TOP-RATED TEAM

Case studies

22 advertising engagements in full: the category, the country, the daily budget, the work as it was done, and 73 screenshots out of the accounts themselves. Every figure is the account's own over the period its page names.

5,872	100%	$2M+	15+
HOURS ON UPWORK	JOB SUCCESS SCORE	BUDGETS OPTIMIZED	YEARS IN PAID ADS

TALK TO A PERSON

Book a call
20 minutes, free, with the person who would do the work

Open a room
Its own address, an agent and our people already in it

Leave a message
Goes to one inbox, answered by a person

+420774654822
WhatsApp

contact@top-rated.team
Email

The record on Upwork
5,872 hours and the job-success score, public

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CASE 01

B2B/B2C SaaS, Live Proxies

CATEGORY	WEBSITE	COUNTRY
B2C/B2B SaaS, commercial proxies	liveproxies.io	US

BUDGET

₪470 / day

CHALLENGES

- highly competitive market;
- new unknown brand - no paid ads previously;
- can only track paid subscriptions (via offline conversions upload).

OBJECTIVE

Maximize subscriptions within the current budget.

REVIEW

Website audit, UI/UX adjustments recommendations.

- US competitors research (manually and with dedicated tools);

WORK DONE

- Semantic core creation: target search queries, close ones and more with interest intent to form the funnel;
- Campaigns split based on the level of market intent and devices;
- DSAs, Pmax, video campaign for broader brand awareness;
- Brand and competitors campaigns;
- Budgets were selected according to devices demand and cpc;
- After first crucial month of management, we had enough of data to adjust budgets and bidding strategies according to the account performance;
- Always unique ad copies for every ad group with maximum symbols usage and dynamic insertions;

RESULTS JAN '26 - APR '26 VS SEP '25 - DEC '25

- Conversions 5,477.86 (+180.26%)
- CTR 7.22% (+94.60%)
- Cost/conv. $8.98 (-31.17%)

ACCOUNT TOTAL JAN ‘26 – APR ‘26 VS SEP ‘25 – DEC ‘25

- Clicks 74,482 (+60.00%)
- Conv. value/cost 4.12 (+101.48%)
- Impressions 1,773,216 (-8.49%) Despite a slight decrease in impressions, clicks grew by 60% and conv. value/cost doubled (+101%), demonstrating continued efficiency improvements. Ongoing account expansion, bid strategy refinement and campaign structure optimization drive consistent conversion growth.

FROM THE ACCOUNT

Campaigns | View (2 filters) All campaigns | Custom Jan 1 – Apr 30, 2026 | Compared: Sep 3 – Dec 31, 2025 | Show last 30 days

Add filter | Search | Segment | Columns | Reports | Download | Expand | More

Campaign	Status	Optimization score	Impr.	Clicks	Conversions	Avg. CPC	Cost / conv.	CTR	Cost	Campaign ID	Conv. value	Conv. rate	Bid strategy type	All conv.	Conv. value / cost	Original conv. value
Sales-Display	Eligible	91.7%	362,220 (+142.38%)	26,157 (+190.79%)	779.72 (+395.83%)	₪0.09 (+6.66%)	₪3.13 (-37.44%)	7.22% (+19.97%)	₪2,439.06 (+210.17%)	2325199	779.72 (+395.83%)	2.98% (+73.12%)	Maximize conversions	6,789.07 (+346.78%)	0.32 (+59.86%)	779.72 (+395.83%)
PMax: [LV] Tier 1-2	Eligible	92%	330,429 (+132.49%)	18,519 (+128.71%)	944.78 (+217.97%)	₪0.14 (-22.72%)	₪2.80 (-44.41%)	5.60% (-1.62%)	₪2,641.72 (+76.75%)	2077527	944.78 (-1.08%)	4.97% (+53.41%)	Maximize conversions	7,099.05 (+167.44%)	0.36 (-44.04%)	944.78 (-1.08%)
pMAX - B2B Premium Proxies	Eligible	100%	438,750 (-16.03%)	7,800 (-13.13%)	702.50 (+73.89%)	₪0.54 (+4.30%)	₪6.01 (-47.69%)	1.78% (+3.45%)	₪4,218.66 (-9.40%)	2173771	702.50 (-83.86%)	8.99% (+143.25%)	Maximize conversions	3,088.63 (+50.88%)	0.17 (-82.18%)	702.50 (-83.86%)
Display-B2B	Eligible	93.4%	426,638 (+28.15%)	7,481 (+4.47%)	182.00 (-36.98%)	₪0.16 (-2.01%)	₪5.76 (+62.42%)	1.75% (-18.49%)	₪1,230.23 (+2.36%)	2186221	182.00 (-36.98%)	2.43% (-39.67%)	Maximize conversions	936.03 (-15.23%)	0.15 (-38.43%)	182.00 (-36.98%)
[LV] - Proxies Tier 1-2	Limited by budget	99.3%	43,492 (+231.19%)	3,287 (+544.51%)	571.00 (+689.40%)	₪1.09 (-68.44%)	₪6.30 (-74.23%)	7.55% (+94.60%)	₪3,597.47 (+103.40%)	2308445	1,887.00 (+9.88%)	17.37% (+22.48%)	Maximize conversions (Target CPA)	3,081.63 (+711.47%)	0.52 (-45.98%)	1,887.00 (+9.88%)
Sales-Performance Max Tier 0	Limited by budget	100%	47,605 (-89.73%)	1,622 (-74.53%)	1,416.45 (+2,297.17%)	₪3.72 (+212.61%)	₪4.26 (-96.68%)	3.41% (+147.96%)	₪6,027.56 (-20.39%)	2292276	62,029.33 (+218.11%)	51.01% 184,725.55%)	Maximize conversions (Target CPA)	6,111.51 (+123.90%)	10.29 (+299.58%)	62,029.33 (+218.11%)
[LV] Brand Tier 0	Limited by budget	99.3%	15,442 (-7.95%)	1,355 (+17.42%)	331.90 (+73.12%)	₪8.98 (-0.25%)	₪36.66 (-32.34%)	8.77% (+27.55%)	₪12,166.25 (+17.13%)	2189858	64,207.45 (+75.33%)	24.49% (+47.44%)	Maximize conversion value (Target ROAS)	6,711.25 (+98.12%)	5.28 (+49.69%)	64,207.45 (+75.33%)
[LV] Brand - Tier 1-2	Limited by budget	100%	18,132 (+323.84%)	1,197 (+340.07%)	138.00 (+375.86%)	₪2.01 (-61.07%)	₪17.43 (-64.00%)	6.60% (+3.83%)	₪2,405.27 (+71.32%)	2308445	3,757.00 (+87.57%)	11.53% (+8.13%)	Maximize conversion value (Target ROAS)	1,146.10 (+143.75%)	1.56 (+9.48%)	3,757.00 (+87.57%)
Performance Max-[LV] Tier 0	Limited by budget	100%	13,835 (+30.67%)	1,105 (+84.78%)	307.57 (+216.50%)	₪4.27 (-22.99%)	₪15.34 (-55.04%)	7.99% (+41.42%)	₪4,717.80 (+42.30%)	2278449	57,544.30 (+215.08%)	26.00% (+108.41%)	Maximize conversion value (Target ROAS)	6,902.74 (+283.36%)	12.20 (+121.42%)	57,544.30 (+215.31%)
[LV] - ProxiesTier 0	Limited by budget	99.3%	1,347 (-93.17%)	121 (-85.06%)	30.78 (-69.47%)	₪8.56 (+266.05%)	₪33.66 (+79.12%)	8.93% (+118.81%)	₪1,036.22 (-45.32%)	2274402	5,154.22 (+195.23%)	25.44% (+104.36%)	Maximize conversion value (Target ROAS)	1,247.82 (+99.30%)	4.97 (+439.91%)	5,154.22 (+195.23%)
[LV] Competitors Tier 0	Limited by budget	99.3%	476 (-95.80%)	50 (-88.04%)	5.00 (-93.51%)	₪21.28 (+341.05%)	₪212.77 (+712.46%)	10.50% (+185.00%)	₪1,063.83 (-47.24%)	2018595	5.00 (-93.51%)	10.00% (-45.71%)	Maximize conversions (Target CPA)	67.31 (-82.59%)	0.00 (-87.69%)	5.00 (-93.51%)
[LV] Competitors Tier 1-2	Limited by budget	99.3%	180 (-98.52%)	37 (-92.32%)	6.00 (-91.63%)	₪7.60 (+276.75%)	₪45.87 (+245.44%)	20.56% (+418.96%)	₪281.22 (-71.08%)	2286294	6.00 (-98.50%)	16.22% (+9.06%)	Maximize conversions	26.11 (-93.02%)	0.02 (-94.82%)	6.00 (-98.50%)
Total: All enabled campa...		–	1,698,546 (-0.00%)	68,731 (+56.76%)	5,415.69 (+193.38%)	₪0.61 (-28.79%)	₪7.72 (-61.95%)	4.05% (+56.75%)	₪41,825.27 (+11.63%)		197,199.31 (+129.09%)	7.69% (+961.35%)		43,207.25 (+147.19%)	4.71 (+105.23%)	197,199.31 (+129.12%)
Total: Account		–	1,773,216 (-8.49%)	74,482 (+60.00%)	5,477.86 (+180.26%)	₪0.66 (-31.17%)	₪8.98 (-60.71%)	4.20% (+74.85%)	₪49,201.54 (+10.12%)		202,854.47 (+101.45%)	6.92% (+1,212.33%)		44,155.72 (+118.83%)	4.12 (+82.93%)	202,854.47 (+101.48%)

CASE 02

Local lead gen, Personal Injury Law, KRW Lawyers

CATEGORY	WEBSITE	COUNTRY
Local B2C lead gen, personal injury law firm	krwlawyers.net	United States (Texas)

BUDGET

$1,350 / day

CHALLENGES

- Highly competitive market – personal injury law in Texas is one of the most expensive niches in Google Ads;
- Account previously managed by another specialist – required full audit and rebuild;
- Dual conversion tracking required: calls and form submissions.

OBJECTIVE

Maximize calls and form submissions (leads) while decreasing cost per conversion.

WORK DONE

- Full account audit and rebuild from scratch;
- Competitors research and website audit;
- Semantic core development: category-based and product-based search for Texas;
- Performance Max campaign launch with dedicated audience signals;
- Bidding strategy overhaul: switched to Maximize Conversions with Target CPA;
- Conversion tracking setup for both calls and form submissions;
- Negative keywords lists, bid adjustments by location, device and schedule.

RESULTS APR 1 – MAY 26, 2026 VS FEB 4 – MAR 31, 2026

- Conversions 837.98 (+329.70%)
- Cost/conv. $104.84 (-66.91%)
- Conv. rate 5.75% (+38.37%)
- Clicks 14,571 (+291.85%)
- Avg. CPC $6.03 (+26.65%) After a full account rebuild from scratch – new campaign structure, Performance Max and updated bidding strategies – conversions grew by 330% and cost per conversion dropped by 67%, despite operating in one of the most competitive legal niches in the US.

FROM THE ACCOUNT

Campaigns | View (2 filters) All campaigns | Custom | Apr 1 – May 26, 2026 | Show last 30 days

Compared: Feb 4 – Mar 31, 2026

Add filter | Search | Segment | Columns | Reports | Download | Expand | More

Campaign	dget	Status	Optimizatior scor	Campaign type	Impr.	Interac	Interaction rate	Avg. cost	Cost	Conversions	Bid strategy type	Conv. rate	Cost / conv.
Drafts in progress: 0													
Leads-Performance Max-KRW	/day	All asset groups limited by policy	98.5%	Performance Max	86,706 (+31.87%)	13,552 clicks	15.63% (+220.96%)	$0.77 (-22.95%)	$10,478.72 (+226.11%)	681.73 (+394.56%)	Maximize conversions	5.03% (+16.85%)	$15.37 (-34.06%)
NewS Category - Texas	/day	Limited by budget	95.1%	Search	31,132 (-37.89%)	721 clicks	2.32% (+17.84%)	$38.19 (+75.07%)	$27,532.62 (+28.15%)	104.00 (+369.13%)	Maximize conversions (Target CPA)	14.42% (+540.90%)	$264.73 (-72.68%)
NewS Product - Texas	/day	Limited by budget	92.5%	Search	15,193 (-68.73%)	298 clicks	1.96% (+88.72%)	$167.24 (+127.75%)	$49,838.73 (+34.39%)	52.25 (+49.29%)	Maximize conversions (Target CPA)	17.53% (+152.98%)	$953.85 (-9.97%)
Total: All enabled campa...			–		133,031 (-19.11%)	14,571 clicks	10.95% (+283.92%)	$6.03 (-54.21%)	$87,850.07 (+42.19%)	837.98 (+329.70%)		5.75% (+38.37%)	$104.84 (-66.91%)
Total: Account	/day		–		133,031 (-21.81%)	14,571 clicks	10.95% (+291.85%)	$6.03 (-58.66%)	$87,850.07 (+26.65%)	837.98 (+310.74%)		5.75% (+34.07%)	$104.84 (-69.16%)

CASE 03

B2B/B2C lead gen, Legal Services, JuridConsult

CATEGORY	WEBSITE	COUNTRY
B2B/B2C lead gen, sworn translations, legalisation & apostille services	juridconsult.nl	Netherlands (serving international markets)

BUDGET

€30 / day

CHALLENGES

- Account previously managed by another specialist with incorrectly configured conversions;
- Poor campaign structure not aligned with website services;
- Limited budget requiring maximum efficiency across multiple service categories and countries.

OBJECTIVE

Maximize leads (calls, form submissions and chat enquiries) while decreasing cost per conversion within a limited budget.

WORK DONE

- Full account and conversion tracking audit;
- Conversion tracking rebuild: calls, form submissions and chat enquiries;
- Complete account rebuild from scratch with campaign structure aligned to website services (Generic, Legalisation by Country, Apostille by Country);
- Semantic core built from website content covering all service categories and countries;
- Bid adjustments by location, device and schedule; negative keyword lists.

RESULTS APR 26 – MAY 26, 2026 VS MAR 26 – APR 25, 2026

- Conversions 76.85 (+476.70%)
- Cost/conv. €10.62 (-81.09%)
- CTR 10.35% (+10.53%)
- Clicks 562
- Avg. CPC €1.45 A full account rebuild with correct conversion tracking and campaign structure aligned to website services delivered a 477% growth in conversions and an 81% drop in cost per conversion — all within a limited €30/day budget.

FROM THE ACCOUNT

Campaigns

Custom Apr 26 – May 26, 2026 Show last 30 days

Compared: Mar 26 – Apr 25, 2026

Campaigns Drafts Settings

Add filter

Search Segment Columns Reports Download Expand More

Campaign	Budget	Status	Optimization score	Impr.	Clicks	Conversion	Cost / conv.	Cost	All conv.	CTR	Campaign type	Avg. CPC	Conv. value / cost	Bid strategy type	Conv. rate
Drafts in progress: 0															
Generic | EN-2026	€16.00/day	Li	99.3%	3,380 (+∞)	398 (+∞)	56.85 (+∞)	€5.57 (+∞)	€316.88 (+∞)	93.71 (+∞)	11.78% (+∞)	Search	€0.80 (+∞)	0.12 (+∞)	Maximize conversions (Target CPA)	14.29% (+∞)
Legalisation by Country | EN-2026	€7.00/day	Eligible	99.3%	639 (+∞)	64 (+∞)	18.00 (+∞)	€14.14 (+∞)	€254.49 (+∞)	25.59 (+∞)	10.02% (+∞)	Search	€3.98 (+∞)	0.06 (+∞)	Maximize conversions	28.13% (+∞)
Apostille by Country | EN-2026	€7.00/day	Eligible	99.3%	1,412 (+∞)	100 (+∞)	2.00 (+∞)	€122.49 (+∞)	€244.98 (+∞)	5.00 (+∞)	7.08% (+∞)	Search	€2.45 (+∞)	0.00 (+∞)	Maximize conversions	2.00% (+∞)
Total: All enabled campa...			–	5,431 (+∞)	562 (+∞)	76.85 (+∞)	€10.62 (+∞)	€816.35 (+∞)	124.30 (+∞)	10.35% (+∞)		€1.45 (+∞)	0.07 (+∞)		13.68% (+∞)
Total: Account	€30.00/day		–	6,174 (-25.19%)	640 (-17.31%)	77.85 (+476.70%)	€11.68 (-81.09%)	€908.98 (+9.07%)	132.87 (+170.05%)	10.37% (+10.53%)		€1.42 (+31.91%)	0.06 (+5,020.77%)		12.16% (+597.45%)

CASE 04

B2B SaaS, Enterprise AI Platform, Fundamental

CATEGORY	WEBSITE	COUNTRY
B2B SaaS, enterprise AI/ML predictive analytics platform	fundamental.tech	USA, UK, EU (tier-1 markets)

BUDGET

$110 / day

CHALLENGES

- New brand with no prior Google Ads history;
- Highly competitive and expensive niche – enterprise AI/ML in tier-1 markets;
- Long B2B sales cycle – conversion is a website signup, not a purchase.

OBJECTIVE

Drive website signups from enterprise decision-makers in tier-1 markets within a limited budget.

WORK DONE

- Full account setup from scratch: GA4, GTM, conversion tracking for website signups;
- Competitor and market research for enterprise AI/ML niche;
- Performance Max campaign for broad reach and lead generation;
- Search split by product and brand coverage for USA and UK+EU separately;
- YouTube Shorts campaigns for brand awareness testing;
- Bid strategy: Maximize Conversions with Target CPA; bids, budgets and audience signals.

RESULTS MAR 1 – APR 30, 2026 VS FEB 2 – 28, 2026

- Conversions (signups) 19 (+171.43%)
- Interactions 117,996 (+171.43%)
- Interaction rate 39.16% (+62.22%)
- Avg. cost $0.05 (-82.57%) Launching a new enterprise AI brand from zero in tier-1 markets, a full-funnel campaign structure – PMax, Search and YouTube Shorts – delivered 171% growth in signups and a 10x increase in impressions within the first two months.

FROM THE ACCOUNT

Campaigns

Custom Mar 1 – Apr 30, 2026 Show last 30 days

Compared: Feb 2 – 28, 2026

Add filter

Search Segment Columns Reports Download Expand More

Campaign	Budget	Status	Optimization scor	Campaign type	Impr.	Interac	Conversions	Cost / conv.	Cost	Interaction rate	Avg. cost	Search lost abs. top IS (rank)	CTR	Bid strategy type	Conv. rate
Youtube Shorts - Short #5 test	0 (total) 26 - M...	Ended	–	Video	55,265 (+∞)	45,956 engagements	0.00 (0.00%)	$0.00 (0.00%)	$249.82 (+∞)	83.16% (+∞)	$0.01 (+∞)	–	0.05% (+∞)	TrueView targe	0.00% (0.00%)
Youtube Shorts - Short #1 test #2	0 (total) 26 - M...	Ended	–	Video	53,881 (+∞)	43,460 engagements	0.00 (0.00%)	$0.00 (0.00%)	$249.94 (+∞)	80.70% (+∞)	$0.01 (+∞)	–	0.13% (+∞)	TrueView targe	0.00% (0.00%)
Leads- Performance Max-1	00/day	Eligible	100%	Performance Max	184,494 (+695.06%)	27,742 clicks, engagements	15.00 (+300.00%)	$103.07 (-18.40%)	$1,649.17 (+226.40%)	15.04% (-45.55%)	$0.06 (-23.20%)	–	4.79% (+62.37%)	Maximize conversions (Target CPA)	0.06% (-5.88%)
Brand Coverage – Fundamental & NEXUS - USA	00/day	Li	99.3%	Search	1,371 (-28.59%)	379 clicks	2.00 (0.00%)	$803.71 (+63.38%)	$1,607.42 (+63.38%)	27.64% (+39.94%)	$4.24 (+64.68%)	4.37% (-90.06%)	27.64% (+38.94%)	Target impression share	0.53% (+0.79%)
Enterprise Prediction Platform - USA	00/day	Eligible	99.3%	Search	3,720 (-13.97%)	215 clicks	1.00 (0.00%)	$1,363.51 (+89.36%)	$1,363.51 (+89.36%)	5.78% (+25.58%)	$6.34 (+75.27%)	67.72% (-4.32%)	5.78% (+25.58%)	Maximize conversions	0.47% (-7.44%)
Brand Coverage – Fundamental & NEXUS - UK+EU	00/day	Li	99.3%	Search	1,168 (+∞)	112 clicks	0.00 (0.00%)	$0.00 (0.00%)	$720.57 (+∞)	9.59% (+∞)	$6.43 (+∞)	0.27% (+∞)	9.59% (+∞)	Target impression share	0.00% (0.00%)
Enterprise Prediction Platform - UK+EU	00/day	Eligible	99.3%	Search	1,427 (+∞)	112 clicks	0.00 (0.00%)	$0.00 (0.00%)	$550.81 (+∞)	7.85% (+∞)	$4.92 (+∞)	61.31% (+∞)	7.85% (+∞)	Maximize conversions	0.00% (0.00%)
Total: All but removed ca...			–		301,326 (+923.21%)	117,996 clicks, engagements	19.00 (+171.43%)	$336.38 (+6.59%)	$6,391.25 (+189.31%)	39.16% (+62.22%)	$0.05 (-82.57%)	–	3.23% (-24.70%)		0.02% (-83.65%)
Total: Account	00/day		–		301,326 (+923.21%)	117,996 clicks, engagements	19.00 (+171.43%)	$336.38 (+6.59%)	$6,391.25 (+189.31%)	39.16% (+62.22%)	$0.05 (-82.57%)	–	3.23% (-24.70%)		0.02% (-83.65%)

CASE 05

B2C & B2B SaaS, Vehicle History Reports, VinDocs

CATEGORY

B2C & B2B SaaS, vehicle history reports

WEBSITE

vindocs.com

Countries: South Africa, Romania, New Zealand, Australia Budget: $325 / day

CHALLENGES

Multi-country campaigns across 4 markets with different demand levels and CPCs;

Dual audience: B2C (individual buyers) and B2B (dealerships, fleet businesses).

- Account previously managed by another specialist — required full audit and rebuild;

OBJECTIVE

Maximize purchases across all markets while improving ROAS and reducing cost per conversion.

WORK DONE

- Full account audit and complete rebuild from scratch;
- Separate Search campaigns per country with dedicated ad copies, keywords and budgets;
- Separate B2B landing page campaigns (SA) targeting dealerships and fleet businesses;
- Competitors campaigns per market;
- Bidding strategies: Target ROAS for high-volume markets, TCPA for developing ones;
- Ongoing bid, budget and keyword optimization across all markets.

RESULTS MAR 1 – APR 30, 2026 VS DEC 30, 2025 – FEB 28, 2026

- Conversions (purchases) 511.86 (+25.77%)
- Cost/conv. €14.09 (-10.24%)
- Conv. value/cost 1.24 (+11.05%)
- Clicks 14,723 (+14.75%)
- CTR 9.58% (+15.13%) After a full account rebuild with country-specific campaign structure and tailored bidding

STRATEGIES, PURCHASES GREW BY 26%, COST PER CONVERSION DROPPED BY 10% AND ROAS IMPROVED

across all 4 markets simultaneously.

FROM THE ACCOUNT

Campaigns | View (2 filters) All campaigns | Custom Mar 1 – Apr 30, 2026 | Compared: Dec 30, 2025 – Feb 28, 2026 | Show last 30 days

Add filter | Search | Segment | Columns | Reports | Download | Expand | More

Campaign	Optimization score	Impr.	Clicks	Conversion	Cost / conv.	Cost	All conv.	CTR	Campaign type	Avg. CPC	Conv. value / cost	Bid strategy type	Conv. rate	Conv. value	Original conv. value
SA - [ADa] Search new	100%	46,059 (+36.59%)	6,443 (+42.77%)	217.34 (+64.54%)	€14.09 (-7.48%)	€3,062.49 (+52.23%)	217.34 (+64.54%)	13.99% (+4.52%)	Search	€0.48 (+6.63%)	1.27 (+8.73%)	Maximize conversion value (Target ROAS)	3.37% (+15.26%)	3,904.10 (+65.52%)	3,904.10 (+65.52%)
RO - First Testing	95.8%	31,080 (-20.33%)	2,105 (+0.67%)	121.55 (+2.35%)	€16.01 (-4.78%)	€1,946.24 (-2.54%)	121.55 (+2.35%)	6.77% (+26.36%)	Search	€0.92 (-3.19%)	1.11 (+9.26%)	Maximize conversion value (Target ROAS)	5.77% (+1.67%)	2,166.56 (+6.48%)	2,166.56 (+6.48%)
SA - [ADa] Search	100%	13,622 (-22.56%)	2,212 (-10.70%)	65.25 (+14.19%)	€10.75 (-10.13%)	€701.55 (+2.63%)	65.25 (+14.19%)	16.24% (+15.31%)	Search	€0.32 (+14.92%)	1.63 (+6.19%)	Maximize conversions (Target CPA)	2.95% (+27.87%)	1,142.42 (+8.98%)	1,142.42 (+8.98%)
SA - [ADa] Competitors	100%	13,952 (+31.68%)	1,668 (+126.63%)	40.50 (+211.54%)	€12.65 (-32.79%)	€512.36 (+109.38%)	40.50 (+211.54%)	11.96% (+72.10%)	Search	€0.31 (-7.61%)	1.34 (+36.42%)	Maximize conversions (Target CPA)	2.43% (+37.47%)	687.22 (+185.65%)	687.22 (+185.65%)
RO - Competotors	91.6%	27,389 (-9.95%)	1,184 (+11.80%)	35.62 (-15.20%)	€17.10 (+20.95%)	€609.11 (+2.57%)	35.62 (-15.20%)	4.32% (+24.16%)	Search	€0.51 (-8.26%)	0.92 (-24.68%)	Maximize conversions (Target CPA)	3.01% (-24.15%)	560.80 (-22.75%)	560.80 (-22.75%)
NZ - [ADa] Search test	100%	5,990 (-21.97%)	548 (-31.76%)	24.60 (-5.38%)	€12.30 (-24.84%)	€302.68 (-28.89%)	24.60 (-5.38%)	9.15% (-12.54%)	Search	€0.55 (+4.20%)	1.16 (+14.88%)	Maximize conversion value (Target ROAS)	4.49% (+38.64%)	350.67 (-18.31%)	350.67 (-18.31%)
AU - search campaing	100%	15,565 (+2.65%)	563 (-51.13%)	7.00 (-61.11%)	€11.02 (-54.00%)	€77.17 (-82.11%)	7.00 (-61.11%)	3.62% (-52.39%)	Search	€0.14 (-63.40%)	1.32 (+109.23%)	Maximize conversions (Target CPA)	1.24% (-20.43%)	101.98 (-62.57%)	101.98 (-62.57%)
SA - New LP	96%	0 (0.00%)	0 (0.00%)	0.00 (0.00%)	€0.00 (0.00%)	€0.00 (0.00%)	0.00 (0.00%)	–	Search	–	0.00 (0.00%)	Maximize conversions (Target CPA)	0.00% (0.00%)	0.00 (0.00%)	0.00 (0.00%)
Total: All enabled campa...	–	153,657 (-0.34%)	14,723 (+14.75%)	511.86 (+25.77%)	€14.09 (-10.24%)	€7,211.70 (+12.89%)	511.86 (+25.77%)	9.58% (+15.13%)		€0.49 (-1.61%)	1.24 (+11.05%)		3.48% (+9.61%)	8,913.76 (+25.37%)	8,913.76 (+25.37%)
Total: Account	–	326,381 (+56.77%)	26,498 (+51.24%)	536.20 (+7.83%)	€15.56 (-2.17%)	€8,344.00 (+5.49%)	536.20 (+7.83%)	8.12% (-3.52%)		€0.31 (-30.25%)	1.12 (+2.52%)		1.95% (-19.06%)	9,343.52 (+8.14%)	9,343.52 (+8.14%)

CASE 06

B2C SaaS, Tech Mock Interview

CATEGORY	WEBSITE	COUNTRY
B2C SaaS, mentorship and recruiting	techmockinterview.com	Canada

BUDGET

CA$1,500 / mo

CHALLENGES

- Significant competition in the Canadian market;
- Unknown brand – new startup with no prior paid ads history;
- Limited budget; only paid signup conversions tracked.

