Pagina de Display

CHEETAH CONVERSIONS

Crafting Integrated Display Strategies for Brands

Make more than a lasting impression with Cheetah's display advertising services.

Get a Free Proposal

What is Display Advertising?

Advertising across display networks is a high risk, high reward strategy. But it can be cost effective. Given the plethora of targeting, placement and bidding options out there, the wrong choices can lead to massive losses fast. In order to make digital display advertising a triumph you need to have the right partner.

Cheetah's team will help drive your digital advertising campaign to success. From ad creation through to targeting optimization, and analytics assessment. We have managed highly profitable ad campaigns across the Google Display Network as well as direct targeting of several specific sites.

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Review Your Current Strategy With a Free Digital Marketing Audit

Schedule a **Free Consultation** Today. Get Started

How Our Display Ad Services Work

Campaign Strategy and Structure

If you do not plan then you plan to fail. At Cheetah, we develop a comprehensive strategy for your campaign aligned with your business goals. Once we have determined the best display networks and publishers for your target audience, we set up your campaign so it is a success for your business right from the start.

Targeting Expertise

To succeed, you need to know exactly who your target is. Right down to their demographics, behaviors, and the sites they visit. We interrogate and analyze your ad audience to determine the best combination of keywords and website placements through which to target them. We continue to monitor and optimize your campaign targeting throughout to continually drive success.

Ad Optimization

Your campaign strategy and structure are in place. Now we focus on optimizing your offer and ads to generate those leads. Our experienced design team will develop ads with clear calls-to-action that maximize click-through rates all in accordance with your brand and messaging. We create multiple versions of your ads for A/B testing when possible. Driving constant improvement by pausing the lowest performing one while boosting the other.

Landing Page Strategy and Design

Landing pages are the greatest tool for capturing contact information and converting visitors into leads. We develop customized landing page strategies that are relevant and drive conversions. Our talented design experts are on hand to ensure everything is on brand for your business.

Analysis and Reporting

Once your display network advertising campaign is up and running, we continually monitor it, actioning improvement and optimizing when needed. We implement URL tracking codes on each of your display ads and ensure integration with your marketing automation and sales CRM systems for full lead attribution. We believe it is important to always be transparent with our clients. That is why you receive regular, comprehensive reports with detailed analytics and our expert evaluation.

Cheetah's Display Advertising Services

Programmatic Advertising

Choose different services and platforms to automate the ad buying process and dynamically target the ideal audience

Google Display Ads

Serve ads to users across more than 2 million websites and apps as part of the Google Display Network

Native Advertising

Advertising material that is seamlessly integrated into the media format where it appears

Video Advertising

Ads that appear within or alongside video content, like YouTube or streaming services

Digital Audio

Podcast are phenomenally popular, and digital audio ads can target captive podcast listeners, or audiences of other audio-only media

Paid Email Advertising

With services like Gmail Sponsored Promotions, advertisers can place targeted ads in email inboxes

Our Clients

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Pagina de YouTube

CHEETAH CONVERSIONS

YouTube is great for Building Brand Awareness

With Capture convertible attention with YouTube Ads

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YouTube Ads Platform

How it works:

Acquiring market share, reaching new customers, converting leads online, and showcasing your brand just became easier with performance driven YouTube Advertising.

With more than 1 billion hours of video, 31 million channels, and over 100 hours of content uploaded every minute, advertising on YouTube could seem like a labyrinth. But fret not SMEs; we see you and know how you feel.

At Cheetah Conversions, we help brands take advantage of new opportunities and optimize current income streams.

YouTube marketing, which may have previously been unrealistic for businesses, is now a successful reality. You can directly collaborate with our team to grow online and scale your business.

Similar to Google search ads, YouTube ads run on an auction-based system.

And at Cheetah Conversions, we have a team of qualified PPC experts and creators to ensure that your content generates impressions and boosts revenue.

We link brands with users through our YouTube Ad Agencies in London and Berlin and align them with relevant creators.

