



MIXDIGITAL

AGENCY CREDENTIAL



MIXDIGITAL IS A MEDIA&PERFORMANCE AGENCY

We work globally and help businesses reach the audience, increase profit and keep the attention on their products.

A combination of Media & Performance approaches and profound knowledge in advertising tools helps us work with clients from different fields.

Our experts are certified with Google and Facebook, also our agency is recognized as Google Premier Partner and Facebook Business Partner. We get new features first and have full support with our campaigns. Facebook and Google partnership helps us be in touch with a personal manager, using all the privileges of partnership.

Our clients are in the following countries: Germany, Belgium, Netherlands, France, Sweden, Poland, Portugal, Spain, Greece, Estonia, Indonesia, Thailand, and others. We worked with e-commerce projects, media ads, performance promotion for lead generation, etc.

Our agency has been on the market for 8 years, but some of our experts are more than 10 years experienced.

Let us tell you more about our products and services, team, and possibilities.





OUR TEAM

WHO WE ARE?

When we say “MixDigital”, we mean, first, our team. We care about our values. In our work we follow Agile approach.

We are more than 40 experts with decades of experience. We are strong professionals, and we are experts in our work fields. We enjoy difficult tasks. Because while solving these challenges we are getting new knowledge and experience.

Our goal is to use innovations, our skills and proved solutions efficiently for our clients.



Georgiy
Petrushin

Chief Executive
Officer



15

Years industry
experience



Ihor
Skvortsov

Performance
Director



7

Years industry
experience



Anna
Zagrodsкая

New Business
Director



9

Years industry
experience



Inna
Rybakova

Web-analyst



5

Years industry
experience



HOW DO WE WORK

Client Service

- They communicate with you constantly, responding to all your questions
- As well as communicating with client, this team is always in touch with the tech team
- They organize all work for a project
- They work with documents and do this paperwork for you

Digital Planning/buying

- These experts prepare ad proposals and media plans with an efficient combination of tools
- They follow innovations and implement new approaches and tools for better results
- They prepare complex post-buy reports and recommendations

Digital buying

- This team sets up the campaign, optimizes and controls KPIs achieving
- They analyse the effectiveness and give their recommendations in order to make your results greater
- They follow innovations and implement new approaches and tools for the better results

Data & Web-analytics

- This team sets and optimizes the data harvesting and transferring process
- They analyse and prepare recommendations in order to make the campaign results greater

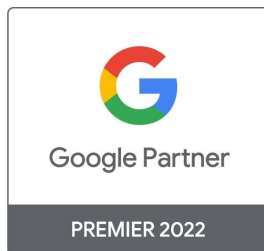


WHAT DO WE OFFER

<u>Tools</u>	Campaign's type	Objectives
<u>Facebook Ads</u>	<ul style="list-style-type: none">• Brand Awareness• Reach• Traffic• Engagement• Conversions• Store Visits	<ul style="list-style-type: none">• Collect leads for your business• Promote your page• Increase conversions on your website• Get installs of your app• Reach people near your business
<u>Google Ads</u>	<ul style="list-style-type: none">• YouTube• Paid Search• GDN• Universal App Install	<ul style="list-style-type: none">• Reach and engage video viewers• Reach customers interested in your product or service• Promote your products with Shopping Ads• Drive app installs across Google's networkd
<u>Apple Search</u>	<ul style="list-style-type: none">• App installs	<ul style="list-style-type: none">• Get installs of your app in Apple Store• Increase engagement in your app
<u>Research and analytics</u>	<ul style="list-style-type: none">• Google Analytics• Google BigQuery• Google Data Studio• Firebase	<ul style="list-style-type: none">• Web and App's analytics



OUR PARTNERS



GOOGLE PREMIER PARTNER

We are certificated experts, so we know all the new features first:

- We work with a personal manager
- We have access to the beta-m and new product features
- The technical support is fast
- We get access to the special data and researches



META BUSINESS PARTNER

We took part in the Business Partnership program of Facebook:

- We have early access to the new versions of products
- We can analyse the field and industry thoroughly
- We can participate in beta- testing
- We can research the conversion growth
- We have connection with Facebook specialist



HOW WE WORK

1

Consultation

This is our very first meeting when we discover more about your business and goals, and we can identify the next action steps

2

Audit

Once we locate your growth opportunities and weak spots post your ad account analysis, we present you with an action plan

3

Ads management

After signing a contract with you, we start testing, optimizing, creating – basically doing whatever it takes for ads to perform effectively.

