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CMX LEARNING PATH SAMPLE



COMMERCE
MANAGEMENT
CERTIFICATION

In this document you will find a sample of what you will have access to in the CMX Level 1 Learning Path. Here you will find the content of one of the topics of each of the Knowledge Dimensions. You will also get an answered question related to the mentioned topic. Topics covered in the CMX Learning Path are the same [Key Topics](#) as in the CMX exams.

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DIGITAL COMMERCE KNOWLEDGE DIMENSIONS



HOLISTIC APPROACH

To become a certified Commerce Management Executive, you should be able to display knowledge from the very basics of each particular dimension, with the capability to provide elegant solutions and a **holistic approach** to a variety of business scenarios.

You should be able to tackle each scenario, addressing needs related to each and every of the 5 dimensions, presenting an established and **authoritative** approach.



SALES & MERCHANDISING

SALES CYCLE MANAGEMENT

Category management and product assortment (Definition of categories, sub-categories and SKU's)

What is a Category and Category Management?

Category management in ecommerce refers to the process of organizing products into specific categories and subcategories for the purpose of making them easier for customers to find and navigate.

This can include things like creating a hierarchy of categories and subcategories, determining which products belong in which categories, and optimizing the layout and design of category pages to improve the customer experience.

Additionally, category management often involves using data and analytics to track performance and make informed decisions about which products and categories to prioritize.

What are sub-categories?

A subcategory in ecommerce refers to a more specific grouping of products or services within a larger category. For example, within the category of "Clothing", a subcategory could be "Men's Clothing" or "Women's Clothing".

Subcategories can help to further organize products and make it easier for customers to find exactly what they are looking for. Subcategories also allow ecommerce businesses to segment products, to create specific campaigns, promotions or to evaluate the performance of products within a specific segment.

Additionally, subcategories can be used to group products by characteristics such as color, size, brand, or price, making it easy for customers to filter and narrow down their search results.

Product assortment

Product assortment in ecommerce refers to the selection of products that a business offers for sale on its website or online platform. The process of building an effective product assortment involves determining which products to offer, how to organise them, and how to price them.



It also involves making sure that the product assortment is well-curated, relevant, and attractive to the target audience. Additionally, product assortment management may include analysing sales data and consumer feedback to make data-driven decisions on what products to carry, discontinue, and introduce.

The important of categorisation in ecommerce

Good category management is crucial for the success of an online e-commerce store for several reasons:

Improved customer experience: By organizing products into logical categories and subcategories, customers can easily find what they are looking for, leading to a better shopping experience and increasing the likelihood that they will make a purchase.

Increased sales: When products are well-organized and easy to find, customers are more likely to purchase them. Additionally, by optimizing category pages, businesses can increase visibility and sales of products that may not be performing as well.

Better inventory management: By grouping similar products into categories, businesses can more easily track inventory levels and make sure that they have the right products in stock to meet customer demand.

Better data analysis: With good category management, businesses can track sales and performance data by category, allowing them to make more informed decisions about which products to stock and how to price them.

Creating better marketing strategies: By understanding the sales and performance of each category, businesses can create more targeted marketing campaigns and promotions to drive sales.

Overall, good category management helps ecommerce businesses to improve the customer's experience, increase sales, manage inventory, analyse data and create better marketing strategies, which are all crucial for the success of an online e-commerce store.

What are SKU's?

Please visit our [Ecommerce Wiki](#) page for further details about the concept of SKU

SKU stands for Stock Keeping Unit and is a scannable barcode composed by an alphanumeric combination – usually eight digits long – that allows retailers to track their inventory levels and determine the difference between their products. Different products have their own SKUs and the combination is usually based on product characteristics such as price, size, color and many others.

The impact of using good SKU's

Good SKUs are important for ecommerce because they provide an efficient and accurate way to track, manage and identify products in an inventory. Here are a few reasons why good SKUs are important:

Improved inventory management: By using unique SKUs to identify each product, businesses can more easily track inventory levels and make sure that they have the right products in stock to meet customer demand.

Better data analysis: With accurate SKUs, businesses can track sales and performance data for each product, allowing them to make more informed decisions about which products to stock and how to price them.

