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About Today's: what we do

- Web design & development
- Internet Marketing Campaigns (focused on SearchEngineMarketing & Email Marketing)



About Today's



NOT FIRST



NOT FASTEST

About Today's SEM

- Worked in multiple industries (tourism, pharma, b2b services, private medicine)
- Over \$700k managed in Google AdWords

- Google Adwords CertifiedPartner

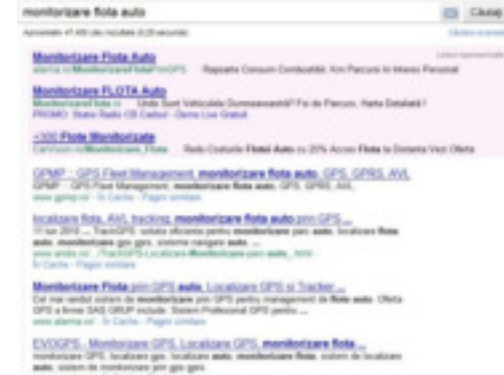


- Unique tool that monitors the market

(we know almost everything about .RO AdWords advertisers: budgets, keywords, ads)



Build email marketing DB / Sell expensive products



List Stats A quick overview of how your lists are doing.

Listname	Today	Yesterday	Subscribed	Unsubscribed	Grand Total	List Completion
adverts_south	3	6	1,800	2	1,802	Complete
adverts_south_2	0	0	28	0	28	67%
adverts_south_3	0	0	0	0	0	17%
adverts_south_4	0	0	3,062	7	3,069	Complete
adverts_south_5	68	60	39,260	148	39,408	94%
adverts_south_6	5	12	2,079	11	2,090	Complete
adverts_south_7	0	0	630	0	630	94%
adverts_south_8	0	0	0	0	0	92%
adverts_south_9	4	5	755	6	761	Complete
Totals	80	83	47,614	174	47,788	Create A New List



Email marketing

Contact List	Created	Contacts	Unsubscribes	Action
Consultanta - generic	03 Mar 2009	2	0	View Feed
has used Adwards before	09 Jul 2009	18	0	View Feed
just starting with Adwards	09 Jul 2009	57	0	View Feed
opt in adwards	12 Feb 2009	6,304	363	View Feed
optin generic	18 Feb 2009	9	0	View Feed
TEST	09 Oct 2009	3	0	View Feed



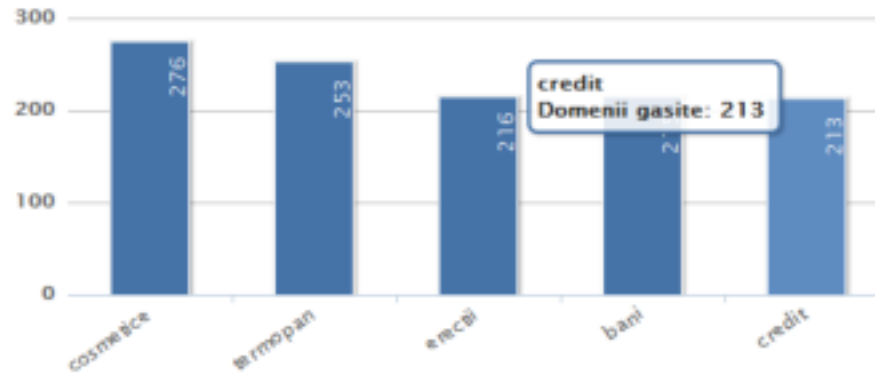
-Today's AdWords Monitor-

- Studiu privind prezenta Industriei financiare pe Google Adwords
- Today's AdWords Monitor:
 - 12.861 website-uri romanesti monitorizate
 - 1.128.232 cuvinte cheie
- Aparitii Media
 - Ziarul Financiar
 - IQads
 - HotNews
 - Money.ro
 - Zoso.ro 😊



