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Instrumente Structurale
2014-2020

Raport aferent Luna 3

Septembrie
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

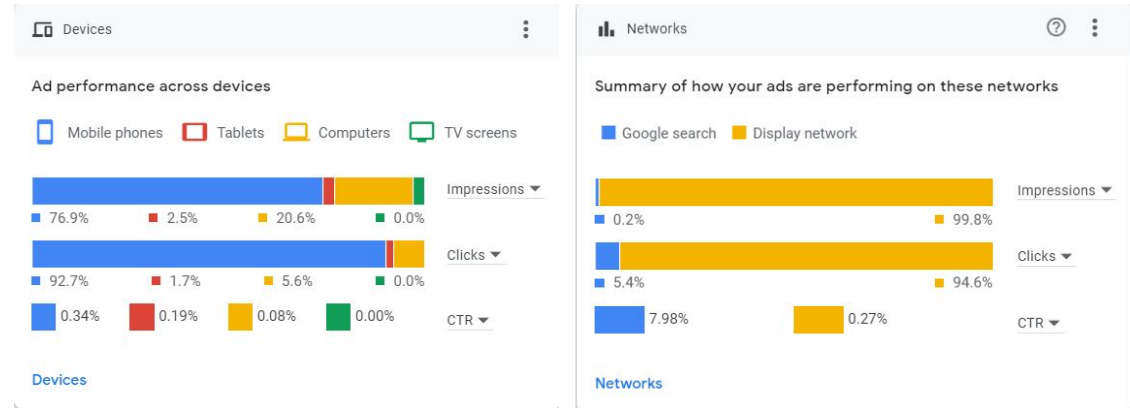




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Dispozitive

Reclamele au fost afisate in mare parte pe mobil (76.9%) si desktop (20.6%). Majoritatea afisarilor provin din reseaua Display (99.8%), la fel si majoritatea click-urilor (94.6%).



Rezultate



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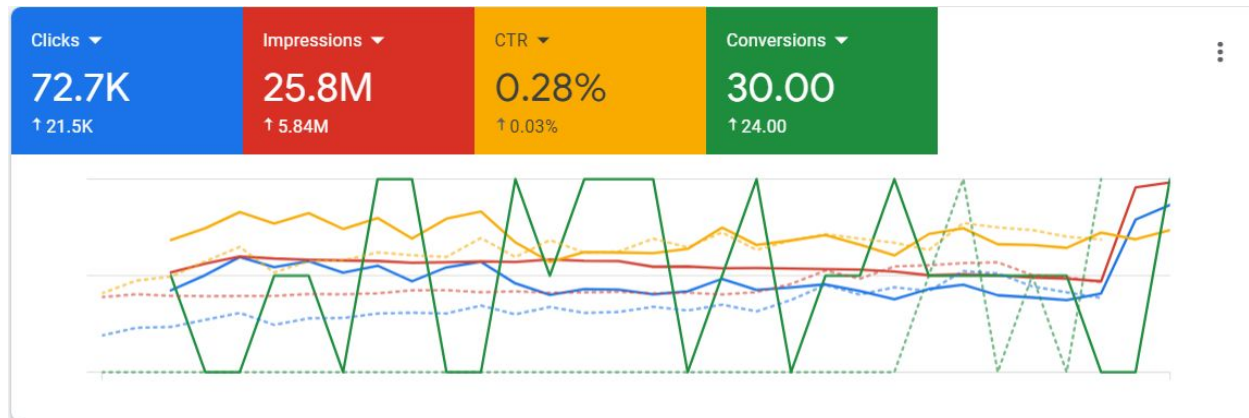


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Cumulat, in luna septembrie, campaniile search si display au atras 72,706 click-uri, 25,800,714 afisari si un CTR de 0.28%. In comparatie cu luna precedenta, numarul de click-uri a crescut cu 42.0#% iar numarul afisarilor cu 29.29%.



Rezultate



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In total, au existat 61 de conversii (formulare completate) dintre care 30 de conturi create si confirmate (calculate dupa obiectivul “create a quick account” din Analytics).

