



LIVE MENTORSHIP PROGRAM · 150+ HOURS

Hands-On Live Mentorship in Cross-Channel Advertising

150+ hours of live training across 13 phases, with AI & automation in every one. Four specialisations, 30+ live tools.

₹2,999 upfront, the rest under Pay After Placement.

₹15,000 of tools, licences & agency certificates included.

LEARN. EXECUTE. GET HIRED.

**7-DAY
MONEY-BACK
GUARANTEE**



**TOOLS
YOU'LL MASTER**



Display &
Video 360



Campaign
Manager 360



Amazon Ads



Flipkart Ads



Google
Analytics 4



+25 more

THE PROGRAM



One Program. Four Specialisations.

Most courses teach one channel. This one teaches the whole media stack, and how the four parts talk to each other, which is the part agencies actually hire for.

01



21 MODULES

Programmatic

Enterprise DSP and ad serving, the skillset with the fewest trained people in the market.



02



6 MODULES

Marketplace

Where Indian retail media is growing fastest, and where brand budgets are shifting now.



03



14 MODULES

Google & Social Ads

Search, social and the whole tracking stack behind them, pixels, CAPI, server-side, GA4.



04



6 MODULES

Growth & Retention

Lifecycle, CRM and CRO, what happens after the click, where the margin actually is.



Plus 2 AI & automation modules across all four tracks, 49 modules, 13 phases, 150+ hours of live training.

WHY ADS MENTOR?

The Only Course That Trains You Live Inside DV360 & CM360



DV360, CM360 and enterprise CRM are not self-serve, there is no signup page, and you cannot practise on them alone even if you pay. At Ads Mentor you learn inside them in live, trainer-led sessions, across every tool below.

01 · PROGRAMMATIC

 Display & Video 360

 Campaign Manager 360

 Google Tag Manager

 Taboola, native

 JioHotstar, CTV

02 · MARKETPLACE

 Amazon Ads

 Amazon Seller Central

 Flipkart Seller Hub

 Quick commerce

 Nykaa Fashion

03 · GOOGLE & SOCIAL

 Google Ads

 Meta Business Suite

 LinkedIn Ads

 TikTok & Snapchat

 Google Analytics 4

04 · GROWTH

 CleverTap

 MoEngage

 AppsFlyer

 Brevo / Mailchimp

 Looker & Power BI



DV360 & CM360, Live

Setup, trafficking & tracking,
taught live



CRM Masterclass

Lifecycle & automation, taught live



Full Measurement Stack

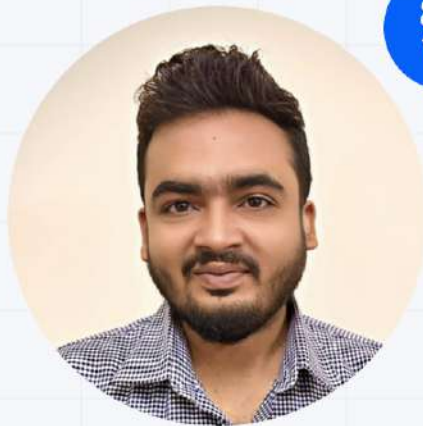
GTM, server-side, GA4 &
floodlights

Live sessions inside the real platforms.

30+ Tools. Live Training. One Program.

WHY ADS MENTOR?

Learn From Trainers Who Run Campaigns, Not Just Teach Them



8+
YRS

CROSS-CHANNEL ADS

in TOP VOICE

Kautilya Roshan 

Cross-Channel Advertising Consultant

Ex - Programmatic Consultant

for SIDA Digital

IIT Delhi certified, has consulted for enterprise and retail brands and trained 9,000+ marketers.

Infosys®

KISNA
DIAMOND & GOLD JEWELLERY

RESGUARDO®

sida.
DIGITAL



4+
YRS

PERFORMANCE & GROWTH

Sumit Chaudhari 

Performance Marketing &

Growth Strategist

Scales growth through Meta and Google performance campaigns built for consumer apps.

 **truecaller**
take the right call

Ex -  **NOBROKER**

Ex -  **ACKO**

WHY ADS MENTOR?

Learn From Trainers Who Run Campaigns, Not Just Teach Them



6+
YRS

AD OPS & AGENTIC AI

Kailas Nath R

Agentic AI, Automation &
Ad Ops Specialist

Delivers and audits CM360, GTM and CRM automation builds across live client accounts.



