

SALESFORCE MADE SIMPLE

— A GUIDE TO CERTIFICATION PATHS —



START HERE. GO ANYWHERE.

Salesforce Certification is the ultimate benchmark that recognizes the skills, expertise, and real-world know-how of today's cloud specialists. Are you an Administrator who keeps Salesforce running smoothly, or Developer who builds new apps to customize and extend capabilities? Perhaps you're an Implementation Expert or Marketing Specialist responsible for ensuring the right solutions are deployed for maximum effectiveness. Or are you an Architect who masterminds high-performance technical frameworks?

Whatever your role, achieving your goals starts with getting Salesforce Certified. This guide will help you get there.

6
ROLES

25
CERTIFICATIONS

100+
TRAINING
RESOURCES

CERTIFICATION TRACKS

ADMINISTRATORS

Administrator
Advanced Administrator

APP BUILDERS

Platform App Builder

ARCHITECTS

Application Architect
Data Architecture and Management Designer
Development Lifecycle and Deployment Designer
Identity and Access Management Designer
Integration Architecture Designer
Mobile Solutions Architecture Designer
Sharing and Visibility Designer
System Architect
Technical Architect

CONSULTANTS

Community Cloud Consultant
Field Service Lightning Consultant
Marketing Cloud Consultant
Pardot Consultant
Sales Cloud Consultant
Service Cloud Consultant

DEVELOPERS

Commerce Cloud Digital Developer
Platform Developer I
Platform Developer II

SPECIALISTS

CPQ Specialist
Marketing Cloud Email Specialist
Marketing Cloud Social Specialist
Pardot Specialist



ADMINISTRATORS



ADMINISTRATOR

The Salesforce Certified Administrator exam is intended for an individual who has experience performing as a Salesforce Administrator.



- 6 Digital Learning Courses
- 8 Instructor-Led Classes
- 2 Trailhead

CERTIFICATION PATH



EXAM OVERVIEW

Here are examples of the concepts you should understand to pass the exam:

- Managing users, data, and security
- Maintaining and customizing Sales Cloud and Service Cloud apps
- Building reports, dashboards, and workflows

RELATED CERTIFICATIONS

- [Certified Administrator](#)
- [Certified Advanced Administrator](#)
- [Certified Platform App Builder](#)

PREREQUISITE CERTIFICATIONS

○ None





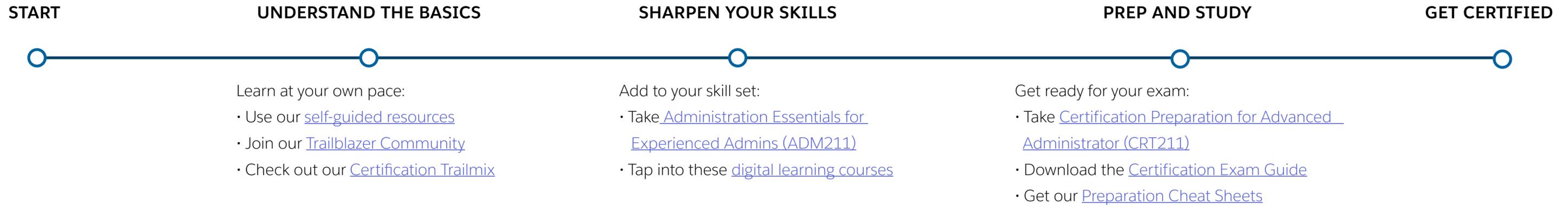
ADVANCED ADMINISTRATOR

The Salesforce Certified Advanced Administrator credential is designed for those who have advanced-level experience as a Salesforce Administrator.



- 2 Digital Learning Courses
- 2 Instructor-Led Classes
- 2 Trailhead

CERTIFICATION PATH



EXAM OVERVIEW

Here are examples of the concepts you should understand to pass the exam:

- Leveraging the advanced administration capabilities of Salesforce
- Optimizing and extending Sales Cloud and Service Cloud apps
- Designing advanced reports, dashboards, and business-process automation

RELATED CERTIFICATIONS

- Certified Administrator
- **Certified Advanced Administrator**
- Certified Platform App Builder

PREREQUISITE CERTIFICATIONS

- Certified Administrator



ADMINISTRATOR RESOURCES

■ Expert-Led Training
● Trailhead
● Digital Learning
▶ Video
□ Reference Materials
★ Communities

CERTIFIED ADMINISTRATOR

UNDERSTAND THE BASICS

- ▶ [Watch Our Getting Started Videos](#) 1.5 Hrs
- [Certification Trailmix](#) 35 Hrs
- [Getting Started: Navigating Salesforce](#) 20 Min
- [Getting a Head Start with Chatter](#) 33 Min
- [Using Salesforce1](#) 3 Min
- [Getting Started with Managing Data](#) 28 Min
- [Getting Started with Reports and Dashboards](#) 28 Min
- [Getting Started: Administering Salesforce](#) 50 Min
- ★ [Join Our Trailblazer Community](#)

SHARPEN YOUR SKILLS

- [Administration Essentials for New Admins \(ADM201\)](#) 5 Days
- [Administration Essentials for New Admins Plus Certification \(ADM201C\)](#) 5 Days
- [Administration Essentials for New Admins Evening Course \(ADM201E\)](#) 15 Days
- [Salesforce Proficiency Pack for Administrators \(SPP201\)](#) 30 days, (1-2 hrs/day)
- [Administrative Essentials for New Admins in Lightning Experience \(ADX201\)](#) 5 Days
- [Reporting Fundamentals \(RPT101\)](#) 1 Day
- [Reporting Fundamentals in Lightning Experience \(RPX101\)](#) 1 Day

PREP AND STUDY

- [Certification Preparation for Administrator \(CRT101\)](#) 1 Day
- [Download the Certification Exam Guide](#) 30 Min

CERTIFIED ADVANCED ADMINISTRATOR

UNDERSTAND THE BASICS

- [Certification Trailmix](#) 39 Hrs
- [Managing Users and Troubleshooting Login Issues](#) 13 Min
- ★ [Join Our Trailblazer Community](#)

SHARPEN YOUR SKILLS

- [Administration Essentials for Experienced Admins \(ADM211\)](#) 5 Days
- [Certification Preparation for Advanced Administrator \(CRT211\)](#) 1 Day
- [Administration Essentials for Experienced Admins](#) 4.5 Hrs

PREP AND STUDY

- [Download the Certification Exam Guide](#) 30 Min





APP BUILDERS



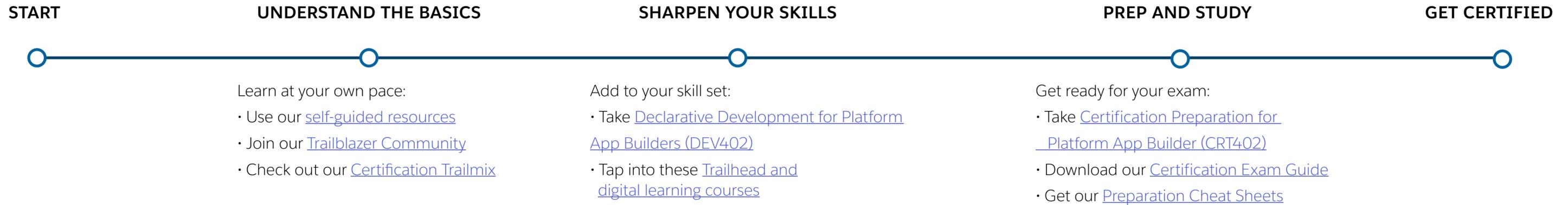
PLATFORM APP BUILDER

The Salesforce Certified Platform App Builder credential is designed for those who can design, build, and implement custom apps using the declarative customization capabilities of the Force.com platform.



