



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 Nicole.
She is our Creative Solutions Lead, and resident DCO expert, who started our Creative team 4 years ago.

Typical Training Content

Dynamic creative (DCO) is a key asset for personalisation and creative testing within Programmatic. In this session your designers and/or developers will learn how to build and manage dynamic creative in-house, using any DCO tool of choice.

- ▲ Introduction to Dynamic Creative
 - ▲ Trainees can explain the benefits of dynamic creative and give an overview of how it works.
- ▲ Introduction to Feeds
 - ▲ Trainees can explain the difference between Google Sheet and XML feeds, and when you would use each.
- ▲ Template Creation
 - ▲ Trainees understand how to build a dynamic template in Google Web Designer, and explain the template requirements.
- ▲ Feed Creation and Binding
 - ▲ Trainees can set up a Google Sheet feed, ingest this into Studio, and successfully bind templates to the feed.
- ▲ QA and Testing
 - ▲ Trainees can successfully QA and test dynamic templates and feeds in Studio.

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.

