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Instrumente Structurale
2014-2020

Raport aferent Luna 4

Octombrie
2023

Campanie de promovare online a produsului informatic ClusterCS v2, dezvoltat prin proiectul cod SMIS 143313 "Platforma management server-cluster scalabila pentru aplicatii web de traffic mare si necesar de stabilitate crescut"

Beneficiar: SOFT DREAMS SRL

Proiect co-finantat din
Fondul European de
Dezvoltare Regionala prin
Programul Operational
Competitivitate 2014-2020



Semnatura:

Stampila:



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Campanii Google Ads

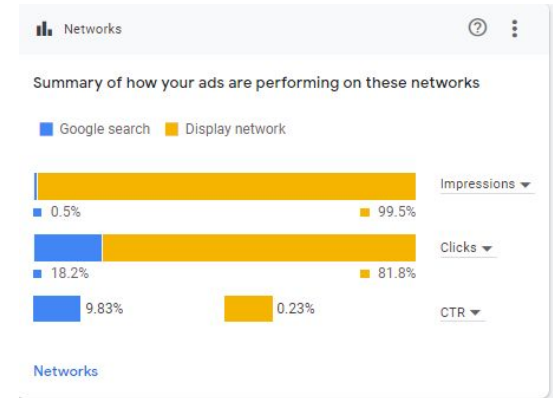
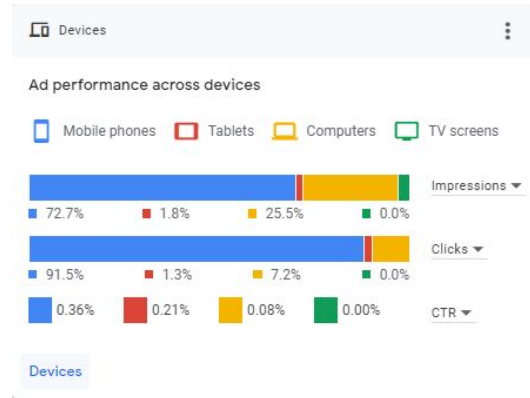




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Dispozitive

Reclamele au fost afisate in mare parte pe mobil (72.7%) si desktop (25.5%). Majoritatea afisarilor provin din reseaua Display (99.5%), la fel si majoritatea click-urilor (81.8%). In aceasta perioada, focusul optimizarilor a fost mutat dinspre campania display spre campaniile search, prin urmare, a existat o crestere de 13% a numarului de click-uri in search, si o imbunatatire cu 3% a CTR in aceasta retea.



Rezultate



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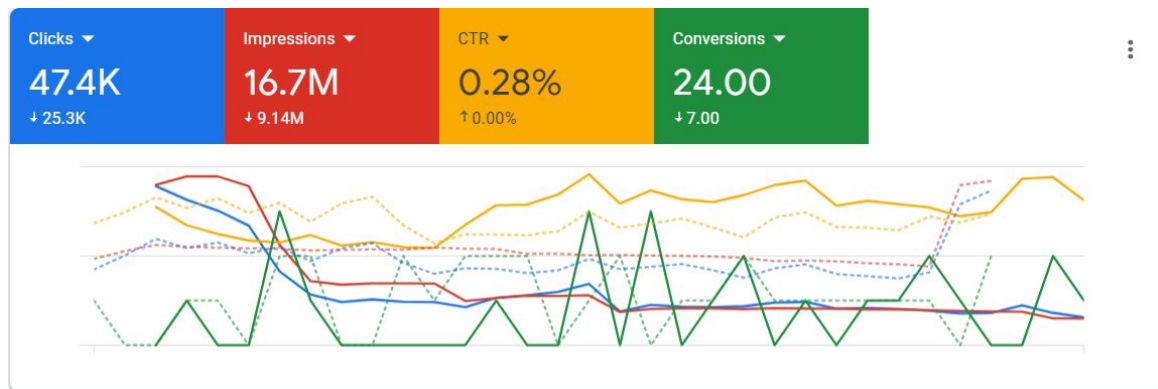


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Cumulat, in luna septembrie, campaniile search si display au atras 47,379 click-uri, 16,656,911 afisari si un CTR de 0.28%. Per total, scaderile din randul click-urilor si afisarilor se datoreaza campaniei Display, deoarece in aceasta perioada au fost excluse toate site-urile care nu erau relevante pentru plasarea reclamelor. Focusul optimizarilor a fost de a creste numarul de click-uri si afisari in campaniile search, lucru posibil prin intermediul setarii unei campanii noi.



Campanie Display



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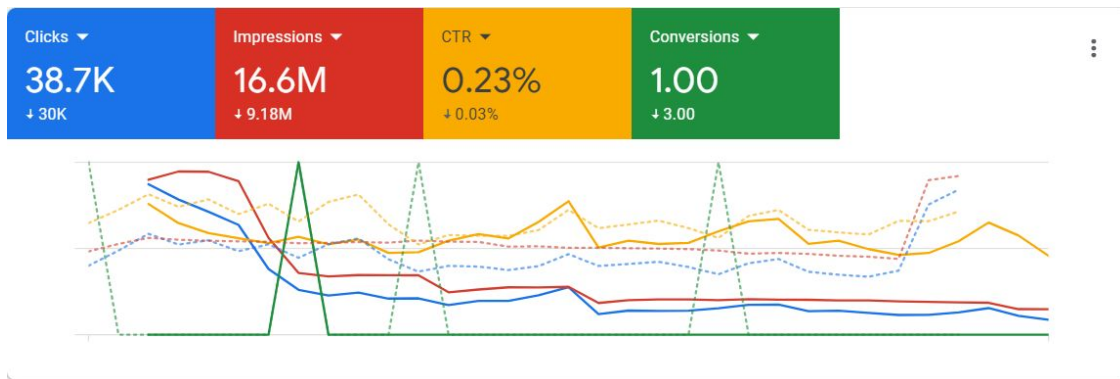


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Campania a atras 38748 click-uri, 16,569,116 afisari, un CTR de 0.23% si o conversie.



Campanii Search



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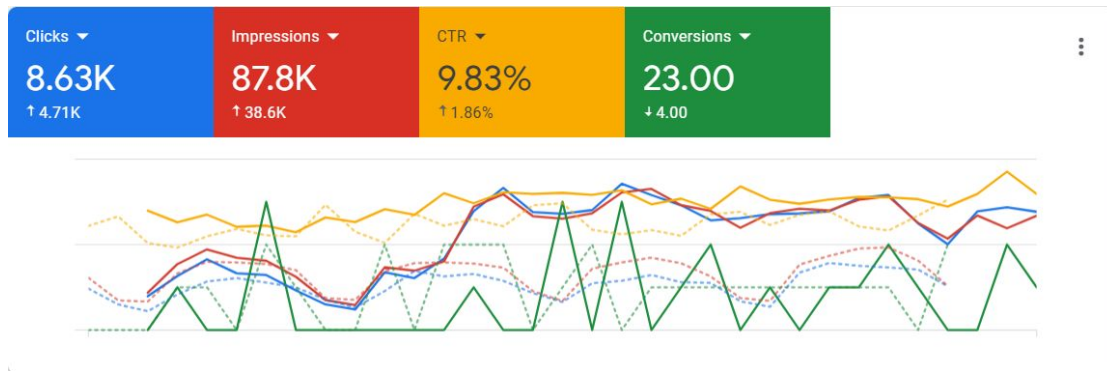


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Per total, campaniile au atras 8,631 click-uri, 87,796 afisari, si un CTR de 9.83%. Au fost confirmate 23 conturi.



Campanii Search



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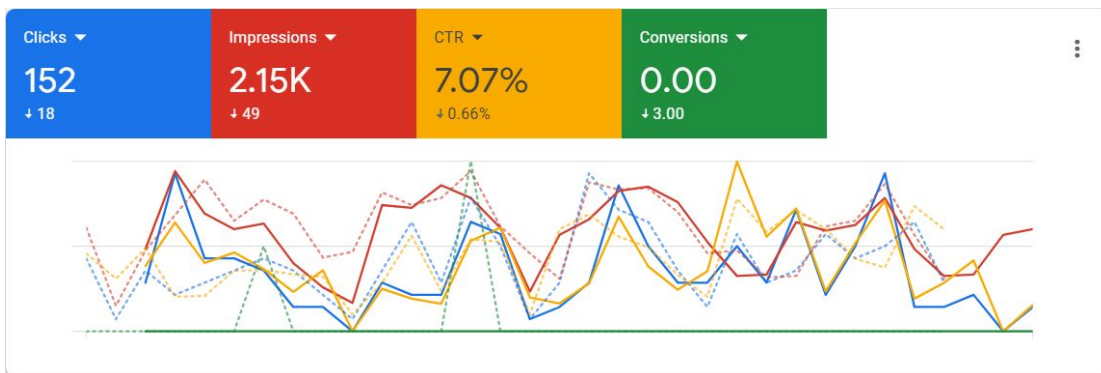


