



AdLead.Agency

Projects and tasks



Skydiving Wind Tunnel

ulet.pro

Increase certificate sales, reduce conversion cost



Medicine Shop

med-magazin.ua

Launch and Optimize advertising campaigns



Healthy Food Shop

bodybalance.com.ua

Make the project profitable using advertising

Projects and tasks



Tires Marketplace

tyres.net

Create and Configure advertising campaigns for every localization



Online Slots Club

cosmolot.com.ua

Issue – to get clients for online club.



Suzuki Ukraine

suzuki.com.ua

Increase the number of test-drives and sales..

Projects and tasks



Ad Network

evadav.com

Increase number of advertisers and publishers for advertising network.



Mattress Shop

matras4you.kiev.ua

Create and Configure Ad Campaigns



SEO Backlink Platform

prposting.com

Configure Sales Funnel and Launch Advertising

Projects and tasks

ROMANBONDARCHUK

Magician - illusionist

romanbondarchuk.com

Increase clients and private orders



ULET.PRO

Ulet.pro — skydiving vertical wind tunnel that offer a superior flight experience to both expert and novice flyers. This experience has allowed us to layout indoor skydiving wind tunnels that maximize performance and flow quality and that also minimize power and noise.

ULET.PRO

Problem:

There was no telephony tracking - as a result, the lack of the ability to track calls. The sales funnel was not fully configured (there were not enough steps). Target audience - was not segmented, there was no remarketing.

Solution:

Improved sales funnel. On the basis of a new funnel, restructured advertising accounts. Connected telephony..

Conversion

+35%

Conversion Rate Increased

Orders

+10%

Number of Orders
Increased

Price

-30%

Cost for ordered certificate

2015

2016

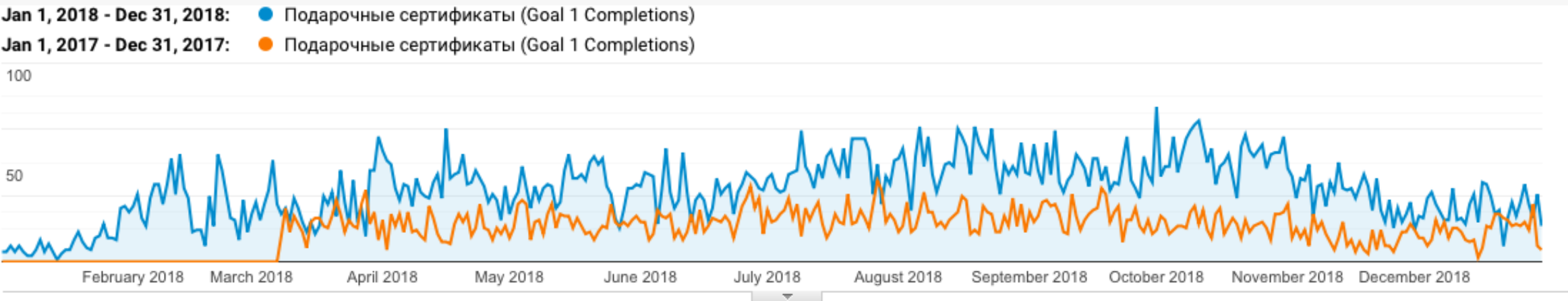
2017

2018

2019

ULET.PRO

GEO: Kiev





MED-MAGAZIN.UA

Med-magazine.ua - consultations of highly qualified specialists, practicing doctors, individual production and selection of products. We always listen to the opinions of our customers, therefore we are constantly working to improve the quality and convenience of our services and are happy to hear your comments that can improve our work..

MED-MAGAZIN.UA

Problem:

The store has a large assortment - more than 10k products. The insufficiently structure of advertising campaigns did not allow to correctly distribute the advertising budget. Advertising campaigns worked literally with ROI 0%..

Solution:

Adwords Account Restructuring. Product segmentation and clustering of the semantic core - which made performance monitoring more flexible.

