



Trained by the people that are winning the awards!

Our trainers are running accounts... and they're running them very well!

They're in the platforms daily and have relevant experiences and up-to-date knowledge to share.



This is Nam.

With a BSc in Economics and 4 years of experience in Digital Analytics, he can explain various forecasting methodologies depending on your objectives and business setup.

Typical Training Content

An introduction into data-driven approaches to media forecasting. Making informed decisions on budget allocation is an essential task for any marketing team; learn how to tackle the challenge head on with one of our expert media scientists.

- ▲ **Single-Channel**
 - ▲ Look at the strategic approaches to media forecasting, ensuring that data-collection is clean and consistent
 - ▲ Analyse the data to make informed decision on optimum spend allocation by channel
 - ▲ Explore the impact of single-channel forecasting based on funnel stage.
- ▲ **Cross-Channel**
 - ▲ Discover the limitations to cross-channel forecasting
 - ▲ Using our internal framework for forecasting, learn how to manipulate the data to predict media performance
- ▲ **Adding the Human Element**
 - ▲ Look at the options for 'scenario planning', understanding how performance can be impacted by an increase/decrease in budget, attribution modelling and seasonality.
 - ▲ Understand how data-driven forecasting can be enhanced using the 'human touch'.

Our office is 10-minute walk from **London Bridge and Tower Hill**. All training rooms are very well equipped and comfortable.

We will structure the day around you and your team. Most sessions are a full day from **10am and 4pm** with lots of breaks along the way.

Feel at home in our client kitchen area with as much coffee, tea or squash as you fancy. For all-day sessions, **lunch will be provided** along with ample fruit and biscuit snacks.