Efficient order fulfillment: With good SKUs, businesses can quickly and accurately fulfill customer orders without the risk of errors or delays caused by misidentifying products.

Improved customer service: With accurate SKUs, businesses can quickly resolve customer queries and issues related to products, improving customer service and satisfaction.

Improved forecasting and reordering: With good SKUs, businesses can accurately forecast the sales of specific products and reorder them on time before they run out of stock

Overall, good SKUs are an essential tool for businesses to effectively track and manage inventory, improve the accuracy of data analysis, and improve customer service, which are all crucial for the success of an online e-commerce store.

TEST YOUR KNOWLEDGE - REAL QUESTION FROM CMX LEVEL 1

LEVEL 1

What is the main objective for utilising ABC curve analysis?

- A) Grouping inventory items into categories based on their stock levels.
- B) Categorising inventory items based on their respective delivery lead time.
- C) Categorising inventory items based on their value to the business.
- D) Categorising inventory items based on area required for their storage.

Correct answer: Alternative C. ABC curve is a methodology of analysis and category / portfolio management that categorises items or SKUs according to one variable. The most relevant items are part of the A-curve, whilst the least relevant are part of the C-curve. The most common forms of using ABC curve is categorising by inventory level or revenue, for example products that sell the most are part of the A-curve.



FINANCE & ACCOUNTING

FINANCIAL STATEMENTS AND ACCOUNTING CONCEPTS:

Concepts of cost of goods sold, cost of revenue, gross profit and gross margin

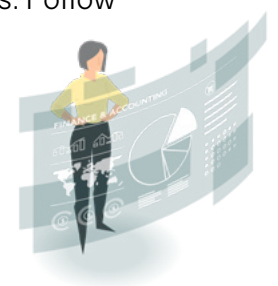
What is COGS?

A very important and widely-used terminology is COGS, which stands for cost of goods sold. It's a key line of the P&L since it formulates the gross profit and gross margin of the company. For small businesses, COGS is usually a simpler number to calculate since their activities do not involve complex operations. But for modern, tech-heavy and global companies, understanding the correct way to calculate COGS can be at the core of a better margin comprehension. The concept involves separating the COGS from the cost of fulfilment, without mixing each other up, which we will go into details in a later section.

COGS should aggregate all of the costs that your company has to produce or to acquire the final product. In simpler terms, all the money that is spent in producing and internalising your product until it gets to the fulfilment centre should be allocated as COGS.

This is important because the allocation starts to get complex on whether the company makes the first-mile delivery or uses a third-party fulfilment process, for example. When you produce and ship your product in-house, your expenses are COGS until it is declared a "ready to ship product". When it comes to third-party fulfilment, the shipping to the contractor's fulfilment centre should also count as COGS, since it is an investment to get the final product to its logistics process. Again, all the money to produce or internalise the product is part of COGS.

For manufacturers, the calculation of COGS is different than for retailers. COGS for retailers includes essentially the costs to acquire the product (purchasing price, etc) and cost of freight, which will be a terminology that describes logistics costs to move the products internally, such as from one warehouse to another. For manufacturers however, COGS include raw material, labour involved in producing the products, and any overhead of equipment that might exist. For software companies it can be even more different, including hosting and cost of staff of customer support existent to maintain the product fully functional. Remember, this is different than staff used to develop new products, features or procurement, marketing and sales teams. Follow below an example of what can show up as COGS:





FINANCE & ACCOUNTING

COGS

(-) Cost of items

(-) Shipping costs

(-) Duties and import taxes

(-) Clearing costs

(-) Brokerage

(-) Unsellable/Damaged

(=) Total Cost of Goods Sold

Please note that some lines might not make sense to all businesses, such as “Duties and import taxes” if the business does not import products. Remember to use these concepts applied to specific cases whenever necessary.

What is Cost of Revenue, and what is its difference to COGS?

The complete cost of producing and providing a good or service to customers is referred to as Cost of Revenue. This metric is frequently preferred by the service sector as it provides a more thorough accounting of all costs involved in the sale of a good or service.

