



UNIUNEA EUROPEANĂ



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Instrumente Structurale
2014-2020

Raport aferent Luna 1 IULIE 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





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Targetare

In cont au fost setate 7 campanii search ale caror obiectiv este atragerea de trafic pe website si o campanie display care are ca obiectiv vizibilitatea brandului in mediul online.

Pagina de destinatie targetata este

<https://clustercs.com/Clustercs-v2-major-release/>

Fiecare campanie de tip search promoveaza cate o arie geografica si anume: Africa (Africa de sud, Nigeria), America de Sud (Brazilia, Mexic), Asia (Coreea de Sud, Indonezia, Filipine, Vietnam), Europa de Est si orient (Grecia, Turcia, Israel), Europa de Vest (Belgia, Finlanda, Franta, Germania, Italia, Olanda, Norvegia, Spania, Suedia, Elvetia), India si Statele Unite ale Americii. Targetarea campaniei display include de asemenea toate aceste tari.



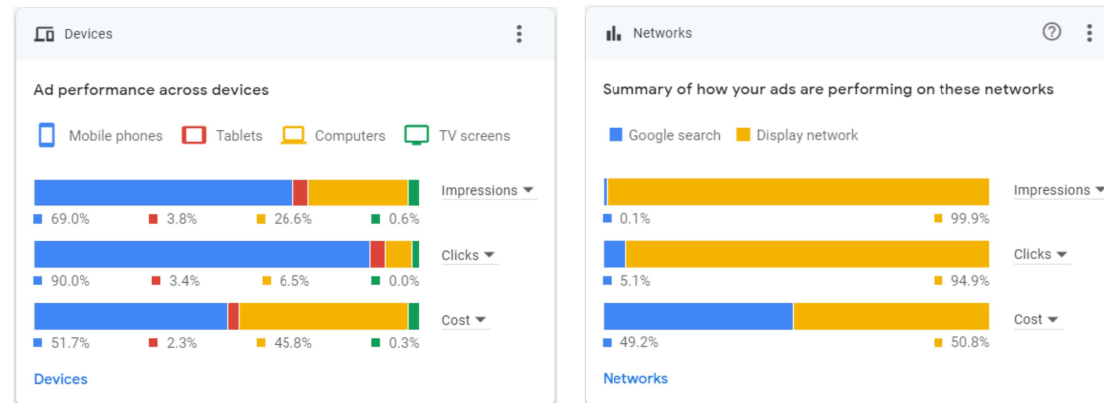
Distributia Reclamelor



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Reclamele au fost afisate in mare parte pe mobil (69.0%) si desktop (26.6%).

Majoritatea afisarilor provin din reseaua Display (99.9%), la fel si majoritatea click-urilor (94.9%).



Reclame Display



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Control Panel
with powerful
HA Clustering

START NOW

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Reclame search



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[Multi-Server Control Panel | Server Administration Software | Try It...](#)

[Ad](#) clustercs.com/control-panel/ha-clustering

The Cloud-Based Control Panel for Effortless Web Server and Domain Management.

Full Domain Management, Server Configuration and Custom Logs.

No Limits, No Code · On-premise version · First Server is Free · Usage-Based Billing

[High Availability Clustering | Effortless Domain Management | Try It...](#)

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The Cloud-Based Control Panel for Effortless Web Server and Domain Management. Full Domain Management, Server Configuration and Custom Logs.

SSL Management · No Limits, No Code · On-premi...



