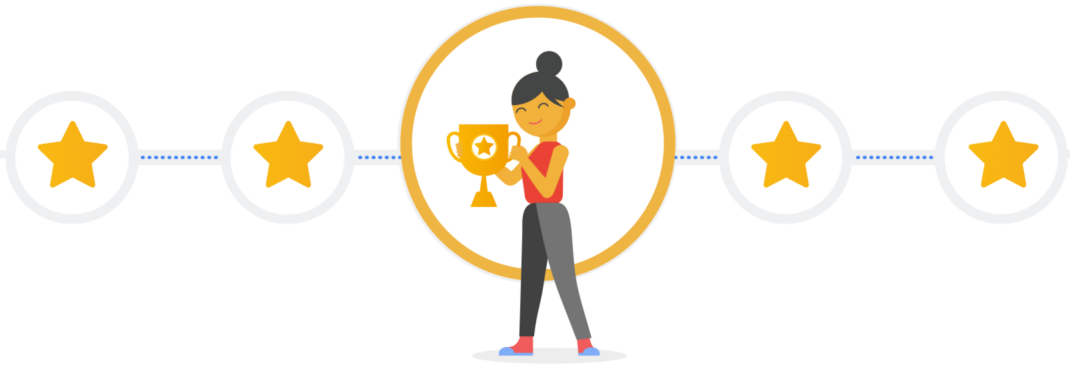


2021

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

Alena Bolender

for successfully completing the Ads Expert Journey by earning 2080 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.

Mobile

Conversion Excellence for Marketing Objectives

Client Centric Selling

Seller Skills - Win customers and consult successfully

Experiments

Testing Incrementality with Controlled Experiments

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

Search - Introduction to Google Search

How to win with SMEs

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

The Power of Video



Expert Essentials - On-demand videos

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

Google Marketing Platform

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

Mobile

Mobile Pains & Incremental Gains

Core Web Vitals

Search

Supercharge your performance by bidding on profit values

Broaden your Search Coverage - How to efficiently scale your Search Ads

Supercharging Automation with Attribution and Audience Signals

Retail

Shopping Ads - Optimize for Retail in a reimagined peak

Your Journey Badges

Your total Journey points:

1000



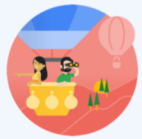
Sail away badge



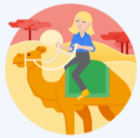
Great explorer badge



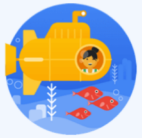
Deep diving badge



Flying high badge



Treasure seeker badge



Sea finder badge



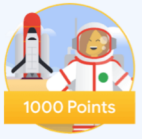
Peak performer badge



Ice slider badge



Mountain rider badge



Space pilot badge

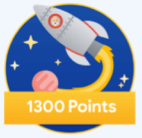
Bonus Badges

Your total bonus points:

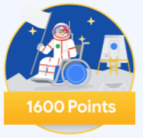
1080



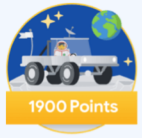
Space pilot badge



Rocket launcher badge



Moon lander badge



Moon rover badge