5+
YRS

MARKETPLACE ADS

Neha Arora

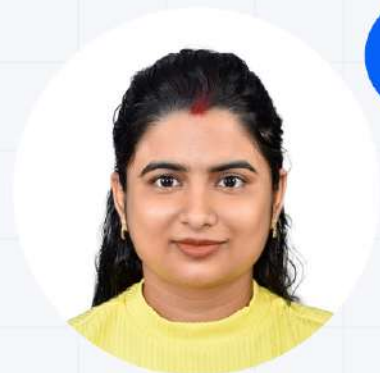
E-Commerce &
Marketplace Specialist

Runs Amazon and Flipkart ad accounts end to end, catalogue, listings and retail media spend.



DIGITAL
PRANI

Founder



5+
YRS

CRM & RETENTION

Ankita Kumari

Retention & Lifecycle Specialist

Drives retention at scale with personalised lifecycle campaigns across channels and touchpoints that boost engagement and long-term loyalty.



[₹9 Cr+ Combined Media Spend Managed]

05 · ADS MENTOR

WHY ADS MENTOR?



What You'll Walk Away With



Cross-Channel Media Planning

Plan and split budget like an agency strategist



10+ Media Plans Executed In-Platform

Executed by you, not shown in a demo



Full-Funnel & Bidding Strategy

Across every channel, covered in detail



Cross-Platform Reporting

Standard, custom & client-style reporting



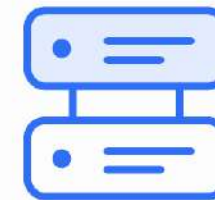
Campaign & KPI Optimisation

Improve performance like a trader



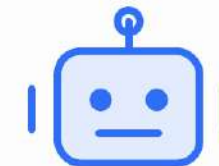
Troubleshooting & Brand Lift Studies

Fix issues, prove impact



Server-Side Tracking & Attribution

Measure what actually converts, not what fires



AI-Assisted Campaign Ops

25 AI tools, Claude MCP, n8n & Zapier



Every skill above is taught live inside the real platforms, not on slides.

THE OPPORTUNITY



Cross-Channel Is the Rarest Skillset in Indian AdTech

Most marketers run one channel. Almost nobody can plan across programmatic, marketplace, social and retention, and prove it with attribution. That gap is what the salary curve pays for.

01

0-2 YEARS · EXECUTIVE / ANALYST

₹4 – 7 LPA

Campaign execution, trafficking, daily pacing reports.

02

2-5 YEARS · MANAGER

₹8 – 20 LPA

Owns media plans, budgets and client reporting across channels.

03

5+ YEARS · LEAD / ASSOCIATE DIRECTOR

₹20 – 45 LPA+

Owns the full media mix, attribution model and team.

