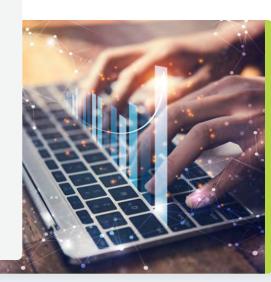# Napkyn

GA, GMP, GCP & GA4 Enablement Training

A modular digital analytics training program that's designed to unlock the full data potential of Google Analytics, Google Marketing Platform and Google Cloud.

Napkyn is an analytics consulting company with 12 years' experience in enterprise data enablement, data quality, data analysis & data activation.

Your Objectives

Tell Us What You Want to Do

Your Training Program

Your Training Program =

Training Blocks (Configured to Your Specific Objectives.)

+

Optional **Ongoing Coaching** (one-on-One, Team Cohorts) so you have a "go-to-expert" as you apply training IRL.

4 Training Categories - 25+ Training Blocks - Mix & Match to Meet Your Needs

Training block topics range from beginner to expert and are designed to teach the what, why, and how of Google Analytics and strategic measurement.

Product Training

Understand the capabilities of GA360, GA4, Big Query, Data Studio and more. Know how to use them as well as when & why they will be valuable to you.

Implementing GA

Training focuses on topics including data layers, measurement plans & dual deploy considerations.

How to Think About Data

Topics include Advanced marketing analytics reports & concepts, and GCP & its Role in Marketing Measurement.

Data Activation

Understand how to apply the data that is being collected for specific marketing decisions and use cases. From Segmentation to Retargeting to Attribution.

Popular Training Paths

Sample agenda using blocks from 3 to 4 categories, suitable for any company and any role (marketer, analyst, manager, etc). Takeaways include basic to advanced knowledge of the fundamentals, a deeper understanding of how to use advanced tools for measuring and improving performance, and how to think like an analyst.

TRAINING AGENDA SAMPLE 1

GA Basics

GMP Integrations

Attribution

Analysis Hub Reports:
New Ways to Thinks about Data

How to Think Like an Analyst

+ Ongoing Coaching

TRAINING AGENDA SAMPLE 2

Understanding, Creating & Using Audiences

Measuring & Mitigating the Impact of a Cookie-less World

GA4 Readiness

Intro to BigQuery Machine Learning

+ Ongoing Coaching

"Napkyn delivered training that was smooth and informative."
We are now ready to talk to our customers about why and how to fully realize the value of collecting, integrating and activating data through Google Analytics and the whole GMP, Google Cloud stack.

Ready to Schedule Your Training?

Contact Napkyn: CALL 1-888-243-4619

Napkyn.com | LinkedIn | Twitter