Campaign		Conversions
		All events
		61.00
		20.27% of total
1	NNC Search Cluster CS India	22.00
2	NNC Display Cluster CS Global	21.00
3	NNC Search Cluster CS Asia	7.00
4	NNC Search Cluster CS Africa	4.00
5	NNC Search Cluster CS America de Sud	3.00
6	NNC Search Cluster CS Europa de Vest	3.00
7	NNC_Cluster_CS_Campaigns	1.00

Campaign		Conversions
		All events
		30.00
		78.95% of total
1	NNC Search Cluster CS India	13.00
2	NNC Search Cluster CS Asia	5.00
3	NNC Display Cluster CS Global	4.00
4	NNC Search Cluster CS Africa	3.00
5	NNC Search Cluster CS America de Sud	3.00
6	NNC Search Cluster CS Europa de Vest	2.00



Campanie Display



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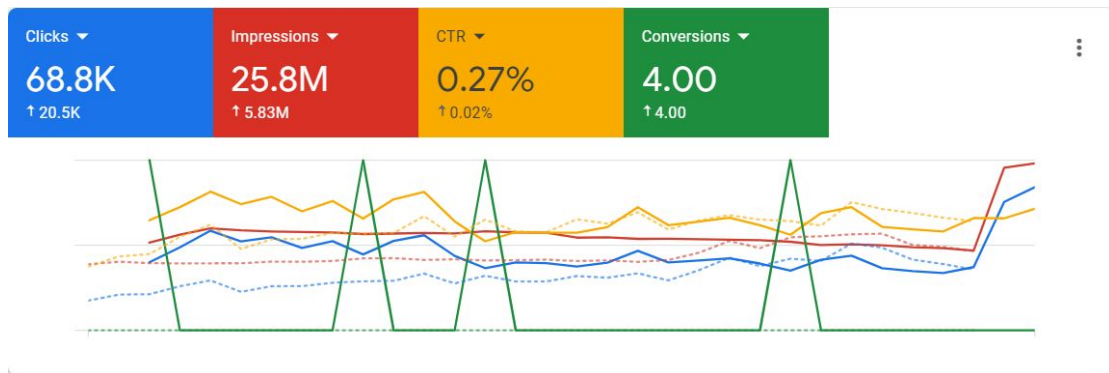


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Campania a atras 68,784 click-uri, 25,751,539 afisari, un CTR de 0.27% si 4 conversii (conturi confirmate).



Campanii Search

Search - Africa

Search - America de Sud

Search - Asia

Search - Europa de Est

Search - Europa de Vest

Search - India

Search - USA



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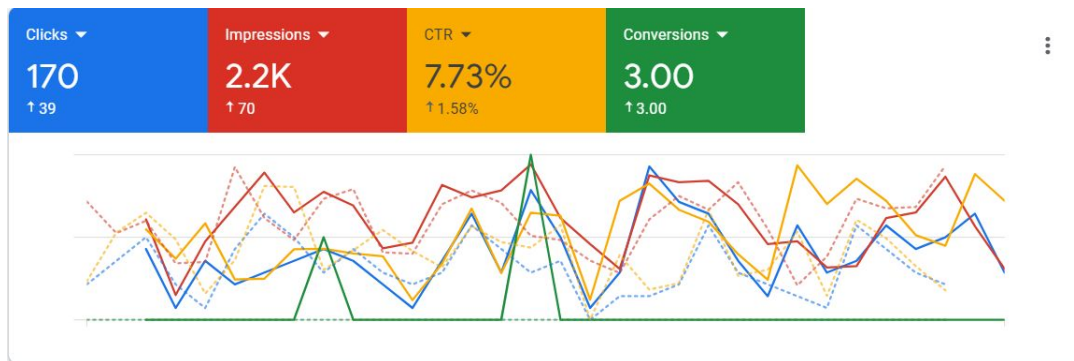


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Campania a atras 170 click-uri, 2,199 afisari, si un CTR de 7.73%. Au fost confirmate 3 conturi.



Campanii Search



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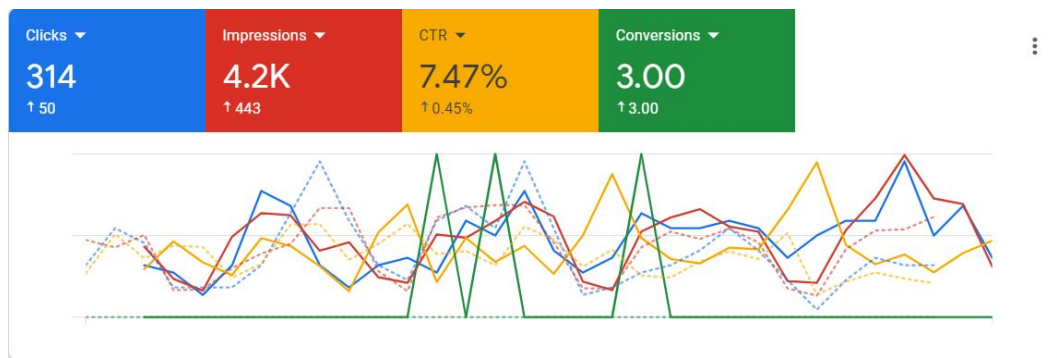


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Campania a atras 314 click-uri, 4,201 afisari, si un CTR de 7.47%. Au fost confirmate 3 conturi.



Search - Africa

Search - America de Sud

Search - Asia

Search - Europa de Est

Search - Europa de Vest

Search - India

Search - USA



Campanii Search



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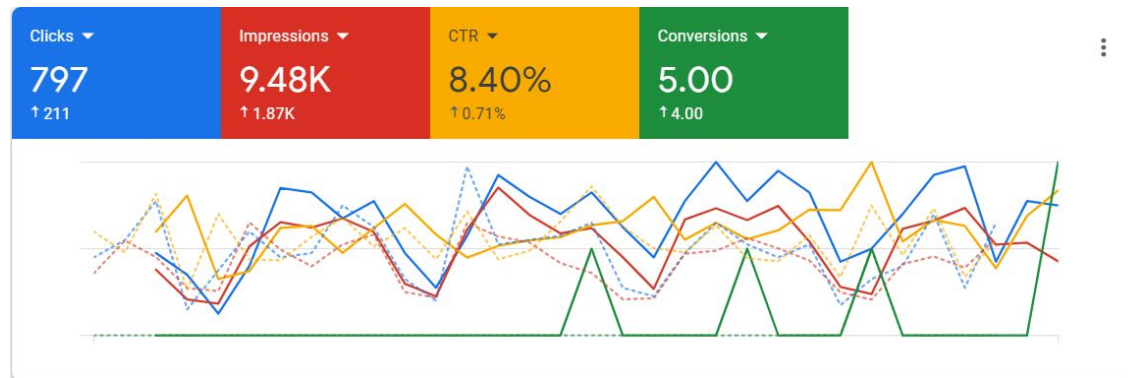


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2014-2020

Campania a atras 797 click-uri, 9,484 afisari si un CTR de 8.40%. Au fost confirmate 5 conturi.



Search - Africa

Search - America de Sud

Search - Asia

Search - Europa de Est

Search - Europa de Vest

Search - India

Search - USA



Campanii Search

Search - Africa

Search - America de Sud

Search - Asia

Search - Europa de Est

Search - Europa de Vest

Search - India

Search - USA



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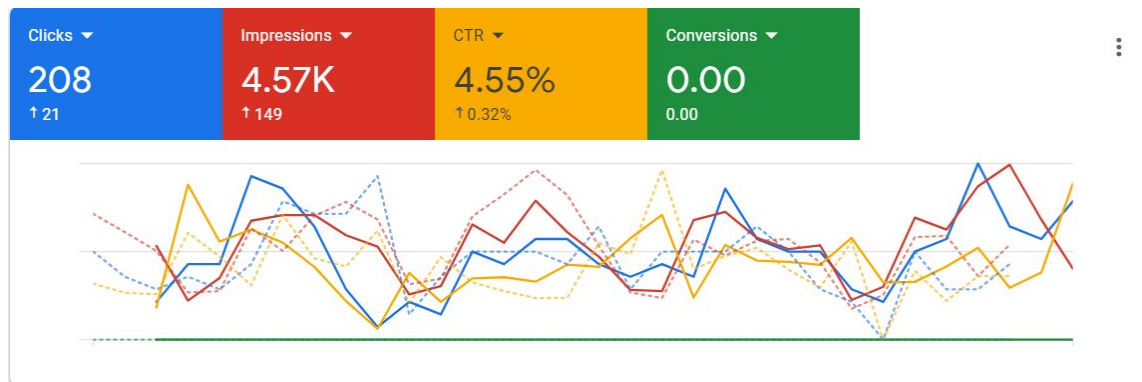


