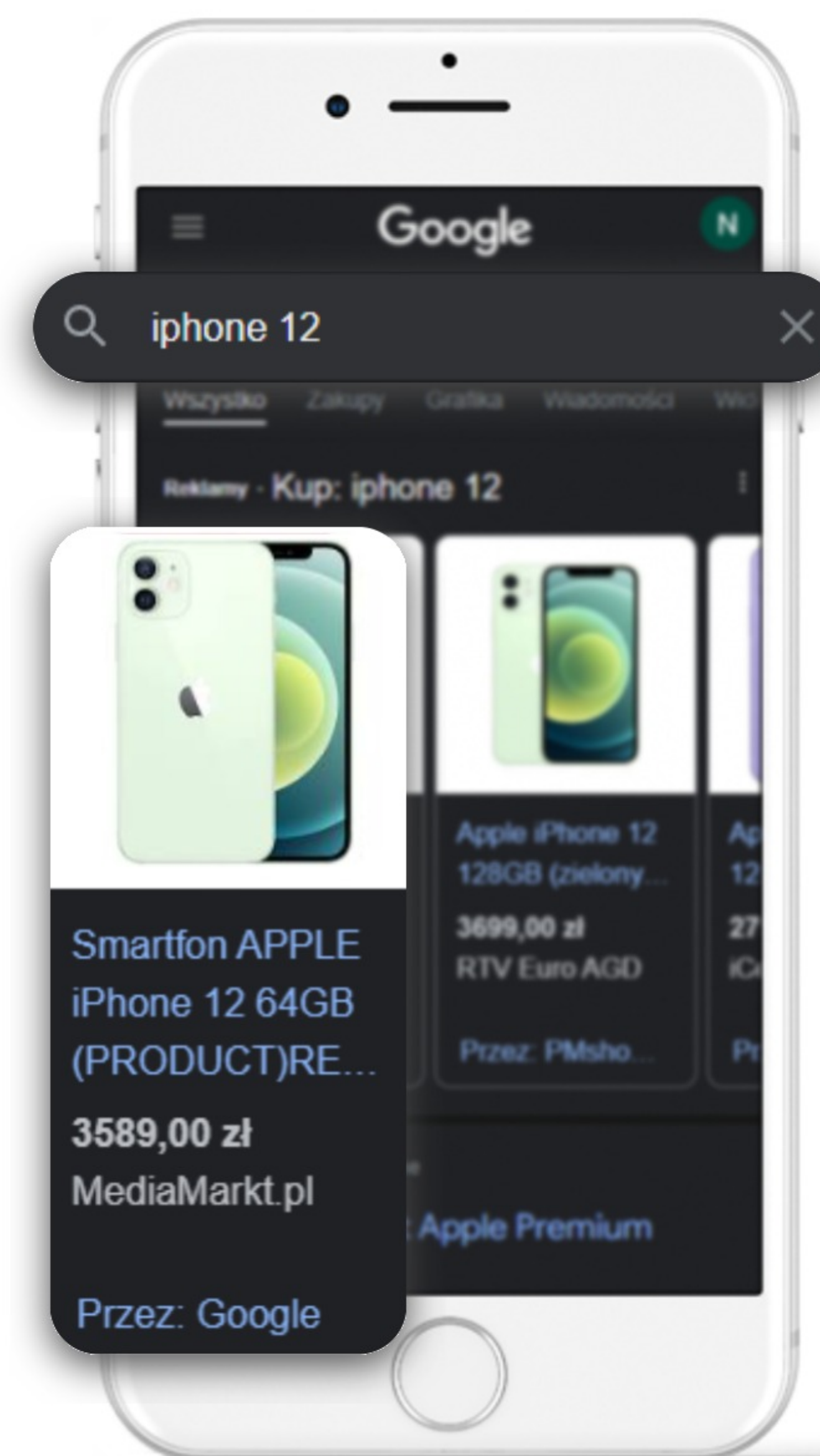




# Google Ads discover

Brand new dashboard for Google's advertising programme.

