



*Your company should subscribe to the All-Access Plan at the CXL Institute. This document helps you craft your pitch at the office. Customize this email template using the information gathered in your research.*

Hi \_\_\_\_\_,

I found a great place for training our team in all things data-driven marketing: [CXL Institute](#)

They produce courses and certification programs on things like digital analytics, conversion optimization, customer acquisition and the like.

There's a big catalog of self-paced courses + they produce 2 new live online courses each month. This keeps the content brand-new and cutting edge. Live courses consist of 4 to 8 live online classes that take place at specific dates/times, so people actually schedule time to learn.

They hire the best known practitioners in specific fields (e.g. Facebook ads, Google Tag Manager etc) to teach classes, so that's awesome. Really good names in the instructor list.

CXL Institute also appears to have very high NPS scores for their courses + good testimonials. Impressive client logos on the site (Google, Zalando, Cisco, Progressive, Deloitte, Symantec etc).

It's \$299/mo for first user and only \$9/mo for each additional user. Each student has their own progress tracking and can earn various certificates. It's even cheaper for annual plans.

**Bottom line:** We're either growing or becoming obsolete. This place covers all our data-driven marketing skill needs.