



## Certificat de Complétion

Nous certifions que

**MARIE-LAURE  
BONNAUD**

a complété avec succès la

**Immersion Growth Marketing | 6  
semaines**

**08/06/2021 - 13/07/2021**

David Arnoux  
co-fondateur

Peter van Sabben  
co-fondateur

Quentin Lacointa  
co-fondateur

**Et**  
Events based tracking

**Om**  
One Metric That Matters

**La**  
Lean analytics

**Eg**  
Engineered marketing

**Pi**  
Prioritization

**At**  
Attribution

**Ws**  
Webscrapping

**Fa**  
Funnel analysis

**Vm**  
Viral Marketing

**Lo**  
Landing page optimization

**Ho**  
Hook model

**Pi**  
Competitor piggybacking

**Ut**  
Usability testing

**Ac**  
Activation



**Cog**  
Cognitive biases

**Bf**  
BRASS Framework

**Pf**  
PIEs Framework

**Co**  
Cognitive overhead

**Sm**  
Symmetric messaging

**Ex**  
Existing platforms

**Rp**  
Rapid prototyping

**Lm**  
Lift Model

**Wo**  
Wow moments

**Da**  
Data analysis

**Pt**  
Persuasion techniques

**Aa**  
AARRR

**Mr**  
Measuring retention

**Ed**  
Experiment design

