

MOPs Skills Assessment Exam Overview & Key Information

- One Size Fits Most
 - The exam is **NOT specific to a particular technology** (e.g. Salesforce, HubSpot, Marketo) — instead its purpose is see how much of the *holistic marketing operations / technology landscape* the test taker truly understands
 - While the focus of the exam is on Marketing Operations, you will find questions that **reference both Sales and Revenue Operations** — because the three are so closely related nowadays, it's important for anybody in a Marketing Operations role to understand the core fundamentals of both Sales and Revenue Operations as well
 - If you're a business seeking a MOPs expert, the exam is a timely tool to use when pre-screening employees for **any job level** (e.g. associate to vice president). The results of this exam will help produce a more qualified candidate that will be more likely to succeed in their role and ready to hit the ground running!
- The Fine Details
 - **All-time access** to the online version of the exam (PDF version also available). **One-time purchase** (\$99) for lifetime access of the online exam so you could and should use it for multiple candidates if you're actively hiring for a MOPs role
 - **100 Questions** (combination of multiple choice and true/false type questions)
 - Types of multiple choice questions
 - **Understanding the theme and purpose** of a particular technology group (e.g. which of the following is NOT an email validation software)
 - **Scenarios** (e.g. if you're seeing this and were expecting that, what happened?)
 - **What's the difference? (between X and Z)** (e.g. what's the difference between a soft and hard deletion)
 - **Identifying frequently used acronyms** and what they mean (e.g. PLG, GTM)
 - *Once the exam is completed*, a **copy of the exam** (with the Score) will be sent to both the test taker (e.g. job candidate) as well as the administrator (e.g. hiring manager). The submitted and the correct answers will be displayed in the email so the hiring manager can review with the candidate (if desired)
- Built-In Cheating Prevention
 - **Time limit** — our 100 question exam has a time limit of 30 minutes. After several testers, it was determined that this is the appropriate amount of time to ensure we are giving the test taker enough time while also making it extremely difficult to google possible answers while taking the exam. The **phrasing** of the questions also makes it extremely difficult to simply google information anyways
 - The Online Version of the exam has most answers for the *multiple choice questions* **randomized** so that the correct answers are not always in the same order as they were on a previous exam.
- Trial Exam - Not ready to make a purchase? No worries! The Trial Exam is 100% free and can also be [accessed at any time](#): **10 Questions | 10 Minute Time Limit**