Commercial project for one of the most known ecommerce platform in Poland.



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# ABOUT the project

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Complex Dashboard for using Google Ads in the marketplace, integrated with Seller Panel. It has been created for one of the leading ecommerce platform in Poland.

1

## Main goals

Analyzing business processes, regarding Google Ads and the whole marketplace.  
Designing a fundamentally new interface with user goals in mind.

2

## Project tasks

Designing a complex platform that will allow all Sellers create and manage campaigns in Google Ads. Clear, understable and controllable process for everyone.



# PROJECT introduction

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In recent years the marketing world has dramatically changed. One of the reasons was the significant increase in the popularity of Google Ads, a Pay Per Click (PPC) platform for advertising on the web.

It allows business owners to reach users that are interested in the products and services they offer.



Maximizing ROI with different bidding strategies

Earning **more conversions**





# WHY Google Ads?

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Resource: <https://www.statista.com/>

259<sub>M</sub>

unique visitors

4.8<sub>B</sub>

daily interactions

5<sub>B</sub>

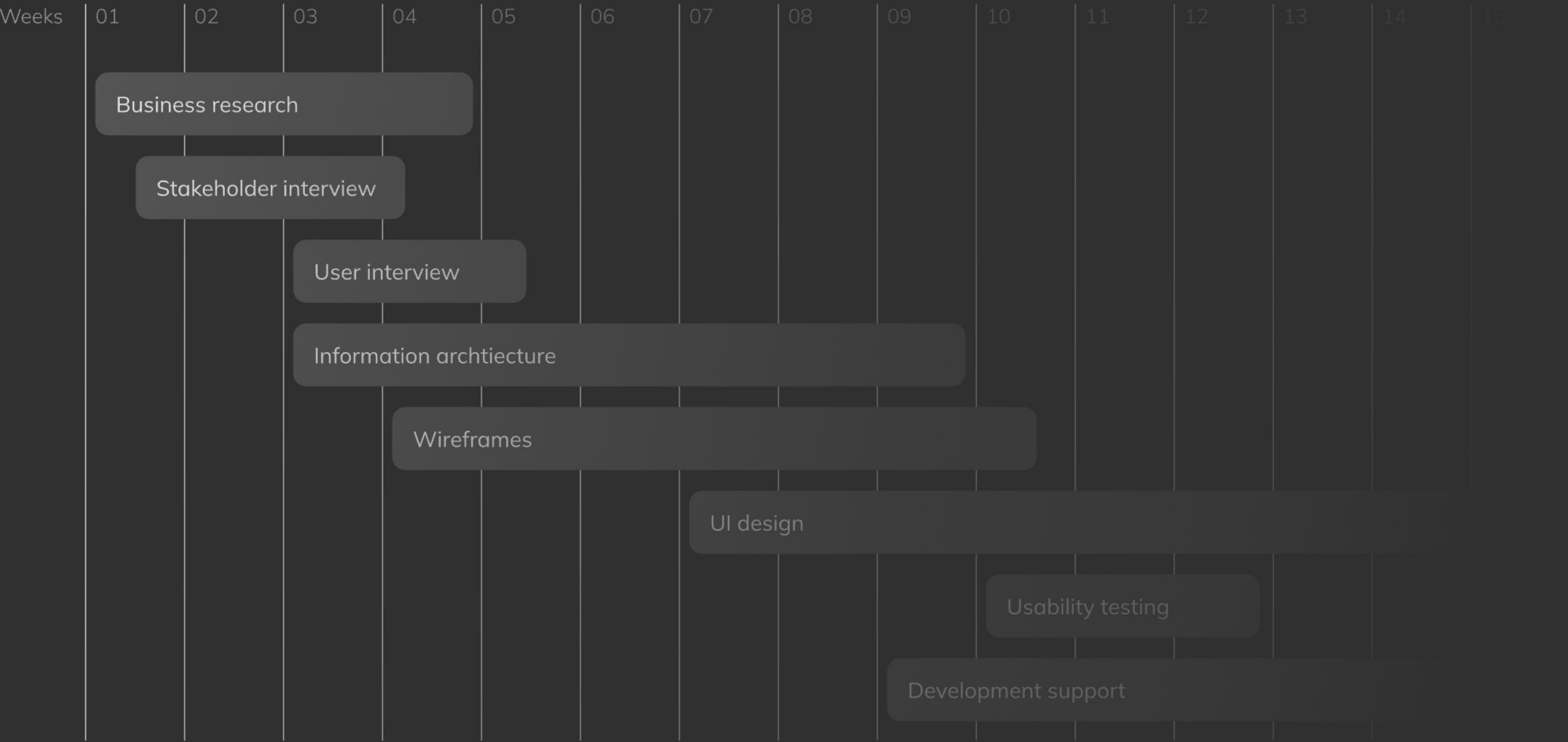
search queries per day





# PROJECT timeline

The project has taken several months to complete. It required the involvement of many departments, such as Sales, Customer Service, Marketing, IT, Legacy and Product.



# MY SCOPE

## of work

### Research

I've done a competitor analysis and got familiar with Google Ads.



### Business

I've met with the Business several times. We've set the main goals that we want to accomplish.



### Interview

I've conducted a few interviews with representatives of the different departments in the company and sellers.



### Architecture

Together with team, we've selected key components of the dashboard. Then produced a proper sitemap.



### Wireframes

I've selected the most important elements and created wireframes for each topic.



### UI design

After approving basic concepts I started working on the Design System and visual guidelines.



### Usability testing

I've conducted a few tests with sellers to ensure that our platform is working correctly and fulfill users' needs.



### Support

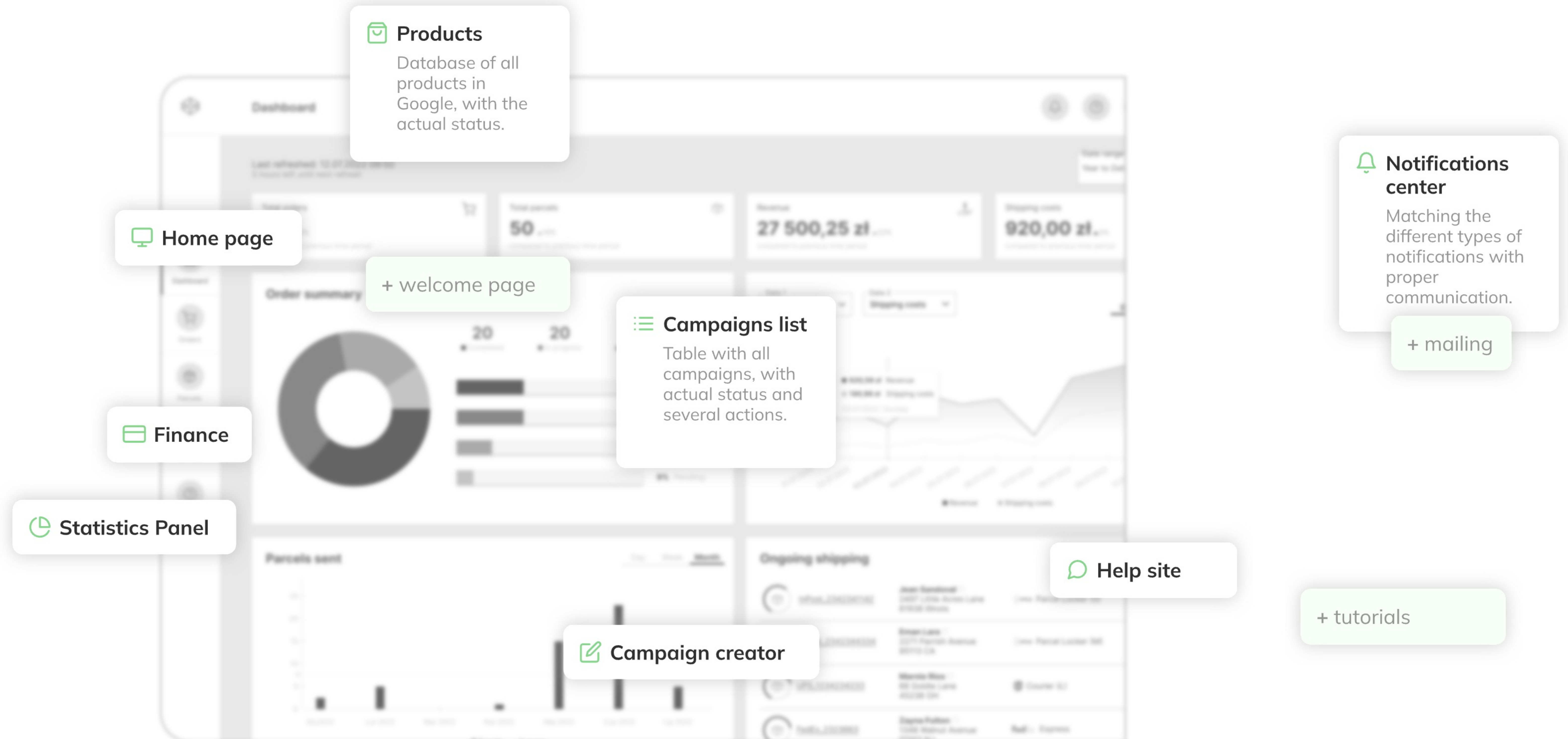
I've communicated with dev team during implementation. We've decided to cut some extra features to launch the product faster.





