento Commerce Marketo Engage

Target

SALES TECHNICAL



- Technical Documentation
- Adobe Experience Platform Community
- Additional Resources

**Virtual/instructor-led and In-person/instructor-led trainings with no On-demand alternative are not required in order to obtain the Professional badge.

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- On-demand
- On-the-job
- Virtual/instructor-led
- Accreditation/ACE certification
- In-person/instructor-led \$ Associated cost
 Role Definitions

Experience Platform Advertising Cloud Analytics Audience Manager Campaign Campaign Experience Manager Magento Commerce Engage Target

SALES BUSINESS PRACTITIONER BUSINESS PRACTITIONER - SEARCH



- <u>Technical Documentation</u>
- Forums
- Additional Resources

- On-demandVirtual/instructor-led
- On-the-job

\$ Associated cost

- Virtual/instructor-ledIn-person/instructor-led
- Accreditation/ACE certification
- Role Definitions

Experience Platform Advertising Cloud Analytics Audience Manager Campaign Campaign Experience Magento Marketo Engage Target

SALES

Audience Manager Campaign Experience Magento Commerce Engage Target

SALES

BUSINESS PRACTITIONER BUSINESS PRACTITIONER - SEARCH







- Technical Documentation
- Forums
- Additional Resources

- On-demand
 On-the-job
 Virtual/instructor-led
 Accreditation/ACE certification
- In-person/instructor-led \$ Associated cost
 Role Definitions

Experience Platform	Advertising Cloud	Analytics	Audience Manager	Campaign Classic	Campaign Standard	Experience Manager	Magento Commer <u>ce</u>	Marketo Engage	Target
			SALES	BUSINESS PRA - DSF		BUSINESS PRACTITION - SEARCH	ER		
	PHASE I Training**		PHASE II Practice		PHASE III Experience		PHASE IV Prep/Test		
	Advertising Cl Search Market 6 hours		STEP 2 Job Sha with Me			ollow-on Projects Co-delivered with Mentor	SIEF (/)	ACP Exam Guide: Business Practitioner	
			STEP 3 First Proby Men	,		ndependent Project Delivery		CP Certification Exar usiness Practitioner	m:
				S		Reverse Shadowing MIL by Mentor	PROFESSIONAL	Adobe Certified Prof Adobe Ad Cloud Sea	

- <u>Technical Documentation</u>
- Forums
- Additional Resources

On-demandVirtual/instructor-led

Role Definitions

On-the-job

Accreditation/ACE certification

In-person/instructor-led \$ Associated cost

Experience Platform	Advertising Cloud	Analytics	Audience Manager	Campaign Classic	Campaign Standard	Experience Manager	Magento Commerce	Marketo Engage	Target
		SALES	TECHNICAL SALES	BUSINESS PRACTITION		DEVELOPER	ARCHITECT		



- <u>Technical Documentation</u>
- Forums
- Additional Resources

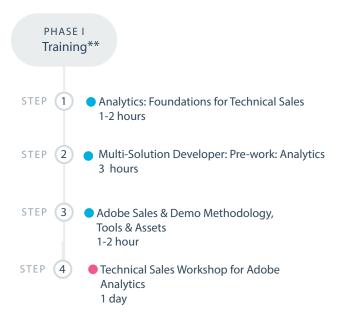
- On-demand
 Virtual/instructor-le
- On-the-job

\$ Associated cost

- Virtual/instructor-ledIn-person/instructor-led
- Accreditation/ACE certification
- Role Definitions

Experience Advertising Platform Cloud Analytics Audience Campaign Campaign Experience Magento Marketo Target Classic Standard Manager Commerce Engage