Reclame search



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| Ad group | Title | Description | Keywords |
|-------------------|------------------------------|--|--------------------------------------|
| High Availability | High Availability Clustering | The Cloud-Based Control Panel for Effortless Web Server and Domain Management. | availability server |
| | Effortless Domain Management | Control Panel with Full Support for High-Availability Clustering and Auto Scaling. | high availability |
| | Try It For Free | We offer the fastest way to build a full High Availability Cluster in just 3 simple steps. | high availability clustering |
| | Control Panel with HA | Never worry about your website performance, availability and scalability again. | control panel with high availability |
| | Availability Server | | |
| | Cloud-Based Control Panel | | |
| | Easy Cluster Management | | |
| | Cpanel with Auto Scaling | | |
| | Cpanel with Full Support | | |
| | 5 Minutes Cluster Setup | | |
| | Effortless Managed Hosting | | |
| | Monitoring And Auto-Healing | | |
| | Full Domain Management | | |
| | HA Clustering & Auto-Scaling | | |
| | First one is Free | | |

| Ad group | Title | Description | Keywords |
|-------------------|--------------------------------|--|--------------------------------|
| Server Management | Multi-Server Control Panel | The Cloud-Based Control Panel for Effortless Web Server and Domain Management. | server management software |
| | Server Administration Software | Full Domain Management, Server Configuration and Custom Logs. | server administration software |
| | Try It For Free | Manage unlimited domains, databases and users. | server management systems |
| | Server Management Software | Server Management Software with High-Availability Clustering & Auto-Scaling. | server management application |
| | Server Management Application | | multi server control panel |
| | Effortless Domain Management | | |
| | SSL Management | | |
| | Full Domain Management | | |
| | HA Cluster Management | | |
| | High Availability Clustering | | |
| | Monitoring And Auto-Healing | | |
| | HA Clustering & Auto-Scaling | | |
| | Cloud-Based Control Panel | | |
| | First one is Free | | |
| | Learn More | | |



Campanii Google Ads



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Campania a atras 3,115 click-uri, 2,845,266 afisari, un CTR de 0.11%, un CPC de 0.07\$ la un cost total de 221.32\$.

Display

Search - Africa

Search - America de Sud

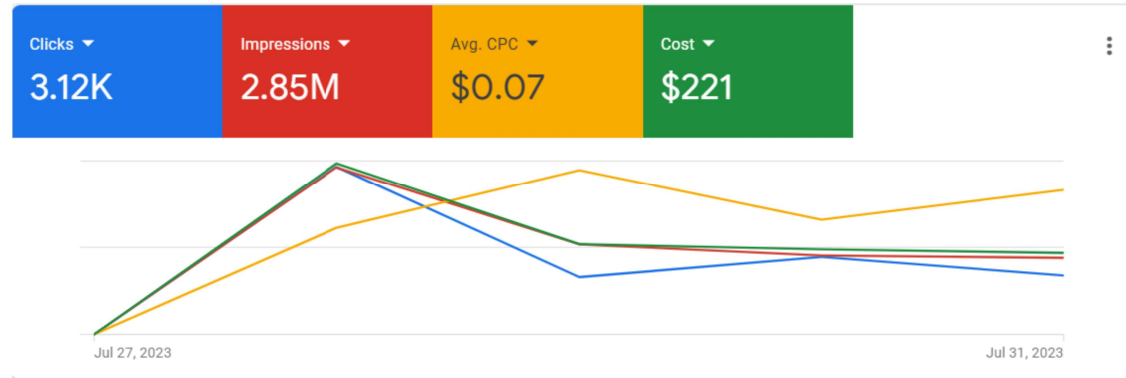
Search - Asia

Search - Europa de Est

Search - Europa de Vest

Search - India

Search - USA



Campanii Google Ads



Competitive together!

Campania a atras 7 click-uri, 107 afisari, un CTR de 6.54%, un CPC de 1.18\$ la un cost total de 8.28\$.