Since Cost of Revenue covers the complete cost of producing and providing a service, it also covers costs outside of manufacturing, such as distribution and marketing, therefore making it different from cost of goods sold (COGS). In simpler terms, the cost of revenue accounts for COGS in addition to any other costs incurred to make a sale, such as marketing. Although the cost of revenue includes numerous variables (such as labour involved in production, advertising materials etc), it does not account for indirect costs like manager or team salaries.

Although Cost of Revenue is important, we will focus our efforts in COGS and its relationship to the remaining of the lines within a financial statement.

What is Gross Profit and Gross Margin?

We have briefly touched upon this topic in the above paragraphs, but we will go into more detail. The Gross Profit is simply the profit of a business after deducting the costs associated with its products or services, or COGS. The equation of Gross Profit and Gross Margin are very simple:



FINANCE & ACCOUNTING

Gross Profit = Net Revenue - COGS

Gross Margin = Gross Profit / Net Revenue

Although sometimes they are used interchangeably, it is important to distinguish this two concepts, as Gross Profit is always a monetary figure, whereas Gross Margin is described as a percentage. Having a Gross Profit figure alone does not indicate much of analysis, as depending on the Net Revenue, the Gross Margin can be higher or lower.

What is the importance in Gross Profit and Gross Margin?

Gross Profit assesses the company's efficiency in its labour and costs associated with producing their products. It provides an insight on whether the company is having an accurate strategy. It can drive decisions of price changes, insights of cost reduction, opportunities of dual sourcing and many others. As gross profit (and consequently gross margin) analyse variable costs, these are critical for the success of the business.

Let's dive into a calculation exercise:

An electronics ecommerce retailer sells 200 laptops per month, with a cancellation rate of 5% and a price of \$450, inclusive of 20% VAT. What is the monthly gross margin of this retailer, considering that they have a total monthly COGS of \$55,000?

The first step is to calculate the monthly orders:

Monthly orders = Total monthly units ordered - cancellation rate = $200 - 5\% \text{ of } 200 = 200 - 10 = 190$

With this in mind, the second step is to calculate Net Revenue:

Monthly net revenue = Monthly units sold x Net selling price = $190 \times [\$450 / (1 + \text{VAT})] = 190 \times (\$450 / 1.2) = \$71,250$

And finally we can calculate Gross Profit and Gross Margin:

Gross Margin = Gross Profit / Net Revenue = $(\text{Net Revenue} - \text{COGS}) / \text{Net Revenue} = (\$71,250 - \$55,000) / \$71,250 = \$16,250 / \$71,250 = 22.8\%$

Note that Gross Profit was calculated as \$16,250, whereas Gross Margin was calculated as 22.8%. \$16,250 of Gross Profit does not say much if analysed alone, however when put together with a 22.8% of Gross Margin, it can drive insights and decisions of opportunities for improvement.



FINANCE & ACCOUNTING

TEST YOUR KNOWLEDGE - REAL QUESTION FROM CMX LEVEL 1

LEVEL 1

How do you calculate Gross Profit?

- A) By deducting expenses from net revenue.
- B) By deducting both costs and expenses from net revenue.
- C) By deducting cost of goods sold from net revenue.
- D) By deducting costs, expenses and taxes from net revenue.

Correct answer: As demonstrated above, Gross Profit is calculated by deducting Cost of Goods Sold from Net Revenue. Therefore, the correct alternative is C. Alternative B indicates another financial concept - EBITDA - that we go over with more details in the CMX Learning Path.



TECHNOLOGY & DATA

WEBSITES, WEB PROGRAMMING AND COMMERCE INFRASTRUCTURE:

Headless, Native Apps, Web Apps, PWAs, and their usability in commerce

What is Headless Architecture?

A headless system is a type of software architecture where the front-end and the back-end are separated, allowing for more flexibility and scalability. In a headless architecture, the front-end (or “head”) is decoupled from the back-end, meaning that the user interface can be built using any technology, while the back-end provides the data and functionality.

Front-end layer is the presentation layer, which includes elements such as font type, colours and styles, images and buttons, etc. The back-end, however, manages the ecommerce functionality, pricing, infrastructure, security, checkout, etc. This architecture allows brands to take full control of the user experience with the storefront while configuring a fully customised back end to handle their needs.

