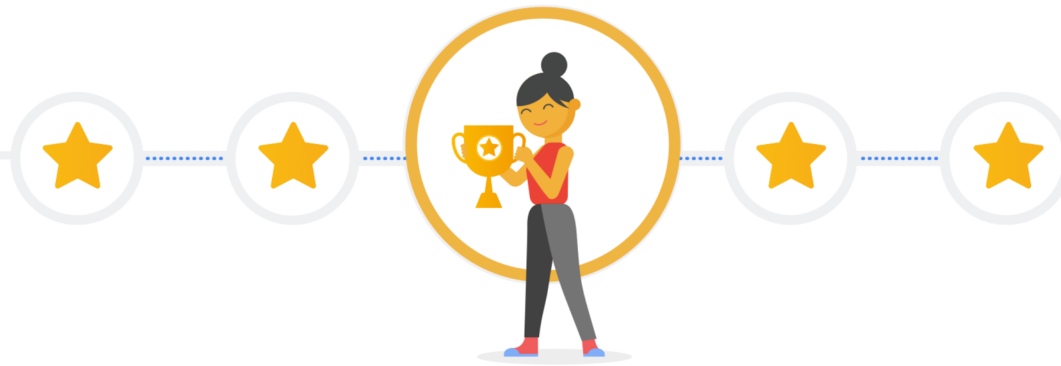




2021

Google Ads Expert Journey

An exclusive Google Ads learning path covering advanced Google Ads education around Search, Display, YouTube, Retail, and more.

This attendance certificate is awarded to

Fabian Stamminger

for successfully completing the Ads Expert Journey by earning 1840 points.

Congratulations on this achievement.

A stylized, handwritten signature in black ink, appearing to read 'Jannika Bock'.

Dr. Jannika Bock, Director Client Solutions, Central Europe, Google



Breakfast with Google - Live sessions

These are the interactive live sessions you attended on your Ads Expert Journey.

Mobile

Conversion Excellence for Marketing Objectives

Experiments

Testing Incrementality with Controlled Experiments

Apps

The Business Value of an App

Google Marketing Platform

Introduction to Programmatic Buying and Google Marketing Platform

Search

Getting the most out of Search

Measurement

Tracking & measurement in 2021

Shape the post-cookie future with GA4 and Enhanced Conversions

Measurement and attribution of success

Build a durable measurement foundation with Sitewide Tagging & Consent Mode

Retail

Shopping Ads for Business Objectives

Holiday Preparation

Shopping Ads - Reaching Customers with Product Ads in Google Search

YouTube

Youtube - Creating video campaigns

The Power of Video



Expert Essentials - On-demand videos

These are the on-demand videos you viewed on your Ads Expert Journey.

Apps

The App-ortunity in a Mobile First World

Google Marketing Platform

Google Marketing Platform - Marketer's Playbook for today's privacy environment

Display

Ads Fundamental Bootcamp - Display

Experiments

Inside Google Marketing - Attribution & Incrementality

Mobile

Conversion Uplift mit UX und Webspeed

Mobile Pains & Incremental Gains

Core Web Vitals

Search

Supercharge your performance by bidding on profit values

Supercharging Automation with Attribution and Audience Signals

Measurement

Consent Mode: Overview and latest on Consent mode

How Google Ads Products Can Help You: Enhance Conversions

How Google Ads Products Can Help You: Consent Mode

How Google Ads Products Can Help You: Conversion Tracking Implementation

Retail

Shopping Ads - Optimize for Retail in a reimagined peak

Retail Beyond Shopping Ads

YouTube

Unlock great performance with Trv4Action

Act like a creator: Successful YouTube content strategies for your brand

Your Journey Badges

Your total Journey points:

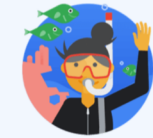
1000



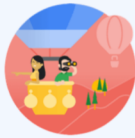
Sail away badge



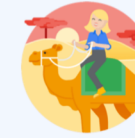
Great explorer badge



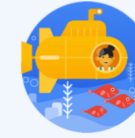
Deep diving badge



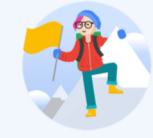
Flying high badge



Treasure seeker badge



Sea finder badge



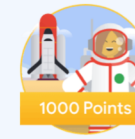
Peak performer badge



Ice slider badge



Mountain rider badge



1000 Points

Space pilot badge

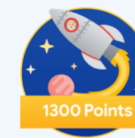
Bonus Badges

Your total bonus points:

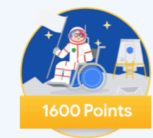
840



Space pilot badge



Rocket launcher badge



Moon lander badge