OBJECTIVE

Minimize CPA while maintaining paid signups within a limited budget.

WORK DONE

- Competitors research in Canada and website audit;
- Semantic core: target queries, close variants and interest-intent keywords to form a full funnel;
- Campaigns split by market intent level and device;
- PMax and competitors campaigns;
- Custom ad copies per ad group with callouts and dynamic keyword insertion;
- Micro and macro conversion goals setup; bid and budget adjustments after first month of data.

RESULTS AUG ‘23 – NOV ‘23 VS APR ‘23 – JUL ‘23

- Conversions grew by 94.62%

RESULTS JAN ‘22 – JUL ‘22 VS JAN ‘23 – JUL ‘23 (YEAR-OVER-YEAR)

- Conversions grew by 53.15%
- Conversion rate grew by 297.43% Seasonality barely affected KPIs due to proper ongoing optimization. Budget remained the same throughout.

CHALLENGES

- significant competition;
- unknown brand - new startup;
- limited budget;
- only paid signup conversions;

OBJECTIVE

Minimal CPA still with purchases within the limited budget.

REVIEW

Website audit and recommendations.

- Competitors research in Canada;

WORK DONE

- Semantic core creation: target search queries, close ones and more with interest intent to form the funnel;
- Campaigns split based on the level of market intent and devices;
- Pmax and competitors campaigns;
- Custom ad copies for every ad group with callouts and dynamic keywords insertion;
- Keywords and cross-negative keyword lists;
- Micro and macro goals (primary and secondary conversions) setup
- After first crucial month we adjust budgets bids / bidding strategies according to the performance;

RESULTS AUGUST '23 - NOVEMBER '23 VS APRIL '23 - JULY '23

- Conversions grew by 94.62%

RESULTS JANUARY '22 - JULY '22 VS. JANUARY '23 - JULY '23 (PRIOR UNIVERSAL GA DATA)

Important: Budget remained the same.

- Conversions grew by 53.15%
- Conversion rate grew by 297.43% Seasonality almost didn't affect the KPIs much, because of the proper ongoing optimization.

FROM THE ACCOUNT

Source / Medium	Acquisition			Behavior			Conversions All Goals	
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions
	62.37% ↓ 2,209 vs 5,870	62.79% ↓ 2,146 vs 5,768	61.47% ↓ 2,571 vs 6,672	19.81% ↓ 66.98% vs 83.53%	27.83% ↑ 1.56 vs 1.22	105.28% ↑ 00:00:43 vs 00:00:21	297.43% ↑ 8.52% vs 2.14%	53.15% ↑ 219 vs 143
1. google / ads								
Jan 1, 2023 - Jul 31, 2023	**2,209** (100.00%)	2,146 (100.00%)	2,571 (100.00%)	66.98%	1.56	00:00:43	8.52%	219 (100.00%)
Jan 1, 2022 - Jul 31, 2022	**5,870** (100.00%)	5,768 (100.00%)	6,672 (100.00%)	83.53%	1.22	00:00:21	2.14%	143 (100.00%)
% Change	**-62.37%**	**-62.79%**	**-61.47%**	**-19.81%**	**27.83%**	**105.28%**	**297.43%**	**53.15%**

CASE 07

Google Grants, Nonprofit App, Pfotenpiloten / DogMap

CATEGORY	WEBSITE	BUDGET
Google Grants for nonprofits, dog-friendly places app	map.pfotenpiloten.org	Google Grants ($10,000/mo limit) — ~$9,900/mo fully utilized

CHALLENGES

International audience across 23 languages with multilingual campaign needs;

Maximizing the full $10,000/mo grant spend while maintaining quality score and CTR.

- Account previously managed – all campaigns required a full audit and rebuild;

OBJECTIVE

Maximize app registrations and DogMap downloads while fully utilizing the Ad Grants budget.

WORK DONE

- Full account audit and complete rebuild of all campaigns;
- New Performance Max campaigns launched alongside rebuilt Search campaigns;
- All ad copies rewritten to meet Google Grants quality and CTR requirements;
- Campaigns for bookings, app downloads, brand & niche keyword assistance categories;
- Ongoing monitoring CTR above 5% threshold and keep the account compliant with policy.

RESULTS JAN 1 – MAR 31, 2026 VS OCT 3 – DEC 31, 2025

- Conversions (registrations & downloads) 116 (+33.33%)
- Cost/conv. $256.41 (-25.21%)
- CTR 10.04% (+11.49%)
- Conv. rate 3.68% (+36.38%)
- Grant budget ~$9,900/mo fully utilized (vs partial spend previously) A full Google Grants account rebuild – new PMax and Search campaigns, rewritten ad copies – delivered 33% more conversions, 25% lower cost per conversion and CTR above 10%, while fully utilizing the grant budget.

FROM THE ACCOUNT

Campaigns | View (2 filters) All campaigns | Custom Jan 1 – Mar 31, 2026 | Compared: Oct 3 – Dec 31, 2025 | Show last 30 days

Add filter | Search | Segment | Columns | Reports | Download | Expand | More

Campaign	Impr.	Clicks	Conversion	Cost / conv.	Cost	All conv.	CTR	Campaign type	Avg. CPC	Conv. value / cost	Bid strategy type	Conv. rate	Conv. value	Original conv. value
Performance Max- DogMap App 2025	2,465 (+41.26%)	132 (+40.43%)	47.00 (+370.00%)	$18.96 (-65.01%)	$891.24 (+64.44%)	48.00 (+336.36%)	5.35% (-0.59%)	Performance Max	$6.75 (+17.10%)	0.05 (+185.82%)	Maximize conversion value	35.61% (+234.70%)	47.00 (+370.00%)	47.00 (+370.00%)
Dog-friendly hotel bookings2025 -AI Max	17,953 (+2.08%)	1,821 (+15.25%)	36.50 (-29.84%)	$581.76 (+56.73%)	$21,234.39 (+9.97%)	45.50 (-14.19%)	10.14% (+12.90%)	Search	$11.66 (-4.59%)	0.00 (-36.20%)	Maximize conversions (Target CPA)	2.00% (-39.12%)	36.50 (-29.84%)	36.50 (-29.84%)
Performance Max-Dog-friendly hotel bookings2025	4,349 (-45.14%)	274 (-47.31%)	15.50 (-8.71%)	$171.63 (-38.02%)	$2,660.21 (-43.41%)	19.50 (-11.28%)	6.30% (-3.94%)	Performance Max	$9.71 (+7.39%)	0.01 (+61.33%)	Maximize conversions (Target CPA)	5.66% (+73.26%)	15.50 (-8.71%)	15.50 (-8.71%)
Dog-friendly hotel bookings2025	1,230 (-27.77%)	80 (-31.03%)	10.00 (+42.86%)	$58.76 (-54.58%)	$587.58 (-35.11%)	10.00 (+42.86%)	6.50% (-4.51%)	Search	$7.34 (-5.91%)	0.02 (+120.16%)	Maximize conversion value	12.50% (+107.14%)	10.00 (+42.86%)	10.00 (+42.86%)
Search | Brand | Pfotenpiloten	659 (+∞)	49 (+∞)	7.00 (+∞)	$49.33 (+∞)	$345.32 (+∞)	8.00 (+∞)	7.44% (+∞)	Search	$7.05 (+∞)	0.02 (+∞)	Maximize conversion value	14.29% (+∞)	7.00 (+∞)	7.00 (+∞)
Assistenzhund	1 (-83.33%)	0 (0.00%)	0.00 (0.00%)	$0.00 (0.00%)	$0.00 (0.00%)	0.00 (0.00%)	0.00% (0.00%)	Search	–	0.00 (0.00%)	Maximize conversions (Target CPA)	0.00% (0.00%)	0.00 (0.00%)	0.00 (0.00%)
Behindertenbegleithund	0 (0.00%)	0 (0.00%)	0.00 (0.00%)	$0.00 (0.00%)	$0.00 (0.00%)	0.00 (0.00%)	–	Search	–	0.00 (0.00%)	Manual CPC	0.00% (0.00%)	0.00 (0.00%)	0.00 (0.00%)
Alternative Bezeichnungen	2 (+∞)	0 (0.00%)	0.00 (0.00%)	$0.00 (0.00%)	$0.00 (0.00%)	0.00 (0.00%)	0.00% (0.00%)	Search	–	0.00 (0.00%)	Maximize conversions (Target CPA)	0.00% (0.00%)	0.00 (0.00%)	0.00 (0.00%)
DogMap Deutsch	54 (-90.85%)	7 (-91.67%)	0.00 (0.00%)	$0.00 (0.00%)	$11.56 (-95.73%)	0.00 (-100.00%)	12.96% (-8.95%)	Search	$1.65 (-48.72%)	0.00 (0.00%)	Maximize conversion value	0.00% (0.00%)	0.00 (0.00%)	0.00 (0.00%)
Performance Max- Ihre kostenlose DogMap-App 2025	319 (-83.85%)	39 (-62.50%)	0.00 (0.00%)	$0.00 (0.00%)	$159.32 (-69.93%)	0.00 (0.00%)	12.23% (+132.17%)	Performance Max	$4.09 (-19.82%)	0.00 (0.00%)	Maximize conversions	0.00% (0.00%)	0.00 (0.00%)	0.00 (0.00%)
Dog-Map Deutsch - AI Max	4,345 (+2.28%)	748 (+3.31%)	0.00 (-100.00%)	$0.00 (-100.00%)	$3,831.63 (+7.79%)	7.00 (+250.00%)	17.22% (+1.01%)	Search	$5.12 (+4.33%)	0.00 (-100.00%)	Maximize conversions (Target CPA)	0.00% (-100.00%)	0.00 (-100.00%)	0.00 (-100.00%)
DogMap – EN 2026	0 (0.00%)	0 (0.00%)	0.00 (0.00%)	$0.00 (0.00%)	$0.00 (0.00%)	0.00 (0.00%)	–	Search	–	0.00 (0.00%)	Maximize conversions	0.00% (0.00%)	0.00 (0.00%)	0.00 (0.00%)
Total: All enabled campaigns in your current vi...	31,377 (-12.31%)	3,150 (-2.23%)	116.00 (+33.33%)	$256.22 (-25.23%)	$29,721.25 (-0.31%)	138.00 (+43.75%)	10.04% (+11.49%)		$9.44 (+1.97%)	0.00 (+33.75%)		3.68% (+36.38%)	116.00 (+33.33%)	116.00 (+33.33%)
Total: Account	31,386 (-12.40%)	3,152 (-2.26%)	116.00 (+33.33%)	$256.41 (-25.21%)	$29,743.90 (-0.27%)	138.00 (+43.75%)	10.04% (+11.57%)		$9.44 (+2.04%)	0.00 (+33.70%)		3.68% (+36.42%)	116.00 (+33.33%)	116.00 (+33.33%)

CASE 08

B2B SaaS, subscription payments platform, AppHud

CLIENT

Skyrocket your app growth with a revenue data suite. Covers every aspect when it comes

to in-app subscriptions from integration to analytics on iOS and Android Location: США

OBJECTIVE: MORE REGISTRATIONS FOR LESS CAC

Account: since 2022.

WORK DONE

1. Competitors ads review 2. Worked on the semantics from website content 3. Developed campaigns according to product categories 4. Competitor campaign 5. DSA campaign with all possible dynamic targets.

6. Bids adjustment according to locations, demographics and devices 7. Regular stat monitoring, traffic changes and other metrics 8. Account structure:

First month performance data 19.05.2022 - 18.06.2022:

- Search campaigns;
- DSA campaigns;
- Display campaigns to increase reach and brand awareness.
- User created account 18
- Cost $247.60
- CPA $13.76

FROM THE ACCOUNT

Custom 18 Jun - 18 Jul 2022 Show last 30 days

Search Segment Columns Reports Download Expand More

Budget	Status	Conversions	Cost	Clicks
US$5.00/day	Eligible	24.00	US$126.64	301
US$5.00/day	Eligible	2.00	US$69.29	67
US$5.00/day	Paused	0.00	US$0.00	0
US$5.00/day	Paused All ad groups pa...	0.00	US$0.00	0
US$5.00/day	Paused All ads paused	0.00	US$0.00	0
US$5.00/day	Paused All ads paused	0.00	US$0.00	0
US$5.00/day	Paused All ad groups pa...	0.00	US$47.63	25
US$1.00/day	Paused	0.00	US$4.04	19
US$1.00/day	Paused	0.00	US$0.00	0
US$2.00/day	Paused	0.00	US$0.00	0
		26.00	US$247.60	412
US$10.00/day		26.00	US$247.60	412

CASE 09

B2B lead gen, HR training for IT

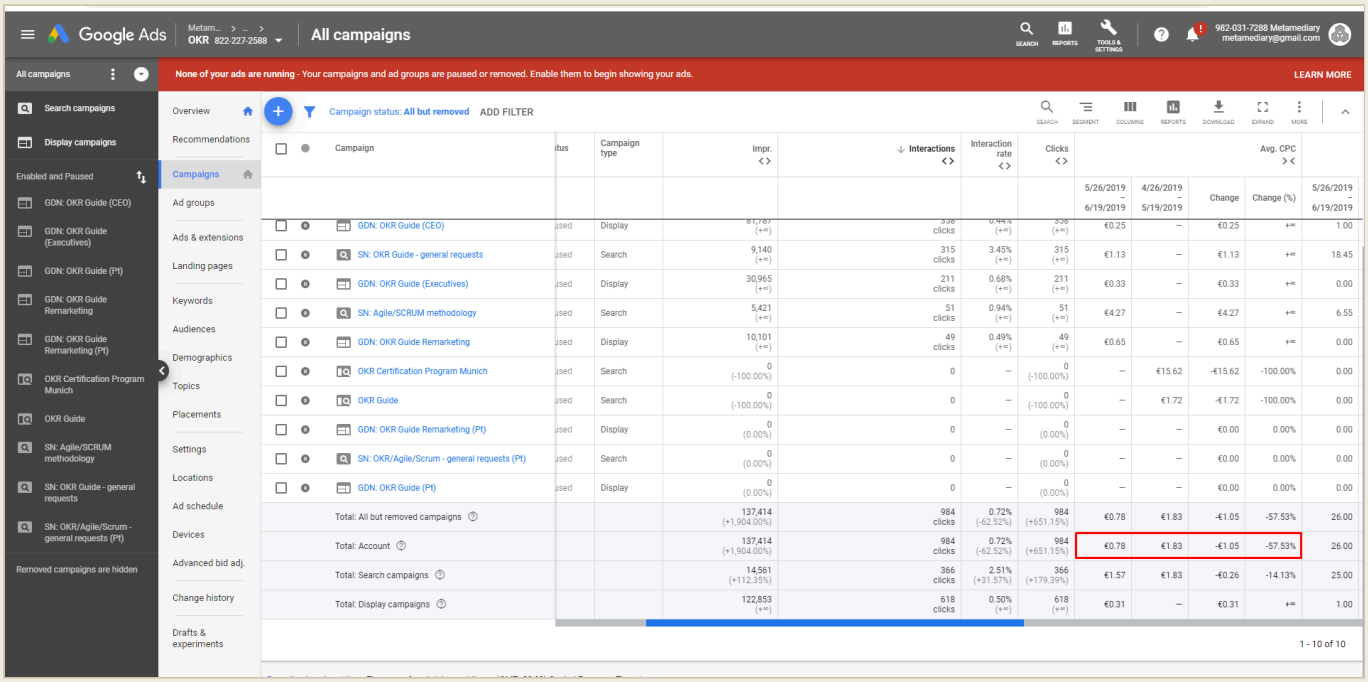
OPTIMIZATION TASKS

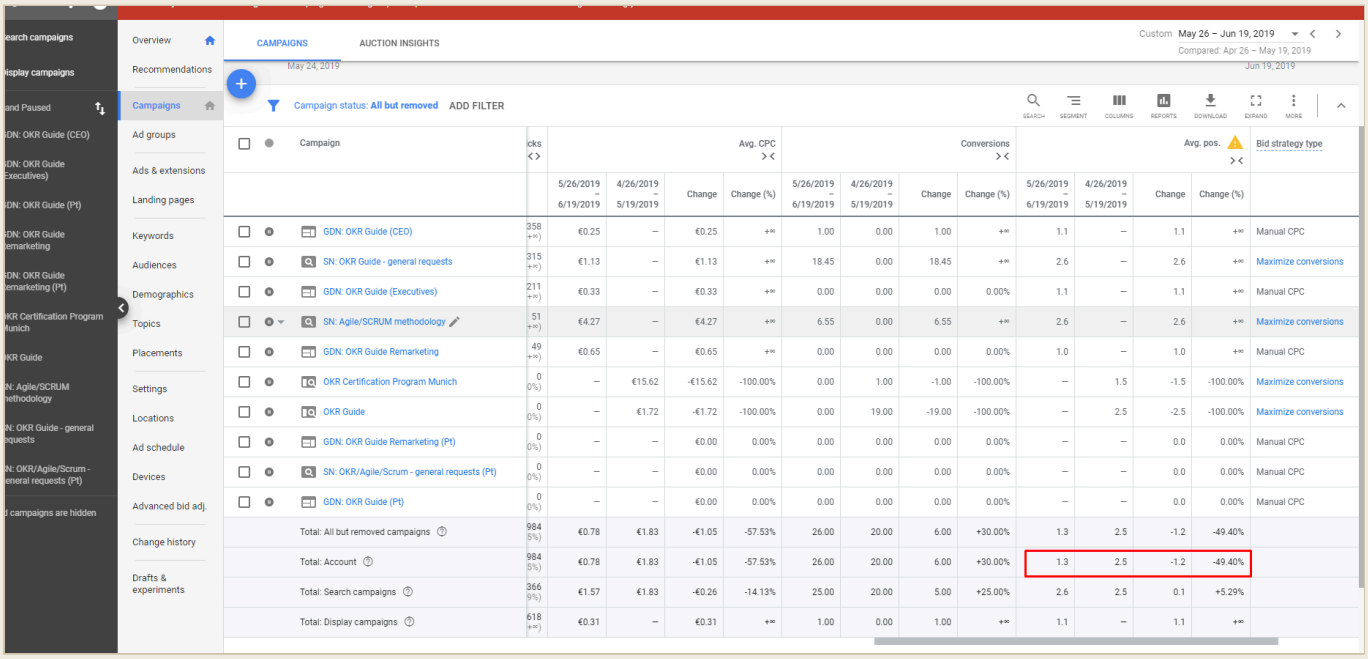
1. Detailed semantics for Search Ad campaigns 2. TA profiles analysis and campaigns launch through Google Display Network 3. Remarketing campaigns development 4. Creatives for cold audiences

RESULTS

KPIs performance from 26/05 - 19/06 in comparison to 26/04 - 19/05 - Conversions growth of 30% - CPC decrease of 57.53% - Average position improvement of 49% This led to significant target traffic growth - Clicks increased by +651%

FROM THE ACCOUNT





Enabled and Paused

- GDN: OKR Guide (CEO)
- GDN: OKR Guide (Executives)
- GDN: OKR Guide (Pt)
- GDN: OKR Guide Remarketing
- GDN: OKR Guide Remarketing (Pt)
- OKR Certification Program Munich
- OKR Guide
- SN: Agile/SCRUM methodology
- SN: OKR Guide - general requests
- SN: OKR/Agile/Scrum - general requests (Pt)

Removed campaigns are hidden

Campaigns
Ad groups
Ads & extensions
Landing pages
Keywords
Audiences
Demographics
Topics
Placements
Settings
Locations
Ad schedule
Devices
Advanced bid adj.
Change history
Drafts & experiments

Campaign status: **All but removed** ADD FILTER

SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE

Campaign	Impr.	Interactions	Interaction rate	Clicks					Avg. CPC			
				5/26/2019 – 6/19/2019	4/26/2019 – 5/19/2019	Change	Change (%)		5/26/2019 – 6/19/2019	4/26/2019 – 5/19/2019	Change	Change (%)
GDN: OKR Guide (CEO)	81,787 (+∞)	358 clicks	0.44% (+∞)	358	0	358	+∞		€0.25	–	€0.25	+∞
SN: OKR Guide - general requests	9,140 (+∞)	315 clicks	3.45% (+∞)	315	0	315	+∞		€1.13	–	€1.13	+∞
GDN: OKR Guide (Executives)	30,965 (+∞)	211 clicks	0.68% (+∞)	211	0	211	+∞		€0.33	–	€0.33	+∞
SN: Agile/SCRUM methodology	5,421 (+∞)	51 clicks	0.94% (+∞)	51	0	51	+∞		€4.27	–	€4.27	+∞
GDN: OKR Guide Remarketing	10,101 (+∞)	49 clicks	0.49% (+∞)	49	0	49	+∞		€0.65	–	€0.65	+∞
OKR Certification Program Munich	0 (-100.00%)	0	–	0	1	-1	-100.00%		–	€15.62	-€15.62	-100.00%
OKR Guide	0 (-100.00%)	0	–	0	130	-130	-100.00%		–	€1.72	-€1.72	-100.00%
GDN: OKR Guide Remarketing (Pt)	0 (0.00%)	0	–	0	0	0	0.00%		–	–	€0.00	0.00%
SN: OKR/Agile/Scrum - general requests (Pt)	0 (0.00%)	0	–	0	0	0	0.00%		–	–	€0.00	0.00%
GDN: OKR Guide (Pt)	0 (0.00%)	0	–	0	0	0	0.00%		–	–	€0.00	0.00%
Total: All but removed campaigns	137,414 (+1,904.00%)	984 clicks	0.72% (-62.52%)	984	131	853	+651.15%		€0.78	€1.83	-€1.05	-57.53%
Total: Account	137,414 (+1,904.00%)	984 clicks	0.72% (-62.52%)	984	131	853	+651.15%		€0.78	€1.83	-€1.05	-57.53%
Total: Search campaigns	14,561 (+112.35%)	366 clicks	2.51% (+31.57%)	366	131	235	+179.39%		€1.57	€1.83	-€0.26	-14.13%
Total: Display campaigns	122,853 (+∞)	618 clicks	0.50% (+∞)	618	0	618	+∞		€0.31	–	€0.31	+∞

CASE 10

Local lead gen, Divorce & Family Law

CLIENT	LOCATION	ACCOUNT
Lawyer group from Colorado.	Colorado, United States.	Active since December 2017

START

March 2020

INITIAL STATE

According to the account analysis, the decision of developing from scratch was resolved:

- broader and more detailed semantics;
- website and landing page content;
- specific URLs for every location and service.

CAMPAIGNS DEVELOPMENT

1. Semantics were collected according to website services and TA.
2. Redistributed semantics to separate search campaigns with dedicated ad copies.
3. Separate URL for every location + service (28 total).
4. Separate budgets according to semantics and demand.
5. Bid adjustments according to age, gender and household income.
6. Observations for interest audiences to every campaign.

We've continuously delivered monitoring and analysis of search queries / keywords, bid adjustments and budgets, and demand changes according to all the KPIs in Google Ads and Google Analytics.

The COVID 19 factor wasn't definitely "beneficial" for the divorce growth, so the comparison to the previous period performance does reflect the actual optimization case.

Campaign performance for Mar 2020 - Dec 2020 vs Feb 2019 - Nov 2019

RESULTS

Despite impressions/click decrease, calls from website conversion grew by 76%.

Bounce Rate 70.27% (-21.24%) Pages/Session 1.82 (+37.36%) Avg. Session Duration 01:01 (+104.05%)

- Clicks 1,096 (-25%) Impression 25,770 (-93%) CTR 4.25 (+995.25%) Conversions 44 (+76%) Bounce Rate 70.27% (-21.24%) Pages / Session 1.82 (+37.36%) Avg. Session Duration 01:01 (+104.05%) Number of impressions/clicks decreased - this is because we assembled TA and semantic core fully corresponding to website services, and potential clients searches with service name in every query. Thus, irrelevant and general search queries were cut off. However, this grew CTR by 995.25%, which means the TA was reached.

