# Customer Success Story Examples

# Popularization of car brands in social media

**Customer: stellantis.com**

## Task

Popularization of some automotive brands and a multinational automotive corporation. Geolocation — Eastern Europe. Direct work on popularization of car brands, namely: Peugeot, Citroen, Opel.

## Strategy

Developing a media strategy for each of the client's car brands. Preparation of tone of voice for the target audience, according to the positioning of new car models of the brands: Peugeot, Citroen, Opel. Analysis of the niche, preparation of advertising rooms and launch of advertising campaigns in social media.

## Result

Increase in the percentage of requests from the target audience for new car models of each brand in Eastern Europe, increase in sales of new car models through local distributors in Eastern Europe.

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# FLYUIA

# Promoting brand on Telegram

**Customer: flyuia.com**

## Task

Promoting the brand among the target audience on Telegram, posting promotional publications to inform about special offers and bonus programs of the company.

## Strategy

Analytics and segmentation of the Ukrainian segment of Telegram channels, creation of creatives together with the client's design department, posting of publications and analytics of the effectiveness of each channel.

## Result

# 714 к

Total audience coverage within the framework of the campaign

# 13%

Growth of ERR (coverage ratio)

# PPC+AUX paid traffic channels

**Customer: goodwine.com.ua**

## Task

Increase sales of spirits by non-branded search queries.
Developing a strategy for promoting and popularizing imported beverages.

## Strategy

In-depth analysis of sales of priority product groups, identification of the closest competitors in the price range, and a combination of creative and technological strategies to increase sales.

## Result

**18%**

Transaction growth
by non-branded
requests

**3 mon.**

Restructuring of
advertising accounts
of advertising accounts

**+15%**

Growth of income
from paid advertising
for the first 3 months

# Paid channels on Google and Facebook

**Customer: grandex.de**

## Task

Increased sales of exclusive VIP and premium cars in the following countries: USA, Canada, UK, Germany, United Arab Emirates. The average car check is about €350,000.

## Strategy

Selection and clustering of the target audience by country, preparation of technical specifications for the creative agency, positioning and formation of creatives according to the analysis of both local and global competitors.

## Result

Formation of a wide base of target customers in the specified countries, creating awareness of Grandex among the audience. Increase the number of cars sold in a given territory.

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Analytics Company

## Open SEO organic search results

**Customer: chicco.com.ua**

### Task

Increased organic traffic by non-branded query groups in priority margin categories: strollers, cribs, car seats, and baby care accessories.

### Strategy

Designing the SEO structure and technical optimization of the website. Further search engine promotion by non-branded query groups due to the distribution of static website weight
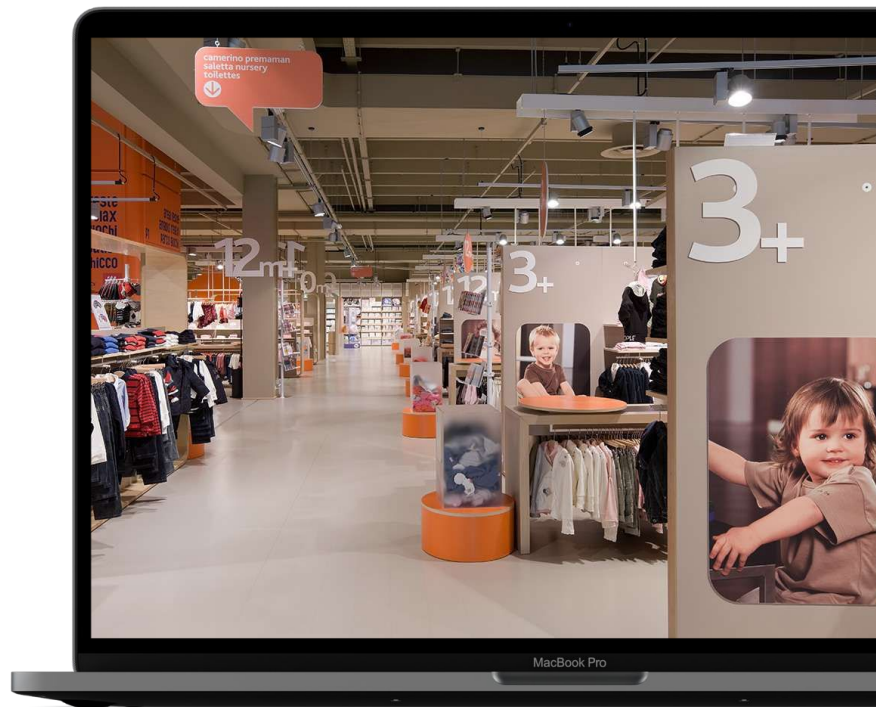
### Result

**22%**

Growth of non-branded traffic from organic sources

**19%**

Growth in revenue from non-branded requests

**6 mon.**

Timeframe for design work

# A set of works on Performance marketing

**Customer: ua.dewalt.global**

## Task

Increased market share coverage, brand awareness and demand for quality American products in the competitive niche of industrial professional tools.

## Strategy

Development of a comprehensive development vector and a brand positioning plan in social media. Daily tracking of analytical indicators, work with HADI.
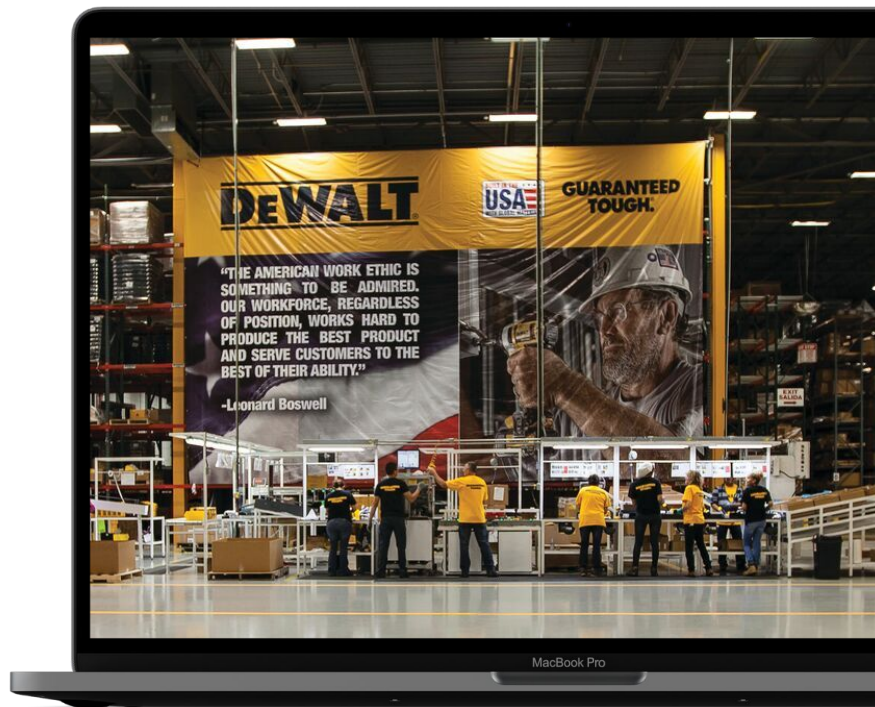
## Result

| 500% | +110% | +170% |
|------|-------|-------|
| Increase in the number of transactions | Growth of income from paid issuance | ROI (return on marketing investment) |

# Paid channels on Google and Facebook

**Customer: medmag.ua**

## Task

To take market share in a highly competitive niche in Ukraine. Increase ROI from the paid channel and increase MEDMAG brand awareness in Ukraine. The main KPI is to increase sales from the CPC channel.

## Strategy

Work with Google search engines and advertising on Facebook.
The connection of the PPC+AUX proprietary product and process automation scripts.

