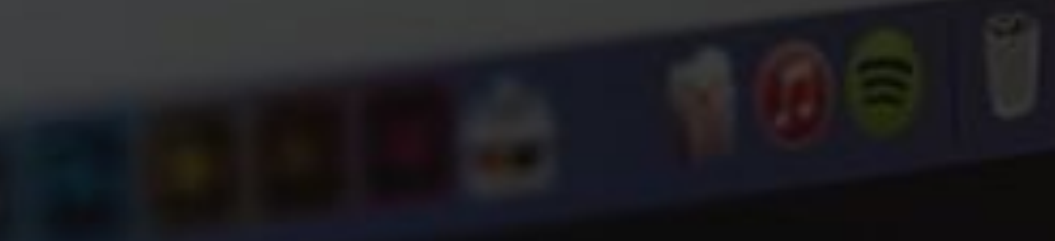


CXL

institute

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



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):



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



<p>Marketing management</p>  <p>See details</p>	<p>Ecommerce growth</p>  <p>See details</p>	<p>Email marketing: from basics to best-in-class</p>  <p>See details</p>	<p>Customer retention for subscription products</p>  <p>See details</p>
<p>Data presentation and visualization</p>  <p>See details</p>	<p>LinkedIn advertising</p>  <p>See details</p>	<p>Advanced Google Tag Manager</p>  <p>See details</p>	<p>Optimizing your marketing tech stack</p>  <p>See details</p>

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

The screenshot displays a user profile for Kyndall Ramirez with a list of courses and their completion status. A modal window titled 'Kyndall Ramirez > Courses: 27' is open, showing a detailed table of courses. The table includes columns for course name, start date, completion date, time taken, and progress percentage. To the right of the modal, a sidebar shows the number of courses and lessons for each course.

COURSE ^	DATE STARTED	DATE COMPLETED	COMPLETED IN	PROGRESS %
Account based marketing	Jan 2, 2019	Jan 2, 2019	1 day	100%
Advanced experimentation analysis	Feb 13, 2019			0%
Analytics fundamentals	Sep 10, 2018			0%
Applied AI for marketers	Apr 11, 2019			0%
Building a growth process	Sep 10, 2018	Apr 28, 2019	230 days	100%
Building data-driven personas	May 9, 2019	May 12, 2019	3 days	100%
Conversion Research	Feb 19, 2019	Mar 20, 2019	29 days	100%
Email marketing: from basics to best-in-class	Jan 3, 2019	May 9, 2019	126 days	100%
Excel for marketers	Apr 13, 2019			60%
Google Analytics for beginners	Apr 13, 2019			80%
Growth mindset: growth vs	Sep 10, 2018	Apr 28, 2019	230 days	100%

Course Progress Summary:

COURSE	ALL LESSONS
34	18
13	45
13	17
27	127
30	16
21	12
106	212
5	15

In-depth Minidegree programs

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

Conversion optimization minidegree



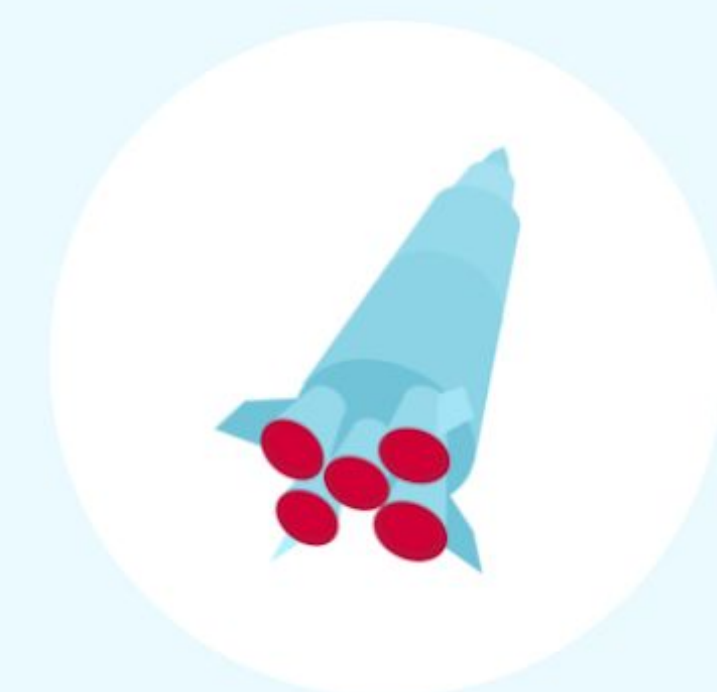
Our flagship training program. Learn conversion research, start using a systematic way to get more wins and bigger wins through optimization and testing.

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 play button. The video shows a handwritten diagram comparing two vacation scenarios: 'Simple Vacation w/ family \$2,000' leading to 'INVESTMENT', and 'Extravagant Vacation \$200,000' leading 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.

Identifying quarterly goals Complete lesson

Autoscroll:

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



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PRICING

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Questions?



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