

# Case

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Google Ads  
for an online store of household appliances





# Introductory information about the project:

## Household appliances

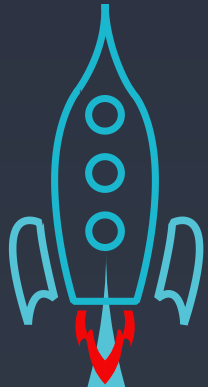
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- Direction: online store of household appliances
- Market: Ukraine
- Work period: 18 months
- Average application cost: 143 uah
- Goal: macro conversions, calls and orders through the basket





## What was done first:



1

We assembled a complete semantic core using several services

2

Developed the correct structure of the advertising account

3

Used all available types of advertising campaigns

4

Collected enough data for optimization

5

Set up Google Analytics

6

Switched to AI campaigns

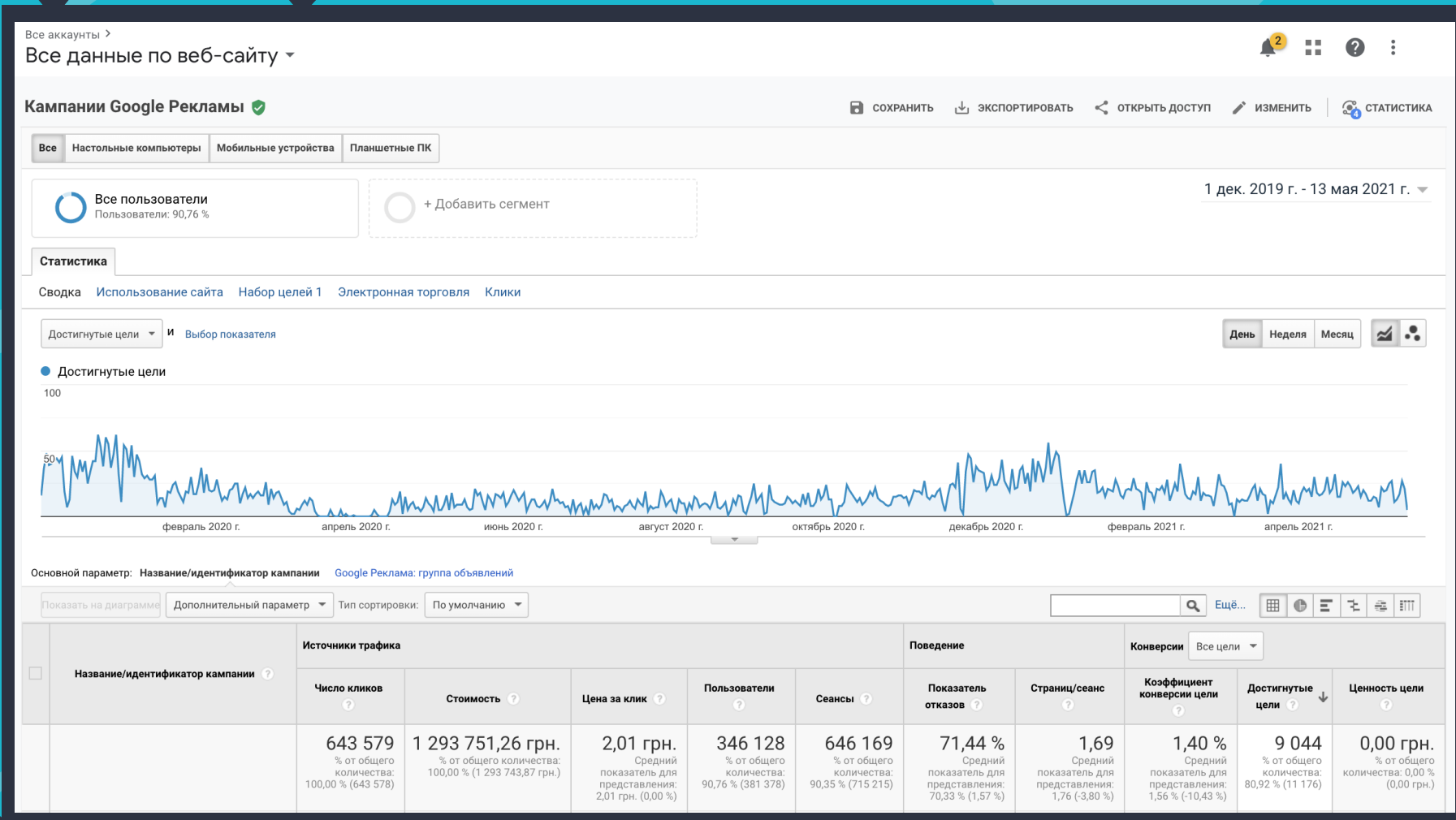
7

Monitor performance with Google Data Studio

8

Got a huge number of sales

# Work results





# My experience and competencies

- Leading Partner status in Google Partners
- Experience in cooperating with campaigns-leaders in various segments
- Experience in managing budgets over \$200,000/month
- Certified Specialist
- 15 years' experience in internet marketing

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