Display

Search - Africa

Search - America de Sud

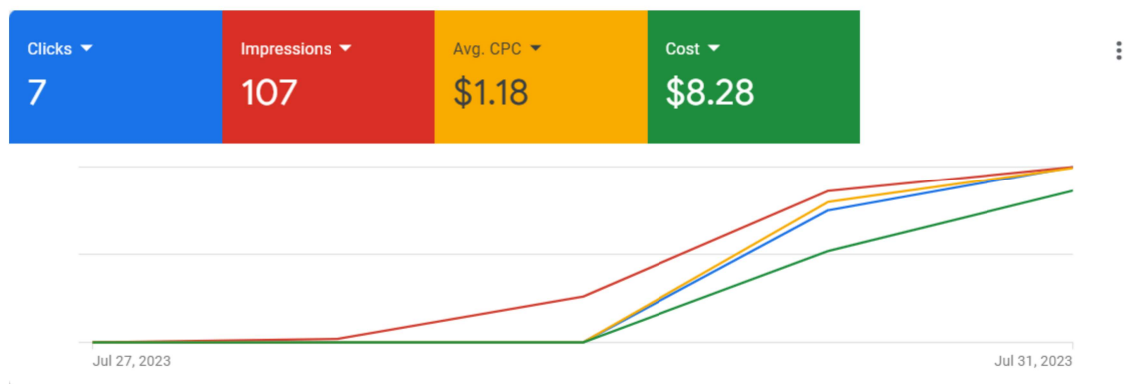
Search - Asia

Search - Europa de Est

Search - Europa de Vest

Search - India

Search - USA



Campanii Google Ads



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Campania a atras 11 click-uri, 151 afisari, un CTR de 7.28%, un CPC de 1.37\$ la un cost total de 15.03\$.

Display

Search - Africa

Search - America de Sud

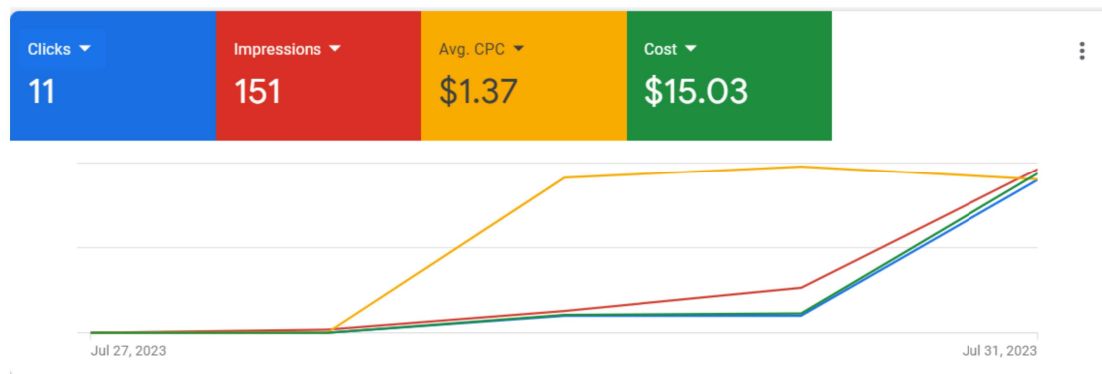
Search - Asia

Search - Europa de Est

Search - Europa de Vest

Search - India

Search - USA





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Campanii Google Ads

Display

Search - Africa

Search - America de Sud

Search - Asia

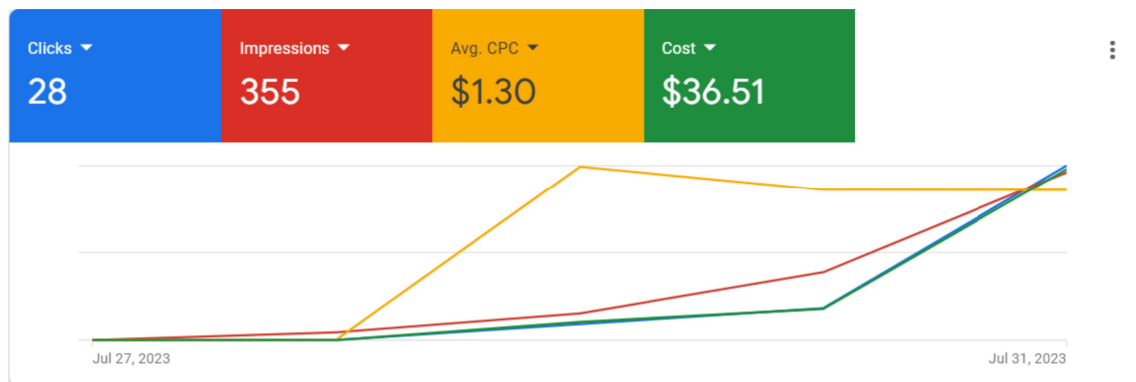
Search - Europa de Est

Search - Europa de Vest

Search - India

Search - USA

Campania a atras 28 click-uri, 355 afisari, un CTR de 7.89%, un CPC de 1.30\$ la un cost total de 36.51\$.



