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# Raport aferent Luna 2

August 2023

Campanie de promovare online a produsului informatic ClusterCS v2, dezvoltat prin proiectul cod SMIS 143313 "Platforma management server-cluster scalabila pentru aplicatii web de traffic mare si necesar de stabilitate crescut"

Beneficiar: SOFT DREAMS SRL

Proiect co-finantat din  
Fondul European de  
Dezvoltare Regionala prin  
Programul Operational  
Competitivitate 2014-2020



Semnatura:

Stampila:



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# Campanii Google Ads

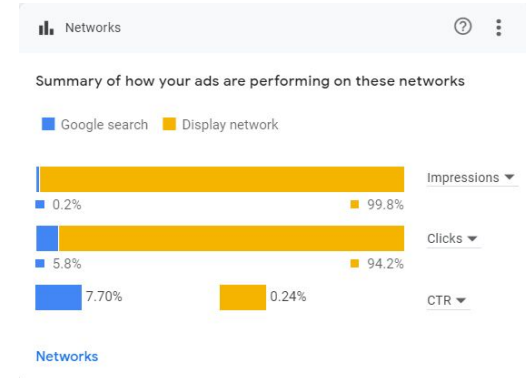
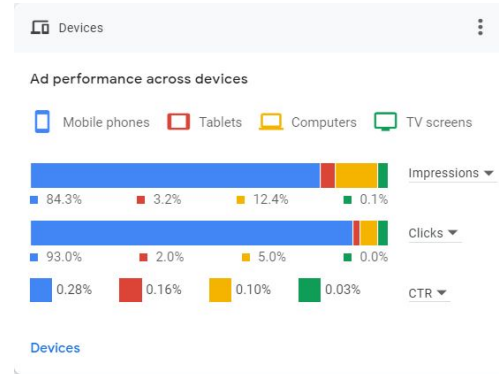




# Dispozitive

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Reclamele au fost afisate in mare parte pe mobil (84.3%) si desktop (12.4%). Majoritatea afisarilor provin din reseaua Display (99.8%), la fel si majoritatea click-urilor (94.2%).



# Rezultate



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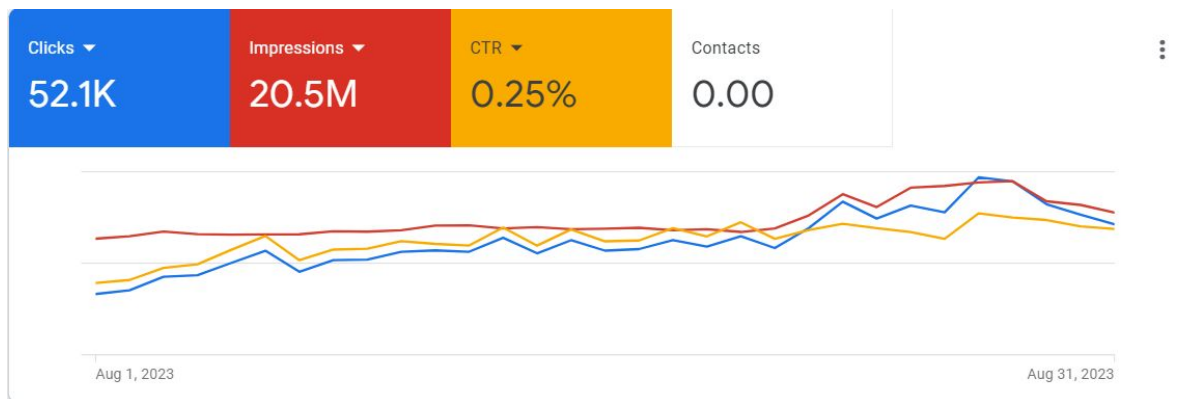


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Cumulat, in luna august, campaniile search si display au atras 52,084 click-uri, 20,526,413 afisari si un CTR de 0.25%.



# Rezultate



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In total, au existat 20 de conversii, adica conturi create si confirmate (calculate dupa obiectivul "create a quick account" din Analytics).

Campaign ▾		+	↓ Conversions All events ▾
			20.00
			57.14% of total
1	NNC   Search   Cluster CS   India		11.00
2	NNC   Display   Cluster CS   Global		3.00
3	NNC   Search   Cluster CS   Europa de Vest		3.00
4	NNC   Search   Cluster CS   Africa		2.00
5	NNC   Search   Cluster CS   Asia		1.00



# Campanie Display



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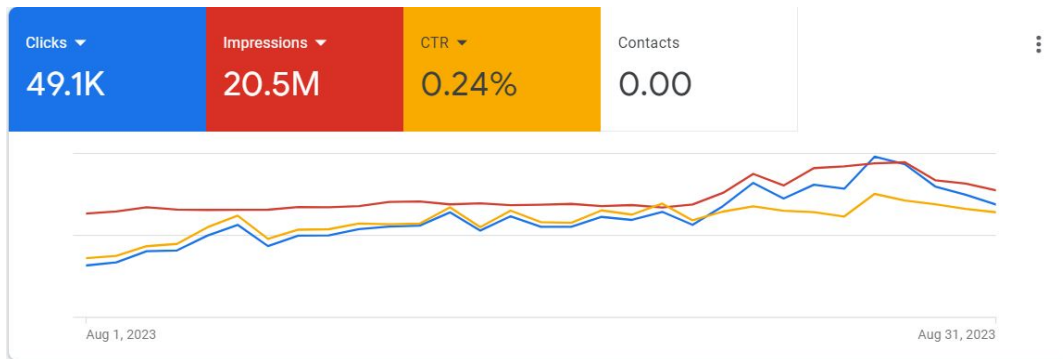


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Campania a atras 49,085 click-uri, 20,487,446 afisari, un CTR de 0.24% si 3 conversii.



# Campanii Search



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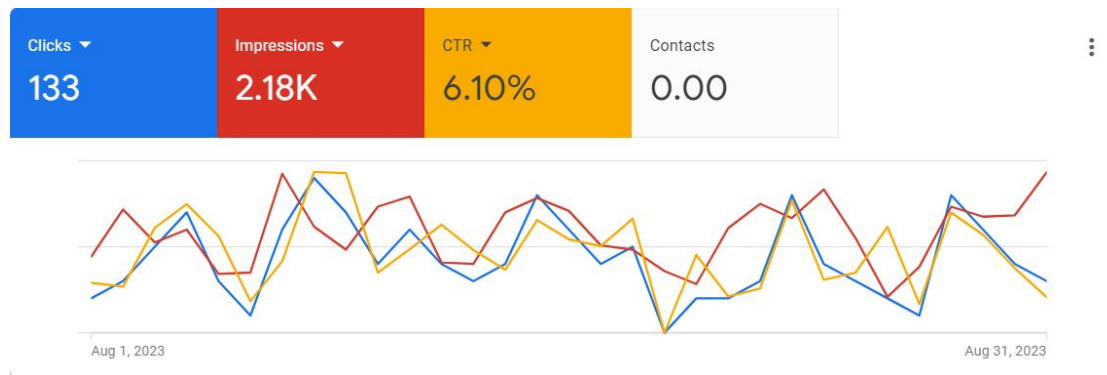


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Campania a atras 133 click-uri, 2182 afisari, si un CTR de 6.10%



Search - Africa

Search - America de Sud

Search - Asia

Search - Europa de Est

Search - Europa de Vest

Search - India

Search - USA



# Campanii Search



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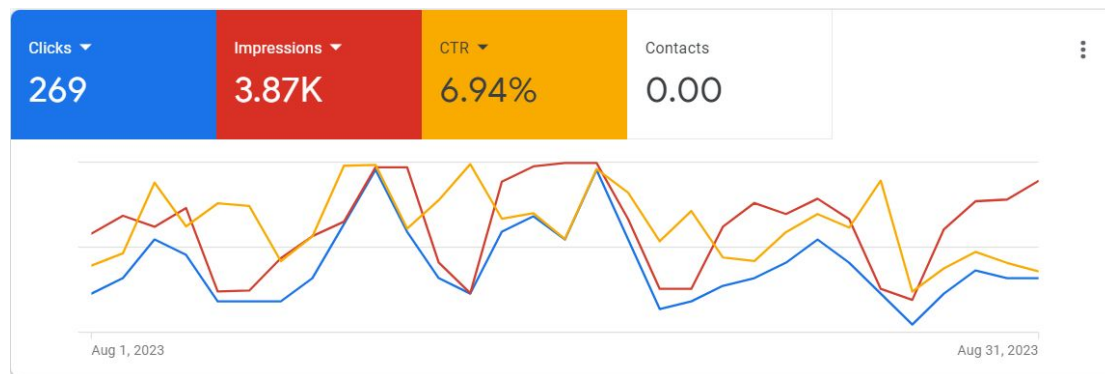


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Campania a atras 269 click-uri, 3,874 afisari, si un CTR de 6.94%.



