



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 Helen.

With a background in Philosophy she knows how to present big ideas. Always ready to promote the value of attribution in her training.

Typical Training Content

This session stands as introduction to how Facebook Attribution and other non-Facebook platforms can be used to measure Paid Social's success in the context of the wider media mix. Aimed at beginners and beyond, it will leave you with the ability to understand the data available and make key campaign decisions as a result.

- ▲ Attribution for Paid Social: An Introduction
 - ▲ Understand the value of attribution when it comes to your Paid Social campaign decision-making process.
- ▲ Attribution Reports
 - ▲ Learn how to make use of the specialised attribution reports available within Facebook Attribution and other non-Facebook platforms such as Campaign Manager and Google Analytics 360.
- ▲ Reading the Data
 - ▲ Understand how to read the data presented in these reports to gain the most useful insights and action change.

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.

