



## 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 Jess.

She loves to share relatable examples in her training, to help you align with your business objectives.

## Typical Training Content

Understand the benefits & set-up of Adobe Ad Cloud; how to leverage audience, bid management & reporting tools, and how to plan for success with Ad Cloud's forecasting tools.

- ▲ **Why Use Ad Cloud?**
  - ▲ An introduction to Adobe's tech ecosystem. Understand the core benefits of Adobe, and the differences between other management platforms.
- ▲ **Structure, Measurement & Integration**
  - ▲ Learn how Ad Cloud Search is structured. Understand the options available for tracking conversions and measuring success. Understand the theory & set-up of Weighted Objectives.
- ▲ **Portfolios, Bid Management & Forecasting**
  - ▲ Learn how Adobe's bid management tools work. Define and set-up the best strategies for your campaigns. Understand the Portfolio Spotlight, Simulations & Spend Recommendations Tool.
- ▲ **Audiences**
  - ▲ Understand the capabilities of Adobe's Audience Manager suite. Learn how to apply these audiences and push segments to your Google accounts.
- ▲ **Reporting**
  - ▲ Learn what kind of reports you can pull from Adobe Analytics. Understand how to customize and schedule reports.

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.

