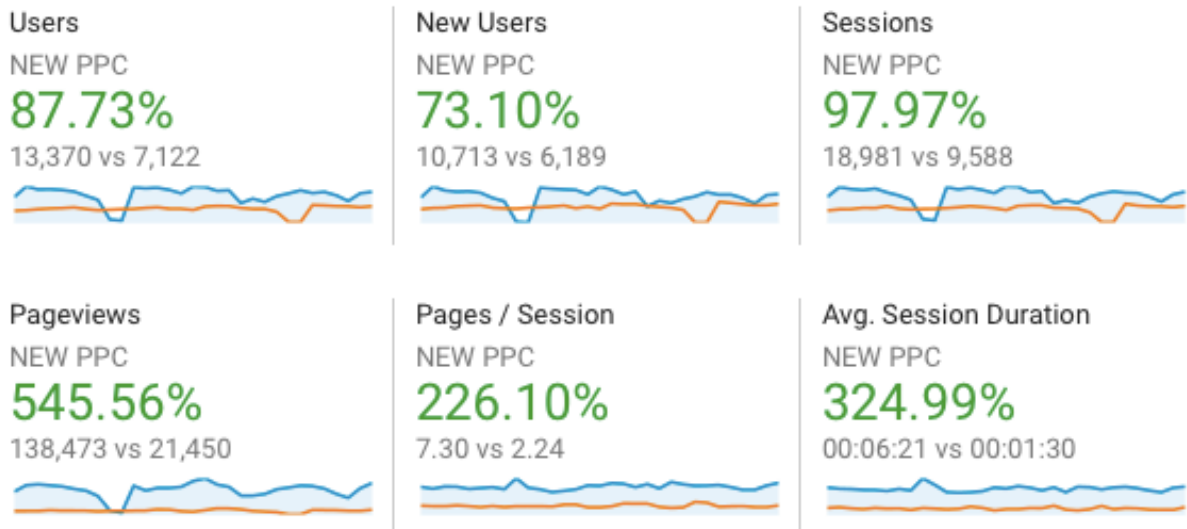


The example of the cooperation effects

1. Analysis and optimization - 1 year

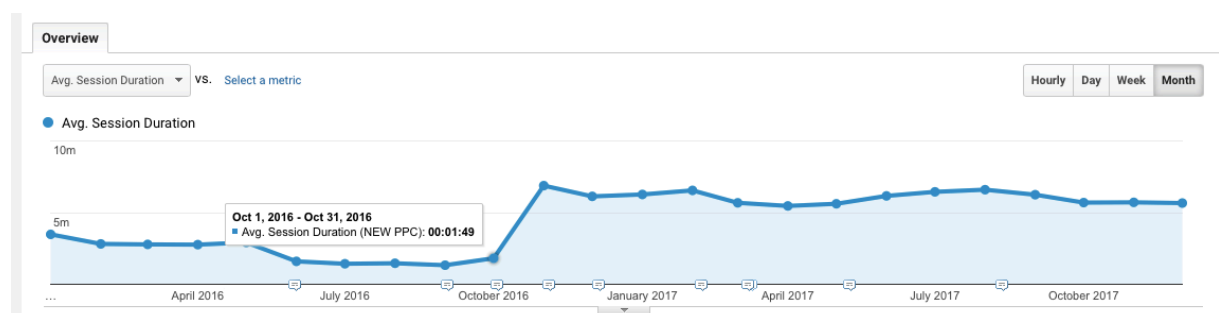
The comparison of the efficiency of our operations within 12 months (July 2016 – July 2017) in cooperation with a property portal that was operated by another agency before, **within the same budget**:



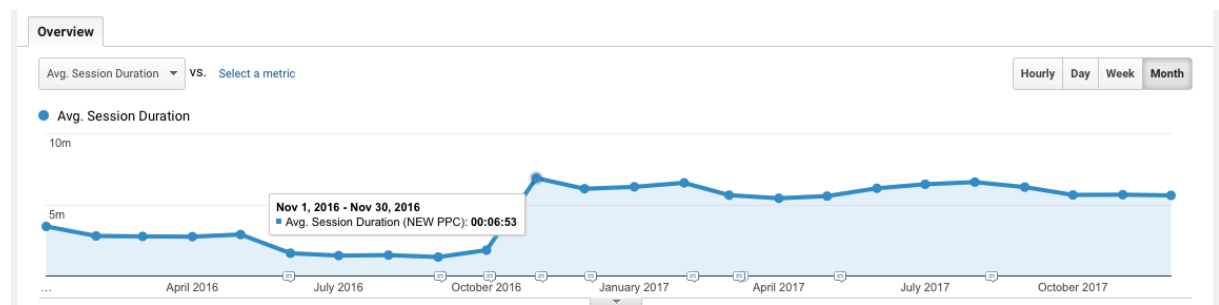
2. Analysis and optimization - 1 month

The example of optimization of expenses in comparison to the quality of website's traffic after the conclusion from the first analysis during the cooperation with an online store (with watches) – operated by another agency before, **within the same budget**:

Before (October 2016): average time spent on the website = **1 min 49 sec**



After (November 2016): average time spent on the website = **6 min 53 sec** | **+280%**



3. Strategy and optimization - 2 months

The example of the effects of strategy and the optimization of promoting **within a constant budget** for a new brand on the furniture market, with high costs of obtaining visits:

Before (July 2017):

After (September 2017):

- number of visits: **2 455**
- avg. time of a visit: **02:49**
- transactions: **16**

- number of visits: **8 935** | **+287%**
- avg. time of a visit: **03:29** | **+24%**
- transactions: **33** | **+120%**

Default Channel Grouping	Acquisition			Behavior			Conversions eCommerce		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue
	265.44% ▲ <small>8,935 vs 2,445</small>	221.78% ▲ <small>7,713 vs 2,397</small>	277.38% ▲ <small>13,382 vs 3,546</small>	38.03% ▲ <small>40.94% vs 66.07%</small>	34.01% ▲ <small>4.68 vs 3.49</small>	23.55% ▲ <small>00:03:29 vs 00:02:49</small>	45.35% ▼ <small>0.25% vs 0.45%</small>	106.25% ▲ <small>33 vs 16</small>	137.53% ▲ <small>£13,221.00 vs £5,566.00</small>
1. Paid Search									
Sep 1, 2017 - Sep 30, 2017	8,935 (100.00%)	7,713 (100.00%)	13,382 (100.00%)	40.94%	4.68	00:03:29	0.25%	33 (100.00%)	£13,221.00 (100.00%)
Jul 1, 2017 - Jul 31, 2017	2,445 (100.00%)	2,397 (100.00%)	3,546 (100.00%)	66.07%	3.49	00:02:49	0.45%	16 (100.00%)	£5,566.00 (100.00%)
% Change	265.44%	221.78%	277.38%	-38.03%	34.01%	23.55%	-45.35%	106.25%	137.53%

4. Positioning in the natural results - the effects

The example of effects of **positioning the key phrases** that make clients' services show in the beginning of **the natural results** of searching (Organic Search) in Google, as an addition to paid advertisements and sponsored links:

Sortuj wg:	Nazwy frazy	Daty dodania	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	Kwota	
10/100	furniture from poland	G-CO.UK	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0 zł	
10/100	poland furniture	G-CO.UK	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	2	1	1	1	2	2	1	1	0 zł
10/100	polish furniture store	G-CO.UK	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	2	0 zł
10/100	polish furniture	G-CO.UK	1	1	1	1	3	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	2	2	2	1	1	1	1	1	2	0 zł
10/100	polish sofa beds	G-CO.UK	2	1	1	2	2	2	2	2	2	2	1	2	1	1	1	1	2	1	1	1	1	1	1	1	1	1	1	1	2	0 zł
10/100	polish furniture in uk	G-CO.UK	2	2	2	2	2	2	2	2	2	2	2	2	2	1	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	0 zł
10/100	polish furniture uk	G-CO.UK	2	2	1	2	2	2	1	1	1	2	2	2	2	1	1	2	2	2	2	2	2	2	2	2	2	2	2	2	2	0 zł
10/100	modern bedroom set	G-CO.UK	4	2	3	3	3	3	4	4	3	3	3	3	3	3	3	3	3	3	2	18	3	2	2	2	3	3	3	3	2	0 zł
10/100	modern bedroom furniture sets uk	G-CO.UK	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	3	5	4	3	3	3	5	3	0 zł
10/100	modern bedroom furniture sets	G-CO.UK	4	4	4	4	4	4	4	4	3	3	3	4	3	4	4	3	4	3	3	3	3	3	3	3	3	4	4	4	0 zł	
10/100	sliding door wardrobe	G-CO.UK	10	10	10	10	10	10	9	10	10	10	10	9	9	9	9	10	9	9	9	9	9	8	7	9	10	8	7	9	8	0 zł
10/100	furniture on finance no deposit	G-CO.UK	9	10	10	10	9	10	9	8	9	9	10	9	9	8	9	10	8	5	8	7	9	10	9	9	8	8	7	8	0 zł	
10/100	sliding door wardrobes	G-CO.UK	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	9	10	10	9	8	9	9	0 zł