By relevantly positioning your YouTube ads on the platform, we build trust with viewers and produce actionable results. We also use YouTube to promote highly focused audience targeting based on the objectives of your business. This is done through affinity groups, competitor analysis, keyword targeting, retargeting, and channel analysis.

We take care of every stage of your campaign. From planning, implementing, and managing your marketing strategy to optimising YouTube ads and providing insights to your team, we do it all.

Schedule a **Free Consultation** Today. Get Started

YouTube Advertising Agency

Why is your business in need of them?

Measurable

YouTube advertising data analysis increases ROI and fuels long-term performance

Recognition

YouTube ads help brands connect with their target audiences and expand the scope of the top of the funnel

Media Rich

To capture customers, especially in niche markets, you can use this platform to showcase your product and deliver quick snippet stories

Audience Targeting

YouTube provides various targeting options that allow you to place your ads in front of leads who are most likely to convert. Cheetah Conversions is not your regular YouTube advertising agency. We bring our knowledge and experience in SEO, content marketing, and competitive analysis to maximise your marketing efforts' potential. Based on a range of variables, we will use what we learn about your brand identity and your customer base to tailor your ads to your audiences. The variables include but are not limited to:

- **The subject of your ad video**
- **Your viewers' demographics (age, gender, location, etc.)**
- **Interests of Users**
- **Relevant keywords**

By targeting your advertisements to the right audiences, we ensure that you get impressions that matter and leads that convert.

What do we do to help you

Our team of experts expend efforts to boost your ROI and reach new audiences.

1. TrueView YouTube Ads

TrueView ads are video clips or snippets that come up at the start of a video that can be skipped. They usually appear after 35 seconds. These ads are chargeable on a cost-per-view basis, which means you only pay if a person views your branded content for more than 20-30 seconds.

These types of ads are usually used for product-focused marketing or brand recognition. It is used to showcase a product or bring attention to your brand using emotional storytelling devices.

Clicking through to a landing page or channel is free of charge, so we ensure that your call-to-action is simple and engaging.

Our YouTube advertisement agency's experts will focus on engaged, driven audiences, and remove other topics, audiences, and channels that your brand won't benefit from.

Our goal is to work within your budget and produce maximum results aligned with your KPIs. From increasing your social media presence to lead conversion, we do it all.

2. TrueView In Stream Ads

These YouTube ads will run mid-way through a video rather than at the beginning.

TrueView In-Stream Ads

Using this format, your brand can showcase longer ads of up to 3 minutes. These ads will work to attract and incite an audience. However, sometimes users tend to find these ads disruptive. Since these advertisements can also be skipped after just 5 seconds, so it's pivotal that brands make a significant impact.

At Cheetah Conversions, we ensure that all our clients on YouTube are optimally distributing their budget across various platforms. To ensure that each ad delivers the best value for your money, we track and analyze watch time, display percentages, view duration, click-through rates, and other significant metrics.

3. Bumper Ads

The format for this YouTube ad is just 6 seconds. It focuses on urgency, reminding, and re-insuring.

Cheetah Conversions helps you get the most out of your short yet sweet ads. These ads can be used on different platforms to promote measurable growth for the bottom line of your business.

Our experts offer market guidance on best practices and actionable insights on all forms of ads on YouTube. We take care of tracking and reporting meaningful metrics. From setting up, managing, implementing, and strategizing campaigns, we are always at the top of our game.

Our clients

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Pagina de Taboola

CHEETAH CONVERSIONS

Taboola Advertising

Hire Cheetah Conversions as Your Taboola Advertising Agency, and we'll help you boost revenue and grow brand awareness

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Taboola Platform

Taboola is a recent digital marketing platform that has proven to have an overwhelming impact. And over time, Taboola has become a must-have in the toolboxes of digital marketers around the world. It's a self-branded discovery platform that attempts to curate items for users based on their interests. Taboola generates targeted content along with customized advertising and marketing based on the recommendations of users and their likes. This way, companies/businesses have access to a wide range of information about their users.

