ASSOCIATION FOR SUPPLY CHAIN MANAGEMENT

Train-to-Test Analysis & Results

2025 Learning System User Cohort | Train-to-Test 3.0

Outcomes tracked through June 2026 · 10,684-record cohort · 5,001 matched exam records

August 2026

HC *Data-Driven Insights Powered by Holmes Corporation*

Executive Summary

The most complete Train-to-Test yet: the full 2025 LS cohort, outcomes tracked through June 2026, every figure reconciled to source.

1

LS learners pass well above the published global

Across all four credentials, LS learners pass ~11–13 points above ASCM's published 2025 global rates. Because that global already includes LS learners, this is a conservative floor.

2

Engagement depth is the lever

A transparent User Engagement Score shows pass rates climbing from 51% to 88%. Practice exams and deep quiz work — not time spent — track with success.

3

The Activation-to-Exam opportunity

92% of learners activate, but only 47% have sat as of the June 2026 pull (a still-maturing cohort; our matured 2022–2024 TTT cohort reached ~55%). Moving more activated learners to the exam is the single highest-impact opportunity.

4

A validated, reusable foundation

5,001 matched exam records on a method that reproduces ASCM's published globals. A base to rerun and sharpen every cycle.

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Record Matching & Methodology

One clean 2025 license cohort, two-pass matching, outcomes extended to capture later-2025 journeys.

- **10,684 LS learner-product records** Clean 2025 license cohort (Jan–Dec 2025).
- **Two-pass match logic** Association Member Number → APICS ID, then a normalized email sweep.
- **Outcomes tracked through June 2026** Exam & certification data extended so later-2025 learners can complete their 6–9 month journey.
- **Strong analytical coverage** 5,001 matched exam records vs. ~1,577 needed for 99% Confidence Level / 3% Margin of Error — roughly 3× the requirement.

Match Stage	# Unique
Unique LS learner-product records	**10,684**
Learners who sat for exam (best outcome)	**5,001**
Became certified (cert earned)	**3,731**

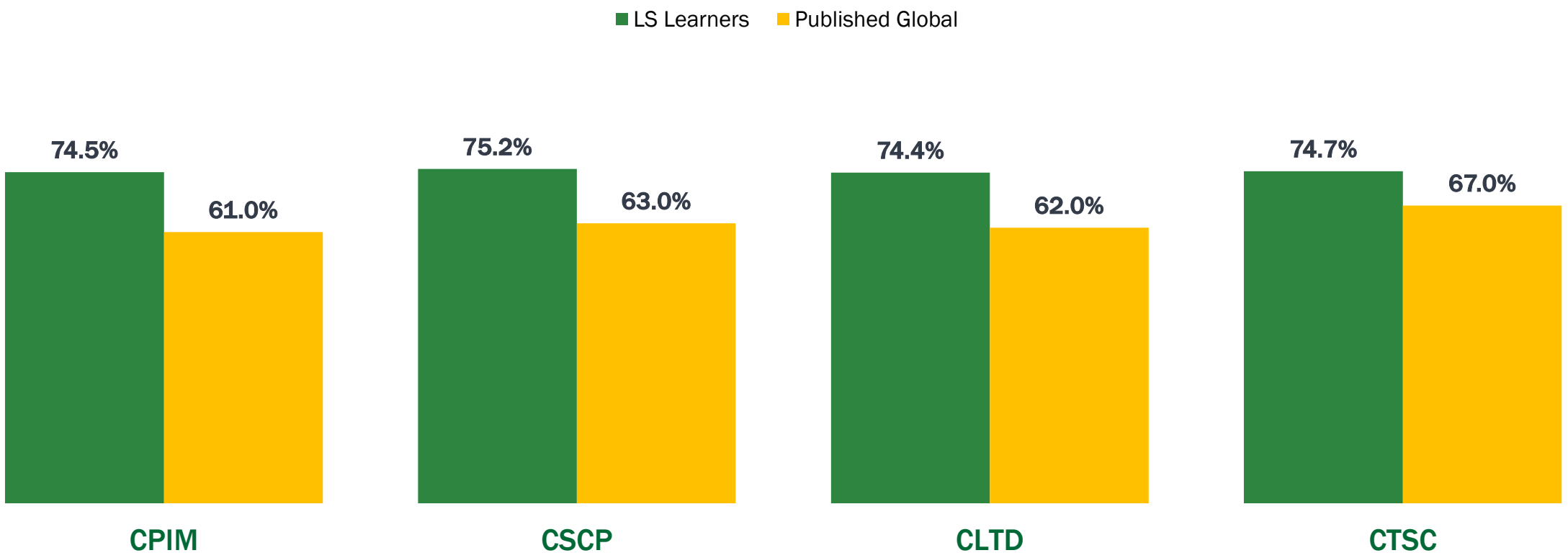
74.6% of exam-sitters became certified (3,731 / 5,001).