Conversion

+97%

CR Increased

Orders

+220%

Order Number increased

Price

-56%

Price for order decreased

2015

2016

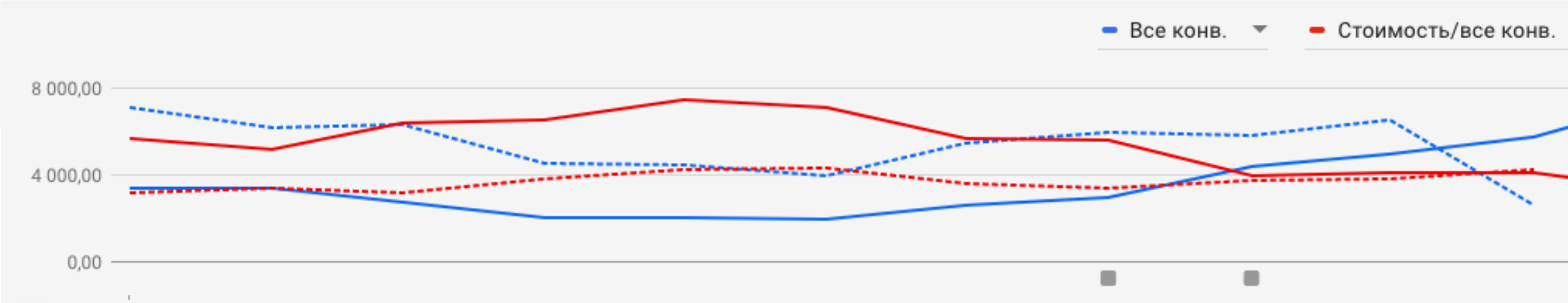
2017

2018

2019

MED-MAGAZIN.UA

GEO: UA





BODYBALANCE.COM.UA

BodyBalance — daily food delivery at a convenient time for you at the office or at home. Our menu is designed by a nutritionist, taking into account the compatibility of products and biorhythmic nutrition. To gain volume, or burn fat, it is not enough to regularly go to the most expensive hall in the city and train according to the best programs in the world

BODYBALANCE.COM.UA

Problem:

The store had almost no customers, they spent money on low-quality advertising and did not receive any sales or calls. As a result, they were going to close..

Solution:

Set up a sales funnel. We segmented the target audience - based on this, we correctly selected the interests for the targeting in social network, and also we correctly clustered the semantic core for Google Adwords campaigns..

2015

2016

2017

2018

2019

Conversion

+66%

Conversion Rate Increased

Orders

+78%

Number of Orders
Increased

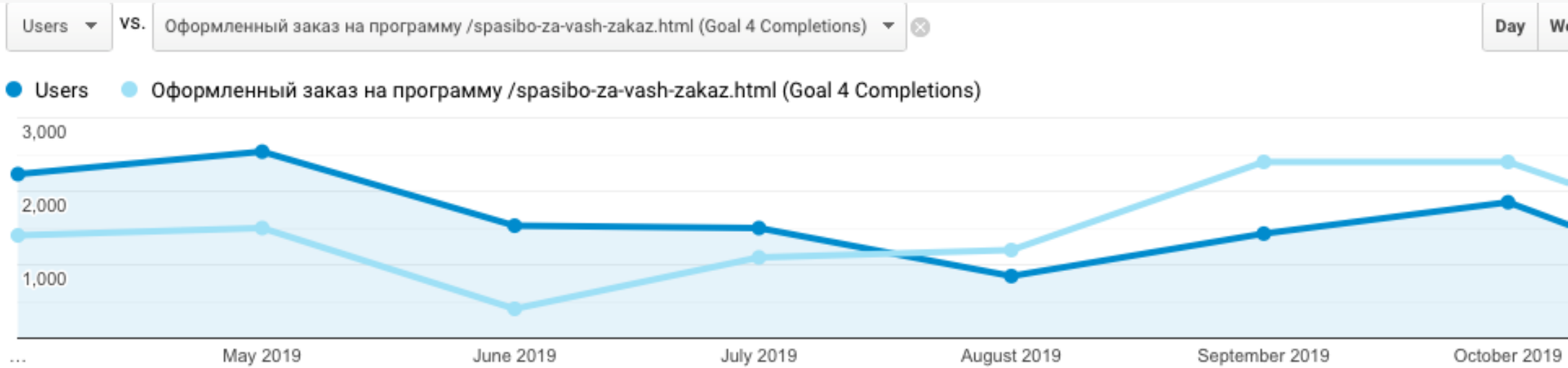
Price

-64%

Price for order decreased

BODYBALANCE.COM.UA

GEO: UA





TYRES.NET

Tyres.net — with Tyres.Net, you can compare prices on huge numbers of products and services for your car. Tires, run flat tires, wheels, car washes, car rental, repair shops, auto financing, car-sharing deals and even insurance - we offer low prices for them all, along with the ability to compare prices and find the best value for the product you're looking for.

