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GOOGLE ADS CASE RUSTIKA

Decorative gypsum tiles



GOAL

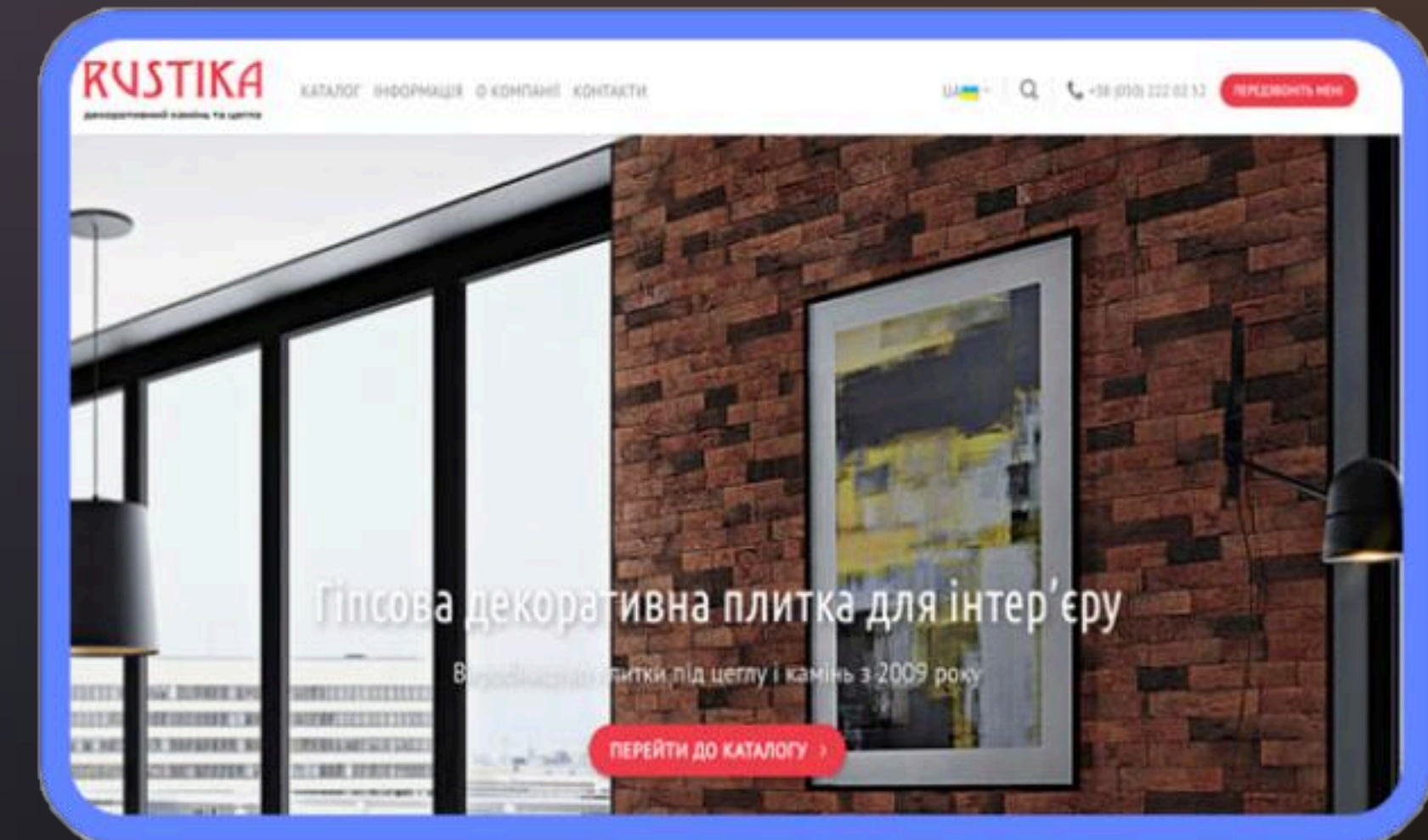
One-time ad setup

WHAT WAS DONE

We conducted a niche analysis, developed a promotion strategy, set up search advertising and analytics, launched a campaign, and provided recommendations.

RESULT:

Increased website traffic and conversions



ABOUT THE CLIENT

RUSTICA is a Ukrainian production company, which has been producing decorative tiles under its own brand since 2009 and is one of the largest national manufacturers of artificial interior stone in Ukraine. For more than 12 years it has been a reliable supplier of Epicenter construction hypermarket chain.

- * Objective: One-time setup (without maintenance)
- * Budget: 300 UAH/day

WHAT HAS BEEN DONE?

- ✓ **CONDUCTING A NICHE ANALYSIS**
- ✓ **SETTING UP GOOGLE ANALYTICS 4**
- ✓ **SEMANTIC CORE PREPARATION**
- ✓ **CREATING ACCOUNT STRUCTURE**
- ✓ **APPROVAL OF THE ADVERTISING STRATEGY**
- ✓ **LAUNCHING AND PROVIDING RECOMMENDATIONS**

THE RESULTS OBTAINED:

