



DIGITAL MARKETING

We are data-driven team of highly talented marketers focusing on setting up and running effective Lead Generation and User Acquisition campaigns. We help our clients acquire user via various marketing channels as well as offering creative approach to the innovative growth programs. We carefully review data points and make smart and compelling campaign optimization decisions.

Paid Media

- » Facebook
- » Google AdWords / UA
- » Apple Search
- » AdNetworks and more

Incentivized programs

- » Promo/offers programs
- » Referral programs
- » Incentivized traffic options

<p>Deep knowledge of marketing strategies that includes planning, creating, and handling mobile and web advertising campaigns</p>	<p>Multiple marketing channels Facebook Google AdWords AppleSearch Twitter SnapChat AdNetworks</p>	<p>Analysis, reporting and campaign optimization based on LTV, ROI, CPI and other KPIs</p>	<p>Knowledge of latest reporting technologies MMPs - mobile tracking, Google Analytics</p>	<p>Comprehensive analytics, ongoing reporting support as well as great planning and organizational abilities</p>
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Campaign setup and optimization



<h2>Initial Stage</h2> <p>(5-10 hours, 1-2 business days)</p>	<h2>Setup Stage</h2> <p>(15-25 hours, 5-6 business days)</p>	<h2>Campaign Optimization</h2> <p>40 hours min/ month</p>
<ul style="list-style-type: none">» Information gathering» Setting goals and KPIs» Choosing audience targeting: location, age, geo» Signing agreements	<ul style="list-style-type: none">» Building campaigns (Google PPC, UAC, Apple Search)» Referral campaigns» Re-marketing» Tracking setup (MMP, Google Analytics, Excel)	<ul style="list-style-type: none">» Campaigns performance review and analysis» Bid evaluation and adjustment» Summary of monthly activities and monthly report preparation

Tanya Lipovich

Sr. Marketing Consultant/lead
GetCider.com

Leader with over 10 years of experience in marketing and analytics. Worked with big companies as well as small start-ups. Strong knowledge of buying traffic from various channels. Planning marketing strategies, setting correct KPIs, and optimizing marketing campaigns based on data analysis.



Google Adwords

SEM, Display, UAC (mobile)
Our goal is to meet and exceed your KPIs. We constantly optimize our clients account to achieve the best ROI

Facebook

We are experts in building ads that attract relevant to your product users. We effectively use audience targeting to use most out of the advertising budget

Other channels

- » Instagram
- » Twitter
- » Snapchat
- » AdNetworks (mobile)

Analytics and Reporting

We are data-driven team that measures the results every step of the way. We build comprehensive reporting and provide useful insights.

Website optimization(SEO)

We analyse your website and employ best-practice conversion tactics. We test user journey and deliver most effective marketing funnel that meet your business goals.