## Result

**137%**

Increase in the number of transactions

**+79%**

Growth of income from paid issuance

**+217%**

ROI (return on marketing investment)

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# АГРОМАТ

# Building a communication strategy in social networks
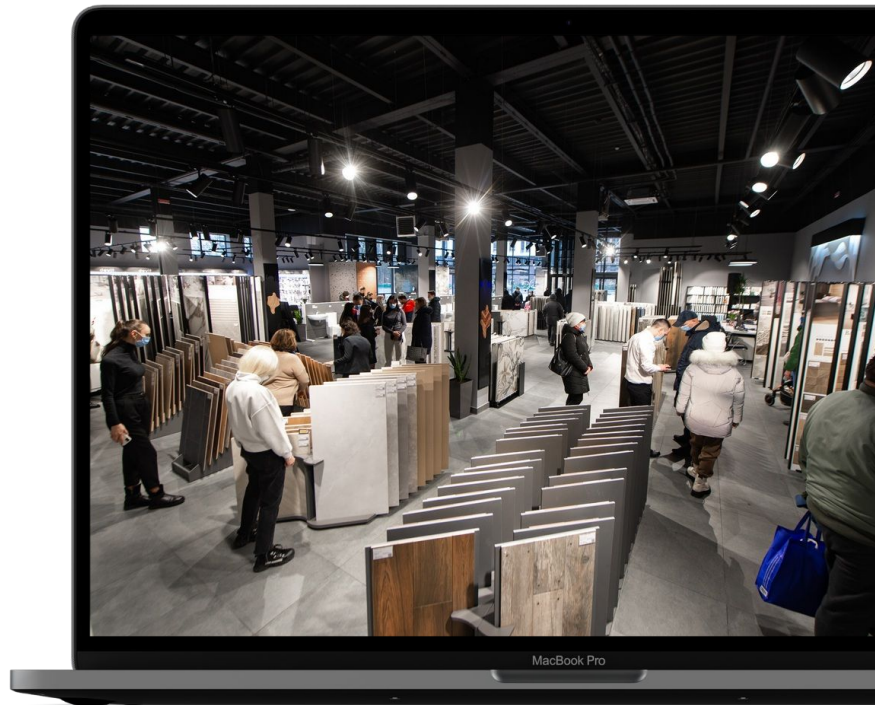
**Customer: agromat.ua**

## Task

Building a unified communication strategy in social media and its launch, transferring the best practices to in-house specialists for further development.

## Strategy

Market analytics, creating portraits of the target audience, preparing a brand book and content plan for social networks, and rules for working with creatives, tone of voice, and content.

## Result

A unified communication strategy for social media has been developed, which is being followed by the client's team under quarterly supervision and analytics by our team.

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**Будинок іграшок**

# Open SEO organic search results

**Customer: bi.ua**

## Task

Correct migration of the resource during the peak season with minimal losses. Increase the amount of targeted organic traffic in search engines.

