

Virtual Marketing Labs

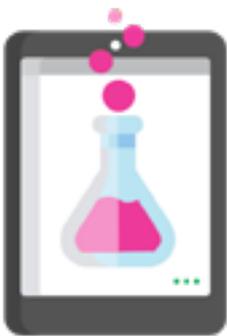
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Today, the world of marketing changes at a breakneck speed. To keep up with new technology, consumer trends & platforms, marketing professionals need to constantly learn new skills. Otherwise, they will not understand important customer informations & signals, which results in inefficient advertising spend.



Upskilling workshops for marketing teams

Virtual Brand
Activation Lab



Consumer centric,
digital-first methods

Virtual Data-Driven
Marketing Lab



More effective and
efficient marketing

In close partnership with Google, we have developed a small series of virtual workshops that we call „Labs“. In these one-day Labs, our experts cover the most relevant insights and updates digital marketing teams need to know. They provide frameworks, ideas and know-how to transform not just marketing strategies but ways of working.

Understanding the customer + using the right data = better marketing performance



one day
(5h in total/ per Lab)



specially trained digital
marketing facilitator



two years + of marketing
experience needed



one marketing team
6 - 8 participants



German/ English



100% virtual
via Google Meet

Data-Driven Marketing Lab

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Most marketing teams have not clearly defined the role of data for their marketing activities. They do not take advantage of important information such as audience segments for better personalization and efficiency.

Optimize your digital marketing campaigns based on target customer signals.



Audience Segmentation
Thoughtful personalization



Automation
Relevance at scale

Audience Depth
Remarketing Lists
Similar Audiences
Customer Match

Smart Bidding
tROAS Depth
Dynamic Search Ads
Universal App Campaigns



Seamless Attribution
Single-view of the customer journey



Roadmap creation
Let's do this with the 'now, next, long' framework!

Data-driven Attribution
Cross Device
Store Visits
Store Sales

The most important section

In this Lab, we will use different frameworks to find out how data can support your current marketing activities & workflows.

After participating in this Lab, your marketing team will know how to effectively use data to be successful with more personalized marketing activities and better measurement.

Contact me about our Labs & other marketing e-learning products.

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