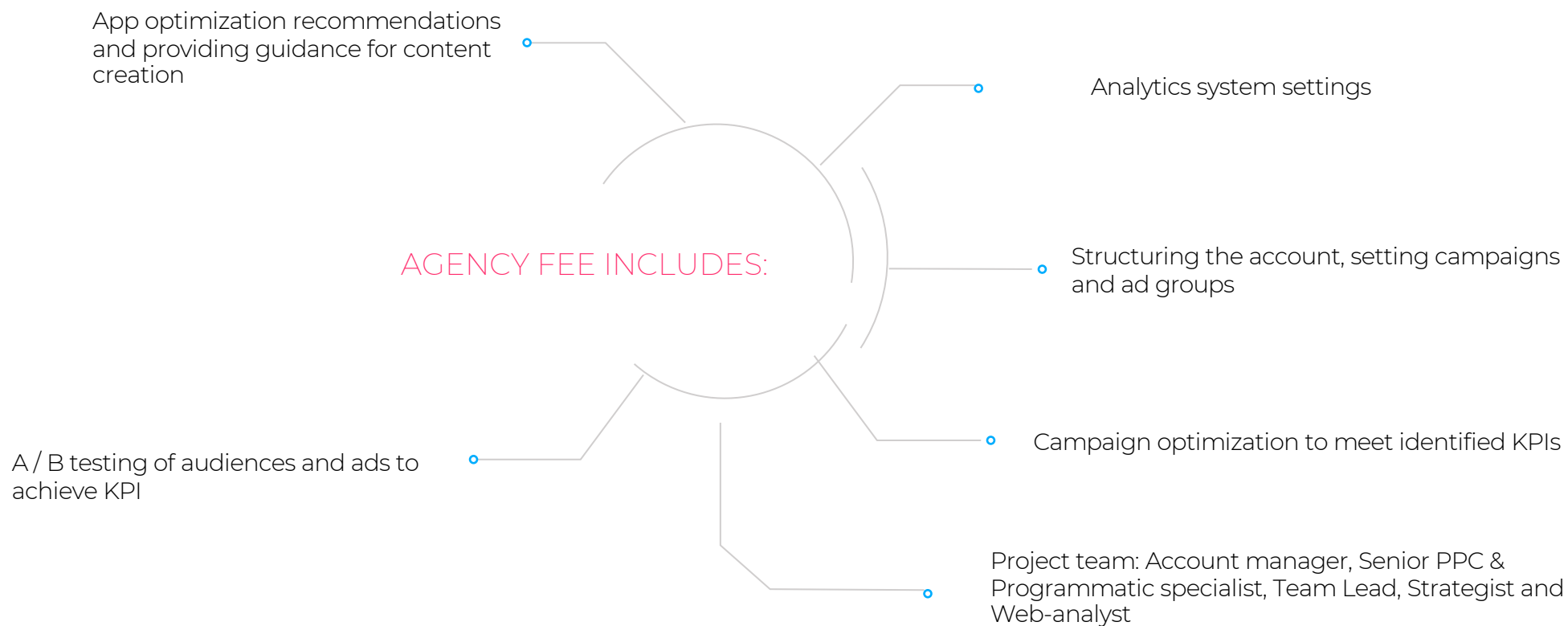
4

Scaling

When metrics become permanently satisfactory, in most cases it is the time to start scaling. We do know how to take businesses to the next level and have proven track record of clients' business success stories.



MIXDIGITAL CONDITIONS



*Standard agency fee is 10% of monthly ad spend, but not less than \$ 500 per month
The cost may vary depending on the complexity of the project.

OUR CASES

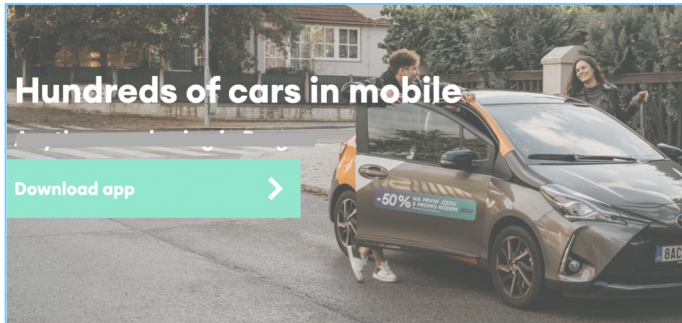




APP PROMOTION FOR CAR RENTAL SERVICE

Project goal:

The main goal was to launch a new service of per-minute car rental. The main areas of focus were: build awareness among the target audiences, tell about unique selling proposition and competitive advantage of service. Form a need for a service among a new audience and get part of the market share at the expense of competitors.



The campaign's goals:

- Get 30,000 installs of the mobile app in 3 month
- CPI 0,25 \$
- Develop a customer retention strategy

Solution:

This campaign was based on a mixed marketing strategy via Google Ads and DV360.

These platforms have a wide range of tools for app promotion. In order not to lose any group of potential users, we were targeting IOS and Android smartphone users.

We segment them by interest, behavior, location and other criteria to highlight targeting audience. Additionally, we were analysing users' in-app behavior to build lists for promotion, remarketing and look-a-like targeting.

In order to meet the client expectations and reach client's KPI, thy following actions had been taken:

- analysis of audience groups size.
- comparison of industry benchmarks and MixDigital benchmarks.

We set up synchronization between AppsFlyer, DV360 and Google Ads:

- App Installs Tracking.
- App Activity Tracking ("first_open", "session_start", "complete_registration", "purchase").
- Collecting audiences.

We created an effective structure in DV360 and Google Ads based on user funnel.

We created an effective structure in DV360 and Google Ads based on user funnel. We segmented users and created ad concepts for every segment with a unique selling proposition and competitive advantage.

Overview	Campaigns	CTR	Avg. CPC	Interest	Conversion rate	Avg. CPC	Engagement	Installs	Cost / install	Cost	Participation in app	Cost / Participation in app
Ad groups	Ad group	0.75%	\$0.08	11.82%	\$0.00	\$71.103	14,710.00	\$0.22	\$2,145.62	\$9,137.00	\$0.04	
Ads & extensions	Ad	0.75%	\$0.08	11.82%	\$0.00	\$71.103	14,710.00	\$0.22	\$2,145.62	\$9,137.00	\$0.04	
Landing pages	Landing page	0.75%	\$0.08	11.82%	\$0.00	\$71.103	14,710.00	\$0.22	\$2,145.62	\$9,137.00	\$0.04	
Keywords	Keyword	0.75%	\$0.08	11.82%	\$0.00	\$71.103	14,710.00	\$0.22	\$2,145.62	\$9,137.00	\$0.04	
Audiences	Audience	0.75%	\$0.08	11.82%	\$0.00	\$71.103	14,710.00	\$0.22	\$2,145.62	\$9,137.00	\$0.04	
Demographics	Demographic	0.75%	\$0.08	11.82%	\$0.00	\$71.103	14,710.00	\$0.22	\$2,145.62	\$9,137.00	\$0.04	
Placements	Placement	0.75%	\$0.08	11.82%	\$0.00	\$71.103	14,710.00	\$0.22	\$2,145.62	\$9,137.00	\$0.04	
Settings	Setting	0.75%	\$0.08	11.82%	\$0.00	\$71.103	14,710.00	\$0.22	\$2,145.62	\$9,137.00	\$0.04	
Support	Support	0.75%	\$0.08	11.82%	\$0.00	\$71.103	14,710.00	\$0.22	\$2,145.62	\$9,137.00	\$0.04	
Locations	Location	0.75%	\$0.08	11.82%	\$0.00	\$71.103	14,710.00	\$0.22	\$2,145.62	\$9,137.00	\$0.04	
Change history	Change history	0.75%	\$0.08	11.82%	\$0.00	\$71.103	14,710.00	\$0.22	\$2,145.62	\$9,137.00	\$0.04	
Stats & experiments	Stats & experiments	0.75%	\$0.08	11.82%	\$0.00	\$71.103	14,710.00	\$0.22	\$2,145.62	\$9,137.00	\$0.04	

