

CASE | SERHII SHEPETUN

PIWIS 3  
**PORSCHE**  
**SERVICE**



# INTRODUCTION



**Product:** premium diagnostic tool with the average purchase value of **\$3,800** specifically designed for Porsche vehicles.



**Target audience:** professional technicians in maintenance shops, service stations, and Porsche owners



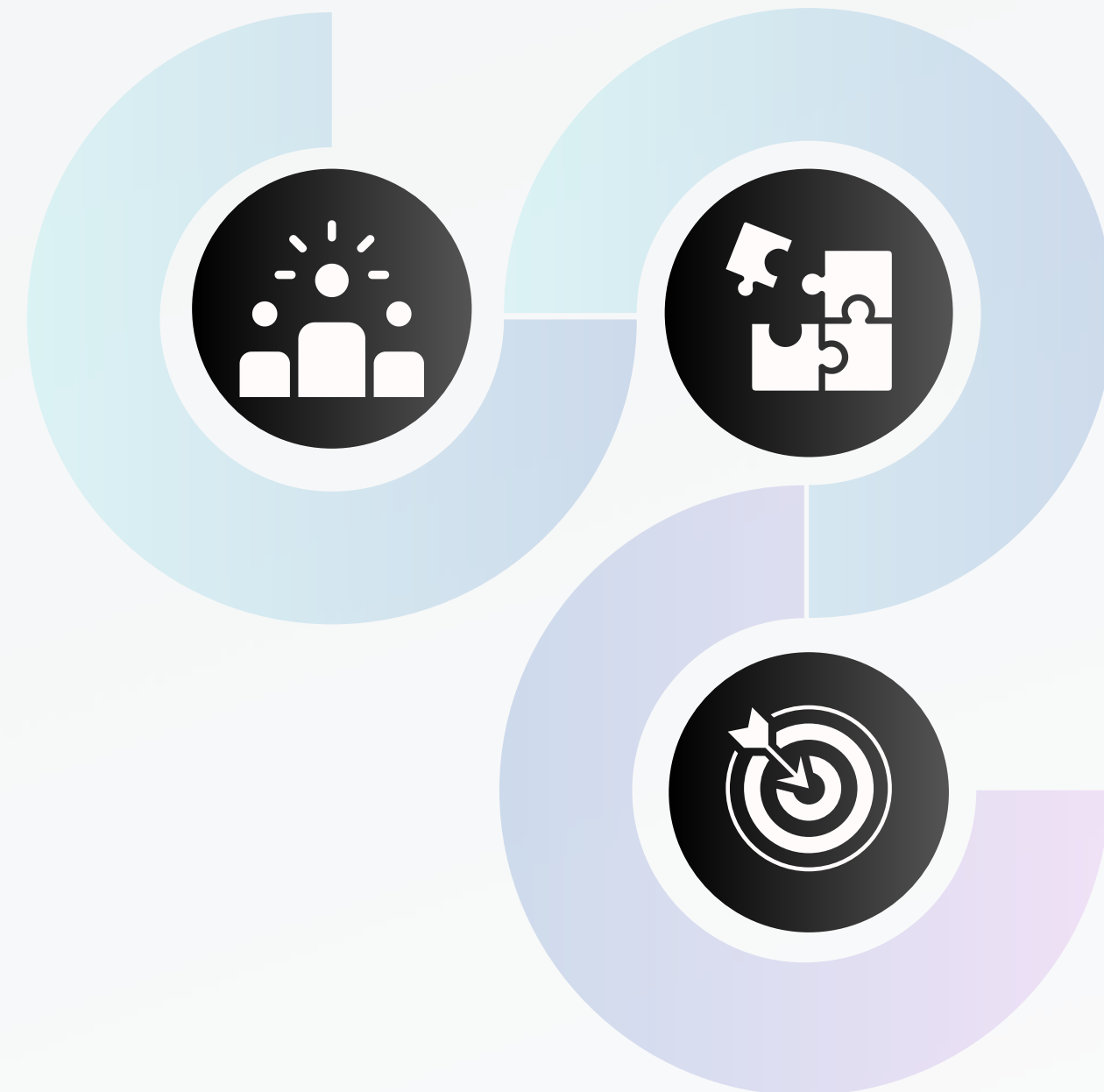
**Geographics:** Tier 1 & Tier 2 countries, including the USA, Canada, Japan, Germany, and the United Kingdom.