No self-serve signup

DV360 & CM360 gate the talent pool

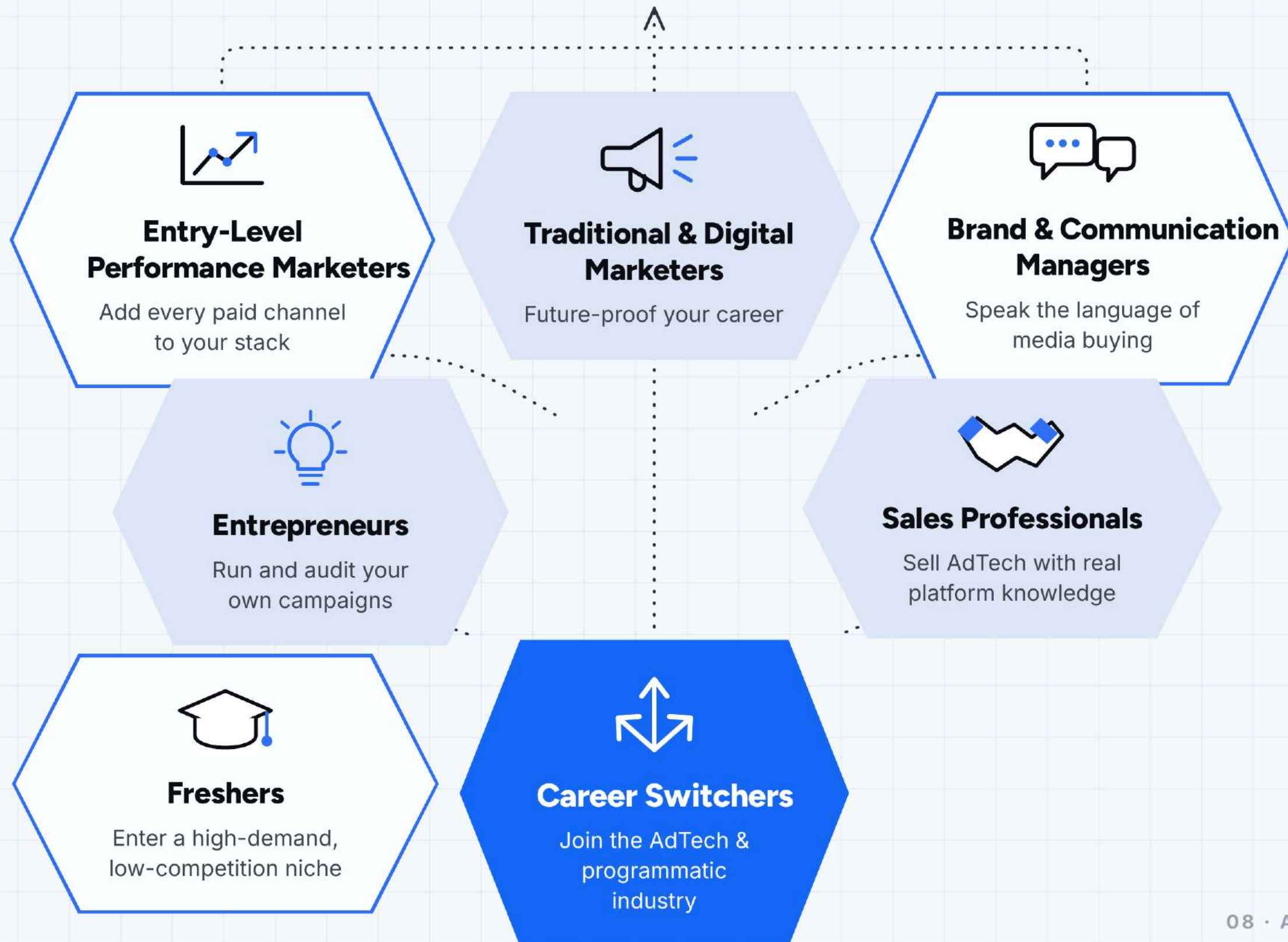
4 tracks, 1 CV

You apply to four job families, not one

₹9 Cr+ managed

Combined media spend behind your trainers

Who Is This Program For?



Program Curriculum

49 modules across four specialisations, delivered in 13 live phases, from ecosystem fundamentals to agency-grade execution

01 • PROGRAMMATIC

Modules 1–21 • DV360, CM360, Ad Ops & the ecosystem



02 • MARKETPLACE

Modules 22–27 • Amazon, Flipkart, quick commerce & Nykaa



03 • GOOGLE & SOCIAL ADS

Modules 28–41 • Search, social, tracking & GA4



04 • GROWTH & RETENTION

Modules 42–47 • Lifecycle, CRM, CRO & brand



AI & AUTOMATION

Modules 48–49 • Runs across all four tracks



150+ HOURS LIVE • EVERY WEEKEND, INTERVIEW & CAREER PREP

HOW THE PROGRAM RUNS



The 13-Phase Learning Journey

The four specialisations are what you learn. These thirteen phases are the order you learn them in, each one live, executed by you, and built on the phase before it.

01

Websites & Storefronts

WordPress, ecommerce & PayU digital products

02

The Tracking Foundation

GTM, Search Console, Pixel, gtag, Insight Tag & Clarity

03

Meta & Social Ads

Ads Library, ad copy, data layer, Snapchat, TikTok & LinkedIn

04

Google Ads, End to End

Search, Display, Video, Demand Gen, PMax & Shopping feeds

05

Marketplace Ads

Blinkit, Amazon, Flipkart & Nykaa

06

Native, Shopify & Major Project

Taboola, JioHotstar, Shopify Ads & a live client project

07

Full-Funnel Analytics

Measuring the whole journey, not just the last click

08

Remarketing & Tagging

Dynamic & Facebook remarketing, server-side and client-side

09

Platform Strategy

Strategy per platform, from domain-specialist trainers

10

Live Campaigns & Media Planning

Real plans and real budgets, executed by you

11

Growth & Retention

Lifecycle, CRM and CRO, after the click

12

Marketing Automation

CRM, n8n, Pabbly, Zapier & custom automations

13

DV360 & CM360

The enterprise programmatic stack, last and deepest



Every Weekend, Alongside Every Phase

AI tool workshop, doubt clearance & 1:1 trainer booking

150+ HOURS OF LIVE TRAINING, 13 PHASES



Foundations, Tracking & Social

PHASE 01

Websites & Storefronts

- WordPress landing pages built from scratch
- Full ecommerce website setup, end to end
- PayU gateway & selling a digital product