Headless ecommerce vs Monolithic ecommerce

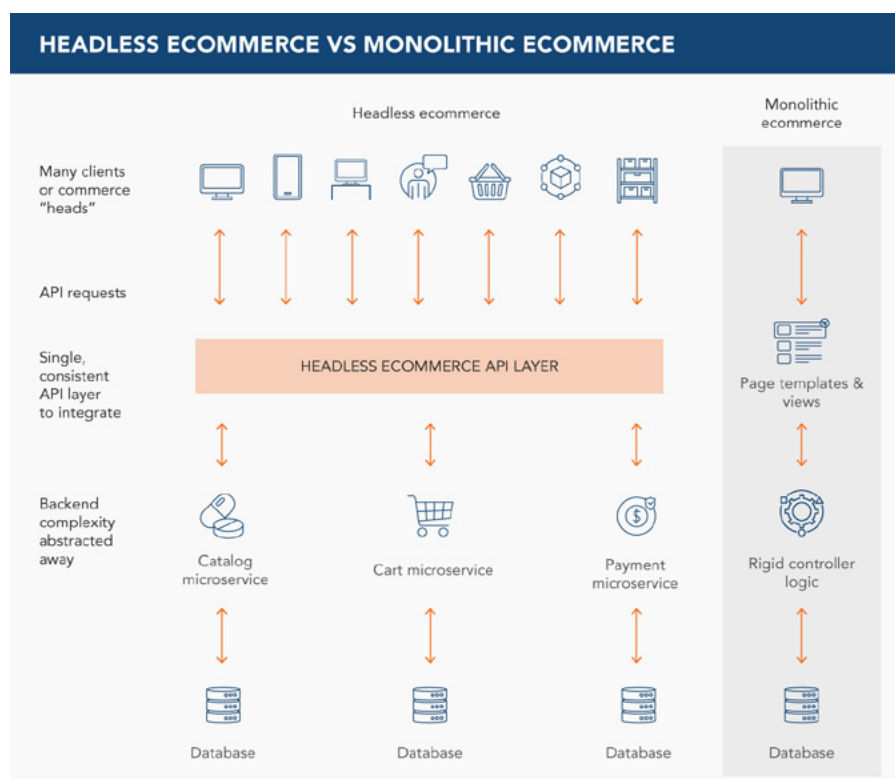


Image Source: Iflexion





TECHNOLOGY & DATA

An example of a headless commerce system would be a website that uses a headless CMS (content management system) to manage and deliver product information to a separate front-end built using React or Angular.

Benefits of headless architecture:

The flexibility of headless architecture can be one of its best advantages as it allows complete ownership over the website architecture.

Faster websites: a headless ecommerce platform houses content centrally and is able to deliver it anywhere via APIs. This method allows for a much faster delivery than traditional ecommerce platforms and lends itself to exceptional customer experiences.

Personalised Experiences: With headless platforms brands can create a customisable experience, and adapt it to meet the exact look and feel they wish. Customisation is highly desirable to guarantee a cohesive experience in an omnichannel operation. It enables brands to provide a consistent shopping experience across multiple channels and devices.

Low Risk Experimentation: Decoupling the back end from the front end makes it simpler and less risky to make changes to the front end knowing that it won't impact the site's underlying back end architecture.

Seamless Integration: Headless lets brands integrate all of their existing systems (ERP, PIM, OMS, etc.) to build a cohesive shopping experience using any programming language and can also protect companies from shifts in technology.

What is a Native Application?

A Native app is a software application that is developed specifically for a particular platform or device, such as iOS or Android. Native apps are typically faster and more responsive than web apps, and can take advantage of device-specific features such as the camera or GPS. An example of a native app in commerce would be an e-commerce app for a clothing store that allows customers to browse products, place orders, and access their account information on their mobile device.

Native Apps live on the device and is accessed through icons on the device home screen. They are installed through an application store (such as Google Play or Apple's App Store). They are developed specifically for one platform, and can take full advantage of all the device features — they can use the camera, the GPS, the accelerometer, the compass, the list of contacts, and so on. They can also



TECHNOLOGY & DATA

incorporate gestures (either standard operating-system gestures or new, app-defined gestures). And native apps can use the device's notification system and can work offline.