As the campaign went on, we worked with different bid strategies. At first, we optimized campaign for installs. As we collected data, we used optimization for "complete_registration" and then "purchase".

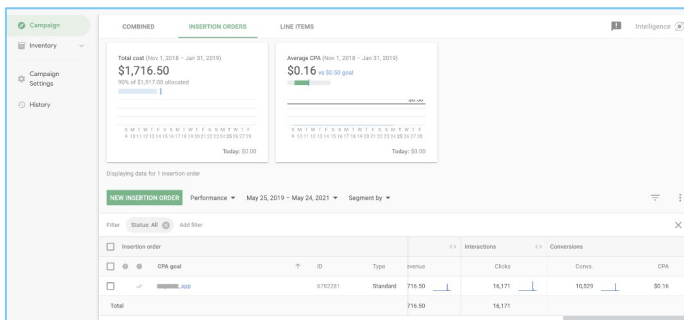
To make sure that we were working only with the most effective groups of the audience and relevant content, particular attention was paid to the testing stage. We tested different ads concepts (A/B testing), excluded irrelevant placements, channels, device types and operating systems. As a result, we were able to optimize the campaign and achieve client's KPI.



Results against client KPIs:

- We received more than 33 000 app installs. The average CPI was 0.22\$.
- We had a 30-day Retention Rate of 25% and a 90-day Retention Rate of 20%.

How campaign met the client's expectations:
Thanks to an effective advertising campaign in the Google Ads and DV360 we increased brand awareness, generated organic demand and an active users base.



To install and use this app clients had a lot of barriers: be older than 21, have a driving licence and have enough money on the bank account for a car deposit. Therefore, 30-day retention rate was relatively low for a mobile app industry. The good news is 80% of registered clients continue to use the app with stable frequency.



LEAD GENERATION FOR MIDDLE- AND BUSINESS- CLASS CAR BUYING

Client: Auto dealer

Business and marketing goals of the client:

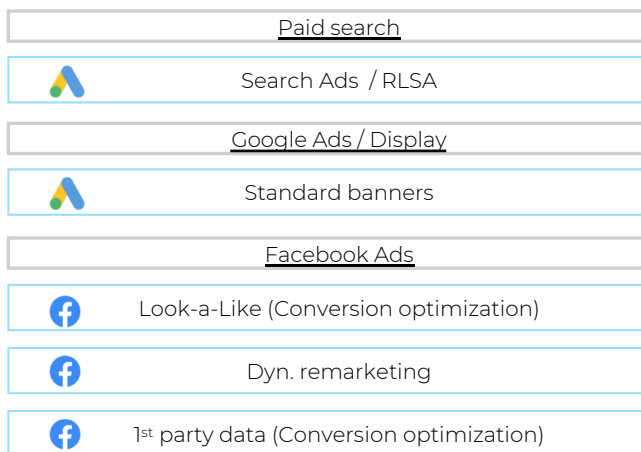
Increasing the number of qualified leads for Peugeot, Ford, Mitsubishi, BMW and Skoda.

Marketing campaign's goals:

- Minimize the cost per lead (test drive appointment, a sent request for commercial offer) within the stated budget.
- Advertising campaign duration: July-September 2020

Ad approach, tactics and tools

We set up campaigns in Google Display Network. Search campaigns in Google and Facebook Ads with such goals as "conversion" and "lead generation". To assess effectiveness, micro-conversions (brochure downloads, clicking on forms) and macro-conversions (leads) were set up.



In Google Display Network, we:

- Designed a funnel-based structure. Worked with cold audiences and remarketing audiences.
- Tested adaptive and standard creative and messages. Also, various creative for cold audiences and remarketing audiences.

- Tested different audience segments and types of targeting: users' interests, audiences based on behaviors, ad placement (rst.ua, auto.ria.com, infocar.ua, autoua.net, football24.ua, xsport.ua, ukr.net, and others).

Working with search campaigns on Google:

- Designed structure based on a funnel and users' intentions. Set up ad campaigns for dealership brand and car brands, category search queries for auto-dealers, test drive appointments and competitors' queries.
- Tested different ads and analyzed the effectiveness of titles and ads descriptions.
- Analyzed search queries. Added new keywords and negative keywords. Corrected budgets for the most effective ones.
- Worked with audiences and RLSA campaigns.



- Analysed user journey and recommended changes for the website to reach the final goal.

Working with Facebook Ads, we:

- Set up event tracking and audience on Facebook Pixel.

Designed campaign structure, assisted the system with correct learning and switched to optimization stage.

- Tested audience segments. Searched for the most effective ones and scaled the campaigns.
- Analysed audience overlap and audience burnout. Tested different formats and messages. Changed communications and offers when burnout occurred.
- Tested various lead-forms for campaigns for lead-generation.

