



UNIUNEA EUROPEANĂ



Competitive together!



Instrumente Structurale
2014-2020

Raport final

Campanie decembrie si rezultate finale

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 crescute"

Beneficiar: SOFT DREAMS SRL

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



Semnatura:

Stampila:



UNIUNEA EUROPEANĂ



Competitive together!



Instrumente Structurale
2014-2020

Campanii Google Ads





UNIUNEA EUROPEANĂ

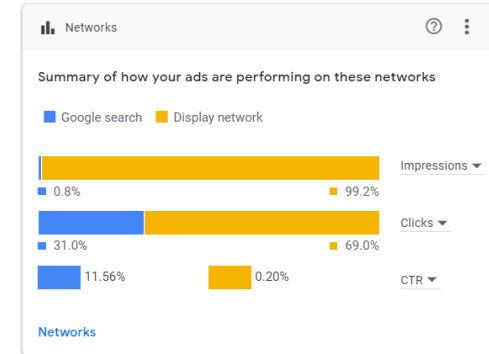
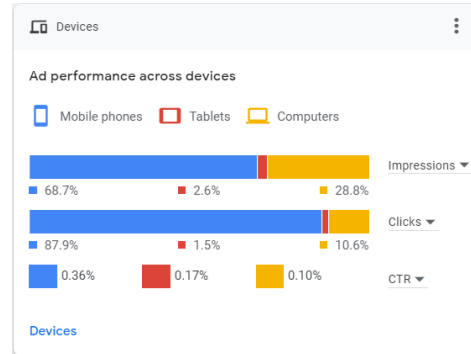


Competitive together!



Dispozitive

Reclamele au fost afisate in mare parte pe mobil (68.7%) si desktop (28.8%). Majoritatea afisarilor provin din reseaua Display (99.2%), la fel si majoritatea click-urilor (69.0%).





UNIUNEA EUROPEANĂ



Competitive together!

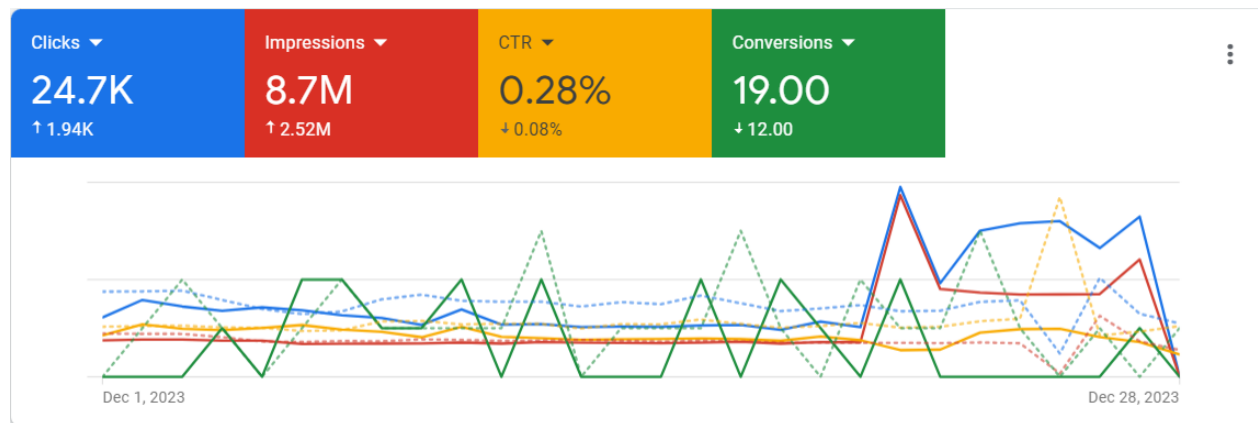


Instrumente Structurale
2014-2020

Rezultate

Cumulat, in luna decembrie, campaniile search si display au atras 24,727 click-uri, 8,702,269 afisari si un CTR de 0.28%. Au fost atrase 19 conversii (conturi create si confirmate).

