

CASE targeted ads

PRODUCTS AND EQUIPMENT FOR MANICURE

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Introduction to the project

- Direction: Online store of goodsand manicure equipment
- Market: Ukraine
- Average purchase price:\$1.3
- Purpose: Shopping



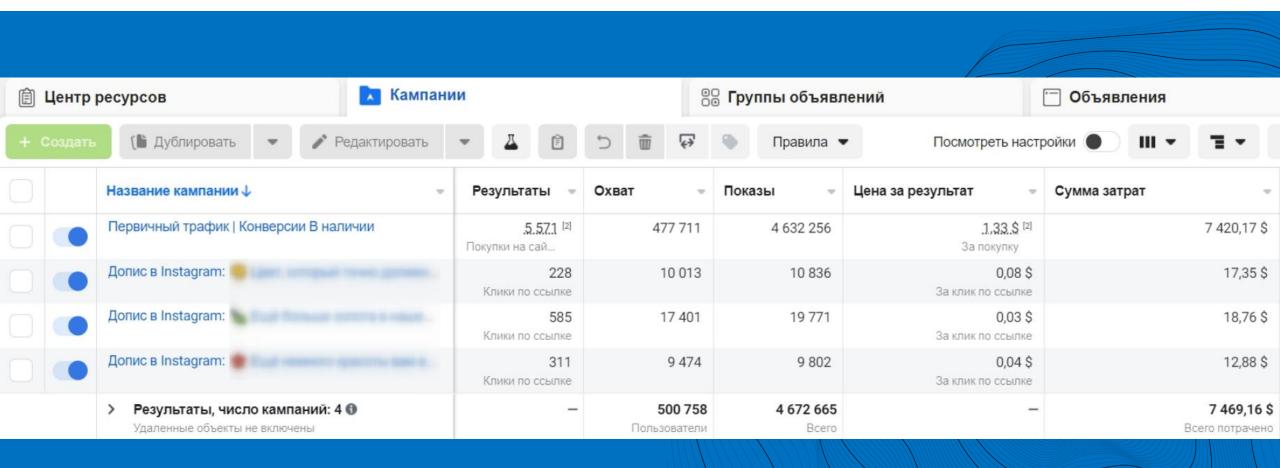
What was done

- Feed update in Facebook Business Manager (daily update)
- Implementation of smart campaigns using Al
- Selection and A / B testing of audiences
- Budget reallocation

- Setting up dynamic remarketing
- Using look-alike audiences
- Working with Facebook Pixel
- Conversion rate optimization

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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