Ad campaign results:

- Number of macro-conversions (test drive appointment, sent forms requesting commercial offer) increased, CPL decreased.
- In Google Ads, CPL decreased by 25% within 3 months. Number of qualified leads increased by 65%.
- In Facebook Ads, CPL on the website decreased by 20%, cost of leads which came from Facebook forms decreased by 50%. Number of qualified leads was raised by 60%.

+65%

Leads increased
by Google Ads

+60%

Leads increased
by Facebook Ads



HOW TO INCREASE APP INSTALLS WITH THE HELP OF APPNEXT: ROCKET CASE

Client: "Rocket" — Food delivery service Raketa was founded in 2018 in Dnipro city, and began functioning in Kyiv in 2019.

Once the company hit a national reach, it met with strong competition. But with the start of quarantine, demand for food delivery services surged. This helped Rocket attract new clients, fulfill new orders and become one of the market's leaders.



Within two years owners launched branches in 28 cities in Ukraine, Cyprus and the Netherlands. The company was renamed Rocket (Feb 2021). Just like Rocket's competitors, the company's main product is a mobile app. Customer chooses food from a restaurant, makes an order and waits for delivery.

In winter 2021, during rebranding, an ad campaign was launched.

The campaign's task:

The performance ad campaign had two main objectives for the app:

objectives for the app:

- Increase the number of raketaapp.com installs
- Decrease the cost per order

The campaign's period – December 2020-June 2021

Campaign's prep and AppNext's advantage:

The client promotes the app in Google Ads and Facebook Ads. It was important to find new traffic sources to scale campaigns.

We offered to test – AppNext. It's a platform for app promotions. AppNext has their own recommendation system, which supports placement both in apps and on such devices as Samsung, Xiaomi and Oppo.



AppNext collaborates with OEM (Original Equipment Manufacturer), operators and app developers. The company creates a new ecosystem of audience engagement, based on its own technology AppNext Timeline – a function that predicts users' behavior.

Formats and possibilities of AppNext:

Users receive personalized recommendations on their device, based on their interests.

Recommendations of apps may be displayed:

- on the main screen of smartphone
- in app store
- in news feed
- in personal folders

Formats may differ, depending on placement, and may adapt to it. The ads look native and may be displayed as a separate banner in news feed or as a full screen video. It all depends on creatives and objectives.

Appnext helps attract new audiences and return the old ones, reminding clients that they haven't ordered in a while.

There are the following payment models to choose from:

Cost Per Click

Cost Per Install

Cost Per Action (after collecting data)

In order to integrate, MMP (Mobile Measurement Partner) platforms such as Adjust or Appsflyer are needed. They allow tracking effectiveness indicators of traffic.



Details of performance campaign for Rocket

We set up the campaign to attract a new audience with CPI payment and optimization for CPO. Adjust was used to track the number and cost of orders.



CPC (Cost per click);



CPI (Cost per install);

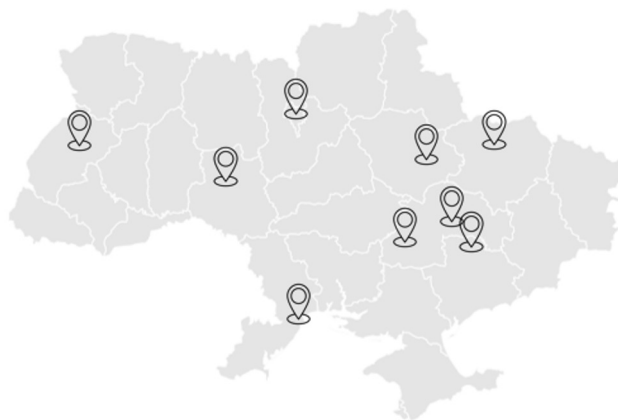


CPA (Cost per action).

Cities with a population of over one million were targeted.

As data was collected and results were analyzed, we adjusted the cost for various ad placements. Ineffective ones were excluded, while those with good results were reinforced.

From December 2020 till June 2021, we received 9000 app installs, 2705 in-app orders and cost of CPO decreased by 50%.



Campaign results:

5 400

app installs

55%

decrease of
CPO



HOW TO ACHIEVE EFFECTIVE REACH AND TO INCREASE THE NUMBER OF LEADS FOR BUYING RESIDENTIAL PROPERTY USING DISPLAY & VIDEO 360

Client – «Alyance Novobud» — one of the biggest real estate developers in the Kiev region with successful track record of developing residential properties, infrastructure facilities, social facilities.



This case showcases, how with the help of Display & Video 360 we obtained effective reach of the target audience, while the number of leads increased, and their cost decreased by two times.

Client's business goals:

Growth of apartment sales in residential complex Illinsky House, Montreal House, Krona Park II and Madison Gardens.

Campaign goals:

Build effective reach among target audience of residential complex Illinsky House, Montreal House, Krona Park II and Madison Gardens with the help of Display & Video 360 to generate demand and to increase the number of leads.

Implementation:

In order to achieve client's goals, a similar promotions approach in Display & Video 360 was used for all residential complexes:

1. Floodlight tags were set up to collect audiences and to track micro– (going on «Contacts» page, opening pages with apartment room plans etc.) and macro-conversions (sending out a request form on the website, sending out call-back forms). Also, additionally, High-Probability Lead goals were set up – users, who visited the website and were similar based on behavioral factors to those users who eventually became leads. This allowed for collection of more data on conversions at the start, and for optimization of campaigns for them.

2. The campaign's structure was built based on target audience's segmentation and DV360 optimization. At the start, the campaign was set up with purchase based on CPC and optimization for CPA. This way the first campaign allowed to build awareness among the target audience and to attract target traffic to the website. And with the help of the second campaign, we worked towards raising the number of leads and lowering CPL.