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Campania a atras 152 click-uri, 2,150 afisari, si un CTR de 7.07%.



Campanii Search



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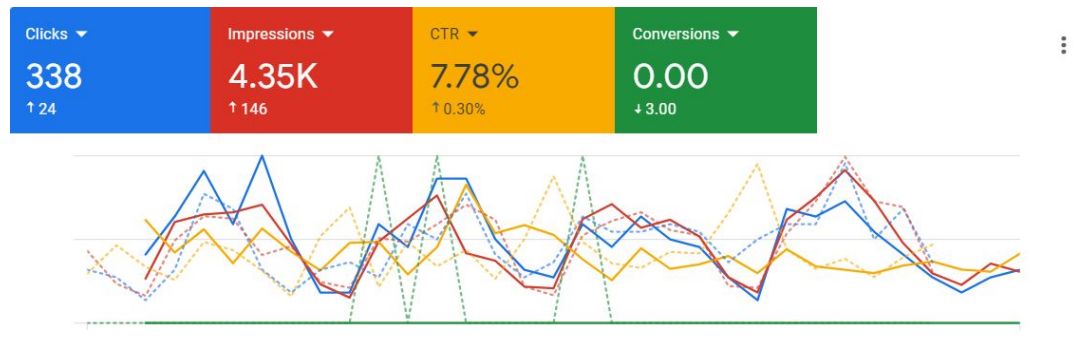


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Campania a atras 338 click-uri, 4,347 afisari, si un CTR de 7.78%.



Search - Africa

Search - America de Sud

Search - Asia

Search - Europa de Est

Search - Europa de Vest

Search - India

Search - USA

Search - Campania dinamica



Campanii Search



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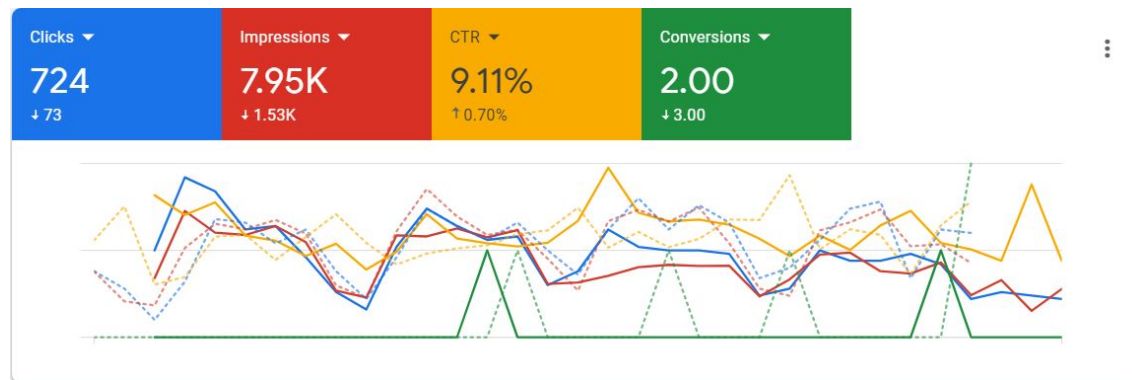


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Instrumente Structurale
2014-2020

Campania a atras 724 click-uri, 7,949 afisari si un CTR de 9.11%. Au fost confirmate 2 conturi.