Search - Africa

Search - America de Sud

Search - Asia

Search - Europa de Est

Search - Europa de Vest

Search - India

Search - USA





# Campanii Search



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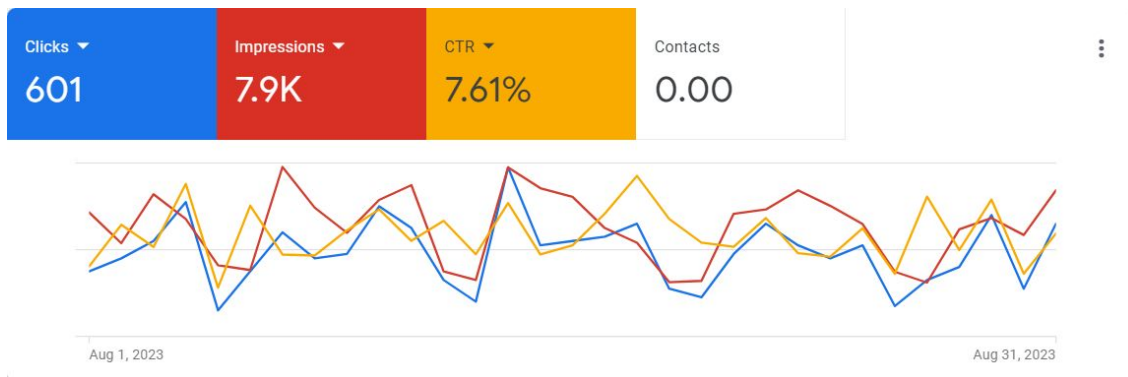


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Campania a atras 601 click-uri, 7,898 afisari si un CTR de 7.61%.



Search - Africa

Search - America de Sud

Search - Asia

Search - Europa de Est

Search - Europa de Vest

Search - India

Search - USA



# Campanii Search

Search - Africa

Search - America de Sud

Search - Asia

**Search - Europa de Est**

Search - Europa de Vest

Search - India

Search - USA



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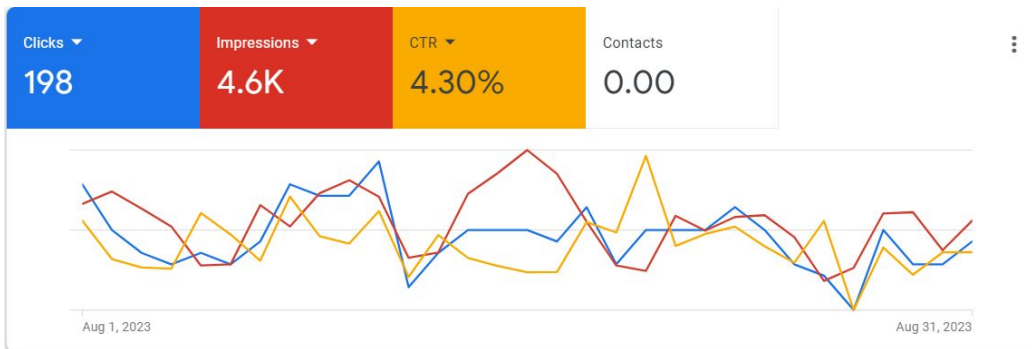


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Campania a atras 198 click-uri, 4,603 afisari si un CTR de 4.30%.