5. Changes after the website construction audit - 1 month

The comparison of the effects of changing the website construction implemented **based on the audit** of compatibility with Google search for an online store (with watches) in order to increase the website's traffic **excluding paid campaigns** (Organic Search):

- the website's traffic before the audit: May 2017
- preparation of the audit: June 2017
- implementation of changes: July 2017

A full month after the changes (August 2017): **increase in website's traffic: +46%**

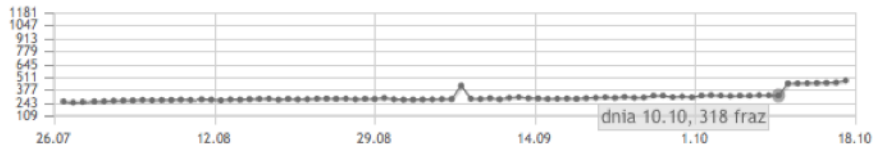
Default Channel Grouping	Acquisition			Behavior			Conversions eCommerce		
	Users ↕ ↓	New Users ↕	Sessions ↕	Bounce Rate ↕	Pages / Session ↕	Avg. Session Duration ↕	Ecommerce Conversion Rate ↕	Transactions ↕	Revenue ↕
Organic Traffic	53.25% ▲ <small>3,350 vs 2,186</small>	55.69% ▲ <small>2,681 vs 1,722</small>	47.85% ▲ <small>2,444 vs 1,653</small>	1.45% ▼ <small>0.86% vs 0.85%</small>	2.67% ▲ <small>14.01 vs 13.64</small>	8.01% ▲ <small>00:08:23 vs 00:07:45</small>	3.94% ▲ <small>5.97% vs 5.75%</small>	53.68% ▲ <small>146 vs 95</small>	44.78% ▲ <small>PLN 196,680.24 vs PLN 135,843.23</small>
1. Organic Search									
Aug 1, 2017 - Aug 31, 2017	3,350 (100.00%)	2,681 (100.00%)	2,444 (100.00%)	0.86%	14.01	00:08:23	5.97%	146 (100.00%)	PLN 196,680.24 (100.00%)
May 31, 2017 - Jun 30, 2017	2,186 (100.00%)	1,722 (100.00%)	1,653 (100.00%)	0.85%	13.64	00:07:45	5.75%	95 (100.00%)	PLN 135,843.23 (100.00%)
% Change	53.25%	55.69%	47.85%	1.45%	2.67%	8.01%	3.94%	53.68%	44.78%

6. Changes after the website construction audit - 1 week

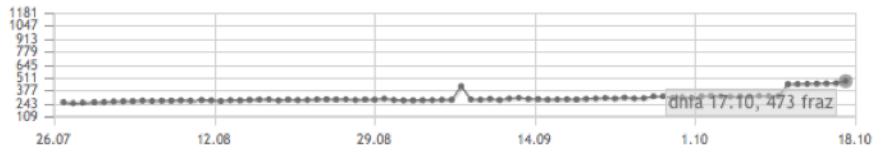
The comparison of the effects of changing the website construction implemented **based on the audit** of compatibility with Google search for an online store (with luxurious watches) in order to increase the website's traffic **excluding paid campaigns** (Organic Search):

- preparation of the audit: September 2017
- implementation of changes: October 2017

318 phrases visible in Google Search on 10.10.2017:
(implementing the first changes after the technical audit)



473 phrases visible in Google Search on 17.10.2017:
(7 days after the implementation)



Selected clients:

