



What we can do
for your business >



● We are shema!

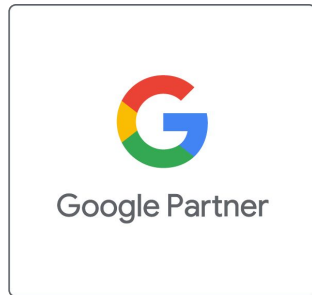
Our expertise:

1/ PPC (advertising in Google Ads, Facebook, YouTube and other sources of paid traffic)

2/ Advanced Web Analytics

3/ PPC Automation (required for large accounts and performance marketing agencies)

We focus on the promotion of eCommerce (online stores) and projects with a large amount of traffic



We are certified
[Google Partner](#)

● Benefits of working with us

1. **We forecast KPI**, every hour you can see the forecast of the specified results by the end of the month

2. **We use technology**, whenever possible, instead of manual work

3. **We make clear reports**, and you always know what tasks we are working on in this sprint

4. Before getting started with the task, we brainstorm on **how to complete the task x10 times faster**

5. We are not afraid of incomprehensible and “impossible” tasks

● Our Expertise

PPC (ADVERTISING)

- Google Ads (Google Search, Shopping, Performance Max)
- Facebook/Instagram Ads
- PPC Campaigns Review

DATA & ANALYTICS

- GA4 Setup
- Google Analytics Universal Setup
- End-to-end Analytics
- Data Streaming to BigQuery
- Advanced reporting (PowerBI, GDS)

TECHNOLOGY & DEVELOPMENT

- PPC Automation. Google Ads API, Facebook Ads API
- Data Import from advertising sources into Google Analytics or BigQuery
- Custom IT solutions (scripts, etc.)

● We work with all main instruments, and even more!

Income Generation



facebook Ads

Instagram



Advanced Analytics



Google
Tag Manager



Google
Analytics 4



Google
Analytics



Facebook Analytics

hotjar

Data Visualization



Google
Data Studio



Power BI

Programming



python™



SQL



JavaScript

Data Processing



Google Apps Script



Google
BigQuery



ubuntu

The challenges we manage >



● Google Ads

- ✓ We manage some eCommerce projects for more than 4 years. **We work successfully with extremely large projects** by the amount of semantics (10+ million keywords) and traffic (more than 2 million clicks per month)

- ✓ We manage campaigns **at different levels of effectiveness:**
 - Maximum transactions
 - CPA
 - ROI
 - Net profit

● Google Ads

✓ We manage some eCommerce projects for more than 4 years. **We work successfully with extremely large projects** by the amount of semantics (10+ million keywords) and traffic (more than 2 million clicks per month)

✓ We manage campaigns at **different levels of effectiveness:**

- Maximum transactions
- CPA
- ROI
- Net profit

✓ We **work professionally with Google Shopping:** changing data in Merchant Center feeds, processing feeds using Merchant Center API and much more

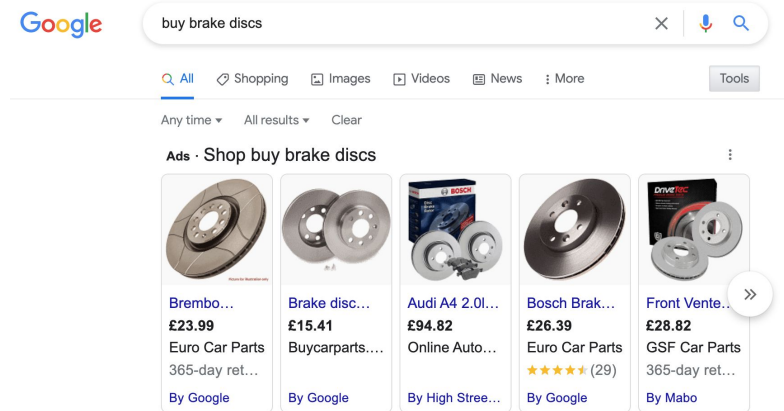
✓ We know how **to work with non-standard tasks with the greatest efficiency.** E.g., we reduce the volume of orders without loss of efficiency, if the call center can not manage the processing of orders (both short-term and long-term)

● Smart Shopping Launch

Smart Shopping combines sales campaigns and remarketing tools in GDN, YouTube and Gmail.