3. For identifying the target audience at the get-go, the campaign was set up for various segments by interests, intentions, interested buyers, 3rd-party audiences, website categories and keywords. As data was collected, less effective target audience segments were excluded, and new Look-a-Like ones were added on the basis of audience profile analysis, which was made possible by DV&360. With the help of extracted reports on interests, we received statistics and insights about the audience that was targeted. Also, data was received on audience segments, which belonged to users who were reached by our ads.

4. Working on creatives, various formats were tested (standard HTML banners and adaptive creative), communications (USP and competitive advantage) and visuals. While collecting statistics, ineffective creative, which engaged the audience the least were terminated and new ones added as the TA was burning out.

5. Effectiveness of different TA segments and the creative were valued not only based on post-click conversions, but also based on post-view. As the cycle of user's decision-making process in this particular product is quite long.



Campaign results:

Within 3 months, 50 leads were received, 75% of which were post-click. We managed to reduce cost-per-click by 45%. CPC for the last month of placement was 2.2UAH. CTR was 0.45%, and it grew by 15% for the campaign's duration.

0,45%

CTR

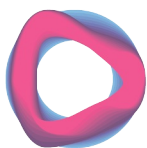
0,08 \$

CPC per lead

50

Leads





INCREASING APP INSTALLS AND BOOSTING ROMI: PERFORMANCE CAMPAIGN FOR RIA PORTALS

Clients: DOM.RIA is a website of verified advertisements for buying, selling, and renting real estate.



On the AUTO.RIA website, you can buy new and pre-owned cars, as well as all car parts. The best offers are found instantly, which means it's easier and faster to view ads from a smartphone. Our client has mobile applications which we promote.

The Website's competitors are ad aggregators in the auto and real estate sectors, as well as developers who are actively running advertising campaigns.

We're about to tell you the RIA applications performance campaign: How we increase the client's ROMI, and what makes performance-based advertising so special.

Advertising campaign goals: to increase installs and to achieve ROMI indicators

Considering the campaign's active period: September 2020 - February 2021.

The main goal for both portals was to increase the number of installations of DOM.RIA (the audience is interested in buying, selling, and renting real estate) and AUTO.RIA (the audience is interested in buying and selling cars) applications. Also was needed to achieve ROMI (Return on Marketing Investment) indicators and to increase the return on advertising costs.

The client independently promotes applications in Google / Facebook Ads. Promotion using Apple Search Ads is a source of additional high-quality traffic that converts into leads.

Igor Skvortsov, Performance Director MixDigital explains why additional promotion tools are needed: *"In addition to traffic, it is also a source of valuable information. We can get the conversion data of search queries for App Store Optimization (ASO), that helps optimize the application's description and the organic search results in the App Store. Additionally, there's an opportunity to protect the brand: it always appears in the first position for brand queries, so customers do not go to competitors"*.

Implementation: brand search protection and competitor's campaign

The performance approach helps to set up tracking, regularly measuring key performance indicators (ROAS, CPO, CR, CPA, CPL, and others), and to work on their improvement. *"We need to test different channels and traffic sources to determine the most efficient and cost-effective ones," comments Igor Skvortsov. "It's also important to analyze and optimize the Customer Journey - to understand at what stage and for what reason the user leaves the application without completing the targeted action"*.

For this task, we have chosen an Apple Search Ads (ASA) tool. It promotes apps in the App Store by keywords (user requests).

The approach and campaign structure:

1. Brand campaign protects the client's brand in the App Store search results. The application stays in the first position for brand queries DOM.RIA and AUTO.RIA, so customers do not go to competitors. Ads are also shown for brand queries in different spelling interpretations: "dom ria", "domria", "auto ria", "ria auto", and others.
2. Campaign on competitors - allows getting the competitors traffic and target on keywords related to competitor's brands.



3. A categorical campaign focuses on queries related to an app category. For example: "apartment rent", "buy a car".



Brand keywords	Category keywords	Competitive keywords
----------------	-------------------	----------------------

We use the brand, category, and competitive keywords in our campaigns in exact matches. Working this way with the most effective conversion requests.

4. Not to miss out on additional relevant traffic, and to expand the semantic core, we set up a campaign with broad match keywords and Search Match. The last one automatically selects keywords based on machine algorithms following the application context. In Broad Match Keyword Campaign and Search Match, we also added negative keywords from Brand, Category, and Competitive Campaigns. It allows us to evaluate the effectiveness of each group of requests more accurately. After analyzing collected data we add effective keywords as exact matches and ineffective ones as negative keywords.

In IOS 14.5, released in spring 2021, users can forbid any tracking in apps. We continue to work with Apple Search Ads, implementing all platform recommendations to avoid reducing the efficiency of advertising campaigns.

Advertising Campaign Results - Reducing Installation Costs and Increasing ROMI

AUTO.RIA		
30 ths. installations	0,12\$ CPI (cost per install)	73%. CR (conversion rate) in install

For 6 months CPI decreased by 20%

DOM.RIA		
20 ths. installations	0,17\$ CPI (cost per install)	73%. CR (conversion rate) in install

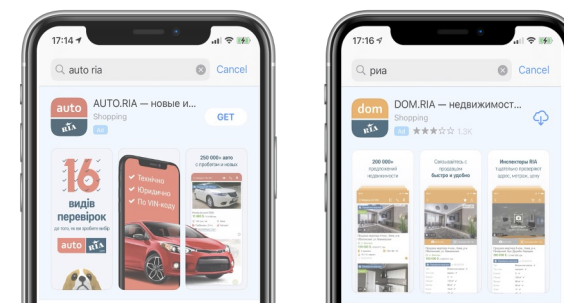
For 6 months CPI decreased by 26%

ROMI indicators for February:

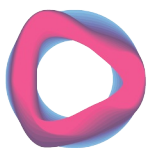
Auto.ria - 445%

Dom.ria -17%

ROMI shows the return on marketing investment and the profitability of a traffic source. It allows us to analyze better and more in detail the effectiveness of advertising campaigns.



