

**SHOPPING
EXPERT**

Alex Boyko

CASE

contextual ads

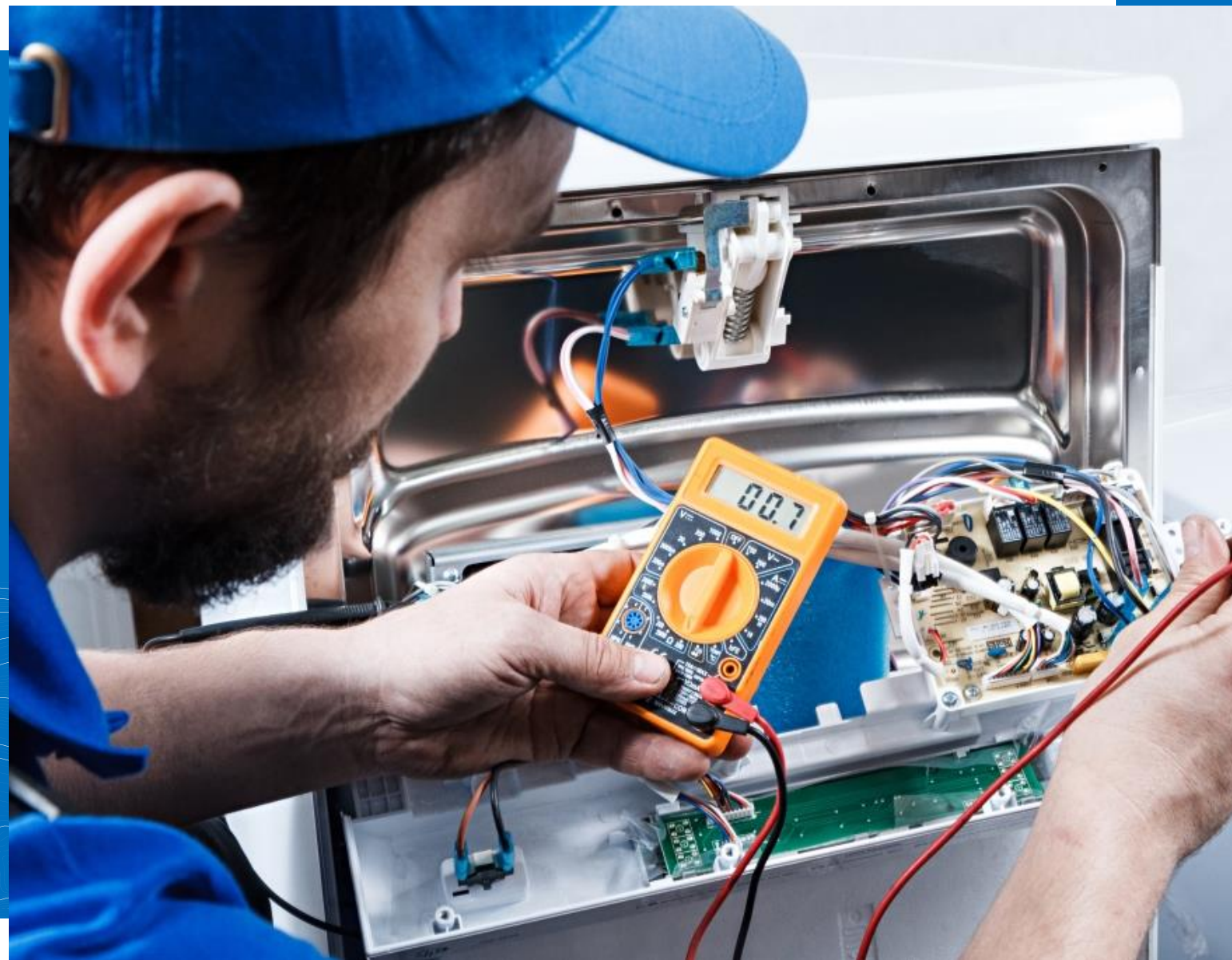
REPAIR OF EQUIPMENT

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Introduction to the project

- Direction: Service center for the repair of Equipment
- Working period: 14 months
- Average cost of an application: 155 UAH
- Goal: Macro conversions, calls and forms on the site

