



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 Will.

Having worked with clients throughout their entire journey from implementation to activation, Will has seen how analytics can make an impact in organisations of all sizes.

Typical Training Content

The use of data and analytics in industry-leading organisations is advancing every day. From optimising the user experience, to enabling data-driven marketing and informing business decisions, find out why data is so valuable, and why we need a strategy to make the most of it.

- ▲ Defining Strategies & KPIs
 - ▲ How can we give data purpose?
- ▲ Optimising the Online User Experience
 - ▲ Ensuring customers get a high quality, consistent experience.
- ▲ Optimising Marketing
 - ▲ How can we target more efficiently, measure campaign quality more effectively and credit channels more accurately?
- ▲ Linking up the Customer Journey
 - ▲ Understand why, when and how we can link up data to prevent silos and gain a deeper insight into customer behaviour.
- ▲ Tools, Data Infrastructure & Analytics Maturity
 - ▲ What tools/stacks are available, and what role does each play? How can we judge our level of analytics sophistication and identify what steps we should take to progress?

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.

