



crews

Where you belong

TRAINING

Traffic Manager

LEARNING OBJECTIVES

- Understand the missions and strategic value of the traffic manager role
- Master the traffic acquisition levers and how to manage them
- Learn to measure and optimise the performance of a digital campaign
- Develop an effective and profitable cross-channel strategy

TRAINING DURATION

2 days (14 hours)

TARGET AUDIENCE

Digital marketing, communication and e-commerce professionals

PREREQUISITES

None

ACCESS TIME

Eligibility based on application and interview with the Experience team: response within 48 hours.

PRICE

- Inter-company training: €1,490 excl. VAT per person
- Intra-company / tailor-made training: on request

Crews Education

3 rue Lac du Mont-Cenis, BP 70408, 73370 Le Bourget du Lac, FRANCE

Tél : +33 (0)4 80 81 94 50 - Email : contact@crews-education.com

www.crews-education.com



DETAILED PROGRAM

- The role of the Traffic Manager
 - Position within the marketing team
 - Business objectives and key indicators
 - Relations with acquisition, content and product teams
- Overview of acquisition channels
 - SEA, SEO, social media, display, affiliation, retargeting
 - Advantages, costs and complementarity
 - Choosing the right channels according to objectives
- Managing a traffic strategy
 - Defining a ROI-driven strategy
 - Building coherent multichannel campaigns
 - Managing budget, calendar and resources
- Measuring and analysing performance
 - Tracking KPIs: CPC, CPA, ROAS, bounce rate, conversion
 - Setting up Google Analytics, Data Studio, Google Tag Manager
 - A/B testing, attribution and optimisation
- Simulation workshop
 - Analysing an online campaign plan
 - Optimising media mix based on results
 - Preparing and presenting a weekly report

Crews Education



CAREER OPPORTUNITIES, PATHWAYS AND FOLLOW-UP COURSES

At the end of the training, learners will be able to design and manage effective acquisition campaigns, monitor their performance, and optimise investments across major digital levers.

TEACHING METHODS, RESOURCES AND SUPPORT

- Training delivered by professionals actively working in the digital field
- Varied and dynamic teaching methods (case studies, workshops, assignments)
- Individual support by the Experience team

TRAINING TOOLS

- High-performance digital tools: Google Workspace for Education, Edusign...
- Practical case studies based on real-life business situations

EVALUATION METHODS

- End-of-training assessment via quiz or project submission

RESULTS AND PERFORMANCE INDICATORS

- Satisfaction rate at the end of training: NA
- Individual progress rate: NA

ACCESSIBILITY

Accessibility for people with disabilities or specific difficulties, contact us to organize an interview and offer you a program adapted to your needs: handicap@crews-education.com

Accessibility to international attendants, contact us: international@crews-education.com

CONTACTS

- By telephone: +33(0)4 80 81 94 50
- By WhatsApp: +33(0)7 56 10 93 20
- By email: contact@crews-education.com

Crews Education

3 rue Lac du Mont-Cenis, BP 70408, 73370 Le Bourget du Lac, FRANCE

Tél : +33 (0)4 80 81 94 50 - Email : contact@crews-education.com

www.crews-education.com