



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 Chiara.

Born and raised in Italy, and spending time in Venice and Shanghai, **Chiara** is now in London to promote her strong passion for attribution and training.

Typical Training Content

The attribution landscape has completely transformed in recent years. Use this course to explore the attribution evolution and understand the importance of attribution for your business.

- ▲ Attribution 101
 - ▲ Introduction to attribution, the importance of it, and the current challenges in the market
- ▲ Choosing the approach that's right for you
 - ▲ Explore the benefits and costs associated with in-built, third-party vendor, or custom solution
- ▲ Attribution for Digital Marketing Strategy
 - ▲ Learn how to build attribution into your strategy and advance your digital marketing maturity

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.

