



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 Johan.

Just like his international background, he has worked across a wide range of clients and industry verticals, and loves to share his knowledge.

Typical Training Content

Learn how to plan, build and buy programmatically across Adobe's DSP using our best practice guidelines. Develop a toolkit for targeting, automation and analysis for improving performance.

- ▲ Adobe 101
 - ▲ Understanding the basics of Adobe's Advertising offering and how Adobe as a DSP fits into the programmatic landscape
 - ▲ Looking at the Adobe Experience Cloud and how the platforms integrate
- ▲ Effective Adobe Targeting
 - ▲ Taking a deep dive into the targeting tools within Adobe
 - ▲ Apply best practice for effective and highly-targeted Adobe campaigns
 - ▲ Learn how to effectively structure your Adobe campaigns and understand best practice for Naming Convention and Admin Access
- ▲ Planning, Buying & Building
 - ▲ Understanding what is needed when planning for an Adobe campaign
 - ▲ Learning about campaign hierarchies and how to build both display and video campaigns within the Adobe DSP

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.

