



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 Johan.

Just like his international background, he has worked across a wide range of clients and industry verticals, and loves to share his knowledge.

Typical Training Content

Explore why Amazon is a fantastic platform for your e-commerce or branding campaign. Learn the basics of Amazon Marketing Services through to planning, building and executing Amazon campaigns for a variety of goals and KPIs. Learn how to make the most of the reports available in Amazon and how to read the data to gain the most useful insights.

▲ Amazon 101

- ▲ Understanding the basics of Amazon's Advertising offering and how Amazon as a DSP fits into this
- ▲ Comparing Amazon to other DSPs in the market and discussing it's USPs and benefits

▲ Effective Amazon Targeting

- ▲ Taking a deep dive into the targeting tools within Amazon
- ▲ Apply best practice for effective and highly-targeted Amazon campaigns
- ▲ Learn about the different buying methods in Amazon
- ▲ Understand how to use the various targeting tools and buying methods to plan effective campaigns

▲ Creative & Reporting Considerations

- ▲ Understanding what is needed when developing Amazon creatives
- ▲ Learning about the different reporting and tracking tools within Amazon, and how to leverage campaign insights

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.

