

Codefinity Certified Digital Marketing Specialist Exam

This guide is designed to help you understand what to expect on the exam. It provides an overview of the topics that may be assessed, along with references to supplementary resources. The information and materials included here are intended to support and streamline your preparation, allowing you to focus your study efforts effectively.

Introduction

The Codefinity Certified Digital Marketing Specialist (CC-DMS) exam gives students the opportunity to demonstrate real-world digital marketing skills in a hands-on, creative way. Test-takers will build brands, design websites, launch campaigns, tell stories, and connect with real audiences online. Along the way, they learn to think like entrepreneurs, taking ideas from concept to execution with independence, confidence, and creativity.

Digital marketing opens doors to countless opportunities, and this certification helps students gain the skills to seize them. Whether creating their own online ventures, boosting a community project, or preparing for future studies, learners will leave with practical tools and an entrepreneurial mindset that can make them highly independent and successful in today's digital world.

The CC-DMS doesn't just measure knowledge, it empowers the next generation of marketers, creators, and business leaders.

Prerequisites

- Have foundational knowledge in the field;
- Complete the recommended training.

Domains and Topics

In this document, you will find the updated structure for the Codefinity Certified Digital Marketing Specialist Exam. Based on feedback from educators, learners, and industry stakeholders, we simplified the format to make the Examination Content Outline easier to understand and apply.

On the following pages, you will find the **domains** and **topics**:

- **Domain:** defined as the high-level knowledge area essential to the practice of digital marketing;
- **Topics:** the underlying knowledge areas within each domain. Topics represent the content that students must understand, since they will be assessed through quizzes. Topics are not exhaustive but provide clear examples, often referencing specific tools (e.g., GA4, HubSpot, Hootsuite, ChatGPT) to demonstrate expected knowledge.

Each examination will draw questions randomly from the topics within a domain. While not every topic is guaranteed to appear on every exam, the overall question distribution will align with the percentage weightings assigned to each domain.

Exam Specifications

Form Length

42 items randomly selected from a secure 126-item bank (unique form per candidate).

Time Limit

45 minutes.

Format

Closed-book in-class test center with a trained proctor on Windows/Chromebook/Mac using a locked test window or school-managed restrictions.

Languages

English (initial release), Español, Português (Brazil), Deutsch, Français, Italiano, Nederlands, Dansk, Svenska, Suomen kieli, Norsk, Ukrainian.

Item Types & Scoring

Item type	Configuration (per item)	Raw scoring rule
Single choice	1 correct option	1 point for a correct answer. 0 otherwise.
Multiple choice	Select N (exactly N correct options)	Partial credit: each selected correct option = $1/N$ points. UI enforces exactly N selections.
Drag & drop	3 matches (per item)	1 point per correct match.
Fill in the blank	1 blank (per item)	1 point for an exact match (normalized for case/whitespace where applicable).

Form Blueprint (42 items)

- Single choice — 14;
- Multiple choice — 10 (each 'Select 2');
- Drag & drop — 8 (3 matches each);
- Fill in the blank — 10.

Raw Maximum

$14 \times 1 + 10 \times 2 + 8 \times 3 + 10 \times 1 = 68$ raw points.

Raw scores are linearly transformed to a 0–1000 scale:

$\text{scaled_score} = \text{round}(\text{raw_score} / 68 * 1000)$.

Cut Score

700/1000 (Angoff-based standard setting). Candidates meeting or exceeding 700 pass.

Retakes

Candidates may attempt the exam up to three times per credential year. After the first unsuccessful attempt, a minimum waiting period of 7 calendar days is required before retaking. After the second unsuccessful attempt, the waiting period increases to 20 calendar days. No additional retakes are permitted within the same credential year.

Question Types

Example 'Single Choice' Question

A marketer is reviewing campaign performance. The CTR is lower than expected. What should the marketer do first?

- Option A;
- Option B;
- Option C;
- Option D.

Example 'Multiple Choice' Question

Which of the following are benefits of using a CRM in digital marketing campaigns? (Select 2)

- Option A;
- Option B;
- Option C.
- Option D

Example 'Drag & Drop (Matching)' Question

Here are three optimization actions:

- Action 1 [_ _ _];
- Action 2 [_ _ _];
- Action 3 [_ _ _].

Match each action to the correct digital marketing domain:

[SEO] [Paid Social] [Social Media Management]

Example 'Fill in the Blank' Question

[_ _ _ _] is the process of comparing two variations of a webpage or ad to see which performs better.

Examination Content Outline

Domain 1 6 questions / 14%	Digital Marketing & Strategic Planning Topics: • Explore the main digital marketing channels and how teams use them • Set SMART goals and connect them to customer journeys • Understand skills and roles across digital marketing
Domain 2 5 questions / 12%	Conversion Optimization & Brand Communication Topics: • Design landing pages that drive action • Match ad messages with landing pages • Define USP and brand voice • Use storytelling and visuals to build identity
Domain 3 4 questions / 10%	Search Engine Optimization (SEO) Topics: • Improve sites with on-page SEO (titles, keywords, structure, mobile) • Build authority with off-page SEO (backlinks, reputation) • Research keywords and plan content • Create a long-term SEO plan and measure progress
Domain 4 5 questions / 12%	Social Media Strategy & Community Engagement Topics: • Research audiences and competitors by platform • Plan engaging posts using strong visuals, copy, and AI tools • Collaborate with influencers and plan paid campaigns

Examination Content Outline

Domain 5 8 questions / 18%	Paid Media Advertising (Google Ads & Meta Ads) Topics: • Set up accounts and structure campaigns • Write ad copy and plan keyword strategy • Align ads with the right landing pages • Manage budgets, bids, and optimization • Explore how AI supports paid advertising
Domain 6 4 questions / 10%	Email Marketing & Automation Topics: • Design effective email campaigns • Segment audiences for relevance • Use tools like HubSpot to build simple automations
Domain 7 3 questions / 7%	Marketing Analytics & Experimentation Topics: • Track performance with GA4, Tag Manager, and basic conversion tracking • Understand attribution (first, last, multi-touch) at an intro level • Run A/B tests to compare ideas and improve results
Domain 8 3 questions / 7%	Artificial Intelligence in Marketing Topics: • Use AI to improve targeting • Apply ChatGPT for content and email writing • Personalize campaigns with AI tools
Domain 9 4 questions / 10%	Compliance & Brand Safety Topics: • Understand privacy rules (GDPR, CCPA) at a practical level • Use data and AI responsibly • Protect brand reputation and manage crises

