



## 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 Shahina.

Working closely with the Google Optimize product team, Shahina has expert knowledge of the platform. She has had extensive experience in both technical and strategic CRO consultancy.

## Typical Training Content

Learn the best practices of website testing and personalisation using Google Optimize (360).

This session will run through the core concepts and workflows for you to be able to use the tool with confidence. We will focus on the native integration with the Google Stack, configuration of targeting, audiences and objectives, using the visual editor, previewing and reporting.

- ▲ Intro to Google Optimize (360)
- ▲ Interface & Core Concepts
- ▲ Capabilities of the integration with GA & Google Ads
- ▲ Types of experiences: A/B, MVT, Redirect, Personalisation & Server side testing
- ▲ Targeting & Objectives
- ▲ Visual and Code Editor
- ▲ Previewing and QA
- ▲ Publishing
- ▲ Reporting Interface
- ▲ Post-experiment reporting in Google Analytics

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.