CONCLUSIONS

- The most crucial task is to create TA and focus on it.
- The next steps after search campaigns development:
- Branding via GDN;
- YouTube for interest categories;
- Local campaign;
- Competitors' campaigns (search; GDN).
- Google My Business account improvement (+maps),
- Facebook, Instagram, LinkedIn

FROM THE ACCOUNT

Campaign ↓
[Vail] Family law
[Vail] Dui
[Vail] Divorce
[Telluride] Family law
[Telluride] Divorce
[Summit County] Family law
[Summit County] Divorce
[kalamaya] Personal injury
[kalamaya] Auto
[Grand Junction] Dui
[Glenwood Springs] Family law
[Glenwood Springs] Dui
[Glenwood Springs] Divorce

Campaign	Budget	Status	Optimisation score	Clicks	Impr.	CTR	Conversions
[Aspen] Dui	US$250.00/day	Eligible	100%	(+∞)	(+∞)	(+∞)	(0.00%)
[Aspen] Family law	Aspen US$30.00/day	Eligible	100%	14 (+∞)	312 (+∞)	4.49% (+∞)	1.00 (+∞)
[Carbondale] Dui	Dui US$250.00/day	Eligible	–	0 (0.00%)	41 (+∞)	0.00% (0.00%)	0.00 (0.00%)
[Denver] Divorce	Denver US$100.00/day	Paused	–	125 (+∞)	3,725 (+∞)	3.36% (+∞)	0.00 (0.00%)
[Denver] Family law	Denver US$100.00/day	Paused	–	158 (+∞)	4,504 (+∞)	3.51% (+∞)	2.00 (+∞)
[Eagle] Divorce	Eagle US$30.00/day	Eligible	100%	33 (+∞)	770 (+∞)	4.29% (+∞)	1.00 (+∞)
[Eagle] Family law	Eagle US$30.00/day	Eligible	100%	10 (+∞)	340 (+∞)	2.94% (+∞)	0.00 (0.00%)
[Edwards] Divorce	Edwards US$30.00/day	Eligible	100%	21 (+∞)	572 (+∞)	3.67% (+∞)	0.00 (0.00%)
[Edwards] Family law	Edwards US$30.00/day	Eligible	100%	6 (+∞)	74 (+∞)	8.11% (+∞)	2.00 (+∞)
Total: All but removed campaigns				1,091 (-25.33%)	25,636 (-93.19%)	4.26% (+995.92%)	43.54 (+74.18%)
Total: Account	US$500.00/day			1,096 (-24.98%)	25,770 (-93.15%)	4.25% (+995.22%)	44.00 (+76.00%)

Behavior

Bounce Rate	Pages / Session	Avg. Session Duration
21.24%	37.36%	104.05%
70.27% vs 89.22%	1.82 vs 1.32	00:01:01 vs 00:00:30
70.27%	1.82	00:01:01
89.22%	1.32	00:00:30
-21.24%	37.36%	104.05%

CASE 11

Local lead gen: 2 Pest Controls

OPTIMIZATION TASKS

- Current campaigns analysis. a. Upon analysis we've decided to partially retain the previous campaigns. b. Priority channels:
- Search network
- Remarketing
- Video campaigns

CAMPAIGNS DEVELOPMENT

b. Redistributed the semantics according to brand, insect types and services.

Performance during first two months:

Impression: 44,819 (+23.40%) CTR 4.56 % (+3.27%) CPC $9.85 (-14.55%) Call Rail Phone Call Conversions: 288 (+26%)

- Clicks: 2,044 (+27.43%) a. Semantics was collected with regards to the website content as well as from the previous campaigns data.

RESULTS WERE SATISFACTORY, BUT A SIGNIFICANT PART OF OPTIMIZATION TASKS STILL REQUIRE COMPLETION

Primarily this consists of the ongoing work to increase semantic core growth as well as adjustment of current keywords and negative keywords. Bids were also adjusted according to demographics, household income, devices, geo locations and season.

Performance data for the period 06/03 - 05/05 vs previous period

- Clicks 4,630 (+125%) Impression 524,397 (+1 060.30%) CTR 6.22 % (+20%) CPC $7.18 (-27%) Call Rail Phone Call Conversions 519 (+80%) Assisted conversions:
- Call Rail Phone Call Conversions 71 (+7.60%)

CONCLUSIONS

The challenge was to beat a large number of aggressive competitors with a limited daily budget.

We committed a huge number of hours for the initial development of keywords and semantics, taking into account the large repertoire of insects. In particular, it was important to create a proper account structure in particular, and to categorize campaigns according to locations and insects, for better performance analysis. We also prepared engaging ads and ad extensions. Bids were adjusted according to location, gender, age, devices and household incomes. The objective was also to scale, so we were monitoring everything on a daily basis.

Main reasons for jump in KPIs:

1. Keywords. We've collated all possible targeted keywords and have kept monitoring search queries, for continual semantics growth, suspension of non-converters and keywords optimization, according to CTR, CPC and CPA.

2. Negative keywords. Continual exclusion of traffic relating to irrelevant search queries, and initial preparation of negative keyword lists on a daily basis.

STRATEGIES. EXPERIMENTING WITH BIDDING STRATEGIES, TO MAXIMIZE KPIS

A growth in call conversion growth by +300% is a result that has undoubtedly exceeded expectations. The seasonal demand of the business is a sensitive factor for further account adjustment, strategy experimentation and semantics development.

Local lead gen: Pest Control #2 Contract from 2021 till November 2023 SEM platforms: Google Ads; Microsoft Ads.

GOAL: RECEIVE CALLS AND FORM SUBMISSIONS AT MINIMUM CPA

Leads: Form submission, calls.

Location: NY (Nassau County; Suffolk County)

WORK DONE

Important: Budgets were limited for both Google Ads and Bing Ads, so we launched different campaigns by location, paying attention to demand and seasonality.

Bing Ads August 2023 - November 2023 vs April 2023 - July 2023

- Competitors' activity review;
- Website audit and recommendations;
- Detailed semantics for all the website offers;
- Negative keyword lists;
- Proper keyword split between campaigns and ad groups;
- Custom ads and call to actions for every ad group;
- All ad assets possible;
- Goals.
- Conversions increased by 82.74% January 2022-July 2022 vs January 2023-July 2023 (the previous version of analytics, data was recorded only until July 2023) Conversions grew by 403.83% Conversion rate grew by 342.76% google/cpc August 2023 - November 2023 vs April 2023 - July 2023
- Conversions grew to 94.62% January 2022-July 2022 vs January 2023-July 2023 (the previous version of analytics, data was recorded only until July 2023) Conversions grew to 53.15% Conversion rate grew by 297.43%

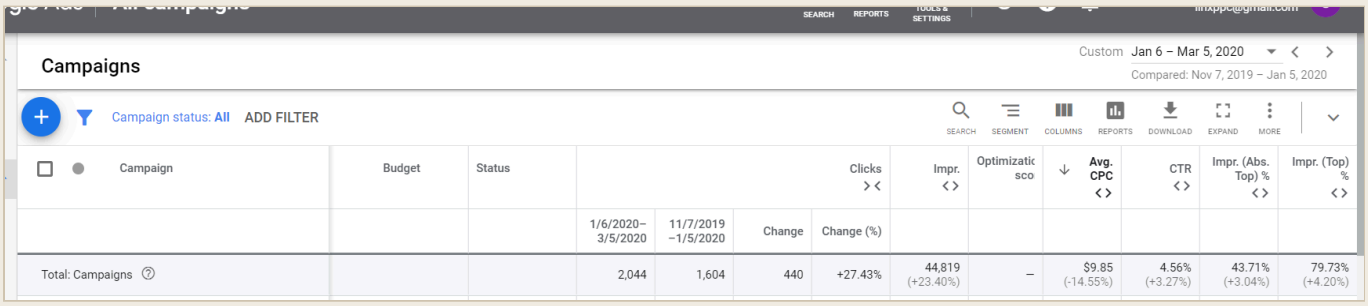
RESULTS SUMMARY

The total number of conversions has been increasing even during the winter period, when demand was low. We were able to increase the number of conversions by delivering ongoing optimization, CPC and categories based on seasonality.

All this time, the work was aimed at increasing the number of conversions within the existing budget.

Important:The size of the budget has not changed all this time.

FROM THE ACCOUNT



Campaign	Budget	Status	1/6/2020–3/5/2020	11/7/2019–1/5/2020	Change	Change (%)	Clicks	Impr.	Optimizatic sco	Avg. CPC	CTR	Impr. (Abs. Top) %	Impr. (Top) %
Total: Campaigns			2,044	1,604	440	+27.43%	44,819 (+23.40%)	–		$9.85 (-14.55%)	4.56% (+3.27%)	43.71% (+3.04%)	79.73% (+4.20%)

Source/Medium	Acquisition			Behaviour			Conversions Goal 17: Call Rail Phone Call		
	Users	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration	Call Rail Phone Call (Goal 17 Conversion Rate)	Call Rail Phone Call (Goal 17 Completions)	Call Rail Phone Call (Goal 17 Value)
	60.78% 1,574 vs 979	61.94% 1,438 vs 888	52.24% 2,008 vs 1,319	75.92% 42.68% vs 24.26%	17.51% 1.71 vs 2.07	10.75% 00:01:27 vs 00:01:37	17.39% 14.34% vs 17.36%	25.76% 288 vs 229	0.00% US$0.00 vs US$0.00
1. google / cpc									
06-Jan-2020 - 05-Mar-2020	**1,574** (100.00%)	1,438 (100.00%)	2,008 (100.00%)	42.68%	1.71	00:01:27	14.34%	288 (100.00%)	US$0.00 (0.00%)
07-Nov-2019 - 05-Jan-2020	**979** (100.00%)	888 (100.00%)	1,319 (100.00%)	24.26%	2.07	00:01:37	17.36%	229 (100.00%)	US$0.00 (0.00%)
% Change	**60.78%**	**61.94%**	**52.24%**	**75.92%**	**-17.51%**	**-10.75%**	**-17.39%**	**25.76%**	**0.00%**

Source/Medium	Acquisition			Behaviour			Conversions Goal 17: Call Rail Phone Call		
	Users	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration	Call Rail Phone Call (Goal 17 Conversion Rate)	Call Rail Phone Call (Goal 17 Completions)	Call Rail Phone Call (Goal 17 Value)
	122.69% 17,962 vs 8,066	124.51% 17,395 vs 7,748	113.69% 21,142 vs 9,894	11.77% 42.77% vs 38.27%	6.38% 1.63 vs 1.74	20.54% 00:01:04 vs 00:01:21	4.02% 2.85% vs 2.97%	105.10% 603 vs 294	0.00% US$0.00 vs US$0.00
1. google / cpc									
06-Mar-2020 - 05-May-2020	2,593 (14.28%)	2,391 (13.75%)	3,343 (15.81%)	39.13%	1.72	00:01:30	15.52%	**519** (86.07%)	US$0.00 (0.00%)
05-Jan-2020 - 05-Mar-2020	1,590 (19.14%)	1,452 (18.74%)	2,026 (20.48%)	42.69%	1.71	00:01:28	14.26%	**289** (98.30%)	US$0.00 (0.00%)
% Change	**63.08%**	**64.67%**	**65.00%**	**-8.36%**	**0.68%**	**3.10%**	**8.84%**	**79.58%**	**0.00%**

SETTINGS

Custom Mar 6 – May 5, 2020
Compared: Jan 5 – Mar 5, 2020

SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE

Status	Clicks	Impr.	Optimizatic sco	Avg. CPC	CTR	Impr. (Abs. Top) %	Impr. (Top) %
	4,630 (+124.87%)	524,397 (+1,060.30%)	–	$7.18 (-26.97%)	0.88% (-80.62%)	47.10% (+7.67%)	77.38% (-2.92%)

E-commerce
Multi-Channel Funnels
Overview
Assisted Conversions
Top Conversion Paths
Time Lag

Plot Rows Secondary dimension advanced

MCF Channel Grouping	Assisted Conversions	Assisted Conversion Value	Last Click or Direct Conversions	Last Click or Direct Conversion Value	Assisted/Last Click or Direct Conversions
1. Paid Search					
06-Mar-2020 - 05-May-2020	172	–	474	–	0.36
05-Jan-2020 - 05-Mar-2020	71	–	240	–	0.30
% Change	142.25%	-	97.50%	-	22.66%

Conversions: Event name

Custom Aug 1 - Nov 30, 2023
Compare: Apr 1 - Jul 31, 2023

Aug Sep Oct Nov 0 500 1K

Form_Click GA4 · Phone number_Click GA4 · Form_thank-you GA4 · Unbounce Form Submit GA4 · Custom range · Preceding period

bing / ads

Rows per page: 10 Go to: 1 1-10 of 19

Event name	Session source / medium	Conversions	Total users	Total revenue
SHOW ALL ROWS		2,202.00 vs. 1,205.00 ↑ 82.74%	13,847 vs. 9,044 ↑ 53.11%	$0.00 vs. $0.00

Source / Medium	Acquisition			Behavior			Conversions All Goals	
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions
	13.15% 13,295 vs 11,750	14.36% 13,284 vs 11,616	13.79% 13,868 vs 12,187	4.13% 75.81% vs 72.81%	2.89% 1.30 vs 1.34	2.03% 00:00:24 vs 00:00:23	342.76% 10.43% vs 2.35%	403.83% 1,446 vs 287
1. bing / ads								
Jan 1, 2023 - Jul 31, 2023	**13,295** (100.00%)	13,284 (100.00%)	13,868 (100.00%)	75.81%	1.30	00:00:24	10.43%	1,446 (100.00%)
Jan 1, 2022 - Jul 31, 2022	**11,750** (100.00%)	11,616 (100.00%)	12,187 (100.00%)	72.81%	1.34	00:00:23	2.35%	287 (100.00%)
% Change	**13.15%**	**14.36%**	**13.79%**	**4.13%**	**-2.89%**	**2.03%**	**342.76%**	**403.83%**

Conversions: Event name

Custom Aug 1 - Nov 30, 2023
Compare: Apr 1 - Jul 31, 2023

Event name	Session source / medium	Conversions	Total users	Total revenue
SHOW ALL ROWS		362.00 vs. 186.00 ↑ 94.62%	2,716 vs. 1,398 ↑ 94.28%	$0.00 vs. $0.00

Source / Medium	Acquisition			Behavior			Conversions All Goals	
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions
	62.37% 2,209 vs 5,870	62.79% 2,146 vs 5,768	61.47% 2,571 vs 6,672	19.81% 66.98% vs 83.53%	27.83% 1.56 vs 1.22	105.28% 00:00:43 vs 00:00:21	297.43% 8.52% vs 2.14%	53.15% 219 vs 143
1. google / ads								
Jan 1, 2023 - Jul 31, 2023	**2,209** (100.00%)	2,146 (100.00%)	2,571 (100.00%)	66.98%	1.56	00:00:43	8.52%	219 (100.00%)
Jan 1, 2022 - Jul 31, 2022	**5,870** (100.00%)	5,768 (100.00%)	6,672 (100.00%)	83.53%	1.22	00:00:21	2.14%	143 (100.00%)
% Change	**-62.37%**	**-62.79%**	**-61.47%**	**-19.81%**	**27.83%**	**105.28%**	**297.43%**	**53.15%**

CASE 12

B2B Mobile app, MyOpportunity

CATEGORY	WEBSITE	COUNTRY
Business and social networking app	myopportunity.com	US

BUDGET

$25,000 / mo - obviously not enough to compete with LinkedIn or Bumble

CHALLENGES

Previous SEO team apparently used a lot of bot traffic to deceive the client.

- Emerging highly competitive niche;

OBJECTIVE

- Target conversion: new users registrations and installs;

REVIEW

Website audit and recommendations.

- US competitors research;

WORK DONE

- semantic core, only targeted search queries;
- campaigns split according to search queries and devices;
- DSA, Pmax, video campaigns for reach; brand, competitors ones - for brand awareness;
- Budget - according to devices demand and CPC;
- Budgets and bids / bedding strategy adjustment after first crucial month;
- Custom ad copies with custom callouts for every ad group;

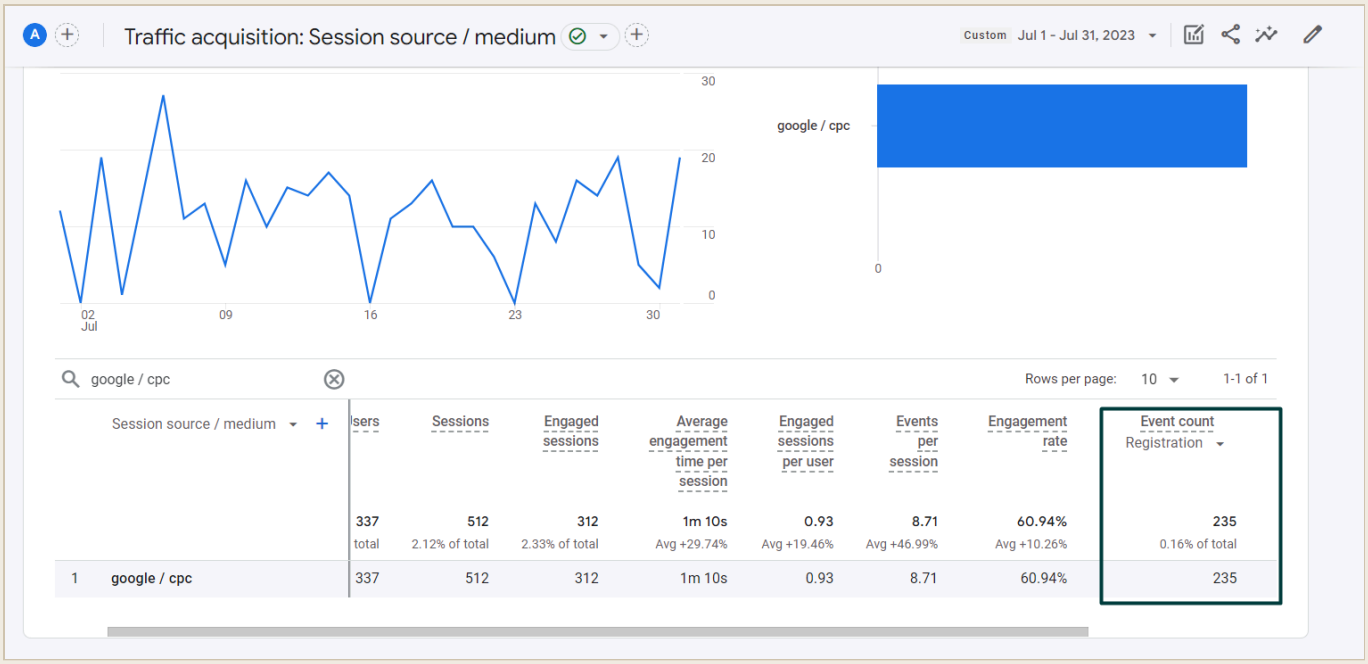
RESULTS: JULY '23

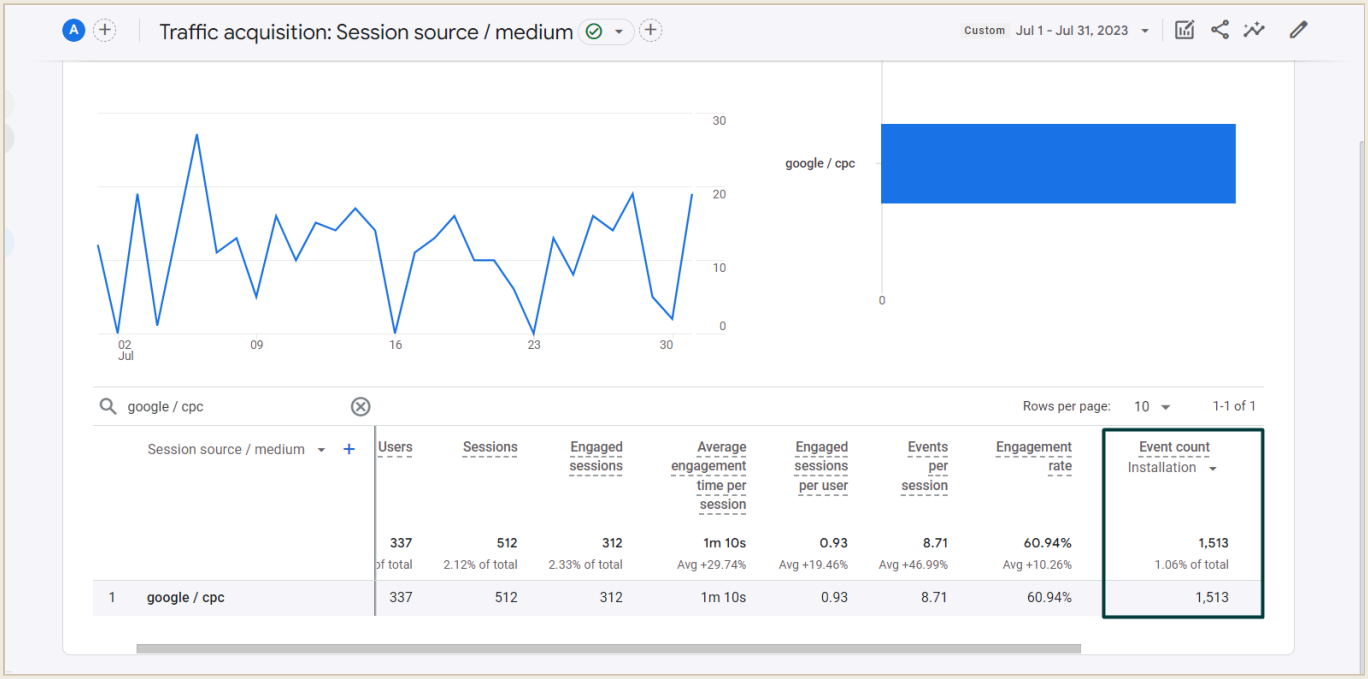
- Signups 235
- CPA $106.38
- Installs 1,513 CPA $16.52

RESULTS SEPTEMBER-OCTOBER '23 VS JULY-AUGUST '23 (SAME BUDGET)

- Installs 5,167 (+63.31%)
- Signups 702 (+42.68%)

FROM THE ACCOUNT





Traffic acquisition: Session source / medium

Custom Sep 1 - Oct 31, 2023
Compare: Jul 2 - Aug 31, 2023

google / cpc

Rows per page: 10 1-1 of 1

Session source / medium	sers	Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user	Events per session	Engagement rate	Event count Installation
SHOW ALL ROWS								
	,527	2,237	1,035	1m 03s	0.68	7.07	46.27%	5,167
	. 717	vs. 1,094	vs. 644	vs. 70.06	vs. 0.90	vs. 8.61	vs. 58.87%	vs. 3,164
	.97%	↑ 104.48%	↑ 60.71%	↓ -9.42%	↓ -24.54%	↓ -17.96%	↓ -21.4%	↑ 63.31%
1 google / cpc								
Sep 1 - Oct 31, 2023	,527	2,237	1,035	1m 03s	0.68	7.07	46.27%	5,167
Jul 2 - Aug 31, 2023	717	1,094	644	1m 10s	0.90	8.61	58.87%	3,164
% change	97%	104.48%	60.71%	-9.42%	-24.54%	-17.96%	-21.4%	63.31%

Traffic acquisition: Session source / medium

Custom Sep 1 - Oct 31, 2023
Compare: Jul 2 - Aug 31, 2023

google / cpc

Rows per page: 10 1-1 of 1

Session source / medium	ers	Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user	Events per session	Engagement rate	Event count Registration
SHOW ALL ROWS								
	527	2,237	1,035	1m 03s	0.68	7.07	46.27%	702
	717	vs. 1,094	vs. 644	vs. 70.06	vs. 0.90	vs. 8.61	vs. 58.87%	vs. 492
	97%	↑ 104.48%	↑ 60.71%	↓ -9.42%	↓ -24.54%	↓ -17.96%	↓ -21.4%	↑ 42.68%
1 google / cpc								
Sep 1 - Oct 31, 2023	527	2,237	1,035	1m 03s	0.68	7.07	46.27%	702
Jul 2 - Aug 31, 2023	717	1,094	644	1m 10s	0.90	8.61	58.87%	492
% change	7%	104.48%	60.71%	-9.42%	-24.54%	-17.96%	-21.4%	42.68%

CASE 13

B2C Mobile Game App: Scorpion War Robot Transform

CATEGORY

Mobile games

COUNTRY

US, UK, AUS, NZ, CA, APAC

App: https://apps.apple.com/app/id1580364578?mt=8

CHALLENGES

- Initially only SEO with organic 50 - 80 daily installs.