TECHNICAL SALES PRACTITIONER DEVELOPER ARCHITECT

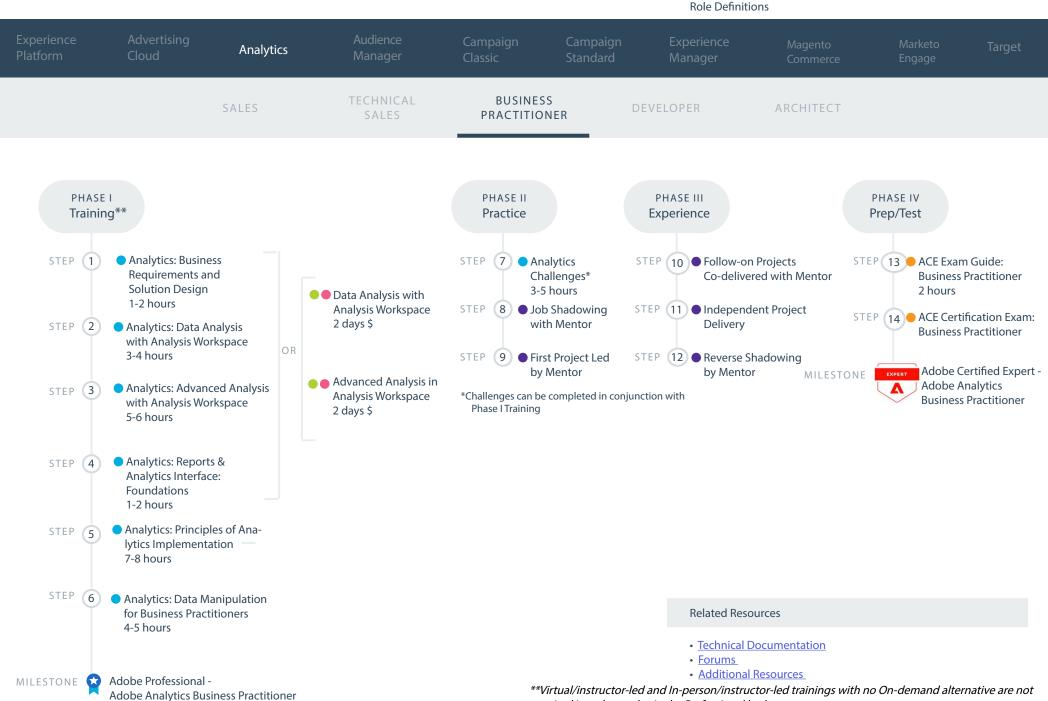




- <u>Technical Documentation</u>
- Forums
- Additional Resources

On-demand
 Virtual/instructor-led
 In-person/instructor-led
 Associated cost

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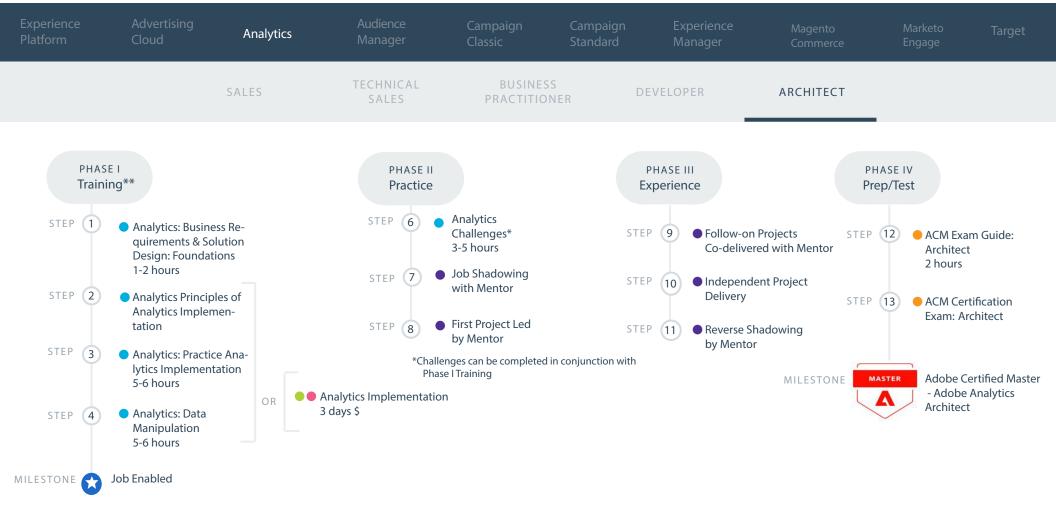
required in order to obtain the Professional badge.

On-demand
 Virtual/instructor-led
 In-person/instructor-led
 Role Definitions
 On-the-job
 Accreditation/ACE certification
 Associated cost



- Technical Documentation
- Forums
- Additional Resources

On-demand
 Virtual/instructor-led
 In-person/instructor-led
 Role Definitions
 On-the-job
 Accreditation/ACE certification
 \$ Associated cost



- Technical Documentation
- Forums
- Additional Resources

On-demand

On-the-job

\$ Associated cost

Virtual/instructor-led

Accreditation/ACE certification

In-person/instructor-led
 Role Definitions

Experience Advertising Cloud Analytics Audience Manager Campaign Campaign Experience Magento Marketo Target

SALES

Audience Manager Campaign Campaign Experience Manager Commerce Engage

Manager Analytics Marketo Target

Architect

ARCHITECT



- <u>Technical Documentation</u>
- Forums
- Additional Resources

STEP (5) • Enhance Audience

STEP

STEP 7

STEP 8

MILESTONE

1 day \$

1 hour

1 hour

1-2 hours

Job Enabled

Segmentation Using Adobe Analytics Cloud

AAM: Integration Series

AAM: Advanced Features

Launch Training & Resources

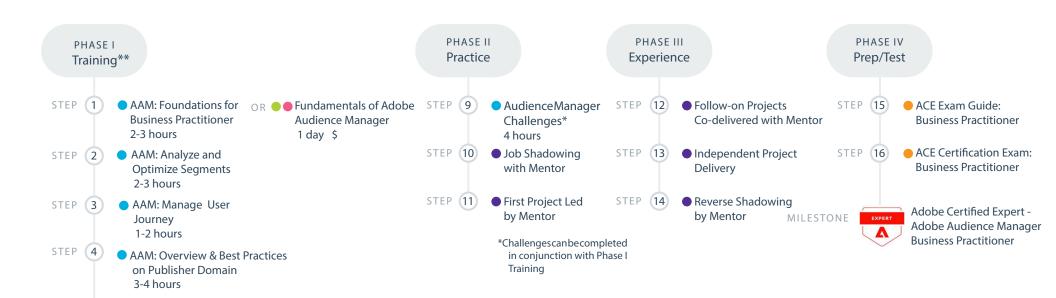
- On-demand Virtual/instructor-led
- On-the-job

\$ Associated cost

- Accreditation/ACE certification
- In-person/instructor-led **Role Definitions**

Audience Manager **BUSINESS** ARCHITECT

PRACTITIONER



Related Resources

Technical Documentation

 Forums Additional Resources **Virtual/instructor-led and In-person/instructor-led trainings with no On-demand alternative are not required in order to obtain the Professional badge. Date Last Modified: 13-Sep-2021

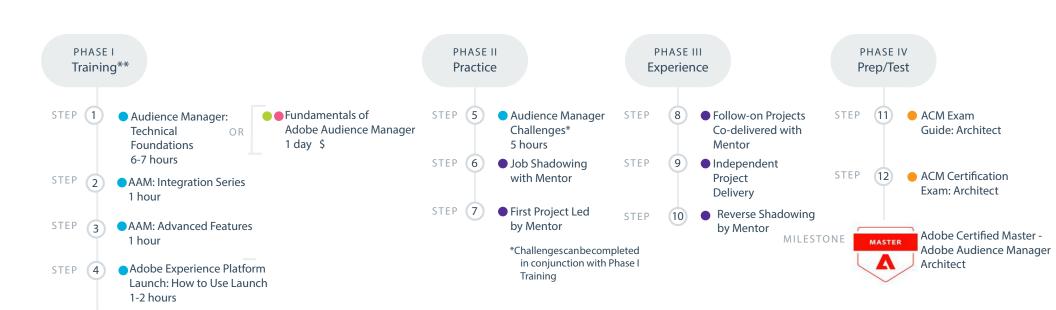
MILESTONE

Job Enabled

On-demand
 Virtual/instructor-led
 In-person/instructor-led
 Accreditation/ACE certification
 Associated cost