- 2 Digital Learning Courses
- 2 Instructor-Led Classes
- 7 Trailhead

CERTIFICATION PATH



EXAM OVERVIEW

Here are examples of the concepts you should understand to pass the exam:

- Designing the data model, user interface, business logic, and security for custom apps
- Customizing apps for mobile use
- Designing reports and dashboards
- Deploying custom apps

RELATED CERTIFICATIONS

- Certified Administrator
- Certified Advanced Administrator
- [Certified Platform App Builder](#)

PREREQUISITE CERTIFICATIONS

- None



APP BUILDER RESOURCES

■ Expert-Led Training ● Trailhead ● Digital Learning ▶ Video □ Reference Materials ★ Communities

CERTIFIED PLATFORM APP BUILDER

UNDERSTAND THE BASICS

- [Certification Trailmix](#)
- [Which Automation Tool Do I Choose?](#)
- [Order of Execution of a Save](#)
- ▶ [Who sees What?](#)
- ★ [Join Our Trailblazer Community](#)

34 Hrs
30 Min
15 Min
1 Hr

SHARPEN YOUR SKILLS

- [Declarative Development for Platform App Builders \(DEV402\)](#) 5 Days
- [Certification Preparation for Platform App Builder \(CRT402\)](#) 1 Day
- [Build the Battle Station App](#) 2.5 Hrs
- [Build a Suggestion Box App](#) 2 Hrs
- [Building Applications with Force.com Part 1](#) 3 Hrs
- [Building Applications with Force.com Part 2](#) 3.5 Hrs

PREP AND STUDY

- [Cheat Sheet: Formulas](#) 30 Min
- [Cheat Sheet: Business Process Automation](#) 20 Min
- [Cheat Sheet: Security for Admins](#) 30 Min
- [Download the Certification Exam Guide](#) 30 Min





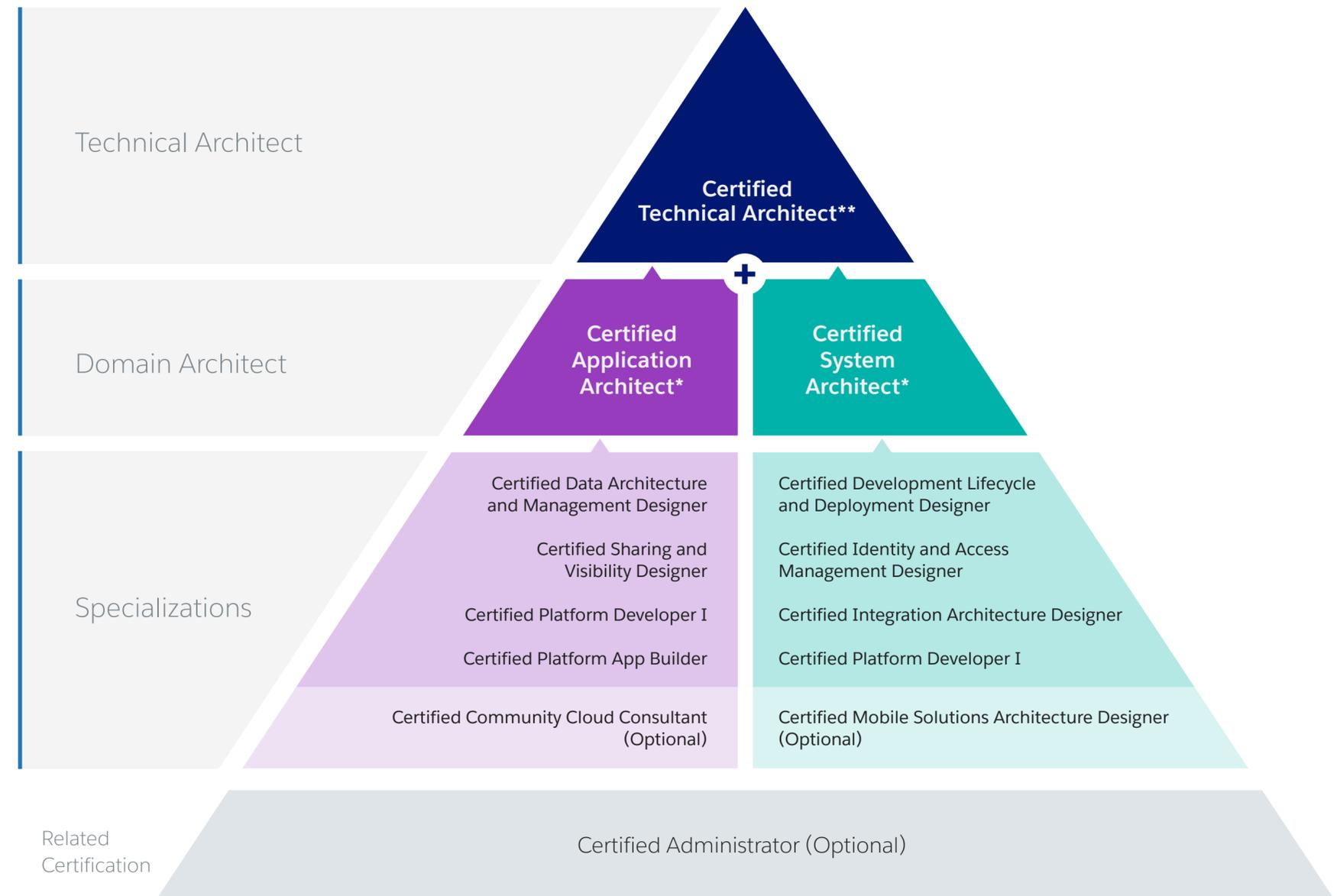
ARCHITECTS

SALESFORCE ARCHITECT JOURNEY



YOUR JOURNEY TO THE SUMMIT

The Salesforce Architect Journey is a framework to help you acquire expertise as you chart your way to Salesforce Domain Architect, and the coveted Salesforce Certified Technical Architect credentials. You progress by building your skills and knowledge in specific domains, accumulating specialized domain Salesforce certifications along the way. The framework is well-served by our library of robust, free, self-directed training guides, which are aligned to each certification.



* Credential earned upon completion of exams within the specializations tier, no additional exam requirements.

** Credential earned upon successful completion of the Domain Architect tier and Review Board.



APPLICATION ARCHITECT

The Salesforce Certified Application Architect credential is designed for those who have a deep understanding of native Salesforce features and functionality, as well as the ability to model a role hierarchy, data model, and appropriate sharing mechanisms.



CERTIFICATION PATH



OVERVIEW

Once all four prerequisites have been completed successfully, the Salesforce Certified Application Architect certification will be granted.

You should consider earning both your Salesforce Certified System Architect and Application Architect credentials. By earning these credentials, you'll take a big step toward preparing to become a Salesforce Certified Technical Architect.

RELATED CERTIFICATIONS

- [Application Architect](#)
- System Architect
- Technical Architect

PREREQUISITE CERTIFICATIONS

- Data Architecture and Management Designer
- Sharing and Visibility Designer
- Platform Developer I
- Platform App Builder





DATA ARCHITECTURE AND MANAGEMENT DESIGNER

The Salesforce Certified Data Architecture and Management credential is designed for those who assess the architecture environment and requirements to design sound, scalable, and high-performing solutions on the Force.com platform as it pertains to enterprise data management.



CERTIFICATION PATH



EXAM OVERVIEW

Here are examples of the concepts you should understand to pass the exam:

- Awareness of platform-specific design patterns and key limits
- Understanding of large-data-volume considerations, risks, and mitigation strategies

- Understanding of LDV considerations with communities
- Able to design a data and sharing model that supports an LDV environment
- Understanding data-movement best practices in an LDV environment
- Understanding strategies to build an optimized and high-performing solution

RELATED CERTIFICATIONS

- Certified Development Lifecycle and Deployment Designer
- Certified Integration Architecture Designer
- **Certified Data Architecture and Management Designer**

PREREQUISITE CERTIFICATIONS

None



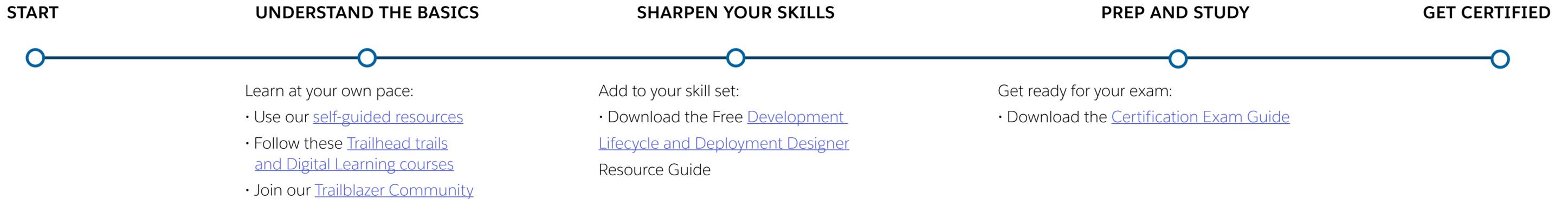


DEVELOPMENT LIFECYCLE AND DEPLOYMENT DESIGNER

The Salesforce Certified Development Lifecycle and Deployment credential is designed for those who assess their architecture environment and requirements, and then implement management solutions on the Force.com platform that meet those requirements.



