



# CORPORATE TRAINING

## Get ahead of the curve

To stay competitive in the age of data-driven marketing, organizations need to be able to unlock the value that is contained within their data. Cardinal Path's Corporate Training gives your team the tools they need to **achieve online marketing success**. Our instructors are award-winning industry experts, thought leaders, and educators who are highly regarded in the field of search marketing and digital analytics.

The best part? Cardinal Path brings this expertise right to your doorstep in an interactive setting using your own data. Our instructors deliver current content and expert advice, using real-world use cases to illustrate complex subject matter in a way that is easy to understand. Cardinal Path Training teaches you everything you need to know to allow you to work with tools such as **Google Analytics, Google AdWords, Adobe Marketing Cloud, BigQuery, Tableau, Tag Management, SEO, and more**. Here at Cardinal Path, **we've trained over 60,000 marketing professionals globally spanning** across all sectors.

Learning modules tailored to your industry can range from general strategy sessions to advanced tactical skills.

### Curriculum includes:

- Strategy planning
- Digital performance measurement frameworks and KPI workshops
- Fundamental to advanced tactics for data analysis
- Software and platform specific training for Google, Adobe, Tableau, Tag Managers, and more
- Data science and advanced methodology

**Cardinal Path took the time to understand our business requirements and tailored a Google Analytics workshop designed to help us move our digital strategy forward. We saw immediate results with the knowledge transfer and plan to hold ongoing analytics training for team members across the enterprise and the globe!**

**- Jared Younker, Interactive Marketing Manager, UnitedHealth Group**

## How it works

Our process begins with a full knowledge assessment involving your key stakeholders in order to identify your unique needs and areas of focus. Based on what we learn, we then develop your training curriculum. This will include practical lessons, case studies, and hands-on learning modules. You can choose where and when to host your training. All courseware and materials are provided electronically. Cardinal Path will provide a highly experienced trainer to lead your sessions, and your teams will **gain the skills to understand and activate your data in a way that directly impacts your business.**

### Get started!

Why wait to give your team the tools they need to inform marketing decisions and drive business results?

**Contact us today:**

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**[www.cardinalpath.com/training](http://www.cardinalpath.com/training)**

Cardinal Path is an award-winning digital data analytics and optimization consulting firm that works with the world's most prominent organizations to create, implement and action advanced analytics. Known for its industry leadership with tools such as the Online Analytics Maturity Model, a framework for assessing enterprise-wide analytics maturity, Cardinal Path comprises dedicated teams of award-winning analysts, statisticians, academics, developers, and many of the top minds in the digital marketing space. We help our clients unlock the value of their data, sharing all that we know and empowering people to make confident business decisions for sustainable growth.