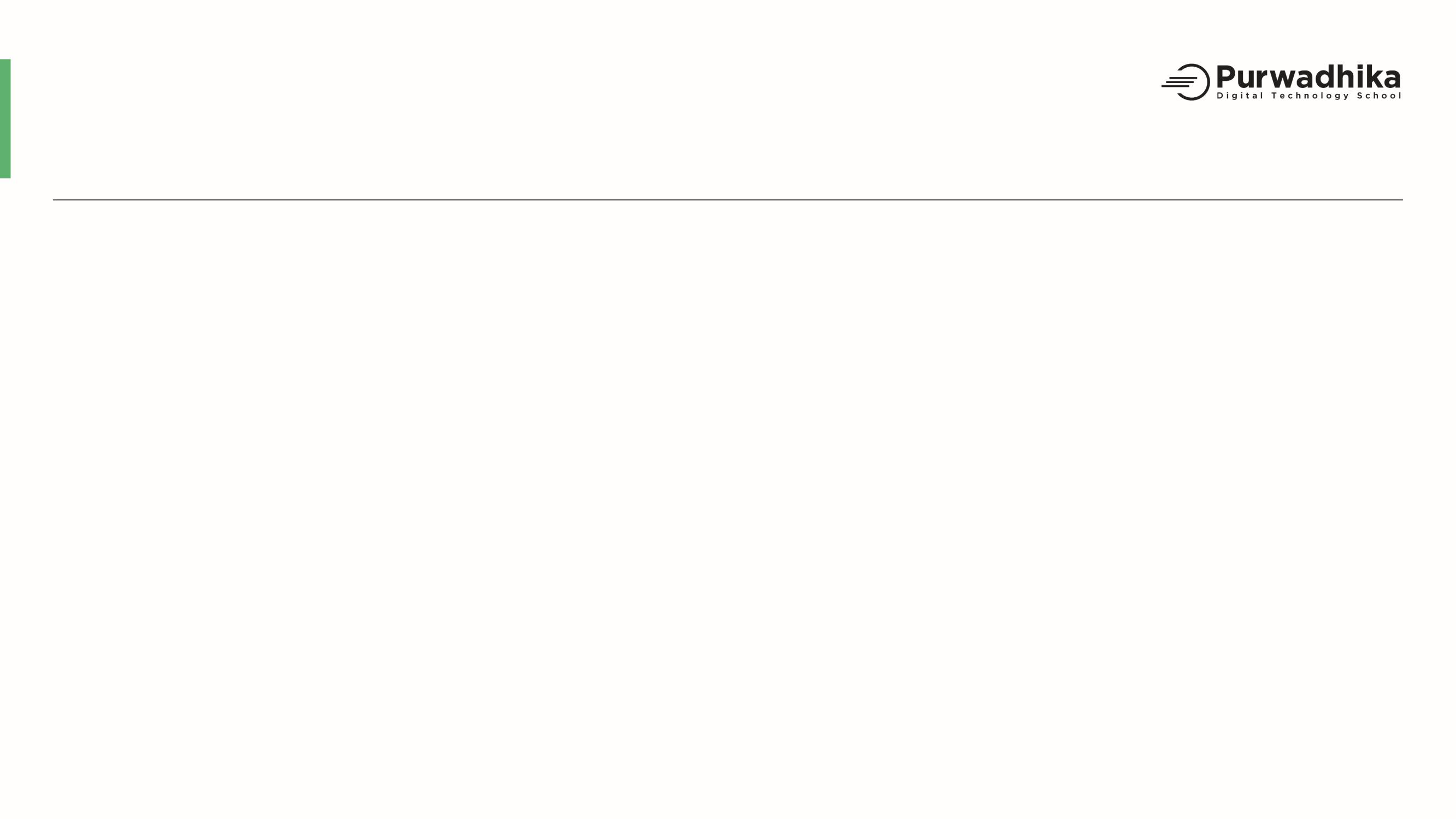


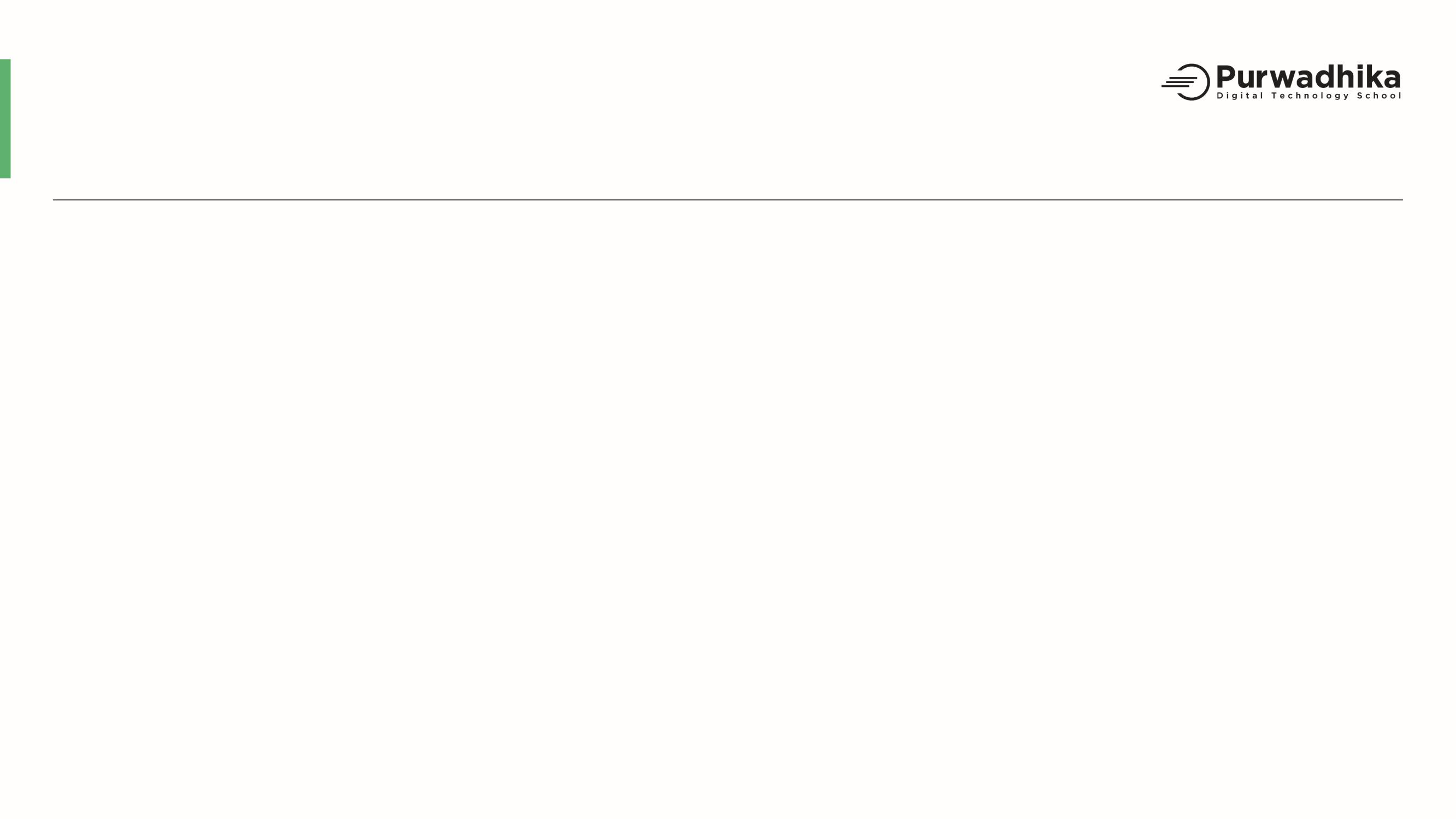
Performance Ads Specialist

