

Conversion Science team scoops the 2017 EMEA Mobile Ads Certification Challenge Award

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It was recently announced that Conversion Science is one of the recipients of the 2017 EMEA Mobile Ad Award. The South African-based PPC and SEM digital agency team achieved an average of 90% for the exam which covered (among other aspects) Mobile Bidding, Targeting, Measurement and Formats.



Luqmaan Rawaat (not pictured) attained the top mark – an astounding 98%. Google Partners like Conversion Science are focusing their efforts towards grasping the rapid advancement of mobile-centric digital advertising.

When approached for comment, Ariel Sumeruk, the managing director of Conversion Science stated: “I am tremendously proud of our team at Conversion Science. We believe in having a sound training investment because it is part and parcel to our vision as an agency – pursuing excellence in our field, ongoing training of our campaign managers and so on. It’s about advanced skills and understanding of the environment. But the personal investment achievement aspiration lies with the individual. It is obvious to me that we have very driven members of staff here!”

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