



## 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 Sean.

He revels in pushing scripts to their limits, finding workarounds and hacks to achieve things that have never been done before.

## Typical Training Content

Understand how to write, maintain and use Google Ad Scripts that save you time in account management, and automate innovative new solutions.

- ▲ Introduction to JavaScript
  - ▲ Understand the programming language that Google Ads Scripts are built on.
- ▲ Automated Reporting
  - ▲ Learn how to pull reporting data automatically, manipulating it as needed before pushing into Google Sheets.
- ▲ Campaign Management
  - ▲ Discover how to automate campaign processes such as pausing ads, managing bids and adding new keywords from search query reports.
- ▲ External Data
  - ▲ Understand how to use API connections to pull in external data into Google Ads for optimisation.
- ▲ Ad Customisers
  - ▲ Discover how to use this powerful feature to automate ad copy management at scale from a Google Sheet.

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.

