

Promotion of Ecommerce Project

We have been working with a client for almost 2 years, during which time we generated **more than 5,500,000 dollars** with Google and Yandex

Basic goals:

- Revenue per year +100%
- ROAS - 6+
- GEO - Russia

Problem-based:

- Coronavirus strikes us in May 2020 and injured our performance.

REVENUE = 282,000,000+ RUB

Received from the Google Ads and Yandex.Direct advertising channel in the **last month!**

CPL = 1410 RUB

Cost per lead

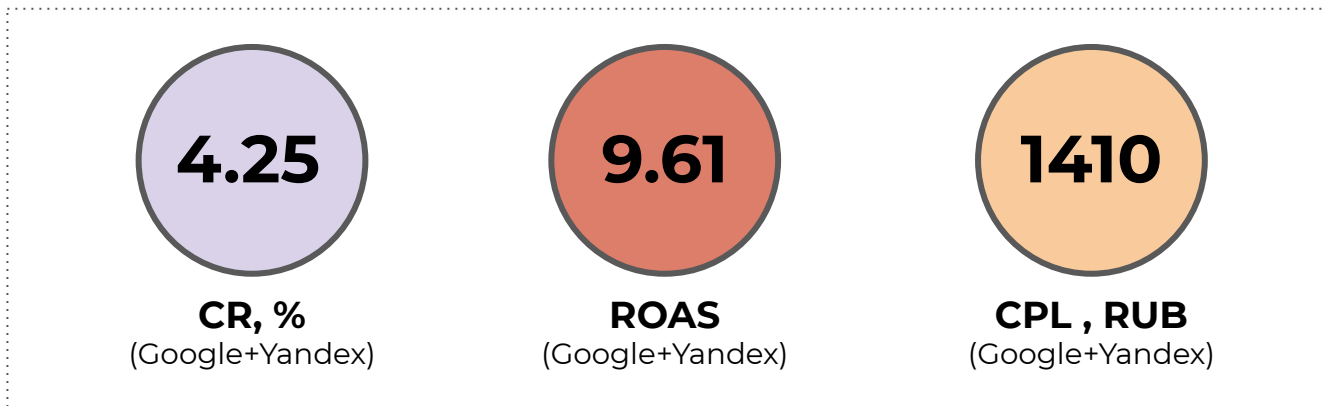
PURCHASES = 20,845

Average conversion from visitor to purchase **CR = 4.14%**

ROAS = 9.61

Key performance metrics

period under consideration - February 2021



29,392,740 RUB

Total Ad Spend

282,491,426 RUB

Revenue
(google adwords+yandex direct)

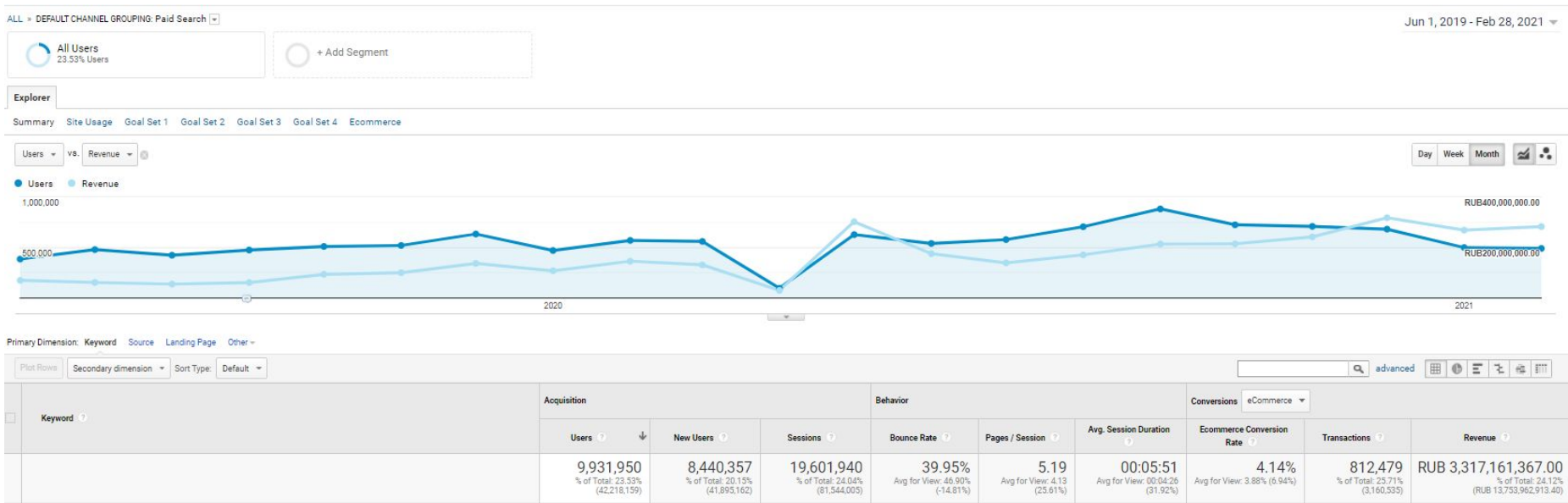
20,845

Sales

Key performance metrics

period under consideration - 2019-06-01 - 2021-02-28

Advertising account performance



Comments (1):

You can see a total stat from 2019-06-01. We started from **385,178** users and raised them to **489,879 (+27%)**
And revenue from **69,981,733** and raised it to **282,491,426 (+403%)**



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**Case
is not
finished**

It continues to
move towards
the
exponential

”



“

**Work
with
us**

And your
revenue will
be **fortuned**

”