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2014-2020

# Raport aferent Luna 5

Noiembrie  
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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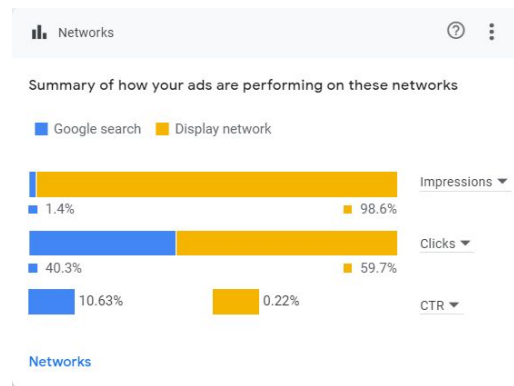
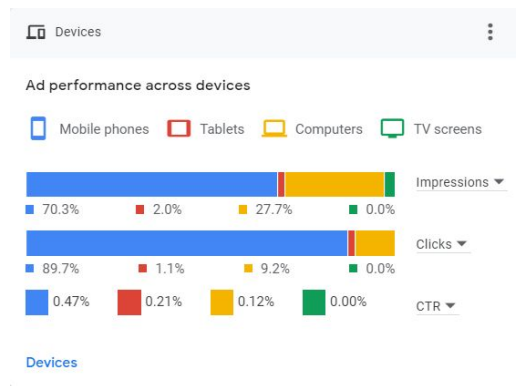
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# Dispozitive

Reclamele au fost afisate in mare parte pe mobil (70.3%) si desktop (27.7%). Majoritatea afisarilor provin din reseaua Display (98.6%), la fel si majoritatea click-urilor (59.7%). In aceasta perioada, focusul optimizarilor a fost mutat dinspre campania display spre campaniile search, prin urmare, a existat o crestere de 20% a numarului de click-uri in search, si o imbunatatire de 0.72% a CTR in aceasta retea.



# Rezultate



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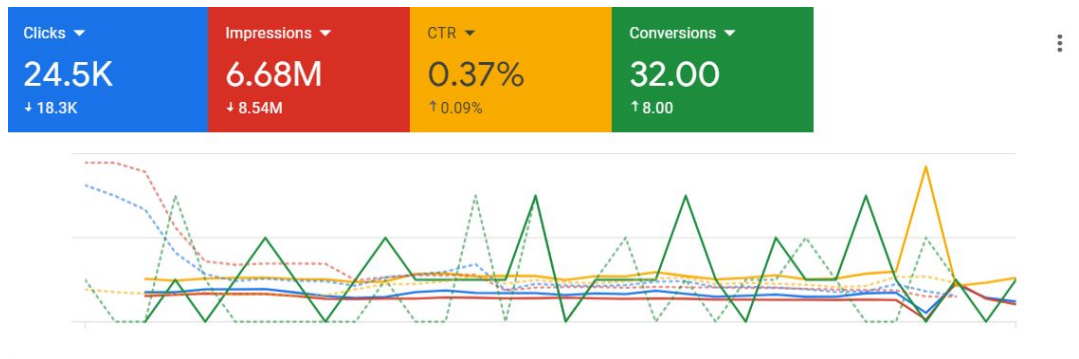


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Cumulat, in luna noiembrie, campaniile search si display au atras 24,544 click-uri, 6,680,209 afisari si un CTR de 0.37%. Per total, scaderile din randul click-urilor si afisarilor se datoreaza campaniei Display, deoarece in aceasta perioada au fost excluse toate site-urile care nu erau relevante pentru plasarea reclamelor. Prin urmare, rata de click CTR a fost imbunatatita si numarul de conversii a crescut.



# Campanie Display



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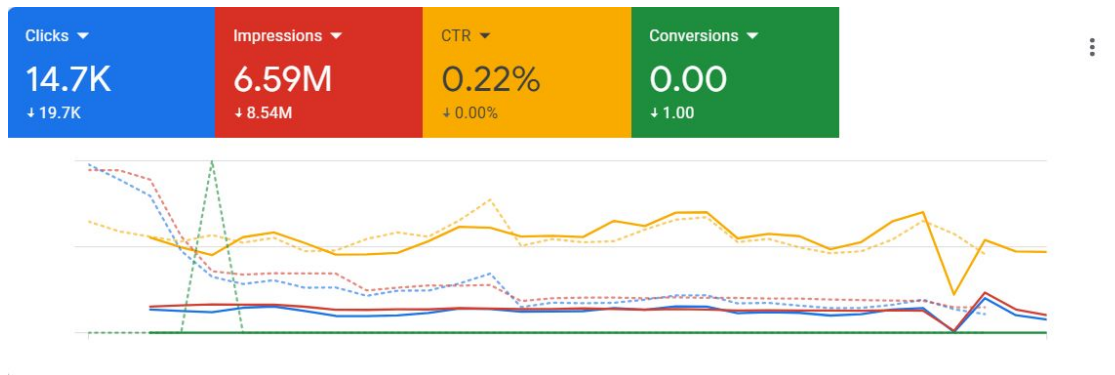


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Campania a atras 14,652 click-uri, 6,587,164 afisari si un CTR de 0.22%.



