



Complete online marketing service

SERVICE OUTLINE

Marketing strategy. Map of the marketing process. Key metrics

Data Studio dashboards for all channels. Analytics configuration

Configuration and optimisation of Google Ads, Facebook Ads, SEO, Twitter Ads and all other online channels needed to implement the strategy

Customer Data Platform in BigQuery, AWS or Segment platform (real-time)

Tool selection and integration. Automation in tools and channels

A team of Account Manager, 2 performance marketing specialists, social media branding specialist, data scientist and graphic designer

In the essential scenario, we configure analytics and analyse data from all channels in the BigQuery data warehouse once a month. In the complete version we set up the Customer Data Platform, which collects and processes atomic user activity data in real time. We automate marketing at the level of individual tools (e.g. for email marketing), channels (e.g. scripts in Google Ads) and entire marketing (e.g. custom groups based on activity in several channels). We run your marketing within the omnichannel paradigm: personalised and relevant to each individual person.

ESSENTIAL	COMPLETE
✓	✓
✓	✓
✓	✓
✗	✓
✓	✓
✓	✓