PHASE 02

The Tracking Foundation

- Google Tag Manager, tags, triggers, variables
- Meta Pixel, Google Ads gtag & Insight Tag
- Google Search Console & Google Analytics
- Microsoft Clarity, heatmaps & recordings

PHASE 03

Meta & Social Ads

- Meta ads fundamentals & campaign structure
- Meta Ads Library, research & ad teardowns
- Ad copy that carries the click
- Data layering for ecommerce
- Snapchat, TikTok & LinkedIn Ads

Most courses start at
the ad. You start at the
site and the tag.

WordPress

PayU

Google Tag Manager

Microsoft Clarity

Google, Marketplace & the Major Project

PHASE 04

Google Ads, End to End

- Search campaigns
- Display & Video campaigns
- Demand Gen
- Performance Max
- Shopping ads & feed optimisation

PHASE 05

Marketplace Ads

- Blinkit Ads, quick commerce
- Amazon Ads
- Flipkart Ads
- Nykaa Ads

PHASE 06

Native, Shopify & Major Project

- Native ads, Taboola & JioHotstar
- Shopify Ads
- Major Project, a live, mentored client build

The Major Project is a live client, not a case study.

Google Ads

Blinkit

Amazon & Flipkart

Nykaa

Shopify

Measurement, Remarketing & Strategy

PHASE 07

Full-Funnel Analytics

- Full-funnel measurement, top to bottom
- Reading the funnel where it actually breaks
- Reporting the journey, not the last click

PHASE 08

Remarketing & Tagging

- Dynamic remarketing
- Facebook remarketing
- Server-side tagging
- Client-side tagging

PHASE 09

Platform Strategy

- Strategy for every ad type and platform
- Taught by domain specialists, not generalists
- Live expert sessions on what is working now

Every platform taught
by the person who runs
it daily.

Google Analytics 4

Server-Side Tagging

Looker Studio

Execution, Retention & Automation

PHASE 10

Live Campaigns & Media Planning

- Building a media plan from scratch
- Live campaign execution on real budgets

PHASE 11

Growth & Retention

- Lifecycle campaigns & customer journeys
- CRM, CRO and retention economics
- What happens after the click, the margin

PHASE 12

Marketing Automation

- Marketing automation & CRM workflows
- n8n, Pabbly & Zapier
- Custom automations for your own stack

PHASE 13

DV360 & CM360

- DV360, DSP setup, trafficking & targeting
- CM360, ad serving, hosting & Floodlights
- The least-taught skill, saved for last

Programmatic comes last, by then you know why it matters.

Foundations

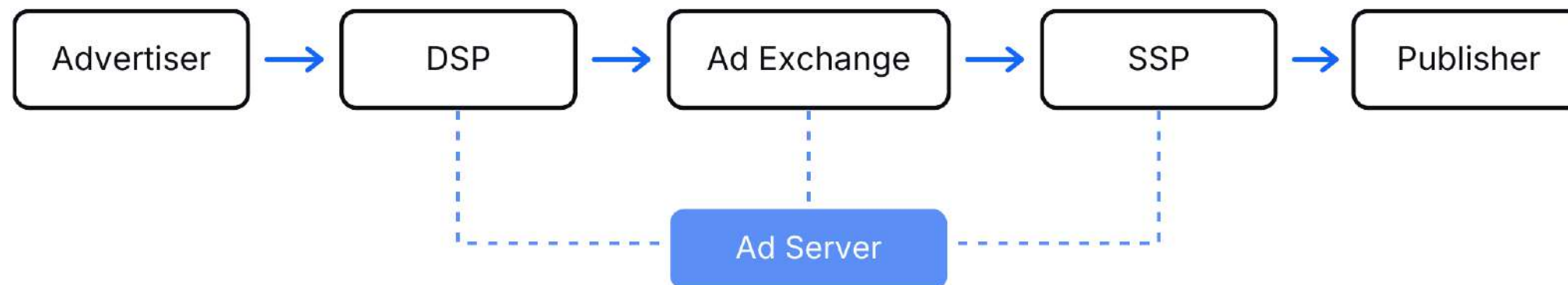
MODULE 1

Onboarding

- Get introduced to the course
- Best-practice tips to make the most of the program

