



## 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 Ru.

With his BSc. In Psychology & MSc. in Marketing, he knows a thing or two about consumer behaviour and loves applying this theory across some of our most technical accounts.

## Typical Training Content

Learn how to plan your strategy, choose your creative and build your targeting for a successful Google Display Ads (GDN) Campaign.

- ▲ What is the GDA?
  - ▲ Introduction to Google Display Ads, what it is and how it works.
- ▲ Ad Formats & Creative Best Practice
  - ▲ Learn about the different ad formats available and how to make the most captivating creatives.
- ▲ Targeting Methods
  - ▲ Understand the multitude of targeting methods and when to use which.
- ▲ How to Measure Success
  - ▲ Aligning your business goals with your GDA strategy and understanding which KPIs to use to measure success effectively.
- ▲ GDA vs Display & Video 360
  - ▲ Learn the differences between Google's two display technologies, to identify which is best for your business.

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.