Role Definitions

Experience Platform	Advertising Cloud	Analytics	Audience Manager	Campaign Classic	Campaign Standard	Experience Manager	Magento Commerce	Marketo Engage	Target
		SALES		BUSINES	SS	A R C H I T	FCT		



- Technical Documentation
- Forums
- Additional Resources

On-demandVirtual/instructor-led

Role Definitions

On-the-jobAccreditation/ACE certification

In-person/instructor-led

\$ Associated cost

Experience Platform	Advertising Cloud	Analytics	Audience Manager	Campaign Classic	Campaign Standard	Experience Manager	Magento Commerce	Marketo Engage	Target
		SALES	BUSII PRACTI		DEVELOPER		ARCHITECT		



- <u>Technical Documentation</u>
- Campaign Classic Community
- Additional Resources

On-demand
 Virtual/instructor-led
 In-person/instructor-led
 Accreditation/ACE certification
 Associated cost

Role Definitions

Experience Platform	Advertising Cloud	Analytics	Audience Manager	Campaign Classic	Campaign Standard	Experience Manager	Magento Commerce	Marketo Engage	Target
		SALES		NESS TIONER	DEVELOPER		ARCHITECT		



- Technical Documentation
- Campaign Classic Community
- Additional Resources
- Additional Learning

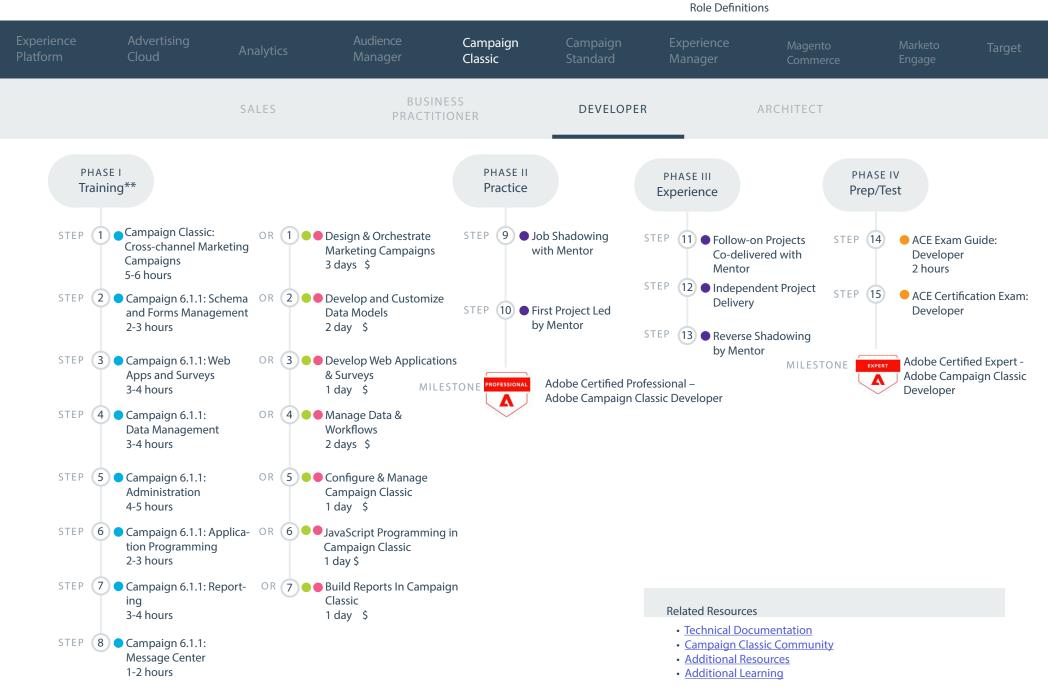
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- On-demandVirtual/instructor-led
- Accreditation/ACE certification

On-the-job

In-person/instructor-led \$ Associated cost



^{**}Virtual/instructor-led and In-person/instructor-led trainings with no On-demand alternative are not required in order to obtain the Professional badge.

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Message Center

1 hour

Job Enabled

MILESTONE

- On-demandVirtual/instructor-led
- Accreditation/ACE certification
- In-person/instructor-led \$ Associated cost

perience		
Role Definitions		

On-the-job

Experience Advertising Analytics Audience Campaign Campaign Experience Magento Marketo Target Standard Manager Commerce Engage

SALES BUSINESS PRACTITIONER

Audience Campaign Campaign Experience Magento Marketo Target Standard Manager Commerce Engage

Analytics Business Developer Architect



- Technical Documentation
- Campaign Classic Community
- Additional Resources
- Additional Learning

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On-demand

On-the-job

Accreditation/ACE certification

Virtual/instructor-ledIn-person/instructor-led\$ //

\$ Associated cost

Role Definitions

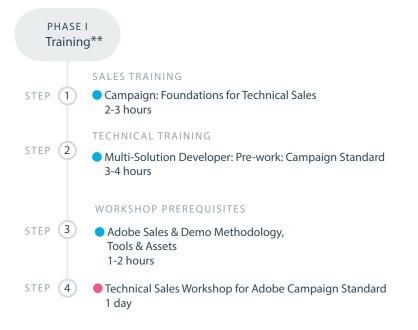
Experience Platform	Advertising Cloud	Analytics	Audience Manager	Campaign Classic	Campaign Standard	Experience Manager	Magento Commerce	Marketo Engage	Target
		SALES	TECHNICAL SALES	BUSINESS PRACTITION		DEVELOPER	ARCHITECT		

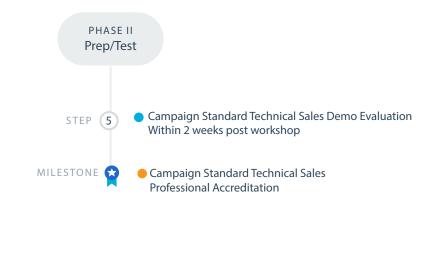


- <u>Technical Documentation</u>
- Forums
- Additional Resources

On-demand
 Virtual/instructor-led
 In-person/instructor-led
 Accreditation/ACE certification
 Associated cost

