



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 Sofia.

With a BSc in Economics, she knows a thing or two about applying models to data for more advanced measurement and driving business results

Typical Training Content

Understand the value of attribution for your Programmatic decision-making process. Learn how to make use of the reports available within Campaign Manager and Analytics360, and how to read the data to gain the most useful insights.

- ▲ Attribution 101
 - ▲ The foundations of attribution
 - ▲ Understanding why attribution is important
 - ▲ Attribution in the Programmatic landscape
- ▲ Attribution Insight and Reporting
 - ▲ Using the correct attribution reports to deliver improved Programmatic campaigns
 - ▲ Making use of the reporting capabilities in Campaign Manager
 - ▲ Making use of the reporting capabilities in Google Analytics and Google Analytics 360
- ▲ Applying Attribution to Programmatic Strategy
 - ▲ Interpreting data from both Campaign Manager and Google Analytics attribution reporting
 - ▲ Leveraging attribution insights and applying learning to Programmatic campaigns
 - ▲ Using attribution data to improve decision-making.

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.