Updated Materials 2024

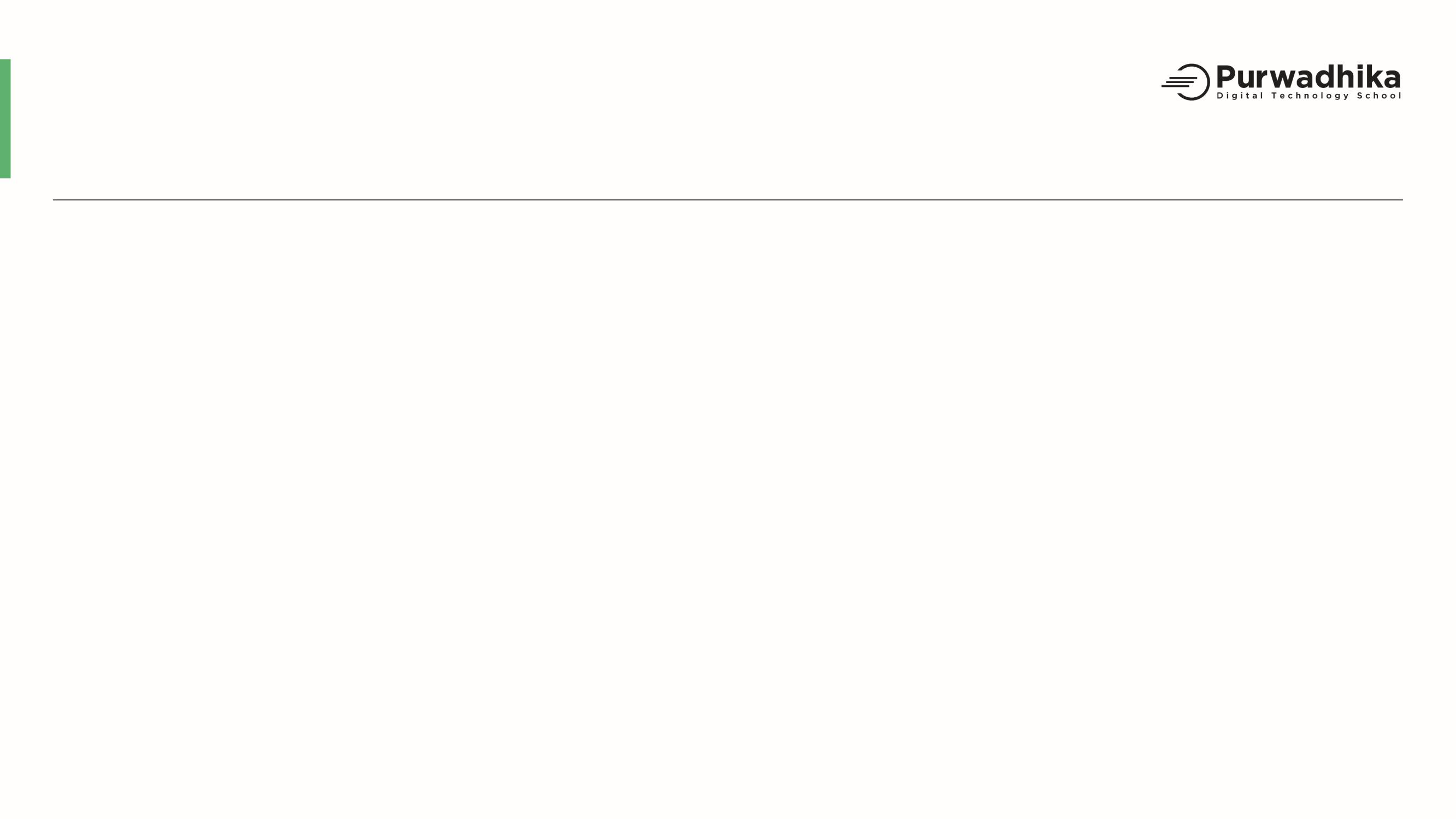
1. **Performance-based Advertising Roles & Algorithm Updates**

Ads 1-1 Performance Specialist Roles & Responsibilities Ads 1-2 Digital Advertising Algorithm Updates