Experience Platform	Advertising Cloud	Analytics	Audience Manager	Campaign Classic	Campaign Standard	Experience Manager	Magento Commerce	Marketo Engage	Target
		SALES	TECHNICAL SALES	BUSINESS PRACTITIONE	R I	DEVELOPER	ARCHITECT		





Role Definitions

- <u>Technical Documentation</u>
- Forums
- Additional Resources

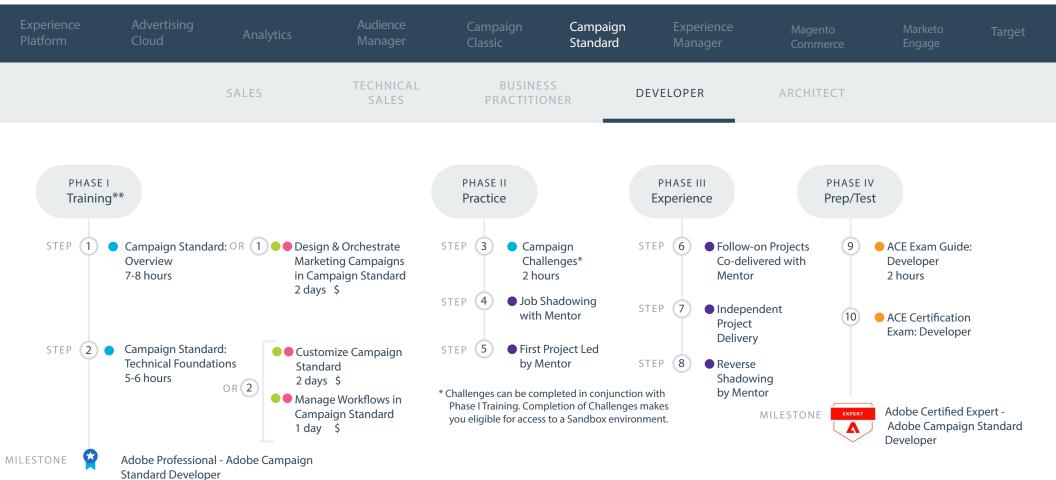
On-demand
 Virtual/instructor-led
 In-person/instructor-led
 Role Definitions
 On-the-job
 Accreditation/ACE certification
 Associated cost



- Technical Documentation
- Forums
- Additional Resources

On-demand
 Virtual/instructor-led
 In-person/instructor-led
 Accreditation/ACE certification
 Associated cost

Role Definitions



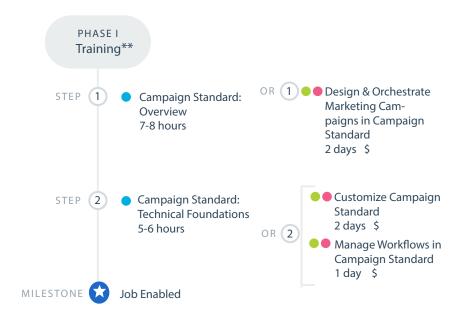
- <u>Technical Documentation</u>
- Forums
- Additional Resources

- On-demand
- Virtual/instructor-led
- Accreditation/ACE certification

On-the-job

In-person/instructor-led \$ Associated cost
 Role Definitions

Experience Platform	Advertising Cloud	Analytics	Audience Manager	Campaign Classic	Campaign Standard	Experience Manager	Magento Commerce	Marketo Engage	Target
		SALES	TECHNICAL SALES	BUSINES PRACTITIO		DEVELOPER	ARCHITECT		





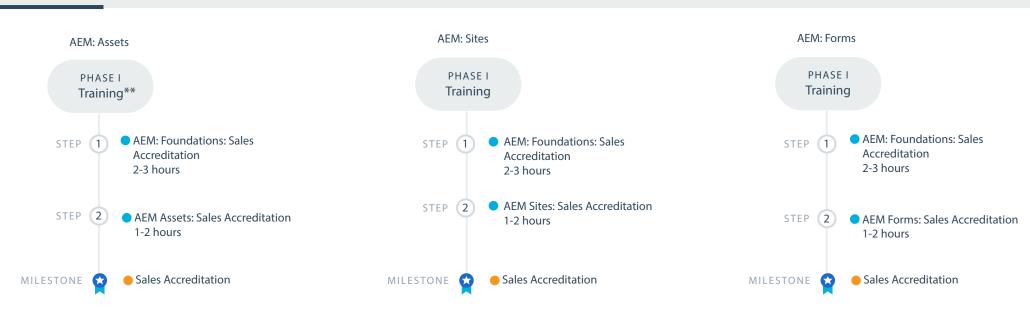
- Technical Documentation
- Forums
- Additional Resources

- On-demandVirtual/instructor-led
- Accreditation/ACE certification

On-the-job

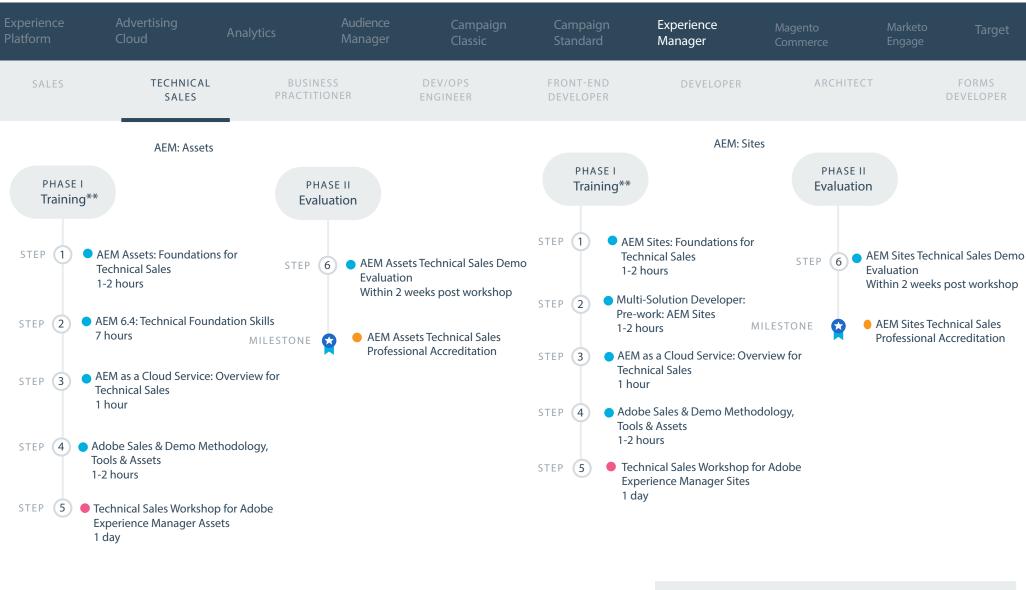
In-person/instructor-led \$ Associated cost
 Role Definitions