CERTIFICATION PATH



EXAM OVERVIEW

Here are examples of the concepts you should understand to pass the exam:

- Experience with project and development lifecycle methodologies
- Experience providing requirements traceability through the project's lifecycle

- Awareness of Salesforce and third-party app development lifecycle tools
- Understanding test-plan design and evaluating effectiveness

RELATED CERTIFICATIONS

- Certified Integration Architecture Designer
- Certified Data Architecture and Management Designer
- **Certified Development Lifecycle and Deployment Designer**

PREREQUISITE CERTIFICATIONS

None



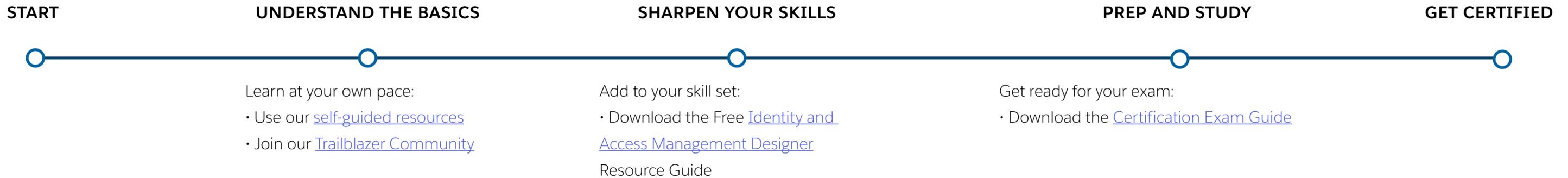


IDENTITY AND ACCESS MANAGEMENT DESIGNER

The Salesforce Certified Identity and Access Management credential is designed for those who assess the architecture environment and requirements and design sound, scalable and high-performing solutions on the Force.com platform that meet the Single Sign-on (SSO) requirements.



CERTIFICATION PATH



EXAM OVERVIEW

Here are examples of the concepts you should understand to pass the exam:

- Understanding configuration requirements of delegated authentication
- Understanding Cconfiguration requirements of SAML
- Awareness of when to use IDP initiated vs. service provider initiated

- Able to describe provisioning and de-provisioning related to SAML, Oauth, and OpenID Connect
- Understanding of how trust is established between an Identity Provider and a Service Provider
- Able to determine the general identity federation capabilities that are available for a given project

RELATED CERTIFICATIONS

- Mobile Solutions Architecture Designer
- Sharing and Visibility Designer
- **Identity and Access Management Designer**

PREREQUISITE CERTIFICATIONS

None



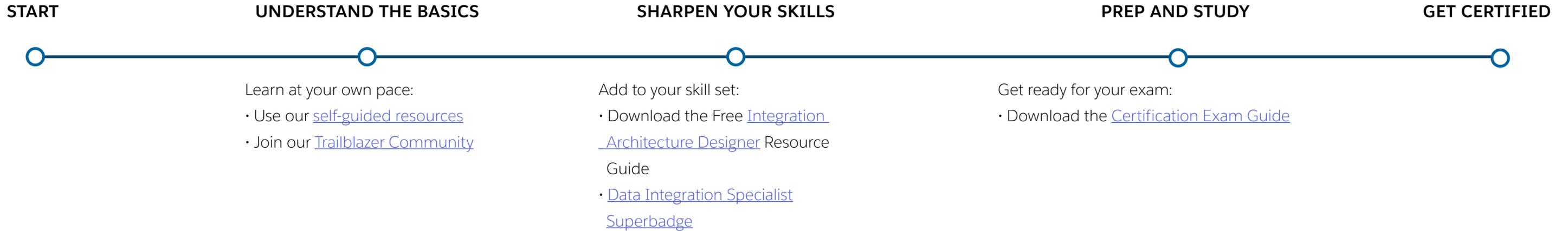


INTEGRATION ARCHITECTURE DESIGNER

The Salesforce Certified Integration Architecture credential is designed for those who assess the architecture environment to design sound and scalable technical solutions on the Force.com platform that meet end-to-end integration requirements.



CERTIFICATION PATH



EXAM OVERVIEW

Here are examples of the concepts you should understand to pass the exam:

- Experience holding a technical architect role on multiple complex deployments or equivalent knowledge through participation and exposure to these types of projects

- Thorough understanding of web services in general and SOAP and REST specifically; understanding of the basic workings of HTTP/S
- Understanding the different Force.com APIs and able to design solutions using the appropriate API
- Understanding data migration considerations, design trade-offs, and common ETL tools

RELATED CERTIFICATIONS

- Certified Development Lifecycle and Deployment Designer
- Certified Data Architecture and Management Designer
- **Certified Integration Architecture Designer**

PREREQUISITE CERTIFICATIONS

None





MOBILE SOLUTIONS ARCHITECTURE DESIGNER

The Salesforce Certified Mobile Solutions Architecture Designer credential is designed for those who assess the architecture environment and requirements and design and implement sound and scalable mobile solutions on the Force.com platform that meet those requirements.



CERTIFICATION PATH



EXAM OVERVIEW

Here are examples of the concepts you should understand to pass the exam:

- Describing the differences between Salesforce1, Native, HTML5 and Hybrid mobile architectures
- Defining how a customer can choose between Salesforce1 solution and a Customer Mobile Solution

- Understanding the Salesforce1 app and its configuration and customization options

- Describing how mobile solution capabilities can be enhanced via connected devices (e.g., Wearables, iBeacons)

- Identifying key potential pain points in a mobile solution and the ability to recommend key mitigation strategies for each

- Understanding of the Salesforce Mobile SDK to leverage salesforce data, provide offline capabilities and perform push notifications

RELATED CERTIFICATIONS

- Identity and Access Management Designer
- Sharing and Visibility Designer
- **Mobile Solutions Architecture Designer**

PREREQUISITE CERTIFICATIONS

- None





SHARING AND VISIBILITY DESIGNER

The Salesforce Certified Sharing and Visibility credential is designed for those who assess the architecture environment and requirements and design sound, scalable, and high-performing technical solutions on the Force.com platform that meet sharing and visibility requirements.



CERTIFICATION PATH



EXAM OVERVIEW

- Here are examples of the concepts you should understand to pass the exam:
- Creation of criteria based and ownership based sharing rules
 - Understanding of org wide defaults
 - Understanding of various types of licenses

- Able to describe the fundamental concepts around role hierarchy
- Articulate how Profile configuration impacts a security and sharing model
- Understanding of Apex Sharing is and when it should be used

RELATED CERTIFICATIONS

- Identity and Access Management Designer
- Mobile Solutions Architecture Designer
- Sharing and Visibility Designer**

PREREQUISITE CERTIFICATIONS

- None





SYSTEM ARCHITECT

The Salesforce Certified System Architect credential is designed for those who focus on factors such as testing, governance, and integration to other external systems.



CERTIFICATION PATH



OVERVIEW

Once all four prerequisites have been completed successfully, the Salesforce Certified System Architect certification will be granted.

You should consider earning both your Salesforce Certified Application Architect and Application Architect credentials. By earning these credentials, you'll take a big step toward preparing to become a Salesforce Certified Technical Architect.

RELATED CERTIFICATIONS

- [System Architect](#)
- Application Architect
- Technical Architect

PREREQUISITE CERTIFICATIONS

- Development Lifecycle and Deployment Designer
- Identity and Access Management Designer
- Integration Architecture Designer
- Platform Developer I



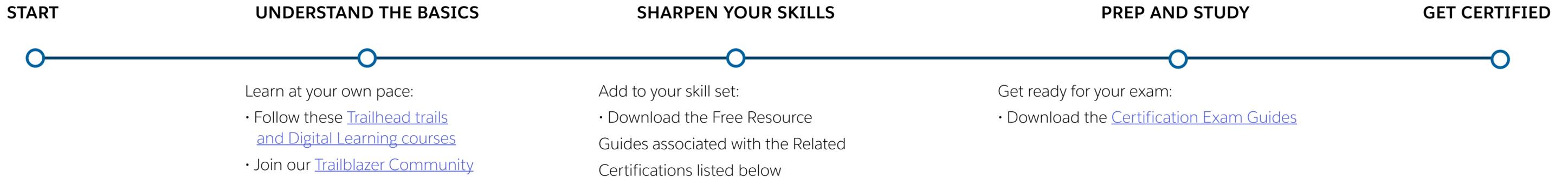


TECHNICAL ARCHITECT

The Salesforce Certified Technical Architect credential is designed for those with broad knowledge across multiple development platforms, drawing on their skills in assessing customer architecture to design secure, high-performance technical solutions on the Force.com platform.



