

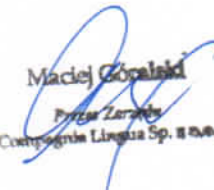
Testimonial

The UnAgency Company, on the order of Compagnia Lingua, is conducting complex advertising actions, of which the range includes:

- introducing a full analytic system based on counting all of the possible interactions on the website, based on Google Tag Manager, Google Analytics, defined events, micro-conversions, data segments, filters and goals;
- creating a system of Google AdWords advertisement accounts, along with full integration with other Google tools, stakes automation, alerts and automatic expenditure reports;
- creating a system of Google Analytics and Google AdWords remarketing lists, allowing for classic and behavioural retargeting;
- implementing a Facebook Ads advertisement system with Facebook retargeting (Facebook pixel as well as Web Custom Audience) along with Google Analytics integration (UTM tags system);
- implementation of the Microsoft Bing Ads advertisement system, connecting it with Universal Event Tracking and integrating it with Google Analytics;
- a PR campaign for the launch of a new product – Vasco Traveler. As its effect, 10 publications were realised in key areas for our products (blogs and websites);
- graphical work consisting of working out full sets of advertisement banners for all advertisement systems;
- complex SEO adjustments on Compagnia Lingua websites. From domain planning, through code changes, to analysis of keywords and the competition;
- marketing consultations and ideas for selling our products;
- on-going optimisation and adjustments in the operation of all advertisement systems;
- help with the implementation of media monitoring and current Social Media communications.

The above-mentioned actions were performed on websites dedicated to the following markets: Polish, Czech, Slovakian, Hungarian, German, Italian, Spanish, Romanian and US.

UnAgency was a source of many effective ideas for the promotion of our products. Thanks to the knowledge and fast operations of the UnAgency team, we were able to introduce new advertisement solutions, introducing competition and systematically increasing sale, keeping the established conversion costs.


Maciej Góralnik
Przedstawiciel
Compagnia Lingua Sp. z o.o.