

# PROOF OF WORK

PRESENTATION



# SVATAVA COUPKOVA GOOGLE ADS SPECIALIST

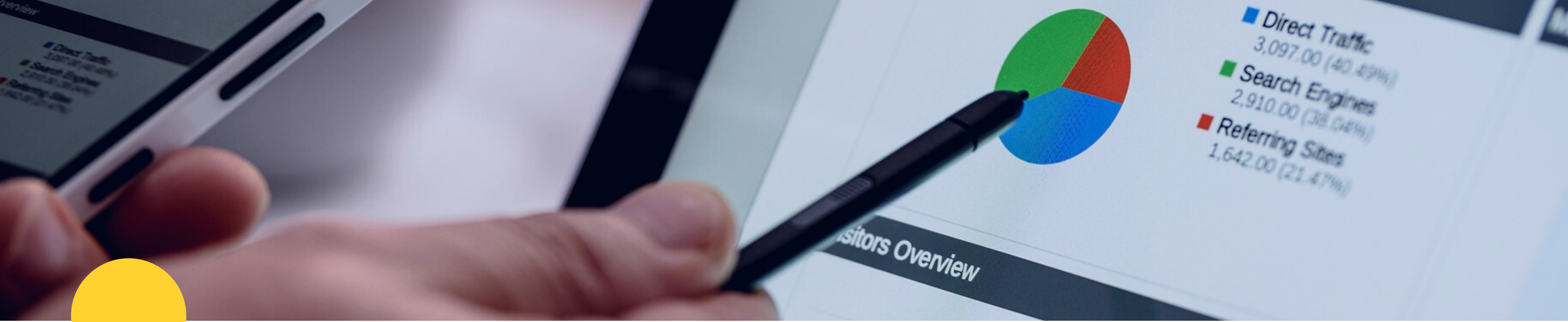
## YEARS OF EXPERIENCE

Experience with Google Ads since 2019, managing campaigns for clients primarily in Europe.

## NEW OPPORTUNITIES

Looking for contracting opportunities in New Zealand (based in Christchurch but happy to work remotely).





# MY SKILLS

01

GOOGLE ADS  
(ADWORDS)

03

GOOGLE TAG  
MANAGER

02

GOOGLE  
ANALYTICS, GA4

04

GOOGLE MERCHANT  
CENTER

05

LOOKER (GOOGLE  
DATA) STUDIO

06

GOOGLE WEB  
DESIGNER

# HOW I WORK WITH MY CLIENTS' ACCOUNTS



## ANALYSIS

Learn about the client's goals, business, and market. Analyze competition, keywords, and an existing account (if applicable). Make suggestions.



## SET UP

Draw campaign structure, write compelling copy, and gather assets. Create campaigns, including bid strategy, audience, signals, etc.



## MANAGEMENT

Regularly optimize campaigns to achieve better results every day. Develop the account further and look for new and innovative ways to achieve goals. Analyze performance and report to the client.





**PROOF OF WORK**

# MY CLIENTS AND THEIR ACCOUNTS

Currently, I work with clients who are located in Central Europe and conduct their business there. However, I have also managed accounts for two small businesses based in New Zealand, namely an architectural studio and building contractors.

My area of expertise involves managing Google Ads accounts for both product and service-based businesses in diverse industries ranging from bathroom designers to period underwear. I work with clients directly as well as through digital marketing agencies.

While starting new accounts is exciting, I find taking over existing accounts and delivering improved outcomes particularly fulfilling. My goal is to help clients achieve their objectives while keeping to their budgets and boosting their ROAS/ROI.