1. In 8 out of 10 cases we come across the fact that the Google Ads tag is configured incorrectly
2. We know how to transform feed parameters to improve the effectiveness of the campaign
3. We know how to dynamically replace the necessary parts of the ad on our side

We make the most effective type of campaigns even more effective!

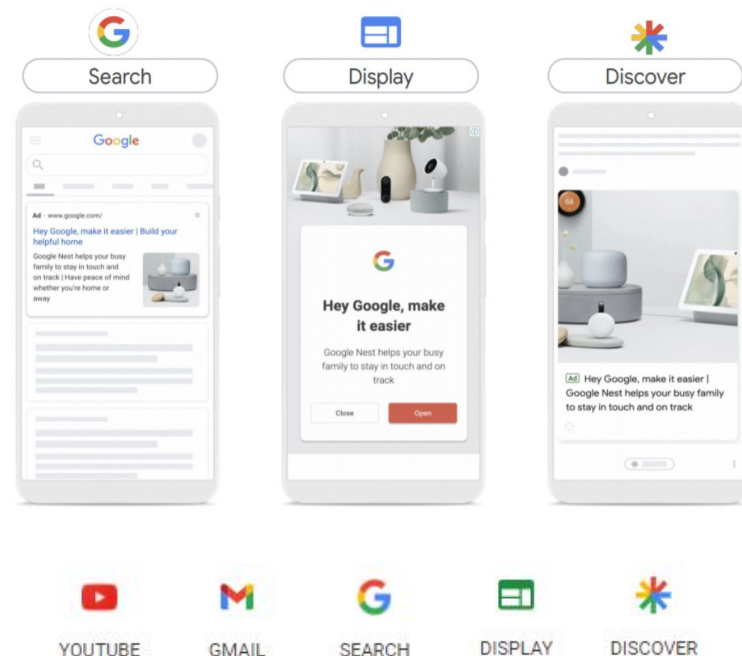


- **Launching and setting up Performance Max**

Performance Max – a new type of campaign that integrates Google channels in the stages of a customer's path to purchase.

It allows to show ads on all Google platforms (Search, GDN, Gmail, YouTube, Discover) at the same time for the greatest results

It can provide a 30% increase in effectiveness and strengthens other campaigns



● Google Ads

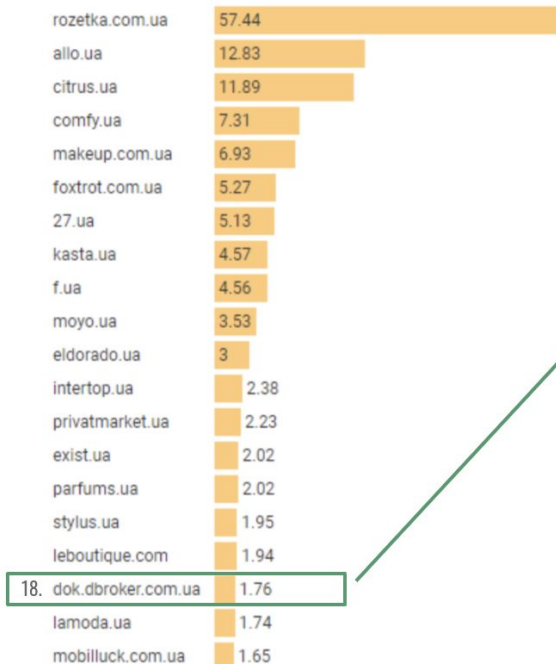
dok.ua

щоб розібратися з авто

Traffic through our channels has grown
by 4 times for the time of our work and
**the project entered the top 10
eCommerce of Ukraine**

The most visited online stores in Ukraine

2018:



January 2022:



● Reaching 300% ROI on YouTube

BACKGROUND:

1. Online store of children's goods and several videos:

- sale of the previous collection;
- presentation of a new collection of clothes.