Cohort remains the 2025 license population; the extended window simply captures more completed journeys.

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LS Learners Pass Above the Published Global

Across all four credentials, LS learners pass ~8–14 points above ASCM's 2025 global and because the global already includes LS users, this is a conservative floor.



Average LS lift vs. published global: **+11.5 points** Overall LS pass rate: **74.8%**

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2025 LS Pass Rate by Credential

Pass Rate = PASS / (PASS + FAIL), best outcome per learner. Global from ASCM's published 2025 report.

Credential	LS Pass Rate	Sat (n)	Global Avg	LS Lift vs Global
CPIM	**74.5%**	2,347	61%	**+13.5 pts**
CSCP	**75.2%**	2,164	63%	**+12.2 pts**
CLTD	**74.4%**	344	62%	**+12.4 pts**
CTSC	**74.7%**	146	67%	**+7.7 pts**

Understanding the comparison

ASCM's published global includes LS learners, so a separate non-LS rate is not reported this cycle: an exam record that doesn't match the 2025 license cohort may still belong to someone who used an LS obtained in a prior year. Benchmarking against the published global is the cleanest consistent comparison available. Because the published global already includes LS users, the +11.5-point difference should be viewed as a conservative benchmark.

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LS Pass Rate by Channel & Learning Option

Pass rate by credential across learning option and partner channel. Cells marked † are below n=30 and directional only.

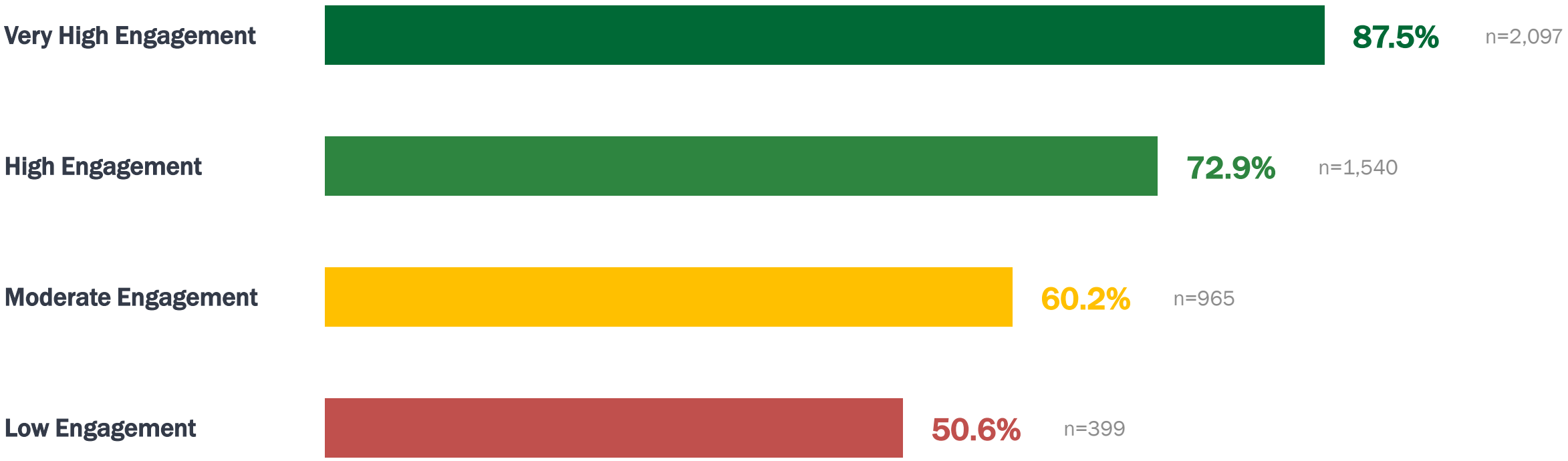
Cred	Total LS	Self-Study	Instructor-Led	Academic	Corporate	International	NA Chapter	NA For-Profit	Global
CPIM	74.5%	73.8%	74.9%	68.0%	79.2%	78.6%	66.4%	74.1%	61%
CSCP	75.2%	78.3%	72.1%	80.0%	68.8%	73.0%	70.9%	69.0%	63%
CLTD	74.4%	74.3%	74.6%	71.4%†	78.7%	74.7%	79.3%†	45.5%†	62%
CTSC	74.7%	79.2%	70.3%	75.0%†	65.0%†	73.0%	71.4%†	66.7%†	67%

