



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 Teni.

She enjoys discussion-based training sessions because it helps get to the heart of how each brand should be approaching their programmatic video activity.

Typical Training Content

Explore why YouTube is a crucial platform for high impact storytelling and branding. Learn how to plan, build and activate YouTube campaigns through DV360 for various KPIs and goals. Learn how to make use of the reports available in Creator Studio and DV360, and how to read the data to gain the most useful insights.

- ▲ **Google's YouTube Offering**
 - ▲ Why YouTube? Exploring the different buying routes and formats available. Where is best to run your YouTube activity.
- ▲ **Targeting Deep Dive**
 - ▲ A deep-dive into the ad formats, targeting options and capabilities of running YouTube via DV360. How can we use targeting to reach our goals.
- ▲ **Planning & Buying & Building**
 - ▲ How to plan an effective YouTube campaign in DV360 – what factors do we need to consider and how can we structure our builds to be most effective.
- ▲ **Video Best Practice & Reporting**
 - ▲ Touching on best practices for campaign building, YouTube videos and optimisation. What reports should we pull to maximum insight?

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.

