

SHOPPING EXPERT

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CASE

contextual ads

TV PRODUCTS

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Introduction to the project

- Direction: Online store for sale TV goods
- Working period: 12 months
- Average cost of a successful order: 117 UAH
- Purpose: Calls

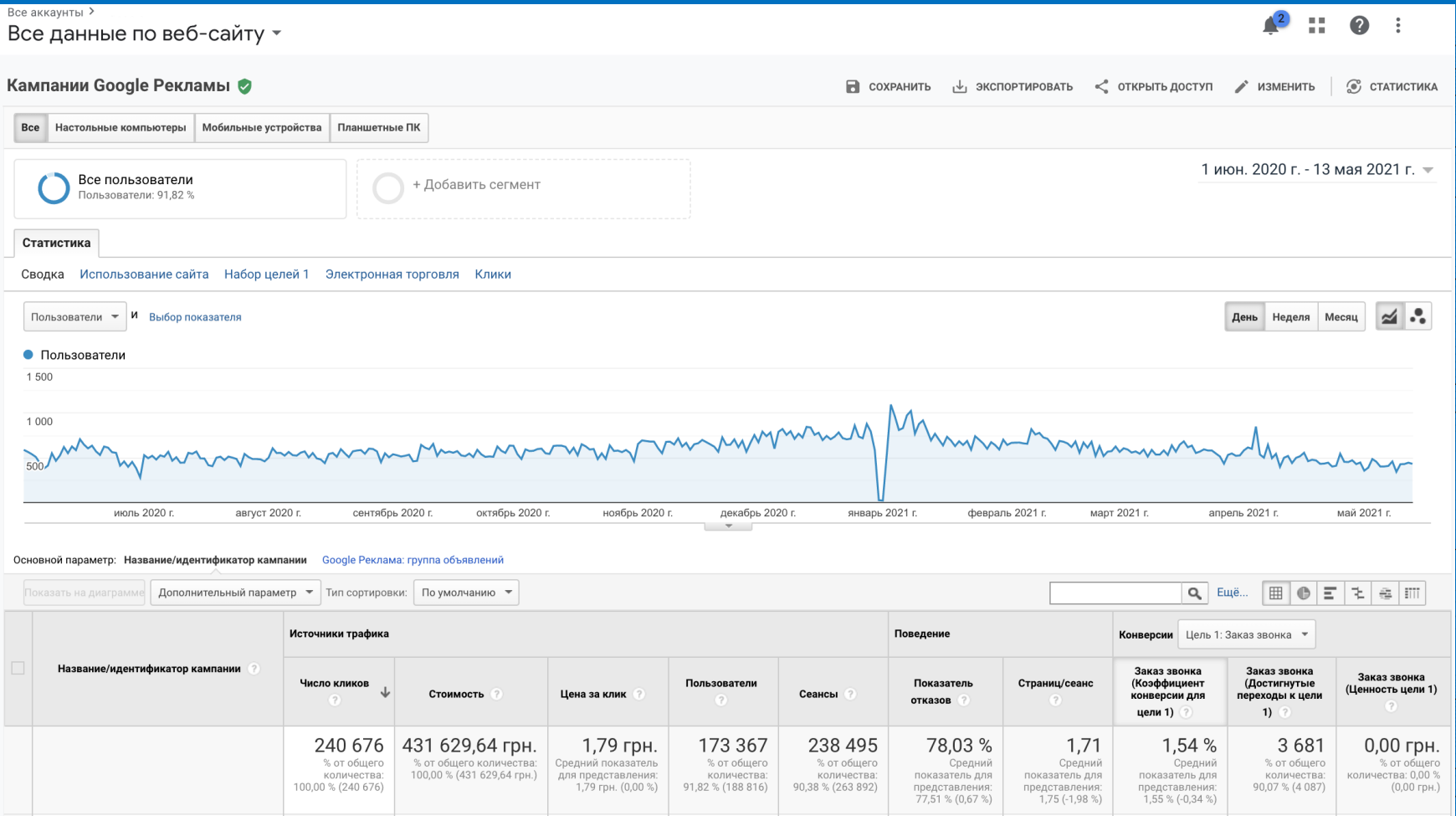


What was done

- 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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