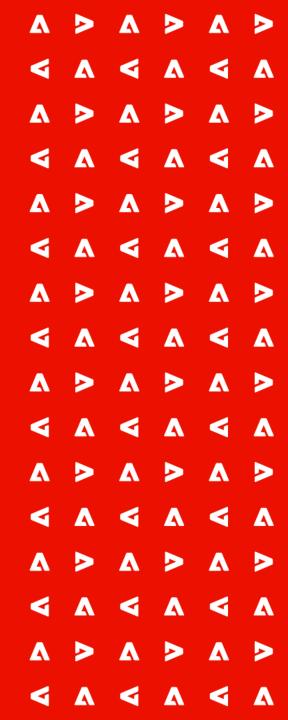
Adobe

Investing in Yourself; Adobe Marketo Engage Certification

Brandon Benjamin | Founder | The Marketing Ops Coach Brooke Bartos | Director of Marketing Operations & Analytics | EngageSmart Evan Kubitschek | Senior Manager, Marketing Operations | Pendo



Agenda

Introductions	Meet the Champions	9:00am-9:05am	
Certification Process	How to become certified	9:05am-9:10am	
Results	How has being certified helped me	9:10am-9:25am	
Next Steps	What can you accomplish with your certification	9:25am-9:45am	
Q&A	Ask your questions	9:45am-10:00am	

ΛΛ^ΛΛ_Λ_Λ

ΛΛΛΛ_ΛΛ_Λ

ΛΛΛΛ_Λ ΛΛΛ_Λ

ΛΛΛΛ_ΛΛ_Λ

ΛΛΛΛ_Λ ΛΛΛ_Λ

ΛΛΛΛ_Λ ΛΛΛ_Λ

ΛΛΛΛ_ΛΛ_Λ

ΛΛΛΛ_Λ ΛΛΛ_Λ

ΛΛΛΛ_ΛΛ_Λ

ΛΛΛΛ_ΛΛ_Λ

ΛΛΛΛ_Λ_Λ_Λ_Λ_Λ

ΛΛΛΛ_ΛΛ_Λ

ΛΛΛΛ_ΛΛ_Λ

 $\begin{pmatrix} \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} \\ \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} \\ \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} \\ \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} \\ \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} \\ \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} \\ \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} \\ \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} \\ \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} \\ \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} \\ \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} \\ \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} \\ \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} \\ \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} \\ \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} \\ \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} \\ \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} \\ \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} \\ \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} \\ \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} \\ \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} \\ \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} \\ \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} \\ \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} \\ \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} \\ \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} \\ \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} \\ \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} \\ \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} \\ \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} \\ \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} \\ \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} \\ \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} \\ \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} \\ \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} \\ \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} \\ \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} \\ \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} \\ \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} \\ \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} \\ \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} \\ \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} \\ \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} \\ \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} \\ \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} \\ \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} \\ \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} \\ \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} \\ \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} \\ \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} \\ \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} \\ \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} \\ \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} \\ \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} \\ \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} \\ \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} \\ \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} \\ \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} \\ \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A}$

 $\begin{pmatrix} \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} \\ \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} \\ \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} \\ \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} \\ \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} \\ \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} \\ \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} \\ \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} \\ \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} \\ \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} \\ \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} \\ \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} \\ \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} \\ \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} \\ \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} \\ \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} \\ \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} \\ \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} \\ \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} \\ \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} \\ \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} \\ \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} \\ \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} \\ \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} \\ \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} \\ \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} \\ \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} \\ \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} \\ \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} \\ \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} \\ \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} \\ \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} \\ \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} \\ \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} \\ \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} \\ \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} \\ \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} \\ \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} \\ \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} \\ \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} \\ \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} \\ \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} \\ \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} \\ \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} \\ \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} \\ \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} \\ \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} \\ \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} \\ \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A} & \mathbf{A}$