Ads 1-3 Performance Ads Assessments & Checklists

1. **Stakeholder Management: How to Approach Client, Budget & KPIs**

Ads 2-1 Stakeholder Management Ads 2-2 Project Plan & Media Plan

1. **Ads Planning: Budget, Audience, Channel & Campaign Structure**

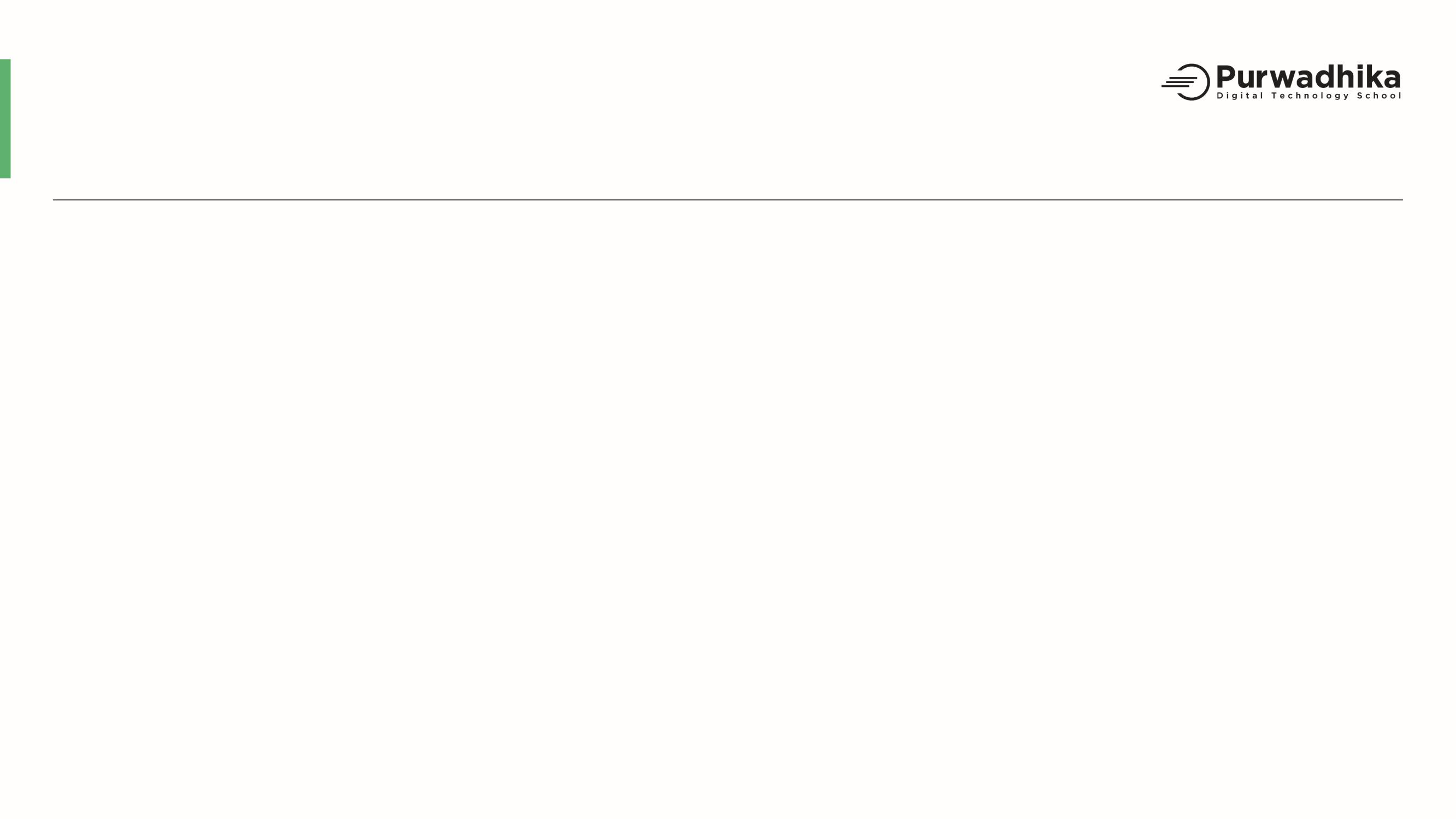
Ads 3-1 Budget Management Ads 3-2 Audience Management

Ads 3-3 Channel Selection & Campaign Structure

# Google Ads Performance Campaign Part 1

Ads 4-1 Mastering Google Ads Fundamentals Ads 4-2 Google Ads Performance Audit

Ads 4-3 Google Ads Performance Campaign Part 1

1. **Google Ads Performance Campaign Part 2**

Ads 5-1 Google Ads Performance Part 2

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Ads 6-1 Mastering Meta Ads Fundamentals Ads 6-2 Meta Ads Campaign Setup

Ads 6-3 Meta Ads Performance Audit Ads 6-4 Winning Meta Ads Creatives

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Ads 7-1 Meta Ads Campaign Briefs Ads 7-2 Meta Ads Optimizations

Ads 7-3 Build & Optimize Creative Assets Ads 7-4 Campaign Guidance Navigator Ads 7-5 Supporting Docs