Search - Africa

Search - America de Sud

Search - Asia

Search - Europa de Est

Search - Europa de Vest

Search - India

Search - USA

Search - Campania dinamica



Campanii Search

Search - Africa

Search - America de Sud

Search - Asia

Search - Europa de Est

Search - Europa de Vest

Search - India

Search - USA

Search - Campanie dinamica



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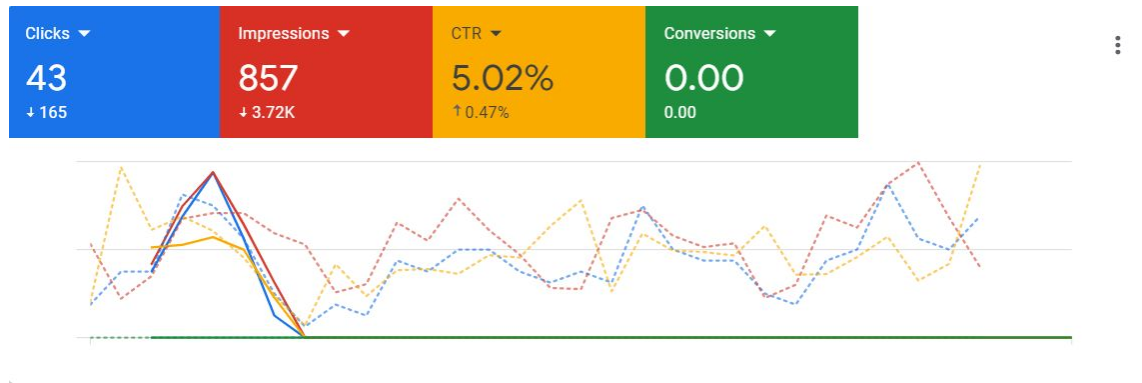


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Instrumente Structurale
2014-2020

Campania a atras 43 click-uri, 857 afisari si un CTR de 5.02%. Aceasta campanie a fost oprita in prima parte a lunii fiindca avea rezultate slabe, insa tarile incluse in targetare au fost incluse in campania dinamica.



Campanii Search



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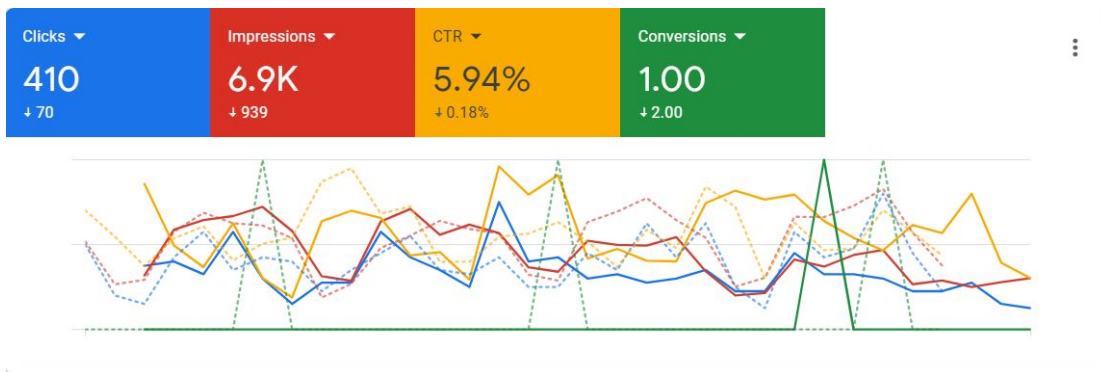


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Instrumente Structurale
2014-2020

Campania a atras 410 click-uri, 6,901 afisari si un CTR de 5.94%. A fost confirmat 1 cont.



Search - Africa

Search - America de Sud

Search - Asia

Search - Europa de Est

Search - Europa de Vest

Search - India

Search - USA

Search - Campanie dinamica



Campanii Search



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Instrumente Structurale
2014-2020

Campania a atras 1,397 click-uri, 14,657 afisari si un CTR de 9.53%. Au fost confirmate 7 conturi create.