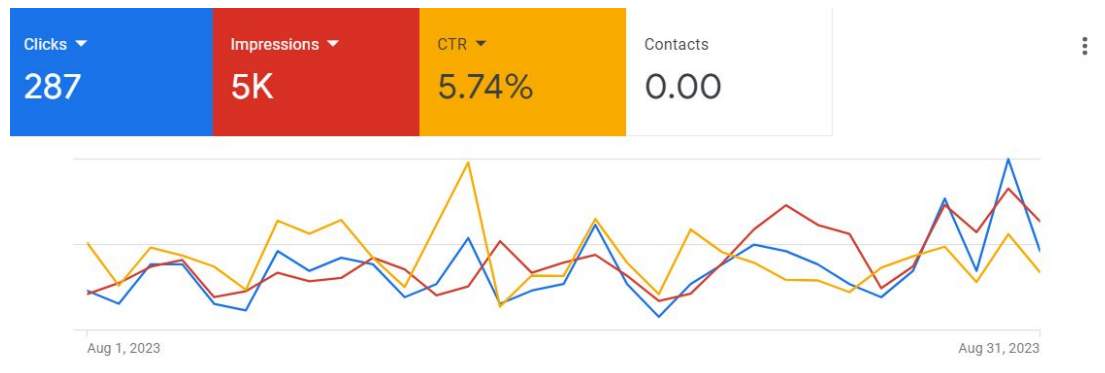


# Campanii Search



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Campania a atras 287 click-uri, 5,004 afisari si un CTR de 5.74%.



Search - Africa

Search - America de Sud

Search - Asia

Search - Europa de Est

**Search - Europa de Vest**

Search - India

Search - USA



# Campanii Search



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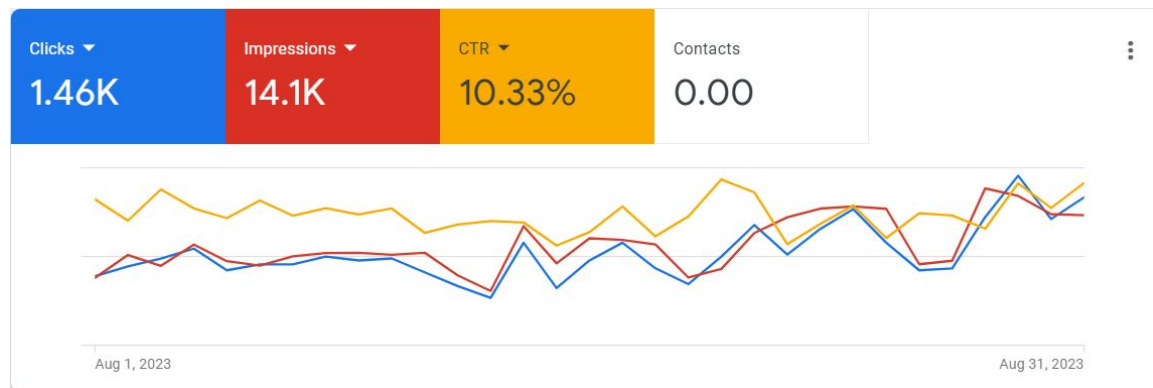


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Campania a atras 1,456 click-uri, 14,089 afisari si un CTR de 10.33%.



Search - Africa

Search - America de Sud

Search - Asia

Search - Europa de Est

Search - Europa de Vest

**Search - India**

Search - USA



# Campanii Search

Search - Africa

Search - America de Sud

Search - Asia

Search - Europa de Est

Search - Europa de Vest

Search - India

Search - USA



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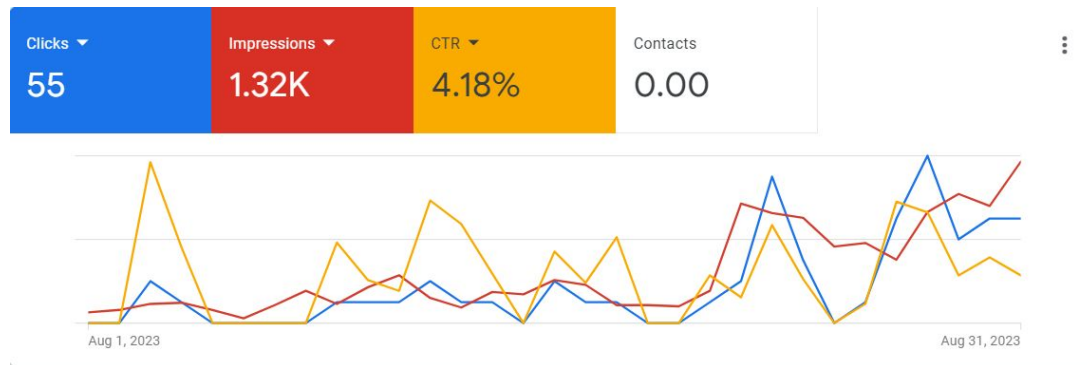


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Campania a atras 55 click-uri, 1,317 afisari si un CTR de 4.18%.