2. The concept that YouTube was created only for reach, but not for sales



Google Ads	ROI
Brand	9253,6%
Category	128,9%
YouTube	300,4%

As a result, YouTube ROI became 3 times higher than category search campaigns, and reached TOP3 by volume! Firm and steady result for the period of 30 days.

● PPC Automation

BACKGROUND:

A large project with the daily update of accounts performed manually by PPC specialist. This routine work takes 2 hours every day

SOLUTION:

We have developed our own system, which daily updates the correct statuses by ad group using API, sets the correct ad prices and creates new accounts if they exceed the limit in the old campaign



Adwords	Step 1 — downloading and preparing data		Step 2 — uploading
	Number of Campaigns was downloaded from feed 1 959	Number of Campaigns will be added to AdWords 1 959	Number of Campaigns was uploaded to AdWords 0
	Number of Ad Groups was downloaded from feed 2 849 366	Number of Ad Groups will be added to AdWords 2 849 366	Number of Ad Groups was uploaded to AdWords 0
	Number of Ads was downloaded from feed 3 331 407	Number of Ads will be added to AdWords 3 331 407	Number of Ads was uploaded to AdWords 0
	Number of Keywords was downloaded from feed 6 323 077	Number of Keywords will be added to AdWords 6 323 077	Number of Keywords was uploaded to AdWords 0
	Number of Additional Information (prices) was downloaded from feed 974 865	\$ Number of Prices will be changed in AdWords 0	
	logout		

We automate 95% of Google Ads campaigns

● PPC Automation

BACKGROUND:

Ukrpas is an online marketplace for bus tickets (50,000 directions). The task is to launch campaigns in a short time

SOLUTION:

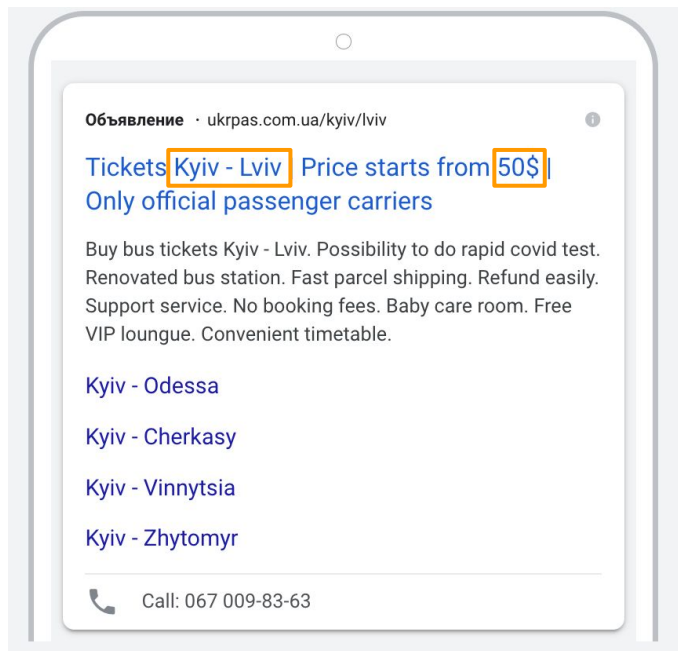
We set up analytics and created a promotion strategy a month before the launch. We launched all 50,000 directions in Google Ads for 3 working days. Our automation system supports full updates of the status of active destinations and prices in the ads (change 2 times a day)

We launched ads for 50,000 directions in 3 days!



Google Ads

укрпас



- **Our approach goes beyond the usual**

BACKGROUND:

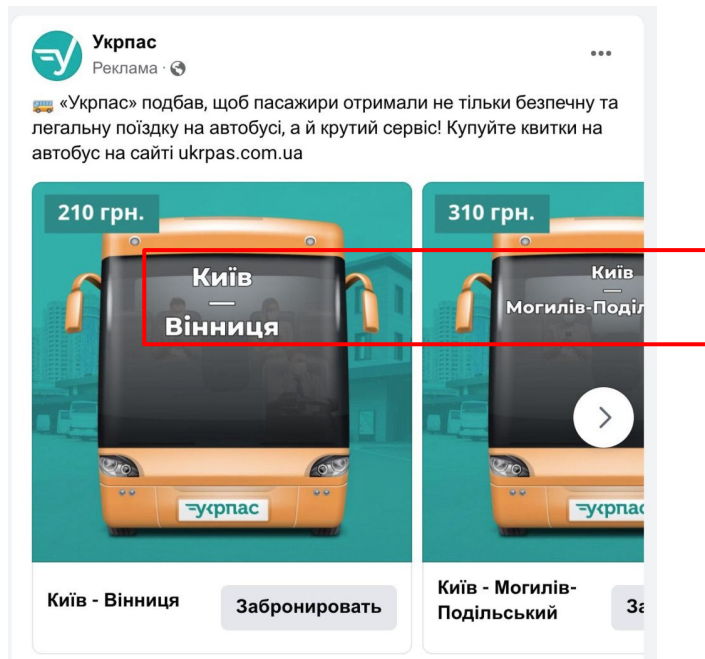
Ukrpas is online marketplace for bus tickets (50,000 directions). The task is to launch dynamic remarketing on Facebook (to show that direction, which had been already searched by person)

SOLUTION:

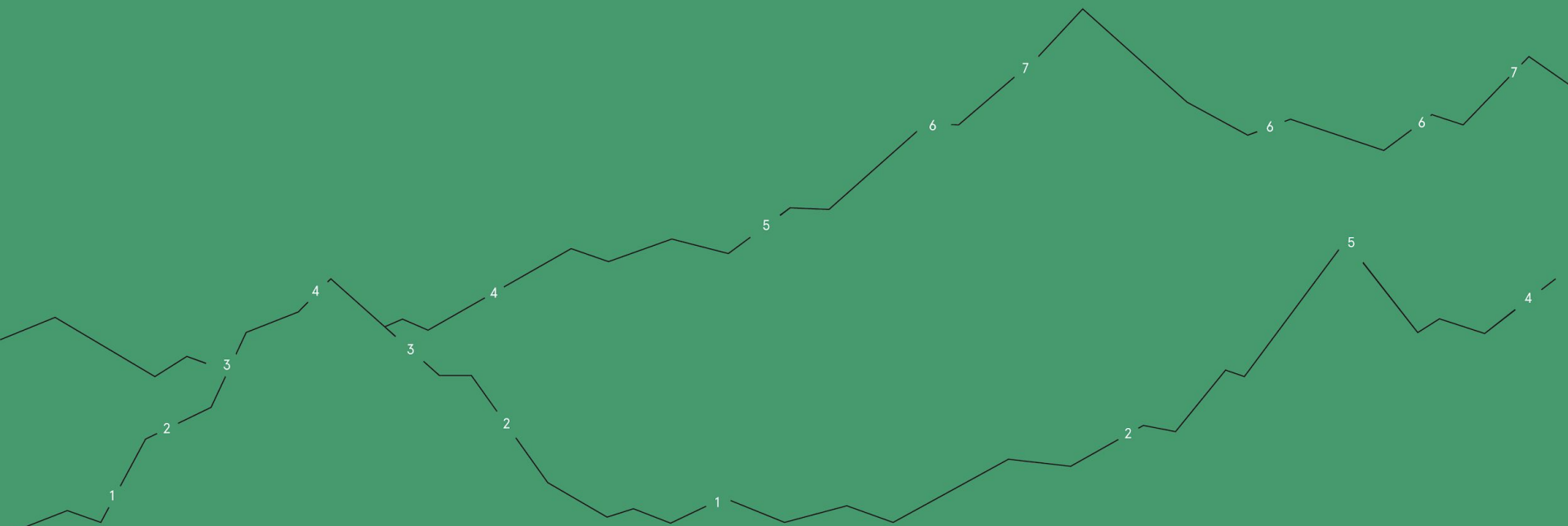
Instead of creating each picture with different directions manually by designers, our Data Engineer wrote code to automatically generate such pictures

