CONVERSION RATE OPTIMIZATION

Optimizing conversion rate

HOW WOULD YOU RATE THE RESULT?

What metrics do you use to evaluate the outcome of your marketing and advertising campaigns?

TEMPUS
AGENGY

Surprise

Imagine, **more good** applications, less ~~bad~~ ones.

What happens if the price of the *result goes down and up other indicators of the department marketing department

Pleasure

*result = CPL, CR, CAC, ROMI, ROI

You want to improve your existing advertising campaigns

You want to create more effective ad campaigns

*RESULT -ORIENTED

WORK

*result = interaction price / number of touches / customer price / number of customers

OPTIMIZATION TRAFFIC QUALITY

(Facebook, Instagram, Google, Youtube)

1

\# Protection against budget skimming (bots, competitors, haters)

\# Improvement with machine learning technology

OPTIMIZATION OF ADVERTISING OFFICES

(Facebook, Instagram, Google, Youtube)

2

\# Checking and forming the right structure for optimal operation of internal mechanisms for optimization of advertising sources

SEO OPTIMIZATION

3

\# To reduce the cost of paid traffic

\# To improve search engine optimization

CROSSCUTTING ANALYTICS

to collect and record data

4

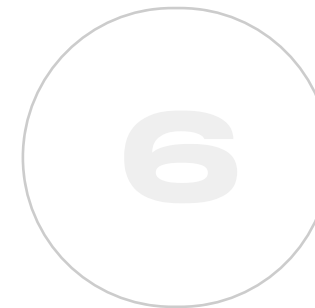\# Dashboards

\# Integrations

\# Data-Driven approach

WEBSITE OPTIMIZATION

5

\# UX / UI

\# site speed

A/B (A/B/N) TESTS

6

\# Header tests

\# Tests of conversion elements and lead magnets

\# Tests in advertising and on landing pages

YOU MAKE MONEY, THEN WE DO.

Our pay and bonuses are always tied to a specific outcome
that we agree on before we start work

CASES

OUR CLIENTS' RESULTS

TEMPUS AGENCY

TASK

1. To audit the work on the site and integrations, improve TOR, reduce costs.
2. Increase sales by 30% without increasing the advertising budget.

RESULT

In the first three months of operation, sales increased by 40% and the total advertising budget decreased by 10%

SOLUTION

- With the project owner's permission, we finalized arrangements with existing contractors and **reduced** startup costs by **about 15%.**

- We digitized the sales team's performance, fired all the managers and helped the client hire a completely new Dream Team. This proved to be cheaper and more efficient compared to the damage caused by the sabotage of the old team.

- After setting up IP-telephony and full analytics, we identified the advertising channels that worked **best and reallocated the budget.**

- We listened to a lot of calls. We finalized scripts.

- We used **warm CRM statuses** to train advertising campaigns.

- Blocked anti-advertising from competitors through Google support.

- Increased SEO traffic by 5 times.

TAIROVSKIE GARDENS COMPLEX

TEMPUS AGENCY

TASK

- Reduce the bid price in Google Ads by 20-30%

SOLUTION

- We identified the sources of ad scrolling by unscrupulous webmasters, competitors and botnets.

- We broke down ad campaigns into segments, made adjustments to keywords, minus words, added adjustments for days of the week, gender, time of day and devices. We rewrote some of the ads.

RESULT

As a result, the number of applications for the same budget increased 2.4 times in the first 3 months of operation.

TASK

- Increase sales by 30% without increasing the advertising budget.

- The task was complicated by the lack of full-fledged analytics.
  At the same time, it was impossible to install and set up a full-fledged CRM system and there was a ban on replacing managers in the sales department.

RESULT

I don't think we did anything special. We just pulled up the tails on checklists wherever there was a minimal opportunity to analyze. As a result, we got +40% of sales for the first 3 months.

SOLUTION

- The easy way is not always available. And the residential complex had a large number of advantages at a very modest price per m2.

- We started with a simple tour of all the boards on which the LCD was advertised. A third of them were immediately cut down. Somewhere a tree grew, somewhere the road was bypassed, etc. They removed what obviously did not work. On the rest we put dedicated telephony numbers.

- Then we took a risk with OLH. We placed over 1500 ads a month. It worked for a while. Then it got to the competitors and profitability dropped dramatically.

- Facebook ads started using lead forms. Both Google and FB changed the message to the obvious - the apartment complex has over 20 homes completed.

- It was just as obvious to upload customer lists to create similar ad audiences

- Most of the photos of the complex for advertisements were taken on a cell phone. It turned out faster and better than with a professional photographer.

TEMPUS AGENCY

TASK

- Reduce bid price by 25% from Google Ads in 3 months

SOLUTION

- The client's account had accumulated a lot of information that was difficult for the client's internal marketing department to analyze.

