



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 Georgie.

The clear impact and measurability of a good Paid Search campaign is what makes training in this topic so satisfying! Georgie likes to encourage strong participation as she tailors the session to your goals.

Typical Training Content

Understand the different available audiences, how to create them, best practice audience structures and how to facilitate personalisation in your search strategy.

- ▲ The Audience Suite
 - ▲ Introduction to the full suite of Audience Types; how they work and why you should use them. Including: remarketing lists for search, Google Analytics, demographics, detailed demographics, customer match, in-market, affinity and similar-to.
- ▲ Audience Structures
 - ▲ Understand best practice when structuring audiences such as tiering bids, exclusive lists and date range considerations.
- ▲ Audiences for Optimisation
 - ▲ Learning how to review audience performance and optimise bid adjustments.
- ▲ Audiences for Personalisation
 - ▲ Learn how to personalise your search activity through ad customisers and campaign structure.

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.

