



## 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 Amy.

She understands that tailored, relatable examples can enhance learning; and uses her own experiences managing Paid Search accounts (large and small) to do just that in her training sessions.

## Typical Training Content

Understand the value of Attribution in your Paid Search decision making process. Learn how to set up make the most of the data and reports available in Google Ads, SA360 & Google Analytics.

- ▲ Why Use Attribution?
  - ▲ An introduction on the importance of attribution.
- ▲ Attribution & Paid Search Strategy.
  - ▲ The value of attribution in your Paid Search decision making. How attributed data can be used to optimise your revenue and ROI.
- ▲ Paid Search Attribution In Practise.
  - ▲ Learn how to set up and view attribution models in various platforms (Google Ads, SA360, Google Analytics & Campaign Manager).
  - ▲ How to read your attributed data to gain the most useful insights.

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.