OBJECTIVE

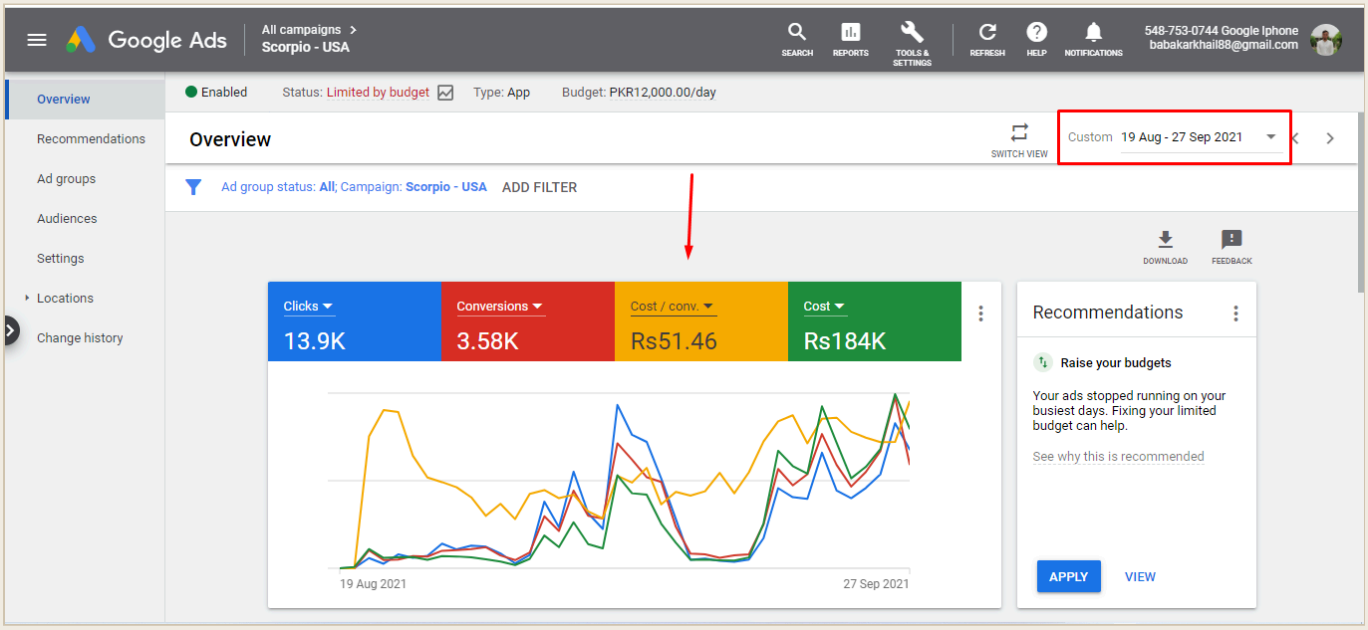
Get more installs of iphone app 3. Competition review per each country

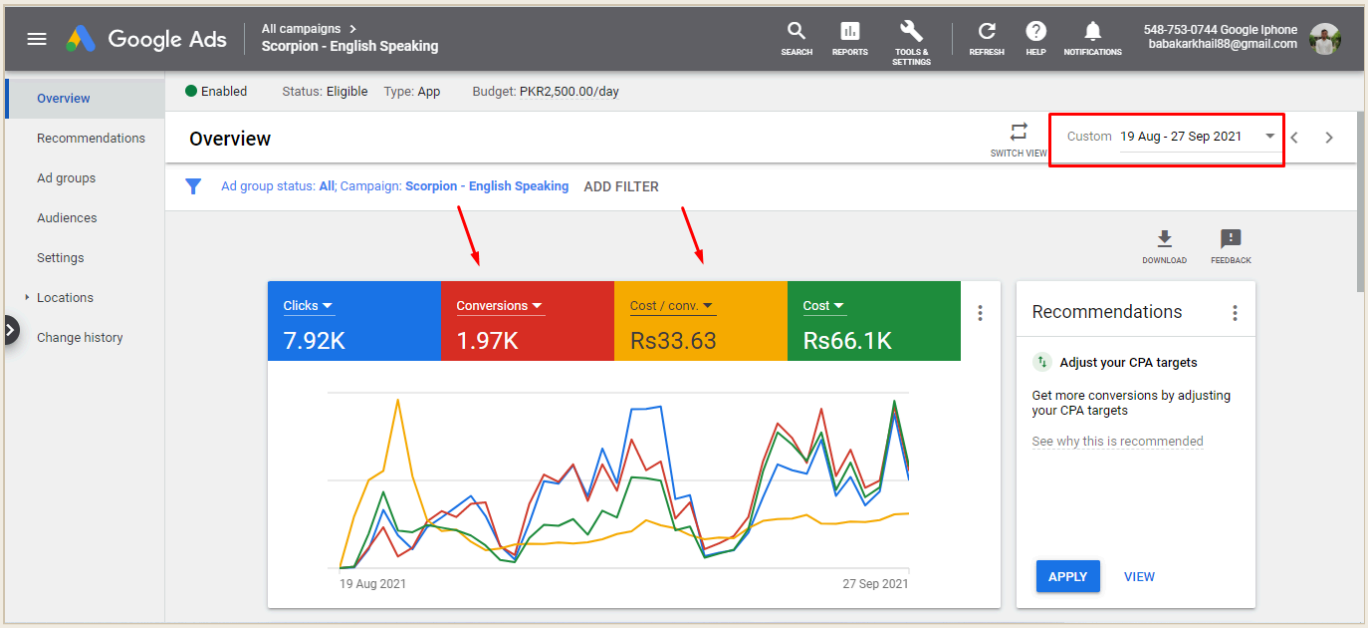
WORK DONE - DIFFERENT LOCATIONS SPLIT

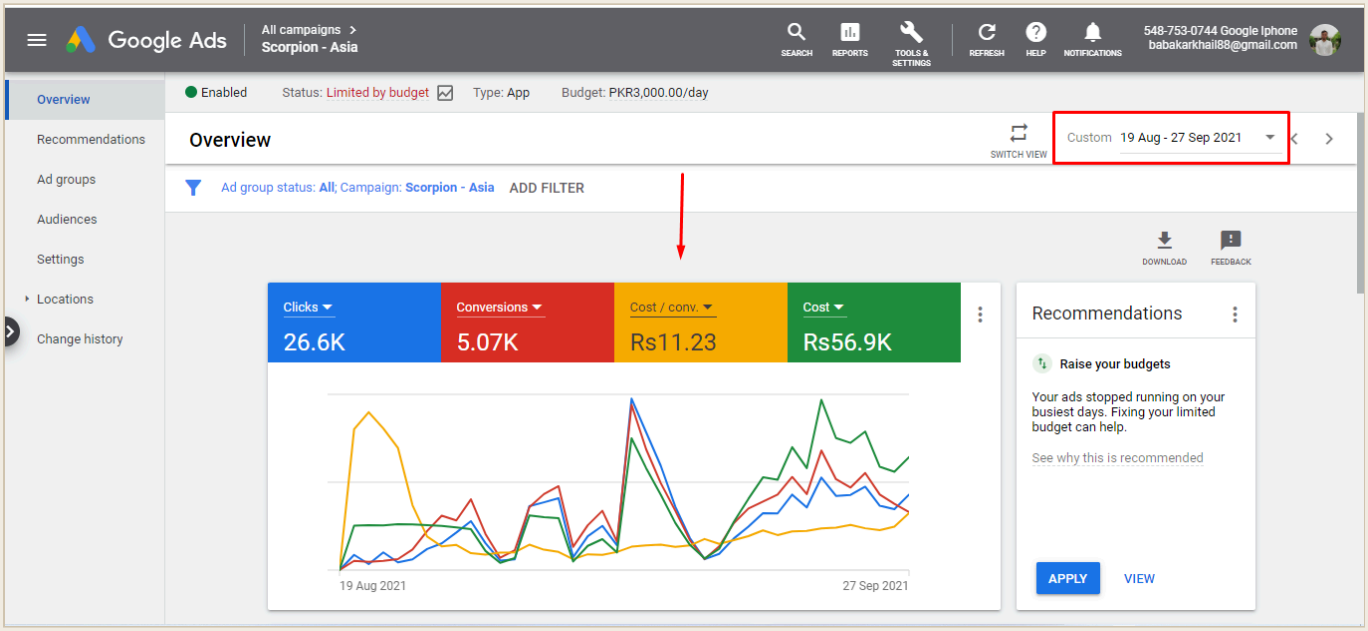
US Campaign New Daily Budget: $70 Initial Daily Budget: $7 New CPI: $0.31 Targeted CPI: $0.41 UK, NZ, CA, AUS Campaign New Daily Budget: $15 Initial Daily Budget: $5 New CPI: $0.19 Targeted CPI: $0.26 Asia Campaign New Daily Budget: $18 Initial Daily Budget: $7 New CPI: $0.06 Targeted CPI: $0.08 From these 3 campaigns we got 10,611 installs by spending $1806 and the source of revenue is AdMob. Google Ads helped us to boost organic downloads in the App Store as we got 10611 installs from Google Ads but 29000+ install in firebase.

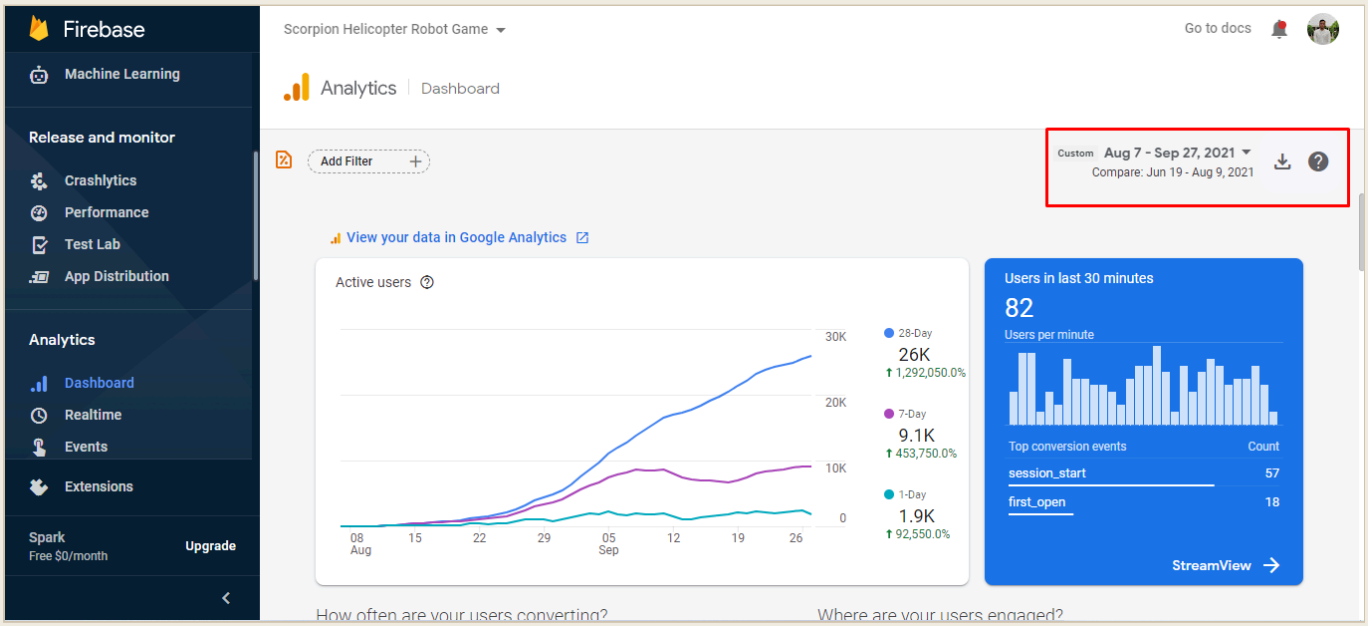
We didn't earn from admob but from in-app-purchase 29000+ installs in firebase Google Ads brought more installs for games on the App Store, but it also boosted revenue as well as organic ranking inside the store for up to 2X more installs than from Google Ads.

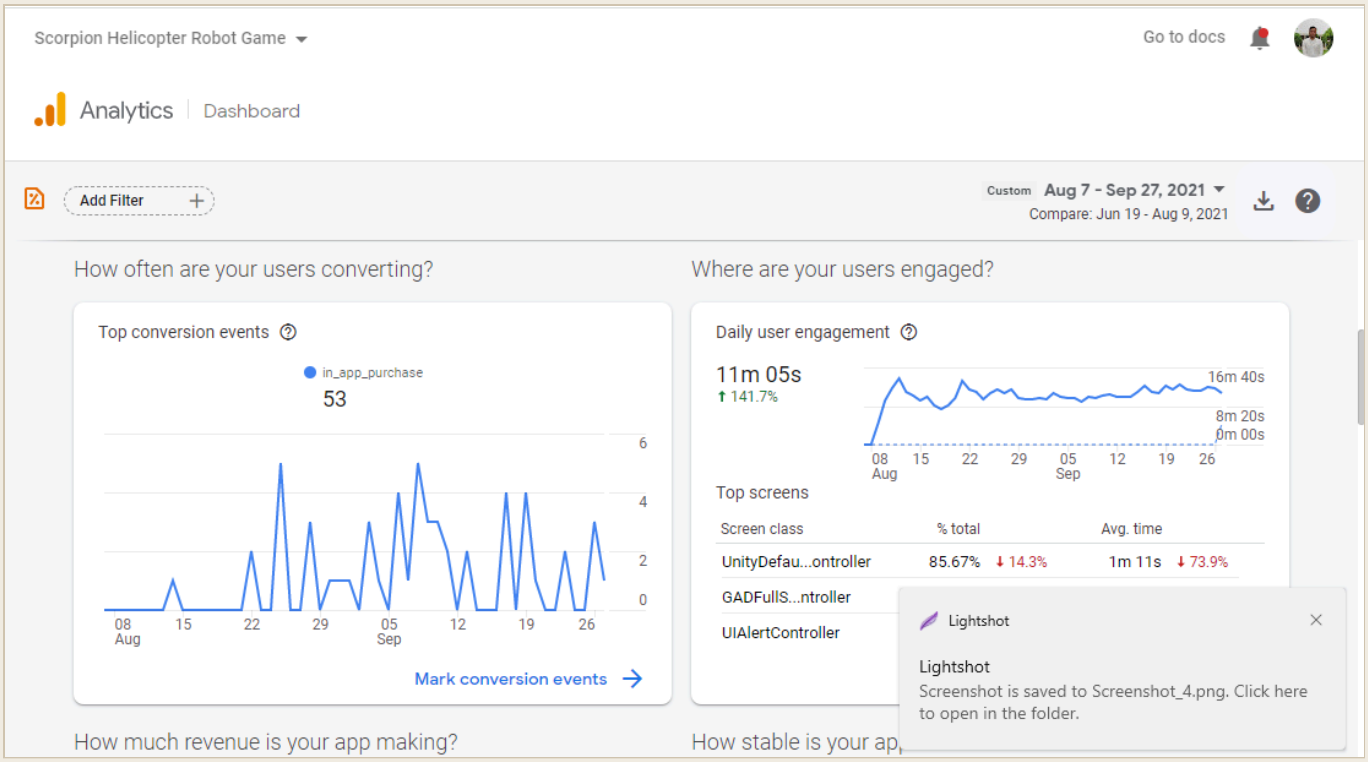
FROM THE ACCOUNT

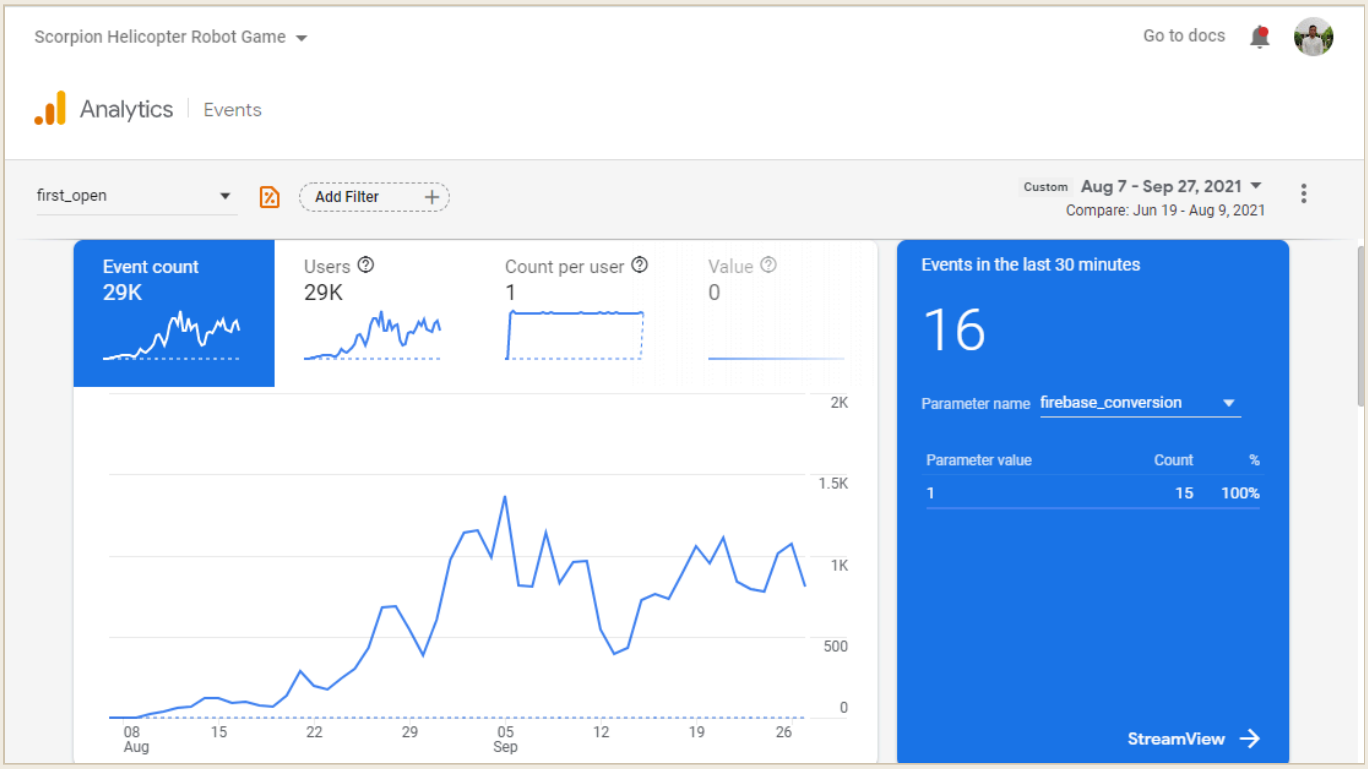



Google Ads
All campaigns >
Scorpion - English Speaking
548-753-0744 Google Iphone
babakarkhail88@gmail.com
Overview
Recommendations
Ad groups
Audiences
Settings
Locations
Change history
Enabled
Status: Eligible
Type: App
Budget: PKR2,500.00/day
Overview
Custom 19 Aug - 27 Sep 2021
Ad group status: All; Campaign: Scorpion - English Speaking
ADD FILTER
Clicks
7.92K
Conversions
1.97K
Cost / conv.
Rs33.63
Cost
Rs66.1K
19 Aug 2021
27 Sep 2021
Recommendations
Adjust your CPA targets
Get more conversions by adjusting your CPA targets
See why this is recommended
APPLY
VIEW


Google Ads
All campaigns >
Scorpion - Asia
548-753-0744 Google Iphone
babakarkhail88@gmail.com
Overview
Recommendations
Ad groups
Audiences
Settings
Locations
Change history
Enabled
Status: Limited by budget
Type: App
Budget: PKR3,000.00/day
Overview
Custom 19 Aug - 27 Sep 2021
Ad group status: All; Campaign: Scorpion - Asia
ADD FILTER
Clicks
26.6K
Conversions
5.07K
Cost / conv.
Rs11.23
Cost
Rs56.9K
19 Aug 2021
27 Sep 2021
Recommendations
Raise your budgets
Your ads stopped running on your busiest days. Fixing your limited budget can help.
See why this is recommended
APPLY
VIEW


Firebase
Scorpion Helicopter Robot Game
Go to docs
Machine Learning
Release and monitor
Crashlytics
Performance
Test Lab
App Distribution
Analytics
Dashboard
Realtime
Events
Extensions
Spark
Free $0/month
Upgrade
Analytics
Dashboard
Add Filter
Custom Aug 7 - Sep 27, 2021
Compare: Jun 19 - Aug 9, 2021
View your data in Google Analytics
Active users
30K
20K
10K
0
08 Aug
15
22
29
05 Sep
12
19
26
28-Day
26K
1,292,050.0%
7-Day
9.1K
453,750.0%
1-Day
1.9K
92,550.0%
Users in last 30 minutes
82
Users per minute
Top conversion events
Count
session_start
57
first_open
18
StreamView
How often are your users converting?
Where are your users engaged?


Scorpion Helicopter Robot Game
Go to docs
Analytics
Dashboard
Add Filter
Custom Aug 7 - Sep 27, 2021
Compare: Jun 19 - Aug 9, 2021
How often are your users converting?
Where are your users engaged?
Top conversion events
in_app_purchase
53
6
4
2
0
08 Aug
15
22
29
05 Sep
12
19
26
Mark conversion events
Daily user engagement
11m 05s
141.7%
16m 40s
8m 20s
0m 00s
Top screens
Screen class
% total
Avg. time
UnityDefau...ontroller
85.67%
14.3%
1m 11s
73.9%
GADFullS...ntroller
UIAlertController
Lightshot
Lightshot
Screenshot is saved to Screenshot_4.png. Click here to open in the folder.
How much revenue is your app making?
How stable is your ap


Scorpion Helicopter Robot Game
Go to docs
Analytics
Events
first_open
Add Filter
Custom Aug 7 - Sep 27, 2021
Compare: Jun 19 - Aug 9, 2021
Event count
29K
Users
29K
Count per user
1
Value
0
2K
1.5K
1K
500
0
08 Aug
15
22
29
05 Sep
12
19
26
Events in the last 30 minutes
16
Parameter name
firebase_conversion
Parameter value
Count
%
1
15
100%
StreamView

Scorpion Helicopter Robot Game

Go to docs

Analytics | Events

Add Filter

Custom Aug 7 - Sep 27, 2021

Compare: Jun 19 - Aug 9, 2021

spend_virtual_currency Recommended Event (Games)

Existing events

Event name	Count	% change	Users	% change	Mark as conversion
ad_reward	37,958	-	15,524	-	
app_exception	1,204	-	878	-	
app_update	2,600	-	2,275	-	
first_open	29,455	↑1,472,650.0%	29,475	↑1,473,650.0%	
in_app_purchase	53	-	40	-	
os_update	428	-	420	-	
screen_view	1,251,234	↑62,561,600.0%	29,665	↑1,483,150.0%	
session_start	88,551	↑4,427,450.0%	29,578	↑1,478,800.0%	

CASE 14

Google Ad Grant for Nonprofit: Orphanage

CLIENT

Orphanage (Nonprofit)

orphans Account: Active since June 2023

TASK: DEVELOP AND LAUNCH GOOGLE AD GRANT ACCOUNT

.

MARKET ANALYSIS

- The competition in this niche is very high.
- Targeting selected countries with high standard of living to start with.
- Grant accounts are limited to a maximum price per click of up to $2.
- Competitive keywords in this niche cost more than $2, so it is necessary to make a shift of bidding strategy to maximum conversions to be able to bid for expensive keywords.

CAMPAIGN DEVELOPMENT

- Gathering semantics in the given niche.
- Creating search campaigns and ad groups based on site content and with different targeting for each country.
- Creating Responsive Search Ads.
- DSA Campaign Creation.
- Created various audiences in Google Analytics 4.
- Configured conversion goals in Google Analytics 4.
- Overview June 2023
- Conversions
- Clicks 404 Impression 4180 CTR 9.67 Conversions 9 Avg CPC $1.6 Bounce Rate 12.85% Session 358 Av. Session Duration 05:07
- Overview July 2023
- Conversions
- Clicks 1120 Impression 12000 CTR 9.67 Conversions 847 Avg CPC $6.46 Bounce Rate 28.85% Session 1234 Av. Session Duration 03:22

RESULTS

491 submit lead _ _ form, 356 assisted conversions.

In a month and a half, we got enough conversions to switch to the account bidding strategy to maximize conversions. This gave us the opportunity to bid for more relevant and more expensive keywords in the Google Ads auction: as a result, conversions increased.

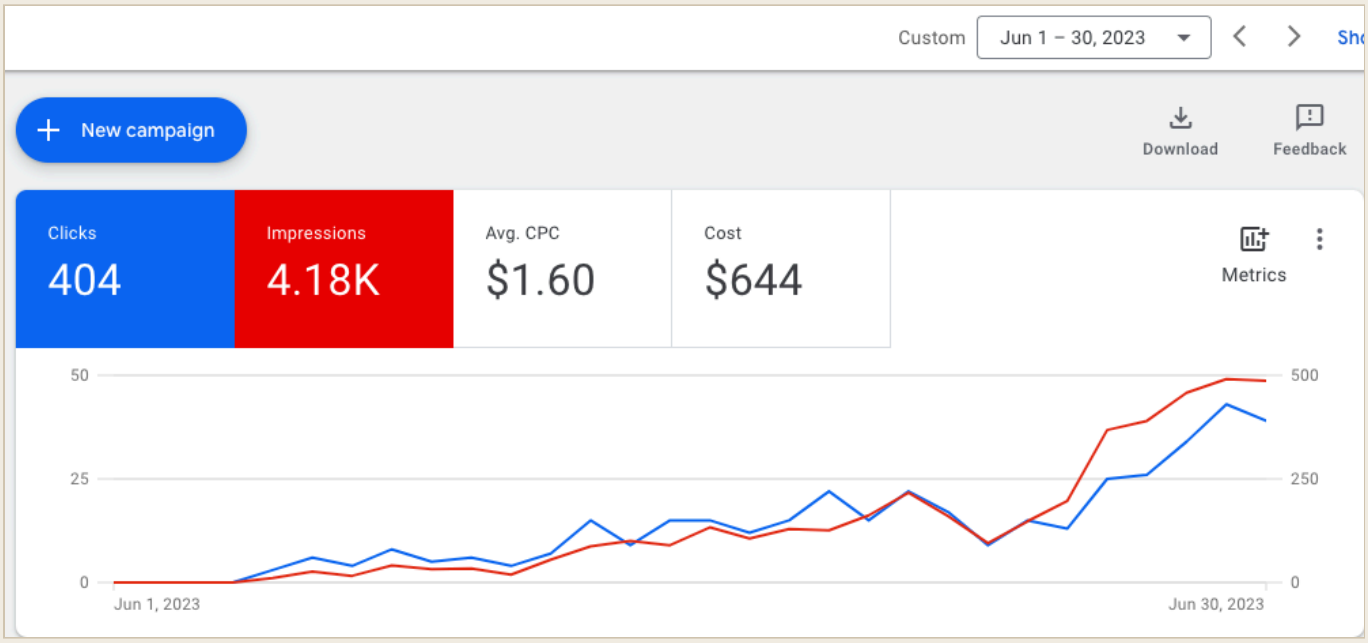
Completed tasks:

- Search query review - we always track and analyze search queries to grow negative keyword lists, as well as to add convertible queries as keywords;
- Create new campaigns according to new services on website;

REVIEW OF AUDIENCE PERFORMANCE, NEW AUDIENCE TESTING;

We’ve grown this project from zero and delivered results almost from the start. Currently, we deliver optimization for increasing KPIs and quality scores in the account.