At Cheetah Conversions, we're happy to bring the power of Taboola ads to you. We offer comprehensive services dedicated to helping you plan and execute an effective Taboola advertising campaign. Sounds enticing, doesn't it? Are you ready to start your Taboola journey? If you're ready, visit us here to book your free appointment, no strings attached.

Read on to learn more about Taboola marketing and how Cheetah Conversions can help you ace your marketing game. We're ready to make your marketing fantasies come true. From London to Berlin or anywhere in the world, we've got you covered.

Schedule a **Free Consultation** Today. Get Started

Is Taboola advertising a suitable option for my business?

Owing to its massive reach and numerous advertising choices, Taboola is an incredibly versatile platform. Maybe you're a business trying to engage with your buyers at the top of your sales funnels, or perhaps you're looking to re-target those who have already shown an interest in a product/service? Or you might be on the lookout for new leads. If your business falls under these categories, then Taboola Advertising is an excellent option for you.

Another good indicator that you might profit from using Taboola Ads is that you've exhausted all conventional search and social media advertisements. In other words, you've covered existing marketing bases and are looking for new areas to expand and grow. If this is the case, Taboola Advertising can do wonders, as it helps you to seamlessly embed yourself on major news websites and blogs that are otherwise tough to reach.

Are you still on the fence? Not sure if Taboola is the right option for you. To help make the right decision, we suggest you consult with a Taboola advertisement company, like ourselves. We'll ensure that you're smarly investing your hard-earned money in marketing campaigns that'll bring you the best results.

Benefits of advertising with Taboola Ads

While there are plenty of reasons to love Taboola advertising, here are the most significant ones

Focus on recommended content driven by data

This is truly one of the biggest strengths of Taboola. As it offers four ways to disseminate suggested content and an algorithm able to select the optimal viewers, it ensures that your campaigns achieve the best results.

When choosing the recommended material, you have the option to select between publiser content, publisher videos, endorsed content, or sponsored videos. And if you're not sure which will work best for your business, you can reach out to us, and we'll be more than happy to help you. We're committed to working alongside you as a team to achieve the best results.

Over a billion monthly users

One in seven people of the world is active on Taboola, which offers a great marketing opportunity. Taboola Advertisements have the potential to help you achieve even the biggest of marketing targets, and let's not forget the international reach. So, if you're looking to grow big, then Taboola is the marketing platform for you.

Several advertising options

When it comes to meeting the marketing goals of your company, this platform is highly scalable. With companies spoilt for choice, you can select between videos, product profiles, blogs, social media advertisements, search ads, websites, supportive pres, and much more. And if these choices seem overwhelming, fret not; one of our Taboola experts would be happy to help you.

Reach out to us and watch your marketing campaigns transform for the better.

As a Taboola advertising agency, how can Cheetah Conversions help?

Consultation

Before we begin, we'd like to ensure that your company/business and Cheetah Conversions are a good fit. We're not just an advertising agency but will work as a part of your team to achieve optimal results. You can then discuss your marketing priorities, budget, and deadlines with our Taboola experts. Depending on the information, we'll make a series of suggestions for building your campaign for Taboola Advertising.

And it's turns out that Taboola may not be the right marketing strategy for you, that's completely fine. We also have expertise in SEO, Google, Facebook, LinkedIn, Yahoo!Bing, and more. So we'll work in conjunction with you to find the best advertising platforms for your company/business.

Media plan development

To create a detailed strategy, we'll split the initiative into phases, creative media, audiences, budget, and more. We're open to suggestions, and you can be as involved as you'd like. Depending on the recommendations, we'll make changes and update you along the way. And once we've finalized the plan, we can put it into action.

Implementation and Monitoring

After we review the media strategy and receive your approval, we'll start executing your campaigns. We can use Taboola Pixel, which helps us automate conversion optimization, monitor marketing funnel metrics, track the return on ad spending, build personalized viewers, and locate missed conversions. We ensure that all your bases are covered.

With Taboola, the possibilities are endless, provided you have the time to take And you can enjoy the results.