In comparatie cu perioada precedenta, a existat o crestere de 8.50% in numarul de click-uri si de 40.87% in numarul de afisari, cresteri datorate campaniei display.

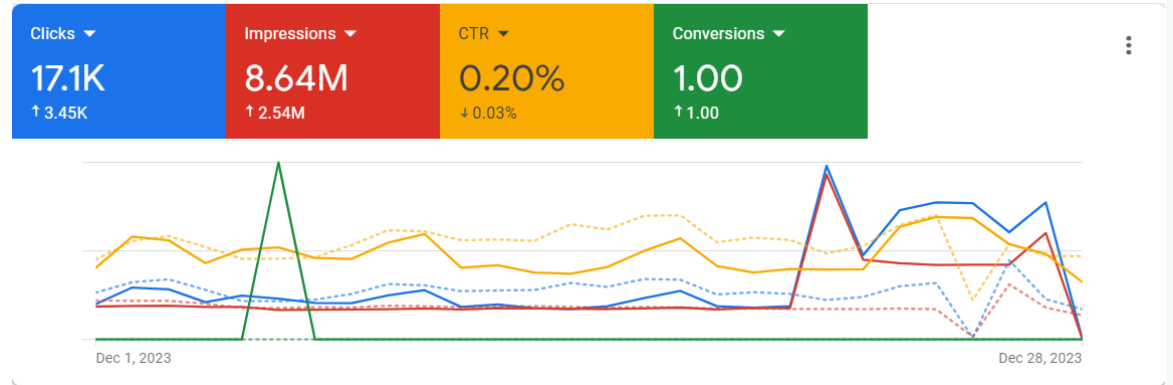


Campanie Display



Competitive together!

Campania a atras 17,060 click-uri, 8,635,961 afisari, un CTR de 0.20% si o conversie.



Campanii Search



UNIUNEA EUROPEANĂ

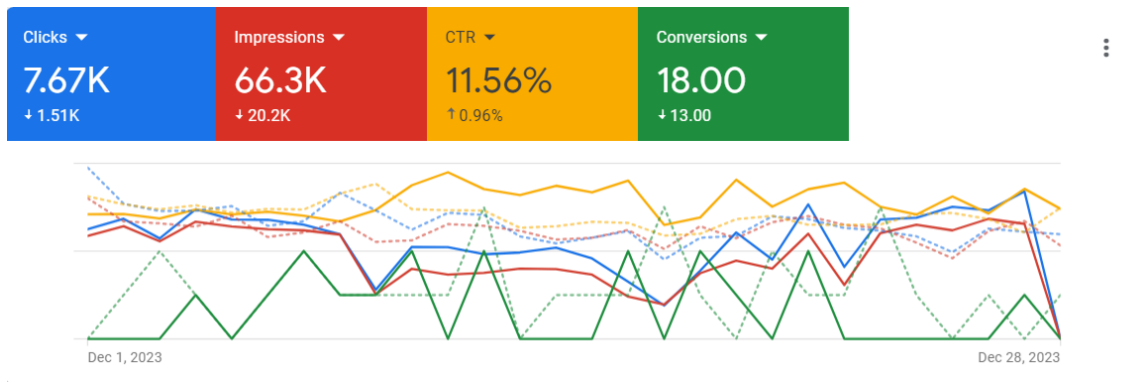


Competitive together!



Instrumente Structurale
2014-2020

Per total, campaniile au atras 7,667 click-uri, 66,308 afisari, si un CTR de 11.56%.
Au fost confirmate 18 conturi noi.



Campanii Search



UNIUNEA EUROPEANĂ



Competitive together!



Instrumente Structurale
2014-2020

Campania a atras 85 click-uri, 1,207 afisari, si un CTR de 7.04%.

Search - Africa

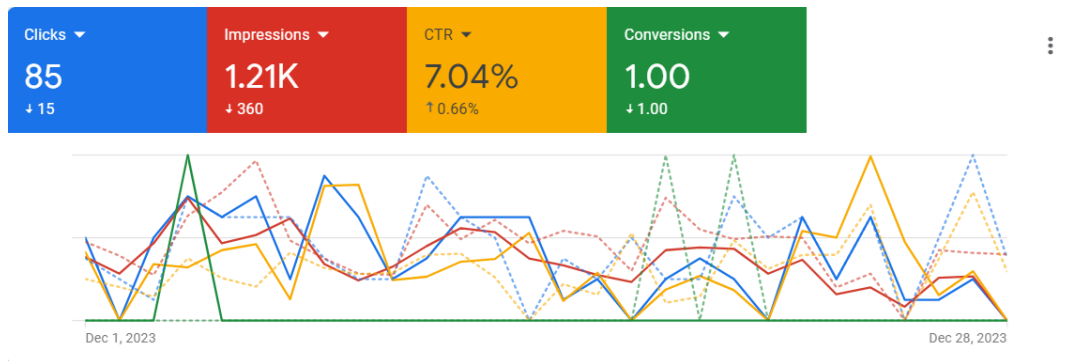
Search - America de Sud

Search - Asia

Search - Europa de Vest

Search - India

Search - Campanie dinamica



Campanii Search



UNIUNEA EUROPEANĂ

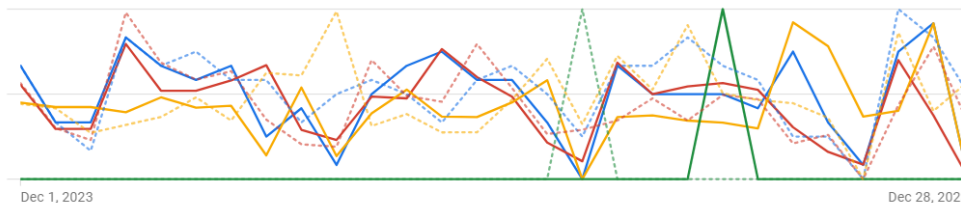
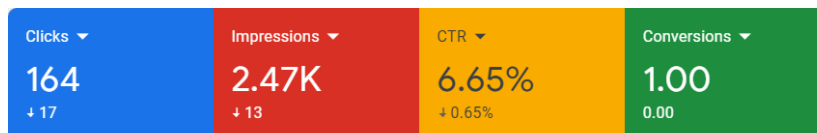


Competitive together!



Instrumente Structurale
2014-2020

Campania a atras 164 click-uri, 2,466 afisari, si un CTR de 6.65%.



Search - Africa

Search - America de Sud

Search - Asia

Search - Europa de Vest

Search - India

Search - Campanie dinamica



Campanii Search



UNIUNEA EUROPEANĂ

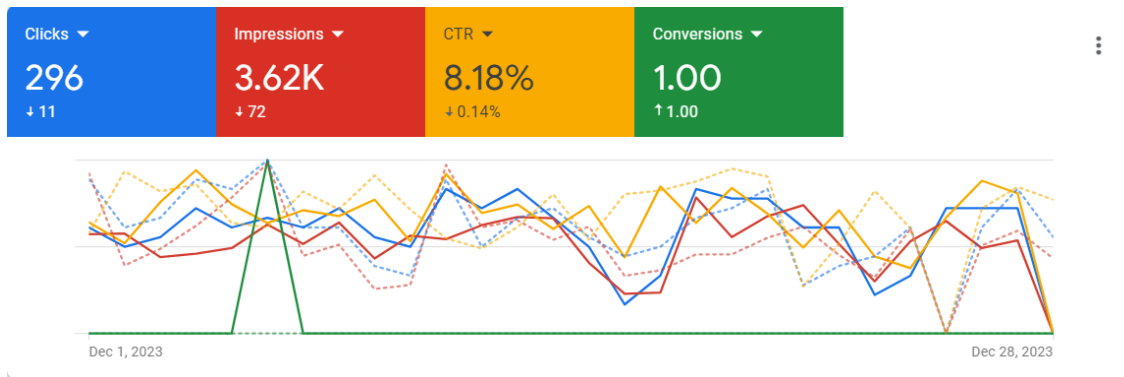


Competitive together!



Instrumente Structurale
2014-2020

Campania a atras 296 click-uri, 3,619 afisari si un CTR de 8.18%.



Search - Africa

Search - America de Sud

Search - Asia

Search - Europa de Vest

Search - India

Search - Campanie dinamica



Campanii Search

Search - Africa

Search - America de Sud

Search - Asia

Search - Europa de Vest

Search - India

Search - Campanie dinamica



UNIUNEA EUROPEANĂ

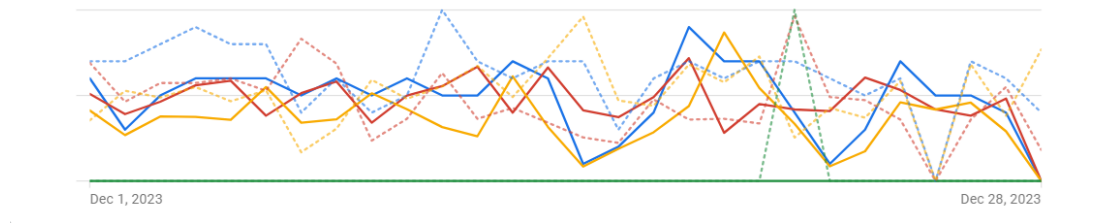
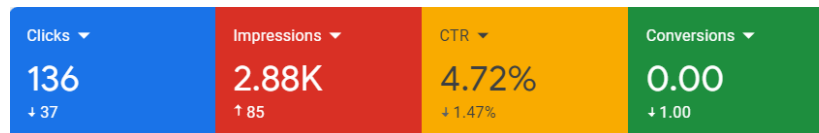


Competitive together!



Instrumente Structurale
2014-2020

Campania a atras 136 click-uri, 2,879 afisari si un CTR de 4.72%.



Campanii Search



UNIUNEA EUROPEANĂ



Competitive together!



Instrumente Structurale
2014-2020

Campania a atras 531 click-uri, 5,702 afisari si un CTR de 9.31%.

