



## 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 Emily.

As well as managing large client accounts, Emily leads our internal analytics training, so you're sure to pick up all the tips and tricks used by the experts!

## Typical Training Content

Discover how your organisation can utilise Google Analytics to bring data to the heart of decision-making. By examining the types of data we can collect, where that data comes from, and how we can access it, we can understand, analyse and act on the data that's most important to us. A variety of modules are available, depending on your team's experience and requirements.

- ▲ Understand the basics, including hit types, data types and navigating the interface.
- ▲ Sessions and Users; why data scopes are so important.
- ▲ Measuring acquisition and conversion, from campaign tagging to goals and ecommerce.
- ▲ Unpicking channel performance using attribution models and insights.
- ▲ Report manipulation and segmentation.
- ▲ Ensuring analysis is robust, and where to start when looking at data.
- ▲ Account configuration and data accuracy.

The CPD Standards Office

CPD PROVIDER: 22048  
2020 - 2021

[www.cpdstandards.com](http://www.cpdstandards.com)



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.