Experience Platform	Advertising Cloud	Analytics	Audience Manager	Campaign Classic	Campaign Standard	Experience Manager	Magento Commerce	Marketo Engage	Target
SALES	TECHNICAL SALES	BUSINE PRACTITIO		DEV/OPS ENGINEER	FRONT-END DEVELOPER	DEVELOPER	ARCHITECT		FORMS DEVELOPER



- <u>Technical Documentation</u>
- Forums
- Additional Resources

On-demand
 Virtual/instructor-led
 In-person/instructor-led
 Role Definitions
 On-the-job
 Accreditation/ACE certification
 Associated cost



- Technical Documentation
- Forums
- Additional Resources

Cloud Acceleration Manager

Adobe Professional - Adobe Experience **Manager Business Practitioner**

1-2 hours

STEP (5

MILESTONE 😭

- On-demand On-the-job Accreditation/ACE certification Virtual/instructor-led In-person/instructor-led \$ Associated cost
- **Role Definitions**

Experience Platform	Advertising Cloud	Analytics	Audience Manager	Campaign Classic	Campaign Standard	Experience Manager	Magento Commerce	Marketo Engage	Target
SALES	TECHNICAL SALES		NESS TIONER	DEV/OPS ENGINEER	FRONT-END DEVELOPER	DEVELOPER	ARCHITECT		FORMS DEVELOPER

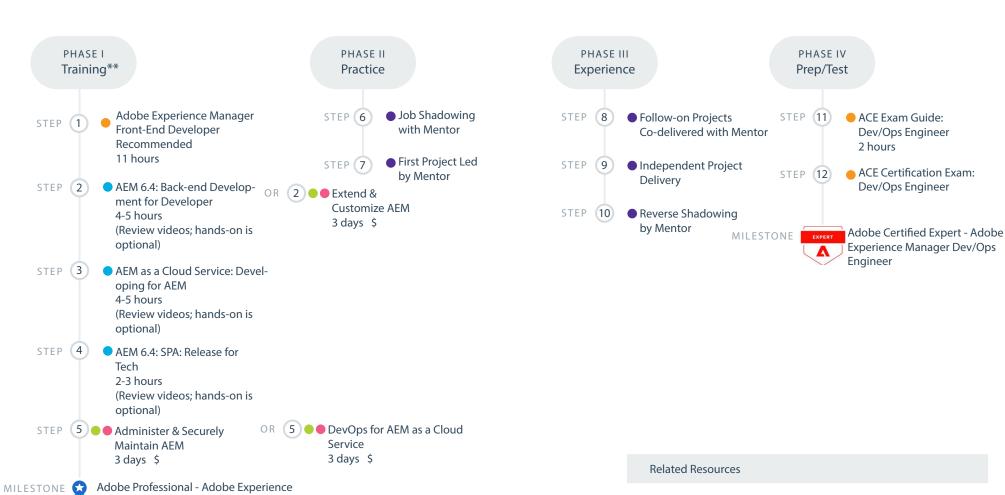


- Technical Documentation
- Forums
- Additional Resources

Manager Dev/Ops

- On-demandOn-the-jobVirtual/instructor-ledAccreditation
 - Accreditation/ACE certification
- In-person/instructor-led \$ Associated cost
 Role Definitions

Experience Platform	Advertising Cloud	Analytics	Audience Manager	Campaign Classic	Campaign Standard	Experience Manager	Magento Commerce	Marketo Engage	Target
SALES	TECHNICAL SALES		INESS ITIONER	DEV/OPS ENGINEER	FRONT-END DEVELOPER	DEVELOPER	ARCHITECT	-	FORMS DEVELOPER



- Technical Documentation
- Forums
- Additional Resources

- On-demandVirtual/instructor-led
- Accreditation/ACE certification

On-the-job

- In-person/instructor-ledRole Definitions
- \$ Associated cost

Experience Platform	Advertising Cloud	Analytics	Audience Manager	Campaign Classic	Campaign Standard	Experience Manager	Magento Commerce	Marketo Engage	Target
SALES	TECHNICAL SALES		NESS TIONER	DEV/OPS ENGINEER	FRONT-END DEVELOPER	DEVELOPER	ARCHITECT		FORMS DEVELOPER







- Technical Documentation
- Forums
- Additional Resources

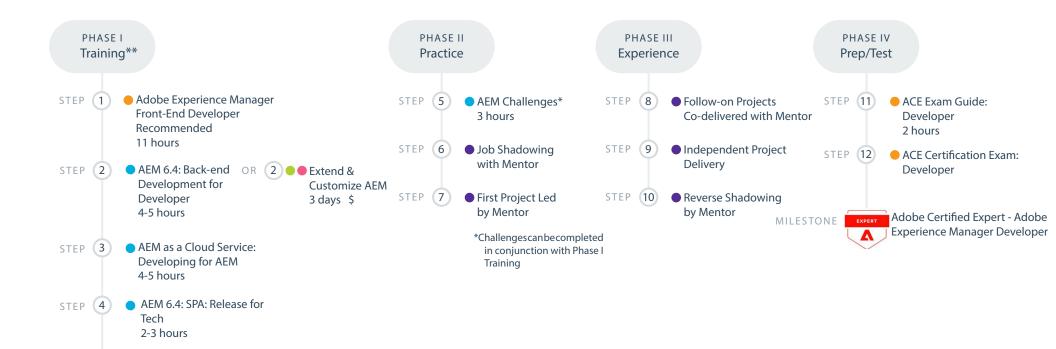
Adobe Professional - Adobe Experience

Manager Back-End Developer

MILESTONE

On-demand
 Virtual/instructor-led
 In-person/instructor-led
 Role Definitions
 On-the-job
 Accreditation/ACE certification
 Associated cost