# DASHBOARD

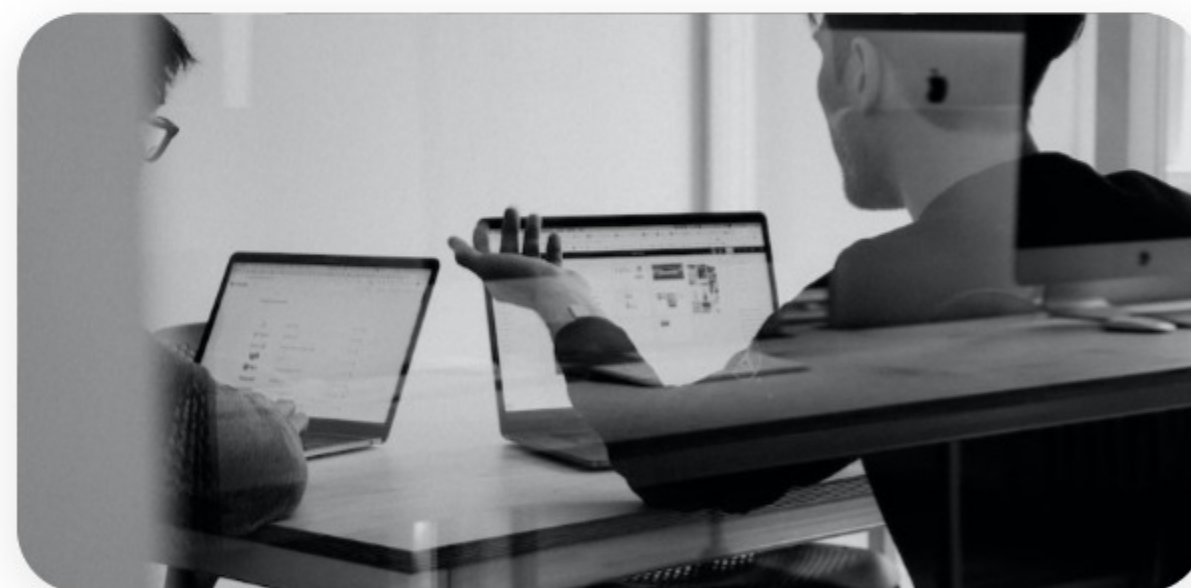
## key elements





# PROJECT

## statistics



**100+**  
components



**200+**  
key screens



**150+**  
cup of coffee



**1000+**  
working  
hours



**THANK**  
You!