CERTIFICATION PATH



EXAM OVERVIEW

Here are examples of the concepts you should understand to pass the exam:

- Designing a technical architecture solution that may span multiple platforms and include integration and authentication across systems

- Managing the development lifecycle to ensure the delivery of highly secure solutions that are optimized for performance and built to scale
- Articulating design considerations, trade-offs, benefits, and recommendations for a technical architecture

RELATED CERTIFICATIONS

- Data Architecture and Management Design
- Development Lifecycle and Deployment Designer
- Identity and Access Management Designer
- Integration Architecture Designer
- Mobile Solutions Architecture Designer
- Platform App Builder

- Platform Developer I
- Sharing and Visibility Designer
- Application Architect
- System Architect
- Technical Architect**

PREREQUISITE CERTIFICATIONS

- Application Architect
- System Architect



ARCHITECT RESOURCES

Expert-Led Training Trailhead Digital Learning Video Reference Materials Communities

CERTIFIED DATA ARCHITECTURE AND MANAGEMENT DESIGNER

UNDERSTAND THE BASICS

- Reference Materials [Best Practices for Deployments with Large Data Volumes](#) 1 hr
- Video [Managing Large Data Volumes](#) 52 min
- Reference Materials [Extreme Force.com Data Loading Part 1: Tune Your Data Model](#) 3 min
- Communities [Join our Trailblazer Community](#)

SHARPEN YOUR SKILLS

- Reference Materials [Data Architecture and Management Designer Resource Guide](#) 10+ days

PREP AND STUDY

- Reference Materials [Download the Certification Exam Guide](#) 30 min

CERTIFIED DEVELOPMENT LIFECYCLE AND DEPLOYMENT DESIGNER

UNDERSTAND THE BASICS

- Digital Learning [Introduction to the Force.com Development Lifecycle](#) 1 hr
- Trailhead [Introduction to Application Lifecycle Management](#) 20 min
- Trailhead [Planning Your Production Deployment](#) 20 min
- Communities [Join our Trailblazer Community](#)

SHARPEN YOUR SKILLS

- Reference Materials [Development Lifecycle and Deployment Designer Resource Guide](#) 10+ days

PREP AND STUDY

- Reference Materials [Download the Certification Exam Guide](#) 30 min

CERTIFIED IDENTITY AND ACCESS MANAGEMENT DESIGNER

UNDERSTAND THE BASICS

- Reference Materials [Architect Core Resources](#) 4.25 days
- Digital Learning [Digging Deeper Into OAuth](#) 2 hrs
- Digital Learning [Login Flows](#) 2 hrs
- Communities [Join Our Trailblazer Community](#)

SHARPEN YOUR SKILLS

- Reference Materials [Identity and Access Management Designer Resource Guide](#) 10+ days

PREP AND STUDY

- Reference Materials [Download the Certification Exam Guide](#) 30 min



ARCHITECT RESOURCES

Expert-Led Training Trailhead Digital Learning Video Reference Materials Communities

CERTIFIED INTEGRATION ARCHITECTURE DESIGNER

UNDERSTAND THE BASICS

- [Integrating with the Force.com Platform](#) 10 min
- [Integration](#) 2 min
- [Integration Workbook](#) 1 hr
- ★ [Join our Trailblazer Community](#)

SHARPEN YOUR SKILLS

- [Integration Architecture Designer Resource Guide](#) 10+ days
- [Data Integration Specialist Superbadge](#) 8-15 hrs

PREP AND STUDY

- [Download the Certification Exam Guide](#) 30 min

CERTIFIED MOBILE SOLUTIONS ARCHITECTURE DESIGNER

UNDERSTAND THE BASICS

- [Architect Core Resources](#) 4.25 days
- [App Cloud Mobile Overview](#) 1.5 hrs
- [Lightning Experience Development](#) 20 min
- ★ [Join Our Trailblazer Community](#)

SHARPEN YOUR SKILLS

- [Mobile Solutions Architecture Designer Resource Guide](#) 10+ days

PREP AND STUDY

- [Download the Certification Exam Guide](#) 30 min

CERTIFIED SHARING AND VISIBILITY DESIGNER

UNDERSTAND THE BASICS

- [Architect Core Resources](#) 4.25 days
- [Introducing SOAP API](#) 2 hrs
- [Introducing Apex](#) 2 hrs
- [Designing Record Access for Enterprise Scale](#) 2 hrs
- [Sharing Architecture](#) 1.5 hrs
- ★ [Join Our Trailblazer Community](#)

SHARPEN YOUR SKILLS

- [Sharing and Visibility Designer Resource Guide](#) 10+ days

PREP AND STUDY

- [Download the Certification Exam Guide](#) 30 min



ARCHITECT RESOURCES

■ Expert-Led Training ● Trailhead ● Digital Learning ▶ Video □ Reference Materials ★ Communities

CERTIFIED APPLICATION ARCHITECT

UNDERSTAND THE BASICS

★ [Join Our Trailblazer Community](#)

SHARPEN YOUR SKILLS

□ [Application Architect Resource Guide](#) 10+ days

PREP AND STUDY

□ [Download the Certification Exam Guide](#) 30 min

CERTIFIED SYSTEM ARCHITECT

UNDERSTAND THE BASICS

★ [Join Our Trailblazer Community](#)

SHARPEN YOUR SKILLS

□ [System Architect Resource Guide](#) 10+ days

PREP AND STUDY

□ [Download the Certification Exam Guide](#) 30 min

CERTIFIED TECHNICAL ARCHITECT

UNDERSTAND THE BASICS

- [Architect Core Resources](#) 4.25 days
- [Best Practices for Deployments with Large Data Volumes](#) 15 min
- [Integration Patterns and Practices](#) 30 min

SHARPEN YOUR SKILLS

★ [Join Our Trailblazer Community](#)

PREP AND STUDY

- [Download the Salesforce Certified Technical Architect Exam Guide](#) 30 min
- [Download the Salesforce Certified Development Lifecycle and Deployment Designer Exam Guide](#) 30 min
- [Download the Salesforce Certified Integration Architecture Exam Guide](#) 30 min
- [Download the Salesforce Certified Data Architecture and Management Exam Guide](#) 30 min
- [Download the Salesforce Certified Identity and Access Management Designer Exam Guide](#) 30 min
- [Download the Salesforce Certified Sharing and Visibility Designer Exam Guide](#) 30 min
- [Download the Salesforce Certified Mobile Solutions Architecture Designer Exam Guide](#) 30 min





CONSULTANTS



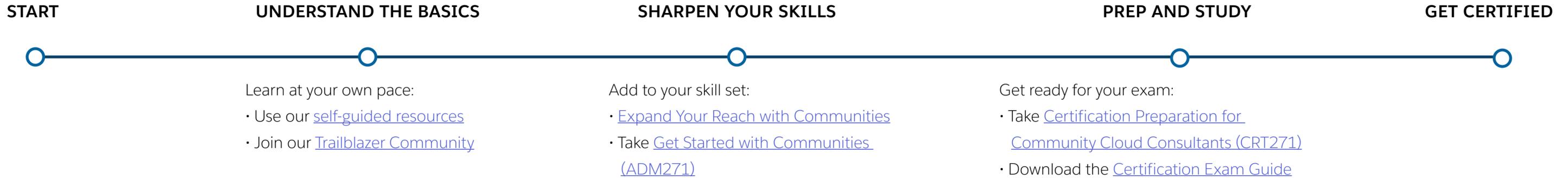
COMMUNITY CLOUD CONSULTANT

The Salesforce Certified Community Cloud Consultant credential is designed for those who have experience implementing and consulting on the Salesforce Communities applications in a customer-facing role.



- 0 Digital Learning Courses
- 2 Instructor-Led Classes
- 1 Trailhead

CERTIFICATION PATH



EXAM OVERVIEW

Here are some examples of the concepts you should understand to pass the exam:

- Describing how to set up a custom domain for a Community.
- Determining the steps to configure and set up Knowledge within a Community.

• Understanding how to customize navigation to given requirements in a template-based Community.

• Determining the steps to install and set up Lightning components.

• Understanding the steps to set up Community dashboards and insights.

• Explaining Community moderation features.

RELATED CERTIFICATIONS

Certified Marketing Cloud Consultant

Certified Community Cloud Consultant

PREREQUISITE CERTIFICATIONS

Certified Administrator





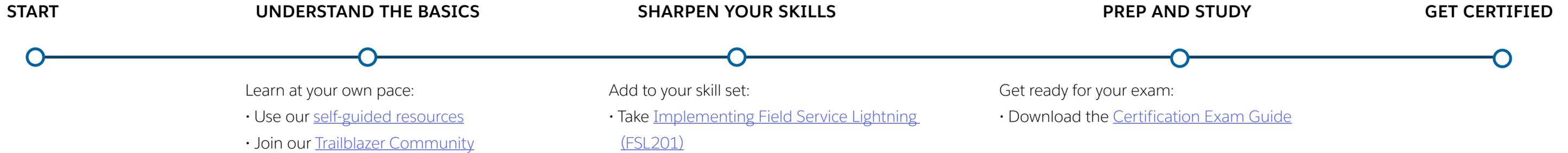
FIELD SERVICE LIGHTNING CONSULTANT

The Salesforce Certified Field Service Lightning credential is designed for individuals who have proven experience with the administration and configuration of a Salesforce application and is capable of consulting with customers on Field Service operations.