## Strategy

Moving the resource to a new domain with a new structure, CMS system, and design. Work on the website's growth in organic search results. Taking leading positions in the Ukrainian market in its market niche.
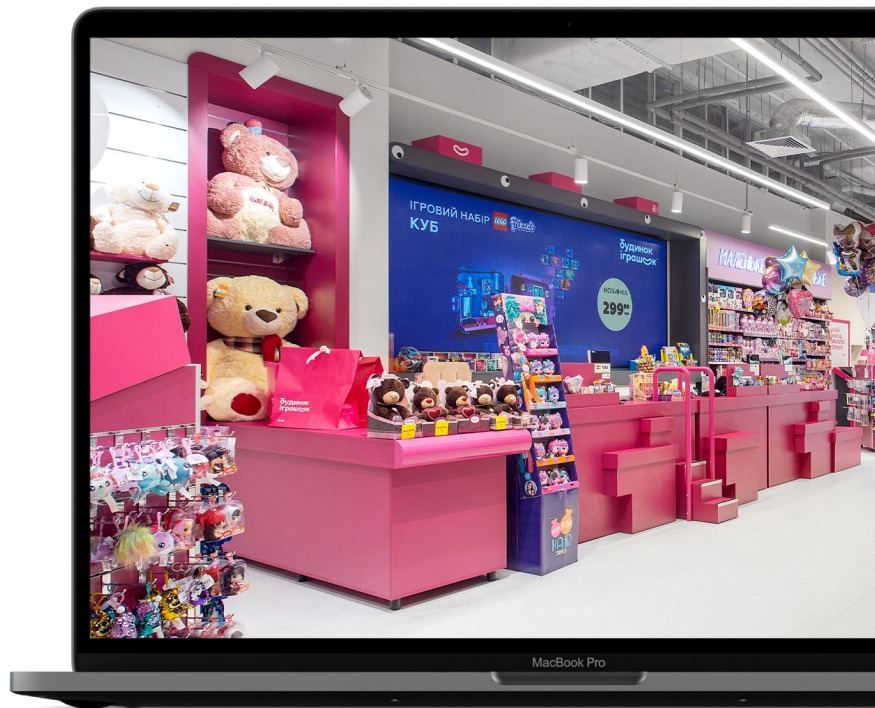
## Result

| 5-in-1 | 63% | 95% |
|---|---|---|
| Moving to a new resource during the peak season | Growth of organic traffic over the next year | Maintaining current traffic after moving |

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# STORGOM

## Paid channels on Google and Facebook

**Customer: storgom.ua**

### Task

Reducing the cost of customer acquisition from paid search channels.
Work with all sources of paid search results on Google Ads and Facebook.
Optimization of the budget for advertising campaigns.

### Strategy

Reconfiguration of the account structure, in-depth study of benchmarking
and internal analytics of the resource. Development and optimization of
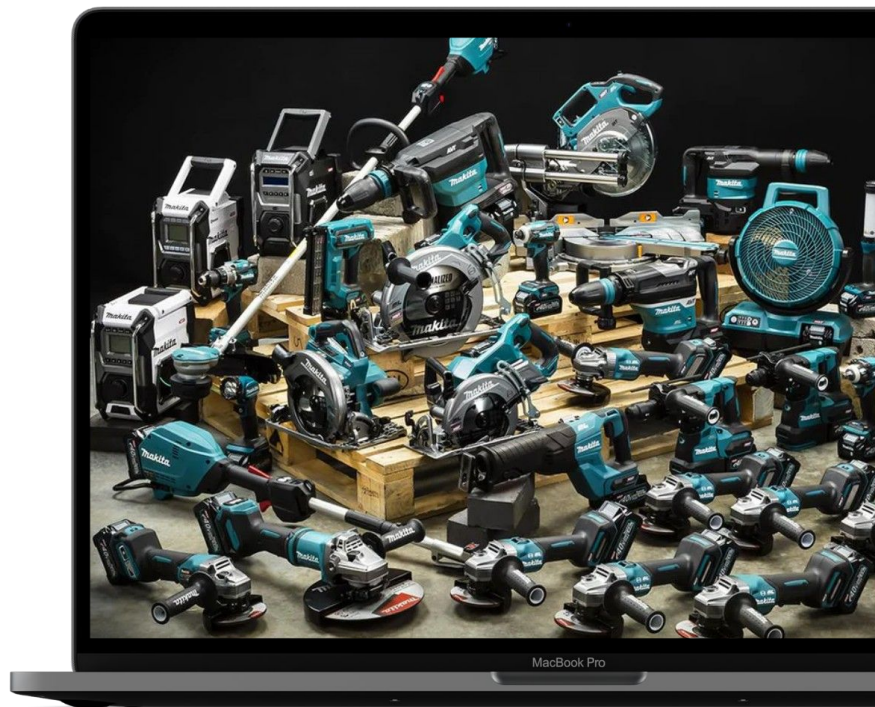new ad groups with the connection of custom scripts.