What is a Web Application?

A web app is a software application that runs on a web browser and does not require installation on the user's device. Web apps are accessible from any device with a web browser, but may not be able to take full advantage of device-specific features. An example of a web app in commerce would be an online marketplace like Amazon.com, where customers can browse and purchase products from a wide variety of sellers.

Web apps are not real applications; they are really websites that, in many ways, look and feel like native applications, but are not implemented as such. They are run by a browser and typically written in HTML5. Users first access them as they would access any web page: they navigate to a special URL and then have the option of "installing" them on their home screen by creating a bookmark to that page. Web apps became really popular when HTML5 came around and people realised that they can obtain native-like functionality in the browser.

Web apps have a big advantage over native apps in terms of accessibility. Every browser interprets the JavaScript and HTML codes in a Web-based app regardless of the platform the browser runs in, making Web apps universal applications.

Additionally, native apps always run faster than their Web app counterpart, because there is no translation processing taking place between the Web page source code and the computer's machine language. However, depending on the amount of processing that takes place within the app, users may notice little difference in speed.

What is a Progressive Web Application?

A Progressive Web App (PWA) is a web app that can be installed on a user's device and run offline, similar to a native app. PWAs are designed to work on any device and platform, and can be accessed through a web browser, but they can also be added to a user's home screen and run offline. An example of a PWA in commerce would be a clothing store's website that can be installed on a customer's device, allowing them to browse products and place orders even when they don't have an internet connection.



TECHNOLOGY & DATA

PWAs are built to take advantage of native mobile device features, without requiring the end user to visit an app store, download, install and open the application. Instead, a PWA can be accessed directly through a web browser by typing its URL into the browser or by a search engine query.

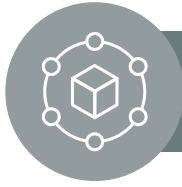
TEST YOUR KNOWLEDGE - REAL QUESTION FROM CMX LEVEL 1

LEVEL 1

Headless systems are a type of software architecture where the front-end and back-end are coupled together.

- A) True
- B) False

Correct answer: Alternative B. Headless is a software architecture where front-end and back-end are decoupled. This is one the main characteristics of this approach, and this is one important reason for many of its benefits. These include faster websites (by delivering content anywhere via APIs) and a low risk experimentation (since they are decoupled, it is safer to make changes in the front end, as it will not affect any of the back end).



SUPPLY CHAIN & OPERATIONS

DEMAND PLANNING AND INVENTORY MANAGEMENT:

Usability of safety stock and its potential impact in the business

What does Safety stock mean?

Safety stock is the extra inventory that a company keeps on hand to protect against unexpected increases in demand or unexpected disruptions in the supply chain.

It is a buffer that helps to ensure that a company will not run out of a particular item and will be able to continue meeting customer demand.

The goal of maintaining safety stock is to minimize the risk of stock-outs, which can result in lost sales and customer dissatisfaction.

Safety stock is typically calculated based on the historical demand for an item, the lead time required to restock the item, and the desired level of risk that the company is willing to accept.

Advantages of using “Safety Stock”

There are several advantages to using safety stock:

Reduced risk of stock-outs: Safety stock helps to ensure that a company will have sufficient inventory on hand to meet customer demand, even if there are unexpected increases in demand or disruptions in the supply chain. This can help to avoid lost sales and customer dissatisfaction due to stock-outs.

Improved customer service: Maintaining safety stock can help a company to better meet the needs of its customers, as it is better able to fulfill orders in a timely manner. This can lead to improved customer satisfaction and loyalty.

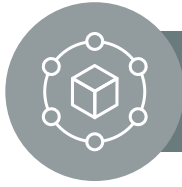
Increased flexibility: Having safety stock on hand allows a company to respond quickly to changes in demand or supply, as it has a buffer of inventory that it can draw from. This can help to increase the company's operational flexibility.

Reduced costs: While maintaining safety stock does involve carrying additional inventory, it can help to reduce overall costs by avoiding stock-outs, which can be expensive in terms of lost sales and the cost of expediting new inventory.