- 0 Digital Learning Courses
- 1 Instructor-Led Classes
- 0 Trailhead

CERTIFICATION PATH



EXAM OVERVIEW

Here are examples of the concepts you should understand to pass the exam:

- Determine how to build work order processes, parameters and templates
- Troubleshoot, escalate, and resolve cases based on field service scenarios
- Apply procedural concepts to setup entitlement process for work order objects
- Determine how to manage and track asset installation, movement, and/or decommission

RELATED CERTIFICATIONS

- Certified Sales Cloud Consultant
- Certified Community Cloud Consultant
- **Field Service Lightning Consultant**

PREREQUISITE CERTIFICATIONS

- Certified Administrator
- Certified Service Cloud Consultant





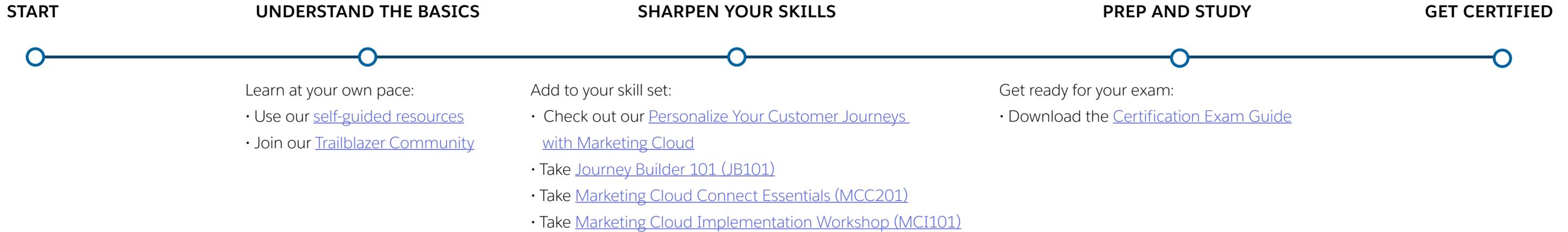
MARKETING CLOUD CONSULTANT

The Salesforce Certified Marketing Cloud Consultant credential is designed for those who can set up and implement Salesforce Marketing Cloud Email app tools, providing solutions to execute both tactical and strategic email campaigns.



- 0 Digital Learning Courses
- 3 Instructor-Led Classes
- 1 Trailhead

CERTIFICATION PATH



EXAM OVERVIEW

Here are some examples of the concepts you should understand to pass the exam:

- Incorporating different tools such as content areas, portfolio, segmentation, automation, tracking and analytics
- Configuring account setup and administration
- Defining and executing email-data interactions
- Making data-driven decisions to optimize customer solutions
- Troubleshooting and solving platform issues

RELATED CERTIFICATIONS

- Certified Marketing Cloud Email Specialist
- [Certified Marketing Cloud Consultant](#)

PREREQUISITE CERTIFICATIONS

- Certified Marketing Cloud Email Specialist





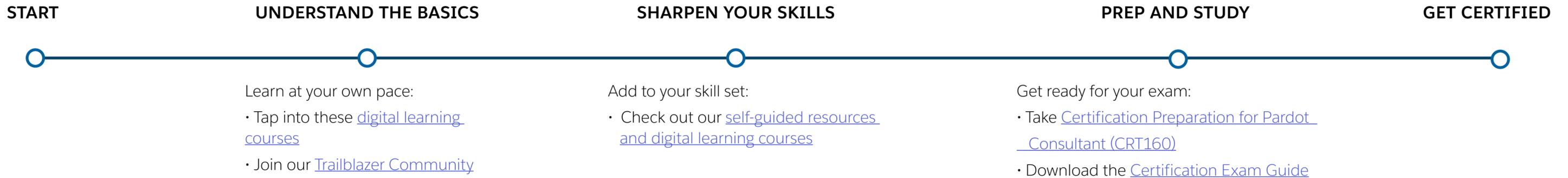
PARDOT CONSULTANT

The Salesforce Certified Pardot Consultant credential is designed for those who have experience implementing Pardot in a customer-facing role, designing and implementing solutions that meet customers' business requirements and contributing to their long-term success.



- 7 Digital Learning Courses
- 1 Instructor-Led Classes
- 0 Trailhead

CERTIFICATION PATH



EXAM OVERVIEW

Here are some examples of the concepts you should understand to pass the exam:

- Managing users, prospects, and data
- Maintaining and customizing the Salesforce Integration
- Building emails, forms, and automation tools

RELATED CERTIFICATIONS

- Certified Pardot Specialist
- **Certified Pardot Consultant**

PREREQUISITE CERTIFICATIONS

- Certified Pardot Specialist





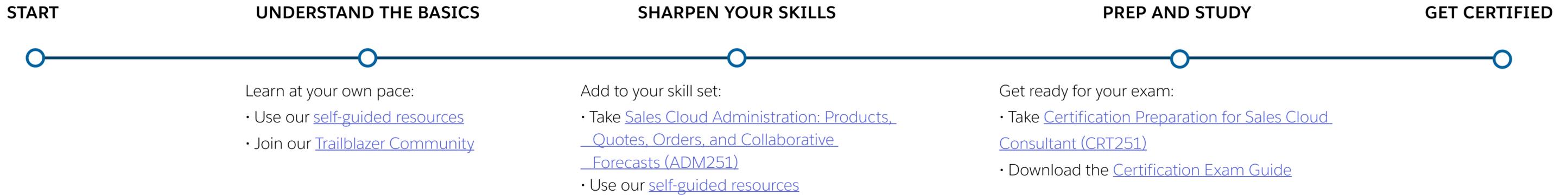
SALES CLOUD CONSULTANT

The Salesforce Certified Sales Cloud Consultant credential is designed for those who have experience implementing Sales Cloud in a customer-facing role, successfully designing and implementing solutions that are maintainable and scalable.



- 8 Digital Learning Courses
- 3 Instructor-Led Classes
- 0 Trailhead

CERTIFICATION PATH



EXAM OVERVIEW

Here are some examples of the concepts you should understand to pass the exam:

- Designing Sales and Marketing solutions to meet business requirements
- Designing apps and interfaces that maximize user productivity
- Managing data and design analytics to track key Sales Cloud metrics

RELATED CERTIFICATIONS

- Certified Service Cloud Consultant
- **Certified Sales Cloud Consultant**

PREREQUISITE CERTIFICATIONS

- Certified Administrator





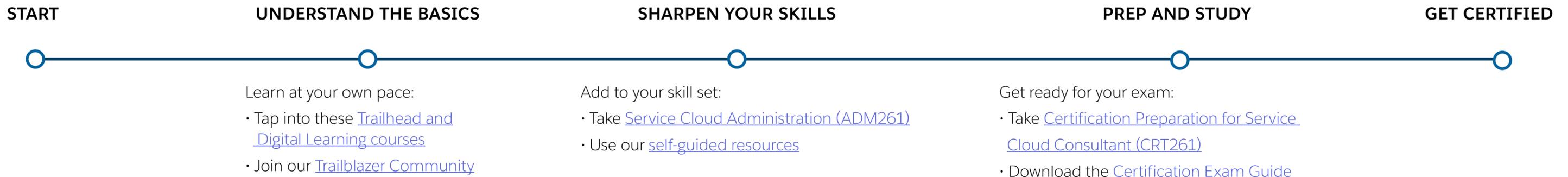
SERVICE CLOUD CONSULTANT

The Salesforce Certified Service Cloud Consultant credential is designed for those who have experience implementing Service Cloud in a customer-facing role, successfully designing and implementing maintainable and scalable solutions that meet customer business requirements.



