


CXL

institute

All-you-can-learn
platform for training
your teams in all
things data-driven
marketing

A laptop screen is shown in a dark, dimly lit environment. The screen displays a data dashboard. At the top, there is a line graph with a blue line showing fluctuations. Below the graph, there is a pie chart with a dark blue segment and a green segment. The bottom of the screen shows a taskbar with several application icons. The text 'All-you-can-learn platform for training your teams in all things data-driven marketing' is overlaid on the screen in a large, white, sans-serif font.

Double the effectiveness of your marketing, product and growth teams.

Winning organizations need highly capable people. Assign each person on your team 1 course per month for a year - based on their role and goals. See their effectiveness double or better.

We seek out the top 1% practitioners, and get them to teach your team what they know. Build a team of A-players with A+ level help.



Yehoshua Coren



Karl Gilis



Chris Mercer



Jacob Shafer



Charles Farina



Craig Sullivan



Momoko Price



Drew Sanocki

CXL Institute is where you train all your marketing / growth people

The half-life of digital marketing know-how is about 2.5 years. Everything changes rapidly. **You're either growing or becoming obsolete.**

CXL Institute gives your team skills and strategies you need to get to the next level and stay current.

Companies use it to take their entry level employees to the next level, and keep the best people at the top.









See why Sanoma uses CXL Institute

Click to play (YouTube video):



40+ courses on all things data-driven marketing. New courses added each month



| | | | | | |
|--|--|---|---|--|--|
| <p>Demand generation</p> <p>Sep 3, 2018</p> <p>Enrollment open</p>  | <p>Retention: The most underrated growth channel</p> <p>Sep 17, 2018</p> <p>Enrollment open</p>  | <p>LinkedIn advertising</p> <p>Oct 1, 2018</p> <p>Enrollment open</p>  | <p>Maximizing audiences for your PPC campaigns</p> <p>Oct 15, 2018</p> <p>Enrollment open</p>  | <p>Account based marketing</p> <p>Nov 5, 2018</p> <p>Enrollment open</p>  | <p>Product analytics</p> <p>Dec 3, 2018</p> <p>Enrollment open</p>  |
|--|--|---|---|--|--|

Managers can assign courses to take, and evaluate progress being made.

CXL Training manager

- Team roadmap
- My roadmap
- Team certificates**
- My certificates
- Edit team roadmaps
- Edit my roadmap

Team roadmap

All teams All users Graph view: Summary

Your team progress:

14
Courses enrolled in
+15% from last month

3
Hours/week studying
+10% from last month

2
Certificates earned
+5% from last month

477
Lessons completed
-22% from last month

Roadmap progress: Sort by: % completed List by: Team member

| Name | Active training | Total trainings: | Expected finish date: | % completed |
|------------------|-----------------------------------|------------------------|-----------------------|-------------|
| Wade Holloway | Growth Marketing Minidegree (12%) | 3 View | Nov 29, 2018 | 78% |
| Peep Laja | Advanced Google Tag Manager | 3 View | Nov 29, 2018 | 22% |
| JM Sonberg | Digital Analytics Minidegree | 3 View | Nov 29, 2018 | 2% (behind) |
| Madeleine Sidoff | Digital Psychology & Persua... | 3 View | Nov 29, 2018 | 22% |
| Diego Chacon | Digital Analytics Minidegree | 3 View | Nov 29, 2018 | 98% |
| Gerda Vogt | Digital Analytics Minidegree | 3 View | Nov 29, 2018 | 98% |
| Kyle Brodeur | Digital Analytics Minidegree | 3 View | Nov 29, 2018 | 98% |

In-depth Minidegree programs

designed to take participants to an advanced level in these 4 fields:

Conversion optimization minidegree



Our flagship training program. Learn conversion research, start using a systematic way to get more wins and bigger wins through optimization and testing.

Digital psychology & persuasion minidegree



Your customers are brains. Learn how the mind works, discover how to increase user motivation, and get more people to take desired action through applied psychology.

Growth marketing minidegree program



Learn to accelerate your business by running growth experiments, optimizing the channels that work best for you, and scaling your growth program.

Digital analytics minidegree program



Become a digital analytics professional with 8 weeks of training. Learn the Google suite of tools – Google Analytics, Google Tag Manager, Data Studio and Attribution.

Enroll in any course or Minidegree program. Get personalized progress tracking

The screenshot displays a learning management system interface. On the left is a sidebar with the CXL logo and a list of tracks: Active training, Digital Analytics Minidegree (28%), Building a growth process, Identifying quarterly goals (10:47), How to effectively brainstorm (10:47), Prioritizing (19:20), In-quarter execution (18:20), Experimentation process (07:20), Track 3: Data and analytics, Track 4: User experience, Track 5: Copywriting & psychology, Track 6: Channel-specific growth skills, and Track 7: Optimizing your channel traffic. The main content area is titled 'Identifying quarterly goals' and features a video player with a red play button. The video shows handwritten notes on a whiteboard: 'Simple Vacation w/ family \$2,000' with an arrow pointing to 'INVESTMENT', and 'Extravagant Vacation \$200,000' with an arrow pointing to '\$198,000 CONSUMPTION'. Below the video is an 'Autoscroll' toggle switch. A 'Complete lesson' button is located in the top right corner of the main area.

So after you establish the basic foundations of your growth team, your model, you understand your channels and you've mapped the journey of your customers, is when you can actually get into the quarterly planning process or just your initial planning process. I like to start with exploring the data, and doing so through the lens of your customer journey and the growth model. So think through all of the different steps that your customer takes on their way from finding out about your product or service, all the way through towards becoming a loyal, frequent, habitual customer, and then actually look at the funnel, explore your data, and try to identify the biggest areas of opportunity.

Conference recordings of world-class experts (80+ hrs)



Andy Carvell: Driving impact on mobile: the Mobile Growth



[Watch video »](#)

Jonathan Epstein: From Darwin to Digital Marketing:



[Watch video »](#)

Robin Newnham: Optimising for Voice AI in the Post-



[Watch video »](#)

Els Aerts: Without research there is nothing



[Watch video »](#)

Ivan Bager: Storytelling with data



Momoko Price: Data-Driven Copywriting for



Lukas Vermeer: Democratizing Online Controlled



Annika Oorn: Optimizing high converting website



Get certified

Once you complete all the courses inside the Institute and pass the final test, you will become certified.



PRICING

\$2500/year for the first seat + \$149/year for each additional seat.

Cost per user per year for:

- 1 user: \$2500
- 5 users: \$619.20
- 10 users: \$384.10
- 20 users: \$266.55

Monthly and quarterly options also available.

Questions?



Peep Laja
Principal at CXL Institute

peep@conversionxl.com
+1 512 554 6765

