



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 Yikai.

She leads some of our biggest Google Tag Manager implementation projects and will be able to give you invaluable advice.

Typical Training Content

Google Tag Manager can introduce a whole new level of flexibility, speed, and process to the way tags are handled and deployed. Whether you've only just started using the tool, or want to iron out some best practices, this session will run you through the core concepts and workflows you need to know to use the tool with confidence.

- ▲ Understand why a tag management system is needed, and how the workflow looks
- ▲ Identify what is needed for installation and how to activate debug mode
- ▲ Configure and fire a Page View and Click Event tag
- ▲ Set up custom dimensions and cross domain tracking
- ▲ Understand the technical details of triggering through data layer variables

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.