Search - Africa

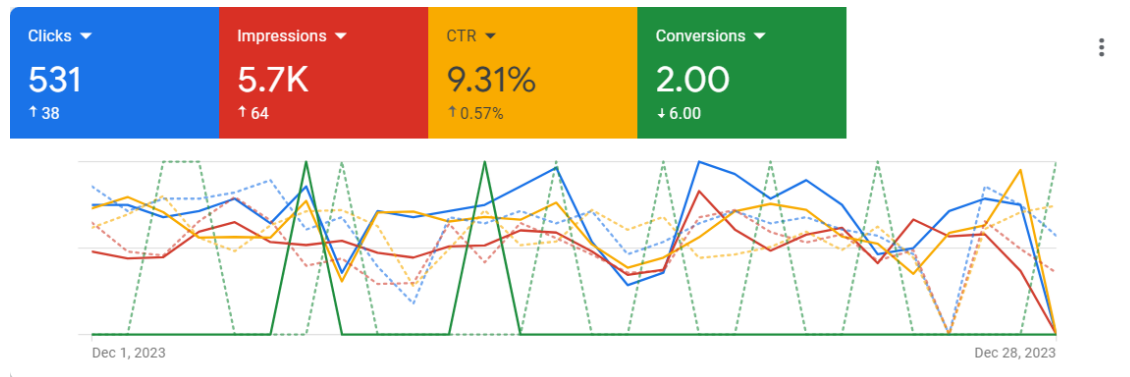
Search - America de Sud

Search - Asia

Search - Europa de Vest

Search - India

Search - Campanie dinamica



Campanii Search



UNIUNEA EUROPEANĂ

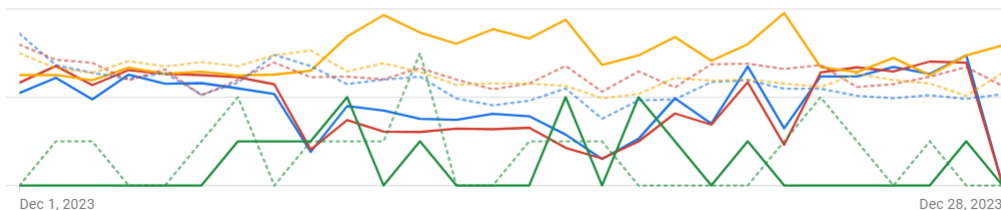
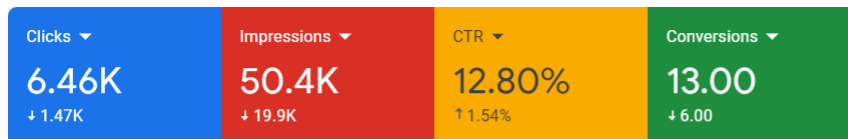


Competitive together!



Instrumente Structurale
2014-2020

Au fost obtinute 50,435 afisari, 6,455 click-uri, la un CTR de 12.80%.



Search - Africa

Search - America de Sud

Search - Asia

Search - Europa de Vest

Search - India

Search - Campania dinamica



Rezultate



UNIUNEA EUROPEANĂ



Competitive together!



Instrumente Structurale
2014-2020

In total, au existat 536 de conversii (formulare completate) dintre care 19 conturi create si confirmate (calculate dupa obiectivul "create a quick account" din Analytics).

Campaign		Conversions
		All events
		536.64
		63.43% of total
1	NNC Search Dynamic Campaign	522.00
2	NNC Search Cluster CS India	4.00
3	NNC_Cluster_CS_Campaigns	3.76
4	NNC Search Cluster CS America de Sud	2.00
5	NNC Search Cluster CS Asia	2.00
6	NNC Display Cluster CS Global	1.00
7	NNC Search Cluster CS Africa	1.00
8	NNC Search Cluster CS Europa de Vest	0.87

Campaign		Conversions
		All events
		19.00
		82.61% of total
1	NNC Search Dynamic Campaign	13.00
2	NNC Search Cluster CS India	2.00
3	NNC Display Cluster CS Global	1.00
4	NNC Search Cluster CS Africa	1.00
5	NNC Search Cluster CS America de Sud	1.00
6	NNC Search Cluster CS Asia	1.00





UNIUNEA EUROPEANĂ



Competitive together!



Instrumente Structurale
2014-2020

KPIs

KPI/proiect:



Afisari

2,000,000



Click-uri

11,500



Tari targetate

10<



Media userilor zilnici

150

Realizat/dec:



Afisari

81,213,780



Click-uri

224,724



Tari targetate

23



Media userilor zilnici

800





Competitive together!

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 81,200,000 afisari de la inceputul campaniilor si pana in prezent
- Obiectivul de click-uri a fost indeplinit, fiind atrase peste 224,724 click-uri de la inceputul campaniilor si pana in prezent
- Luna aceasta a fost atrasa o medie zilnica de 800 de useri pe site.



Rezultate finale campanie - 6 luni



UNIUNEA EUROPEANĂ



Competitive together!



Instrumente Structurale
2014-2020

Cluster CS Display Total							
	Iulie	August	Septembrie	Octombrie	Noiembrie	Decembrie	Total
Clicks	3,115	49,085	68,784	38,748	14,652	17,059	191,443
Impressions	2,845,266	20,487,446	25,751,539	16,569,111	6,587,164	8,635,933	80,876,401
CTR	0.11%	0.24%	0.27%	0.23%	0.22%	0.20%	0.24%
Conversions	1	3	4	1	-	1	6
Cluster CS Search Total							
	Iulie	August	Septembrie	Octombrie	Noiembrie	Decembrie	Total
Clicks	168	2,999	3,922	8,631	9,892	7,667	33,279
Impressions	2,091	38,967	49,175	87,796	93,045	66,308	337,382
CTR	8.03%	7.70%	7.98%	9.83%	10.63%	11.56%	9.86%
Conversions	2	17	26	24	32	18	106
Cluster CS Total							
	Iulie	August	Septembrie	Octombrie	Noiembrie	Decembrie	Total
Clicks	3,283	52,084	72,706	47,379	24,544	24,726	224,722
Impressions	2,847,357	20,526,413	25,800,714	16,656,908	6,680,209	8,702,241	81,213,783
CTR	0.12%	0.25%	0.28%	0.28%	0.37%	0.28%	0.28%
Conversions	3	20	30	25	32	19	112