Total LS outperforms the published global across every credential. † below n=30 (e.g. CLTD/NA For-Profit = 11 learners) - read as directional, not a finding. Self-Study/Instructor-Led are learning options; middle columns are partner channels.

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User Engagement Score: Depth Drives Success

A transparent 4-behavior score. Pass rates climb ~37 points from low to very high engagement.



How the UES is scored — +1 each, equal weight for transparency (4=Very High · 3=High · 2=Moderate · 0–1=Low):

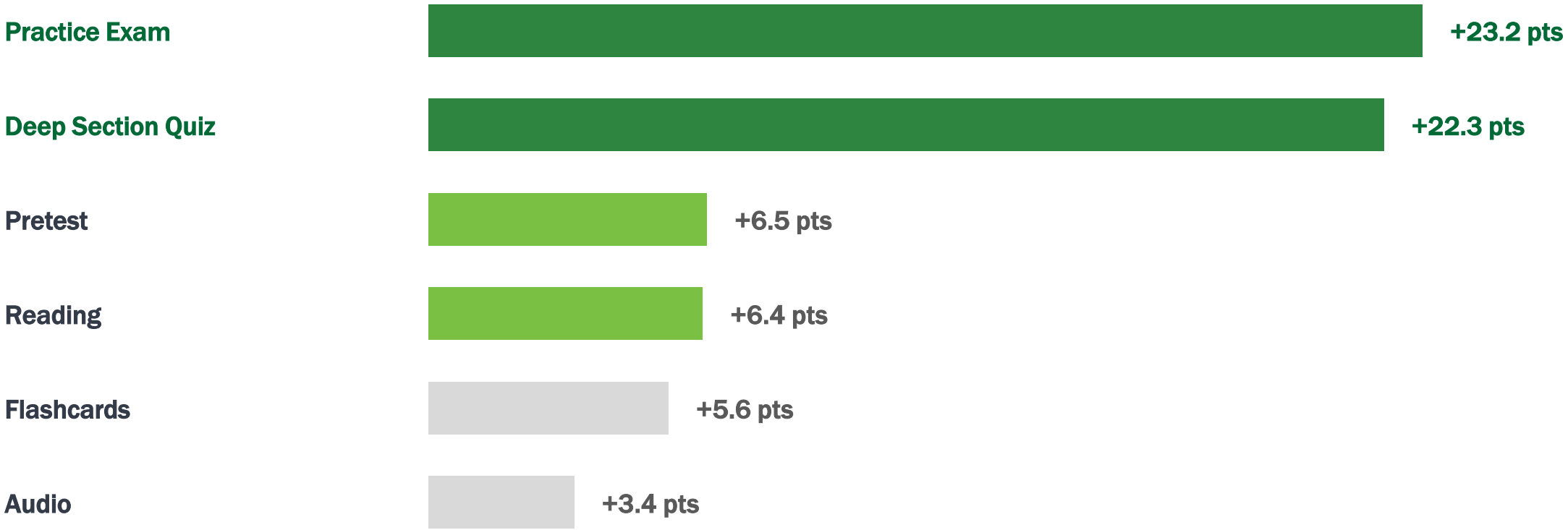
Attempted Pretest · **Section Quizzes (any)** · **Deep Quiz Volume (top tertile, 66+)** · **Practice Exam**

Equal weighting is deliberate; a signal-weighted score would rank practice exam and deep quiz work highest.

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What Actually Moves the Needle

Every behavior ranked by its pass-rate association (engaged vs. not). Practice exams and deep quiz work lead by a significant margin.