- We created machine learning models to find more profitable segments and separated out the traffic aimed at skimming the client's advertising budget.

- As a result, we found that about 18% of the client's budget went to traffic from bots and other brand well-wishers.

- We found unprofitable segments with negative ROMI values and reallocated the advertising budget.

RESULT

This resulted in a 25.8% decrease in bid price and a 53% increase in average check in 3 months.

TASK

- Improve sales on the site after the first launch on Kickstarter and gather backers from paid advertising traffic during the second launch.

RESULT

Got a 15% increase in sales after 10 days. Raised most of the fees during the second go-live on Kickstarter at the target price agreed upon with the client. Improved the internal marketer's bottom line by more than 2.5x.

SOLUTION

- We conducted a technical audit of the site and developed a ToR for the developer, which led to a decrease in the loading speed of the site by more than 2 times.

- As a result of analyzing the traffic with the help of Google Analitycs, we completely changed the approach to the target audience. The launches took place during the cold season. The hypothesis of the owners and marketers of the project was that their client is the inhabitants of cold countries and those who are fond of knitting.

- But the analysis showed that the main orders were from California, where the average temperature at the time of orders was +28-32 degrees. That is, designer scarves and plaids made of merino wool were bought not to keep warm. But as a gift or for decoration.

- Also, we analyzed average receipts by country and audience. The company's internal marketing drove traffic to the entire world evenly. We found that the average checks by country differed by 8 times. As a result, we left the shows based on the maximum ROI by geo and audience.

BRECH RESORT & SPA

TEMPUS AGENCY

TASK

1. Increase attendance by 2x to fill the newly built building and the new entertainment area.
2. Solve the problem with double bookings from international booking systems like Booking.com
3. Advertising budget is limited and not increasing even with a motivated increase in bookings and lower booking price.

RESULT

The number of bookings increased more than 2.5 times. The workload on the staff was reduced. Full-fledged analytics on the hotel complex became available.

SOLUTION

- We made a new website on Wordpress.

- We selected and connected an optimal online booking system with room load management, cleaning, food ordering and other necessary options. We integrated it with Booking.com and other services.

- Set up automatic service notifications to customers and automatic NPS survey after check-out.

- Configured Google Ads and Facebook ads.

- We set up full analytics that we didn't have before and were able to manage the value of engaged customers across advertising channels.

- Conducted competitive intelligence.

- Got dozens of corporate event bookings from new LinkedIn clients.

- Completely transitioned from booking and management in a notebook to an electronic automated system.

GRAND COUNTRY IRPIN

TASK

1. Launching sales from scratch.
2. Launch of marketing from scratch.
3. Setting up CRM, telephony and integrations.
4. Development of a new website.

SOLUTION

- We have developed a new website, which was several times in the TOP sites of the month #MadeOnTilda.

- We set up AmoCRM, a chessboard and calculators for sales managers. This helped to make all necessary calculations for clients without pause, in real time.

- We created a map of real estate agencies in the region, developed a presentation and terms of cooperation, held dozens of meetings. As a result, we showed the object to more than 200 potential partners.

- We created presentations and held remote meetings with the largest investment clubs in Ukraine.

- Started from scratch traffic in Google, Facebook, Instagram.

RESULT

We received the first sales at a profitable price. Then the project was frozen for more than 3 months by the developer. As a result, we withdrew from the project and handed it over to another team.

MAKEUPME ACADEMY

TEMPUS AGENCY

1. Quarantine is about to begin, the business is completely built offline, and the unknown lies ahead. Landlords don't want to make concessions. Need a flow of money right now.

2. Slow website with mobile load speeds over 12 sec.

3. Not enough applications.

4. Business in operational zero.

- Finalized Facebook/Instagram ad creatives, edited short video clips instead of static images.

- Speeded up the loading of the Wordpress site to reduce the bounce rate. Without a deep redesign, we managed to reduce the loading speed from 12 to 6.5 seconds. That's still a lot, but it's not as critical as it was.

- Tweaking the site and ads help for a while. Further begins CARANTINE.

- The way out is a general brainstorming for 3 days, from morning to evening, under the guidance of an experienced mediator on the client's side. The situation is unusual, the quarantine happened to the country for the first time and there is no time to save the business.

- We live this situation together with the client and figure out how to shoot and launch a mini-course in online format in a week. In this case, the check put in 350 UAH instead of the usual 14000 UAH for the course.

Speeding up the site and refining the advertising allowed us to get into operational plus. The mini-course idea worked and generated $2500 and $6000 in profit in the first 30 days after launch.
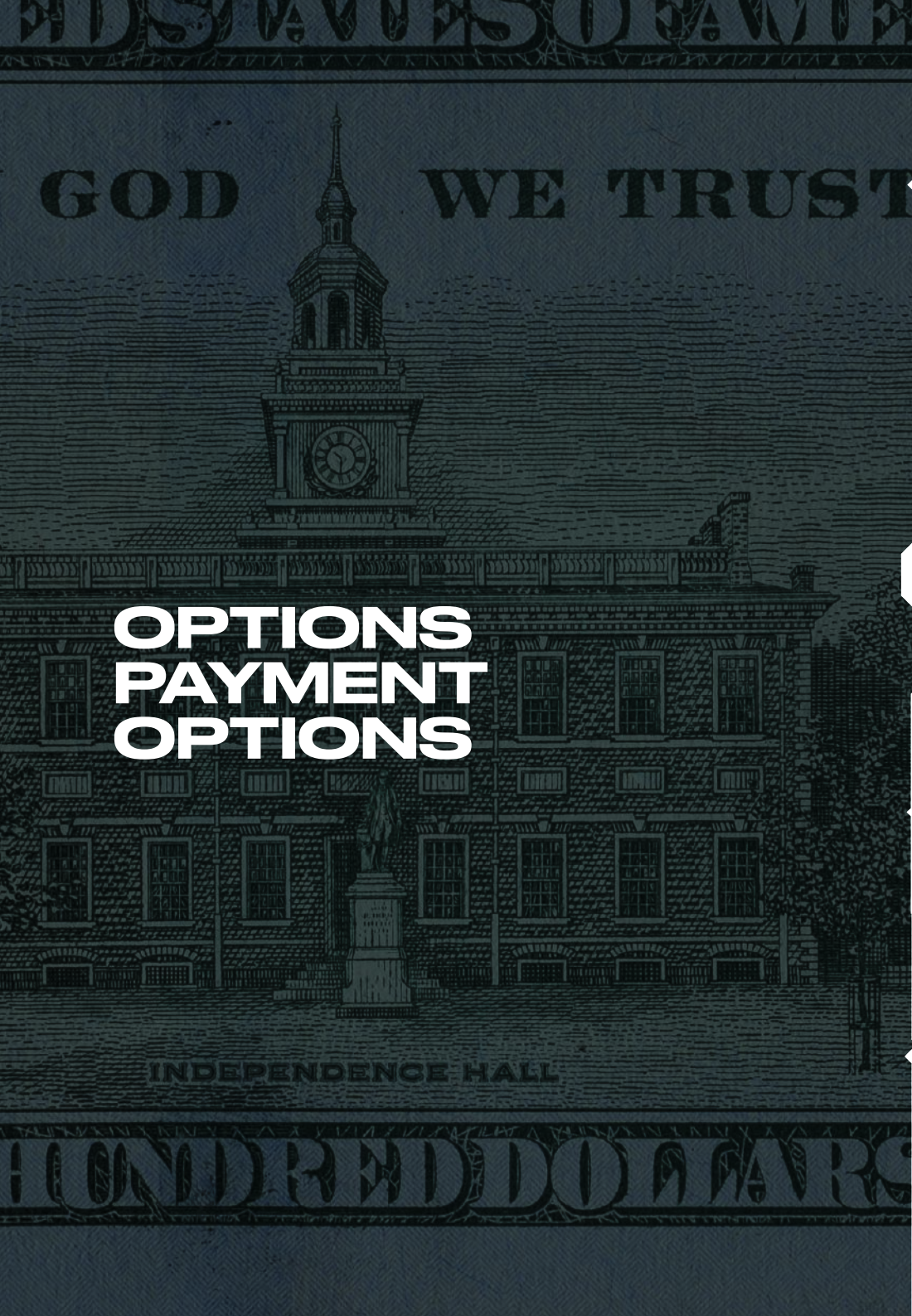
TEMPUS AGENCY

SCHEME WORKFLOW

1. Zoom meeting.

2. Agree on the test, make a contract for the test.

3. Do test 1-2 weeks.

4. Analyze the results and potential.

5. Offer solutions with guarantees.

6. Negotiate terms.

7. We work.

OPTIONS PAYMENT OPTIONS

1. Fixed price.

2. Percentage of budget.

3. Percentage of earnings.

4. Percentage of coefficient.

GOD WE TRUST

INDEPENDENCE HALL

HUNDRED DOLLARS

**FOR
WHOM**

*

1. Your advertising budget from 50,000 USD.

2. Sales funnel digitized.

3. Marketing metrics are digitized.

4. You understand how much a client/contact/customer costs.

*if you don't have items 2, 3, 4 we suggest you start with them

TEMPUS AGENCY

THANK YOU FOR WATCHING