Search - Africa

Search - America de Sud

Search - Asia

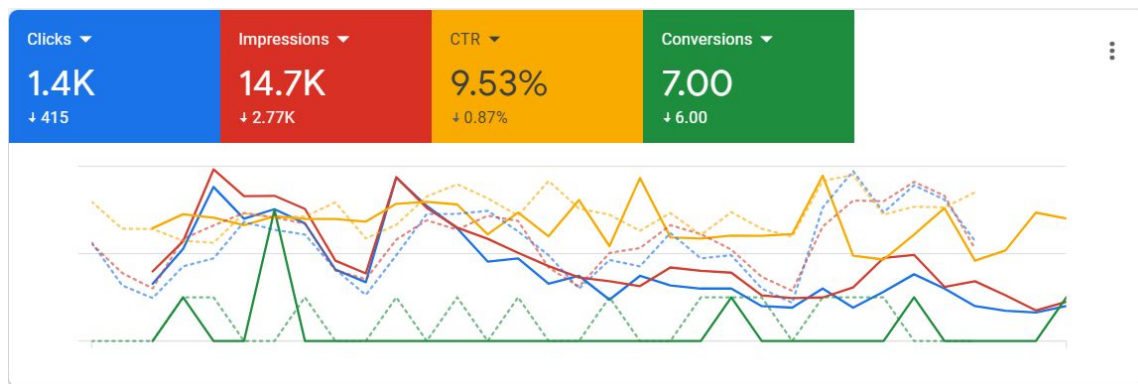
Search - Europa de Est

Search - Europa de Vest

Search - India

Search - USA

Search - Campania dinamica



Campanii Search

Search - Africa

Search - America de Sud

Search - Asia

Search - Europa de Est

Search - Europa de Vest

Search - India

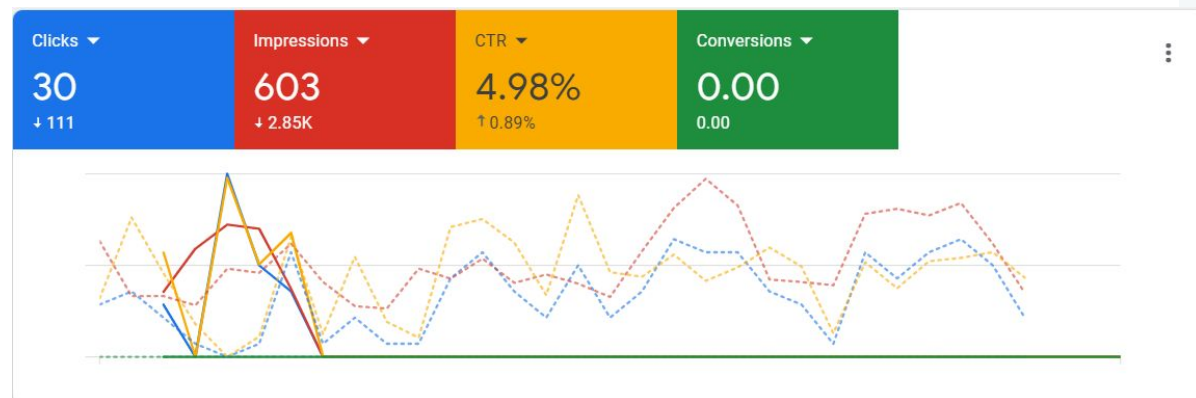
Search - USA

Search - Campania dinamica



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Campania a atras 30 click-uri, 603 afisari si un CTR de 4.98%. Aceasta campanie a fost oprita in prima parte a lunii fiindca avea rezultate slabe, inasa statele incluse in targetare au fost incluse in campania dinamica.



Campanii Search

Search - Africa

Search - America de Sud

Search - Asia

Search - Europa de Est

Search - Europa de Vest

Search - India

Search - USA

Search - Campanie dinamica



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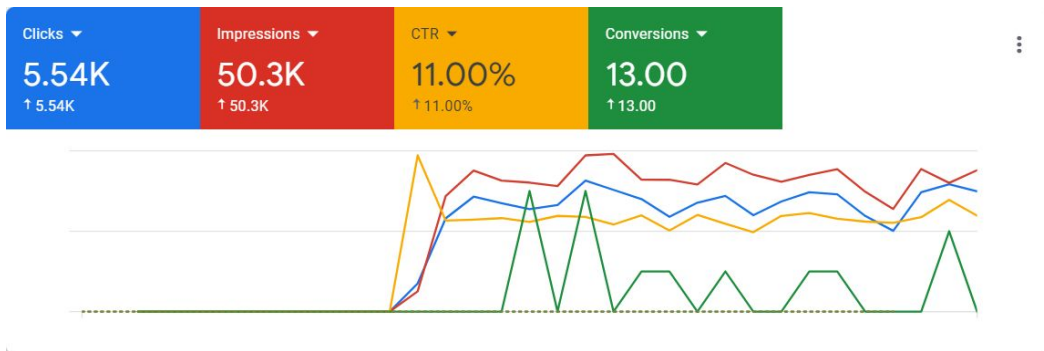
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2014-2020