We launched an effective Facebook Ads campaign quickly

facebook Ads **укрпас**



Additionally >



- **Keeping abreast of KPI**

You will understand in real time, for example, how many purchases you will receive at the end of the month. For each project, we create **the Daily KPI Report** in all sections and details necessary for the business and marketing team. The reported data **updated hourly**

Daily Report

File Edit View Insert Format Data Tools Add-ons Help

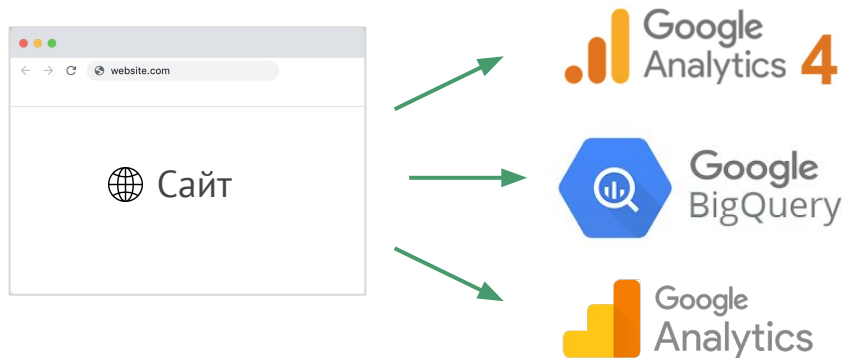
100% \$ % 0.00 123 PT Sans 10 B I U

fx

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
7																		
8		Google									Facebook							
9																		
10			Budget, UAH	Revenue	DPP, %							Budget, UAH	Revenue	DPP, %				
11		PLAN	160 006.74	910 500	1761%		Корректировка				PLAN	50 000.00	412 000	12.14%		Корректировка		
12		FACT	67 021.67	580 236	11.55%		6,641.79				FACT	13 541.71	123 124	11.00%		2,604.16		
13		%	41.9%	63.7%	152.5%						%	27.1%	29.9%	110.3%				
14		Forecast	129 575.24	1121 790							Forecast	26 180.63	238 040					
15																		
16																		
17		Date	Budget, UAH	Clicks	CPC, UAH	Transactions	Revenue, UAH	CR, %	DPP, %		Date	Budget, UAH	Clicks	CPC, UAH	Transactions	Revenue, UAH	CR, %	DPP, %
18		9/1/2019	5 183.68	5309	0.98	16	15,147.00	0.30%	34.22%		9/1/2019	0.00	0		0	0.00		
19		9/2/2019	4 002.96	4423	0.91	26	39,273.00	0.59%	10.19%		9/2/2019	0.00	0		2	1,157.00		0.
20		9/3/2019	4 336.92	4365	0.99	27	38,335.00	0.62%	11.31%		9/3/2019	0.00	0		0	0.00		
21		9/4/2019	4 096.37	3288	1.25	26	35,877.00	0.79%	11.42%		9/4/2019	0.00	0		0	0.00		
22		9/5/2019	3 202.64	2383	1.34	30	42,631.00	1.26%	7.51%		9/5/2019	1 292.21	2011	0.64	15	15,066.00	0.75%	8.
23		9/6/2019	4 236.02	4974	0.85	47	63,709.00	0.94%	6.65%		9/6/2019	989.48	1347	0.73	6	8,531.00	0.45%	11.
24		9/7/2019	4 863.89	5983	0.81	15	22,657.00	0.25%	21.47%		9/7/2019	987.77	1261	0.78	7	9,462.00	0.56%	10.
25		9/8/2019	4 994.86	4875	1.02	27	42,652.00	0.55%	11.71%		9/8/2019	913.85	1465	0.62	8	9,188.00	0.55%	9.
26		9/9/2019	4 418.23	3607	1.22	21	36,470.00	0.58%	12.11%		9/9/2019	907.55	1249	0.73	7	6,924.00	0.56%	13.
27		9/10/2019	4 484.22	4156	1.08	25	46,360.00	0.60%	9.67%		9/10/2019	920.03	1241	0.74	10	8,791.00	0.81%	10.

