

Case

Google Ads
for an online store of interior partitions





Introductory information about the project:

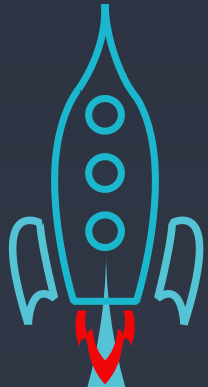
Online store of interior partitions

- Direction : online store of interior partitions
- Budget: 330 \$/ month
- Period: 11 months
- Average cost of an application: 9,82 \$
- Goal: transactions





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

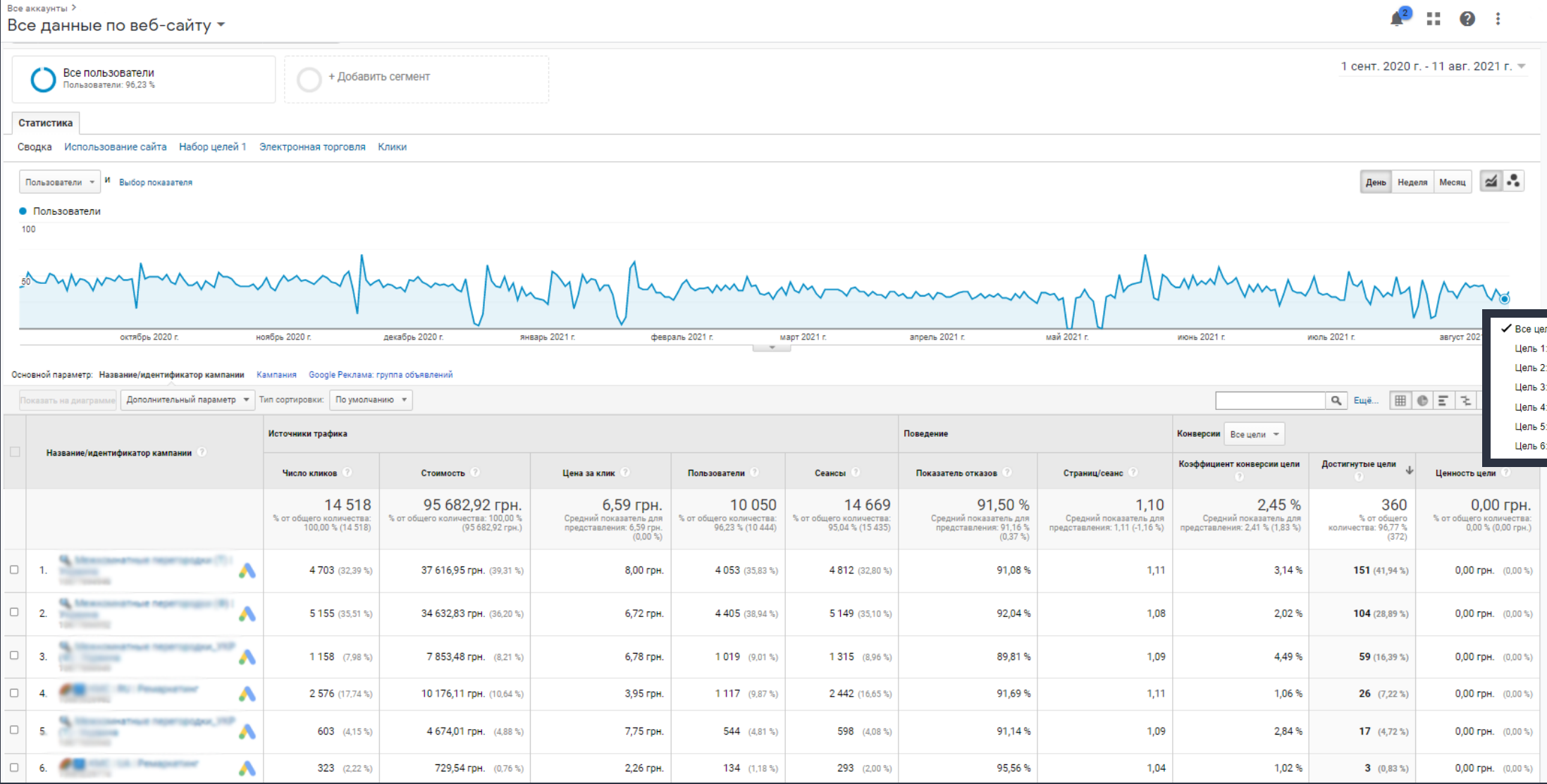
7

Monitor performance with Google Data Studio

8

Got a huge number of sales

Work results



- ✓ Все цели
- Цель 1: Заказ через корзину
- Цель 2: Binotel GetCall
- Цель 3: Чат начат
- Цель 4: Форма БЕСПЛАТНЫЙ ЗАМЕР ДВЕРЕЙ
- Цель 5: Форма остались вопросы
- Цель 6: Форма замер в товаре



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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