Any investment in marketing and advertising must bring a payback for the business, comments Igor Skvortsov. - In most cases, it is hard to analyze the direct impact of display campaigns on sales growth. Their main aim is to form a knowledge and demand of products. To understand how a user converts into a customer, you need to attribute properly and analyze the received data. By setting up the performance campaigns, you can almost always compare the investment to its result".



HOW TO INCREASE SALES OF MASS-MARKET COSMETICS BRAND

Client: mass-market brand for makeup and skin care products, accessories and perfumes, famous worldwide.

The company operates under direct sales business model as well as under e-commerce model.











Client's business goal: 3:1 return on investment in digital

Ad campaign goal: Increase sales on ecommerce website in beauty category

Ad approach, tactics and tools:

- Before the ad campaign launch, we audited the settings of GTM, Google Analytics, Google Ads, Merchant Center and Facebook Ads. After analyzing the audit's results, pain points and areas for growth were identified.

- Configured links between GA360, Campaign Manager and Search Ads 360. Created interactions in Floodlight, which were used later for campaign optimization in Search Ads 360. To automate the process in data feed separate custom labels were created. This allowed us to automatically take out discount offers into a separate display and make an emphasis on them.

Google Ads:	
	Shopping campaigns
	Search Ads
	Dynamic remarketing
	Discovery Ads
	YouTube for Shopping
Facebook Ads	
	Look-a-Like (conversions)
	Dynamic remarketing
	1 st party data (conversions)
Search Ads 360	

In Google Ads, campaign organization was reworked. At launch, the following was set up:

- Shopping campaigns. Created SOW for data feed. Added categories, discounts, descriptions. Percentage of impressions in search results increased, we attracted more target users, who complete transactions.
- Search campaigns on brand and category search queries. The primary budget was allocated to brand's traffic in order to buy out 99% of queries. To work with category queries, DSA campaign was set up.
- Dynamic remarketing and remarketing to those, who added products to the shopping cart, but haven't completed a purchase. After collecting data and based on analysis' results, we switched off dynamic remarketing in Google Ads in favour of dynamic remarketing in Criteo. The latter demonstrated better results in quantity of orders and return on investment.

Testing of Discovery Ads and YouTube for Shopping was conducted. The campaigns did not demonstrate desired results and were switched off.



Search Ads 360 was employed in order to optimize the campaigns to meet ROI goal. Automated bidding process and budget plans' settings helped speed up ad campaigns' optimization. Additionally, we integrated Facebook in Search Ads 360, in order to track and optimize ad campaigns given cross-channel attribution.

In Facebook Ads we reworked the structure based on sales funnel. The following was set up:

- Campaigns with conversion-focused optimization to attract new audiences based on their interests and look-a-like audiences of those, who completed transactions and CRM client base.
- Dynamic remarketing using product catalogue.
- Campaigns with optimization focusing on conversions for 1st party client data: website users, who have not completed a transaction, CRM database of Facebook and Instagram followers.

During the campaign, we accounted for overlapping audience and audience burnout. We regularly tested new creative and messages, analyzed creative and formed recommendations for designers.

Ad campaign results

For the 8 months of the ad campaign, we conducted A/B testing, optimized campaigns, tested various audiences, types of campaigns, had an open line of communication with the client and received feedback on a regular basis.

As a result:

- Cost per transaction decreased by 240%
- Conversion Rate on the website increased by 3 times from 0.20% to 1.06%
- Return on investment increased, and ERS declined by 260%

240%

Cost per transaction decreased

1,06%

Conversion Rate on the website increased by 3 times from 0.20% to 1.06%

260%

ERS declined



KEEPING OLD, TRYING NEW: HOW TO ATTRACT VISITORS TO ONLINE AND OFFLINE EVENTS FAST

"Molodist" is the 1st international film festival in Ukraine.

It takes place in Kyiv since 1970. Independent films are shown here: debut, non-standart, difficult, sad, funny, unusual movies. "Molodist" is well-known among residents of Kyiv and cinema fans all over the world. In 2020 the festival was held offline, and, for the first time - online."



In 2020 the format of festival events was different, compared to previous years because of the pandemic situation. So, last year the festival was held offline following quarantine restrictions. Besides, the festival was held online for the very first time. The opening and awarding ceremonies were online, too. The ad campaign lasted less than 1 month: from August 3rd till 31st. Its goal was to tell the audience about new online format, to increase the number of registrations for the online and offline events.

Communication and Media tasks:

TA — men and women ages 18-34, undergrad students, art workers, theater and cinema industries workers, journalism and marketing specialists. Festival guests - local and international reps of show-business, politicians and ambassadors, investors, film critics, journalists.

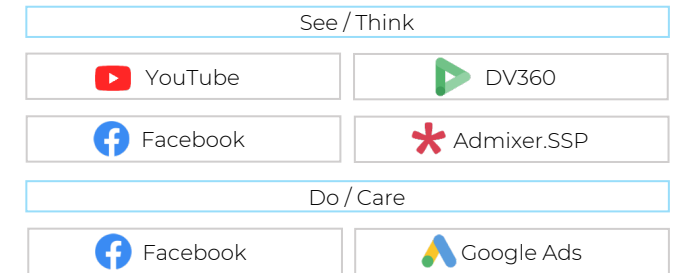
Considering the ad campaign's targets of festival awareness and visitor attraction, we needed to use a set of tools which would allow to simultaneously build awareness and then to convert this audience into festival visitors.

Main channels of media consumptions of our TA - Google search, YouTube, Facebook and Instagram. These channels allow to reach most of the TA, to communicate using attention-grabbing formats and work with TA's segments on different levels of marketing funnel.