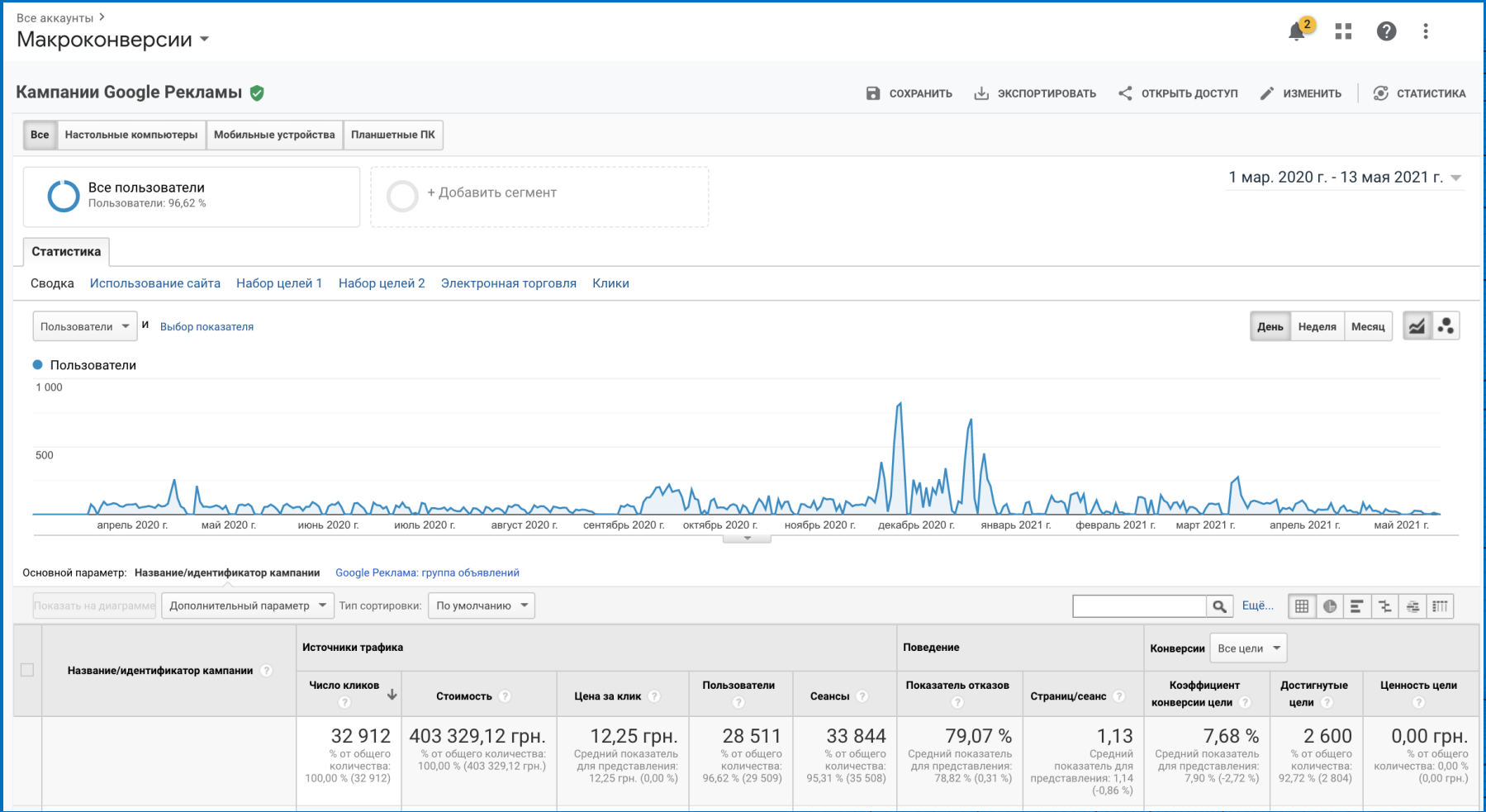


What was done

- We assembled a complete semantic core using several services
- Developed the correct structure of the advertising account
- Used all available types of advertising campaigns
- Configured Google Analytics
- Collected enough data for optimization
- Switched to AI campaigns
- Monitor performance with Google Data Studio
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Results

We work on an ongoing basis as part of the maintenance of an advertising account to optimize and improve the results



Contact us



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