ΛΛΛΛ_Λ ΛΛΛΛ_Λ

Introductions



Brandon Benjamin
Founder
The Marketing Ops Coach



Brooke Bartos
Director of Marketing
Operations & Analytics
EngageSmart



Evan Kubitschek
Senior Manager, Marketing
Operations
Pendo

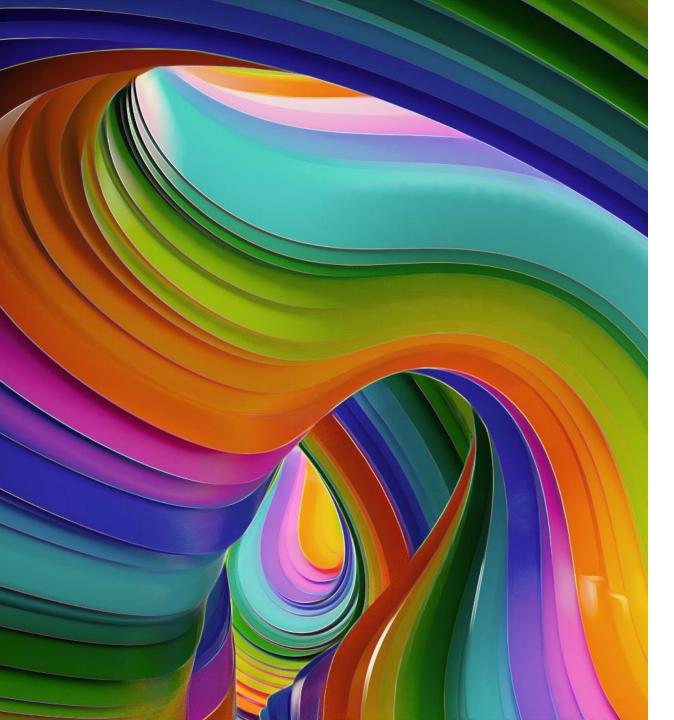
	Λ		^		A	Δ
Δ	Δ	Λ	_	Λ		Δ
Δ		Λ	A	Λ	Λ	Λ
Λ	A	Λ	Λ	Λ	Λ	
Λ	Λ	Λ	Λ		Δ	
Λ	Δ		Λ		Λ	Λ
	Λ	Λ Λ Λ	Λ	Λ	Δ	Δ
Λ	Δ	Λ	Λ	Λ		Δ
Λ		Λ		^	^	Δ
Λ	4	^	^ ^	Δ	Λ	٨
Δ	Λ	Λ	٨	Δ	A	Δ
Δ	۸ ۸	Δ	Δ	Δ	Λ Λ	Δ
Δ	Λ	Δ	Δ	Δ	Λ	Δ
Δ	Λ	Δ	Λ	Δ	Δ	Δ
Λ	A	Δ	A	Δ	Z \	Λ
Λ	Λ Λ	Λ	Λ Λ	Δ	Λ Λ	Λ
Λ		Λ Λ		Λ Λ		Λ Λ
Λ	Λ Λ	Λ	Λ Λ Λ	Λ	Λ Λ	Δ
Δ	_	Λ	Λ	Λ Λ	Λ	Λ Λ
Λ	Λ	A	Λ		Λ	

Certification Process

How I became an Adobe Marketo Engage Certified Expert

- How many years of experience with Marketo did you have before taking the exam?
- What was your approach to preparing and studying for the exam?
- Any tips to overcome exam anxiety?
- What was the test like?
- Tips and tricks for taking the exam?





Certification Results

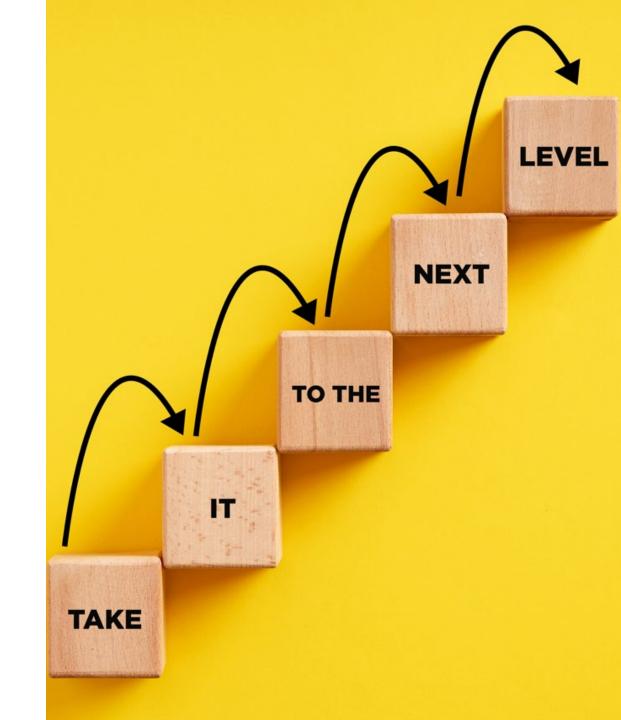
How has the certification helped me:

- How has being certified helped your utilization of Marketo?
- What has the certification done for your career?
- Did being certified help you to become an Adobe Marketo Engage Champion?
- How have you leveraged your Marketo certification to help others better adopt the product?

Next Steps

I have my certification, now what?

- Have you built your personal brand around the Marketo Expert Certification?
- Have you ever thought about becoming a Marketo Certified Architect?
- Can you encourage others within your team to get certified to increase your organization's visibility and credibility?
- What do you have planned for your future?





Questions & Answers

Appendix

Salaries with and without Adobe Marketo Engage Certification



Title: Marketing Operations Specialist

Salary based on if you <u>DO</u> have your Marketo Certified Expert:

Average Salary (all submissions)

Average Total Compensation (including bonus, stock, etc)

\$75,290.91

\$78,786.36

Survey Submissions

11

Salary based if you <u>DO NOT</u> have your Marketo Certified Expert:

Average Salary (all submissions)

\$72,322.31

Average Total Compensation (including bonus, stock, etc)

\$76,864.62

Survey Submissions

26

Title: Marketing Automation Specialist

Salary based on if you <u>DO</u> have your Marketo Certified Expert:

Average Salary (all submissions)

\$75,444.44

Average Total Compensation (including bonus, stock, etc)

\$79,044.44

Survey Submissions

9

Salary based if you <u>DO NOT</u> have your Marketo Certified Expert:

Average Salary (all submissions)

\$74,049.64

Average Total Compensation (including bonus, stock, etc)

\$76,776.91

Survey Submissions

11

Title: Marketing Operations Manager

Salary based on if you <u>DO</u> have your Marketo Certified Expert:

Average Salary (all submissions) \$108,200.43

Average Total Compensation (including bonus, stock, etc) \$114,855.98

Survey Submissions 46

Salary based if you <u>DO NOT</u> have your Marketo Certified Expert:

Average Salary (all submissions) \$97,315.02

Average Total Compensation (including bonus, stock, etc) \$109,396.73

Survey Submissions 52

Title: Marketing Automation Manager

Salary based on if you <u>DO</u> have your Marketo Certified Expert:

Average Salary (all submissions)

Average Total Compensation (including bonus, stock, etc)

\$110,922.22

Survey Submissions

9

Salary based if you <u>DO NOT</u> have your Marketo Certified Expert:

Average Salary (all submissions)

\$94,895.71

Average Total Compensation (including bonus, stock, etc)

\$103,860.00

Survey Submissions

14

Title: Senior Manager, Marketing Operations

Salary based on if you <u>DO</u> have your Marketo Certified Expert:

Average Salary (all submissions)

\$140,896.04

Average Total Compensation (including bonus, stock, etc)

\$166,521.15

Survey Submissions

27

Salary based if you <u>DO NOT</u> have your Marketo Certified Expert:

Average Salary (all submissions)

\$128,748.70

Average Total Compensation (including bonus, stock, etc)

\$143,713.70

Survey Submissions

20

Title: Senior Manager, Marketing Automation

Salary based on if you <u>DO</u> have your Marketo Certified Expert:

Average Salary (all submissions)
Average Total Compensation (including bonus, stock, etc)
Survey Submissions
4

Salary based if you <u>DO NOT</u> have your Marketo Certified Expert:

Average Salary (all submissions)
Average Total Compensation (including bonus, stock, etc)
Survey Submissions
3



Data provided by; <u>Sara McNamara's Marketing Operations</u> <u>Salary Survey Results Dashboards</u>