### Result

**280%**

Reducing the cost
of lead acquisition

**+1 500**

Creating new
campaigns

**+143%**

The growth of appeals
through the site's
shopping cart



MacBook Pro

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**FOZZY**

# A set of works on Performance marketing

**Customer: fozzyshop.ua**

## Task

Conducting an analysis of competitors delivering food to the door, developing a strategy to increase the reach and demand for this service. The channel is CPC.

## Strategy

Preparation of a market snapshot by competitors and building an exclusive strategy for fozzyshop.ua. Optimizing the existing advertising campaign, working together with the customer's marketers.
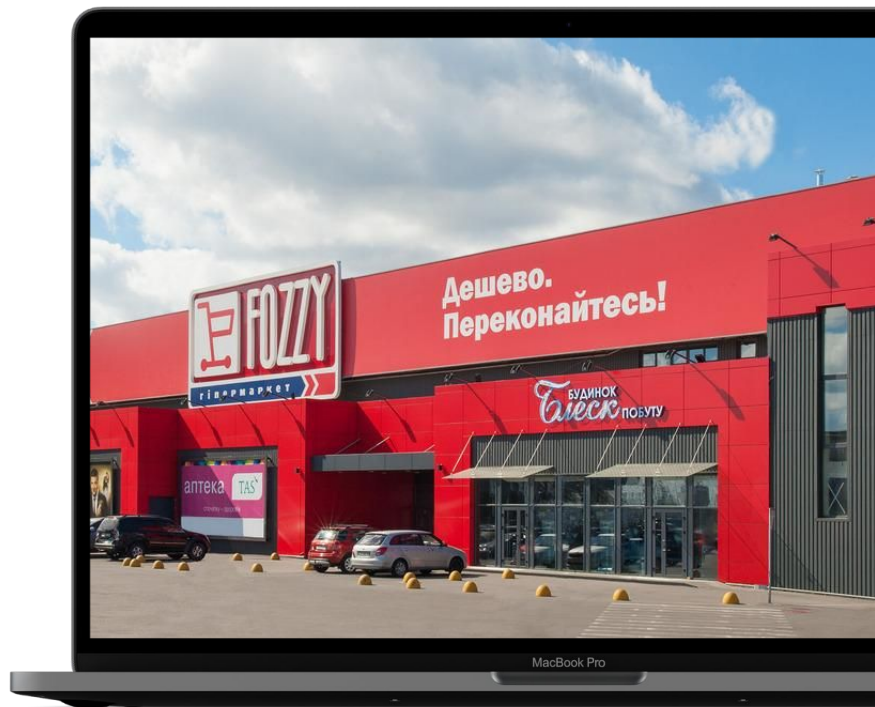
## Result

**demand**

We have created demand for new service

**209%**

Reduction of CPC (cost per click)