Campanii Google Ads



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Campania a atras 16 click-uri, 244 afisari, un CTR de 6.56%, un CPC de 1.24\$ la un cost total de 19.83\$.

Display

Search - Africa

Search - America de Sud

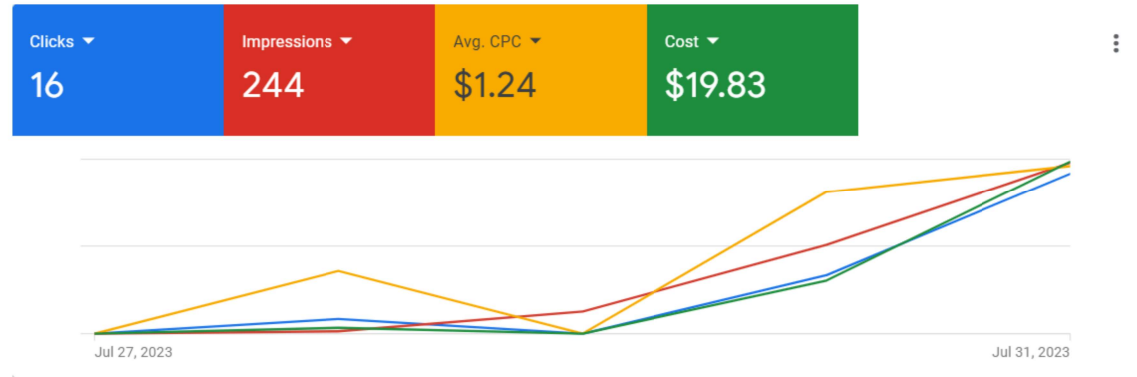
Search - Asia

Search - Europa de Est

Search - Europa de Vest

Search - India

Search - USA



Campanii Google Ads



Competitive together!

Campania a atras 8 click-uri, 179 afisari, un CTR de 4.47%, un CPC de 1.45\$ la un cost total de 11.57\$.

Display

Search - Africa

Search - America de Sud

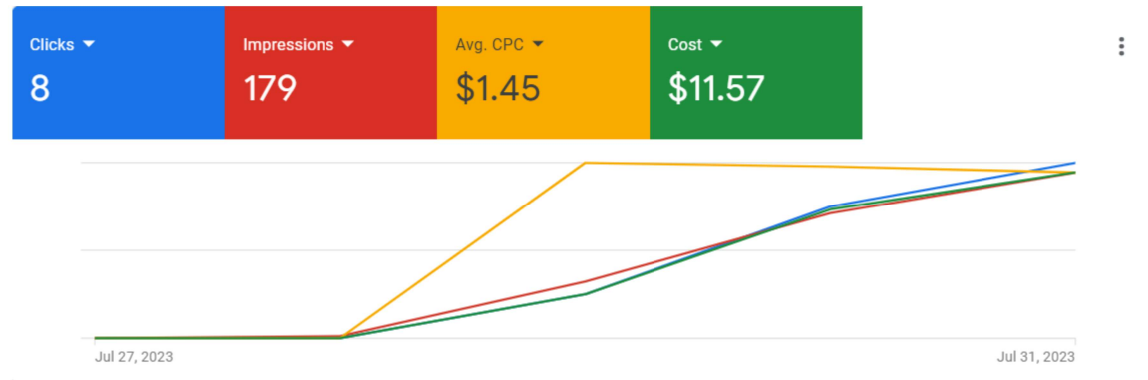
Search - Asia

Search - Europa de Est

Search - Europa de Vest

Search - India

Search - USA



Campanii Google Ads



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Campania a atras 97 click-uri, 1,037 afisari, un CTR de 9.35%, un CPC de 1,25\$ la un cost total de 122.68\$.