Rezultate finale campanie - 6 luni



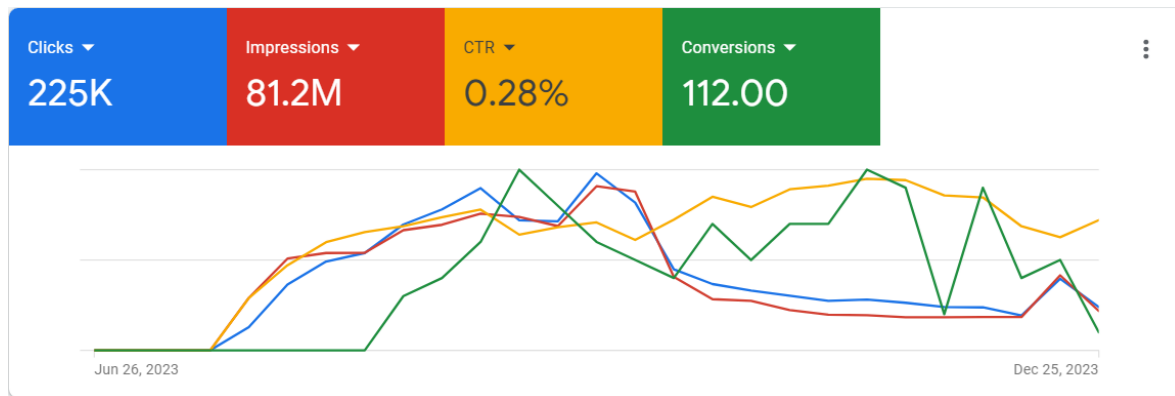
UNIUNEA EUROPEANĂ



Competitive together!



Instrumente Structurale
2014-2020





UNIUNEA EUROPIANĂ



Competitive together!



Instrumente Structurale
2014-2020



Campanii LinkedIn





Competitive together!

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

UNIUNEA EUROPEANĂ

COMPETITIVE TOGETHER!

Instrumente Structurale 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



Competitive together!

UNIUNEA EUROPEANĂ

COMPETITIVE TOGETHER!

Instrumente Structurale 2014-2020

Control Panel with powerful HA Clustering

[START NOW](#)

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

UNIUNEA EUROPEANĂ

COMPETITIVE TOGETHER!

Instrumente Structurale 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

UNIUNEA EUROPEANĂ

COMPETITIVE TOGETHER!

Instrumente Structurale 2014-2020

Soft Dreams

Effortless Web Server and Domain Management

[START NOW](#)

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

UNIUNEA EUROPEANĂ

COMPETITIVE TOGETHER!

Instrumente Structurale 2014-2020

Soft Dreams

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



Link-uri Ads LinkedIn



Competitive together!

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



Rezultate

KPIs



UNIUNEA EUROPEANĂ



Competitive together!



Instrumente Structurale
2014-2020

KPI/proiect:

 Afisari
325,620

 Click-uri
660

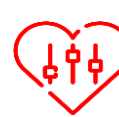
 Tari targetate
10

Realizate totale:

 Afisari
1,248,413

 Click-uri CTR
8,360 0.67%

 Tari targetate
10

 Reach (unique member accounts)
571,848



Audienta | Location



UNIUNEA EUROPEANĂ



Competitive together!