**112%**

The growth of appeals to the cart in the first month of work



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# Account optimization Google Ads
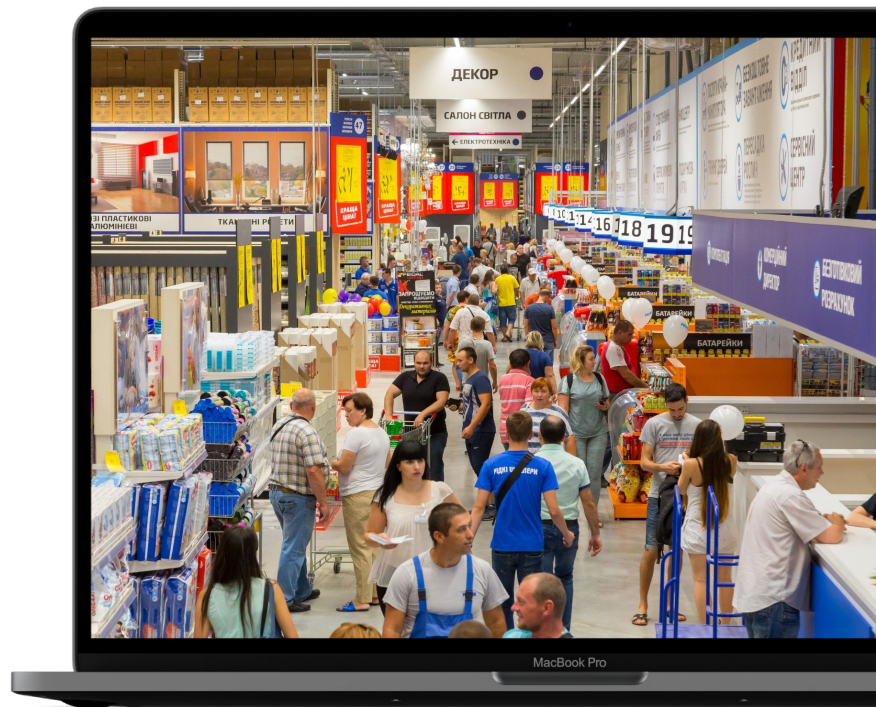
**Customer: epicentrk.ua**

## Task

Audit of existing advertising campaigns launched by in-house specialists, aimed at both branding and sales.

## Strategy

Technical analytics of each advertising campaign to identify errors and prepare recommendations for in-house specialists to adjust the account + further monitoring of changes.

## Result

The analysis revealed systematically ineffective keywords and ad groups that significantly drain the advertising budget. Subsequently, detailed instructions were described to fix the problem and correctly reallocate budgets in favor of the most effective areas.

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*HIKVISION*®

# PPC+AUX paid traffic channels

**Customer: hikvision.org.ua**

## Task

Bringing the resource to profitability in the targeted advertising channel. Building brand positioning in the Ukrainian market by working with different segments of the target audience.

## Strategy

Developing a vector for integrated development and a plan for brand positioning in social networks. Daily tracking of analytical indicators, work with HADI.

## Result

**400%**

Reducing the cost
of the attracted lead

**x3**

Sales growth
through the website

**0%**

Budget growth — the
results achieved without
increasing costs

# Open SEO organic search results

**Customer: motoblok.biz**

## Task

Systematic growth of organic traffic by branded and non-branded query groups in priority margin categories: generators, power tools.

## Strategy

Designing the SEO structure and technical optimization of the website. Further search engine promotion by branded and non-branded query groups through the distribution of static website weight.
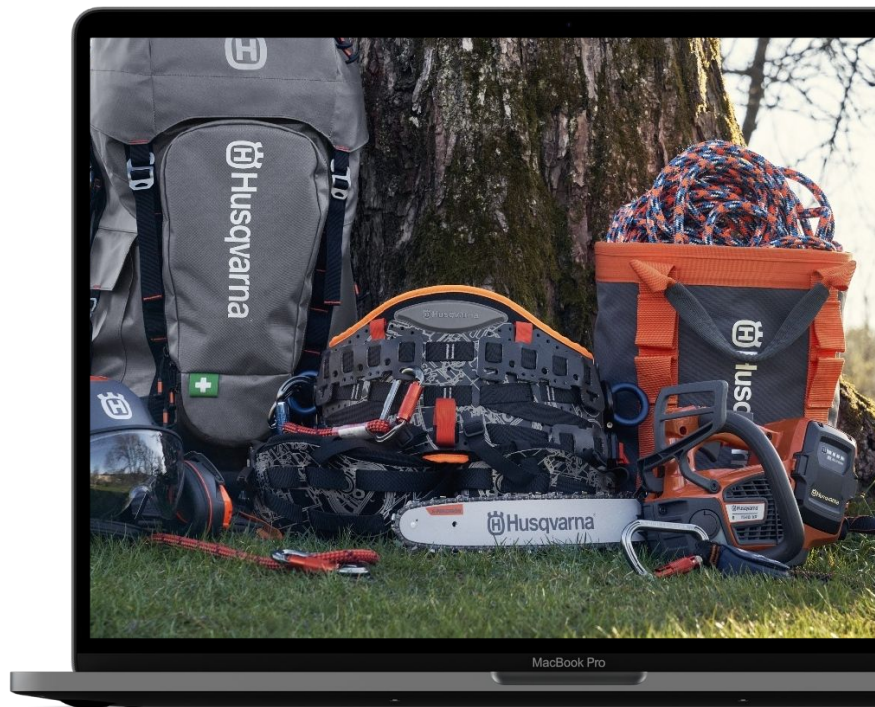
## Result