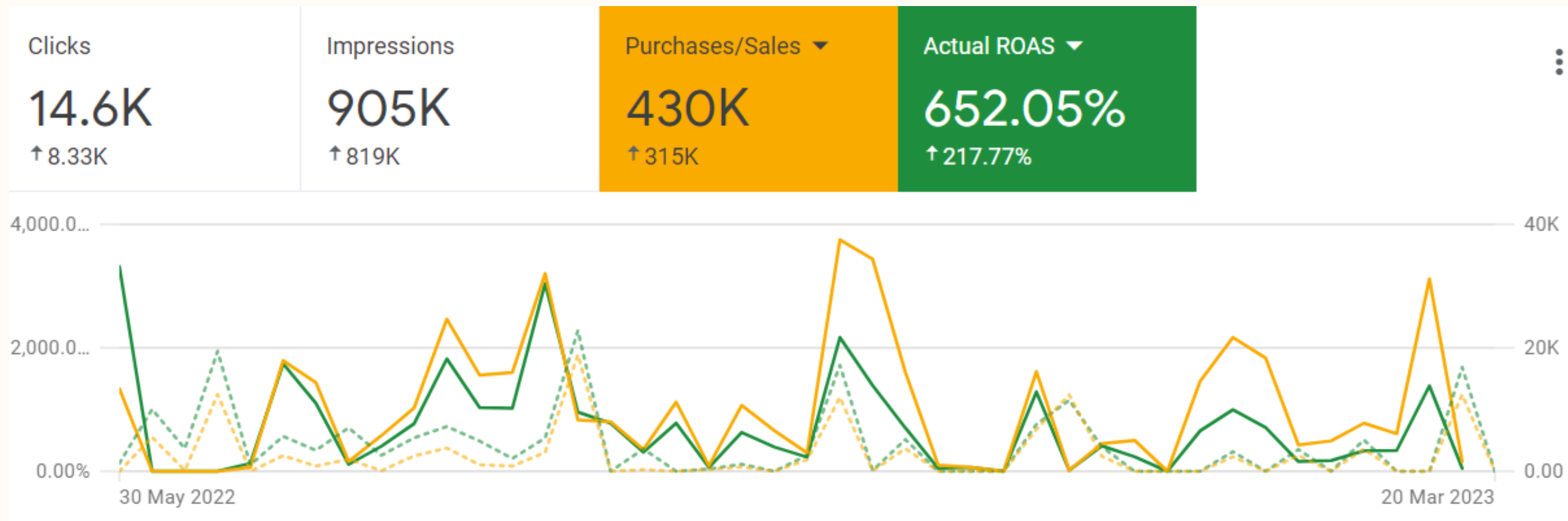




EXISTING ACCOUNT  
TAKEN OVER IN 6/22

GOAL: BOOST SALES

# CLIENT A DECORATIVE GLASS BRICKS (ESHOP)



## + 218% ROAS

- 218% increase in return-on-ad-spend
- + 315k in sales
- + 819k impressions
- + 8.33k clicks