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# KPIs

## KPI/proiect:



Afisari

**2,000,000**



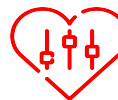
Click-uri

**11,500**



Tari targetate

**10<**



Media userilor zilnici

**150**

## Realizat/august:



Afisari

**23,373,770**



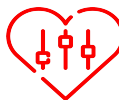
Click-uri

**55,367**



Tari targetate

**21**



Media userilor zilnici

**900**





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# Concluzii

- Targetarea campaniilor a ramas pe cele 22 de tari + USA, fiind respectat obiectivul de distribuire al reclamelor in minim 10 tari dezvoltate sau in curs de dezvoltare (atat campanii search cat si display)
- Obiectivul de 2,000,000 afisari a fost atins, fiind atrase peste 23,000,000 afisari de la inceputul campaniilor si pana in prezent
- Obiectivul de click-uri a fost indeplinit, fiind atrase peste 55,000 click-uri de la inceputul campaniilor si pana in prezent
- A fost atrasa o medie zilnica de 900 de useri pe site, exclusiv prin intermediul campaniilor Google Ads
- In perioada urmatoare ne propunem sa continuam optimizarea campaniilor pentru ca traficul atras pe site sa devina mai calitativ





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# Campanii LinkedIn







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# Targetare

**Campanii:** În cont au fost setate 5 campanii ale căror obiectiv este atragerea de trafic pe website. Fiecare campanie utilizează aceeași audiență și afișează 5 imagini diferite.

**Audiența:**

Locație: France, Spain, Italy, Belgium, Finland, Greece, Turkey, Israel, Mexico, Brazil.

AND

Company Industries: IT System Custom Software Development, Software Development,

OR

Member Interests: Web Hosting, Web Development Services, Data Hosting,



# Imagini folosite



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## Control Panel with powerful HA Clustering

START NOW

Project co-financed through the European Regional Fund through the Operational Competitivity Program 2014 - 2020



## CLOUD-BASED CONTROL PANEL

Effortless Web Server and Domain Management.

START NOW

Project co-financed through the European Regional Fund through the Operational Competitivity Program 2014 - 2020



Get a scalable  
server cluster management platform  
for web applications with high traffic  
and high scalability requirements

START NOW

Project co-financed through the European Regional Fund through the Operational Competitivity Program 2014 - 2020



Soft Dreams  
THE FUTURE OF IT



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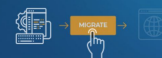


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## Effortless Web Server and Domain Management

START NOW

Project co-financed through the European Regional Fund through the Operational Competitivity Program 2014 - 2020



We offer the fastest way to  
build a **full High Availability  
Cluster** in just 3 simple steps

START NOW

Project co-financed through the European Regional Fund through the Operational Competitivity Program 2014 - 2020



Soft Dreams  
THE FUTURE OF IT



Soft Dreams  
THE FUTURE OF IT



# Link-uri Ads LinkedIn



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- Ad 1** [https://www.linkedin.com/posts/cluster-cs\\_try-it-for-free-activity-7090230117628600323-og-FL?utm\\_source=share&utm\\_medium=member\\_desktop](https://www.linkedin.com/posts/cluster-cs_try-it-for-free-activity-7090230117628600323-og-FL?utm_source=share&utm_medium=member_desktop)
- Ad 2** [https://www.linkedin.com/posts/cluster-cs\\_effortless-web-cluster-deployment-activity-7090232227413786625-q1qM?utm\\_source=share&utm\\_medium=member\\_desktop](https://www.linkedin.com/posts/cluster-cs_effortless-web-cluster-deployment-activity-7090232227413786625-q1qM?utm_source=share&utm_medium=member_desktop)
- Ad 3** [https://www.linkedin.com/posts/cluster-cs\\_discover-the-available-features-and-pricing-activity-7090250977911484417-zJi4?utm\\_source=share&utm\\_medium=member\\_desktop](https://www.linkedin.com/posts/cluster-cs_discover-the-available-features-and-pricing-activity-7090250977911484417-zJi4?utm_source=share&utm_medium=member_desktop)
- Ad 4** [https://www.linkedin.com/posts/cluster-cs\\_try-it-for-free-activity-7090252174458335232-JtwC?utm\\_source=share&utm\\_medium=member\\_desktop](https://www.linkedin.com/posts/cluster-cs_try-it-for-free-activity-7090252174458335232-JtwC?utm_source=share&utm_medium=member_desktop)
- Ad 5** [https://www.linkedin.com/posts/cluster-cs\\_create-your-free-account-activity-7090252905366118400-cslg?utm\\_source=share&utm\\_medium=member\\_desktop](https://www.linkedin.com/posts/cluster-cs_create-your-free-account-activity-7090252905366118400-cslg?utm_source=share&utm_medium=member_desktop)