MODULE 2

Programmatic Advertisement Ecosystem



DV360 Setup

MODULE 3

DV360 Overview & Access

- DV360 ecosystem & access model
- Partner vs Advertiser accounts
- Full UI walkthrough
- All important DV360 structures explained

MODULE 4

Advertiser & Campaign Setup

- Advertiser-level setting options
- Types of campaign setup
- 1 complete campaign set up LIVE

MODULE 5

Insertion Orders (IOs)

- Budgets, pacing & flighting
- ASAP vs Even pacing
- Frequency management
- All important settings



Channels, Inventory & Targeting

MODULE 6

Line Items

- Display, Video, Audio, YouTube, CTV & native
- YouTube: Ad Groups & Ads structure
- Types of YouTube ads

MODULE 7

Inventory Setup in DV360

- Open Auction
- PMP (Private Marketplace)
- PG (Programmatic Guaranteed) deals
- Deals & inventory management

MODULE 8

Targeting in DV360, 14 Types

Brand suitability

Apps & URLs

Categories & genres

Position

Viewability

Language

Video

Environment

Audience

Audience lists

Geography

Day & time

Demographics

Device

🔍 DV360

📺 YouTube

📰 Taboola

📺 JioHotstar



Creatives, Bidding & Brand Safety

MODULE 9

Creative Setup

- How to upload creatives
- Bulk-add creatives
- Third-party creatives
- All creative types & their use cases
- DCO & DDC (Dynamic Creative)

MODULE 10

Bidding & Budget Control

- Manual vs Automated vs Custom bidding
- Conditions, rules & multipliers

MODULE 11

Brand Safety & Verification

- DV360 controls & verification partners
- Brand safety settings
- ads.txt
- VAST tags



Media Planning, Execution & Reporting



MODULE 12

Media Plan Creation From Scratch

Hands-on planning exercise, built like an agency planner

MODULE 13

Media Plan Execution in DV360

Display

Video

YouTube

CTV

Audio

MODULE 14

Floodlight Setup in DV360

Conversion tracking implemented end to end

MODULE 15

Reporting in DV360

- Standard vs custom reports · dimensions vs metrics · reporting logic
- Daily client reporting & PCA (post-campaign analysis) reports

MODULE 16

Optimisation Case Study

Real scenarios: KPIs, pacing and troubleshooting decisions

You execute 10+ media plans in-platform during the program.

Agency-style client reporting, the exact format agencies send.



SPECIALISATION 01 · PROGRAMMATIC

CM360 & Ad Ops

MODULE 17

CM360 Access & Use Cases

In programmatic advertising

MODULE 18

Creating an Advertiser

In CM360

MODULE 19

Hosting Creatives

In CM360

MODULE 20

Click Tracker Implementation

MODULE 21

Floodlight Setup

In CM360

Ad Ops is the most under-taught, most-hired skillset in programmatic. You'll do it hands-on.

CM360

Google Tag Manager



Amazon & Flipkart Ads

MODULE 22

Amazon Ads

- Sponsored Products, Sponsored Brands & Sponsored Display
- Campaign structure, keyword & product targeting
- Bid strategy, placement multipliers & budget control
- ACOS, TACOS & ROAS, the metrics buyers are judged on

MODULE 23

Amazon Seller Central India

- Catalogue, listing health & content quality
- A+ content and Brand Store setup
- Aligning ad spend to the listings that convert

MODULE 24

Flipkart Seller Hub & Flipkart Ads

- Product Listing Ads, setup & structure
- Listing optimisation & catalogue hygiene
- Campaign, bid & budget management
- Reading the Flipkart reporting suite



Quick Commerce, Nykaa, Native & CTV



MODULE 25

Quick-Commerce Advertising

- Ad formats across Blinkit, Zepto & Instamart
- Share of shelf, keyword & category placement
- Dark-store geography & SKU-level strategy

MODULE 26

Nykaa Fashion & Beauty

- Brand ads & visibility placements
- Category and search strategy
- Reporting on a closed-marketplace platform

MODULE 27

Native & CTV

- Taboola, native campaign setup & content strategy
- JioHotstar, CTV and OTT inventory buying
- Where native and CTV sit in a full-funnel plan

Retail media is the
fastest-growing ad
channel in India.



