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Validate your expertise using Google Display to deliver results that get the most from your display advertising investment. Certified users will demonstrate their ability to develop effective Display strategies and campaigns that achieve specific marketing goals.

By earning the Google Ads Display Certification, Google recognizes your ability to:

Translate a vision for online marketing into a coherent digital marketing strategy
Develop a Google Display strategy with wider company marketing plans
Generate a plan to increase awareness, consideration, action and retention using Google Display
Develop a plan to reach new and existing customers with Google Display Audiences
Ensure Display marketing plan is in alignment with digital marketing budget

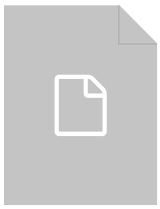
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