FROM THE ACCOUNT



Search... Rows per page: 10 1-7 of 7

	First user defa... channel group	Conversions submit_lead_form	Sessions	Bounce rate	Average session duration
		151.00 10.97% of total	6,168 100% of total	35.72% Avg 0%	3m 46s Avg 0%
1	Organic Search	65.00	4,081	33.5%	3m 53s
2	Referral	51.00	110	20%	6m 00s
3	Organic Social	14.00	500	38.6%	2m 31s
4	Direct	12.00	969	51.08%	3m 27s
5	Paid Search	9.00	358	12.85%	5m 07s
6	Email	0.00	183	48.09%	1m 39s
7	Organic Video	0.00	1	100%	0m 00s

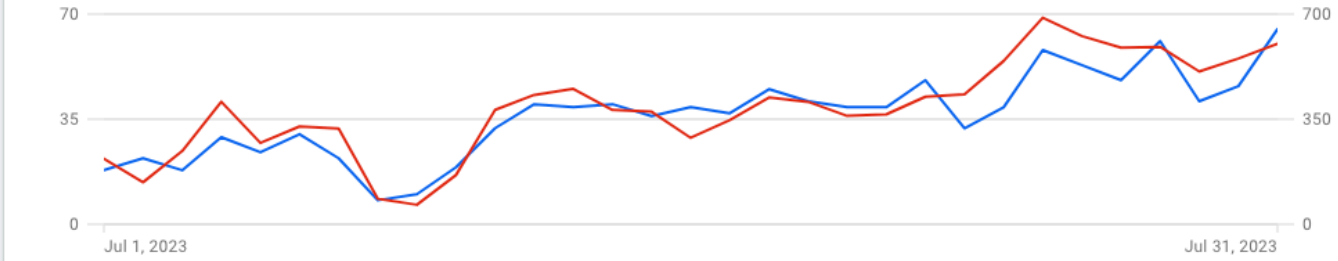
Custom Jul 1 – 31, 2023

New campaign

Download Feedback

Clicks	Impressions	Avg. CPC	Cost	Conversions
1.12K	12K	$6.46	$7.22K	847.00

Metrics



Search... Rows per page: 10 1-6 of 6

	First user defa... channel group	Conversions submit_lead_form	Bounce rate	Sessions	Average session duration
		2,190.00 37.31% of total	33.42% Avg 0%	6,911 100% of total	3m 36s Avg -<0.01%
1	Organic Search	1,024.00	30.55%	4,020	3m 46s
2	Paid Search	491.00	28.85%	1,234	3m 22s
3	Organic Social	385.00	22.6%	531	3m 09s
4	Direct	259.00	50.48%	1,040	3m 18s
5	Email	24.00	35%	40	3m 38s
6	Referral	7.00	27.78%	54	6m 26s

CASE 15

eCom, nutraceuticals, Solv Wellness

CATEGORY	COUNTRY	BUDGET
nutraceuticals for women's health	US	$16.000.00/mo

CHALLENGES

- high competition;
- brand semantics is under active attacks by competitors;

OBJECTIVES: GREW SALES, INCREASE ROAS, AND DECREASE CPA

3. Preparations:

- Account settings audit;
- Campaigns setup audit;
- Previous performance review, improvement areas;
- Competitors research.

WORK DONE

3. 01.05 - 01.07.2023 vs 01.0.

- 30.04.2023

- Keywords review and semantics core restructuring and expansion;
- Ad copies were reviewed and customized to every add group;
- Sales audit to optimize and regroup Shopping campaign;
- Ad assets expansion and improvement.
- Transaction increase by 45.23%
- CPA decrease by 31.7%
- Conversion rate increase by 2.86%
- ROAS increase by 49% Assisted Conversions
- Transaction +49.78%
- Assisted Conversion Value +45.42%

FROM THE ACCOUNT

Assisted Conversions	Assisted Conversion Value
49.78%	45.42%
686 vs 458	$58,823.76 vs $40,451.81

Acquisition					Behavior		Conversions eCommerce		
Clicks	Cost	CPC	Users	Sessions	Bounce Rate	Pages / Session	Ecommerce Conversion Rate	Transactions	Revenue
11.80% 40,214 vs 35,968	0.24% $47,270.75 vs $47,157.00	10.34% $1.18 vs $1.31	36.83% 31,510 vs 23,028	41.20% 40,198 vs 28,469	11.30% 1.58% vs 1.78%	0.23% 4.10 vs 4.09	2.86% 4.13% vs 4.01%	45.23% 1,660 vs 1,143	49.43% $159,396.21 vs $106,667.39

CASE 16

eCom, Matcha Outlet

CATEGORY

Matcha tea wholesale.

COUNTRY

US

OBJECTIVE: GROW SALES, DECREASE CPA

2. Audits and strategy:

1. Campaigns performance audit, new campaigns plan as well as keep current performance.

2. Campaigns split according to categories, each brand separate ad groups.

3. Setup and optimization work done:

1. Detailed and expanded semantics.

2. Campaigns split according to categories, each brand separate ad groups.

3. Campaigns performance audit, new campaigns plan as well as keep current performance.

4. DSA campaigns with all possible dynamic targets.

5. Smart Campaign optimization: a. Paused low performers; b. CTA improvement; c. Bidding strategy adjustment from max. conversions to max. ROAS 250%.

6. Bids adjustments according to locations, demographics and devices.

7. Ongoing monitoring and adjustment.

18.03 - 07.05.2020 vs 18.01 - 07.03.2020:

RESULTS

1. Transactions grew by 60.26% 2. Revenue grew by 88.09% 3. Clicks and Impression grew by 101.36% and 77,92% accordingly 4. CTR increase by 13,18%.

5. New users +54,86% Campaigns data:

CONCLUSION

Initially the account had too broad semantics and so was a waste of budget. Smart campaign wasn't performing well as the most of the spent went on non convertible products.

We filtered most of the keywords and kept as well as expanded more of brands related. This let us reach a more warmed audience.

Initial ad copies didn't have a compelling CTA as well as custom enough headlines and descriptions. All possible ad assets were also added.

FROM THE ACCOUNT

Clicks				Impressions				Clickthrough rate			
03/16/2020 - 05/07/2020	01/23/2020 - 03/15/2020	Change	Change (%)	03/16/2020 - 05/07/2020	01/23/2020 - 03/15/2020	Change	Change (%)	03/16/2020 - 05/07/2020	01/23/2020 - 03/15/2020	Change	Change (%)
13,771	6 839	6 932	+101.36%	1 713 459	963 064	750 395	+77.92%	0.80%	0.71%	0.09%	+13.18%

Source or Channel	Traffic sources			Actions			Conversions Electronic commerce		
	Users	New users	Sessions	Bounce rate	Pages / Session	Wednesday session duration	Transaction rate	Transactions	Income
	23.46% 23,279 and 30,413	24.37% 22 517 and 29 774	16.47% 27,583 and 33,020	7.12% 72.82% vs 78.40%	29.64% 2.25 and 1.74	43.31% 00:04:29 and 00:03:08	89.43% 2.02% and 1.07%	58.24% 557 and 352	82.03% $ 38,290.69 and $ 21,035.94
1. google / cpc									
04/08/2020 - 05/07/2020	6 545 (26.05%)	6,315 (28.05%)	7 344 (26.63%)	71.17%	2,52	00:04:11	3.30%	**242** (43.45%)	$ 10,406.58 (27.18%)
03/09/2020 - 04/07/2020	4,163 (13.22%)	4,078 (13.70%)	4,662 (14.12%)	69.26%	2.48	00:05:22	3.24%	**151** (42.90%)	$ 5,532.84 (26.30%)
Percent change	**57.22%**	**54.86%**	**57.53%**	**2.76%**	**1.50%**	**-21.96%**	**1.74%**	**60.26%**	**88.09%**

The main parameter: **Campaign Name / ID** Google Ads: Ad Group

Optional parameter Sort Type: Default Still...

	Campaign Name / ID	Transactions	Income
		242 % of the total: 43.45% (557)	$ 10,406.58 % of the total: 27.18% ($ 38,290.69)
1.	Smart Campaign [redacted]	167	54.57%
2.	[redacted] Matcha tea	67	43.29%
3.	[redacted] DSA	7	1.55%

CASE 17

eCom, apparel, 8x ROAS (Ace Vestiti)

OPTIMIZATION TASKS

1. Detailed semantics of search campaigns 2. Quality score improvement 3. Smart shopping campaign setup and optimization 4. Bids, keywords, negative and cross negative keywords adjustment

RESULTS

Data from Google Analytics for the period 16/10 to 31/10 vs the previous period:

Transaction rate: 4,03% (+ 73.31%);

Revenue: +203.6%;

Assisted conversions* (transactions) 39:

* Assisted conversions - reached goals, which had Google Ads step in their paths NB. Due to campaigns' overall efficiency, the direct traffic transactions have also grown:

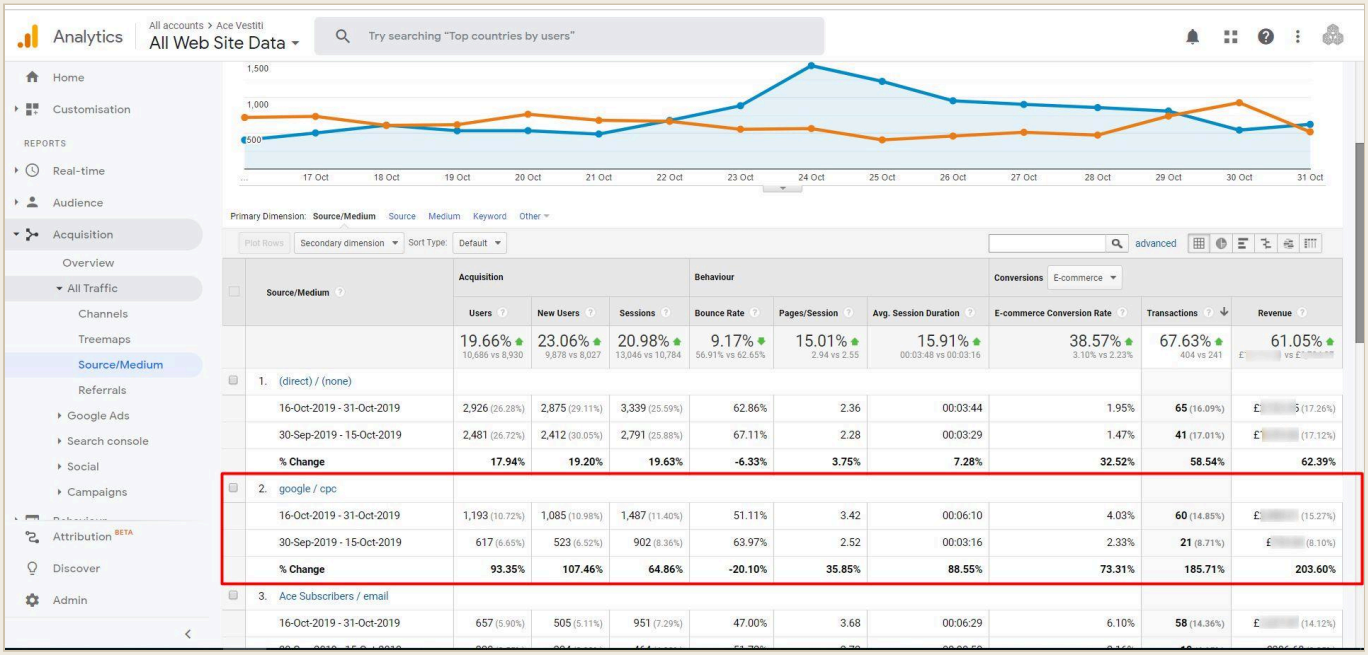
(this means that users have visited the website through Google Ads, but then visited again via organic search or by directly typing the website URL)

Transaction rate: 1.94% (+ 32.12%);

Revenue: +62.39%;

- Transactions: 60 (+185.71%);
- Assisted conversions path: (unique interaction chains, which triggered conversions):
- Path length (last click steps):
- Transactions: 65 (+58.54%);

FROM THE ACCOUNT



Analytics | All accounts > Ace Vestiti | All Web Site Data | Try searching "Top countries by users"

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Assisted Conversions

Assisted Conversions	Assisted Conversion Value	Last Click or Direct Conversions	Last Click or Direct Conversion Value	Assisted/Last Click or Direct Conversions
39	£	53	£	0.74
% of Total: 7.68% (508)	% of Total: 26.66% (£)	% of Total: 4.07% (1,301)	% of Total: 14.54% (£)	Avg for View: 0.39 (88.45%)

Primary Dimension: Google Ads Campaign | Google Ads Ad Group | Google Ads Keyword | Other | Channel Groupings

Plot Rows | Secondary dimension | advanced

Google Ads Campaign	Assisted Conversions	Assisted Conversion Value	Last Click or Direct Conversions	Last Click or Direct Conversion Value	Assisted/Last Click or Direct Conversions
1. [acevestiti] Brand	21 (52.50%)	£ (53.00%)	36 (67.92%)	£ (65.37%)	0.58
2. Smart Shopping	12 (30.00%)	£ (29.79%)	10 (18.87%)	£ (19.53%)	1.20
3. [acevestiti] DSA - Ace Vestiti Caps	4 (10.00%)	£ (10.98%)	3 (5.66%)	£ (7.68%)	1.33
4. [acevestiti] Shopping - showcase	1 (2.50%)	£ (2.27%)	0 (0.00%)	£0.00 (0.00%)	0.00
5. [acevestiti] Cap - trucker	1 (2.50%)	£ (2.08%)	3 (5.66%)	£ (4.64%)	0.33
6. Search | Dynamic Search Ads	1 (2.50%)	£ (1.89%)	0 (0.00%)	£0.00 (0.00%)	0.00
7. (not set)	0 (0.00%)	£0.00 (0.00%)	1 (1.89%)	£ (2.78%)	0.00

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MCF Channel Grouping Path	Conversions	Conversion Value
1. Paid Search × 2		
16-Oct-2019 - 31-Oct-2019	10	£
30-Sep-2019 - 15-Oct-2019	–	–
% Change	-	-
2. Social Network > Direct		
16-Oct-2019 - 31-Oct-2019	10	£
30-Sep-2019 - 15-Oct-2019	3	£
% Change	233.33%	154.06%
3. Paid Search > Referral		
16-Oct-2019 - 31-Oct-2019	9	£
30-Sep-2019 - 15-Oct-2019	4	£
% Change	125.00%	68.06%
4. Social Network > Referral		
16-Oct-2019 - 31-Oct-2019	9	£
30-Sep-2019 - 15-Oct-2019	3	£
% Change	200.00%	129.64%
5. Direct × 2		
16-Oct-2019 - 31-Oct-2019	8	£
30-Sep-2019 - 15-Oct-2019	2	£
% Change	300.00%	131.79%
6. Direct > Referral		

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16-Oct-2019 - 31-Oct-2019	3	£
30-Sep-2019 - 15-Oct-2019	3	£
% Change	0.00%	-22.82%
16. Paid Search × 2 > Direct		
16-Oct-2019 - 31-Oct-2019	2	£
30-Sep-2019 - 15-Oct-2019	–	–
% Change	-	-
17. Paid Search > Organic Search		
16-Oct-2019 - 31-Oct-2019	2	£
30-Sep-2019 - 15-Oct-2019	1	£
% Change	100.00%	109.09%
18. Paid Search > Social Network		
16-Oct-2019 - 31-Oct-2019	2	£
30-Sep-2019 - 15-Oct-2019	2	£
% Change	0.00%	21.15%
19. Direct > Email		
16-Oct-2019 - 31-Oct-2019	2	£
30-Sep-2019 - 15-Oct-2019	1	£
% Change	100.00%	119.58%
20. Email × 4		
16-Oct-2019 - 31-Oct-2019	2	£
30-Sep-2019 - 15-Oct-2019	–	–
% Change	-	-

Analytics | All accounts > Ace Vestiti | All Web Site Data

Try searching "Top countries by users"

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Path Length

16 Oct 2019 - 31 Oct 2019

Conversion Segments | Export | Save | Insights(7)

Conversion: 1 Conversion Type Selected — % of conversions: 6.15%

Type: All | Google Ads

Look-back Window: Set 30 days prior to conversion

Distribution

Conversions	Conversion Value
80	£ [redacted]
% of Total: 6.15% (1,301)	% of Total: 21.30% (£ [redacted])

Path Length in Interactions	Conversions	Conversion Value	Percentage of Total (Conversions / Conversion Value)
1	36	£ [redacted]	45.00% / 43.52%
2	26	£ [redacted]	32.50% / 33.33%
3	10	£ [redacted]	12.50% / 13.92%
4	2	£ [redacted]	2.50% / 1.90%
5	6	£ [redacted]	7.50% / 7.33%

https://analytics.google.com/analytics/web/?authuser=0#/report/bf-path-length/a89103024w132241235p136203137/_u.date00%3D20191016%26_u.date01%3D20191031%26_bfDataSetType%3DADWORDS%26_bfType%3DAllEcommerce

Analytics | All accounts > Ace Vestiti | All Web Site Data

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Primary Dimension: Source/Medium | Source | Medium | Keyword | Other

Plot Rows | Secondary dimension | Sort Type: Default | advanced

Conversions: E-commerce

Source/Medium	Users	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration	E-commerce Conversion Rate	Transactions	Revenue
	19.82% (10,700 vs 8,930)	23.28% (9,896 vs 8,027)	21.15% (13,065 vs 10,784)	9.15% (56.92% vs 62.65%)	14.93% (2.94 vs 2.55)	15.95% (00:03:48 vs 00:03:16)	38.37% (3.09% vs 2.23%)	67.63% (404 vs 241)	61.05% (£ [redacted] vs £ [redacted])
1. (direct) / (none)									
16-Oct-2019 - 31-Oct-2019	2,933 (26.30%)	2,882 (29.12%)	3,346 (25.61%)	62.88%	2.36	00:03:45	1.94%	65 (16.09%)	£ [redacted] (17.26%)
30-Sep-2019 - 15-Oct-2019	2,481 (26.72%)	2,412 (30.05%)	2,791 (25.88%)	67.11%	2.28	00:03:29	1.47%	41 (17.01%)	£ [redacted] (17.12%)
% Change	18.22%	19.49%	19.89%	-6.30%	3.67%	7.77%	32.24%	58.54%	62.39%
2. m.facebook.com / referral									
16-Oct-2019 - 31-Oct-2019	2,022 (18.13%)	1,740 (17.58%)	2,204 (16.87%)	88.11%	1.39	00:00:23	0.68%	15 (3.71%)	£ [redacted] (3.73%)
30-Sep-2019 - 15-Oct-2019	1,847 (19.89%)	1,571 (19.57%)	1,984 (18.40%)	85.94%	1.48	00:00:28	0.81%	16 (6.64%)	£ [redacted] (5.81%)
% Change	9.47%	10.76%	11.09%	2.53%	-5.81%	-20.35%	-15.61%	-6.25%	3.45%
3. google / cpc									
16-Oct-2019 - 31-Oct-2019	1,194 (10.71%)	1,086 (10.97%)	1,488 (11.39%)	51.08%	3.42	00:06:10	4.03%	60 (14.85%)	£ [redacted] (15.27%)
30-Sep-2019 - 15-Oct-2019	617 (6.65%)	523 (6.52%)	902 (8.36%)	63.97%	2.52	00:03:16	2.33%	21 (8.71%)	£ [redacted] (8.10%)

CASE 18

Giant eCom: 300+ categories

CLIENT

LeBoutique eCom of apparel and housewares

OBJECTIVE: GROW CUSTOMERS, DECREASE CPA

Account: since 2011

INITIAL STATE

Four accounts - two of them target registrations and sales. Two others are for mobile app and remarketing.

All the accounts campaigns were built via the K50 automatic tool. It was before pMax arised, but even so the crucial campaigns weren't developed accordingly. There were campaign splits according to devices, demographics and languages as well as different campaigns as remarketing audiences targeting and observation.

In one month we checked every single of them with regards to spent, revenue, ROAS and other KPIs and rebuilt them from scratch (up to 3000 ad groups per single search campaign).

WORK DONE

Important requirement also was the fact that campaigns from different accounts shouldn't have gotten into the same audition according to Google Policies.

Here is the step by step data: 17/11/2021 - 16/12/2021 vs 18/10/2021 - 16/11/2021

- Paused underperforming and high spending campaigns, taking in account both direct and assisted transactions (and registrations) Improved ad copies and created alternatives to split test Improved ad assets and created new ad asset types Adjusted bidding strategies and bids Redistributed budgets Paused certain ad groups and keywords and added other ones Some of the campaigns were splitted according to seasonality Campaigns were also splitted according to demographics, product categories and language Dedicated shopping campaigns for housewares was created (weren't advertised before) Overall delivered optimization took up to three weeks of our dedicated team to review and adjust literally every keyword and dynamic URL after thorough performance review. Worth to mention that prior to our management there were plant of remarketing audiences in the account as well and targets, that weren't properly tracked
- transactions were set as secondary(!), but not primary conversions
- most of remarketing audiences weren't added to campaigns, but interest audiences were added as observations We have agreed target KPIs, we had to reach in just one month.

RESULTS

Main Google Ads account:

Second Google Ads account:

Next period: 01/12/2021 - 31/12/2021 vs 01/11/2021 - 30/11/2021 Main Google Ads account. Because of the proper performance and settings review of Google Ads and Google Analytics accounts, delivered optimization Transaction grew by 30.34% and CPA Transaction decreased by 19.20% Second Google Ads account

- Transaction grew by 62.76%, CPA Transaction decreased by 32.94%
- We planned to decrease CPA up to 5-15%:
- According to the stat of 17.11.2021 - 16.12.2021 vs previous period of 18.10.2021 - 16.11.2021), we shifted the promised KPI improvement by 200%.
- Transaction grew by 7%, CPA Transaction decreased by 76.78%
- We planned to decrease CPA up to 5-15%
- According to the stat of 17.11.2021 - 16.12.2021 vs previous period of 18.10.2021 - 16.11.2021), we shifted the promised KPI improvement by 500%.
- Same optimization approach led to Transactions increase by 37,44% and CPA Transaction decrease by 64.07%

FROM THE ACCOUNT

Campaign	Budget	Status	Transaction			
			17/11/2021–16/12/2021	18/10/2021–16/11/2021	Change	Change (%)
[redacted]	UAH100.00/day	Eligible	10.19	5.06	5.13	+101.51%
[redacted]	UAH200.00/day	All ad groups paused	0.00	0.00	0.00	0.00%
[redacted]	UAH500.00/day	All ad groups paused	0.00	0.00	0.00	0.00%
[redacted]	UAH500.00/day	All ad groups paused	0.00	0.00	0.00	0.00%
Total: All enabled campaigns in your curr...			110.41	155.27	-44.86	-28.89%
Total: Account	UAH12,150.00/day		4,240.13	2,605.20	1,634.93	+62.76%
Total: Search campaigns			303.30	258.36	44.94	+17.39%
Total: Display campaigns			127.06	185.61	-58.56	-31.55%
Total: Shopping campaigns			3,809.78	2,161.22	1,648.55	+76.28%
Total: Demand Gen campaigns			0.00	0.00	0.00	0.00%
Total: Performance Max campaigns			0.00	0.00	0.00	0.00%

Add filter

Search | Segment | Columns | Reports | Download | Expand | More

Campaign	Budget	Status	CPA Transaction			
			17/11/2021–16/12/2021	18/10/2021–16/11/2021	Change	Change (%)
	UAH420.00/day	Eligible	466.87	480.00	-13.13	-2.74%
	UAH230.00/day	Eligible	607.80	460.00	147.80	+32.13%
	UAH100.00/day	Eligible	453.36	698.29	-244.93	-35.08%
	UAH100.00/day	Eligible	420.93	215.94	204.99	+94.93%
	UAH100.00/day	Eligible	3,002.87	0.00	3,002.87	+∞
	UAH100.00/day	Eligible	1,224.87	0.00	1,224.87	+∞
	UAH200.00/day	All ad groups paused	0.00	0.00	0.00	0.00%
	UAH500.00/day	All ad groups paused	0.00	0.00	0.00	0.00%
	UAH500.00/day	All ad groups paused	0.00	0.00	0.00	0.00%
Total: Account	UAH12,150.00/day		331.89	494.95	-163.06	-32.94%

Show rows 10 | 1 - 10 of 50

Add filter

Search | Segment | Columns

Campaign	Transaction				CPA Transaction			
	17/11/2021–16/12/2021	18/10/2021–16/11/2021	Change	Change (%)	17/11/2021–16/12/2021	18/10/2021–16/11/2021	Change	Change (%)
	0.00	0.00	0.00	0.00%	0.00	0.00	0.00	0.00%
	0.00	0.00	0.00	0.00%	0.00	0.00	0.00	0.00%
	0.00	0.00	0.00	0.00%	0.00	0.00	0.00	0.00%
	0.00	0.00	0.00	0.00%	0.00	0.00	0.00	0.00%
	0.00	0.00	0.00	0.00%	0.00	0.00	0.00	0.00%
	0.00	0.00	0.00	0.00%	0.00	0.00	0.00	0.00%
	0.00	0.00	0.00	0.00%	0.00	0.00	0.00	0.00%
Total: All enabled campaigns in your curr...	0.00	0.00	0.00	0.00%	0.00	0.00	0.00	0.00%
Total: Account	1,253.14	1,170.90	82.24	+7.02%	300.11	1,292.65	-992.54	-76.78%

gn status: Enabled | Ad group status: Enabled | Add filter

Add filter

Search | Segment | Columns | Reports | Download | Expand | More

Campaign	Budget	Status	Transaction	CPA Transaction			
				01/12/2021–31/12/2021	01/11/2021–30/11/2021	Change	Change (%)
SitToBuyers_Desktop_RO							
	UAH230.00/day	Eligible	18.23 (+24.58%)	477.27	689.61	-212.33	-30.79%
	UAH100.00/day	Eligible	7.18 (-21.43%)	666.09	548.70	117.39	+21.39%
	UAH100.00/day	Eligible	4.70 (-86.95%)	434.35	309.83	124.52	+40.19%
	UAH100.00/day	Eligible	2.93 (+188.14%)	2,180.57	4,115.30	-1,934.73	-47.01%
	UAH100.00/day	Eligible	0.00 (-100.00%)	0.00	941.53	-941.53	-100.00%
	UAH200.00/day	All ad groups paused	0.00 (0.00%)	0.00	0.00	0.00	0.00%
	UAH500.00/day	All ad groups paused	0.00 (0.00%)	0.00	0.00	0.00	0.00%
	UAH500.00/day	All ad groups paused	0.00 (0.00%)	0.00	0.00	0.00	0.00%
Total: Account	UAH12,150.00/day		4,385.22 (+30.34%)	323.80	400.74	-76.94	-19.20%