# GOALS AND OBJECTIVES

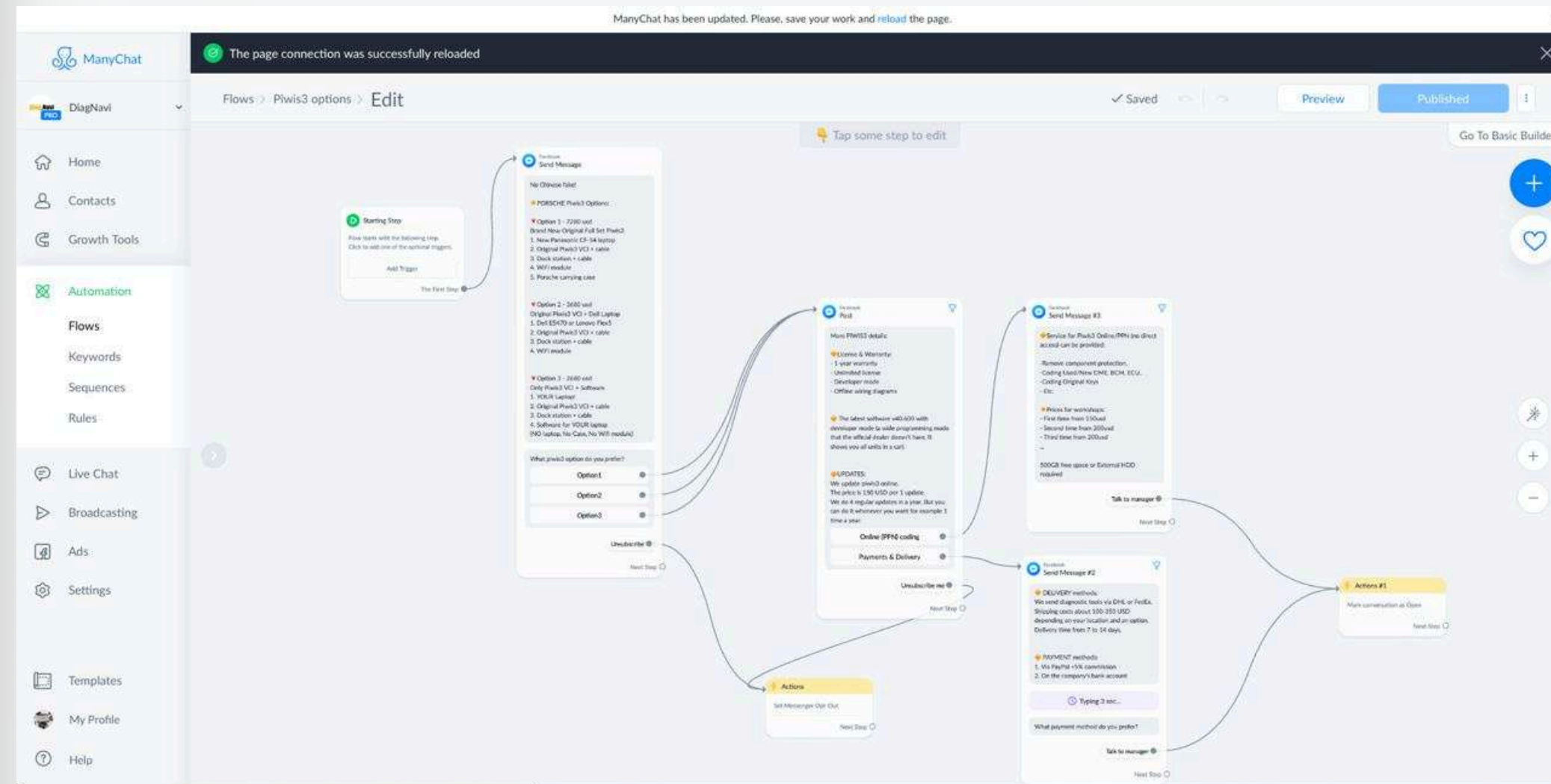


- 01** Expanding into new regions, grow customer base
- 02** Lead Generation: Create an ad campaign strategy for a continuous lead-gen process.
- 03** Set up a remarketing structure and conversion funnel to improve ROAS (Return on Ad Spend) by at least 30%





# RESULTS



# 80%



Automated customer journey resulted in an 80% increase in early-stage client engagement

# RESULTS

Generated **330+**  
Qualified Leads

Return on  
Ad Spend:  
**284%**

We've expanded  
our market reach  
to the entire world!

Off / On	Ad set	Attribution setting	Results	Reach	Frequency	Cost per result	Budget	Amount spent
		7-day click or ...	1 <sup>[2]</sup> Website Lead	196	2.84	\$11.23 <sup>[2]</sup> Per Lead	\$3.00 Daily	\$11.23
		7-day click or ...	173 <sup>[2]</sup> Website Leads	146,061	2.24	\$7.70 <sup>[2]</sup> Per Lead	\$8.00 Daily	\$1,331.66
		7-day click or ...	159 <sup>[2]</sup> Website Leads	158,572	2.24	\$8.37 <sup>[2]</sup> Per Lead	\$8.00 Daily	\$1,330.30
	Results from 3 ad sets ⓘ	7-day click or ...	333 <sup>[2]</sup> Website Leads	248,916 Accounts Center acco...	2.74 Per Accounts Center a...	\$8.03 <sup>[2]</sup> Per Lead		\$2,673.19 Total spent