+
Monthly
Promo Report
2019
MP

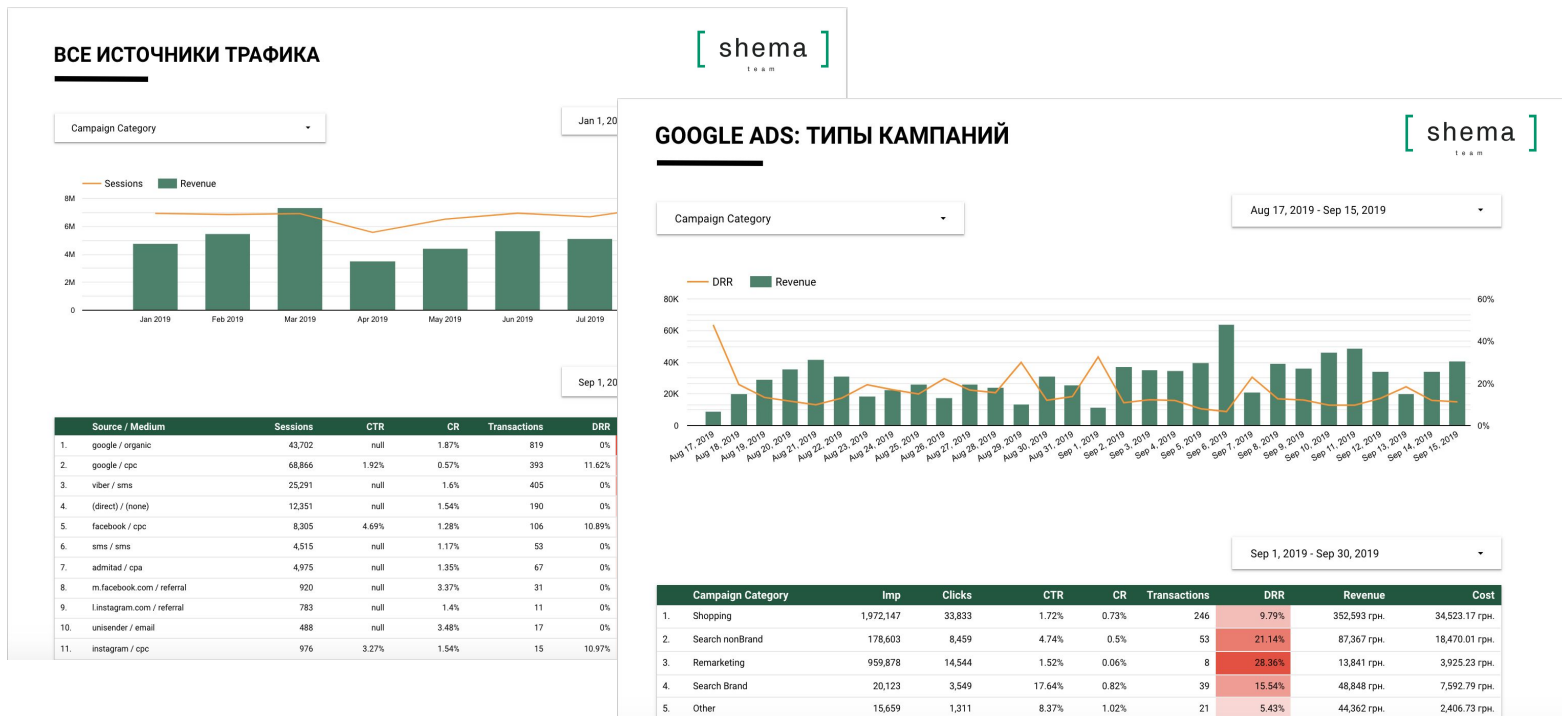
● We stream data to BigQuery



We provide the opportunity to draw **correct conclusions on reports with accurate data (without sampling)**

We quickly monitor site indicators (profit, transactions, etc.) for projects with the large traffic

● We visualize data in convenient and understandable dashboards in Google Data Studio and PowerBI