# TikTok Ads Performance Campaign Part 1

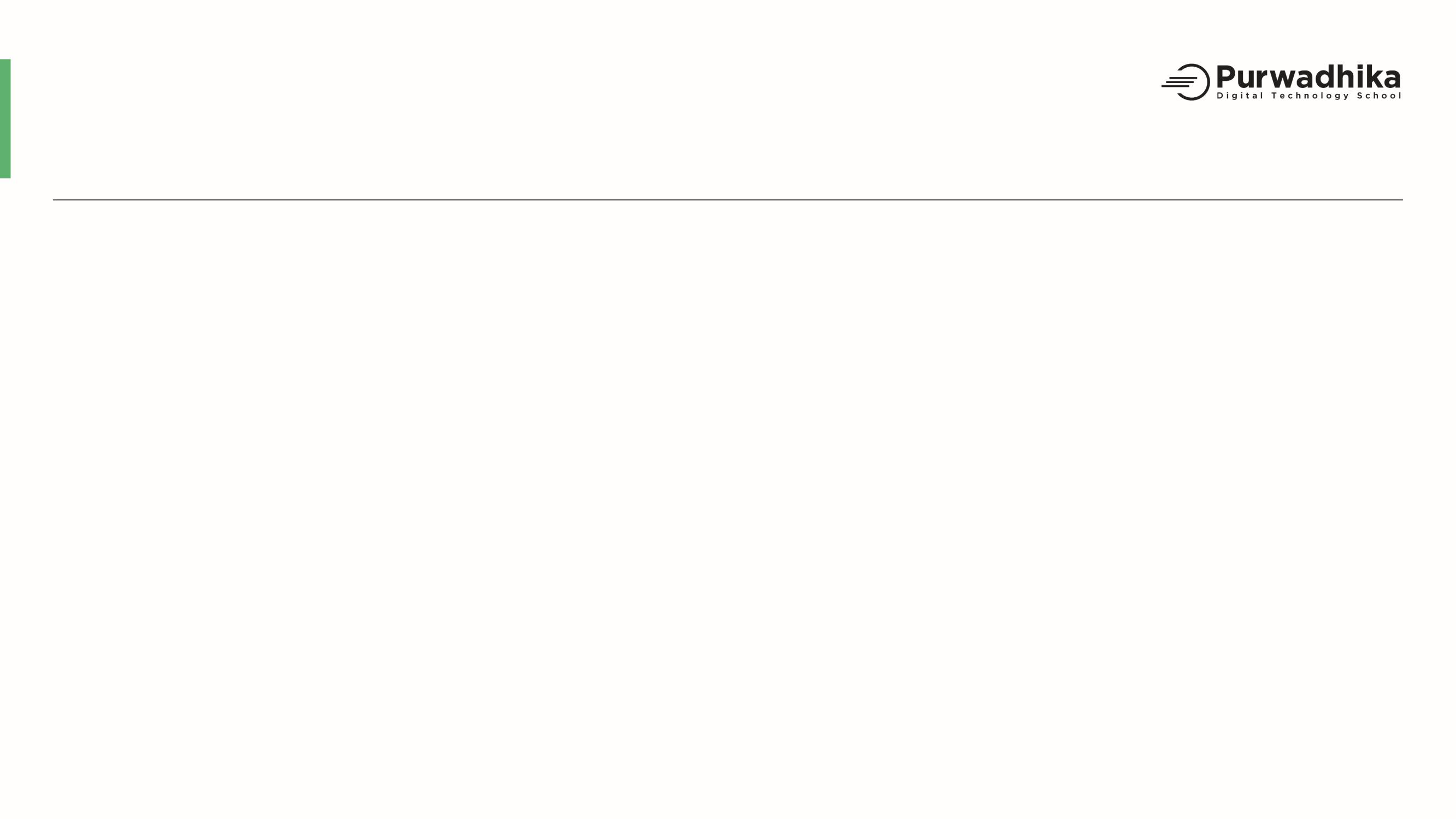
Ads 8-1 Mastering TikTok Ads Fundamentals Ads 8-2 Mastering TikTok Ads Manager

Ads 8-3 Tiktok Ads Campaign Setup Ads 8-4 Creative Tips For Performance

# TikTok Ads Performance Campaign Part 2

Ads 9-1 TikTok Ads Campaign Briefs & Simulations Ads 9-2 Mastering TikTok Ads Creatives Part 1