Experience Platform	Advertising Cloud	Analytics	Audience Manager	Campaign Classic	Campaign Standard	Experience Manager	Magento Commerce	Marketo Engage	Target
SALES	TECHNICAL SALES	BUSII PRACTI		DEV/OPS ENGINEER	FRONT-END DEVELOPER	DEVELOPER	ARCHITECT		FORMS DEVELOPER



- Technical Documentation
- Forums
- Additional Resources

Job Enabled

- On-demand
- On-the-job

MILESTONE

- Virtual/instructor-led In-person/instructor-led \$ Associated cost
- Accreditation/ACE certification

Architect

Architect

Adobe Certified Master -

Adobe Experience Manager

Role Definitions

Experience Platform	Advertising Cloud A	Analytics	Audience Manager	Campaign Classic	Campaign Standard		Magento Commerce	Marketo Target Engage	
SALES	TECHNICAL SALES	BUSINES PRACTITIO		DEV/OPS ENGINEER	FRONT-END DEVELOPER	DEVELOPER	ARCHITECT	FORMS DEVELOPER	
PHA: Train	SE I ning**		PHASE II Practice		PHASE III Experience		PHASE IV Prep/Test		
STEP (1	AEM Architect Work 3 days \$	cshop		ob Shadowing vith Mentor	STEP 4	Follow-on Projects Co-delivered with Mento		ACM Exam Guide: Architect 2 hours	
				irst Project Led y Mentor	STEP 5	Independent Project Delivery	STEP 8	ACM Certification Exam:	

STEP (6)

Related Resources

- <u>Technical Documentation</u>
- Forums

Reverse Shadowing by Mentor

• Additional Resources

MILESTONE 💢

Job Enabled

- On-demand

 Virtual/instructor-ld
- On-the-job

\$ Associated cost

- Virtual/instructor-ledIn-person/instructor-led
- Accreditation/ACE certification
- Role Definitions

Experience Platform	Advertising Cloud	Analytics	Audience Manager	Campaign Classic	Campaign Standard	Experience Manager	Magento Commerce	Marketo Engage	Target
SALES	TECHNICAL SALES		INESS ITIONER	DEV/OPS ENGINEER	FRONT-END DEVELOPER	DEVELOPER	ARCHITECT		FORMS DEVELOPER



- Technical Documentation
- Forums
- Additional Resources

On-demand

Role Definitions

On-the-job

Accreditation/ACE certification

Virtual/instructor-ledIn-person/instructor-led

\$ Associated cost

Experience Platform	Advertising Cloud	Analytics	Audience Manager	Campaign Classic	Campaign Standard	Experience Manager	Magento Commerce	Marketo Engage	Target
SALES		BUSINESS PRACTITIONER	DEV/C ENGIN		FRONT-END DEVELOPER		BACK-END DEVELOPER	ARCHI	TECT



- Technical Documentation
- Forums
- Developer Guides

- On-demandVirtual/instructor-led
- Accreditation/ACE certification
- In-person/instructor-led \$Role Definitions

On-the-job

Experience Platform	Advertising Cloud	Analytics	Audience Manager	Campaign Classic	Campaign Standard	Experience Manager	Magento Commerce	Marketo Engage	Target
SALES		BUSINESS PRACTITIONER	DEV/ ENGI		FRONT-END DEVELOPER		BACK-END DEVELOPER	ARC	HITECT
	2 Store 10-11 hou 2 Page Build Users (Op 8 hours	der for Business tional) B2B for Jsers	STEP 5 • FI	ob Shadowing vith Mentor irst Project ed y Mentor	STEP 7 • Inde Proj Deli STEP 8 • Rev	ow-on Projects delivered with ntor ependent ject ivery erse Shadowing Mentor	MILESTONE		erce kam spert merce
MILESTONE	Job Enabled								

- <u>Technical Documentation</u>
- Forums
- Developer Guides

MILESTONE **Job Enabled**

On-demand
 Virtual/instructor-led
 In-person/instructor-led
 Role Definitions
 On-the-job
 Accreditation/ACE certification
 Associated cost

Experience Platform	Advertising Cloud	Analytics	Audience Manager	Campaign Classic	Campaign Standard	Experience Manager	Magento Commerce	Marketo Engage	Target
SALES		BUSINESS PRACTITIONER	DEV/ ENGI		FRONT-EN DEVELOPI		BACK-END DEVELOPER	ARCH	ITECT
STEP 2		erce pers	PHASE II Practice STEP 4	 Job Shadowing with Mentor First Project Led by Mentor 	PHASE I Experien STEP 6 STEP 7 STEP 8		STEP (STEP)	Magento Co Developer 10 ACE – Mage Cloud Deve	Commerce

- Technical Documentation
- Forums
- Developer Guides

On-demand
 Virtual/instructor-led
 In-person/instructor-led
 Role Definitions
 On-the-job
 Accreditation/ACE certification
 Associated cost

Experience Platform	Advertising Cloud	Analytics	Audience Manager	Campaign Classic	Campaign Standard	Experience Manager	Magento Commerce	Marketo Engage	Target
SALES		BUSINESS PRACTITIONER	DEV.		FRONT- DEVELC		BACK-END DEVELOPER	ARCHIT	ГЕСТ
STEP 2	 Page Builder for B Users (Optional) 8 hours Magento PWA for (Optional) 24 hours Magento 2: Gettir JavaScript Develor (Optional) 2-3 hours 	Developers ng Started with		Job Shadowing with Mentor First Project Led by Mentor	PHASE II Experience STEP 7 STEP 8		STEP 11		eveloper nerce evelop- e
MILESTONE 💢	Job Enabled								

- <u>Technical Documentation</u>
- Forums
- Developer Guides

On-demand
 Virtual/instructor-led
 In-person/instructor-led
 Accreditation/ACE certification
 Associated cost

