



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 Khaled.

A huge advocate for bulk edits and automation, he loves Campaign Manager 360 because of the endless opportunities it offers.

Typical Training Content

Learn how to manage ad serving capabilities utilising key features for tracking, trafficking, reporting and brand safety. Make use of Campaign Manager 360's robust attribution features to understand the impact of media buys.

- ▲ CM360 101
 - ▲ The function of an ad server.
 - ▲ Understanding feature adoption and platform integration.
 - ▲ Considering structural architecture in relation to business objectives.
- ▲ Activation
 - ▲ Defining and building floodlight pixels according to website capabilities and tracking requirements.
 - ▲ Defining and building audiences according to digital strategy.
 - ▲ Trafficking creative for programmatic campaigns and tracking other marketing activity.
- ▲ Analysis & Attribution
 - ▲ Analysis of brand safety using the Verification tab.
 - ▲ Leveraging reports and interpreting data for insight, specifically advanced creative opportunities.
 - ▲ Using attribution data to improve decision-making.

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.

The CPD Standards Office

CPD PROVIDER: 22048
2020 - 2021

www.cpdstandards.com