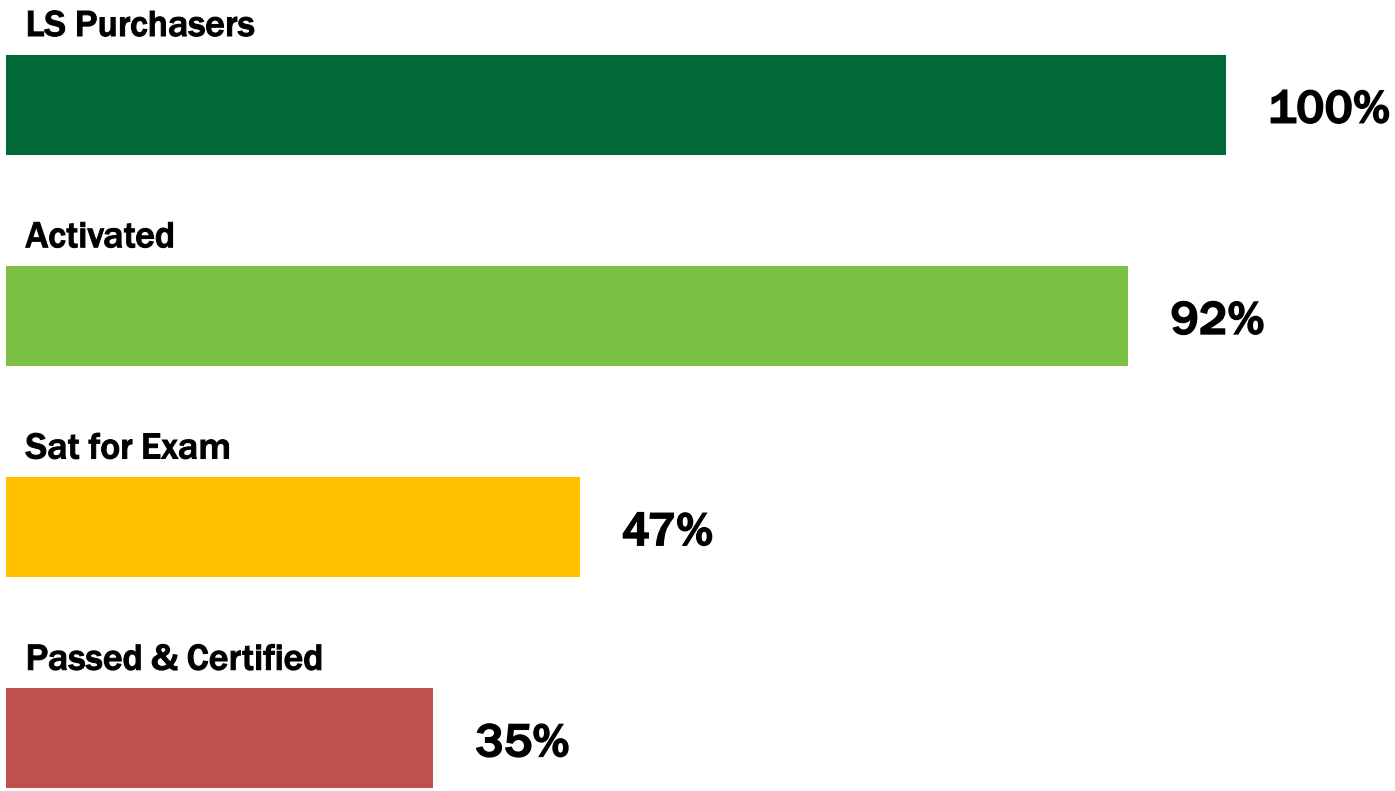


Practice Exam (+23.2) and Deep Section Quiz (+22.3) show the strongest pass-rate associations — a 4× larger swing than pretest, reading, or flashcards. Video showed no differentiation this cycle (−0.2) and is excluded.

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The Activation-to-Exam Opportunity

92% of learners activate, but only 47% have sat for the exam as of the June 2026 pull. Moving more activated learners to the exam is the clearest opportunity, and the data names the levers.



~55%

mature-cohort sat rate (TtT 2.0, 2022–2024)

The levers to move it

- Drive Practice Exam attempts (+23.2 pts)
- Push deep quiz engagement (+22.3 pts)
- Target Low & Moderate UES learners via the Motivation / Inactivity stream

Interim cohort, still maturing: *~19% of learners (2,051) enrolled in Q4 2025 and remain inside their 8.7-month window at the June 2026 pull, so the 47% will continue to rise. Our fully matured 2022–2024 cohort reached ~55%. Recommend a Q1 2027 refresh, once the full 2025 cohort has had 12–15 months to mature, to confirm convergence.*

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The Certification Journey (Average Days)

Average journey from license creation to certification is 8.7 months. Bundling and learning option barely change the timeline; CTSC certifies fastest.