TYRES.NET

Problem:

The aggregator has a huge assortment - tires of different brands, radius, width, etc. - These are tens of thousands of queries. It was necessary to automate advertising campaigns and set up a sales funnel.

Solution:

For each localization we made a separate landing website. We compiled a semantic matrix for the languages: RU, EN, ES, DE, FR, PL, PT. Automated management of advertising campaigns using scripts and automatic rules.

Conversion

+26%

Conversion Rate Increased

Orders

+20%

Number of orders
increased

2015

2016

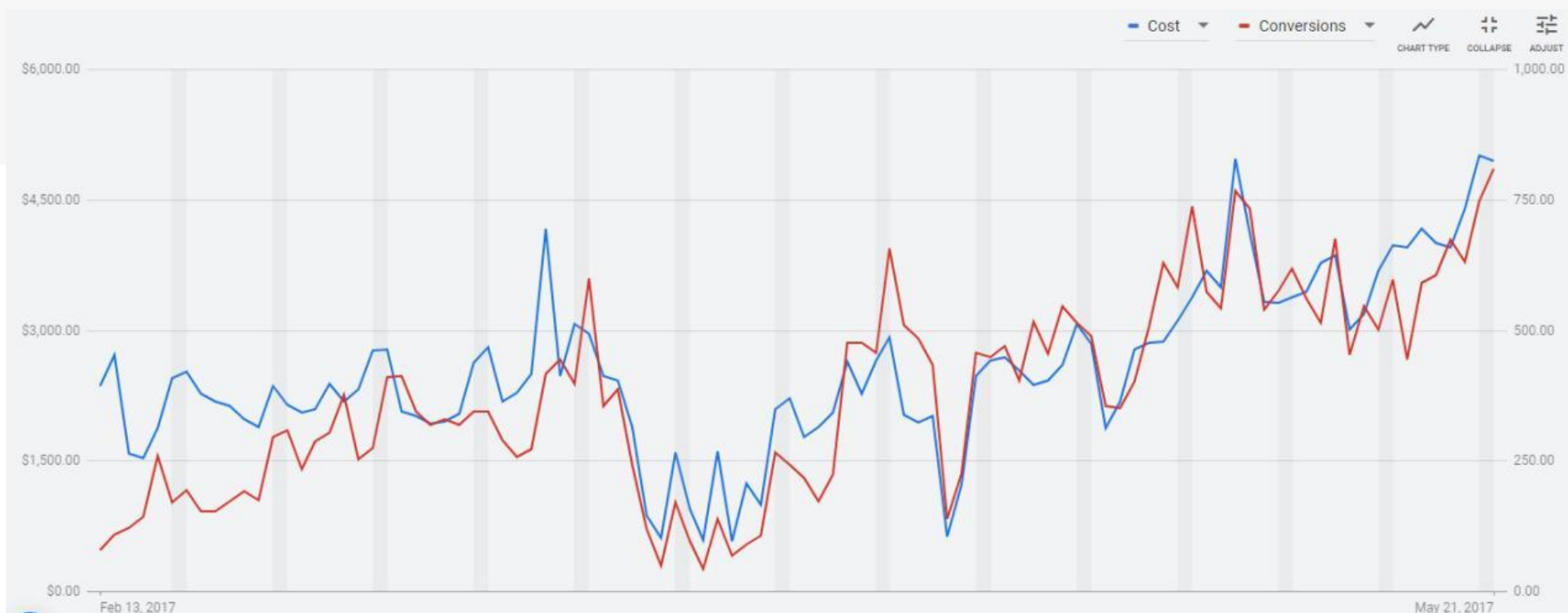
2017

2018

2019

TYRES.NET

GEO: WWW except China





КОСМОЛОТ

COSMOLOT.COM.UA

Cosmolot— online slots and lottery club.

ЧЕМПІОН СЕРЕД ЛОТО!

0-24

COSMOLOT.COM.UA

Problem:

The site was just launched, We had to provide targeted traffic that would be converted to online clients..

Solution:

Set up a sales funnel in Google Analytics. Created and Configured search campaigns in Google Adwords, as well as on Facebook.

2015

2016

2017

2018

2019

Conversion

1200+

Conversions Daily

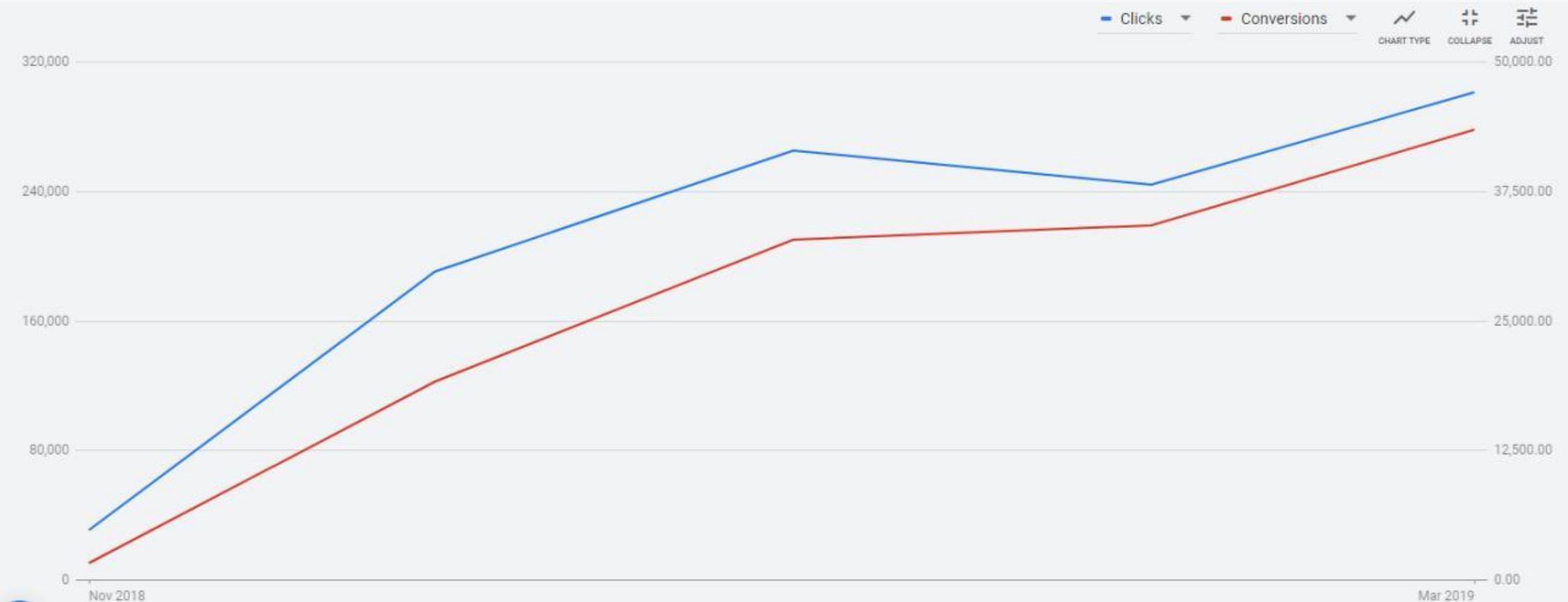
ROI

600%

HQ ROI Mounthly

COSMOLOT.COM.UA

GEO: UA





SUZUKI.COM.UA

Suzuki.com.ua — website of the Japanese brand in Ukraine..



SUZUKI.COM.UA

Problem:

It was necessary to bring leads to the website. The goal was to increase the number of test drives, and then purchases of cars..