-Today's AdWords Monitor-

Cele mai competitive expresii din ultimele 30 de zile

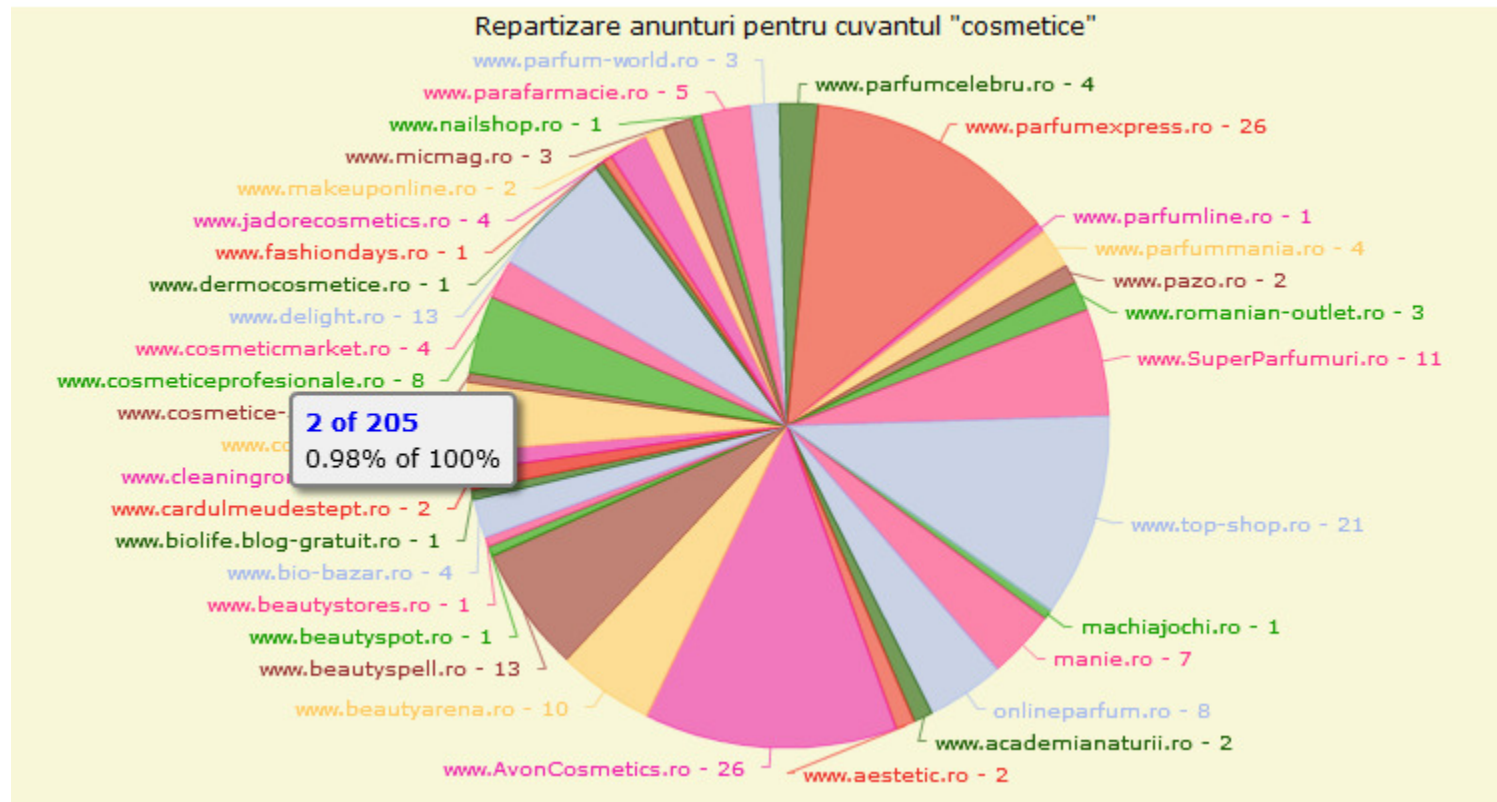


Evolutia domeniilor indexate in ultimele 10 zile



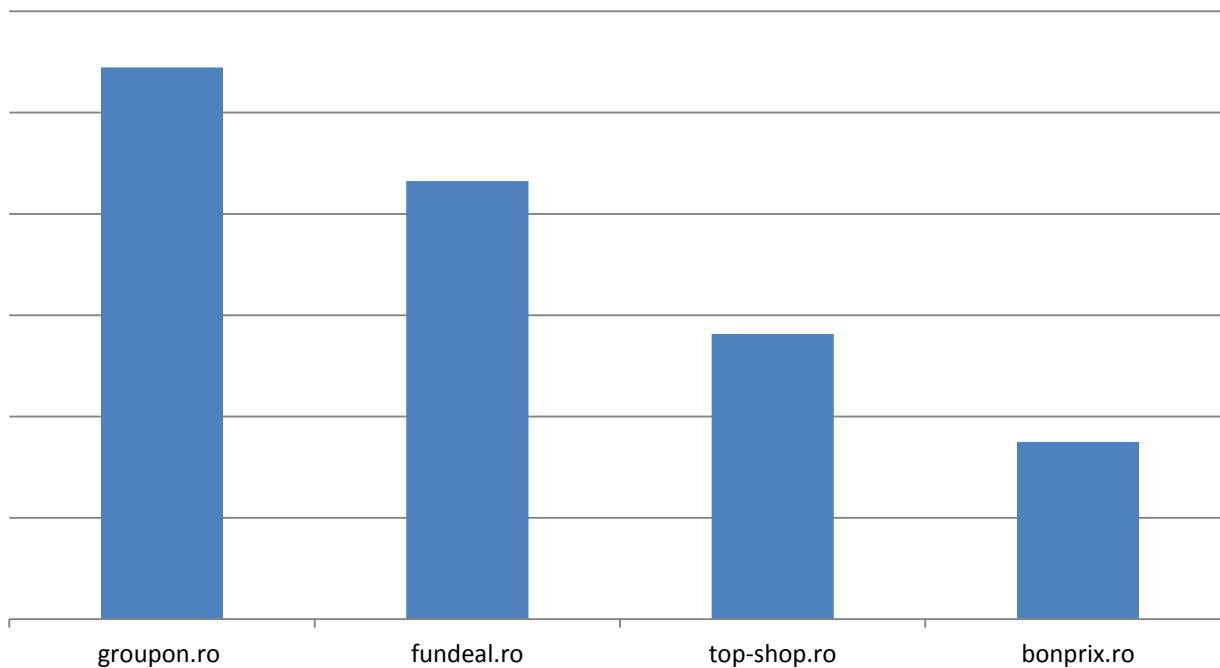
Today's AdWords Monitor

-cele mai competitive expresii



Today's AdWords Monitor

-cei mai competitivi advertiseri (#keywords)



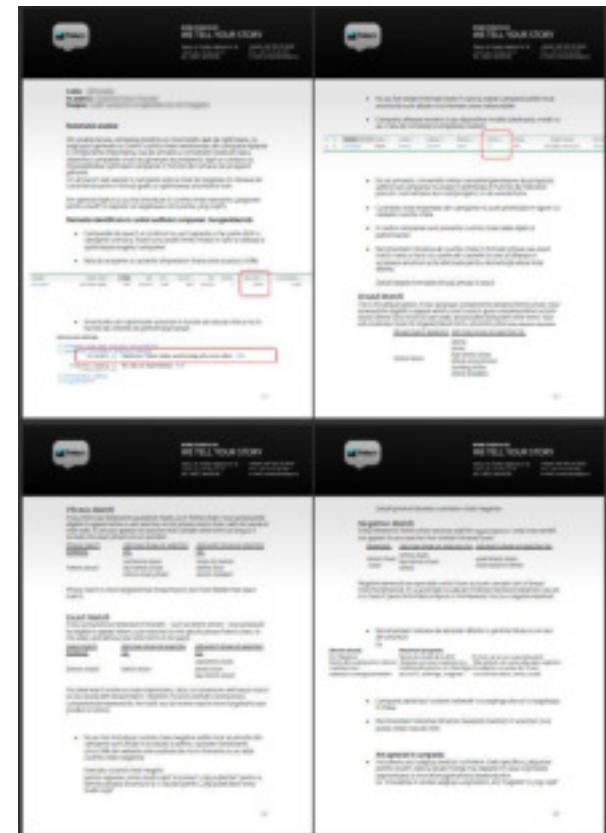
Din ce industrii pot fi clientii Today's pentru campaniile Google Adwords ?

- cateva industrii:
 - dealeri auto / servicii b2b: contabilitate&consultanta / magazine online
- portretul unei companii eligibile:
 - isi vinde produsele/serviciile in Bucuresti sau la nivel national
 - isi poate masura vanzarile sau este dispuse sa o faca
 - produsul/serviciul are o marja de profit de minim 30-50e/unitate
 - are un website
 - bugetul de marketing ii permite o investitie de 500e/luna



-Auditare campanii AdWords-

- Industrii in care am desfasurat audituri in ultimele 3 luni: Bancar, Auto, Servicii Personale
- Analizam 60 de elemente din campania AdWords. Analiza se face rapid, in 2 zile lucratoare
- Implementarea recomandarilor poate creste eficienta campaniei cu 10-80%
- Experienta de peste 100 de audituri



Some of our clients



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5 diferentiatori

- Today's Adwords Monitor
- Auditare de campanii Adwords
- Experienta de peste 700k E bugete gestionate
- Experienta in lucrul cu branduri de top din industriile Auto & Turism
- Campanii "two-step": ppc + email marketing

Multumesc