Quick Commerce

Nykaa Fashion

Taboola

JioHotstar

Google Ads

MODULE 28

Campaign Architecture

- Search, Performance Max, Display, Demand Gen & YouTube
- Account structure, campaign & ad-group hierarchy
- Keyword match types, audiences & bidding strategies
- 1 complete campaign set up LIVE

MODULE 29

Conversion Tracking in Google Ads

- Google Tag & Conversion Linker
- Conversion actions, values & attribution windows
- Enhanced conversions & user-provided data events
- Calls-from-website and offline conversion import

MODULE 30

Rules, Scripts & Dynamic Remarketing

- Automated rules for budget, bid & status control
- Google Ads scripts, what to automate and when
- Dynamic remarketing with a product feed



Paid Social

MODULE 31

Meta Ads

- Business Manager & Business Suite setup
- Campaign, ad-set & creative structure
- Advantage+ and audience strategy

MODULE 32

Meta Tracking Stack

- Pixel with data layer & custom variables
- Conversions API (CAPI) implementation
- Signals Gateway
- Server-side tagging for Meta

MODULE 33

LinkedIn B2B & ABM

- Account-based marketing, list building & targeting
- Lead Gen Forms & document ads
- Insight Tag & conversion tracking

MODULE 34

TikTok & Snapchat Ads

- Campaign structure on both platforms
- Pixel setup & event configuration
- Conversion tracking & creative formats

Meta

LinkedIn

TikTok

Snapchat



Tracking & Measurement Stack



MODULE 35

Google Tag Manager

- Tags, triggers, variables, folders & templates
- Data layer design & custom event tracking
- Debugging, versioning & publishing workflow

MODULE 36

Server-Side Tagging

- Server container setup for Google Ads & Meta
- First-party data flow & cookie durability
- Why signal loss breaks reporting, and how to fix it

MODULE 37

Click-Fraud Protection

- Invalid-traffic detection for Meta & Google
- Exclusion lists and placement hygiene
- What you are really paying for in a click

Tracking is the part most marketers fake. You'll build it end to end.

Google Tag Manager

Server-Side

Meta CAPI



Analytics, Attribution & Reporting

MODULE 38

Google Analytics 4 with Custom Events

Funnel exploration

Path exploration

Segment overlap

User explorer

Cohort exploration

User lifetime



MODULE 39

UTM & Channel Grouping

- Session source / medium / campaign explained
- Default vs custom channel groups
- A naming convention that survives four channels



MODULE 40

Attribution & Media Mix Modelling

- Attribution models and when each one lies
- Media mix modelling fundamentals
- Cross-channel media planning from the numbers



MODULE 41

Dashboards & Client Reporting

- Looker Studio, blended cross-platform reports
- Power BI dashboard creation
- Reporting for all platforms in one view



Google Analytics 4



Looker Studio

Power BI

Retention & Lifecycle Marketing

MODULE 42

Campaigns & Journeys

- CleverTap & MoEngage, segments and cohorts
- Journey builder: triggers, delays & branches
- Campaign design for activation and win-back

MODULE 43

Channel Stack & Compliance

WhatsApp SMS RCS IVR Push Email

- Whitelisting & delivery: Gupshup, Vilpower, ACL & Kaleyra

MODULE 44

Deep Links & Email Automation

- AppsFlyer, link creation & install attribution
- Brevo / Mailchimp automation triggers
- Closing the loop back into paid media audiences

CleverTap

MoEngage

AppsFlyer

Brevo / Mailchimp

Acquisition gets the budget. Retention keeps the margin.

Copy, CRO & Brand



MODULE 45

Copywriting & Landing Pages

- Ad copy frameworks that survive four channels
- Landing-page structure & message match
- Creative brief preparation for designers

MODULE 46

CRO & A/B Testing

- Heatmaps, session recordings & form analytics
- Funnel analysis and where users actually drop
- Designing a test that produces a real answer

MODULE 47

Branding & Positioning

- Brand identity and brand positioning
- Corporate branding and its benefits
- Live execution on a real business

Live execution on a real business, not a made-up case study.

CRO & A/B Testing

Landing Pages

Branding



ONE AI WORKSHOP EVERY WEEKEND · ACROSS ALL FOUR SPECIALISATIONS

AI, Automation & the CRM Masterclass

Every weekend runs one AI tool workshop, 25+ tools mastered, plus prompt engineering, prompt structuring and the industry use cases of AI in marketing. The part of the program that did not exist two years ago, and the part interviewers now ask about.