- 5 Digital Learning Courses
- 2 Instructor-Led Classes
- 2 Trailhead

CERTIFICATION PATH



EXAM OVERVIEW

Here are some examples of the concepts you should understand to pass the exam:

- Designing contact center solutions that make use of cases, knowledge base, and portals
- Designing interaction channels and building interfaces to maximize agent productivity
- Managing data and design analytics that track key industry metrics

RELATED CERTIFICATIONS

- Certified Sales Cloud Consultant
- **Certified Service Cloud Consultant**

PREREQUISITE CERTIFICATIONS

- Certified Administrator



CONSULTANT RESOURCES

■ Expert-Led Training ● Trailhead ● Digital Learning ▶ Video □ Reference Materials ★ Communities

CERTIFIED COMMUNITY CLOUD CONSULTANT

UNDERSTAND THE BASICS

★ [Join Our Trailblazer Community](#)

SHARPEN YOUR SKILLS

- [Expand Your Reach with Communities](#) 9 hrs 40 mins
- [Get Started with Communities \(ADM271\)](#) 1 day

PREP AND STUDY

- [Certification Preparation for Community Cloud Consultants \(CRT271\)](#) 1 day
- [Download the Certification Exam Guide](#) 30 min

CERTIFIED FIELD SERVICE LIGHTNING CONSULTANT

UNDERSTAND THE BASICS

★ [Join Our Trailblazer Community](#)

SHARPEN YOUR SKILLS

- [Implementing Field Service Lightning \(FSL201\)](#) 3 days

PREP AND STUDY

- [Download the Certification Exam Guide](#) 30 min

CERTIFIED MARKETING CLOUD CONSULTANT

UNDERSTAND THE BASICS

★ [Join Our Trailblazer Community](#)

SHARPEN YOUR SKILLS

- [Personalize Your Customer Journeys with Marketing Cloud](#) 2 hrs 55 mins
- [Journey Builder 101 \(JB101\)](#) 1 day
- [Marketing Cloud Connect Essentials \(MCC201\)](#) 4 days
- [Marketing Cloud Implementation Workshop \(MCI101\)](#) 3 days

PREP AND STUDY

- [Download the Certification Exam Guide](#) 30 min



CERTIFIED PARDOT CONSULTANT

UNDERSTAND THE BASICS

- [Pardot: Overview](#) 1.4 hrs
- [Pardot: Administrative User](#) 35 min
- [Pardot: Managing Content](#) 1.5 hrs
- [Pardot: Lead Generation](#) 1.8 hrs
- [Pardot: Lead Qualification](#) 1.1 hrs
- ▶ [Pardot Permission-Based Marketing Policy](#) 1 min
- ▶ [Maintaining Compliance While Maintaining Lead Generation](#) 2 min
- ▶ [Introduction to Forms](#) 1 min
- ▶ [Getting Started with Email Authentication](#) 1 min
- ▶ [Salesforce Connector Introduction](#) 1 min
- [Filters Overview](#) 10 min
- [Prospect Audits Overview](#) 10 min
- [Form Reporting Overview](#) 10 min
- [Getting Started with the Salesforce Connector](#) 5 min
- [Handling Opportunities in Pardot](#) 15 min
- [Salesforce Campaigns Overview](#) 10 min
- [Getting Started with Email Flow](#) 10 min
- [Salesforce Connector Setup Guide](#) 5 min
- [The Complete Guide to Lead Nurturing](#) 20 min
- ★ [Join Our Trailblazer Community](#)

SHARPEN YOUR SKILLS

- [Pardot: Automating Business Process](#) 1.5 hrs
- [Pardot: Connectors](#) 1.2 hrs
- [Tracking Opt-in by Country](#) 10 min
- [Submissions vs. Conversions](#) 5 min
- [Content Reporting](#) 10 min
- [Conversions Reporting](#) 5 min
- [Landing Page Reporting](#) 5 min
- [Prospect Lifecycle Reporting](#) 15 min
- [Individual Prospect Lifecycle Report Overview](#) 10 min
- [Advanced Email Analytics Overview](#) 20 min
- [Wistia Connector Overview](#) 10 min
- [Data.com Connector](#) 10 min
- [FullContact Social Profile Lookup Connector Overview](#) 10 min
- [Webex Connector Overview](#) 10 min
- [Why Can't I Log In?](#) 10 min
- [Testing with Email Flow](#) 10 min
- [Email Reporting](#) 15 min
- [Automated Lead Scoring and Grading](#) 20 min
- ▶ [Pardot Campaigns vs. Salesforce Campaigns](#) 2 min
- ▶ [Automation Rules vs. Completion Actions](#) 2 min
- ▶ [Automation Rules vs. Segmentation Rules](#) 2 min

PREP AND STUDY

- [Certification Preparation for Pardot Consultant \(CRT 160\)](#) 5 Days (3 hrs/day)
- [Download the Certification Exam Guide](#) 30 min



CONSULTANT RESOURCES

■ Expert-Led Training
● Trailhead
● Digital Learning
▶ Video
□ Reference Materials
★ Communities

CERTIFIED SALES CLOUD CONSULTANT

UNDERSTAND THE BASICS

- [Implementing Sales and Marketing](#) 1.5 hrs
- [Setting Up and Building Communities](#) 50 min
- [Setting Up Collaborative Forecasts](#) 45 min
- [Configuring Salesforce for Outlook](#) 29 min
- [Getting a Head Start with Chatter](#) 32 min
- [Getting Started with Data.com](#) 16 min
- ▶ [Getting Started with Work.com](#) 3 min
- [Using Salesforce 1](#) 2 min
- [Getting Started Using Sales Cloud](#) 29 min
- ★ [Join Our Trailblazer Community](#)

SHARPEN YOUR SKILLS

- [Implementation Guide: A Guide to Sharing Architecture](#) 15 min
- [Implementation Guide: Campaign Management](#) 40 min
- [Implementation Guide: Deploying Territory Management](#) 30 min
- [Implementation Guide: Implementing Person Accounts](#) 15 min
- [Implementation Guide: International Organizations: Using Multiple Currencies](#) 20 min
- [Decision Guide: Territory Management](#) 1 day
- [Sales Cloud Administration: Products, Quotes, Orders, and Collaborative Forecasts \(ADM251\)](#) 1 day
- [Sales Cloud Training For Sales Managers in Lightning Experience \(SLX201\)](#) 1 day

PREP AND STUDY

- [Certification Preparation for Sales Cloud Consultant \(CRT251\)](#) 1 day
- ▶ [Preparing for the Certified Sales Cloud Consultant Exam](#) 4 min
- [Download the Certification Exam Guide](#) 30 min

CERTIFIED SERVICE CLOUD CONSULTANT

UNDERSTAND THE BASICS

- [Implementing Case Management Across Channels](#) 2.2 hrs
- [Implementing Salesforce Knowledge](#) 1.6 hrs
- [Setting Up and Building Communities](#) 50 min
- [Getting Started using Service Cloud](#) 34 min
- [Service Cloud Basics](#) 2 hrs
- ★ [Join Our Trailblazer Community](#)

SHARPEN YOUR SKILLS

- [Keep Customers Happy with Service Cloud](#) 11 hrs 30 mins
- [Service Cloud Administration \(ADM261\)](#) 2 days
- [Administration Essentials for the Service Cloud](#) 57 min

PREP AND STUDY

- [Certification Preparation for Service Cloud Consultant \(CRT261\)](#) 1 day
- ▶ [Preparing for the Certified Service Cloud Consultant Exam](#) 6 min
- [Download the Certification Exam Guide](#) 30 min





DEVELOPERS



COMMERCE CLOUD DIGITAL DEVELOPER

The Salesforce Certified Commerce Cloud Digital Developer credential is designed for those who have knowledge and skills in using Commerce Cloud to develop an eCommerce solution.



CERTIFICATION PATH



EXAM OVERVIEW

Here are examples of the concepts you should understand to pass the exam:

- Troubleshoot file synchronization issues between UX Studio and the sandbox environment
- Work with the product data model to manage products, their categorization, and associated inventory
- Modify site search preferences and settings to enable searching for a specified product attribute
- Create a custom object type to store a custom data type

RELATED CERTIFICATIONS

- [Commerce Cloud Digital Developer](#)
- [Certified Platform Developer I](#)
- [Certified Platform Developer II](#)

PREREQUISITE CERTIFICATIONS

• None





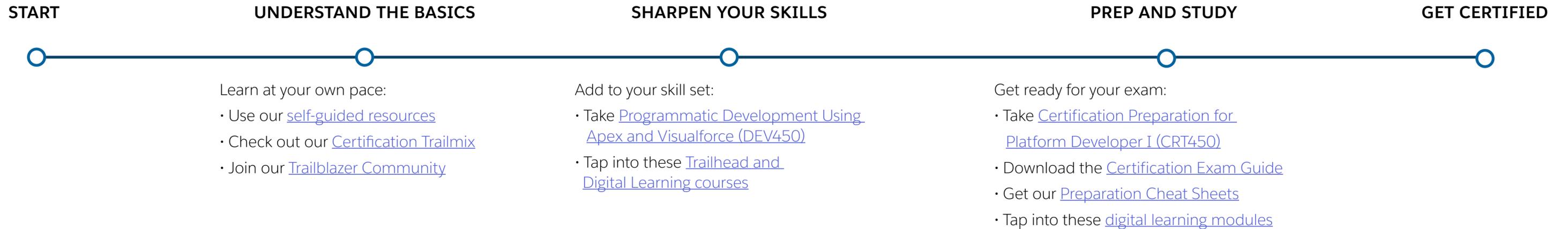
PLATFORM DEVELOPER I

The Salesforce Certified Platform Developer I credential is designed for those who have knowledge, skills, and experience building custom declarative and programmatic apps on the Force.com platform.