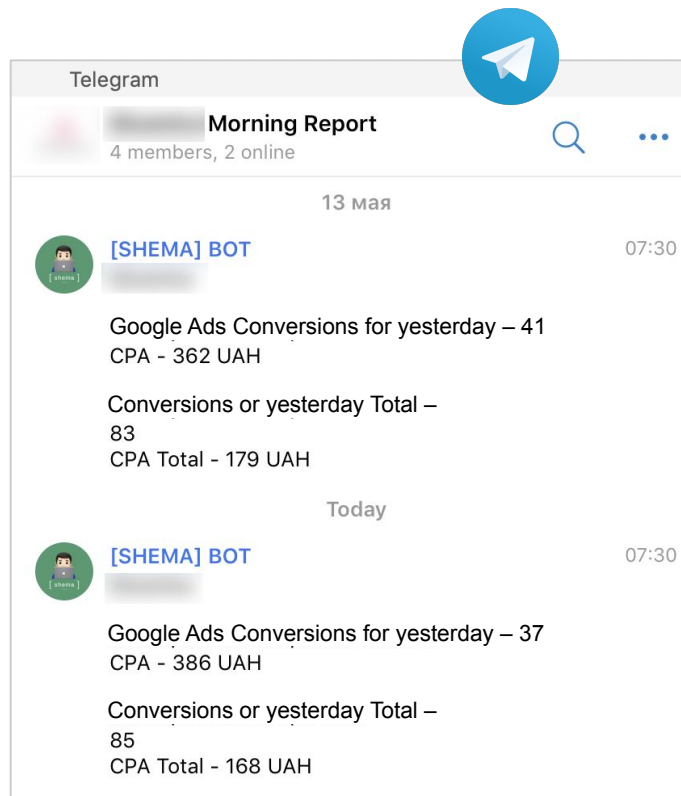


- **Every morning we send the yesterday's KPI cut to your Telegram**

We call it the **Good Morning Report**.

Our every morning starts with checking projects and viewing the results and deviations of indicators for yesterday.

A marketer and / or business owner always has up-to-date information on key indicators for yesterday.



● Our Clients

We successfully work
with different countries:



SharedEasy

babyshop

TERIZO
ТОРГОВО-СТРОИТЕЛЬНАЯ КОМПАНИЯ

The
ORIGINALS

Treem

sō.capital

ΦΛΟΡΟΤΕΚΑ

dok.ua
щоб розібратися з авто

DICENTRA
CHOOSE BY HEART

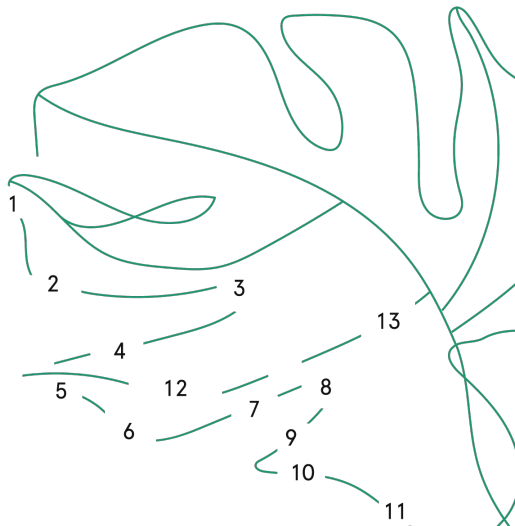
JOY OEE

ՊՆՁԱՅՈՒՆ ԹԱԾԱՌԱՆԿՈՒՄ
TEGETA MOTORS
ՀԱՅԿԱՍՏԱՆԻ ՀԱՆՐԱՊԵՏՈՒԹՅԱՆ ԿՐԹԱՆԿԱՆ ԲԱԶԱՐԻ

● We love challenges!

Our service set does not end with just PPC campaigns and analytics.

If you have a task and **you do not know whether it is possible to solve it at all**, contact us, we like this kind of tasks very much!



What digital task
can we help you
to solve?

[shema]
t e a m



shema / smart digital team

[shema.team]

 inbox@shema.team

 t.me/shemateam

[shema]
t e a m