MODULE 48

AI for Advertising & Creative

- One AI workshop every weekend, 25+ tools mastered
- Prompt engineering & prompt structuring
- Industry use cases of AI across marketing
- AI copywriting for ads and landing pages
- WordPress sites built with the Divi AI builder
- Vibe coding & agentic AI for marketers
- Claude MCP across Meta Ads, Google Ads & reporting

MODULE 49

Automation & CRM Masterclass

- Workflow automation with n8n, Pabbly & Zapier
- Reporting and alerting that runs without you
- CRM masterclass, taught live, end to end

n8n

Pabbly

Zapier

Claude MCP

CRM tools

THE FULL STACK, 25+ TOOLS, MAPPED TO REAL CAMPAIGN TASKS

C Claude

MC Claude MCP

GP ChatGPT

G Gemini

AS Google AI Studio

P Perplexity

N Notion AI

MJ Midjourney

H Higgsfield

R Runway

11 ElevenLabs

HG HeyGen

OC Opus Clip

CC CapCut

Cv Canva

Ax Adobe Express

Pr Premiere Pro

D Divi AI

L Lovable

Cu Cursor

n8 n8n

Mk Make

Z Zapier

Pb Pabbly

B Brevo

One workshop a weekend. You'll leave having wired these into a live campaign.

Your Learning Experience



Student Support Team

- Support available 7 days a week
- Write to us: contact@adsmentor.in
- Urgent queries? Reach your dedicated Account Manager anytime



Industry Mentors

- Unparalleled guidance from industry mentors, teaching assistants & graders
- One-on-one feedback on submissions
- Personalised suggestions for improvement



Doubt Clearance & 1:1

- Weekend doubt-clearance sessions with your trainers
- Book a 1:1 slot with a trainer whenever you need one
- Q&A forum with expert-verified responses



Expert Feedback

- Personalised expert feedback on assignments & projects
- Regular live sessions to clear concept doubts



What's Our Job Readiness Support?

01



CV Re-Write

Industry-leading, ATS-friendly process. You get a brand-new, perfectly formatted CV.

02



Your CV, Your Control

After the first rewrite, you get edit access to personalise and fine-tune it as you like.

03



Mock Interview Practice (Minimum 3)

Detailed mock interviews with a senior industry leader, with written feedback on your performance and key areas to improve.

04



Weekend Sessions + PDF Guide

Special interview session every weekend, plus a PDF guide for acing every interview you participate in.

INCLUDED, AT NO EXTRA COST

You Leave With More Than a Certificate



Live Campaign Case Studies

- Real campaigns you ran, with the real numbers
- Written up the way an interviewer wants to read them



A Fully-Fledged Portfolio

- A live portfolio site you build and host yourself
- Ready to send with every application on day one

PLUS THE TOOLKIT, LICENSED FOR THE PROGRAM



Elementor Pro

Build your portfolio site



Astra Pro

The theme it runs on



Spectra Pro

Blocks & page design



Heffle CRM

Access for automation practice



Free Hosting

Your domain, or our subdomain

Bring your own domain, or work on a subdomain we give you. Either way you finish with a live site, a working CRM and campaigns you can point at.

EVIDENCE, NOT JUST A CERTIFICATE

[★ 4.9 out of 5
on Google]



Feedback From Students & Peers

Verified Google reviews from our students, and public LinkedIn recommendations for our trainers.

★★★★★ [GOOGLE REVIEW ↗](#)

"I recently completed AdsMentor's Cross Channel Advertising program. Hands-on learning on DV360, CM360 and Marketplace Ads."

, Kshitija Kadam
Cross-Channel student · posted on Google

[in LINKEDIN RECOMMENDATION ↗](#)

"I highly recommend Kautilya Roshan as an expert in problem solving & critical thinking. His work ethics is immaculate."

, Meena Chalapathi
Search, Social & Content Marketing

[in LINKEDIN RECOMMENDATION ↗](#)

"He excels at guiding his students through both foundational concepts and advanced topics, with remarkable structure and care."

, Shikhar Khanna
Chief Strategy Officer

[in LINKEDIN RECOMMENDATION ↗](#)

"Very patient, calm and extremely knowledgeable person. Excellent trainer and guide."

, Sharmila Kommajosyula
Amazon & Flipkart PPC Specialist

[in LINKEDIN RECOMMENDATION ↗](#)

"An incredible ability to simplify complex digital marketing concepts and make them practical, engaging and results-driven."

, Priyanka Mishra
Founding Member, Elewayte

★★★★★ [GOOGLE REVIEW ↗](#)

"Kautilya Roshan sir was our trainer! He was very helpful and we have enjoyed his class!!"

