



Adseed Networks



Objective: attracting customers to credit cards

Term: 2 months

Channels: Facebook and Instagram targeting

Target audience:

GEO: Saint-Petersburg



Done: Analyzed the audience; set up statistics; launched 28 test ads, based on which we launched a full-fledged advertising campaign that attracted leads which were 21% cheaper than the customer expected



Results:

Advertising campaign coverage : 360000 people

Transitions : 5300

Leads: 109



Objective: maximum coverage of the target audience in the region

Term: 1 month

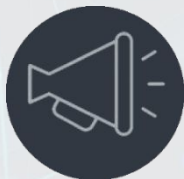
Channels: video advertising with thematic resources

Target audience :

GEO: London



Done: Analyzed the sites of a suitable topic, agreed with those who approached by KPI and launched video advertising through our system. Set up all statistics and anti-fraud for the client



Results:

Advertising campaign coverage : 600000 people

Number of impressions : 1100000

CTR: 1,9%



Objective: Maximum coverage of the target audience

Term: 6 months

Channels: all social networks and messengers

Target audience :

GEO: Russia



Done: Selected targets and audience for launching ads on Facebook and Instagram; set up statistics; made all creatives; launched campaigns after tests. We did an analysis of all bloggers and opinion leaders on the topic, compiled advertising texts and placed them in all suitable ones. More than 800 blog posts on Instagram / YouTube / Telegram in 6 months



Results :

Advertising campaign coverage : 7200000 people

Leads : 570