Solution:

Set up display campaigns in Google Adwords in order to increase brand awareness. We launched search campaigns and remarketing for those who got to the website through the media campaigns.

Conversion

+40%

Test-Drives

Conversion

+7%

Car Purchases

2015

2016

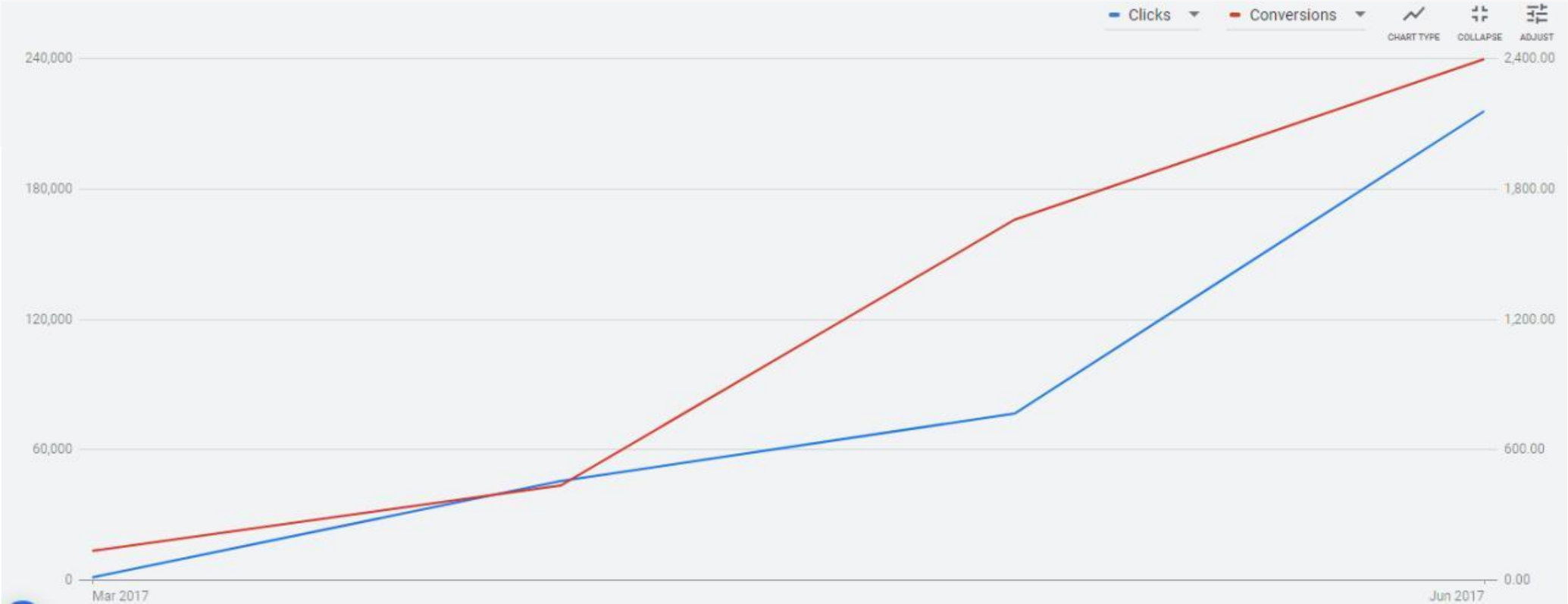
2017

2018

2019

SUZUKI.COM.UA

GEO: UA





EvaDav - is a group of companies with over 11 years of development and integration experience of advertising products. EvaDav.com is an AdTech platform focused on the technological advantage of the market of push-notifications.

EVADAV.COM

Problem:

Lack of advertisers and publishers. There were problems with the sales funnel and with the correct conversion tracking.

Solution:

We modified the sales funnel. Added additional languages DE, FR, DE, SE, ES, IT, PT, TH in search campaigns. Created remarketing lists for sales funnel. During the analysis, we found problems with verifying users on the site and fixed it - confirmation letters had been sending to spam.

2015

2016

2017

2018

2019

Conversion

+40%

CR increased

Leads

+56%

Number of leads
increased

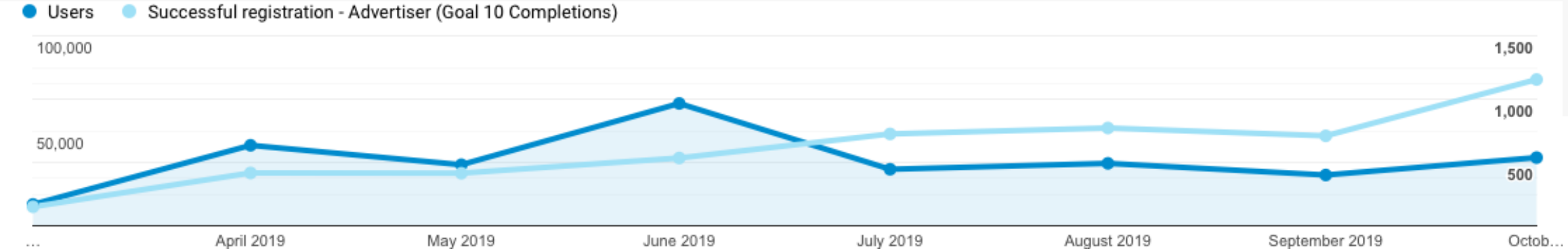
Price

-13%

Price for filling up the balance
decreased

EVADAV.COM

GEO: WWW except China





MATRAS4YOU.KIEV.UA

Matras4you - We have everything you need for a full comfortable sleep. A wide range of products presented in our catalog, a variety of design and color solutions will surprise you. Our business policy is high-quality and quick service for each client who contacted us.

MATRAS4YOU.KIEV.UA

Problem:

Lack of sales. Call tracking has not been configured..

Solution:

The campaign structure was worked out in accordance with the assortment and demand for goods. We created audience lists and launched remarketing campaigns. Dividing campaigns by region allowed us to get more flexible budget management and to direct the main budget to the regions that converted the most..

Calls

+459%

Number of Calls increased

Orders

+1155%

Orders Number increased

2015

2016

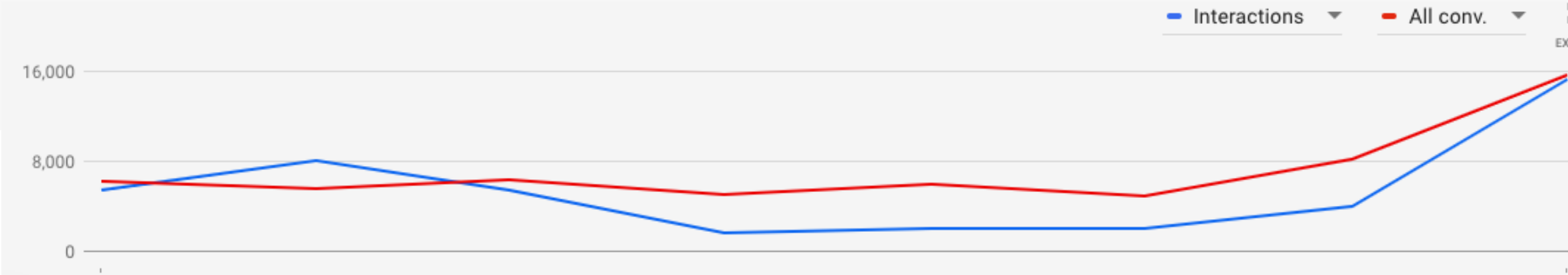
2017

2018

2019

MATRAS4YOU.KIEV.UA

GEO: Kiev and Region





PRPOSTING.COM

The main element while promoting any online projects is content. Articles, news, press releases, interviews, discussions, reviews and analytics are exactly what users come for. By posting content only on your resource, you cover the miniscule part of the target audience. PRposting.com expands these boundaries literally indefinitely: you can publish information and advertising materials on resources with a large readership.

PRPOSTING.COM

Problem:

Google Analytics didn't work correctly - some conversions weren't ruffled. Superficially configured advertising accounts in Adwords, FB, VK..

Solution:

Created Remarketing lists. Fixed tracking - the ability to assess the effectiveness of campaigns. Improved funnel. A list of keywords and their correspondences for the Adwords dashboard has been worked out..

