

Acquia Certified Lift Pro

Self-Assessment

Welcome to the Acquia Lift Pro Certification Self-Assessment!

The purpose of the Acquia Lift Pro exam is to validate the skills and knowledge of developers, digital marketing professionals and architects in the area of designing, implementing and maintaining personalization campaigns using Acquia Lift.

We suggest you perform the following skills and expertise self-analysis with respect to the domains and topics listed for the exam. This assessment will help you evaluate where you are within your learning of the exam domains and your readiness for the examination.

Examination Domains

Domain	% of Exam
1.0 Fundamental Personalization Concepts	10%
2.0 Installation and Initial Configuration	20%
3.0 Profile Manager/Campaign Builder	50%
4.0 Experience Builder / Visual Editor	20%
TOTAL	100%

How to use the Self-Assessment

Rank your own skills on a scale of 0 to 10 against each test objective below. Use 0 for absolutely zero knowledge or exposure and 10 for complete mastery of the topic.

- Topics with a score of 8+ are your strengths.
- Topics with a score of 5 to 7 will need some preparation.
- Topics with a score below 5 may require a lot of preparation, or guided instruction.

Leverage the resources in the [Acquia Lift Pro Study Guide](#) to learn more about how you can prepare, and what resources are available to study further on specific exam



topics.

Acquia Lift Pro Self-Assessment

Section 1	Fundamental Personalization Concepts	Your Score (0 -10)
1.1	Demonstrate understanding of fundamental concepts of website personalization	
1.2	Demonstrate understanding of benefits and limitations of personalization	
Section 2	Installation and Initial Configuration	
2.1	Demonstrate ability to install Content Hub and ensure content readiness for personalization	
2.2	Demonstrate ability to install Lift and setup data collection	
2.3	Demonstrate understanding of architectural considerations for third party integrations	
Section 3	Profile Manager/Campaign Builder	
3.1	Demonstrate ability to collect data and define Goals	
3.2	Demonstrate ability to understand and use Profile data (People tab)	
3.3	Demonstrate ability to define and use Segments	
3.4	Demonstrate ability to configure and manage Campaigns	
3.5	Demonstrate understanding of Analytics provided by Lift (Analyze)	
3.6	Demonstrate ability to configure Lift (Configure tab) - Management & Permissions	
Section 4	Experience Builder/Visual Editor	
4.1	Demonstrate ability to configure Slots	
4.2	Demonstrate ability to define Rules	