# Campanii Search



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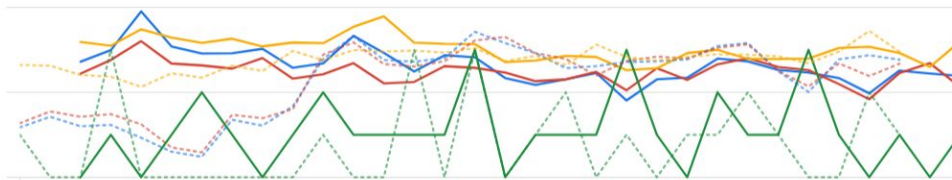


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Per total, campaniile au atras 9,892 click-uri, 93,045 afisari, si un CTR de 10.63%.

Au fost confirmate 32 conturi noi.

Campaniile specifice pe USA si Europa de Est au fost oprite, tarile din aceste regiuni fiind insa incluse in targetarea din campania dinamica, pentru a creste performanta.



# Campanii Search



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Campania a atras 113 click-uri, 1,707 afisari, si un CTR de 6.62%.

## Search - Africa

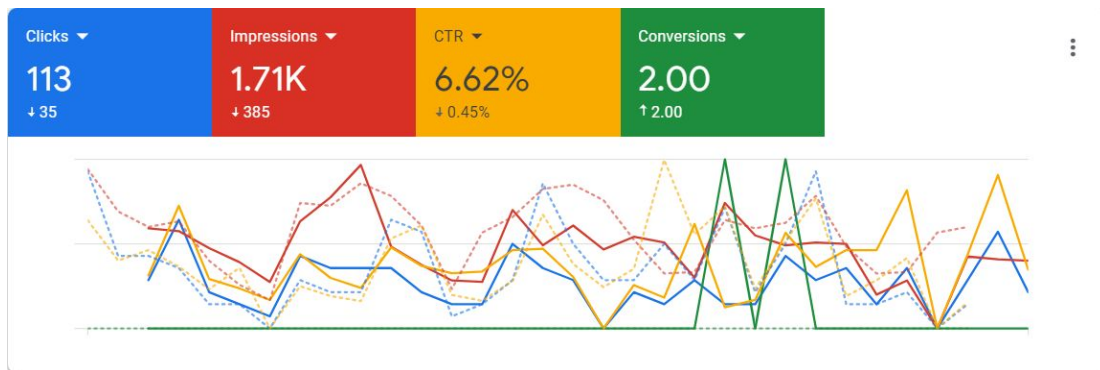
Search - America de Sud

Search - Asia

Search - Europa de Vest

Search - India

Search - Campanie dinamica



# Campanii Search



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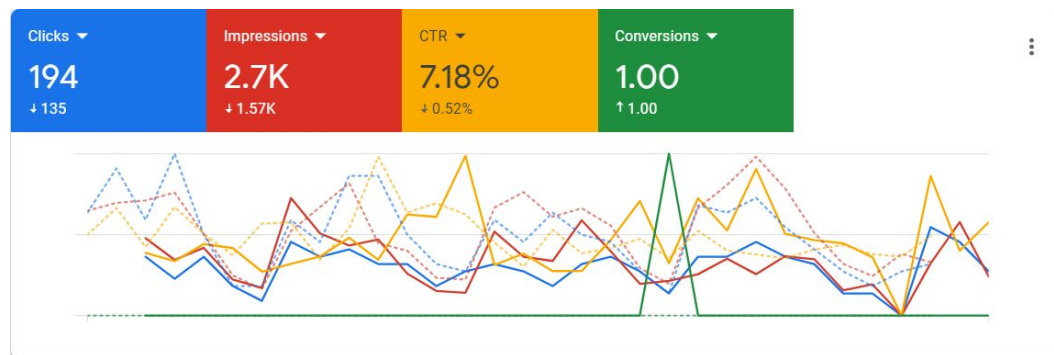


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Campania a atras 194 click-uri, 2,701 afisari, si un CTR de 7.18%.