**+198%**

Growth of total
organic traffic

**+10%**

Growth of positions
in organic search results

**+150%**

Growth of
click-through rate CTR

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# PPC+AUX paid traffic channels

**Customer: atl.ua**

## Task

Expanding and reaching new leads. Increase sales through e-commerce. Launching and developing positioning for new areas of the ATL brand. Cost optimization.

## Strategy

A full range of services for auditing all e-commerce segments. Analytics setup and daily work with Big Data collection. Development of custom automation scripts individually for the project.

## Result

### x27

Number of requests through the basket and order form

### USA

Launching a new direction from scratch — cars from the USA

### 23%

Cost optimization by setting up end-to-end analytics

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# SEO structure and website architecture

**Customer: argo.com.ua**

## Task

Full search engine optimization of the site, design of the SEO structure and recommendations on the technical preparation of the site for the next step of promotion.

## Strategy

A snapshot of the SEO structures of the top 10 competitors in organic search, collecting and clustering marker semantics to prototype the future architecture of the new site.

## Result

The project has been prepared and optimized from a technical and structural point of view, ready for further external optimization and promotion in search engines.

# Paid channels on Google and Facebook

**Customer: ktc.ua**

## Task

Increased sales from paid search channels on Google and Facebook. Work with the positioning of international brands in Ukraine (Samsung, Lenovo, ASUS).

## Strategy

Changing the structure of the Google Ads account, adapting banner ads to the requirements of search engines. Active use of analytics and custom scripts to automate a number of processes.
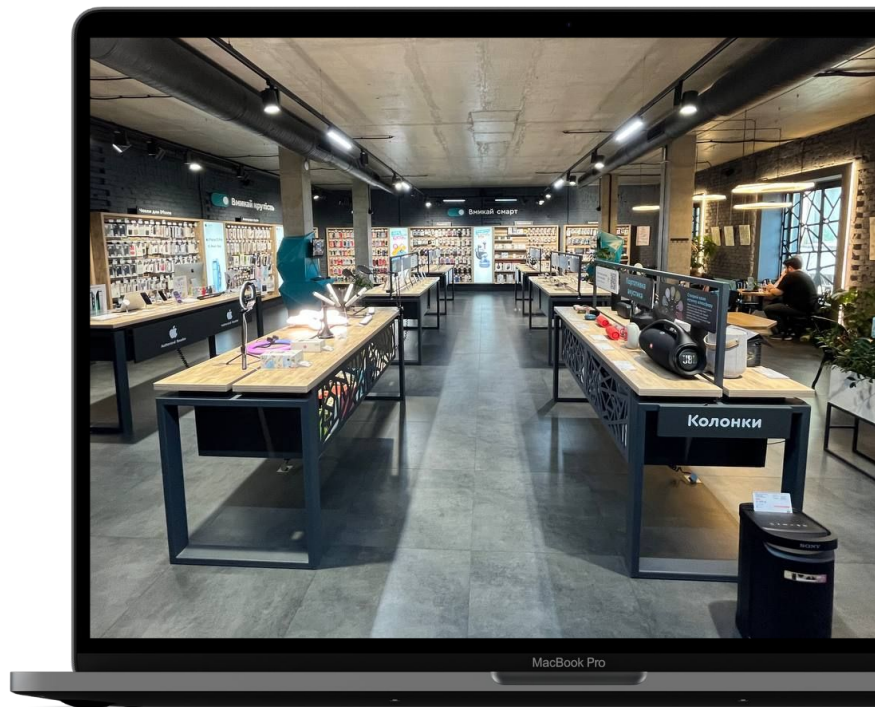
## Result

**+66%**

Transaction rate

**300%**

ROI (return on marketing investment)

**+800%**

The number of transactions

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## PPC+AUX paid traffic channels

**Customer: atem.com.ua**

### Task

Attracting customers to Atem offline stores in such countries as: Ukraine, the USA and Lithuania. Setting up advertising campaigns in the language of users, taking into account the mentality of each country.

### Strategy

Work with the audience strategy, launch of Google and Facebook advertising campaigns to popularize showrooms in these regions. Professional work on geo-targeting.

### Result

Effective online support for existing offline advertising campaigns, increased attendance at showrooms in each region. Sales growth both online and offline.

# Facebook & Instagram Optimization

**Customer: mitsubishi-motors.com.ua**

## Task

Promotion of the Mitsubishi Motors brand and products in social media. Generating customer demand for visits to official Mitsubishi Motors dealers in Ukraine.

## Strategy

Preparation of the strategy and its approval by Mitsubishi Motors headquarters. Launching advertising creatives to the target audience using the Facebook & Instagram Optimization (FIO) methodology.
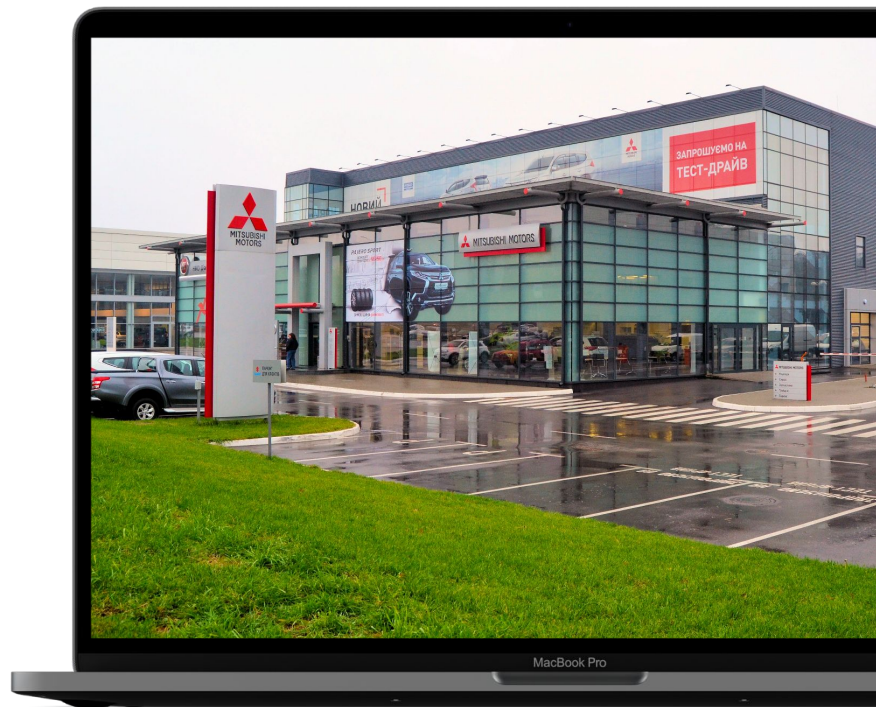
## Result

**0.0002$**

**0.3$**

**0.5$**

Interaction
with the publication

Like
Facebook Page

CPC
Cost Per Click

# We are trusted

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# Achieve goals together!

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