Disadvantages of using “Safety Stock”

Whilst always using a “safety stock” is appealing, there can be some





SUPPLY CHAIN & OPERATIONS

disadvantages to consider.

Increased inventory costs: Maintaining safety stock involves carrying additional inventory, which can increase the company's inventory holding costs. These costs include the cost of the inventory itself, as well as the cost of storing and handling the additional inventory.

Risk of excess inventory: If demand for a product falls or the supply chain becomes more reliable, a company may end up with more safety stock than it needs. This excess inventory can tie up valuable resources and may need to be sold at a discount, resulting in lost profits.

Complexity: Calculating the appropriate level of safety stock can be complex, as it requires taking into account the historical demand for an item, the lead time required to restock the item, and the desired level of risk. If the safety stock level is not calculated correctly, it can result in either too little or too much safety stock being held.

Limited space: Depending on the size of the company and the amount of inventory it holds, there may be limited space available to store safety stock. This can make it difficult to maintain the desired level of safety stock, particularly for companies with a large number of products.

The use of a safety stock and the cash available in a business

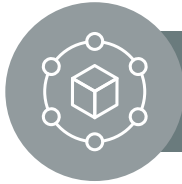
Maintaining safety stock can have an impact on a company's cash flow in a number of ways:

Increased inventory costs: As mentioned earlier, maintaining safety stock involves carrying additional inventory, which can increase the company's inventory holding costs. These costs can be significant, particularly for companies with a large number of products or those that carry expensive inventory items.

Opportunity cost: The money that is tied up in safety stock could potentially be used for other purposes, such as investing in new equipment or expanding the business. This opportunity cost should be considered when deciding how much safety stock to maintain.

Impacts on financing: Depending on the company's financing arrangements, carrying a higher level of safety stock may affect its ability to obtain additional financing or may result in higher borrowing costs.

Overall, the impact of safety stock on a company's cash flow will depend on the level of safety stock maintained and the costs associated with carrying that inventory. It is



SUPPLY CHAIN & OPERATIONS

important for a company to carefully consider these factors and to strike a balance between the benefits of maintaining safety stock and the costs of carrying additional inventory.

Who is a “Safety Stock” suitable for?

Safety stock is used by a wide variety of companies across many different industries. Any company that carries inventory and is concerned about the risk of stock-outs or disruptions in the supply chain may choose to maintain safety stock. This could include manufacturers, wholesalers, retailers, and distributors.

For example, a manufacturer that produces components for other companies may maintain safety stock to protect against unexpected increases in demand or delays in the supply of raw materials.

A retailer that sells fast-moving consumer goods may maintain safety stock to ensure that it has sufficient inventory on hand to meet customer demand, particularly during peak shopping periods.

A distributor that supplies a range of products to other businesses may maintain safety stock to ensure that it has the products that its customers need, even if there are delays in receiving new inventory from its suppliers.

TEST YOUR KNOWLEDGE - REAL QUESTION FROM CMX LEVEL 1

LEVEL 1

What is the benefit of keeping safety stocks of products within small retail companies and larger organisations?

- A) Safety stocks ensure higher profitability margins.
- B) Safety stocks support the procurement process, by increasing the negotiation capabilities.
- C) Non-perishable inventory can be kept for large periods of time, and keeping safety stock helps in the forecasting of the organisation.
- D) Safety stocks improve the operational efficiency of a company by reducing the SLA.
- E) Safety stocks help to prevent situations of stockout of products.

Correct answer: Alternative E. Safety stock can be used in a variety of different scenarios and for various reasons. Alternatives A, B and C are entirely incorrect, as safety stock doesn't support forecasting demand, profitability and negotiation. Although alternative D could be confusing, since for the case of a company running out of stock, SLAs will generally be increased, the main reason for safety stock in the first place is to avoid that the item runs out of stock. Therefore, from the alternatives, the direct benefit is alternative E.



DIGITAL MARKETING

SEARCH ENGINE OPTIMISATION:

Domain authority and actions for its optimisation

What is domain authority?

Domain authority (DA) is a metric that is used to predict the ability of a website to rank in search engine results pages (SERPs). It is a score (ranging from 0 to 100) that is calculated by Moz, a popular SEO tool, based on various factors such as the quality and quantity of inbound links, the age of the domain, and the content on the website. The higher the domain authority score, the more likely a website is to rank well in search engine results pages.