- 4 Digital Learning Courses
- 2 Instructor-Led Classes
- 8 Trailhead

CERTIFICATION PATH



EXAM OVERVIEW

Here are examples of the concepts you should understand to pass the exam:

- Design the data model, user interface, business logic, and security for custom apps
- Customizing apps for mobile use
- Designing reports and dashboards
- Deploying custom apps

RELATED CERTIFICATIONS

- [Certified Platform Developer I](#)
- [Certified Platform Developer II](#)
- [Commerce Cloud Digital Developer](#)

PREREQUISITE CERTIFICATIONS

None





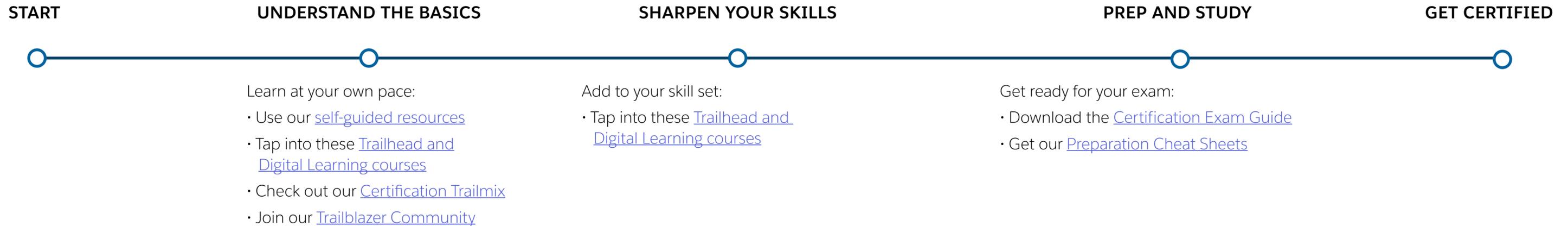
PLATFORM DEVELOPER II

The Salesforce Certified Platform Developer II credential is designed for those with advanced skills and knowledge in the programmatic capabilities of the Force.com platform and data-modeling practices.



- 2 Digital Learning Courses
- 0 Instructor-Led Classes
- 8 Trailhead

CERTIFICATION PATH



EXAM OVERVIEW

Here are examples of the concepts you should understand to pass the exam:

- Designing, developing, testing, and deploying programmatic solutions that are maintainable and re-usable
- Following Apex design patterns and object-oriented programming best practices

RELATED CERTIFICATIONS

- Certified Platform Developer I
- **Certified Platform Developer II**
- Commerce Cloud Digital Developer

PREREQUISITE CERTIFICATIONS

- Certified Platform Developer I



DEVELOPER RESOURCES

■ Expert-Led Training ● Trailhead ● Digital Learning ▶ Video □ Reference Materials ★ Communities

CERTIFIED COMMERCE CLOUD DIGITAL DEVELOPER

UNDERSTAND THE BASICS

- ★ [Join Our Trailblazer Community](#)
- ★ [An Xchange Community username and password is needed to access the Exchange Community.](#)

To obtain access to the Xchange Community, please contact your Commerce Cloud Account Manager.

SHARPEN YOUR SKILLS

- [Getting Started with Demandware \(GEN001\)](#) 3 days
- [Demandware Platform Architecture Overview \(DEV001\)](#) 3 days
- [Developing for Digital I \(DEV101\)](#) 5 days
- [Developing for Digital II \(DEV201\)](#) 5 days

PREP AND STUDY

- [Download the Certification Exam Guide](#) 30 min`

CERTIFIED PLATFORM DEVELOPER I

UNDERSTAND THE BASICS

- [Certification Trailmix](#) 26 hrs
- [Guide to Limits](#) 2 min
- [Order of Execution of a Save](#) 6 min
- [Development Lifecycle management](#) 1.5 hr
- [Get Started with Visualforce](#) 22 min

SHARPEN YOUR SKILLS

- [Programmatic Development Using Apex and Visualforce \(DEV450\)](#) 5 days
- [Build a Conference Management App](#) 3.7 hrs
- [Build a Visualforce App](#) 50 min
- [Apex](#) 5.75 hrs

PREP AND STUDY

- [Certification Preparation for Platform Developer I \(CRT450\)](#) 1 day
- [Cheat Sheet: Apex Code](#) 15 min
- [Cheat Sheet: Visualforce](#) 10 min
- [Download the Certification Exam Guide](#) 30 min
- [Creating Lightning Components](#) 1 hr
- [Visualforce Controllers](#) 2 hrs



DEVELOPER RESOURCES

CERTIFIED PLATFORM DEVELOPER II

UNDERSTAND THE BASICS

- Trailhead [Certification Trailmix](#) 61 hrs
- Reference Materials [Compound Fields](#) 1.5 min
- Reference Materials [A Guide to Sharing Architecture](#) 36 min
- Reference Materials [Visualforce Performance](#) 1 min
- Reference Materials [Best Practices for Deployments with Large Data Volumes](#) 1.5 min
- Reference Materials [Order of Execution of a Save](#) 6 min
- Digital Learning [Integrating with SOAP API](#) 1 hr
- Digital Learning [Introduction to the REST API](#) 45 min

SHARPEN YOUR SKILLS

- Trailhead [Lightning App with SLDS](#)
- Trailhead [Visualforce with SLDS](#)
- Trailhead [Build a Geolocation App](#)
- Trailhead [Build a Conference Management App](#)

PREP AND STUDY

- Reference Materials [Cheat Sheet: Lightning UI](#) 10 min
- Reference Materials [Cheat Sheet: Rest API](#) 12 min
- Reference Materials [Cheat Sheet: Soap API](#) 12 min
- Reference Materials [Cheat Sheet: Security for Developers](#) 6 min
- Reference Materials [Cheat Sheet: Search and Query Optimization](#) 8 min
- Reference Materials [Download the Certification Exam Guide](#) 30 min





SPECIALISTS



CPQ SPECIALIST

The Salesforce Certified CPQ Specialist credential is designed for individuals who have experience implementing the Salesforce CPQ solution.



- 0 Digital Learning Courses
- 2 Instructor-Led Classes
- 0 Trailhead

CERTIFICATION PATH



EXAM OVERVIEW

Here are examples of the concepts you should understand to pass the exam:

- Build solutions to support business process
- Troubleshoot and solve basic platform issues
- Generate renewal and amendment quotes
- Configure user permissions, record types, and page layouts

RELATED CERTIFICATIONS

- [CPQ Specialist](#)
- [Marketing Cloud Email Specialist](#)
- [Pardot Specialist](#)

PREREQUISITES:

○ None





MARKETING CLOUD EMAIL SPECIALIST

The Salesforce Certified Marketing Cloud Email Specialist credential is designed for those who can demonstrate knowledge, skills, and experience in email marketing best practices – including message design, subscriber and data management, inbox delivery, and external integrations.



- 9 Digital Learning Courses
- 3 Instructor-Led Classes
- 1 Trailhead

CERTIFICATION PATH



Learn at your own pace:

- Tap into these [digital learning courses](#)
- Join our [Trailblazer Community](#)

Add to your skill set:

- [Personalize Your Customer Journeys with Marketing Cloud](#)
- Take [Essentials for Marketing Cloud Email Marketers \(EEB101\)](#)
- Take [Content Builder Essentials for the Digital Marketer \(EML101\)](#)

Get ready for your exam:

- Download the [Certification Exam Guide](#)

EXAM OVERVIEW

Here are examples of the concepts you should understand to pass the exam:

- Building relational data models
- Sending emails via Email app sending methods

- Building complex email automations
- Running reports of email-tracking data
- Troubleshooting and solving basic platform issues
- Having a general knowledge of email marketing terminology and best practices

RELATED CERTIFICATIONS

Certified Marketing Cloud Social Specialist

Certified Marketing Cloud Email Specialist

PREREQUISITES:

None





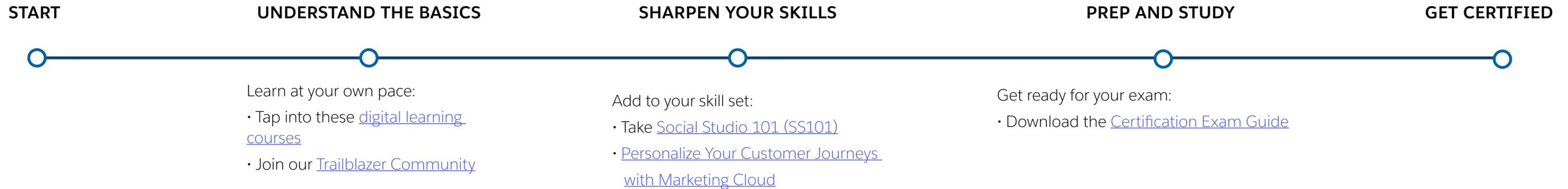
MARKETING CLOUD SOCIAL SPECIALIST

The Salesforce Certified Marketing Cloud Social Specialist credential is designed for those who can demonstrate knowledge, skills, and experience using the components of Social Studio for post creation, management and analysis of conversations, and reporting.