, Joyshree Goswami
Student · posted on Google



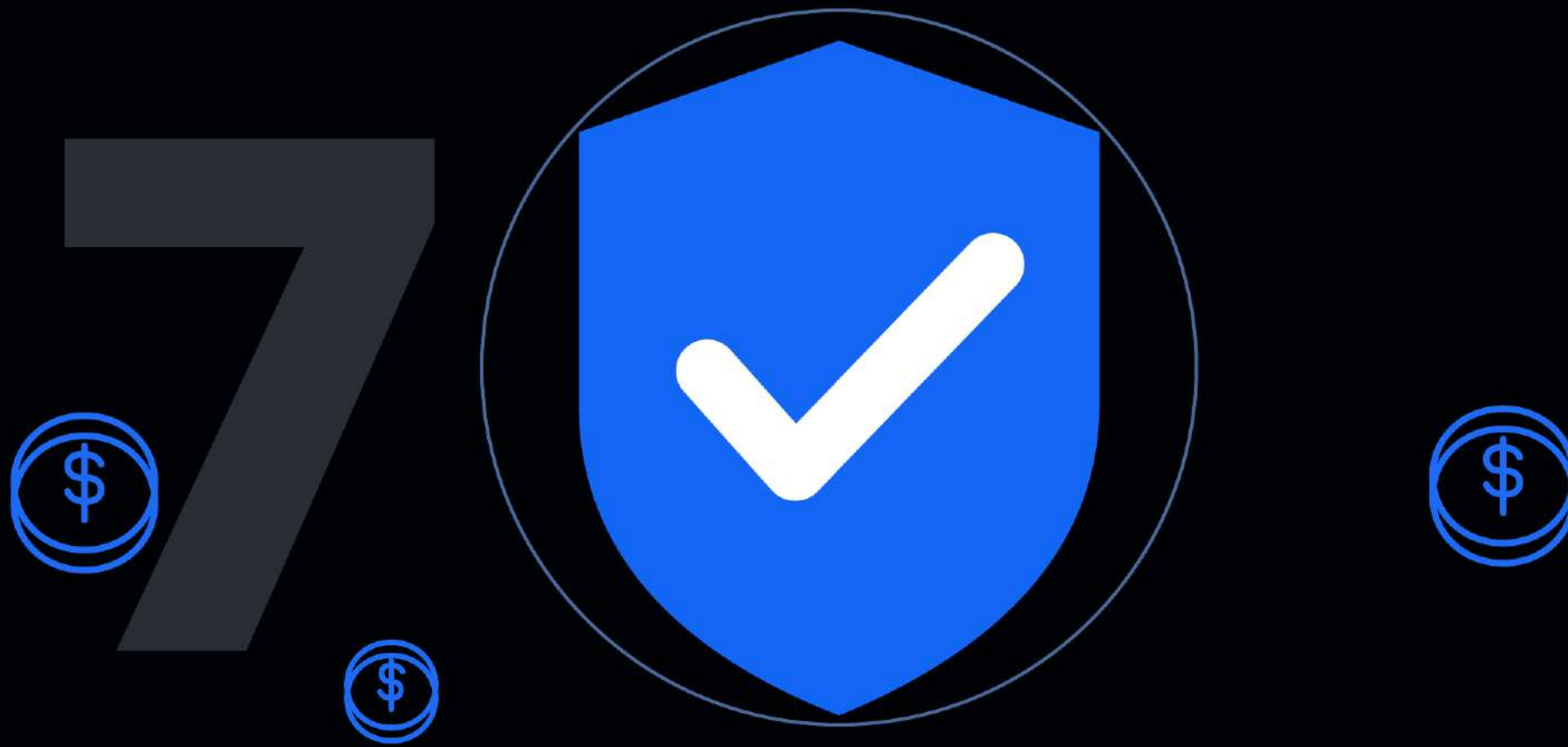
Every review here is public.
Check them yourself

[in Recommendations on LinkedIn ↗](#)

[★ Reviews on Google ↗](#)

Recent placements: ₹5 – ₹15 LPA · every profile public and verifiable on LinkedIn

Still Not Convinced?



7-Day Money Back Guarantee. No Questions Asked.

Join the program and attend the live sessions. If it's not for you, get 100% of your money back within 7 days. We cover your back.

100% RISK-FREE · ₹6 LPA+ SALARY ASSURANCE*

*Assurance conditions apply, minimum 75% attendance and at least 5 interviews we arrange. Full terms on the website.

Start Your Cross-Channel Career

Four specialisations, 13 phases, 150+ hours of live training.

Only 50 seats per cohort, live mentorship means small groups.

Next batch: 15 August · ₹2,999 upfront, rest under Pay After Placement.

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🌐 adsmentor.in