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Campania a atras 208 click-uri, 4,573 afisari si un CTR de 4.55%.



Campanii Search



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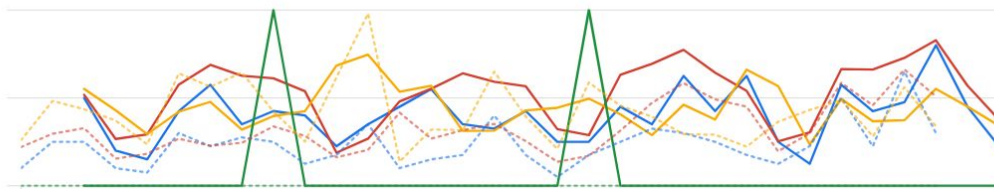
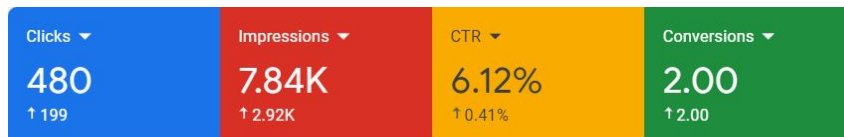


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2014-2020

Campania a atras 480 click-uri, 7,840 afisari si un CTR de 6.12%. 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



Campanii Search

Search - Africa

Search - America de Sud

Search - Asia

Search - Europa de Est

Search - Europa de Vest

Search - India

Search - USA



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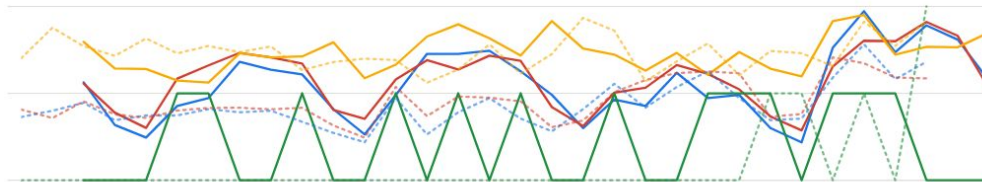
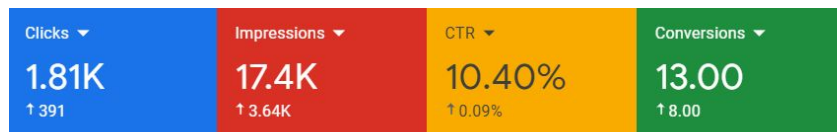


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Campania a atras 1,812 click-uri, 17,424 afisari si un CTR de 10.40%. Au fost confirmate 13 conturi create.

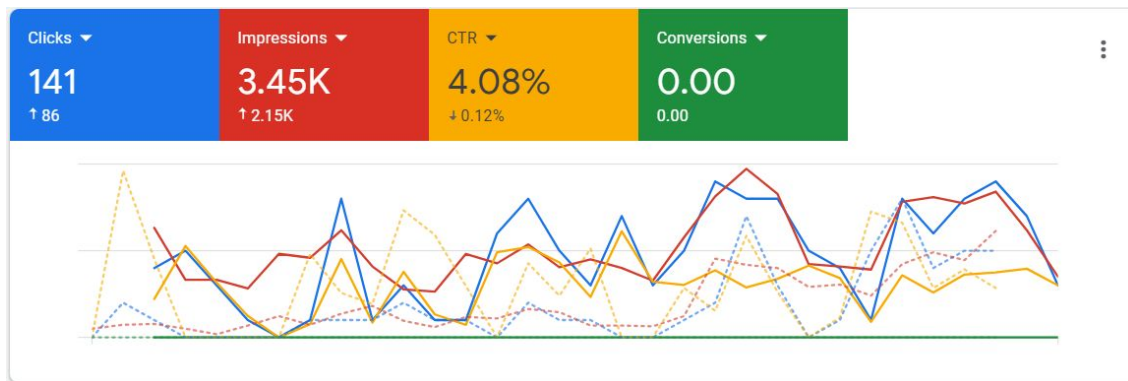


Campanii Search



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Campania a atras 141 click-uri, 3,454 afisari si un CTR de 4.08%.



