

# LDA Certification: Key Testing Aspects

LDA Certification exam will test candidates along three key skill areas: Technical, business, and consultative

## Technical Expertise

- Customer Profile Designer
- NBA Designer Configuration
- Prediction Studio
- Reporting & Simulation
- Quality Assurance
- Business Operations
- Channel Integration

## Business Acumen

- Customer Journey
- Customer Market Segmentation
- Data Privacy Legislation
- Traditional campaign management Vs. 1:1 Customer Engagement
- Omni-channel Integration/Experience
- Translating Marketing communication to CDH Implementation
- Test & Control
- Value Calculation
- Customer LTV
- Conversions
- Industry vertical specific knowledge (1 industry out of Telecom, Financial Services, Automotive, Insurance, Healthcare, Government)

## Consultative Skills

- Trusted Advisor
- Team Building
- Effective Communication & Impactful Presentation
- High Performance Team Leadership
- Change Management
- Transformation Leadership
- Training & Knowledge Transfer
- Leading Workshops
- Scrum/Agile Expertise

1. Not every candidate will be asked every question/tested on every topic
2. Candidates will complete a demo and exhibit their understanding of key CDH concepts. Concepts that have not been discussed during the demo may be questioned as part of the panel interview process.
3. While candidates will naturally over-index in one (or more) areas, all candidates will be required to display sufficient mastery across all three dimensions during the use case demo and subsequent discussion