Display

Search - Africa

Search - America de Sud

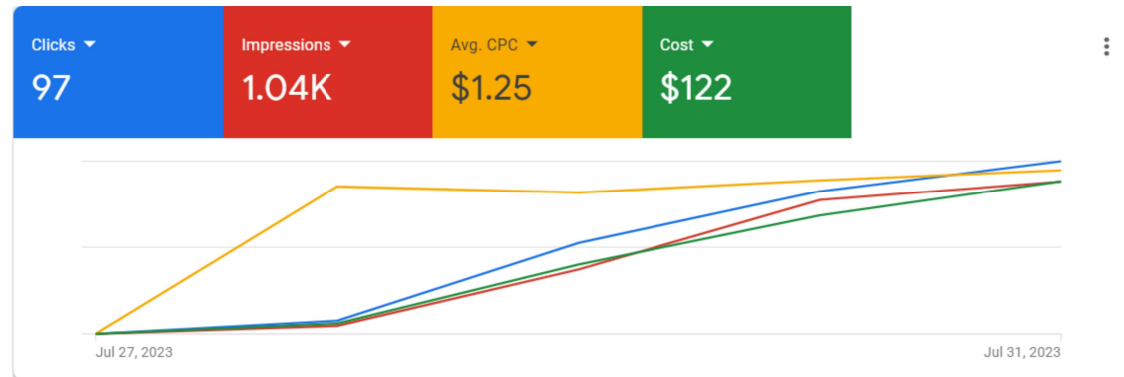
Search - Asia

Search - Europa de Est

Search - Europa de Vest

Search - India

Search - USA



Campanii Google Ads



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Campania a atras 1 click, 18 afisari, un CTR de 5.56%, un CPC de 1.50\$ la un cost total de 1.50\$.