## ACHIEVED THANKS TO

- New campaign structure
- Compelling copy
- Improved targeting
- Remarketing

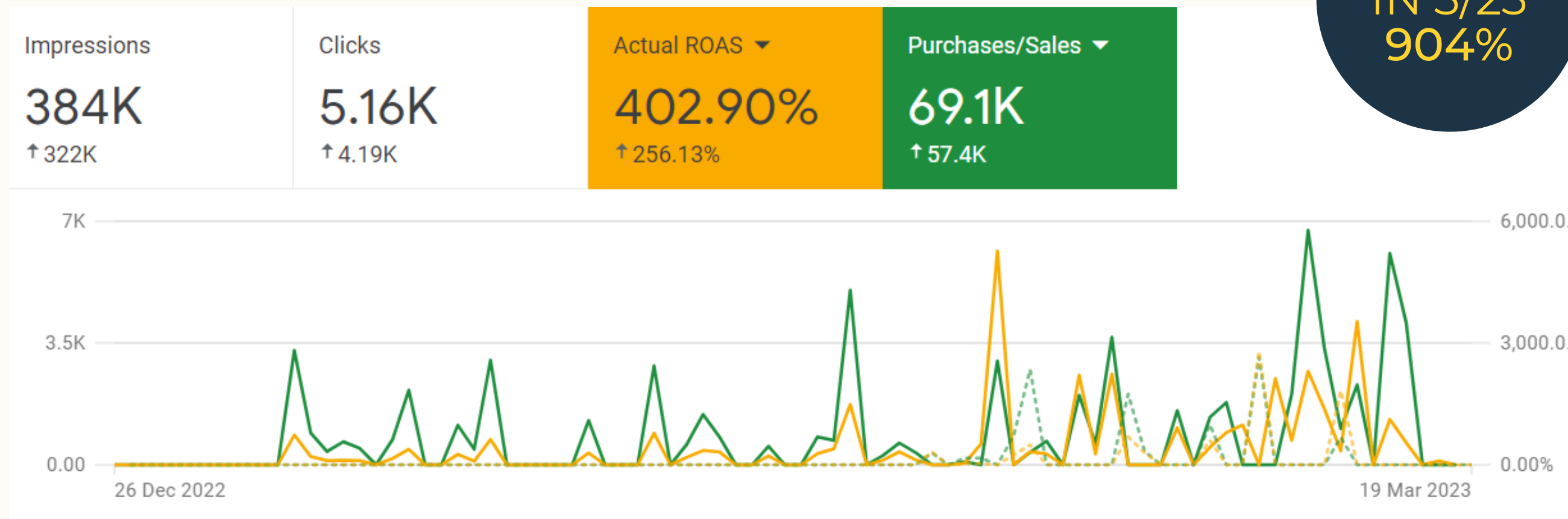


EXISTING ACCOUNT  
TAKEN OVER IN 12/22

GOAL: BOOST SALES

# CLIENT B FOOD SUPPLEMENTS (ESHOP)

ROAS  
IN 3/23  
904%



## + 256% ROAS

- 256% increase in return-on-ad-spend
- + 57.4k in sales
- ROAS in 2/23 477.06 %
- ROAS in 3/23 (1-18/3) 904.15%



## ACHIEVED THANKS TO

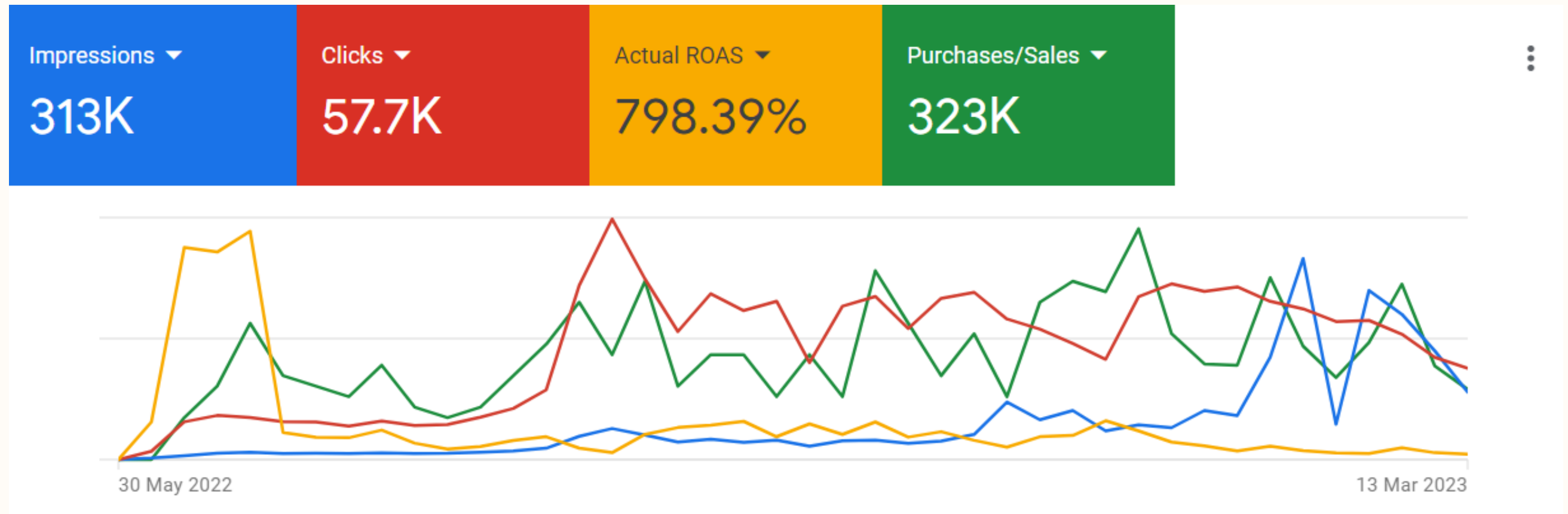
- New campaign structure + PMax
- Improved copy + assets
- Improved targeting
- Remarketing



NEW ACCOUNT  
SINCE 6/22

GOAL: INCREASE  
TRAFFIC, DRIVE SIGN  
UPS, BOOST SALES

# CLIENT C TOUCH TYPING ONLINE COURSE



## 798% ROAS

- 218% increase in return-on-ad-spend
- 18.45 % CTR
- 1.80 CZK average CPC
- Over 10k sign ups