Campania a fost setata pe parcursul acestei luni cu scopul de a creste traficul campaniilor search. Este o campanie ampla, care targeteaza toate cele 22 de tari + USA. Prin urmare, scaderile din campaniile specifice setate pe regiuni au scazut deoarece aceasta campanie le inglobeaza.

Au fost obtinute 50,332 afisari, 5,537 click-uri, la un CTR de 11.00%. Campania a atras 13 conversii (conturi create si confirmate).



Rezultate



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2014-2020

In total, au existat 531 de conversii (formulare completate) dintre care 25 de conturi create si confirmate (calculate dupa obiectivul “create a quick account” din Analytics).

Campaign	Conversions
	All events
	531.53
	52.57% of total
1 NNC Search Dynamic Campaign	480.55
2 NNC Search Cluster CS India	21.00
3 NNC Search Cluster CS Europa de Vest	14.98
4 NNC Search Cluster CS Asia	11.00
5 NNC Display Cluster CS Global	4.00

Campaign	Conversions
	All events
	25.00
	60.98% of total
1 NNC Search Dynamic Campaign	13.00
2 NNC Search Cluster CS India	7.00
3 NNC Search Cluster CS Asia	2.00
4 NNC Search Cluster CS Europa de Vest	2.00
5 NNC Display Cluster CS Global	1.00





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Instrumente Structurale
2014-2020

KPIs

KPI/proiect:



Afisari

2,000,000



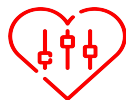
Click-uri

11,500



Tari targetate

10<



Media userilor zilnici

150

Realizat/oct:



Afisari

65,831,390



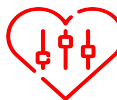
Click-uri

175,452



Tari targetate

23



Media userilor zilnici

1008





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Concluzii

- Targetarea campaniilor a ramas pe cele 22 de tari + USA, fiind respectat obiectivul de distribuire al reclamelor in minim 10 tari dezvoltate sau in curs de dezvoltare (atat campanii search cat si display)
- Obiectivul de 2,000,000 afisari a fost atins, fiind atrase peste 65,800,000 afisari de la inceputul campaniilor si pana in prezent
- Obiectivul de click-uri a fost indeplinit, fiind atrase peste 175,400 click-uri de la inceputul campaniilor si pana in prezent
- Luna aceasta a fost atrasa o medie zilnica de 1008 de useri pe site, exclusiv prin intermediul campaniilor Google Ads
- In perioada urmatoare ne propunem sa continuam optimizarea campaniilor pentru ca traficul atras pe site sa devina mai calitativ





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Campanii LinkedIn





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Targetare

Campanii: În cont au fost setate 5 campanii ale căror obiectiv este atragerea de trafic pe website. Fiecare campanie utilizează aceeași audiență și afișează 5 imagini diferite.

Audiența:

Locație: France, Spain, Italy, Belgium, Finland, Greece, Turkey, Israel, Mexico, Brazil.

AND

Company Industries: IT System Custom Software Development, Software Development,

OR

Member Interests: Web Hosting, Web Development Services, Data Hosting,



Imagini folosite

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Get a scalable
server cluster management platform
for web applications with high traffic
and high scalability requirements

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THE FASTER THE BETTER

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Control Panel
with powerful
HA Clustering

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CLOUD-BASED
CONTROL PANEL

Effortless Web Server and Domain Management.