Display

Search - Africa

Search - America de Sud

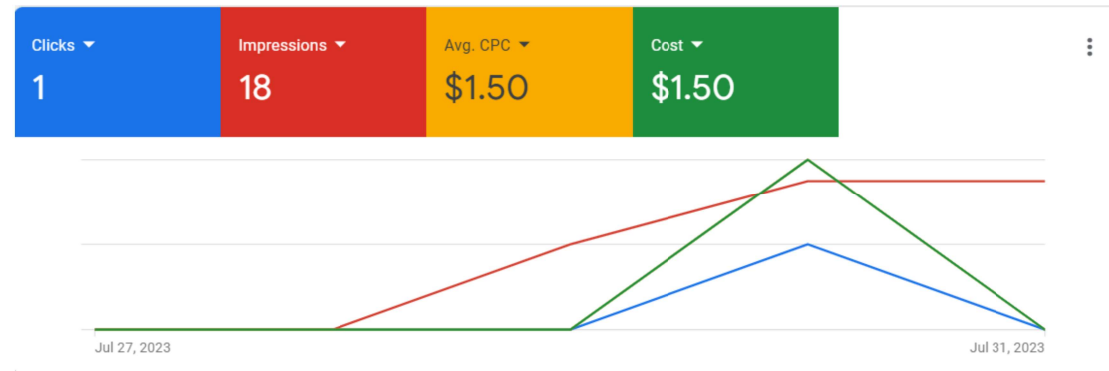
Search - Asia

Search - Europa de Est

Search - Europa de Vest

Search - India

Search - USA



Rezultate



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Afisari
2,847,357



Click-uri
3,283

CTR
0.12%



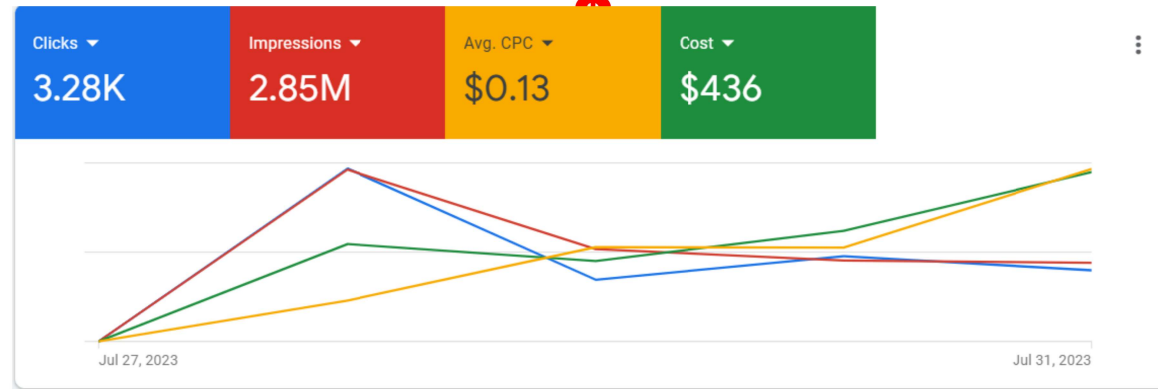
CPC
0.13\$



Cost
435.72



Conversii
-



KPI S



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KPI/ proiect:



Afisari

2,000,00



0

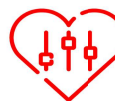
Click-uri

11,500



Tari
targetate

10<



Media userilor
zilnici

150

Realizat/iulie:



Afisari

2,847,35



7

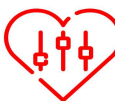
Click-uri

3,283



Tari
targetate

21



Media userilor zilnici

500





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Concluzii

- Campaniile au fost targetate pe 22 de tari + USA, fiind respectat obiectivul de distribuire al reclamelor in minim 10 tari dezvoltate sau in curs de dezvoltare
- Obiectivul de 2,000,000 afisari a fost atins, fiind atrase peste 2,800,00 de afisari ale reclamelor
- In ceea ce priveste numarul de click-uri, a fost indeplinit 28% din obiectivul propus pentru cele 6 luni.
- Numarul total de useri atrasi pe site exclusiv prin intermediul campaniilor Google Ads (in cele 4 zile de activitate), este de 2014, fiind obtinuta o medie de 503 useri pe zi.
- In perioada urmatoare ne propunem sa continuam optimizarea campaniilor pentru ca traficul atras pe site sa devina mai calitativ
- In functie de rezultate, vom optimiza bidurile si bugetele astfel incat fiecare campanie sa beneficieze de bugetul necesar pentru atragerea de rezultate maxime.





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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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MIGRATE

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

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Soft Dreams

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Soft Dreams

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CLOUD-BASED CONTROL PANEL

Effortless Web Server and Domain Management.

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Soft Dreams

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Effortless Web Server and Domain Management

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Soft Dreams

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

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Link-uri Ads LinkedIn



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- Ad 1 https://www.linkedin.com/posts/cluster-cs_try-it-for-free-activity-7090230117628600323-oqFL?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
- 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
- Ad 4 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





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Rezultate



Afisari
356,107



Click-uri
1997

CTR
0.56%



CPC
€1.19



Cost
€2,383.
73



Conversii
-

| Impressions | Clicks | Average CTR |
|-------------|--------|-------------|
| 356,107 | 1,997 | 0.56% |
| 356,107 | 1,997 | 0.56% |



Rezultate

KPI s

Impressions  Clicks  Average CTR

| Impressions | Clicks | Average CTR |
|-------------|--------|-------------|
| 356,107 | 1,997 | 0.56% |
| 356,107 | 1,997 | 0.56% |



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**KPI/
proiect:**
 Afisari
325,620

 **Click-uri**
660

 **Tari
targetate**
10

Realizat/iulie:
 Afisari
356,107

 **Click-uri** **CTR**
199 **0.56%**

7
 **Tari targetate**
10

 **Reach (unique member accounts)**
170,237





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Audienta Location

| 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% |





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Audienta Company industry

| 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.