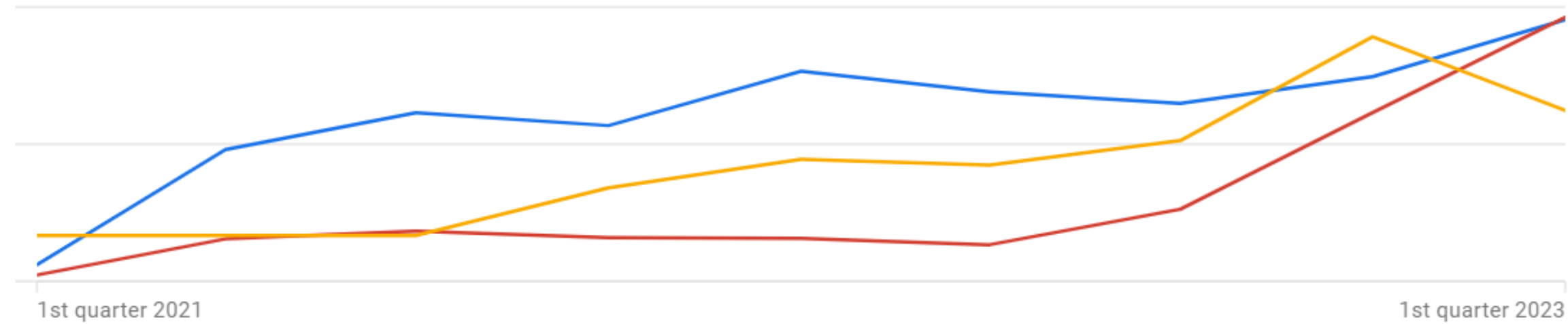
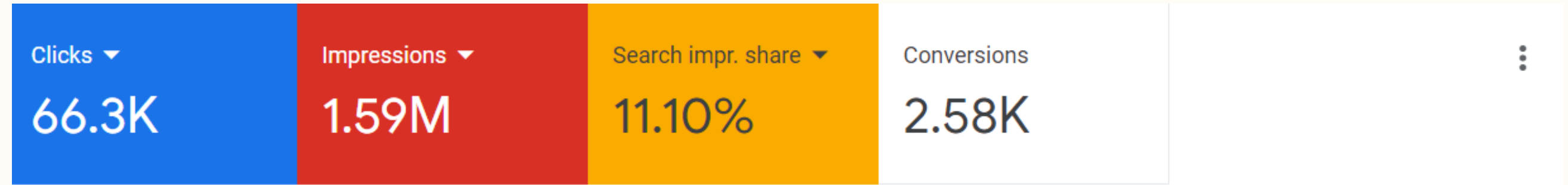
## ACHIEVED THANKS TO

- Efficient mix of campaign types (PMax + Search + Display)
- Detailed keyword analysis
- Compelling copy
- Remarketing

**EXISTING ACCOUNT  
TAKEN OVER ALMOST  
IMMEDIATELY IN 3/21**

**GOAL: MAINTAIN  
RELEVANT ONLINE  
TRAFFIC DURING  
COVID, DRIVE  
SHOWROOM VISITS  
POST COVID, LEADS  
ARE A PLUS**

# CLIENT D LUXURY BATHROOM STUDIO



| Session default channel group | Average engagement time per session | Engaged sessions per user | Events per session | Engagement rate  |
|-------------------------------|-------------------------------------|---------------------------|--------------------|------------------|
|                               | 1m 15s<br>Avg 0%                    | 0.98<br>Avg 0%            | 9.78<br>Avg 0%     | 66.15%<br>Avg 0% |
| 1 Direct                      | 1m 11s                              | 0.80                      | 9.23               | 66.52%           |
| 2 Paid Search                 | 1m 35s                              | 1.05                      | 11.64              | 73.38%           |
| 3 Organic Search              | 1m 40s                              | 1.46                      | 11.90              | 70.45%           |
| 4 Organic Social              | 0m 37s                              | 0.56                      | 6.20               | 41.7%            |
| 5 Paid Social                 | 0m 20s                              | 0.42                      | 4.92               | 32.38%           |
| 6 Cross-network               | 1m 12s                              | 0.90                      | 14.29              | 65.88%           |
| 7 Referral                    | 2m 06s                              | 1.56                      | 17.94              | 67.73%           |
| 8 Email                       | 1m 03s                              | 1.33                      | 8.55               | 59.26%           |
| 9 Unassigned                  | 0m 52s                              | 0.25                      | 8.27               | 18.96%           |



## STABLE GROWTH

- Stable impression and click increase
- Search impression increase in a highly competitive market while maintaining budget
- Excellent engagement rate of search campaigns in 1-3/23



