

Certificate – Games & Apps UA Talent

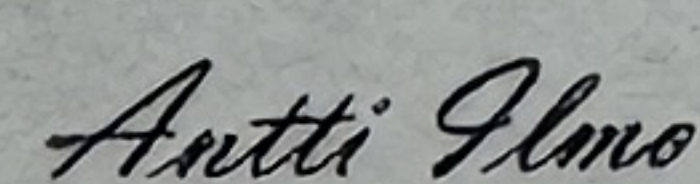
This is to certify that Hamed Davoudabadi has participated in Games & Apps UA Talent recruitment training (712120) during 31.3.-10.8.2023.

The training was produced by Talentgate Oy. Hamed Davoudabadi's partner company during the training period was Recolor Oy. Games & Apps UA Talent training program consisted of training days regarding user acquisition, monetization, engagement, data, and analytics.

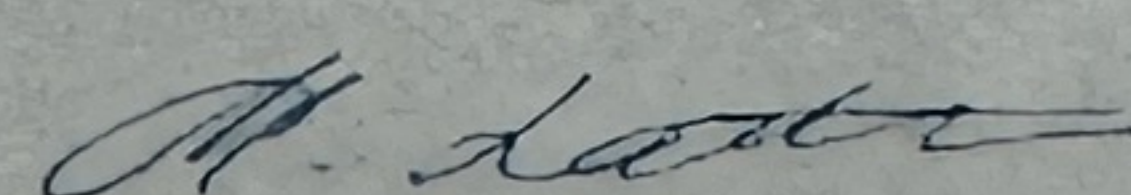
Training themes:

- Performance Marketing
 - Basic metrics calculations and cases
- Mobile Marketing Foundations
- Media Planning Foundations
- Mobile Measurement Partner
- ASO
- Marketing funnel
 - Learning UA basic metrics and KPIs
- Go-to-Market Planning
 - Excel refresher
- Community Management & Support
- Finding Work in the Games Industry
- Social Media
- Campaign performance measurement
 - Campaign data analysis
- Google Measurement/Privacy
- Conversion funnels
- App Campaigns
- Google YouTube
- Forecasting, growth modelling and scenario planning
 - Background info on SKAN and Google privacy tools
- Marketing in the age of Privacy Limits
- Google AdMob
- Cross-promotion
- Retargeting & Re-engagement
- Other channels: brand marketing, CTV, offline
- Media Channels
- LTV Modelling
- Finnish Games Industry
- Graduation Day & Networking

Helsinki 10.8.2023



Antti Ilmo
CEO



Marlena Laitinen
Project Specialist