- 1 Digital Learning Courses
- 1 Instructor-Led Classes
- 1 Trailhead

CERTIFICATION PATH



EXAM OVERVIEW

Here are examples of the concepts you should understand to pass the exam:

- Building strategic social media processes, incorporating different tools like Publish, Engage, and Analyze

- Designing workflows to support business processes and reporting requirements
- Troubleshooting and solving basic platform issues
- Having a general knowledge of social media terminology

RELATED CERTIFICATIONS

Certified Marketing Cloud Email Specialist

Certified Marketing Cloud Social Specialist

PREREQUISITES:

None





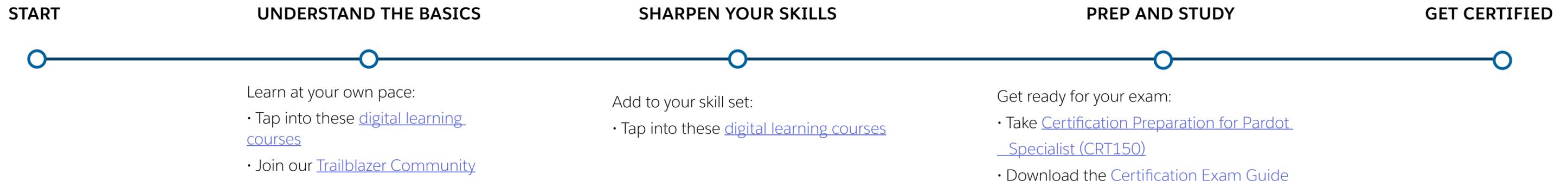
PARDOT SPECIALIST

The Salesforce Certified Pardot Specialist credential is designed for those who can demonstrate skills and knowledge in designing, building, and implementing marketing workflows through the Pardot platform.



- 18 Digital Learning Courses
- 1 Instructor-Led Classes
- 0 Trailhead

CERTIFICATION PATH



EXAM OVERVIEW

Here are examples of the concepts you should understand to pass the exam:

- Designing workflows to support business process and reporting requirements
- Being familiar with native integrations and the options

available to deploy connectors and manage those processes

- Building marketing assets like email templates and forms
- Troubleshooting and solving basic platform issues

RELATED CERTIFICATIONS

- [Certified Pardot Specialist](#)
- [Certified Pardot Consultant](#)

PREREQUISITES:

- None



SPECIALIST RESOURCES

■ Expert-Led Training ● Trailhead ● Digital Learning ▶ Video □ Reference Materials ★ Communities

CERTIFIED CPQ SPECIALIST

UNDERSTAND THE BASICS

- ★ [Join Our Trailblazer Community](#)

SHARPEN YOUR SKILLS

- [Salesforce CPQ Admin Essentials for New Administrators \(CPQ201\)](#) 2 days
- [Salesforce CPQ Admin Essentials for Experienced Administrators \(CPQ211\)](#) 4 days

PREP AND STUDY

- [Download the Certification Exam Guide](#) 30 min
- [Review Knowledge Base Study Materials](#) 1-2 days

CERTIFIED MARKETING CLOUD EMAIL SPECIALIST

UNDERSTAND THE BASICS

- [Paste Plain Text and HTML into Content Area Boxes](#) 7 min
- [Email: Send Classifications](#) 18 min
- [Email Approvals](#) 30 min
- [Email: Dynamic Content](#) 6 min
- [Drag-and-Drop Segmentation for Data Extensions](#) 14 min
- [Automation 101: Getting Started with Automation Studio](#) 9 min
- [Email Automation: Triggered Emails](#) 7 min
- [Reports 101](#) 31 min
- ★ [Join Our Trailblazer Community](#)

SHARPEN YOUR SKILLS

- [Personalize Your Customer Journeys with Marketing Cloud](#) 2 hrs 55 mins
- [Essentials for Marketing Cloud Email Marketers \(EEB101\)](#) 2 days
- [Content Builder Essentials for the Digital Marketer \(EML101\)](#) 1 day
- [Marketing Cloud Connect Essentials \(MCC201\)](#) 4 days

PREP AND STUDY

- [Download the Certification Exam Guide](#) 30 min

CERTIFIED MARKETING CLOUD SOCIAL SPECIALIST

UNDERSTAND THE BASICS

- [Social Studio 101](#) 1.3 hrs
- ★ [Join Our Trailblazer Community](#)

SHARPEN YOUR SKILLS

- [Personalize Your Customer Journeys with Marketing Cloud](#) 2 hrs 55 mins
- [Social Studio 101 \(SS101\)](#) 1 day

PREP AND STUDY

- [Download the Certification Exam Guide](#) 30 min



CERTIFIED PARDOT SPECIALIST

UNDERSTAND THE BASICS

- [Pardot: Overview](#) 1.4 hrs
- [Pardot: Campaigns](#) 10 min
- [Pardot: Administrative User](#) 35 min
- [Building with Email Flow](#) 10 min
- [Email Preference Center](#) 10 min
- [Unsubscribe Page](#) 10 min
- [Testing Emails with A/B Testing](#) 10 min
- [Sending with Email Flow](#) 10 min
- [How Are Prospects Scored](#) 10 min
- [Visitors Report](#) 5 min
- [How Does Pardot Track Activities?](#) 7 min
- [How Are Prospects Converted From Visitors?](#) 2 min
- [Reviewing Prospect Audits](#) 10 min
- [Filtered Activities in Pardot](#) 4 min
- [Performing a Prospect Audit](#) 4 min
- [Campaign Cohort Report](#) 10 min
- [Campaign Reports Summary](#) 10 min
- [What User Type Should I Select?](#) 8 min
- [Grant Support Access to Account](#) 4 min
- [Content Report](#) 5 min
- [Creating Layout Templates for Landing Pages](#) 10 min
- [Forms Report](#) 20 min

Cont. Next Page

SHARPEN YOUR SKILLS

- [Pardot: Lead Generation](#) 1.8 hrs
- [Creating Forms](#) 10 min
- [Adding Form Fields](#) 10 min
- [Styling Forms](#) 10 min
- [Adding Post Submission Actions](#) 10 min
- [Deploying Forms](#) 10 min
- [Progressive Profiling](#) 10 min
- [Creating Dependent Fields](#) 10 min
- [Pardot: Automating Business Process](#) 1.5 hrs
- [Pardot: Nurturing Campaigns](#) 1 hr
- [Drip Program Overview](#) 1 min
- [Drip Program Reports](#) 10 min
- [Drip Program Sample Templates](#) 2 min
- [Drip Program FAQ](#) 10 min
- [Getting Started with the Salesforce Connector](#) 3 min
- [Handling Opportunities in Pardot](#) 15 min
- [Set Pardot to Only Create Contacts in Salesforce](#) 1 min
- [Salesforce Campaigns](#) 10 min
- [Tracking Opt-Ins by Country](#) 10 min
- [Conversion Report](#) 5 min
- [Salesforce Connector Setup Guide](#) 5 min
- ▶ [Salesforce Connector Introduction](#) 1 min

Cont. Next Page

PREP AND STUDY

- [Certification Preparation for Pardot Specialist \(CRT150\)](#) 2 days
- [Download the Certification Exam Guide](#) 30 min



CERTIFIED PARDOT SPECIALIST Cont.

UNDERSTAND THE BASICS

- Form Troubleshooting and FAQ's 20 min
- What's the Difference Between a Submission and a Conversion? 2 min
- Prospect Actions 10 min
- Link Tracking in Emails 10 min
- Getting Started with Email Flow 10 min
- Reporting with Email Flow 15 min
- Lead Qualification Overview 1 min
- Introduction to Forms 1 min
- Testing with Email Flow 10 min
- Email Overview 1 min
- Email Tools 3 min
- Building a Great Email 2 min
- Getting Started with Email Authentication 1 min
- Pardot Permission Based Marketing Policy 1 min
- Join our Trailblazer Community

SHARPEN YOUR SKILLS

- Pardot Campaigns vs. Salesforce Campaigns 2 min
- Automation Rules vs. Completion Actions 2 min
- Automation Rules vs. Segmentation Rules 2 min
- Completion Actions vs. Dynamic Lists 2 min





GET STARTED ON YOUR SALESFORCE CERTIFICATION PATH.
[SALESFORCE.COM/CERTIFICATION](https://salesforce.com/certification)