Search - Africa

Search - America de Sud

Search - Asia

Search - Europa de Est

Search - Europa de Vest

Search - India

Search - USA





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Instrumente Structurale
2014-2020

KPIs

KPI/proiect:



Afisari

2,000,000



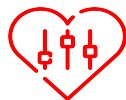
Click-uri

11,500



Tari targetate

10<



Media userilor zilnici

150

Realizat/sept:



Afisari

51,187,779



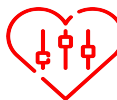
Click-uri

133,885



Tari targetate

21



Media userilor zilnici

1450





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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 51,000,000 afisari de la inceputul campaniilor si pana in prezent
- Obiectivul de click-uri a fost indeplinit, fiind atrase peste 133,000 click-uri de la inceputul campaniilor si pana in prezent
- Luna aceasta a fost atrasa o medie zilnica de 1450 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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Control Panel
with powerful
HA Clustering

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CLOUD-BASED
CONTROL PANEL

Effortless Web Server and Domain Management.

[START NOW](#)

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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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Soft Dreams
THE FASTER THE BETTER

Soft Dreams
THE FASTER THE BETTER

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

772,754



Click-uri

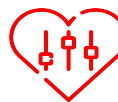
CTR

4,574 0.59%



Tari targetate

10



Reach (unique member accounts)

339,788



Audienta | Location



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Name	Impressions	Clicks	Average CTR
Turkey	276,650 (80.74%)	1,450 (80.78%)	0.52%
Brazil	37,067 (10.82%)	172 (9.58%)	0.46%
Mexico	8,591 (2.51%)	58 (3.23%)	0.68%
Israel	9,654 (2.82%)	37 (2.06%)	0.38%
France	5,403 (1.58%)	37 (2.06%)	0.68%
Italy	1,438 (0.42%)	16 (0.89%)	1.11%
Spain	1,782 (0.52%)	12 (0.67%)	0.67%
Greece	1,257 (0.37%)	6 (0.33%)	0.48%





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Audienta | Job Title

Name	Impressions	Clicks	Average CTR
Software Engineer	14,383 (4.2%)	69 (3.84%)	0.48%
Full Stack Engineer	6,310 (1.84%)	28 (1.56%)	0.44%
Frontend Developer	4,167 (1.22%)	24 (1.34%)	0.58%
Project Manager	1,850 (0.54%)	13 (0.72%)	0.7%
Co-Founder	3,034 (0.89%)	12 (0.67%)	0.4%
Founder	2,995 (0.87%)	12 (0.67%)	0.4%
Back End Developer	2,012 (0.59%)	12 (0.67%)	0.6%
Sales Specialist	1,402 (0.41%)	12 (0.67%)	0.86%





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Audienta | Company industry

Name	Impressions	Clicks	Average CTR
Technology, Information and Internet	109,903 (32.07%)	574 (31.98%)	0.52%
IT Services and IT Consulting	77,167 (22.52%)	396 (22.06%)	0.51%
Retail	19,615 (5.72%)	94 (5.24%)	0.48%
Media and Telecommunications	16,141 (4.71%)	84 (4.68%)	0.52%
Business Consulting and Services	11,604 (3.39%)	56 (3.12%)	0.48%
Transportation Equipment Manufacturing	6,354 (1.85%)	32 (1.78%)	0.5%
E-Learning Providers	4,621 (1.35%)	23 (1.28%)	0.5%
Higher Education	3,836 (1.12%)	21 (1.17%)	0.55%





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Concluzii

- **Impresii și Reach:** Campania a obținut un total de 772,754 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.

