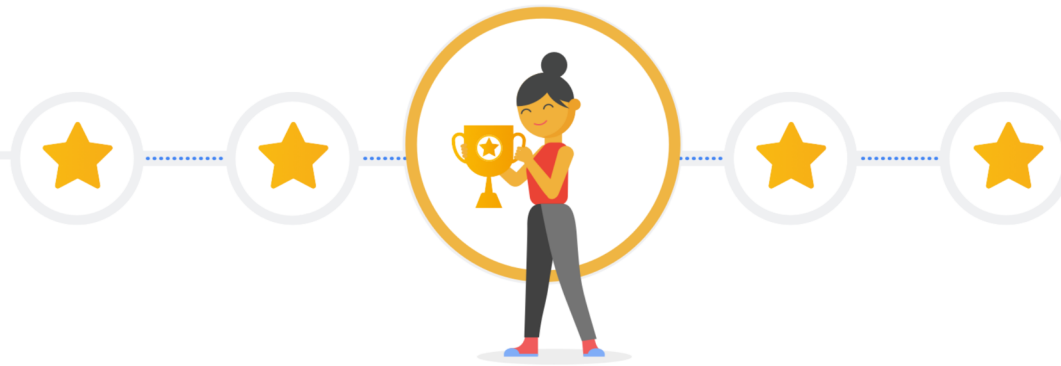




2021

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

Nadine Ligensa

for successfully completing the Ads Expert Journey by earning 970 points.

Congratulations on this achievement.

A stylized, handwritten signature in black ink, appearing to read 'Jannika Bock', positioned above a horizontal line.

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

[Apps](#)

The Business Value of an App

[Google Marketing Platform](#)

Introduction to Programmatic Buying and Google Marketing Platform

[Display](#)

Display - How do I reach target groups via the display network?

[Search](#)

Getting the most out of Search

[Measurement](#)

Tracking & measurement in 2021

Build a durable measurement foundation with Sitewide Tagging & Consent Mode

[Retail](#)

Shopping Ads for Business Objectives

Shopping Ads - Reaching Customers with Product Ads in Google Search



Expert Essentials - On-demand videos

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

[Mobile](#)

Core Web Vitals

[Search](#)

Ads Fundamental Bootcamp - Search

[Retail](#)

Retail Beyond Shopping Ads

Your Journey Badges

Your total Journey points:

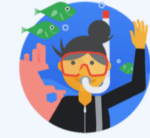
970



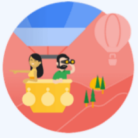
Sail away badge



Great explorer badge



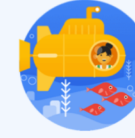
Deep diving badge



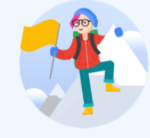
Flying high badge



Treasure seeker badge



Sea finder badge



Peak performer badge



Ice slider badge



Mountain rider badge