Although the 0-100 scale may resemble a ranking metric, the objective is not to score (100). It is recommended that you don't consider DA as a ranking metric, but merely as a comparison one. Your aim should be a number that is greater than your competitors' score.

How to increase domain authority?

You can increase your Domain Authority by adding more high-quality links (URLs) back to your website, or "Backlinks", from sites with higher domain authority. These backlinks act as votes, informing Google that your website is authoritative, trustworthy, and deserving of better rankings in the SERPs.

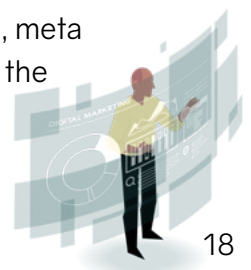
There are several tips and strategies that can be used to increase domain authority:

Create high-quality content: Creating high-quality, relevant and informative content can help to attract inbound links, which is a major factor in determining domain authority.

Creating linkable content (internally and externally): Regularly publishing high-quality content can be a way to increase the number of backlinks, which will boost your domain authority. This also improves your website's user experience by directing users to other relevant content.

Build backlinks: Building backlinks from other reputable websites can help to increase domain authority. This can be done through guest blogging, broken link building, and other link building strategies.

Optimise on-page elements: Optimising on-page elements such as title tags, meta descriptions and headings, to include relevant keywords can help to improve the visibility and ranking of a website in SERPs.





DIGITAL MARKETING

Having a user-friendly and mobile-friendly website: Page speed and mobile site design are two crucial user experience aspects that influence how users interact with the website.

Promote content: Promote content on social media, forums, and other platforms in order to attract more inbound links and increase visibility.

Monitor and measure: Monitor and measure the performance of the website using tools such as Moz, Ahrefs, SEMrush and Google Analytics. Continuously monitor the website's domain authority score and make adjustments as needed.

Keep your website updated: Keep your website updated with fresh and relevant content, fix broken links and make sure that the website is free of technical errors.

Increasing Brand Authority: Increasing brand reputation using interesting and relevant content will aid in the propagation of your website. Adding social proofing and real user reviews can increase domain authority, given it is a positive feedback.

Social media links: Posting on social media with links to your website is a ranking factor, because it promotes social sharing.

TEST YOUR KNOWLEDGE - REAL QUESTION FROM CMX LEVEL 1

LEVEL 1

- A) It is what comes after "@" in an email address, or after "www." in a web address.
- B) It is a search engine ranking score that predicts how likely a website is to rank in search engine result pages (SERPs).
- C) It is a metric that indicates the power of a search keyword.

Correct answer: Alternative B. This is an accurate definition of Domain Authority. It is a score that indicates how one's domain rank on SERPs, such as Google. Many techniques can and should be used to improve this factor. Although it is a task that requires time and effort to build, it is highly recommended as organic traffic is crucial to ecommerce success.

EXPECTATION FOR EACH LEVEL

Becoming a CMX titleholder requires you to pass three increasingly difficult exams, CMX Level 1, CMX Level 2 and CMX Level 3. These exams are devised to test your empirical knowledge of ecommerce and its application.

CMX LEVEL 3

By building upon the previous levels you must be able to demonstrate an in-depth **experience** in each of the 5 knowledge dimensions and understand their application **strategies** in real world scenarios along with real life examples and experience referenced. The knowledge shown must be actionable, holistic and with a **deep understanding** of concepts.

Recommended for highly skilled senior commerce professionals with extensive field experience.

CMX LEVEL 2

You must be able to display the **application** of key concepts in real-world scenarios. You should possess a **medium** depth of comprehension in the 5 knowledge dimensions and be able to understand and display the close relationship between the knowledge dimensions and the impact they have on each other.

Recommended for experienced digital commerce professionals.

CMX LEVEL 1

You need to understand the **definition** and **key concepts** of the 5 knowledge dimensions. You will need to display a **foundational** digital commerce knowledge along with definitions of key concepts and widely used terminology for each of the dimensions.

Recommended for commerce professionals starting their journey with our certification or professionals who are new to the commerce industry.





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