Show rows 10 | 1 - 10 of 50

Add filter

Search Segment Columns

Campaign	Transaction				CPA Transaction			
	01/12/2021–31/12/2021	01/11/2021–30/11/2021	Change	Change (%)	01/12/2021–31/12/2021	01/11/2021–30/11/2021	Change	Change (%)
	0.00	0.00	0.00	0.00%	0.00	0.00	0.00	0.00%
	0.00	0.00	0.00	0.00%	0.00	0.00	0.00	0.00%
	0.00	0.00	0.00	0.00%	0.00	0.00	0.00	0.00%
	0.00	0.00	0.00	0.00%	0.00	0.00	0.00	0.00%
	0.00	0.00	0.00	0.00%	0.00	0.00	0.00	0.00%
	0.00	0.00	0.00	0.00%	0.00	0.00	0.00	0.00%
	0.00	0.00	0.00	0.00%	0.00	0.00	0.00	0.00%
	0.00	0.00	0.00	0.00%	0.00	0.00	0.00	0.00%
	0.00	0.00	0.00	0.00%	0.00	0.00	0.00	0.00%
Total: All enabled campaigns in your curr...	0.00	0.00	0.00	0.00%	0.00	0.00	0.00	0.00%
Total: Account	1,131.14	1,093.70	37.44	+3.42%	300.09	835.26	-535.17	-64.07%

CASE 19

eCom, yoga accessories & apparel

OPTIMIZATION TASKS

1. Detailed search campaign semantics, quality score improvement, RSAs 2. DSA launch for categories 3. Search and dynamic remarketing launch 4. Bid and bidding strategies adjustment

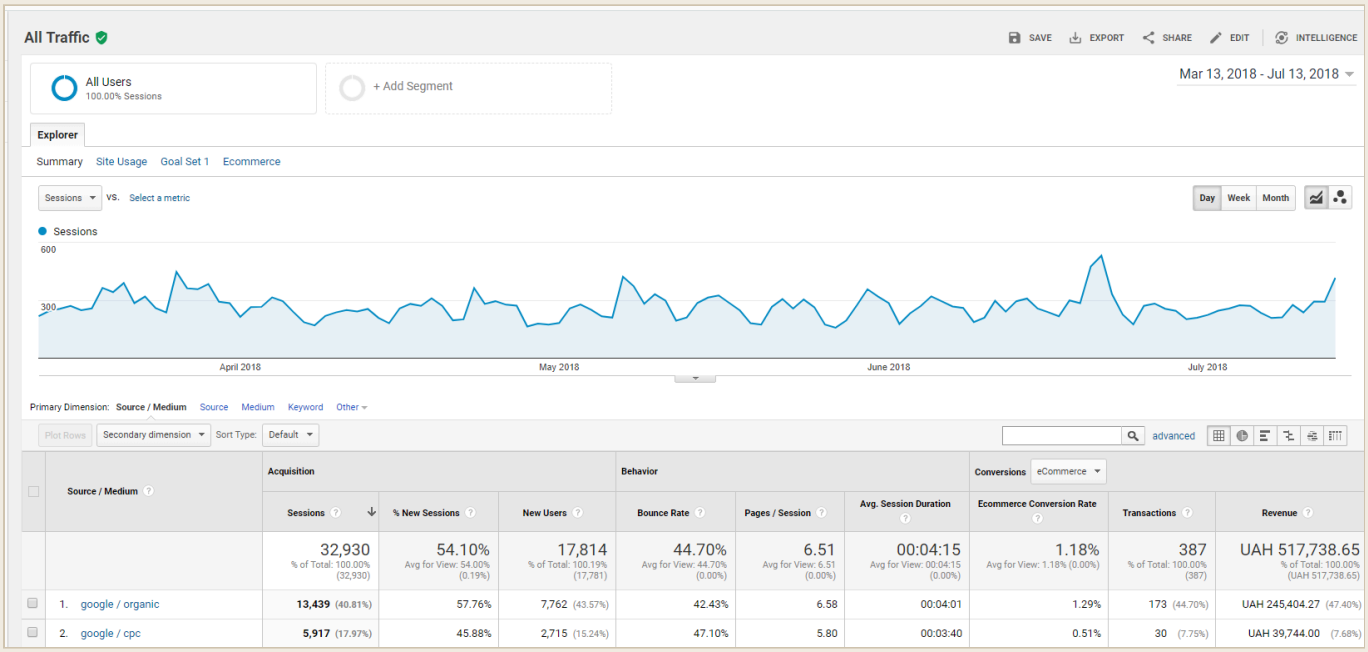
RESULTS

Ad campaigns were launched on 13.03.

30 transactions and 40K UAH revenue from 13.03 to 13.07 via PPC channel 9000 UAH of ad budget 1046 assisted conversions for the same period:

Client previously spent 4000 UAH and got only 4 conversions No actual revenue via PPC channel

FROM THE ACCOUNT



Campaigns

Custom
Mar 13 – Jul 13, 2018

Find campaigns | FILTER | SEGMENT | COLUMNS | DOWNLOAD | EXPAND | MORE

Campaign status: **All enabled** | REMOVE

Campaign	Budget	Status	Bid strategy type	Campaign type	Impr.	Interactions	Interaction rate	Avg. cost	Cost	Conversions
Rem - Женская Одежда	UAH15.00/day	Eligible	Manual CPC	Display	26,319	163 clicks	0.62%	UAH2.20	UAH358.78	7.00
Rem - Коврики	UAH15.00/day	Eligible	Manual CPC	Display	86,761	307 clicks	0.35%	UAH2.12	UAH651.37	3.00
Rem - Мужская Одежда	UAH10.00/day	Eligible	Manual CPC	Display	3,142	27 clicks	0.86%	UAH2.03	UAH54.89	0.00
ДПО: Все направления	UAH40.00/day	Limited by budget	Manual CPC	Search	4,817	541 clicks	11.23%	UAH3.64	UAH1,970.79	7.00
КМС - Женская Одежда	UAH10.00/day	Limited by budget	Manual CPC	Display	215,866	573 clicks	0.27%	UAH1.71	UAH982.33	0.00
КМС - Коврики	UAH20.00/day	Eligible	Manual CPC	Display	80,802	285 clicks	0.35%	UAH1.60	UAH455.08	0.00
КМС: Мужская Одежда	UAH10.00/day	Eligible	Manual CPC	Display	831	0	0.00%	–	UAH0.00	0.00
ПС: Брендовые запросы	UAH20.00/day	Eligible	Manual CPC	Search	1,649	676 clicks	40.99%	UAH0.42	UAH286.34	19.00
ПС: Коврики для йоги	UAH30.00/day	Limited by budget	CPC (enhanced)	Search	2,647	460 clicks	17.38%	UAH5.20	UAH2,391.49	5.00
ПС: Конкуренты	UAH10.00/day	Eligible	Manual CPC	Search	0	0	–	–	UAH0.00	0.00
ПС: Одежда для йоги	UAH35.00/day	Eligible	Manual CPC	Search	1,885	562 clicks	29.81%	UAH2.79	UAH1,568.03	15.00
ПС: Одежда для йоги - типы	UAH40.00/day	Eligible	CPC (enhanced)	Search	1,620	433 clicks	26.73%	UAH2.59	UAH1,120.88	11.00
ПС: Чехлы для ковриков	UAH20.00/day	Eligible	Manual CPC	Search	25	8 clicks	32.00%	UAH2.57	UAH20.57	0.00
Total: All enabled campaigns					426,364	4,035 clicks	0.95%	UAH2.44	UAH9,860.55	67.00
Total: Account	UAH275.00/...				478,035	4,626 clicks	0.97%	UAH2.49	UAH11,504.09	69.00
Total: Search campaigns					15,306	3,022 clicks	19.74%	UAH2.82	UAH8,520.32	58.00

% of conversions: 100.00%

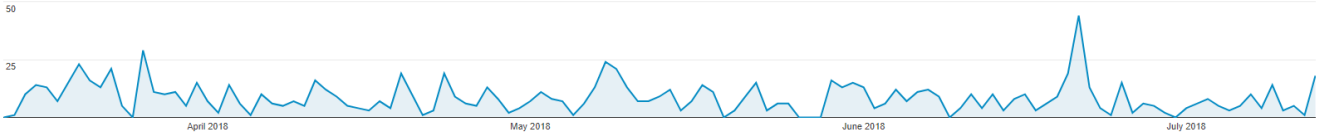
Explorer

Assisting Interactions Analysis | First Interaction Analysis | Conversions

Assisted Conversions vs. Select a metric

Day of Conversion | Days before Conversion | Path Position

Assisted Conversions



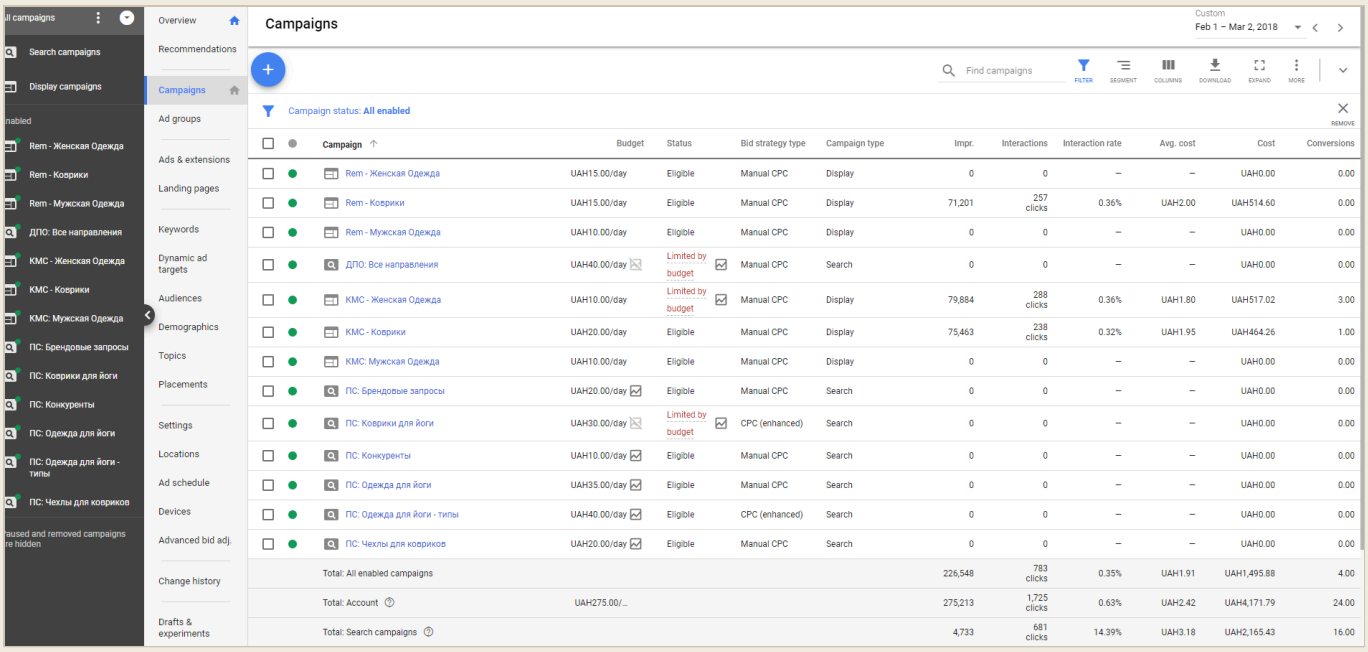
Assisted Conversions	Assisted Conversion Value	Last Click or Direct Conversions	Last Click or Direct Conversion Value	Assisted / Last Click or Direct Conversions
1,046	UAH 330,217.65	1,728	UAH 517,738.65	0.61
% of Total: 100.00% (1,046)	% of Total: 100.00% (UAH 330,217.65)	% of Total: 100.00% (1,728)	% of Total: 100.00% (UAH 517,738.65)	Avg for View: 0.61 (0.00%)

Primary Dimension: **MCF Channel Grouping** | Default Channel Grouping | Source / Medium | Source | Medium | Other | Channel Groupings

Plot Rows | Secondary dimension | advanced

MCF Channel Grouping	Assisted Conversions	Assisted Conversion Value	Last Click or Direct Conversions	Last Click or Direct Conversion Value	Assisted / Last Click or Direct Conversions
1. Direct	809 (53.86%)	UAH 284,042.38 (57.42%)	1,111 (64.29%)	UAH 356,996.65 (68.95%)	0.73
2. Organic Search	377 (25.10%)	UAH 139,555.27 (28.21%)	367 (21.24%)	UAH 110,236.00 (21.29%)	1.03
3. Referral	137 (9.12%)	UAH 25,677.00 (5.19%)	89 (5.15%)	UAH 13,548.00 (2.62%)	1.54
4. Paid Search	108 (7.19%)	UAH 32,176.00 (6.51%)	91 (5.27%)	UAH 24,216.00 (4.68%)	1.19
5. Social Network	48 (3.20%)	UAH 9,258.00 (1.87%)	53 (3.07%)	UAH 8,122.00 (1.57%)	0.91
6. Display	23 (1.53%)	UAH 3,925.00 (0.79%)	17 (0.98%)	UAH 4,620.00 (0.89%)	1.35

Show rows: 10 | Go to: 1 | 1 - 6 of 6



All campaigns
Search campaigns
Display campaigns
Enabled
Rem - Женская Одежда
Rem - Коврики
Rem - Мужская Одежда
ДПО: Все направления
КМС - Женская Одежда
КМС - Коврики
КМС: Мужская Одежда
ПС: Брендовые запросы
ПС: Коврики для йоги
ПС: Конкуренты
ПС: Одежда для йоги
ПС: Одежда для йоги - типы
ПС: Чехлы для ковриков
Paused and removed campaigns are hidden

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Change history
Drafts & experiments

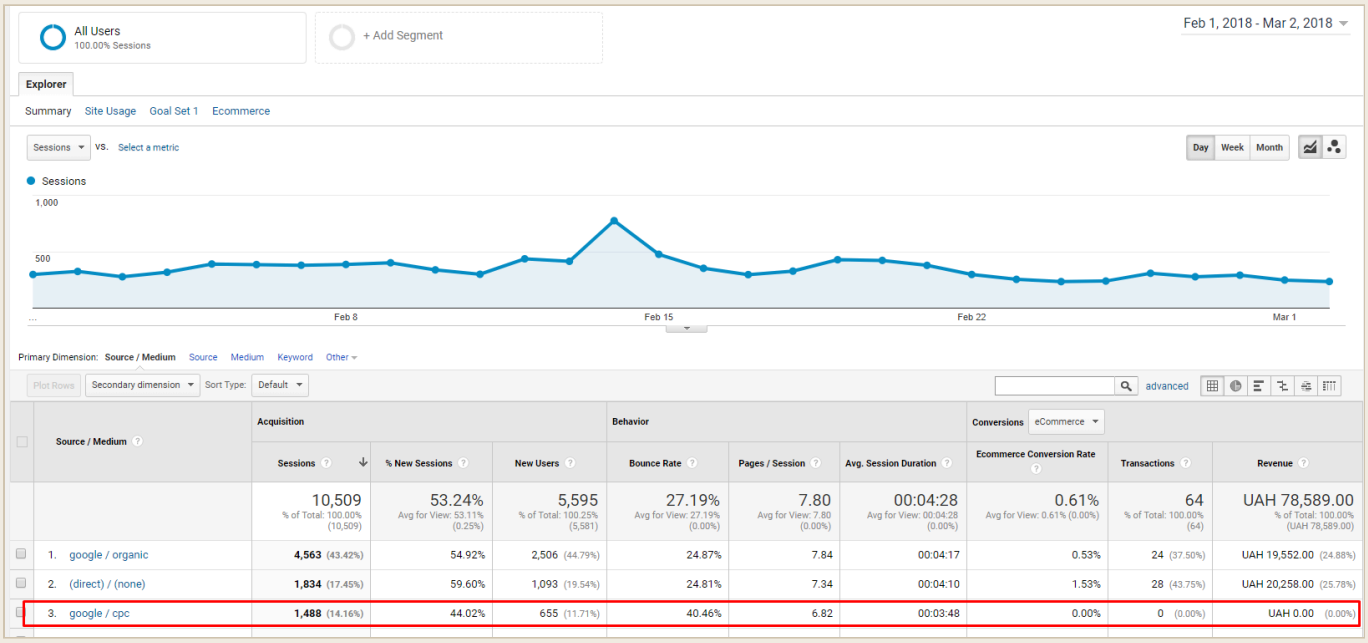
Campaigns

Custom Feb 1 – Mar 2, 2018

Find campaigns | FILTER | SEGMENT | COLUMNS | DOWNLOAD | EXPAND | MORE

Campaign status: All enabled

Campaign	Budget	Status	Bid strategy type	Campaign type	Impr.	Interactions	Interaction rate	Avg. cost	Cost	Conversions
Rem - Женская Одежда	UAH15.00/day	Eligible	Manual CPC	Display	0	0	–	–	UAH0.00	0.00
Rem - Коврики	UAH15.00/day	Eligible	Manual CPC	Display	71,201	257 clicks	0.36%	UAH2.00	UAH514.60	0.00
Rem - Мужская Одежда	UAH10.00/day	Eligible	Manual CPC	Display	0	0	–	–	UAH0.00	0.00
ДПО: Все направления	UAH40.00/day	Limited by budget	Manual CPC	Search	0	0	–	–	UAH0.00	0.00
КМС - Женская Одежда	UAH10.00/day	Limited by budget	Manual CPC	Display	79,884	288 clicks	0.36%	UAH1.80	UAH517.02	3.00
КМС - Коврики	UAH20.00/day	Eligible	Manual CPC	Display	75,463	238 clicks	0.32%	UAH1.95	UAH464.26	1.00
КМС: Мужская Одежда	UAH10.00/day	Eligible	Manual CPC	Display	0	0	–	–	UAH0.00	0.00
ПС: Брендовые запросы	UAH20.00/day	Eligible	Manual CPC	Search	0	0	–	–	UAH0.00	0.00
ПС: Коврики для йоги	UAH30.00/day	Limited by budget	CPC (enhanced)	Search	0	0	–	–	UAH0.00	0.00
ПС: Конкуренты	UAH10.00/day	Eligible	Manual CPC	Search	0	0	–	–	UAH0.00	0.00
ПС: Одежда для йоги	UAH35.00/day	Eligible	Manual CPC	Search	0	0	–	–	UAH0.00	0.00
ПС: Одежда для йоги - типы	UAH40.00/day	Eligible	CPC (enhanced)	Search	0	0	–	–	UAH0.00	0.00
ПС: Чехлы для ковриков	UAH20.00/day	Eligible	Manual CPC	Search	0	0	–	–	UAH0.00	0.00
Total: All enabled campaigns					226,548	783 clicks	0.35%	UAH1.91	UAH1,495.88	4.00
Total: Account	UAH275.00/...				275,213	1,725 clicks	0.63%	UAH2.42	UAH4,171.79	24.00
Total: Search campaigns					4,733	681 clicks	14.39%	UAH3.18	UAH2,165.43	16.00



All Users
100.00% Sessions

+ Add Segment

Feb 1, 2018 - Mar 2, 2018

Explorer

Summary | Site Usage | Goal Set 1 | Ecommerce

Sessions vs. Select a metric

Day | Week | Month

Sessions

1,000

500

Feb 8 | Feb 15 | Feb 22 | Mar 1

Primary Dimension: Source / Medium | Source | Medium | Keyword | Other

Plot Rows | Secondary dimension | Sort Type: Default

advanced

Source / Medium	Acquisition			Behavior			Conversions eCommerce		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue
	10,509 % of Total: 100.00% (10,509)	53.24% Avg for View: 53.11% (0.25%)	5,595 % of Total: 100.25% (5,581)	27.19% Avg for View: 27.19% (0.00%)	7.80 Avg for View: 7.80 (0.00%)	00:04:28 Avg for View: 00:04:28 (0.00%)	0.61% Avg for View: 0.61% (0.00%)	64 % of Total: 100.00% (64)	UAH 78,589.00 % of Total: 100.00% (UAH 78,589.00)
1. google / organic	4,563 (43.42%)	54.92%	2,506 (44.79%)	24.87%	7.84	00:04:17	0.53%	24 (37.50%)	UAH 19,552.00 (24.88%)
2. (direct) / (none)	1,834 (17.45%)	59.60%	1,093 (19.54%)	24.81%	7.34	00:04:10	1.53%	28 (43.75%)	UAH 20,258.00 (25.78%)
3. google / cpc	1,488 (14.16%)	44.02%	655 (11.71%)	40.46%	6.82	00:03:48	0.00%	0 (0.00%)	UAH 0.00 (0.00%)

CASE 20

B2C & B2B Marketplace, luxury tile & plumbing, Laterem

Niche: luxury tile & plumbing supplier

GOAL: PURCHASES (CALLS TO ORDERS)

Account: since 2021

CHALLENGE: 95% OF ORDERS ARE DONE VIA CALL, BUT NOT ONLINE PURCHASE

Setup & optimization:

1. Separate campaigns for every brand, product category and language:

5. Kept watching traffic, spent, demand and purchasing power changes 6. Call tracking and GA4 eCommerce were set up Calls 01.09.2023 - 31.01.2024 vs. 01.04.2023 - 01.08.2024

- Search
- DSA & DSA page URL (two languages)
- Shopping
- Display remarketing
- pMax (once they appeared): different audiences, search topics, with and w/o products 2. Analyzed competitors strategies and ad copies 3. Semantic was build with every website product and piece of content + competitors 4. Once we had some data we set bid adjustments for locations, demographics and devices according to the performance stat.
- Calls (+136%) Orders (+100%) Revenue grew by 871% Calls 01.02.2024 - 30.04.2024 vs. 03.11.2023 - 31.01.2024
- Calls 193 (+14,66%) CPA 1200 UAH (including of the bulk orders)

CONCLUSIONS

- We have been with this client since the very beginning in 2021. We keep watching the market changes, redistribute budgets and bids, adjust all the account aspects Still using shopping campaigns, but only for most popular Watching auction stat as well as top positions impression share Staying in touch with the clients about every product category and best sellers.