Name	Impressions	Clicks	Average CTR
Turkey	626,835 (50.21%)	3,808 (45.55%)	0.61%
Brazil	163,038 (13.06%)	1,297 (15.51%)	0.8%
Mexico	160,285 (12.84%)	1,271 (15.2%)	0.79%
Israel	204,248 (16.36%)	1,173 (14.03%)	0.57%
France	34,819 (2.79%)	268 (3.21%)	0.77%
Spain	27,750 (2.22%)	233 (2.79%)	0.84%
Italy	14,805 (1.19%)	153 (1.83%)	1.03%
Greece	4,406 (0.35%)	35 (0.42%)	0.79%
Belgium	3,116 (0.25%)	24 (0.29%)	0.77%
Finland	563 (0.05%)	7 (0.08%)	1.24%
United States	36 (0%)	Below reporting minimum	-



Audienta | Job Title



UNIUNEA EUROPEANĂ



Competitive together!



Instrumente Structurale
2014-2020

Name	Impressions	Clicks	Average CTR
Software Engineer	56,277 (4.51%)	348 (4.16%)	0.62%
Chief Executive Officer	42,795 (3.43%)	313 (3.74%)	0.73%
Full Stack Engineer	45,750 (3.66%)	271 (3.24%)	0.59%
Co-Founder	27,398 (2.19%)	205 (2.45%)	0.75%
Founder	29,702 (2.38%)	200 (2.39%)	0.67%
Owner	17,477 (1.4%)	153 (1.83%)	0.88%
Senior Software Engineer	14,428 (1.16%)	137 (1.64%)	0.95%
Frontend Developer	15,242 (1.22%)	118 (1.41%)	0.77%
Chief Technology Officer	16,648 (1.33%)	116 (1.35%)	0.7%
Back End Developer	11,799 (0.95%)	91 (1.09%)	0.77%
Project Manager	11,647 (0.93%)	89 (1.06%)	0.76%
Web Developer	10,886 (0.87%)	74 (0.89%)	0.68%
Manager	8,138 (0.65%)	59 (0.71%)	0.72%
Information Technology Manager	7,163 (0.57%)	53 (0.63%)	0.74%





UNIUNEA EUROPEANĂ



Competitive together!

Audienta | Company industry

Name	Impressions	Clicks	Average CTR
Technology, Information and Internet	500,623 (40.1%)	3,355 (40.13%)	0.67%
IT Services and IT Consulting	276,147 (22.12%)	1,886 (22.56%)	0.68%
Media and Telecommunications	46,344 (3.71%)	316 (3.78%)	0.68%
Business Consulting and Services	44,733 (3.58%)	293 (3.5%)	0.65%
Transportation Equipment Manufacturing	27,329 (2.19%)	229 (2.74%)	0.84%
Retail	32,786 (2.63%)	189 (2.26%)	0.58%
Credit Intermediation	19,780 (1.58%)	158 (1.89%)	0.8%
Machinery Manufacturing	18,839 (1.51%)	144 (1.72%)	0.76%
Higher Education	22,222 (1.78%)	138 (1.65%)	0.62%
Financial Services	13,865 (1.11%)	119 (1.42%)	0.86%
Advertising Services	15,836 (1.27%)	108 (1.29%)	0.68%
Construction	15,439 (1.24%)	98 (1.17%)	0.63%
Chemical Manufacturing	11,979 (0.96%)	87 (1.04%)	0.73%





Competitive together!

Concluzii

- **Impresii și Reach:** Campania a obținut un total de 1,248,413 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 0.67% 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.



Rezultate finale campanie - 6 luni



UNIUNEA EUROPEANĂ



Competitive together!



Instrumente Structurale
2014-2020

	Iulie	August	Septembrie	Octombrie	Noiembrie	Decembrie
Clicks	741	1960	1795	667	1675	1485
Afisari	66980	354341	342652	120043	251043	111588



Rezultate finale campanie - 6 luni



UNIUNEA EUROPEANĂ



Competitive together!



Instrumente Structurale
2014-2020

Clicks



Afisari