Role Definitions

Experience Platform	Advertising Cloud	Analytics	Audience Manager	Campaign Classic	Campaign Standard	Experience Manager	Magento Commerce	Marketo Engage	Target
SALES		BUSINESS PRACTITIONER	DEV/O Engine		FRONT-END DEVELOPER		BACK-END DEVELOPER	ARCHI	TECT



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16 hours

for Developers (Optional) 2-3 hours

(Optional)

2-3 hours

STEP

STEP

Magento Order Management

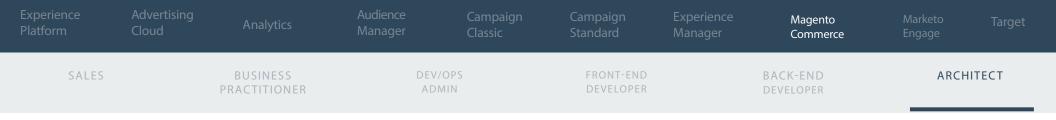
Magento 2: Getting Started

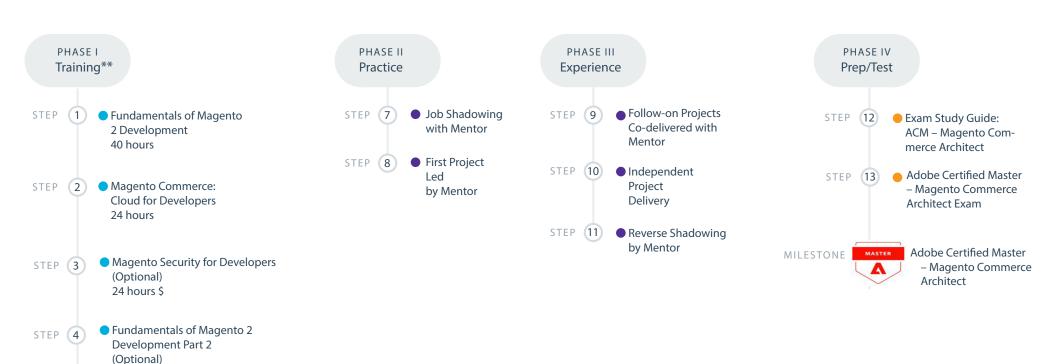
with JavaScript Development

- On-demand
- On-the-job
- Virtual/instructor-ledIn-person/instructor-led
- Accreditation/ACE certification

\$ Associated cost

Role Definitions





- Technical Documentation
- Forums
- Developer Guides

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On-demandVirtual/instructor-led

On-the-job

Accreditation/ACE certification

Accreditation/ACE cert\$ Associated cost

Role Definitions

In-person/instructor-led

Experience Advertising Platform Cloud Analytics Audience Campaign Campaign Experience Magento Marketo Target

SALES

Audience Campaign Campaign Experience Magento Commerce Engage

BUSINESS PRACTITIONER

ARCHITECT



- <u>Technical Documentation</u>
- Forums
- Additional Resources

On-demand
 Virtual/instructor-led
 In-person/instructor-led
 Accreditation/ACE certification
 Associated cost



- Technical Documentation
- Forums
- Additional Resources

- On-demandVirtual/instructor-led
- Accreditation/ACE certification

On-the-job

In-person/instructor-led \$ Associated cost
 Role Definitions

Marketo Engage **ARCHITECT** PHASE I **PHASE II** PHASE III **PHASE IV** Training** Practice Experience Prep/Test MCE Certification Exam: The Fundamentals STEP (11) Job Shadowing STEP (8) Follow-on Projects STEP **Business Practitioner** 14-15 hours with Mentor Co-delivered with Mentor Core Concepts I OR STEP (2 Core Concepts OR MCE Accelerator Marketo Engage Master 13-14 hours 2 days \$ First Project STEP 9 Boot camp Independent Certification Guide 5 days \$ Led Project Core Concepts II by Mentor Delivery 2 days \$ MCSA Prep Workshop STEP (13) STEP (10) Reverse 2 days STEP 3 Product Shadowing Creating Event and Webinar Adoption by Mentor **Programs** 1/2 day \$ Marketo Engage Master STEP 14 11-12 hours Architect Establishing a Successful ABM 1½ hour Interview 1/2 day \$ Program Adobe Certified Master Optimizing Email Deliverability MASTER MILESTONE Marketo Engage Architect 1/2 day \$ **Using Attribution Models** 1/2 day \$ Using Marketo Analytics and Reporting 1/2 day \$ STEP Administration OR Configuring and Managing Marketo 1-2 hours 1/2 day \$ Consultative Accelerator Bootcamp STEP (optional) 3 Days \$ **Related Resources** Technical Documentation MILESTONE Job Enabled

Forums

• Additional Resources

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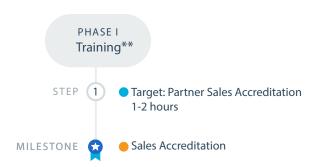
- On-demand
 Virtual/instructor-led
- On-the-job

\$ Associated cost

- Virtual/instructor-ledIn-person/instructor-led
- Accreditation/ACE certification
- Role Definitions

Experience Platform Advertising Cloud Analytics Audience Campaign Campaign Experience Magento Commerce Engage Target

SALES TECHNICAL SALES PRACTITIONER ARCHITECT



- <u>Technical Documentation</u>
- Forums
- Additional Resources

- On-demandVirtual/instructor-led
- Accreditation/ACE certification
- In-person/instructor-led \$Role Definitions