FROM THE ACCOUNT

Custom Sep 1, 2023 - Jan 31, 2024
Compare: Apr 1 - Aug 31, 2023

500
0
0

Custom range Preceding period

Rows per page: 10 1-1 of 1

ement rate	Event count binotel_ct_call_received	Key events binotel_gc_call_requested	Total revenue
6.94%	187	96.00	грн.1,839,818.00
56.17%	vs. 79	vs. 48.00	vs. грн.189,493.28
19.19%	↑ 136.71%	↑ 100%	↑ 870.91%
6.94%	187	96.00	грн.1,839,818.00
6.17%	79	48.00	грн.189,493.28
9.19%	136.71%	100%	870.91%

Custom Feb 1 – Apr 30, 2024 Show last 3
Compared: Nov 3, 2023 – Jan 31, 2024

Search Segment Columns Reports Download Expand More

Calls

2/1/2024–4/30/2024	11/3/2023–1/31/2024	Change	Change (%)
193.10	168.41	24.69	+14.66%

CASE 21

B2C lead gen, dental clinic

OBJECTIVE: GROW CLIENTS FROM WEBSITE TRAFFIC WITHOUT CALL TRACKING IMPLEMENTATION (COMPANY BRAND

is connected to number 13 and its presence in the phone numbers)

OPTIMIZATION TASKS

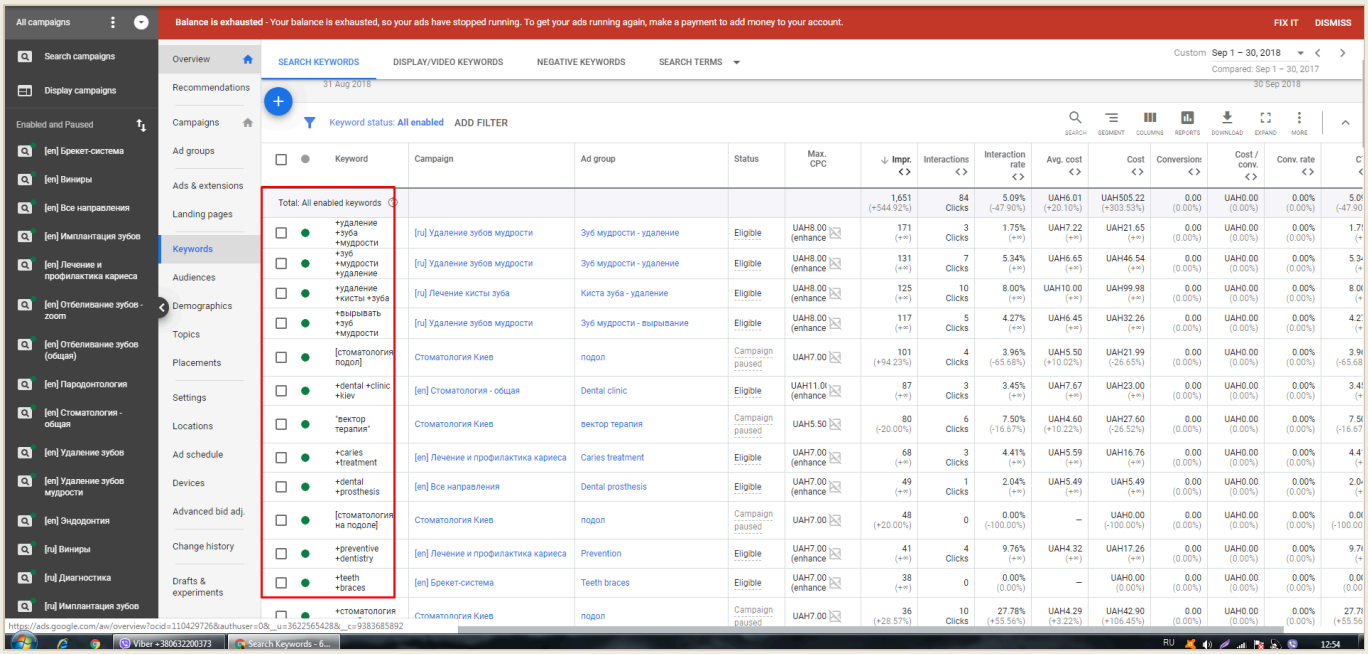
- Detailed semantics development, ad groups split and match type combinations:
- A significant number of keywords added (English, Russian and Ukrainian languages):
- Detailed cross-negative and negative keyword lists:

RESULTS

With regards to proper initial and ongoing optimizations, the account quality score, ad impressions, and website traffic have significantly grown as well as a decrease in cost-per-click (in comparison to the previous year's management):

Campaign optimization statistics:

FROM THE ACCOUNT



All campaigns

Balance is exhausted - Your balance is exhausted, so your ads have stopped running. To get your ads running again, make a payment to add money to your account. FIX IT DISMISS

Search campaigns
Display campaigns
Enabled and Paused
[en] Брекет-система
[en] Виниры
[en] Все направления
[en] Имплантация зубов
[en] Лечение и профилактика кариеса
[en] Отбеливание зубов - zoom
[en] Отбеливание зубов (общая)
[en] Пародонтология
[en] Стоматология - общая
[en] Удаление зубов
[en] Удаление зубов мудрости
[en] Эндодонтия
[ru] Виниры
[ru] Диагностика
[ru] Имплантация зубов

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Keyword status: **All enabled** ADD FILTER

Keyword	Campaign	Ad group	Status	Max. CPC	Impr.	Interactions	Interaction rate	Avg. cost	Cost	Conversions	Cost / conv.	Conv. rate
Total: All enabled keywords					1,651 (+544.92%)	84 Clicks	5.09% (-47.90%)	UAH6.01 (+20.10%)	UAH505.22 (+303.53%)	0.00 (0.00%)	UAH0.00 (0.00%)	0.00% (0.00%)
+зубов +мудрости +удаление +зуба +мудрости +сверху	[ru] Удаление зубов мудрости	Зуб мудрости - удаление + верхний	Eligible	UAH8.00 (enhance	1 (+∞)	0	0.00% (0.00%)	–	UAH0.00 (0.00%)	0.00 (0.00%)	UAH0.00 (0.00%)	0.00% (0.00%)
+имплантация +передних +зубов	[ru] Имплантация зубов	Имплантация зубов	Below first page bid (UAH6.88)	UAH6.00 (enhance	1 (+∞)	0	0.00% (0.00%)	–	UAH0.00 (0.00%)	0.00 (0.00%)	UAH0.00 (0.00%)	0.00% (0.00%)
+костная +пластика +верхней +челюсти	[ru] Синус-лифтинг	Костная пластика	Eligible	UAH8.00 (enhance	1 (+∞)	0	0.00% (0.00%)	–	UAH0.00 (0.00%)	0.00 (0.00%)	UAH0.00 (0.00%)	0.00% (0.00%)
+костная +пластика +нижней +челюсти	[ru] Синус-лифтинг	Костная пластика	Eligible	UAH8.00 (enhance	1 (+∞)	2 Clicks	200.00% (+∞)	UAH2.59 (+∞)	UAH5.18 (+∞)	0.00 (0.00%)	UAH0.00 (0.00%)	0.00% (0.00%)
+tooth +removal +surgery	[en] Удаление зубов	Tooth removal - surgical	Eligible	UAH7.00 (enhance	1 (+∞)	0	0.00% (0.00%)	–	UAH0.00 (0.00%)	0.00 (0.00%)	UAH0.00 (0.00%)	0.00% (0.00%)
+tooth +extraction +procedure	[en] Удаление зубов	Tooth Extraction - all	Eligible	UAH7.00 (enhance	1 (+∞)	0	0.00% (0.00%)	–	UAH0.00 (0.00%)	0.00 (0.00%)	UAH0.00 (0.00%)	0.00% (0.00%)
Total:...					1,651 (+544.92%)	84 Clicks	5.09% (-47.90%)	UAH6.01 (+20.10%)	UAH505.22 (+303.53%)	0.00 (0.00%)	UAH0.00 (0.00%)	0.00% (0.00%)
Total:...					14,403 (+190.91%)	1,044 Clicks	7.25% (+15.39%)	UAH5.81 (-18.87%)	UAH6,064.11 (+172.34%)	0.00 (0.00%)	UAH0.00 (0.00%)	0.00% (0.00%)
Total:...					14,403 (+190.91%)	1,044 Clicks	7.25% (+15.39%)	UAH5.81 (-18.87%)	UAH6,064.11 (+172.34%)	0.00 (0.00%)	UAH0.00 (0.00%)	0.00% (0.00%)
Total:...					0 (0.00%)	0	–	–	UAH0.00 (0.00%)	0.00 (0.00%)	UAH0.00 (0.00%)	0.00% (0.00%)

Show rows 100 1 - 100 of 3,086

Reporting is not real-time. Time zone for all dates and times: (GMT+02:00) Eastern European Time. Learn more
Some inventory may be provided through third party intermediaries.
You'll see Media Rating Council (MRC) accreditation noted in the column header's hover text for accredited metrics.
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SEARCH KEYWORDS | DISPLAY/VIDEO KEYWORDS | NEGATIVE KEYWORDS | SEARCH TERMS

Custom Sep 1 – 30, 2018
Compared: Sep 1 – 30, 2017

ADD FILTER

Negative keyword	Added to	Level	Match type
dental	[en] Стоматология - общая › Best dentist	Ad group	Broad match
near	[en] Стоматология - общая › Dentist (total)	Ad group	Broad match
clinic	[en] Стоматология - общая › Dentist (total)	Ad group	Broad match
sunday	[en] Стоматология - общая › Dentist (total)	Ad group	Broad match
saturday	[en] Стоматология - общая › Dentist (total)	Ad group	Broad match
close	[en] Стоматология - общая › Dentist (total)	Ad group	Broad match
kiev	[en] Стоматология - общая › Dentist (total)	Ad group	Broad match
weekends	[en] Стоматология - общая › Dentist (total)	Ad group	Broad match
sundays	[en] Стоматология - общая › Dentist (total)	Ad group	Broad match
closest	[en] Стоматология - общая › Dentist (total)	Ad group	Broad match
dentist	[en] Стоматология - общая › Best dental	Ad group	Broad match
clinic	[en] Стоматология - общая › Dentist (weekend)	Ad group	Broad match
dental	[en] Стоматология - общая › Emergency dentist	Ad group	Broad match
care	[en] Стоматология - общая › Emergency dentist	Ad group	Broad match
near	[en] Стоматология - общая › Dental clinic	Ad group	Broad match
clinic	[en] Стоматология - общая › Dentist (doctors)	Ad group	Broad match
sunday	[en] Стоматология - общая › Dentist (doctors)	Ad group	Broad match

Campaign status: **All but removed** ADD FILTER

Campaign	Status	Optimisation score	Clicks 01/09/2018 – 30/09/2018	Clicks 01/09/2017 – 30/09/2017	Clicks Change	Clicks Change (%)	Impr. 01/09/2018 – 30/09/2018	Impr. 01/09/2017 – 30/09/2017	Impr. Change	Impr. Change (%)	01/09/2018 – 30/09/2018	01/09/2017 – 30/09/2017	Change
Total: All but removed campaigns		–	1,044	311	733	+235.69%	14,403	4,951	9,452	+190.91%	7.25%	6.28%	0.97%
[en] Эндодонтия	Eligible	100%	11	0	11	+∞	283	0	283	+∞	3.89%	–	3.89%
[en] Лечение и профилактика кариеса	Eligible	100%	15	0	15	+∞	141	0	141	+∞	10.64%	–	10.64%
[ru] Удаление зубов мудрости	Eligible	100%	18	0	18	+∞	533	0	533	+∞	3.38%	–	3.38%
[en] Стоматология - общая	Eligible	100%	27	0	27	+∞	438	0	438	+∞	6.16%	–	6.16%
[ru] Удаление зубов	Eligible	100%	34	0	34	+∞	744	0	744	+∞	4.57%	–	4.57%
[ru] Стоматология	Eligible	100%	55	0	55	+∞	1,639	0	1,639	+∞	3.36%	–	3.36%
Стоматология Киев	Paused	–	844	311	533	+171.38%	9,798	4,951	4,847	+97.90%	8.61%	6.28%	2.33%
Total: All but removed campaigns		–	1,044	311	733	+235.69%	14,403	4,951	9,452	+190.91%	7.25%	6.28%	0.97%
Total: Account		–	1,044	311	733	+235.69%	14,403	4,951	9,452	+190.91%	7.25%	6.28%	0.97%
Total: Search campaigns		–	1,044	311	733	+235.69%	14,403	4,951	9,452	+190.91%	7.25%	6.28%	0.97%
Total: Display campaigns		–	0	0	0	0.00%	0	0	0	0.00%	–	–	0.00%

Show rows 100 1 - 37 of 37

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All campaigns

Search campaigns
Display campaigns

Enabled and Paused
[en] Брекет-система
[en] Виниры
[en] Все направления
[en] Имплантация зубов
[en] Лечение и профилактика кариеса
[en] Отбеливание зубов - zoom
[en] Отбеливание зубов (общая)
[en] Пародонтология
[en] Стоматология - общая
[en] Удаление зубов
[en] Удаление зубов мудрости
[en] Эндодонтия
[ru] Виниры
[ru] Диагностика
[ru] Имплантация зубов

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Balance is exhausted - Your balance is exhausted, so your ads have stopped running. To get your ads running again, make a payment to add money to your account. FIX IT DISMISS

Campaign status: **All but removed** ADD FILTER

SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE

Campaign	Clicks			Impr.				CTR				Avg. CPC			
	17 – 17	Change	Change (%)	01/09/2018 – 30/09/2018	01/09/2017 – 30/09/2017	Change	Change (%)	01/09/2018 – 30/09/2018	01/09/2017 – 30/09/2017	Change	Change (%)	01/09/2018 – 30/09/2018	01/09/2017 – 30/09/2017	Change	Change (%)
Total: All but removed campaigns	11	733	+235.69%	14,403	4,951	9,452	+190.91%	7.25%	6.28%	0.97%	+15.39%	UAH5.81	UAH7.16	-UAH1.35	-18.87%
[en] Эндодонтия	0	11	+∞	283	0	283	+∞	3.89%	–	3.89%	+∞	UAH4.02	–	UAH4.02	+∞
[en] Лечение и профилактика кариеса	0	15	+∞	141	0	141	+∞	10.64%	–	10.64%	+∞	UAH5.64	–	UAH5.64	+∞
[ru] Удаление зубов мудрости	0	18	+∞	533	0	533	+∞	3.38%	–	3.38%	+∞	UAH6.80	–	UAH6.80	+∞
[en] Стоматология - общая	0	27	+∞	438	0	438	+∞	6.16%	–	6.16%	+∞	UAH7.81	–	UAH7.81	+∞
[ru] Удаление зубов	0	34	+∞	744	0	744	+∞	4.57%	–	4.57%	+∞	UAH5.82	–	UAH5.82	+∞
[ru] Стоматология	0	55	+∞	1,639	0	1,639	+∞	3.36%	–	3.36%	+∞	UAH6.52	–	UAH6.52	+∞
Стоматология Киев	11	533	+171.38%	9,798	4,951	4,847	+97.90%	8.61%	6.28%	2.33%	+37.13%	UAH5.67	UAH7.16	-UAH1.49	-20.75%
Total: All but removed campaigns	11	733	+235.69%	14,403	4,951	9,452	+190.91%	7.25%	6.28%	0.97%	+15.39%	UAH5.81	UAH7.16	-UAH1.35	-18.87%
Total: Account	11	733	+235.69%	14,403	4,951	9,452	+190.91%	7.25%	6.28%	0.97%	+15.39%	UAH5.81	UAH7.16	-UAH1.35	-18.87%
Total: Search campaigns	11	733	+235.69%	14,403	4,951	9,452	+190.91%	7.25%	6.28%	0.97%	+15.39%	UAH5.81	UAH7.16	-UAH1.35	-18.87%
Total: Display campaigns	0	0	0.00%	0	0	0	0.00%	–	–	0.00%	0.00%	–	–	UAH0.00	0.00%

Show rows 100 1 - 37 of 37

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All campaigns

Search campaigns
Display campaigns

Enabled
[en] Брекет-система
[en] Виниры
[en] Все направления
[en] Имплантация зубов
[en] Лечение и профилактика кариеса
[en] Отбеливание зубов - zoom
[en] Отбеливание зубов (общая)
[en] Пародонтология
[en] Стоматология - общая
[en] Удаление зубов
[en] Удаление зубов мудрости
[en] Эндодонтия
[ru] Виниры
[ru] Диагностика
[ru] Имплантация зубов

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Campaign status: **All enabled** ADD FILTER

SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE

Campaign	Budget	Status	Optimisation score	Clicks				Impr.					
				01/10/2019 – 31/10/2019	01/09/2019 – 30/09/2019	Change	Change (%)	01/10/2019 – 31/10/2019	01/09/2019 – 30/09/2019	Change	Change (%)	01/10/2019 – 31/10/2019	01/09/201 30/09/201
Total: All enabled campaigns			–	1,530	1,354	176	+13.00%	16,128	13,969	2,159	+15.46%	9.49%	9.69
[en] Удаление зубов	Shared ... UAH20...	Eligible	100%	4	2	2	+100.00%	17	10	7	+70.00%	23.53%	20.00
[en] Пародонтология	Shared ... UAH20...	Eligible	100%	11	1	10	+1,000.00%	127	88	39	+44.32%	8.66%	1.14
[en] Виниры	Shared ... UAH20...	Eligible	100%	13	17	-4	-23.53%	239	226	13	+5.75%	5.44%	7.52
[en] Эндодонтия	Shared ... UAH20...	Eligible	100%	13	10	3	+30.00%	129	150	-21	-14.00%	10.08%	6.67
[ru] Резекция верхушки корня зуба	UAH20...	Eligible	100%	15	0	15	+∞	109	0	109	+∞	13.76%	
[en] Все направления	Shared ... UAH20...	Eligible	100%	16	18	-2	-11.11%	174	226	-52	-23.01%	9.20%	7.96
[en] Имплантация зубов	Shared ... UAH20...	Eligible	100%	18	18	0	0.00%	391	349	42	+12.03%	4.60%	5.16
[en] Стоматология - общая	Shared ... UAH20...	Eligible	100%	20	42	-22	-52.38%	496	715	-219	-30.63%	4.03%	5.87
[ru] Синус-лифтинг	UAH10...	Eligible	100%	23	20	3	+15.00%	113	101	12	+11.88%	20.35%	19.80
[en] Брекет-система	Shared ... UAH20...	Eligible	100%	27	10	17	+170.00%	339	232	107	+46.12%	7.96%	4.31
[en] Лечение и профилактика кариеса	Shared ... UAH20...	Eligible	100%	45	16	29	+181.25%	243	115	128	+111.30%	18.52%	13.91
[ru] Виниры	UAH10...	Eligible	100%	56	51	5	+9.80%	386	261	125	+47.89%	14.51%	19.54
[ru] Реставрация зубов	UAH15...	Eligible	100%	60	64	-4	-6.25%	494	648	-154	-23.77%	12.15%	9.88
[ru] Лечение кисты зуба	UAH15...	Eligible	100%	68	56	12	+21.43%	474	350	124	+35.43%	14.35%	16.00
[ru] Профессиональная чистка зубов	UAH15...	Eligible	100%	72	62	10	+16.13%	969	698	271	+38.83%	7.43%	8.88

CASE 22

B2B/B2C lead gen, Translation agency

OBJECTIVE: GROW NUMBER OF LEADS AND DECREASE COST PER LEAD FOR THE TRANSLATION AGENCY (A HIGHLY

competitive market with CPC around 40 UAH, up to $2.

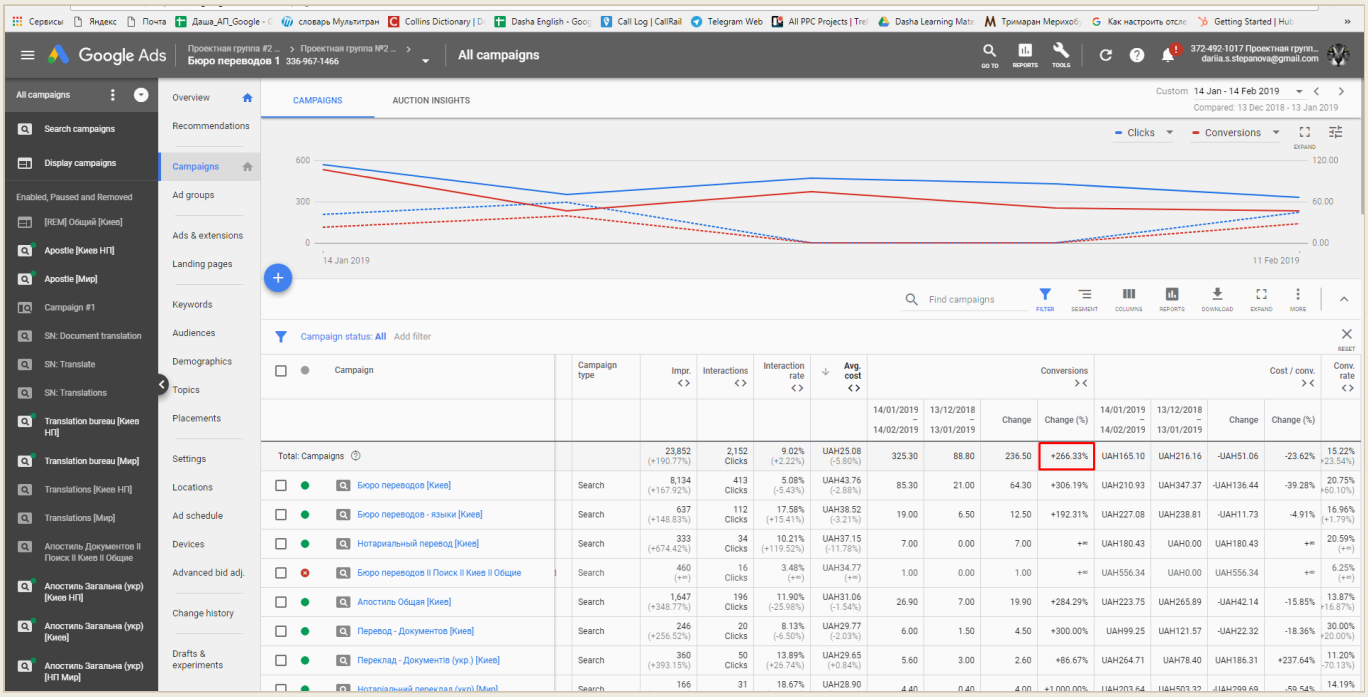
OPTIMIZATION TASKS

1. Detailed semantics development 2. Dynamic keyword insertion ads and extensions 3. Local language search queries 4. Bid adjustments 5. Negative and cross-negative keywords 6. Search remarketing

RESULTS

1. Conversions growth of +266% 2. Cost per conversion decrease of -23.6% 3. Conversion rate growth of + 23.5% 4. Cost per Click decrease of -5.8% 5. Significant growth of impressions and clicks

FROM THE ACCOUNT



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372-492-1017 Проектная групп... dariia.s.stepanova@gmail.com

All campaigns
- Search campaigns
- Display campaigns

Enabled, Paused and Removed
- [REM] Общий [Киев]
- Apostle [Киев НП]
- Apostle [Мир]
- Campaign #1
- SN: Document translation
- SN: Translate
- SN: Translations
- Translation bureau [Киев НП]
- Translation bureau [Мир]
- Translations [Киев НП]
- Translations [Мир]
- Апостиль Документов II Поиск II Киев II Общие
- Апостиль Загальна (укр) [Киев НП]
- Апостиль Загальна (укр) [Киев]
- Апостиль Загальна (укр) [НП Мир]

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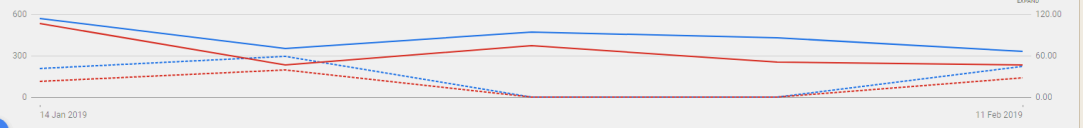
CAMPAIGNS | AUCTION INSIGHTS

Custom 14 Jan - 14 Feb 2019
Compared: 13 Dec 2018 - 13 Jan 2019

Clicks | Conversions



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Campaign status: All | Add filter

Campaign	Campaign type	Impr.	Interactions	Interaction rate	Avg. cost	Conversions 14/01/2019 – 14/02/2019	Conversions 13/12/2018 – 13/01/2019	Conversions Change	Conversions Change (%)	Cost / conv. 14/01/2019 – 14/02/2019	Cost / conv. 13/12/2018 – 13/01/2019	Cost / conv. Change	Cost / conv. Change (%)	Conv. rate
Total: Campaigns		23,852 (+190.77%)	2,152 Clicks	9.02% (+2.22%)	UAH25.08 (-5.80%)	325.30	88.80	236.50	+266.33%	UAH165.10	UAH216.16	-UAH51.06	-23.62%	15.22% (23.54%)
Бюро переводов [Киев]	Search	8,134 (+167.92%)	413 Clicks	5.08% (-5.43%)	UAH43.76 (-2.88%)	85.30	21.00	64.30	+306.19%	UAH210.93	UAH347.37	-UAH136.44	-39.28%	20.75% (+60.10%)
Бюро переводов - языки [Киев]	Search	637 (+148.83%)	112 Clicks	17.58% (+15.41%)	UAH38.52 (-3.21%)	19.00	6.50	12.50	+192.31%	UAH227.08	UAH238.81	-UAH11.73	-4.91%	16.96% (+1.79%)
Нотариальный перевод [Киев]	Search	333 (+674.42%)	34 Clicks	10.21% (+119.52%)	UAH37.15 (-11.78%)	7.00	0.00	7.00	+∞	UAH180.43	UAH0.00	UAH180.43	+∞	20.59% (+∞)
Бюро переводов II Поиск II Киев II Общие	Search	460 (+∞)	16 Clicks	3.48% (+∞)	UAH34.77 (+∞)	1.00	0.00	1.00	+∞	UAH556.34	UAH0.00	UAH556.34	+∞	6.25% (+∞)
Апостиль Общая [Киев]	Search	1,647 (+348.77%)	196 Clicks	11.90% (-25.98%)	UAH31.06 (-1.54%)	26.90	7.00	19.90	+284.29%	UAH223.75	UAH265.89	-UAH42.14	-15.85%	13.87% (+16.87%)
Перевод - Документов [Киев]	Search	246 (+256.52%)	20 Clicks	8.13% (-6.50%)	UAH29.77 (-2.03%)	6.00	1.50	4.50	+300.00%	UAH99.25	UAH121.57	-UAH22.32	-18.36%	30.00% (+20.00%)
Переклад - Документів (укр.) [Киев]	Search	360 (+393.15%)	50 Clicks	13.89% (+26.74%)	UAH29.65 (+0.84%)	5.60	3.00	2.60	+86.67%	UAH264.71	UAH78.40	UAH186.31	+237.64%	11.20% (-70.13%)
Нотаріальний переклад (укр) [Мир]	Search	166	31	18.67%	UAH28.90	4.40	0.40	4.00	+1,000.00%	UAH203.64	UAH503.32	-UAH299.69	-59.54%	14.19%

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Display campaigns
[REM] Общий [Киев]
Apostle [Киев НП]
Apostle [Мир]
Campaign #1
SN: Document translation
SN: Translate
SN: Translations
Translation bureau [Киев НП]
Translation bureau [Мир]
Translations [Киев НП]
Translations [Мир]
Апостиль Документов II Поиск II Киев II Общие
Апостиль Загальна (укр) [Киев НП]
Апостиль Загальна (укр) [Киев]
Апостиль Загальна (укр) [НП Мир]

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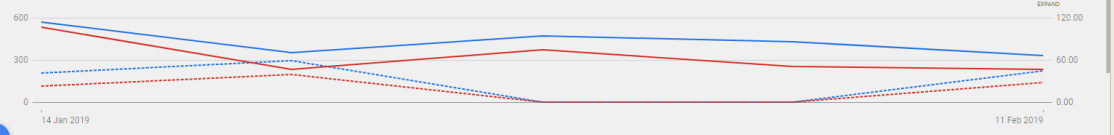
CAMPAIGNS | AUCTION INSIGHTS

Custom 14 Jan - 14 Feb 2019
Compared: 13 Dec 2018 - 13 Jan 2019

Clicks | Conversions



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Campaign status: All | Add filter