2015

2016

2017

2018

2019

Deposit

+171%

Number of deposits increased

Leads

+73%

Number of Leads increased

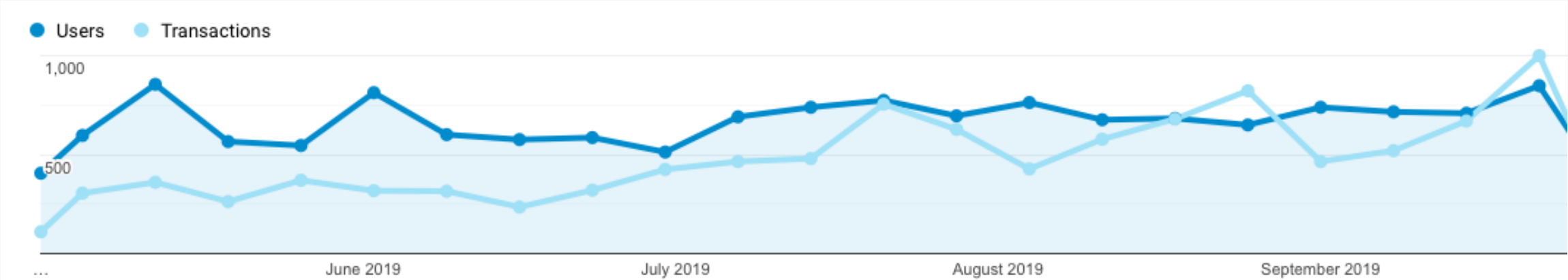
Price

-12%

Lead Price decreased

PRPOSTING.COM

GEO: CIS





ROMANBONDARCHUK

ROMANBONDARCHUK.COM

RomanBondarchuk - most popular illusionist in Ukraine, the actor and the TV host, the master of psychological experiments, the laureate of some international competitions of illusionists, the adviser of » The fight of extrasensories«..

ROMANBONDARCHUK.COM

Problem:

Conversion tracking was not configured in google analytics, and in the Facebook pixel. The site was not optimized for mobile devices.

Solution:

Launched advertising campaigns in Social Networks, as well as Google Adwords. Set up a sales funnel in analytics. Launched Remarketing.

Average check

+23%

Avg. price increased

Leads

+42%

Number of leads
increased

2015

2016

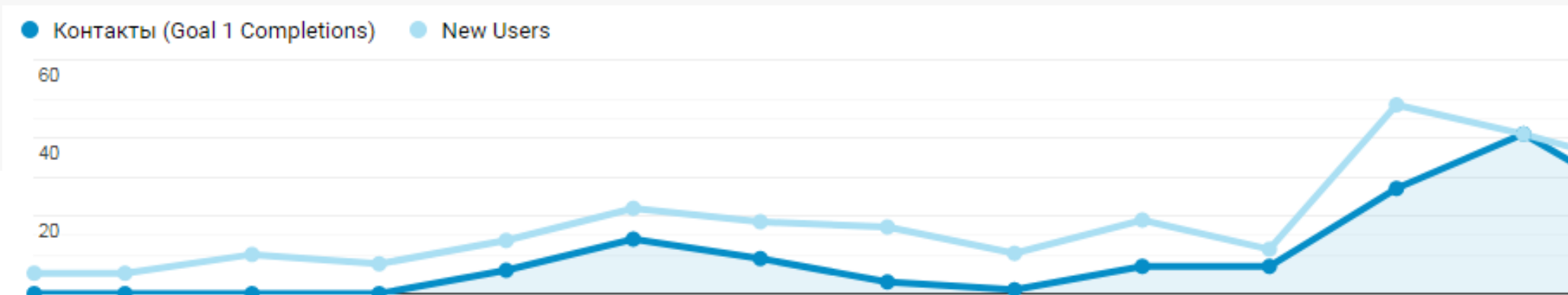
2017

2018

2019

ROMANBONDARCHUK.COM

GEO: CIS



No Talk, Only Action!

INSTAGRAM [ad.lead.agency](https://www.instagram.com/ad.lead.agency)

FACEBOOK [ad-lead-agency](https://www.facebook.com/ad-lead-agency)