



## 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 Kit.

With a background in data-driven design, Kit specialises in experiment conception and construction. He's our resident expert on all things Optimizely.

## Typical Training Content

This session builds on the Optimizely Web Foundations, giving you the understanding necessary to work through more complex web experiments. We will focus more heavily on Optimizely's JavaScript API as well as Optimizely's Behaviour API to allow you to build more complex experiments, enable robust tracking, template reusable extensions and deploy real-time one-to-one personalisation experiences.

- ▲ AB/MVT Experiences vs Personalisation Campaigns
- ▲ Custom Events & Code Based Tags
- ▲ Custom Attributes & External Attributes
- ▲ Code Based Editor
- ▲ Extensions
- ▲ SPA Support
- ▲ Page Activation Triggers
- ▲ JavaScript & Behaviour API
- ▲ One-to-one dynamic Personalisation

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.