Search - Africa

Search - America de Sud

Search - Asia

Search - Europa de Vest

Search - India

Search - Campanie dinamica





# Campanii Search



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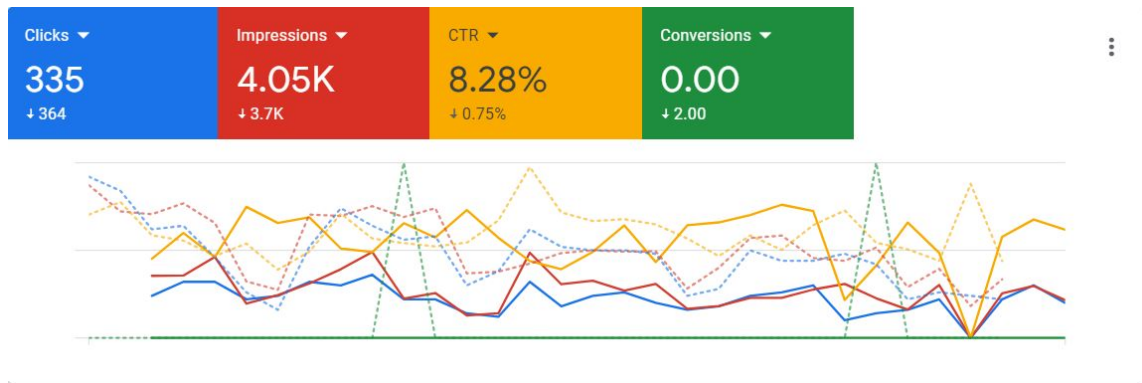


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Campania a atras 335 click-uri, 4,046 afisari si un CTR de 8.28%.



Search - Africa

Search - America de Sud

**Search - Asia**

Search - Europa de Vest

Search - India

Search - Campanie dinamice



# Campanii Search

Search - Africa

Search - America de Sud

Search - Asia

**Search - Europa de Vest**

Search - India

Search - Campanie dinamice



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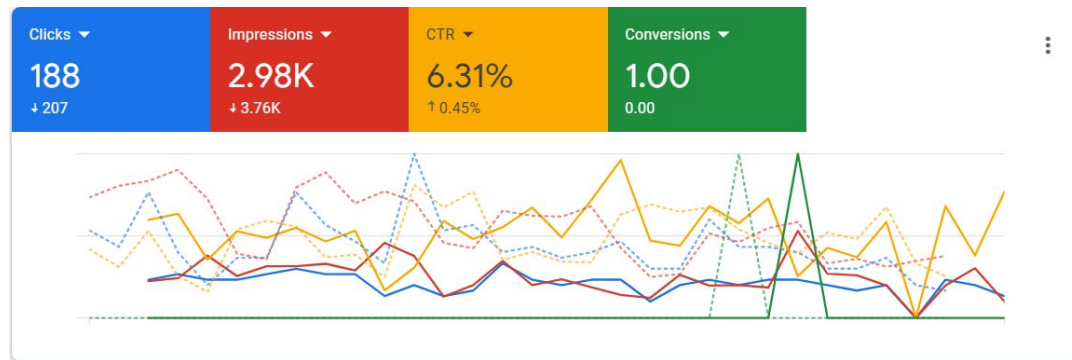


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Campania a atras 188 click-uri, 2,981 afisari si un CTR de 6.31%. A fost confirmat 1 cont.



# Campanii Search



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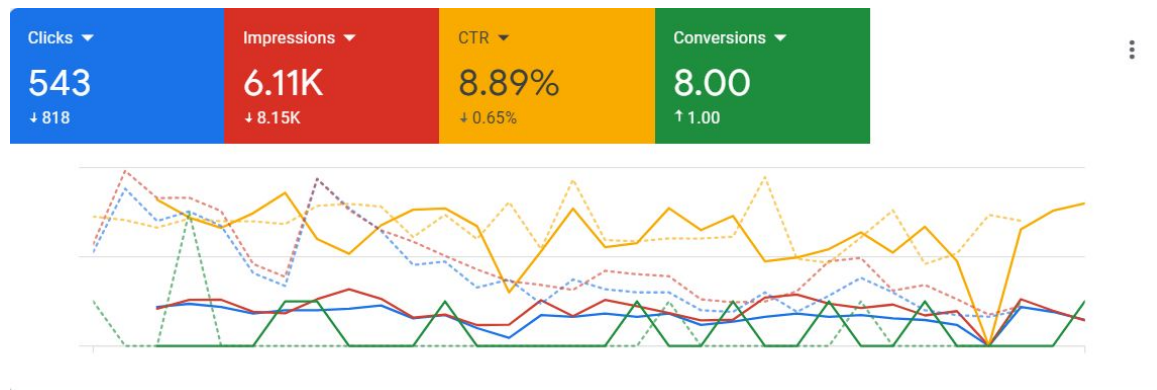


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2014-2020

Campania a atras 543 click-uri, 6,105 afisari si un CTR de 8.89%. Au fost confirmate 8 conturi create.



