Google Ads Expert Journey 2022

Confirmation of Participation



You have participated in the exclusive Google Ads Expert Journey 2022 and acquired extensive knowledge on the topics of Search, YouTube, Retail, Privacy-Centric Measurement, GMP and more.

For this we award you,

Achim Pichler

this confirmation of participation for successfully completing the Ads Expert Journey by earning at least 10 Focus Topic medals.

Congratulations on your achievement.

Patrick Warnking

Country Director Switzerland, Google Ads

Google Ads Expert Journey 2022

Your awards

Well done! You have received the following medals for completing Focus Topics, Ads Bootcamps, and Trophies for Skillshop Certificates.





Focus Topics: Using and incorporating first-party data in Google Ads



Focus Topics: Achieving cross-channel goals through automation and generation of consumer insights



Focus Topics: Improving performance analytics with Google Analytics 4



Focus Topics: Search as a multimodal and performance-driven channel



Focus Topics: Holiday Readiness – Trends, insights, and products for the holiday season



Focus Topics: Revenue optimization using value-based bidding strategies



Focus Topics: Strategies for inter-national growth with Google Ads



Focus Topics: Enabling privacy-centric Google Ads solutions



Focus Topics: 2023 Readiness – Trends and insights on measurement and privacy for next year's success



Focus Topics: Building foundational knowledge around Search, Display, YouTube, and Shopping



Focus Topics: Activating privacy-centric measurement solutions



Focus Topics: Consent Mode technical setup and best practices



Focus Topics: Best practices for app marketing



Search



Display



Video



Shopping Ads



Measurement