As our target audience unites people of various interests and professions, additional programmatic tools were involved (DV360, MixDigital.Tradedesk) which helped target based on different settings, create our own TA segments and provide a wide reach.

Execution:

We've created the communications in digital with users on all stages of the funnel. From Awareness and Acquisition to Retention.



At the awareness stage for its creation among target audience we used video ads on DV360, YouTube and other platforms, and video ads in Admixer.DSP and Facebook Ads. We reached wide audience, gathered segments of people who interacted with our advertising for further communications to encourage users to register to the events.

At the acquisition stage we used banner advertising in DV360 and Admixer.DSP. We targeted the segments which were collected earlier with optimization for clicks and websites visits.

In FacebookAds we worked with audiences,



created earlier, as well as tested different segments based on interests optimized for website registrations. As we collected data about conversions we were setting up Look-alike audiences. In addition, we set up search campaigns in Google Ads for working with generated demand.

We were targeting branded keywords, which were growing as a result of media activity and category requests (festival, film festival, film screenings. etc) and requests on competitors (Odesa film festival, OIFF etc).



Also at the acquisition stage "event RSVPs" campaigns were set up in Facebook Ads. It has helped us create additional audience lists for the next funnel stage.

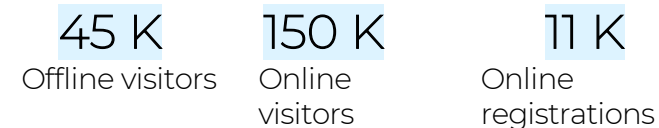
At the retention stage we were working with retargeting lists and targeted users who responded "I will visit" to the event, who also visited landing page, but did not make a target action. We had a goal to return them to the event registration page.

We were optimizing and excluding non-effective platforms and audiences and adding negative keywords (Also, we were A/B testing different creatives and communications to determine the most engaging).

Results:

The campaign with reach objective helped increase awareness about the festival. Thanks to the well-structured communications, more than 5 million users were reached. As a result, in 2020 we've got the same amount of offline visitors, as in 2019 — 45k.

Online part generated 150k of traffic, 14k of movie views and 11k of registered users on the platform.





HOW TO CONQUER NEW AUDIENCE

Product: Yeast brand “Dukhmyana Hata” is on the market since 2016.

Client: Lesaffre is a manufacturer of “Dukhmyana Hata”



Yeast sales surge before Easter. It's important to catch up the organic growth of demand with product communication, to stand out from the competition.

The main media goal — quality contact with the target audience in the relevant context for achieving solid reach on effective frequency. An estimated long-term result: to consolidate brand «Dukhmyana Hata» as the best option for Easter.

Business goals:

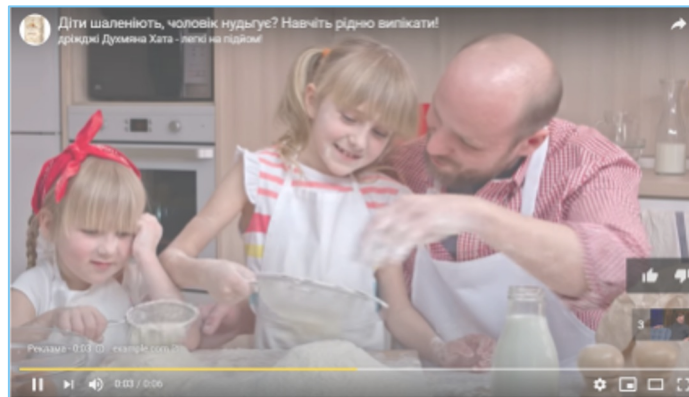
- Sales increase by 35%
- Market share of a new brand “Duhmyana Hata” increases from 6% in 2019 to 9%.

Communication and marketing goals:

- To increase brand awareness and to create demand for the product, using Digital channels
- To stimulate trial purchases

Tactical tasks for the advertising campaign

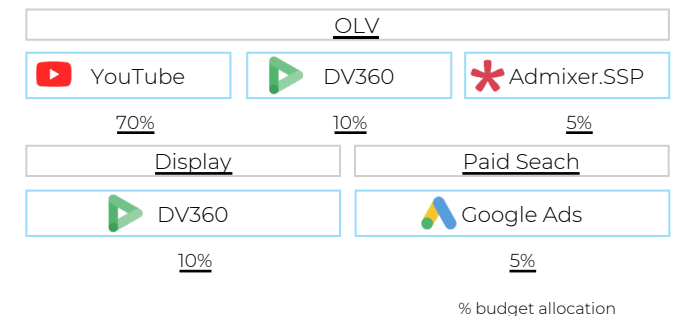
- An even reach in Digital with quality and quantity of TV — 4,5 million of TA within the established budget
- To increase ad recall and brand awareness



Yeasts sales peak falls on Easter. Sales volume in 2019 decreased by 11% in comparison to 2018. The «Lvivski Drizhdzhi» yeast brand is the most popular among people who live in small cities and villages. Also, this brand is popular among those who are masters in bakery.