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 - Campania dinamica**



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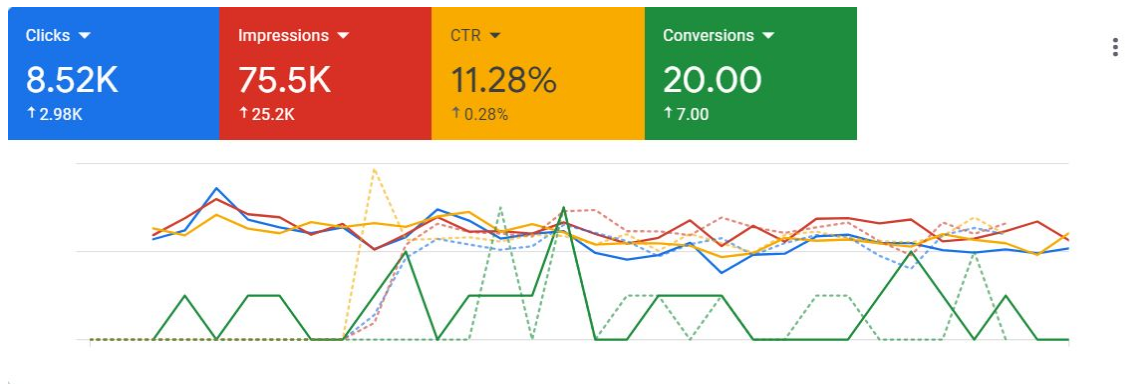


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Au fost obtinute 75,505 afisari, 8,519 click-uri, la un CTR de 11.28%. Campania a atras 20 conversii (conturi create si confirmate).



# Rezultate



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In total, au existat 864 de conversii (formulare completate) dintre care 32 de conturi create si confirmate (calculate dupa obiectivul "create a quick account" din Analytics).

Campaign		Conversions
		All events
		864.88
		68.48% of total
1	NNC   Search   Dynamic Campaign	833.14
2	NNC   Search   Cluster CS   India	19.00
3	NNC   Search   Cluster CS   Europa de Vest	5.73
4	NNC   Display   Cluster CS   Global	3.00
5	NNC   Search   Cluster CS   Africa	3.00
6	NNC   Search   Cluster CS   America de Sud	1.00

Campaign		Conversions
		All events
		32.00
		82.05% of total
1	NNC   Search   Dynamic Campaign	20.00
2	NNC   Search   Cluster CS   India	8.00
3	NNC   Search   Cluster CS   Africa	2.00
4	NNC   Search   Cluster CS   America de Sud	1.00
5	NNC   Search   Cluster CS   Europa de Vest	1.00





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# KPIs

## KPI/proiect:



Afisari

**2,000,000**



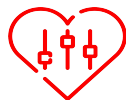
Click-uri

**11,500**



Tari targetate

**10<**



Media userilor zilnici

**150**

## Realizat/nov:



Afisari

**72,495,873**



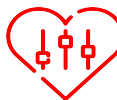
Click-uri

**199,304**



Tari targetate

**23**



Media userilor zilnici

**800**





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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 72,495,000 afisari de la inceputul campaniilor si pana in prezent
- Obiectivul de click-uri a fost indeplinit, fiind atrase peste 199,000 click-uri de la inceputul campaniilor si pana in prezent
- Luna aceasta a fost atrasa o medie zilnica de 800 de utilizatori 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

This large advertisement features the logos of the European Union, the Romanian Government, and the Operational Competitivity Program 2014-2020 at the top. The main text reads: "Get a scalable server cluster management platform for web applications with high traffic and high scalability requirements". Below this is a "START NOW" button and a small text line: "Project co-financed through the European Regional Fund through the Operational Competitivity Program 2014 - 2020". The Soft Dreams logo is at the bottom.

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**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

This section contains a grid of six smaller advertisements, each with its own set of logos and text. The logos at the top of the grid include the European Union, the Romanian Government, and the Operational Competitivity Program 2014-2020.

- Top Left:** "Control Panel with powerful HA Clustering". "START NOW" button. "Project co-financed through the European Regional Fund through the Operational Competitivity Program 2014 - 2020".
- Top Right:** "CLOUD-BASED CONTROL PANEL Effortless Web Server and Domain Management." "START NOW" button. "Project co-financed through the European Regional Fund through the Operational Competitivity Program 2014 - 2020".
- Middle Left:** "Get a scalable server cluster management platform for web applications with high traffic and high scalability requirements". "START NOW" button. "Project co-financed through the European Regional Fund through the Operational Competitivity Program 2014 - 2020".
- Middle Right:** "Effortless Web Server and Domain Management". "START NOW" button. "Project co-financed through the European Regional Fund through the Operational Competitivity Program 2014 - 2020".
- Bottom Left:** "We offer the fastest way to build a full High Availability Cluster in just 3 simple steps". "START NOW" button. "Project co-financed through the European Regional Fund through the Operational Competitivity Program 2014 - 2020".
- Bottom Right:** "We offer the fastest way to build a full High Availability Cluster in just 3 simple steps". "START NOW" button. "Project co-financed through the European Regional Fund through the Operational Competitivity Program 2014 - 2020".

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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



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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



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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



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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



Soft Dreams



# 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**

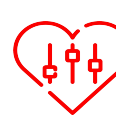
 Tari targetate  
**10**

### Realizate totale:

 Afisari  
**1,136,825**

 Click-uri CTR  
**6,875 0.60%**

 Tari targetate  
**10**

 Reach (unique member accounts)  
**509,958**





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# Audienta | Location

Name	Impressions	Clicks	Average CTR
Turkey	609,273 (53.46%)	3,329 (48.16%)	0.55%
Israel	199,207 (17.48%)	1,137 (16.45%)	0.57%
Mexico	127,502 (11.19%)	974 (14.09%)	0.76%
Brazil	127,163 (11.16%)	847 (12.25%)	0.67%
France	34,408 (3.02%)	252 (3.65%)	0.73%
Spain	23,153 (2.03%)	196 (2.84%)	0.85%
Italy	11,107 (0.97%)	115 (1.66%)	1.04%
Greece	3,606 (0.32%)	25 (0.36%)	0.69%
Belgium	2,750 (0.24%)	20 (0.29%)	0.73%
Finland	424 (0.04%)	Below reporting minimum	-
United States	34 (0%)	Below reporting minimum	-
China	22 (0%)	Below reporting minimum	-





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# Audienta | Job Title

Name	Impressions	Clicks	Average CTR
Software Engineer	53,934 (4.73%)	316 (4.57%)	0.59%
Chief Executive Officer	39,759 (3.49%)	282 (4.08%)	0.71%
Full Stack Engineer	44,908 (3.94%)	257 (3.72%)	0.57%
Co-Founder	25,799 (2.26%)	182 (2.63%)	0.71%
Founder	27,448 (2.41%)	169 (2.45%)	0.62%
Owner	15,947 (1.4%)	142 (2.05%)	0.89%
Senior Software Engineer	13,976 (1.23%)	131 (1.9%)	0.94%
Chief Technology Officer	16,375 (1.44%)	115 (1.66%)	0.7%
Frontend Developer	14,835 (1.3%)	115 (1.66%)	0.78%
Back End Developer	11,512 (1.01%)	87 (1.26%)	0.76%
Web Developer	10,729 (0.94%)	72 (1.04%)	0.67%
Project Manager	10,045 (0.88%)	65 (0.94%)	0.65%



# Audienta | Company industry



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Name	Impressions	Clicks	Average CTR
Technology, Information and Internet	485,395 (42.59%)	3,096 (44.79%)	0.64%
IT Services and IT Consulting	257,370 (22.58%)	1,597 (23.1%)	0.62%
Media and Telecommunications	41,120 (3.61%)	255 (3.69%)	0.62%
Business Consulting and Services	39,314 (3.45%)	252 (3.65%)	0.64%
Retail	31,488 (2.76%)	170 (2.46%)	0.54%
Transportation Equipment Manufacturing	23,630 (2.07%)	133 (1.92%)	0.56%
Higher Education	19,173 (1.68%)	104 (1.5%)	0.54%
Credit Intermediation	16,178 (1.42%)	92 (1.33%)	0.57%
Advertising Services	12,718 (1.12%)	84 (1.22%)	0.66%
Construction	12,818 (1.12%)	73 (1.06%)	0.57%
Machinery Manufacturing	15,105 (1.33%)	70 (1.01%)	0.46%
Financial Services	10,700 (0.94%)	70 (1.01%)	0.65%





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# Concluzii

- **Impresii și Reach:** Campania a obținut un total de 1,136,825 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 0.60% 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.