Management and Analytics

Your Taboola Advertising campaign's launch is just the beginning. By gathering analytics and managing the findings that arise, we also have a great deal of work. For instance, Cheetah Conversions will continuously take advantage of the audience suppression feature of Taboola, where once they become customers, they'll no longer see your content on Taboola. This means that your ad investment is targeted at leads who are more likely to convert.

This is just one example of how Cheetah Conversions will make all the difference in your Taboola Advertising campaign.

Don't just take our word. Check it out for yourself. You can always reach out to us for a free consultation.

Our Clients

We're proud to have worked with

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Pagina de Twitter

CHEETAH CONVERSIONS

Twitter Ads

Let us Help You Advertise, Optimize and Sell Your Goods and Services on Twitter.

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Why You Should Advertise on Twitter

Twitter is the social media network for global up-to-date news and information. Yet with 328 million monthly active users and counting it is clearly engaging people on levels beyond a news feed.

It is not just the sheer quantity of users that catches the eye but the diversity. Twitter beats Facebook in the following demographics:

- Users ages 18-29 (37% on Twitter vs. 30% on Facebook)
- College-educated (38% on Twitter vs. 33% on Facebook)
- Users with an income equal to or exceeding $75K (34% on Twitter vs. 32% on Facebook)

The way people engage on Twitter is a key factor in high returns. Beginning with discovery all the way through to final purchase, users' interactions with brands are highly motivated. For example:

- 66% of Twitter users have discovered a new SMB on the platform
- 84% of users share their positive experience with a brand on Twitter
- 94% of people say they intend to purchase a product from an SMB they follow on Twitter
- 41% of users have completed a purchase after seeing an ad on Twitter in the past 30 days

Schedule a **Free Consultation** Today. Get Started

Partner With a Premiere Twitter Advertising Agency

Our specialist social media team, in conjunction with our dedicated client management team, will work collaboratively with you. We will gain a full understanding of your business and your goals in order to develop and implement the best strategy. We supply a content calendar, creative and targeting options, on top of optimising campaigns and expert analysis of results. If your business has its own in-house social media team then we can support them with one-off training sessions and how best to optimise your Twitter profile.

We believe in providing hard data and analytics to you enabling you to measure success and drive development forward. We uphold this promise and guarantee the most up-to-date analytics and measurement tools throughout the course of your Twitter ad campaign. Cheetah is a partner to clients. From the initial launch of your Twitter ad through to scaling it up as your business thrives.

Get the expert help you need in launching your Twitter marketing strategy. One that yields the highest ROI and the best results possible. Contact Cheetah today about our Twitter advertising services. We are the premiere Twitter advertising agency. We will unlock the success that Twitter offers brands of any size.

Launching a Twitter Marketing Campaign

Your Twitter campaign begins by selecting the type of promotion you would like to run and identifying your end goal. There are three core Twitter ad types: Each includes the conversion goals of driving web traffic, promoting your app, increasing followers, and spreading awareness through impression tracking.

Promoted Tweets: These appear at the top of search results and are an excellent method of increasing your engagement and reach. Like any other tweets, they can be shared, liked, and interacted with by people that do not already follow your brand.

Promoted Accounts: These appear both in the sidebar of Who to Follow and also the timeline of targeted audiences. Rather than promoting a single tweet, a Promoted Account Twitter advertisement highlights the company's entire account. This format accounts for much of the discovery potential of the platform. 85% of people reported that Promoted Accounts connected them with new brands.

Promoted Trends: These let brands boost a hashtag to the top of the trending topics list, within the Discover tab, and in the mobile app. This encourages users to use your branded hashtag and spread brand awareness.

You have selected your ad type and Twitter advertising campaign objective. Now you need to select your target audience, set your budget, and create the ad.

Social media marketers adept with other CPC strategies will be familiar with this stage. However, given the intricacies in launching a Twitter marketing campaign, it is highly recommended that you enlist the services of a Twitter marketing agency.

Our Clients

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