\$ Associated cost

On-the-job

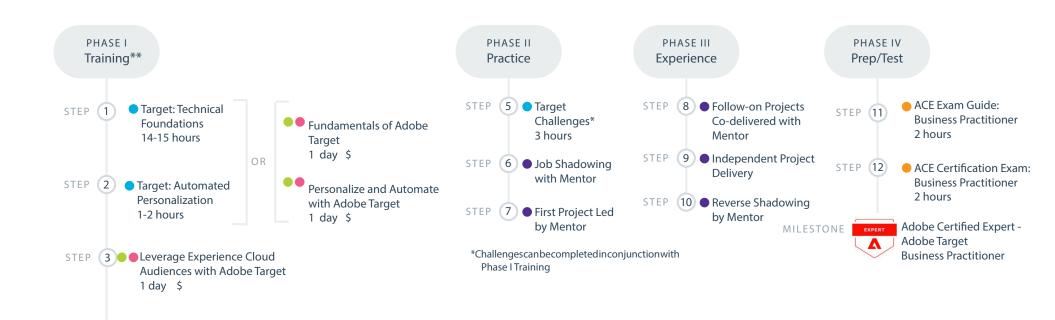
Experience Platform	Advertising Cloud	Analytics	Audience Manager	Campaign Classic	Campaign Standard	Experience Manager	Magento Commerc <u>e</u>	Marketo Engage	Target
		SALES		NICAL LES	BUSINESS PRACTITIONE	R	ARCHITECT		
	PHASE I Training**				PHASE II Prep/Test				
	SALES TF Target: 1-2 ho	: Foundations for Tech	nical Sales		STEP 5	 Adobe Target Tech Within 2 weeks po 	nnical Sales Demo Evalu ost workshop	uation	
		AL TRAINING Solution Developer: Pours	Pre-work: Target		MILESTONE 😭	Target Technical San Accreditation	ales Professional		
	STEP 3 Adob	HOP PREREQUISITES e Sales & Demo Metho & Assets burs							
	STEP 4 Techni 1 day	cal Sales Workshop fo	r Adobe Target						

- <u>Technical Documentation</u>
- Forums
- Additional Resources

- On-demandVirtual/instructor-led
- On-the-jobAccreditation/ACE certification
- In-person/instructor-led
- \$ Associated cost

Role Definitions





Adobe Professional - Adobe Target Business Practitioner

OR 4 Personalize Dynamic

1 day \$

Content Using Adobe Target

Recommendations

Target: Recommen-

Dynamic Content

2-3 hours

dations: Personalize

STEP (4)

MILESTONE

- <u>Technical Documentation</u>
- Forums
- Additional Resources

dations: Personalize

Dynamic Content

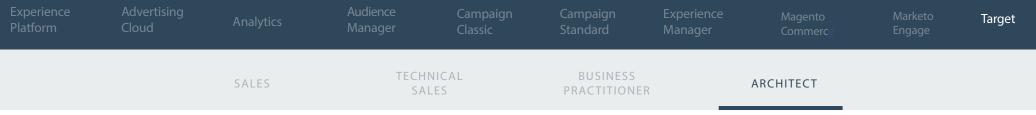
2-3 hours

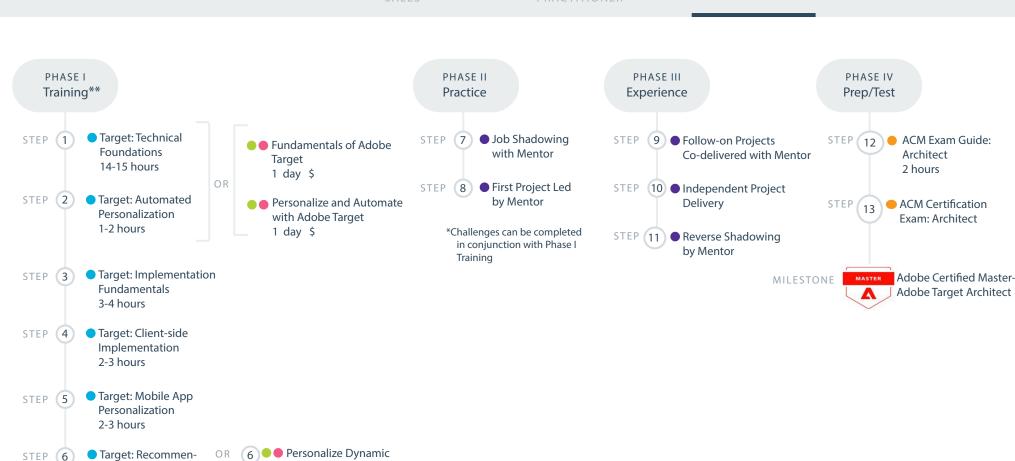
Job Enabled

MILESTONE

- On-demandVirtual/instructor-led
- Accreditation/ACE certification
- In-person/instructor-led \$ Assortions
 - \$ Associated cost

On-the-job





Content Using Adobe Target

Recommendations

1 day \$

- Technical Documentation
- Forums
- Additional Resources

On-demandVirtual/instructor-led

In-person/instructor-led

On-the-job

Accreditation/ACE certification

\$ Associated cost

Role Definitions

Experience Platform Advertising Cloud

Analytics

Audience Manager

Campaign Classic Campaign Standard Experience Manager

Magento Commerce Marketo Engage

Target

Role Definitions

Sales

- Defines initial scope
- Coordinates contracts
- Can provide demos of software
- Periodically works with business team to reassess needs

Dev-Ops / Engineer

- Overseesday-to-daymaintenanceofan installation including backups
- Ensures security
- Performs system optimization

Architect

- Translates KPIs and high-level metric requirements
- Designs detailed implementation plan
- Works with client's technical team to configure and deploy products
- Understands how external systems fit with this implementation

Technical Sales

- Performs customized demos
- Describes value drivers of a Solution
- Discusses competitive advantages of a Solution
- Explains Solutionar chitecture including integration points

Front-end Developer

- Builds custom websites and components focused on user experience
- Debugs and troubleshoots website development

Business Practitioner

- Possesses expertise in usage of the relevant Adobe applications
- Identifies business requirements
- Advises clients on optimal product utilization

Back-end Developer

- Executes technical implementation
- Integrates external systems
- Builds business logic

Analyst

- Interprets, analyzes, and reports on the outcomes of tests, activities or campaigns
- Translates reports into recommendations for action and ROI-based insights

Developer

- Executes technical implementation
- Integrates external systems
- Writes solution specific code
- Builds workflows and components

Forms Developer

- Applies procedural concepts for developing Javascript code for form experiences
- Implements form sets and builds adaptive forms
- Designs templates given UX requirements
- Performs workflow implementation