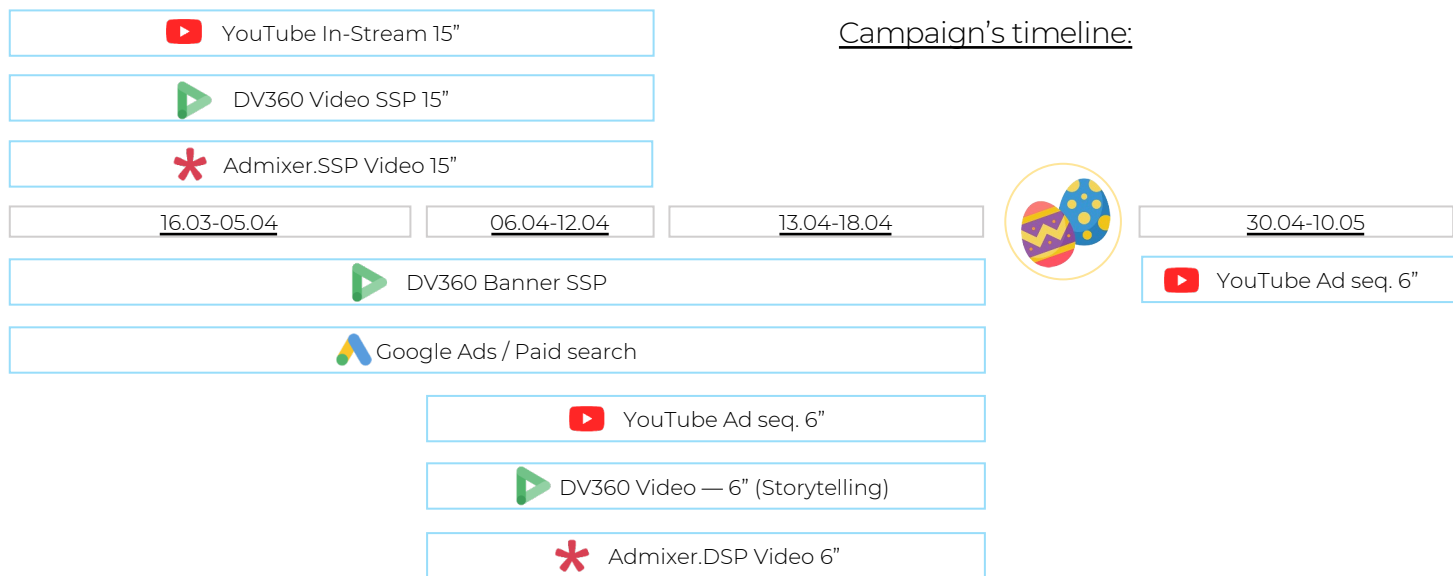
Our target audience had to be different. Newbies in bakery, young women and families ages 25-40, with the average and above average income, who live in cities 100 000+.

Because of the quarantine agency, that was working on the creative part of the campaign had to re-create the creativecommunications strategy. A series of consecutive videos «Quarantine entertainment» was developed. In this regard we have adapted the media strategy in digital for consecutive demonstration of videos.



Execution:

Main budget was established for: Display&Video 360, Admixer.DSP. A campaign was launched in Google Search to work with generated demand. Campaign was divided into 2 flights: At launch - 15sec ads in DV360 and Video campaign in Admixer.DSP.



Banner ads were run throughout the whole period to achieve reach with cheaper CPR and to form attitude.

A search campaign was set in Google to work with demand, which was rising thanks to media activity. In this flight, having analyzed the audience, who had the highest engagement with 15sec videos and demonstrated good results in retention, and also based on brand lift survey results, we targeted the audience with consecutive 6 sec «quarantine entertainment».

DV360 - main tool for ad placement. During the campaign, we tested segments of target audience by interests, intentions, interested users, website categories. In DV360 we used Video Ad Sequencing on YouTube and storytelling on another platform.

This allowed to show one user consecution of 6 video series without settings of remarketing lists. In Admixer.DSP approach was realized with the help of collecting remarketing lists based on those who watched the first video for configuring targeting for the next one.

Brand Lift survey:

For assessing the impact of ad campaign on attitude to the brand, we used a Brand Lift.

Ad Recall: number of people, who can recall ad during 2 days after watching it.

Brand Awareness: interest, recognition of a brand.

Targeted various segments of the TA by affinity interests: gastronomy, cooking amateurs, online recipes.

Affinity categories of websites: Easter, bakeries, gastronomy and recipes; baked goods. These sorts of targeting provided a wider reach. For interacting with engaged users, we targeted narrow audience by in-market categories: ingredients for cooking and baking, baked goods.



Campaign's results:

We reached 6.2 million users on frequency 3.
The relative increase in ad recall based on BLS results was 160% and brand awareness was 34%.

To measure campaign impact on the attitude of the target audience to the brand we use free Brand Lift Research.

YouTube Ad Recall:

- 1.3 million engaged users
- UAH 0.12 — the cost of engaged user
- + 21.7% — absolute growth
- + 160.2% — relative growth

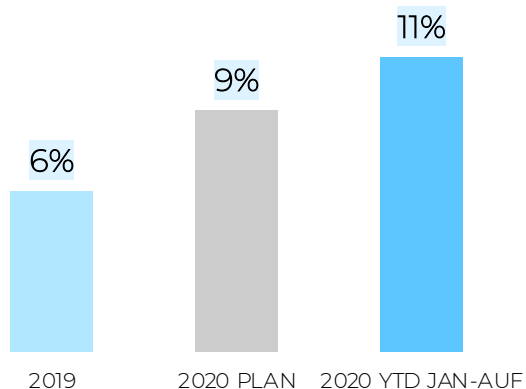
DV360 Video Ad Recall:

- + 12.3% — absolute growth
- + 105% — relative growth

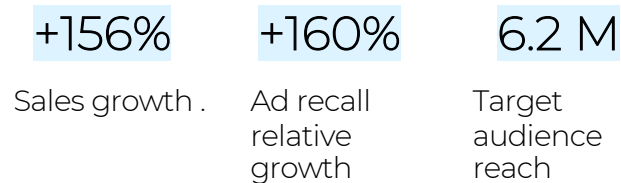
Business results:

Sales growth — 156% compared to the same period in 2019

Market share growth



Summary:



 [Faceboook](#)

 [Upwork](#)

 [LinkedIn](#)

website: mixdigital.agency

e-mail: hello@mixdigital.agency

