

Case

Google Ads
for an online store selling metal





Introductory information about the project:

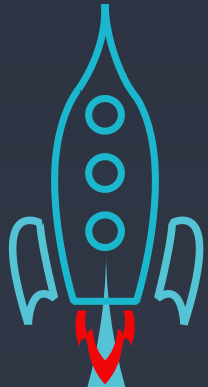
Metal

- Direction: online store selling metal
- Market: Ukraine
- Work period : 8 months
- Average application cost: 3,4 \$
- Goal: calls





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

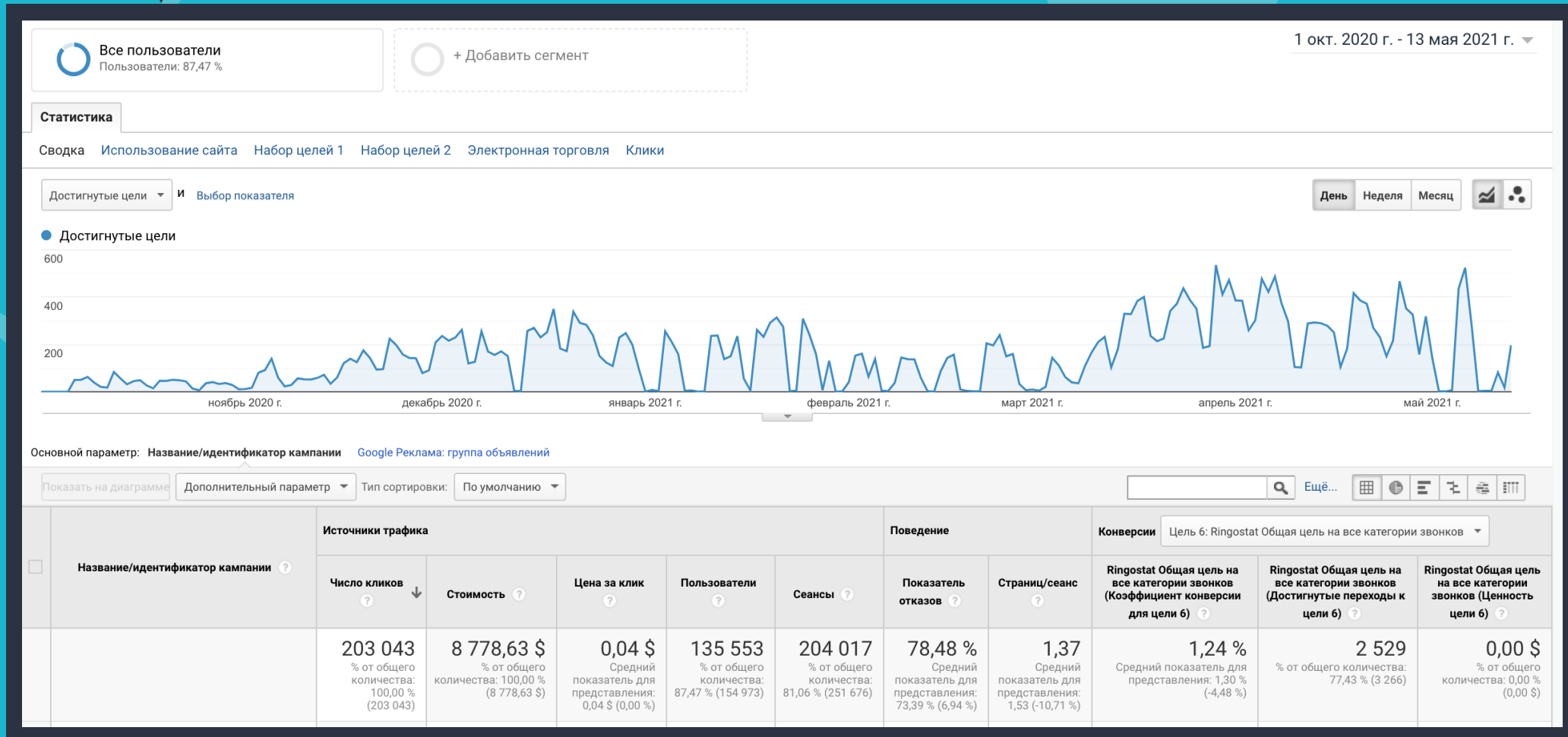
7

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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