# Rezultate

## KPIs



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### KPI/proiect:

 Afisari  
**325,620**

 Click-uri  
**660**

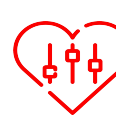
 Tari targetate  
**10**

### Realizate totale:

 Afisari  
**489,024**

 Click-uri CTR  
**2,997 0.61%**

 Tari targetate  
**10**

 Reach (unique member accounts)  
**227,789**



# Audienta | Location



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Name	Impressions	Clicks	Average CTR
Turkey	160,865 (45.17%)	807 (40.41%)	0.5%
Mexico	70,817 (19.89%)	419 (20.98%)	0.59%
Israel	48,964 (13.75%)	287 (14.37%)	0.59%
Brazil	33,764 (9.48%)	197 (9.86%)	0.58%
France	18,064 (5.07%)	125 (6.26%)	0.69%
Spain	14,481 (4.07%)	93 (4.66%)	0.64%
Italy	6,419 (1.8%)	49 (2.45%)	0.76%
Belgium	1,368 (0.38%)	12 (0.6%)	0.88%





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# Audienta | Job Title

Name ↕	Impressions ↕	Clicks ↕	Average CTR
Chief Executive Officer	18,931 (5.32%)	119 (5.96%)	0.63%
Software Engineer	13,855 (3.89%)	72 (3.61%)	0.52%
Full Stack Engineer	10,252 (2.88%)	59 (2.95%)	0.58%
Co-Founder	9,830 (2.76%)	56 (2.8%)	0.57%
Owner	7,431 (2.09%)	50 (2.5%)	0.67%
Founder	10,767 (3.02%)	46 (2.3%)	0.43%
Chief Technology Officer	6,502 (1.83%)	34 (1.7%)	0.52%
Frontend Developer	3,375 (0.95%)	34 (1.7%)	1.01%



# Audienta | Company industry



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Name	Impressions	Clicks	Average CTR
Technology, Information and Internet	97,919 (27.5%)	572 (28.64%)	0.58%
IT Services and IT Consulting	68,619 (19.27%)	386 (19.33%)	0.56%
Business Consulting and Services	15,287 (4.29%)	85 (4.26%)	0.56%
Media and Telecommunications	12,984 (3.65%)	85 (4.26%)	0.65%
Transportation Equipment Manufacturing	12,981 (3.65%)	61 (3.05%)	0.47%
Higher Education	10,858 (3.05%)	44 (2.2%)	0.41%
Credit Intermediation	10,129 (2.84%)	46 (2.3%)	0.45%
Machinery Manufacturing	8,726 (2.45%)	39 (1.95%)	0.45%





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# Concluzii

- **Impresii și Reach:** Campania a obținut un total de 356,107 de impresii. S-a atins un nivel semnificativ de expunere, campania a avut succes în ceea ce privește vizibilitatea.
- **Rata de Click-Through (CTR):** Rata de Click-Through (CTR) de 0.56% este în general în linie cu mediile industriei pentru reclamele de pe LinkedIn, care variază de obicei între 0,2% și 0,9%.

Campania s-a desfășurat cu succes, demonstrat de performanța solidă în termeni de impresii, rata de click-uri și costul per click. Pentru creșterea ratei de Click-Through recomandăm menținerea acestui grad de focalizare a audienței și în campaniile viitoare și eliminarea industriilor care nu sunt de interes. În același timp, ne îndreptăm atenția către explorarea și testarea unor noi abordări creative în materie de design și mesaje publicitare.