Overall journey - 266 days (~8.7 months)



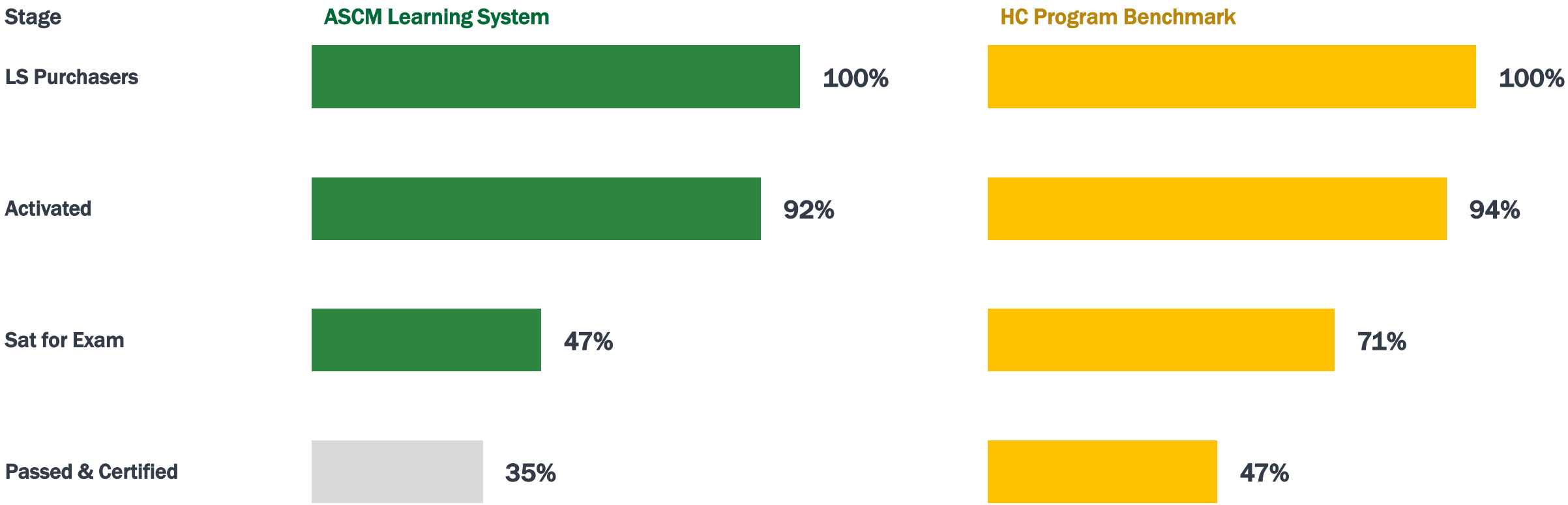
CPIM	CSCP	CLTD	CTSC
8.8	8.7	8.8	7.4
months to certify	months to certify	months to certify	months to certify
			fastest

Bundle vs. LS-Only certify at nearly the same pace (8.8 vs. 8.7 months), meaning bundling's exam credit doesn't accelerate the journey. Instructor-Led (8.7 months) certifies marginally faster than Self-Study (8.8 months) by ~2 days. LS-Only figures rest on n=194, so directional only.

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Journey Funnel vs. HC Program Benchmarks

ASCM LS progression against HC program benchmarks. Activation is strong; the downstream gap partly reflects later-2025 learners still in-journey.



2025 Activation by product: CSCP 94.4% · CPIM 92.6% · CLTD 90.8% · CTSC 87.0%

Sat and certified reflect a still-maturing 2025 cohort (~19% enrolled in Q4 2025, within their 8.7-month window); our matured 2022–2024 cohort reached ~55% sat. Benchmark shown against HC program targets.

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Winning Study Paths

These profiles ARE the UES tiers viewed as learner journeys - the behaviors that define engagement also define the outcome.

The Full-Journey Learner

87.5%

Pass Rate

= Very High UES

Pretest + deep quiz work + practice exam

% who used each content type:

Flashcards 70% · Reading 87%
Audio 82%

n = 2,097 learners

The Steady Preparer

72.9%

Pass Rate

= High UES

Pretest + some quizzes + practice exam

% who used each content type:

Flashcards 55% · Reading 87%
Audio 80%

n = 1,540 learners

The Light-Touch Learner

55.1%

Pass Rate

= Moderate + Low UES

Pretest only, little quiz or practice

% who used each content type:

Flashcards 35% · Reading 72%
Audio 63%

n = 1,364 learners

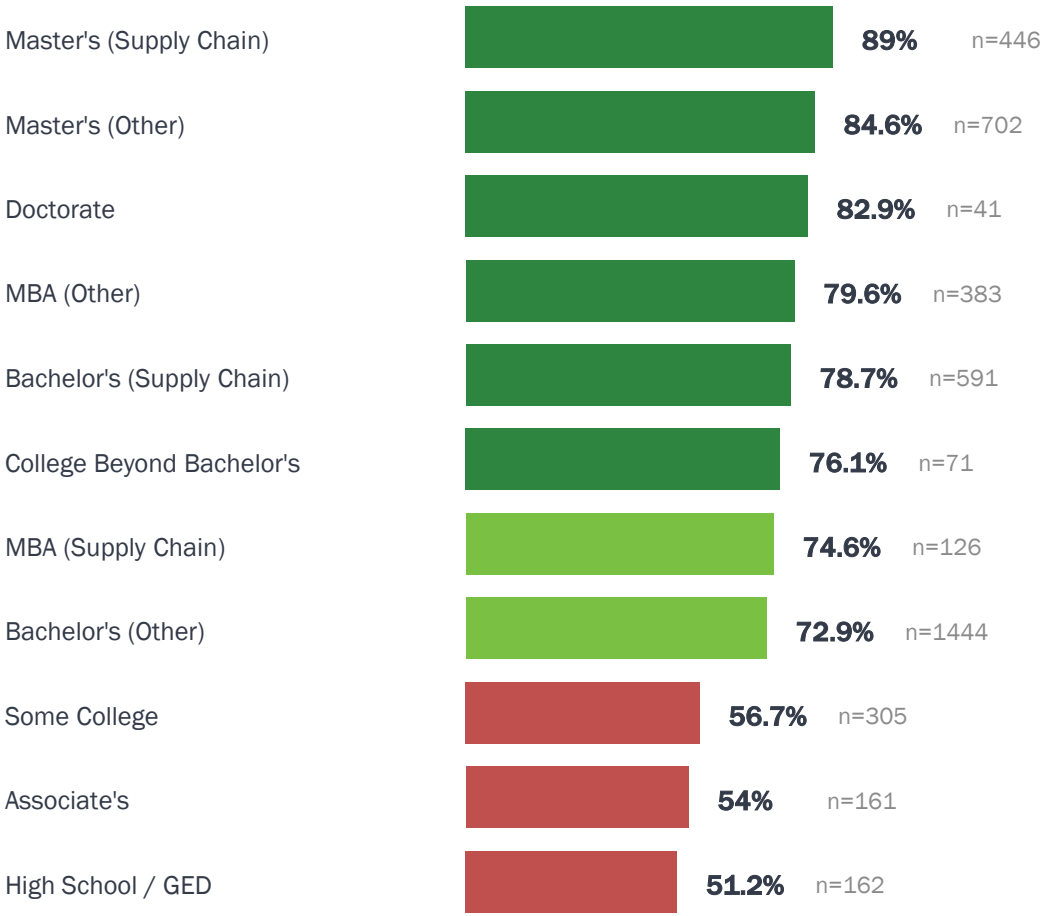
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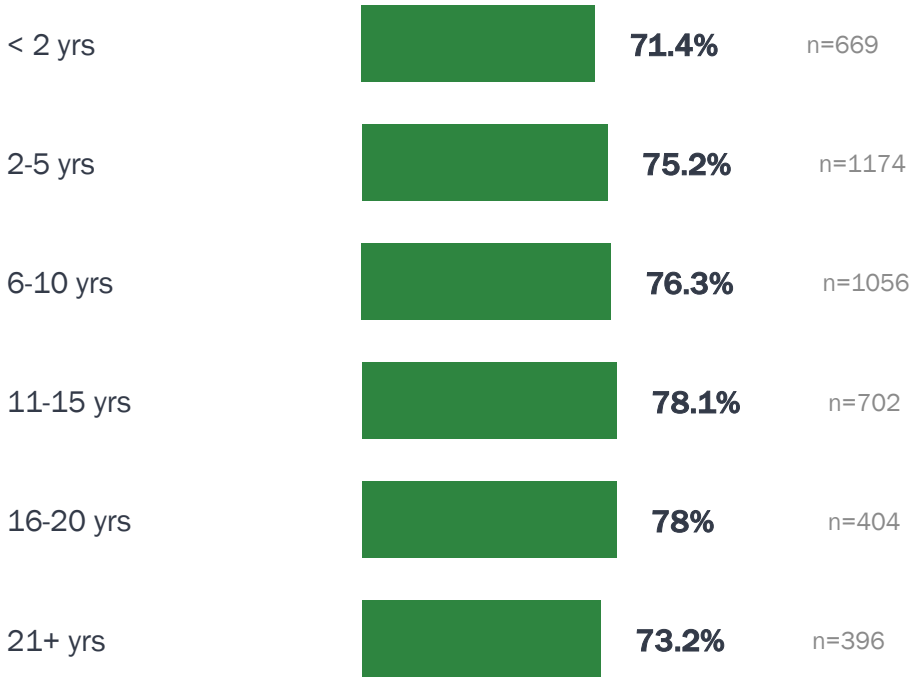
Demographic Associations with Success