## ACHIEVED THANKS TO

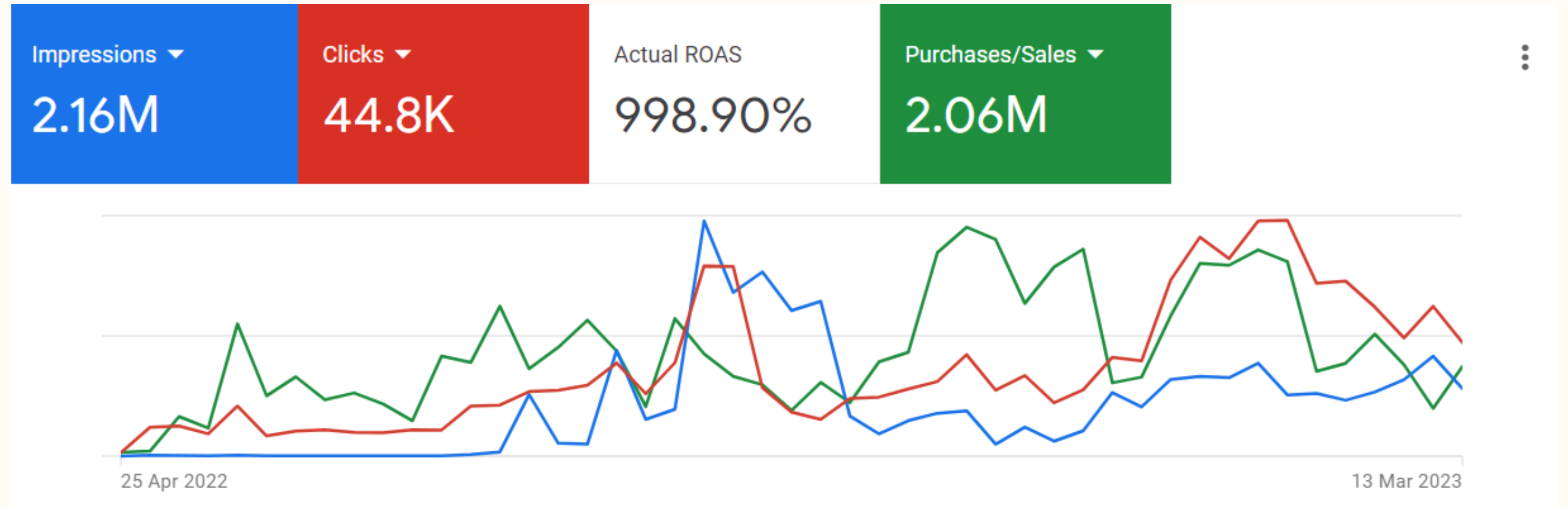
- Efficient mix of campaign types (PMax + Search + Display)
- Detailed keyword analysis
- Compelling copy, A/B testing



**EXISTING ACCOUNT  
TAKEN OVER ALMOST  
IMMEDIATELY IN 6/22**

**GOAL: BOOST SALES,  
ACHIEVE DESIRED ROAS  
AND MAINTAIN IT WHILE  
THE COMPETITON GOES  
WILD**

# CLIENT E PERIOD UNDERWEAR (ESHOP)



## 999% ROAS

- Extraordinary return-on-ad-spend in an extremely competitive market
- Impression and click increase with seasonal changes
- 96% impression share



## ACHIEVED THANKS TO

- Efficient mix of campaign types (PMax + Search + Display)
- Compelling copy, A/B testing
- Remarketing
- Frequent communication with the client
- Ongoing fight with Google policies (nudity, sexual content etc.)

# HTML5 BANNERS

CLIENT C  
REMARKETING (SIGN UPS)

**Naskoč do plného kurzu ještě dnes!**

NASKOČI

Jak ti jde psaní všemi deseti?

N Nedatluj

**Naskoč do plného kurzu ještě dnes**

NASKOČI

Nic moc?

N Nedatluj

CLIENT E  
REMARKETING (ITEM VIEW)

SAYU  
Vaše dny  
v pohodlí

DO OBCHODU

SAYU  
Vaše dny  
elegantně

DO OBCHODU

WATCH  
PREVIEW



WATCH  
PREVIEW



# RECENT FEEDBACK FROM CLIENTS



## SUZZIE MARKETING

Agency

Thanks for coming up with new ideas for campaigns, HTML5 banners and more. This aligns perfectly with our goal of delivering top-notch services to our clients.



## SAYU

Client

We truly appreciate your efforts to achieve the best for our business despite the challenges posed by competition. The results speak for themselves.



## KERASERVIS

Client

I am grateful that we have you with us! I'm not sure how we would manage to stay on top of all the changes otherwise. Keep up the fantastic work.





# LET'S WORK TOGETHER

Thank you for your attention.

Should you have any questions,  
please don't hesitate to ask.

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## PHONE

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