Campaign	Budget	Status	Campaign type	Impr.	Interactions	Interaction rate	Avg. cost	Conversions	Cost / conv.	Conv. rate 14/01/2019 – 14/02/2019	Conv. rate 13/12/2018 – 13/01/2019	Conv. rate Change	Conv. rate Change (%)
Total: Campaigns				23,852 (+190.77%)	2,152 Clicks	9.02% (+2.22%)	UAH25.08 (-5.80%)	325.30 (+266.33%)	UAH165.10 (-23.62%)	15.22%	12.32%	2.90%	+23.54%
Бюро переводов [Киев]	UAH500.00/day	Eligible	Search	8,134 (+167.92%)	413 Clicks	5.08% (-5.43%)	UAH43.76 (-2.88%)	85.30 (+306.19%)	UAH210.93 (-39.28%)	20.75%	12.96%	7.79%	+60.10%
Бюро переводов - языки [Киев]	UAH70.00/day	Eligible	Search	637 (+148.83%)	112 Clicks	17.58% (+15.41%)	UAH38.52 (-3.21%)	19.00 (+192.31%)	UAH227.08 (-4.91%)	16.96%	16.67%	0.30%	+1.79%
Нотариальный перевод [Киев]	UAH100.00/day	Eligible	Search	333 (+674.42%)	34 Clicks	10.21% (+119.52%)	UAH37.15 (-11.78%)	7.00 (+∞)	UAH180.43 (+∞)	20.59%	0.00%	20.59%	+∞
Бюро переводов II Поиск II Киев II Общие	UAH1,800.00/day	Removed	Search	460 (+∞)	16 Clicks	3.48% (+∞)	UAH34.77 (+∞)	1.00 (+∞)	UAH556.34 (+∞)	6.25%	0.00%	6.25%	+∞
Апостиль Общая [Киев]	UAH250.00/day	Eligible	Search	1,647 (+348.77%)	196 Clicks	11.90% (-25.98%)	UAH31.06 (-1.54%)	26.90 (+284.29%)	UAH223.75 (-15.85%)	13.87%	11.86%	2.00%	+16.87%
Перевод - Документов [Киев]	UAH150.00/day	Eligible	Search	246 (+256.52%)	20 Clicks	8.13% (-6.50%)	UAH29.77 (-2.03%)	6.00 (+300.00%)	UAH99.25 (-18.36%)	30.00%	25.00%	5.00%	+20.00%
Переклад - Документів (укр.) [Киев]	UAH75.00/day	Eligible	Search	360 (+393.15%)	50 Clicks	13.89% (+26.74%)	UAH29.65 (+0.84%)	5.60 (+86.67%)	UAH264.71 (+237.64%)	11.20%	37.50%	-26.30%	-70.13%
Нотаріальний переклад (укр) [Мир]	UAH200.00/day	Eligible	Search	166 (+225.49%)	31 Clicks	18.67% (+36.06%)	UAH28.90 (+0.49%)	4.40 (+1,000.00%)	UAH203.64 (-59.54%)	14.19%	5.71%	8.48%	+148.39%

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372-492-1017 Проектная групп...
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All campaigns | Search campaigns | Display campaigns

Enabled, Paused and Removed: [REM] Общий [Киев] | Apostle [Киев НП] | Apostle [Мир] | Campaign #1 | SN: Document translation | SN: Translate | SN: Translations | Translation bureau [Киев НП] | Translation bureau [Мир] | Translations [Киев НП] | Translations [Мир] | Апостиль Документов II Поиск II Киев II Общие | Апостиль Загальна (укр) [Киев НП] | Апостиль Загальна (укр) [Киев] | Апостиль Загальна (укр) [НП Мир]

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CAMPAIGNS | AUCTION INSIGHTS

Custom 14 Jan - 14 Feb 2019
Compared: 13 Dec 2018 - 13 Jan 201

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Campaign status: All | Add filter

Campaign	Budget	Status	Campaign type	Impr.	Interactions	Interaction rate	Avg. cost 14/01/2019 – 14/02/2019	Avg. cost 13/12/2018 – 13/01/2019	Avg. cost Change	Avg. cost Change (%)	Conversions	Cost / conv.
Total: Campaigns				23,852 (+190.77%)	2,152 Clicks	9.02% (+2.22%)	UAH25.08	UAH26.63	-UAH1.54	-5.80%	325.30 (+266.33%)	UAH165.10 (-23.62%)
Бюро переводов [Киев]	UAH500.00/day	Eligible	Search	8,134 (+167.92%)	413 Clicks	5.08% (-5.43%)	UAH43.76	UAH45.06	-UAH1.30	-2.88%	85.30 (+306.19%)	UAH210.93 (-39.28%)
Бюро переводов - языки [Киев]	UAH70.00/day	Eligible	Search	637 (+148.83%)	112 Clicks	17.58% (+15.41%)	UAH38.52	UAH39.80	-UAH1.28	-3.21%	19.00 (+192.31%)	UAH227.08 (-4.91%)
Нотариальный перевод [Киев]	UAH100.00/day	Eligible	Search	333 (+674.42%)	34 Clicks	10.21% (+119.52%)	UAH37.15	UAH42.10	-UAH4.96	-11.78%	7.00 (+∞)	UAH180.43 (+∞)
Бюро переводов II Поиск II Киев II Общие	UAH1,800.00/day	Removed	Search	460 (+∞)	16 Clicks	3.48% (+∞)	UAH34.77	–	UAH34.77	+∞	1.00 (+∞)	UAH556.34 (+∞)
Апостиль Общая [Киев]	UAH250.00/day	Eligible	Search	1,647 (+348.77%)	196 Clicks	11.90% (-25.98%)	UAH31.06	UAH31.55	-UAH0.49	-1.54%	26.90 (+284.29%)	UAH223.75 (-15.85%)
Перевод - Документов [Киев]	UAH150.00/day	Eligible	Search	246 (+256.52%)	20 Clicks	8.13% (-6.50%)	UAH29.77	UAH30.39	-UAH0.62	-2.03%	6.00 (+300.00%)	UAH99.25 (-18.36%)
Переклад - Документів (укр.) [Киев]	UAH75.00/day	Eligible	Search	360 (+393.15%)	50 Clicks	13.89% (+26.74%)	UAH29.65	UAH29.40	UAH0.25	+0.84%	5.60 (+86.67%)	UAH264.71 (+237.64%)
Нотаріальний переклад (укр) [Мир]	UAH200.00/day	Eligible	Search	166 (+225.49%)	31 Clicks	18.67% (+36.06%)	UAH28.90	UAH28.76	UAH0.14	+0.49%	4.40 (+1,000.00%)	UAH203.64 (-59.54%)
Нотариальный перевод [Киев НП]	UAH50.00/day	Limited by budget	Search	560 (+227.49%)	49 Clicks	8.75% (+49.63%)	UAH28.22	UAH28.76	-UAH0.54	-1.88%	12.00 (+500.00%)	UAH115.21 (-19.87%)
Перевод Документов II Поиск II Киев II Общие	UAH300.00/day	Removed	Search	113 (+∞)	3 Clicks	2.65% (+∞)	UAH28.14	–	UAH28.14	+∞	0.00 (0.00%)	UAH0.00 (0.00%)
Перевод - Диплома [Киев]	UAH100.00/day	Eligible	Search	33 (+57.14%)	11 Clicks	33.33% (+133.33%)	UAH27.99	UAH29.79	-UAH1.79	-6.02%	0.00 (-100.00%)	UAH0.00 (-100.00%)
Бюро перекладів (укр) [Киев]	UAH285.00/day	Eligible	Search	2,127 (+235.49%)	162 Clicks	7.62% (-5.32%)	UAH24.20	UAH24.41	-UAH0.21	-0.84%	24.90 (+522.50%)	UAH157.46 (-49.40%)

Google Ads | Проектная группа #2 ... > Проектная группа №2 ... > Бюро переводов 1 336-967-1466 | All campaigns

372-492-1017 Проектная групп...
darlia.s.stepanova@gmail.co

All campaigns | Search campaigns | Display campaigns

Enabled, Paused and Removed: [REM] Общий [Киев] | Apostle [Киев НП] | Apostle [Мир] | Campaign #1 | SN: Document translation | SN: Translate | SN: Translations | Translation bureau [Киев НП] | Translation bureau [Мир] | Translations [Киев НП] | Translations [Мир] | Апостиль Документов II Поиск II Киев II Общие | Апостиль Загальна (укр) [Киев НП] | Апостиль Загальна (укр) [Киев] | Апостиль Загальна (укр) [НП Мир]

Overview | Recommendations | Campaigns | Ad groups | Ads & extensions | Landing pages | Keywords | Audiences | Demographics | Topics | Placements | Settings | Locations | Ad schedule | Devices | Advanced bid adj. | Change history | Drafts & experiments

CAMPAIGNS | AUCTION INSIGHTS

Custom 14 Jan - 14 Feb 2019
Compared: 13 Dec 2018 - 13 Ja

Find campaigns | FILTER | SEGMENT | COLUMNS | REPORTS | DOWNLOAD | EXPAND | MORE

Campaign status: All | Add filter

Campaign	Budget	Status	Campaign type	Impr. 14/01/2019 – 14/02/2019	Impr. 13/12/2018 – 13/01/2019	Impr. Change	Impr. Change (%)	Interactions 14/01/2019 – 14/02/2019	Interactions 13/12/2018 – 13/01/2019	Interactions Change	Interactions Change (%)	Interaction rate
Total: Campaigns				23,852	8,203	15,649	+190.77%	2,152 Clicks	724 Clicks	1,428	+197.24%	9.02% (+2.22%)
Бюро переводов [Киев]	UAH500.00/day	Eligible	Search	8,134	3,036	5,098	+167.92%	413 Clicks	163 Clicks	250	+153.37%	5.08% (-5.43%)
Бюро переводов - языки [Киев]	UAH70.00/day	Eligible	Search	637	256	381	+148.83%	112 Clicks	39 Clicks	73	+187.18%	17.58% (+15.41%)
Нотариальный перевод [Киев]	UAH100.00/day	Eligible	Search	333	43	290	+674.42%	34 Clicks	2 Clicks	32	+1,600.00%	10.21% (+119.52%)
Бюро переводов II Поиск II Киев II Общие	UAH1,800.00/day	Removed	Search	460	0	460	+∞	16 Clicks	0	16	+∞	3.48% (+∞)
Апостиль Общая [Киев]	UAH250.00/day	Eligible	Search	1,647	367	1,280	+348.77%	196 Clicks	59 Clicks	137	+232.20%	11.90% (-25.98%)
Перевод - Документов [Киев]	UAH150.00/day	Eligible	Search	246	69	177	+256.52%	20 Clicks	6 Clicks	14	+233.33%	8.13% (-6.50%)
Переклад - Документів (укр.) [Киев]	UAH75.00/day	Eligible	Search	360	73	287	+393.15%	50 Clicks	8 Clicks	42	+525.00%	13.89% (+26.74%)
Нотаріальний переклад (укр) [Мир]	UAH200.00/day	Eligible	Search	166	51	115	+225.49%	31 Clicks	7 Clicks	24	+342.86%	18.67% (+36.06%)
Нотариальный перевод [Киев НП]	UAH50.00/day	Limited by budget	Search	560	171	389	+227.49%	49 Clicks	10 Clicks	39	+390.00%	8.75% (+49.63%)
Перевод Документов II Поиск II Киев II Общие	UAH300.00/day	Removed	Search	113	0	113	+∞	3 Clicks	0	3	+∞	2.65% (+∞)
Перевод - Диплома [Киев]	UAH100.00/day	Eligible	Search	33	21	12	+57.14%	11 Clicks	3 Clicks	8	+266.67%	33.33% (+133.33%)
Бюро перекладів (укр) [Киев]	UAH285.00/day	Eligible	Search	2,127	634	1,493	+235.49%	162 Clicks	51 Clicks	111	+217.65%	7.62% (-5.32%)

BEYOND PAID ADS

What we have built

The cases above are advertising accounts. The work on the other side of this company — LinkedIn, automation, custom AI — has no client account to show, so the evidence is what we have built and run ourselves. There are no metrics on this page because there is no client whose numbers these would be.

Top-Rated Team top-rated.team

Several service doors sit in front of one workspace. A visitor asks a question on the door that matches their problem, and when the conversation turns out to be worth keeping it becomes a room at an address of its own, where the client, our people and subject-matter AI agents talk in the same channels. Each agent answers only from the corpus it was given and never from another agent's, so it cites the page it used or says plainly that it cannot answer. What one room can spend on agent answers is bounded three separate ways, and an answer carried from a door page into a room is signed by the server that produced it, so text handed back by a browser cannot be passed off as ours. This is the same application we build for clients on the custom-AI-builds door — which is why the panel on that door is the demonstration rather than a picture of one.

- Offers as data, not pages: nine rows in shared/doors.ts, seven of them live today. The row decides which agent opens the conversation, which corpus that agent reads, and whose legal name, terms, invoice line and contact the resulting room prints — so a visitor who came in through a partner's door never sees our invoice.
- A no-signup room at /w/:token where the URL is the entire credential: channels, a message column, a task panel, a member rail of people and agents, and a share bar. It is a separate JavaScript chunk the door pages never download.
- Per-agent grounding with no fallback. server/ai/kb.ts retrieves from the one namespace named on the agent and can reach no other; with no API key, no corpus, or nothing matching, the agent says what it is missing instead of answering from memory. Eleven agent rows are defined and seven of them read a corpus, across six distinct namespaces.
- Three bounds on what one room may spend on agent answers, in server/spend.ts, checked before the model is called: a count of 30 agent turns per room per rolling hour, a 20-minute clock on one unbroken run of activity that starts over after 10 minutes of quiet, and a monthly dollar budget per room that warns the operator at 80% and pauses the room at 100%. They fail in different ways on purpose — the count catches a fast loop, the clock catches a slow one pacing itself under the count, the budget catches few turns each enormous.
- A second, separate monthly ceiling for the public panel at /api/ask — counted both in total and per calling address — because that endpoint is on every door, needs no token, and belongs to the internet rather than to a client.
- Answer receipts. An answer streamed to a door page is HMAC-signed with a key generated per process, and a carried answer is dropped unless the signature matches that exact text, so nobody can POST an invented 'agent' message and get a real room at a real address on our domain to show as evidence of a promise. A restart simply makes the room ask the agent again.
- A room that cannot say which company is answerable for it says so: with no door stamped on it, the footer and the member rail report the fault rather than defaulting to the house name.
- Degradation as a feature: the whole thing runs with an empty .env. No OpenAI key and the agents say live answers are not configured while the human routes keep working; no DATABASE_URL and storage is in-memory with the same interface; no embeddings file and retrieval drops to keyword scoring. Nothing is faked in any of those states.
- One Node process serving the JSON API, the WebSocket at /ws and the built client — React 18, Vite, TypeScript, Tailwind, Radix / shadcn-ui, wouter, TanStack Query, Express, ws, Drizzle over Postgres (optional) and the OpenAI SDK. The workspace token is kept out of stdout and out of the outbound lead webhook, /w/ is disallowed in robots.txt and served with X-Robots-Tag noindex, the agents' house rules forbid accepting passwords, API keys or ad-account credentials pasted into chat, and workspace creation, lead capture, invites, messages and /api/ask each carry their own per-IP rate limit.

AdGrant.AI adgrant.ai

AdGrant.AI is a free web tool for nonprofits that already hold a Google Ad Grant: it takes the nonprofit's website URL, the 10-digit Google Ads Customer ID and the target languages and locations, analyses the website, and generates a full account structure — campaigns, ad groups, keywords, responsive ads, sitelinks, callouts and structured snippets. The generated structure can be reviewed and downloaded as one CSV per type, or written straight into the nonprofit's own Google Ads account by what the page calls "Automated API Upload" — "Upload everything directly to your Google Ads account via API. No manual work required." — which requires the account to be connected to the Top-Rated Team manager account (MCC), a connection the Terms say "can be revoked at any time through your Google Ads settings". Free use is capped at 3 verified Customer IDs and 3 total generations, gated either by LinkedIn sign-in (the page says it uses only the profile URL, to limit free generations) or by sending the Customer ID as a LinkedIn message; the site directs anyone needing more capacity or premium service to contact it on LinkedIn. Alongside the tool the same domain runs a content library — an Ad Grant glossary, case studies, tips and tricks, starter templates, and nonprofit guides by vertical and by city — plus a four-item Stripe checkout list and a 20% lifetime affiliate program paid out by PayPal.

- React single-page app served as a static build (react-dom in the bundle; /assets/index-<hash>.js as an ES module, the standard Vite output shape, and 'vite' appears as a string in the bundle)
- wouter for client-side routing — live routes seen in the bundle: /, /resources, /templates, /templates/:slug, /nonprofits, /nonprofits/:niche, /nonprofits/:niche/:location, /nonprofits/locations/:location, /privacy-policy, /terms-of-service, /admin, /affiliate, /affiliate-admin
- Tailwind CSS with shadcn/ui on Radix UI primitives (a 'shadcn-card' class, and Radix component names such as Dialog and Switch, appear in the bundle)
- lucide-react icon set
- zod schemas for the generator form (website URL validated as a URL; Customer ID validated against /^\d{3}-\d{3}-\d{4}$/)
- A query-cache data layer over its own JSON API (/api/generate, /api/upload/:id, /api/export/:id, /api/csv/:id/<type>.csv, /api/locations/search, /api/content/pages, /api/templates, /api/auth/linkedin, /api/auth/session)
- Google Ads API — the Privacy Policy lists it as a third party the service shares information with, "To validate keywords and upload account structures"
- Google Ads manager account (MCC) named 'Top-Rated Team' as the link the automated upload runs under
- LinkedIn OAuth sign-in (/api/auth/linkedin), used per the page only to cap free generations
- Stripe Payment Links for the paid services (buy.stripe.com checkout URLs)
- PayPal for affiliate payouts
- Google Tag Manager (container GTM-K9PQW2ZM)
- Google Translate website widget, auto-selected from navigator.language, offering ru, uk, cs, en, de, fr, es, it, pt, pl, zh-CN, ja, ko
- Google Fonts
- An admin panel and a separate affiliate-admin dashboard, both token-gated, shipped in the same bundle

Top Voice top-voice.ai

Top Voice is a LinkedIn visibility platform built around reactions rather than outreach: you describe your business and who you sell to, and it generates a Signal Flow of boolean searches that assembles a feed of your target prospects' posts, then reacts to those posts on behalf of your profile or company page with natural, human-like timing. Because LinkedIn resurfaces posts you have reacted to in the feeds and notifications of the author and the author's own connections, the profile or page earns inbound visits instead of sending cold messages. The app is organised in three sections: Research (Influence Flows built from real influencer voices), Appear (Content Studio and Autopilot publishing) and Grow (LinkedIn Boosting). The page is equally explicit about what it refuses to do: no bulk cold outreach or DMs, no engagement pods, and no AI comments.

- Instant AI Setup: four fields generate an Influence Flow, a content campaign and a boosting campaign
- Influence Flows - synthesised influencer voices, including custom ones from any LinkedIn profile URL
- Content Studio with Autopilot: post copy, images, carousel PDFs and video, published to profiles or company pages on a schedule
- LinkedIn Booster: AI-generated Signal Flow boolean searches that assemble a targeted posts feed
- Reaction engine with human-like pacing - randomised 5-60 second delays and selectable reaction types
- Rented-account pool: dedicated in-house LinkedIn accounts, blocking-free with a replacement guarantee
- Performance Plan billing on Stripe: own and rented account slots, campaign slots, proration, auto top-up
- Engager and profile-viewer tracking with webhook and Google Sheets delivery
- AI Optimize plus an approve-before-apply queue, so no AI suggestion changes a campaign unreviewed
- MCP connectors - Add to ChatGPT and Add to Claude - alongside in-app, web-chat and LinkedIn DM entry points
- Guided in-app walkthrough for each section, plus referral and three-level affiliate program

WarmLike warmlike.com

WarmLike is a done-for-you LinkedIn visibility service built around a second, managed page rather than your own account. The site describes the mechanism in four steps, in its own words: you “Tell us your profile & niche” over a LinkedIn message or a short call (“That's the whole setup — no dashboards, no login, no password”); WarmLike then “spin[s] up a polished LinkedIn company page from your business — on-brand name, logo, and description”, called a pre-lander and described as “a warm front door that points target prospects to your profile”; that page “proactively engages the posts of your exact target prospects — reactions and comments that ramp up gradually”; and the prospects it engaged “get notified, check it out, and find your reshared post — with you as its author”, then “click straight through to your personal LinkedIn profile, hands-off”. Content is part of the service: “Every day we write a fresh, niche-tuned post and suggest it to you”, reviewed and approved from a private link, published to your own profile, and then reshared by the managed page. The positioning is explicitly compliance-first — the headline reads “Boost your LinkedIn Profile, without linking it anywhere. 100% secured & compliant.”, and the copy states “We share access, not you. No pods, bots, spam, AI comments. Your LinkedIn account is untouchable: violations and ban free.” The FAQ answers “No. We never log into or post from your personal profile” and “There's no login to create and no password to share.” “Warming” is defined on the page as building the page's presence gradually “so growth looks organic and stays healthy, never a suspicious overnight spike.” Four summary stats run across the page as labels, not measurements: Daily / on-brand posts, Zero / logins to share, Gradual / natural warming, 24/7 / hands-off growth.

- A single-page marketing and onboarding site at warmlike.com. It is a client-rendered React/Vite application: the served HTML is a 13 KB shell with an empty and no prerendered body, so all visible copy is delivered by JavaScript. The bundle is shared with Top Voice and switches to the WarmLike app by hostname, matching warmlike.com, warmliker.com and warmlikes.com. Beyond the landing route the WarmLike app registers routes for /message, /hub/:token, /preview/:token, /post/:token and /demo — consistent with the “review everything from a private link” flow the copy promises, though those token routes were not exercised. The landing page itself carries a hero with a 2-week-free-trial badge, a numbered explanation of the mechanism, a four-step “You / We build / We boost / You grow” walkthrough with illustrated LinkedIn mockups, an explainer video block (“A 60-second look at how WarmLike grows your LinkedIn presence — fully managed”), an interactive pricing and projection widget driven by a “boosters” slider, a five-question FAQ, and CTAs that all resolve to either a LinkedIn message or a booked call. HubSpot chat and a Replit analytics script are loaded on the page.

Upwork Proposal Agent

Runs inside Claude Code as the /upwork-apply skill and drives the user's own logged-in Upwork session through the Claude in Chrome browser tools — there is no cloud browser and no shared Upwork account. A round opens the search URLs from the user's own profile config, checks each listing against a seen.md watermark and an applied.md log so nothing is triaged or applied to twice, drops anything that fails the profile's reject rules or any of the client's stated Preferred qualifications, and writes an English cover letter plus screening answers built only from the evidence bank in that user's config. It then fills the Upwork proposal form field by field — rate or milestones, letter, each screening question, case-study attachment — and stops: pressing "Send for X Connects" requires the user to have confirmed that specific proposal in that session, a rule the skill states outranks the auto-reply setting. Scheduled and background runs are stricter again — they never open the proposal form at all and leave drafts as files for review.

- Claude Code skill: SKILL.md plus references/ (upwork-pages.md page-and-form map, inbox-flow.md, onboarding.md) at ~/.claude/skills/upwork-apply
- Modes as skill arguments: setup (in-chat onboarding), a default interactive round, duty (turns the live session into the scheduler), background (drafts only), inbox, sync
- Browser control via the Claude in Chrome MCP tools (mcp__claude-in-chrome__*) against the user's own signed-in Chrome; CAPTCHA, logins, payments, identity verification and Connects purchases hand control back to the human
- Markdown state kept deliberately outside the skill folder, because a plugin update overwrites that folder: a personal profile config (rates, tone, reject rules, evidence bank), a case library, and an upwork-logs/ directory holding applied.md, seen.md, drafts-<date>.md, slots.txt and last-run-epoch
- Incremental scanning: results are read newest-first and matched by job ID against seen.md; two consecutive already-seen listings stop that URL, and a catch-up after downtime pages deeper so nothing new is missed between sessions
- Rate-limit and anti-bot guards written into the skill: daily proposal and Connects limits, minutes of spacing between sends, a cap of 3 drafts per background run and 5 per day, and a skip if the previous round ran under 20 minutes ago and found nothing new
- Optional Google Sheet sync (Profile / Evidence / Answers / Schedule tabs) for editing settings away from the machine, last-write-wins by timestamp, off by default; the chat/GPT/Grok settings front ends can only edit the Sheet and take no Upwork actions
- Scheduling: duty mode reads slots.txt and creates one recurring Claude Code cron task per slot; an optional launchd job is offered as a macOS safety net, and a self-paced /loop is offered as an alternative because cron slots can bunch up
- Experimental Node stdio MCP server (mcp/upwork-agent/server.js) exposing local profile, drafts, inbox-pending, run-status and schedule tools; its own file header states the tools touch local profile/logs only and never Upwork Send
- Distribution as a Claude Code plugin for other people to install: a Stop hook runs sync.sh after each session, which mirrors the live skill folder into a git repo, bumps the plugin.json patch version, commits and pushes; each user runs it on their own machine with their own config and logs

Being.Marketing: Your Existential Coach being.marketing

A quiet companion for rest from anxious purpose-hunting, tasks, and roles, and a clear mirror for your inner language — the listing invites you to lay down a concern or identity like a stone. It is offered two ways: as a custom ChatGPT, or reached from the web without logging in to ChatGPT, which the page describes as being for ultimate privacy. The page also says your dialogue can seed your GPT's training data or AI prompt to share as a custom ChatGPT, so others can quietly sit beside it as well. It is published and listed free on the being.marketing storefront.

- Custom ChatGPT — offered as the "Custom ChatGPT" option on the listing
- A web version usable without a ChatGPT login — the "W/o login to ChatGPT" option, described on the page as being for ultimate privacy
- Published through a Gumroad storefront served on the being.marketing custom domain (product permalink /l/being)

ABOUT THESE PAGES

How to read them

Every figure comes from the advertising account it describes, over the period that page names, in the form the client saw it. Where a case gives no figure for something, the account did not measure it — a gap is left as a gap rather than filled with an estimate.

These are advertising results. They are evidence of work done on comparable accounts and they are not a forecast: what an account does next depends on its market, its offer and its budget, and anybody who tells you otherwise before seeing it is guessing.

The hours and the job-success score on the cover are the public record on Upwork and can be checked there.

TALK TO A PERSON

Book a call
20 minutes, free, with the person who would do the work

Open a room
Its own address, an agent and our people already in it

Leave a message
Goes to one inbox, answered by a person

+420774654822
WhatsApp

contact@top-rated.team
Email

The record on Upwork
5,872 hours and the job-success score, public