



## 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

Learn how to set up your Search Ads 360 (SA360) account, navigate the interface and utilise its advanced features.

- ▲ The Google Stack
  - ▲ An introduction to the Google Marketing Platforms 'Stack', including an overview of advertiser and account setup.
- ▲ Floodlight Tracking
  - ▲ Track the performance of your campaigns, including more in-depth data collection using u-variables, purchase detail and profit reporting.
- ▲ The Interface
  - ▲ Explore basic and advanced features such as filters & views, formula columns, custom conversions and rules.
- ▲ Bid Management
  - ▲ Learn about the full set of automated bidding options, what to choose for your campaign and how to manage them.
- ▲ Reporting
  - ▲ Learn how to create Executive Reports.
- ▲ Business Data
  - ▲ Understand how to set up advanced reports and personalise ads quickly.
- ▲ Inventory Management
  - ▲ Explore how to set up and manage Inventory Management Feeds and features for granular and dynamic search builds.

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.