Education associates most strongly with passing; experience trends gently upward. Sample sizes shown; education and engagement are correlated, so read as association, not cause.

Education Level



Years of Experience



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Turn TtT 3.0 Insights Into Nurture Action

Four opportunities to apply TtT 3.0's behavioral signals to the existing certification journey: Activate → Register → Study → Ready.

1

Continue to drive exam registration

Reinforce the value of scheduling the exam among activated learners. Activation is the handoff into the journey, not the finish line.

2

Trigger the pretest early

Move activated learners into assessment quickly to establish a baseline and start the study journey.

3

Build study depth

Target learners showing shallow engagement toward the behaviors most strongly associated with outcomes: Practice Exam (+23.2 pts) and deep section-quiz work (+22.3 pts).

4

Strengthen late-stage exam readiness

Expand end-of-journey messaging to reinforce Practice Exam completion and exam-prep behaviors, complementing existing date-triggered reminders. Builds on Marketing's Year 1 recommendation to strengthen late-stage Welcome Stream messaging.

The shared opportunity: continue evolving nurture from **"Learning System engagement"** to **"certification progression."**

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Three Things to Remember.

+11.5 pts

LS learners pass above the published global

A conservative benchmark: the published global includes all examinees.

51% → 88%

Engagement depth is strongly associated with outcomes

Practice exams and deep quiz work are the behaviors most strongly associated with higher pass rates.

92% → 47%

The Activation-to-Exam opportunity

Move more activated learners to the exam to expand the certification pipeline. This is what to act on.

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Appendix: Questions & Methodology Notes

Anticipated questions and transparent answers.

Q How was the LS cohort matched to exam records?

Two-pass match: Association Member Number → APICS ID, then normalized email.

Q Are these unique learners or attempts?

Unique learners at the credential level - best outcome per learner-credential (5,001 sittings).

Q How are retakes handled?

Best outcome per learner-exam: a pass on any attempt counts as a pass.

Q Is the UES causal or associative?

Associative. Engagement strongly correlates with passing; we do not claim strict causation.

Q Can non-LS learners be cleanly isolated?

Not this cycle. A clean non-LS comparison requires multi-year Learning System history. Because this analysis is anchored to the 2025 Learning System license cohort, an unmatched exam record cannot be interpreted as a non-LS learner.

Q What defines "deep" quiz engagement?

Top tier of section-quiz attempts (66+). Cohort median is 38; tier cuts are 0–19 / 19–66 / 66+.

Q How were exam results reconciled to certification records?

3,740 confirmed exam passes vs. 3,731 certification records — a 9-record (0.2%) gap from recent passes not yet posted. We use the certification record as the journey endpoint, since certification earned is the ultimate outcome.

Q Is the 47% exam-stage rate final, and how does it compare historically?

No - this is an interim, still-maturing cohort. Our fully matured 2022–2024 cohort (TtT 2.0) reached ~55%. We recommend a Q1 2027 refresh, once the full 2025 cohort has had 12–15 months, to confirm convergence.

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