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Effortless
Web Server
and Domain
Management

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We offer the fastest way to
build a full High Availability
Cluster in just 3 simple steps

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Link-uri Ads LinkedIn



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- Ad 1** https://www.linkedin.com/posts/cluster-cs_try-it-for-free-activity-7090230117628600323-og-FL?utm_source=share&utm_medium=member_desktop
- Ad 2** https://www.linkedin.com/posts/cluster-cs_effortless-web-cluster-deployment-activity-7090232227413786625-q1qM?utm_source=share&utm_medium=member_desktop
- Ad 3** https://www.linkedin.com/posts/cluster-cs_discover-the-available-features-and-pricing-activity-7090250977911484417-zJi4?utm_source=share&utm_medium=member_desktop
- Ad 4** https://www.linkedin.com/posts/cluster-cs_try-it-for-free-activity-7090252174458335232-JtwC?utm_source=share&utm_medium=member_desktop
- Ad 5** https://www.linkedin.com/posts/cluster-cs_create-your-free-account-activity-7090252905366118400-cslg?utm_source=share&utm_medium=member_desktop



Rezultate

KPIs



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KPI/proiect:

 Afisari
325,620

 Click-uri
660

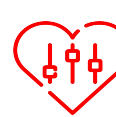
 Tari targetate
10

Realizate totale:

 Afisari
886,085

 Click-uri CTR
5,202 0.59%

 Tari targetate
10

 Reach (unique member accounts)
≈348,935





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Audienta | Location

View: Demographics ▾

Display: Country/Region ▾

Time range: 6/22/2023 - 11/11/2023 ▾

Attributes below reporting minimum will not be reported to protect user privacy.

Name ↕	Impressions ↕	Clicks ↕	Average CTR ↕
Turkey	536,306 (60.52%)	2,899 (55.73%)	0.54%
Brazil	101,152 (11.41%)	639 (12.28%)	0.63%
Mexico	98,186 (11.08%)	636 (12.23%)	0.65%
Israel	81,286 (9.17%)	459 (8.82%)	0.56%
France	30,286 (3.42%)	231 (4.44%)	0.76%
Spain	20,767 (2.34%)	179 (3.44%)	0.86%
Italy	9,527 (1.08%)	102 (1.96%)	1.07%





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Audienta | Job Title

Name	Impressions	Clicks	Average CTR
Software Engineer	39,546 (4.46%)	213 (4.09%)	0.54%
Full Stack Engineer	26,431 (2.98%)	147 (2.83%)	0.56%
Chief Executive Officer	26,202 (2.96%)	195 (3.75%)	0.74%
Founder	19,405 (2.19%)	116 (2.23%)	0.6%
Co-Founder	18,697 (2.11%)	141 (2.71%)	0.75%
Frontend Developer	11,357 (1.28%)	86 (1.65%)	0.76%
Owner	10,322 (1.16%)	91 (1.75%)	0.88%
Chief Technology Officer	9,557 (1.08%)	70 (1.35%)	0.73%



Audienta | Company industry



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Name	Impressions	Clicks	Average CTR
Technology, Information and Internet	296,032 (33.41%)	1,766 (33.95%)	0.6%
IT Services and IT Consulting	196,567 (22.18%)	1,184 (22.76%)	0.6%
Media and Telecommunications	36,682 (4.14%)	222 (4.27%)	0.61%
Business Consulting and Services	34,236 (3.86%)	215 (4.13%)	0.63%
Retail	30,438 (3.43%)	162 (3.11%)	0.53%
Transportation Equipment Manufacturing	21,161 (2.39%)	117 (2.25%)	0.55%
Higher Education	16,640 (1.88%)	88 (1.69%)	0.53%
Credit Intermediation	14,514 (1.64%)	79 (1.52%)	0.54%
Machinery Manufacturing	13,650 (1.54%)	62 (1.19%)	0.45%





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Concluzii

- **Impresii și Reach:** Campania a obținut un total de 886,085 de impresii. S-a atins un nivel semnificativ de expunere, campania a avut succes în ceea ce privește vizibilitatea.
- **Rata de Click-Through (CTR):** Rata de Click-Through (CTR) de 0.59% este în general în linie cu mediile industriei pentru reclamele de pe LinkedIn, care variază de obicei între 0,2% și 0,9%.

Campania s-a desfășurat cu succes, demonstrat de performanța solidă în termeni de impresii, rata de click-uri și costul per click. Pentru creșterea ratei de Click-Through recomandăm menținerea acestui grad de focalizare a audienței și în campaniile viitoare și eliminarea industriilor care nu sunt de interes. În același timp, ne îndreptăm atenția către explorarea și testarea unor noi abordări creative în materie de design și mesaje publicitare.