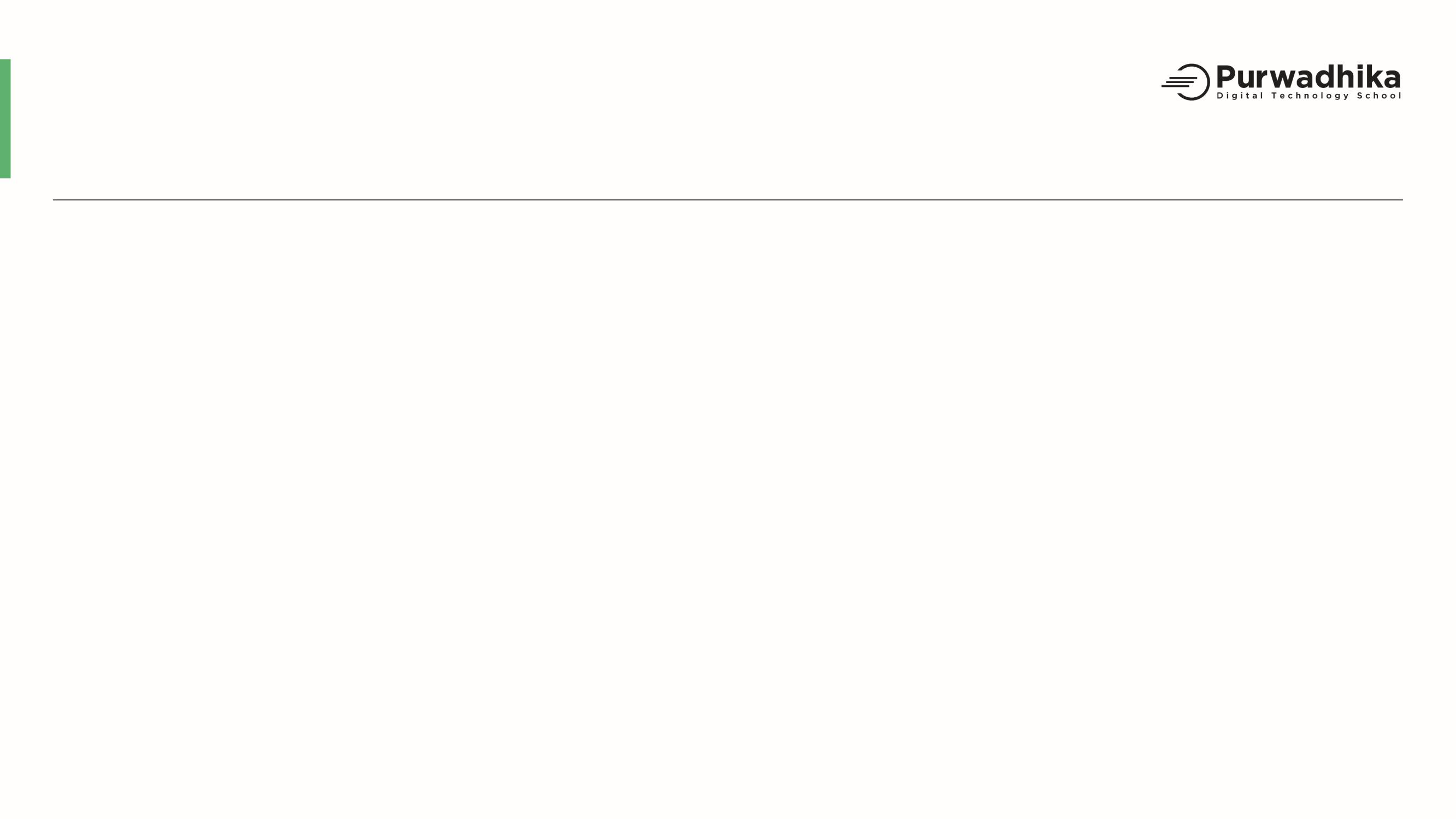
Ads 9-3 Mastering TikTok Ads Creatives Part 2 Ads 9-4 Case Study\_TikTok\_HolidayPlaybook

1. **E-Commerce, Marketplace Ads & Programmatic Ads**

Ads 10-1 E-commerce Optimizations & Marketplace Ads Ads 10-2 E-Commerce Case Study - Bigissimo

Ads 10-3 Alternative Ads & Programmatic Ads Shopee Ads & CPAS

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1. **Performance Campaign Monitoring, Evaluations & Reporting**

Ads 11-1 Performance Monitoring, Evaluation & Reporting Ads 11-2 Performance Ads Report Sample

# ChatGPT For Performance Ads Specialist

Ads 12-1 ChatGPT & Performance Ads Prompts