



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

Testing creative is essential in any channel to ensure ongoing improvement in performance. Creative testing can also provide advertisers with insight that can drive creative decisions in other channels. This session will expand on the importance of creative testing covered in the Performance Creative 101 session, and cover the methodology and approach to use.

- ▲ **Testing 101**
 - ▲ Trainees can explain the importance of creative testing to drive creative performance.
- ▲ **Testing Plans**
 - ▲ Trainees can confidently go ahead and design their own creative testing plans, explain the concept of 'fair testing' and calculate statistical significance.
- ▲ **Audience Testing and Insight Logging**
 - ▲ Trainees can explain the concept of audience testing and build testing plans focused on audiences. Trainees can also explain the concept and process of insight logging.
- ▲ **Driving a Culture of Testing**
 - ▲ Trainees feel confident in explaining and championing the importance of creative testing within their business.

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.

