

# Case

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Targeted Ads  
for an online store of sports equipment





# Introductory information about the project:

## Sports equipment

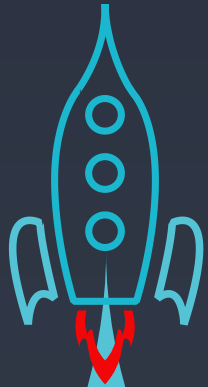
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- Direction: Online store sports equipment
- Budget: 1000 \$/month
- Purpose: Purchases under \$8





## What was done first:



- 1 Feed update in Facebook Business Manager (daily update)
- 2 Implementation of smart campaigns using AI
- 3 Selection and A / B testing of audiences
- 4 Budget reallocation
- 5 Setting up dynamic remarketing
- 6 Using look-alike audiences
- 7 Working with Facebook Pixel
- 8 Conversion rate optimization



# Work results

Кампании		Группы объявлений			Объявления	
Создать	Дублировать	Редактировать	Правила	Посмотреть настройки		
Название кампании	Результаты	Охват	Показы	Цена за результат		
База клиентов   Конверсии	13 Покупки	1 311	17 845	5,99 \$ За покупку		
Первичный трафик   Каталог   Конверсии	196 Покупки	119 809	519 591	4,35 \$ За покупку		
Динамический ремаркетинг   Конверсии	275 Покупки	22 968	423 617	4,65 \$ За покупку		



# 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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