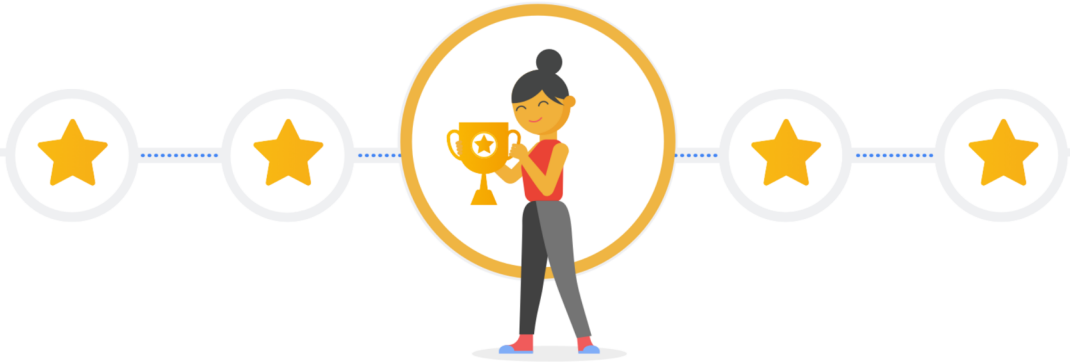


2021

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

Laura Kräutner

for successfully completing the Ads Expert Journey by earning 1370 points.

Congratulations on this achievement.

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

Google Ireland Ltd, Gordon House, Barrow Street, Dublin 4, Ireland.
Email questions-ads-expert-journey@google.com.



Breakfast with Google - Live sessions

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

Client Centric Selling

Seller Skills - Win customers and consult successfully

Experiments

Testing Incrementality with Controlled Experiments

Display

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

Search

Search - Introduction to Google 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

Holiday Preparation

Shopping Ads - Reaching Customers with Product Ads in Google Search

YouTube

Youtube - Creating video campaigns



Expert Essentials - On-demand videos

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

Search

Ads Fundamental Bootcamp - Search

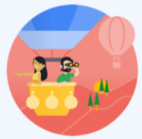
Your Journey Badges

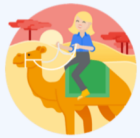
Your total Journey points:
1000

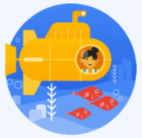

Sail away badge


Great explorer badge


Deep diving badge


Flying high badge

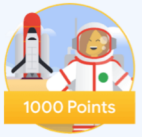

Treasure seeker badge


Sea finder badge


Peak performer badge


Ice slider badge


Mountain rider badge



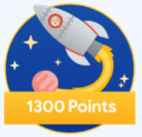
Space pilot badge

Bonus Badges

Your total bonus points:
370



Space pilot badge



Rocket launcher badge