**Report on performed work at context advertising for project Cellhire.ru**

Hello, Andrei!

The whole process of advertising campaigns was divided into three stages.

Hereby we show the purposes for each the stage and the list of the performed work.

**Stage 1**
*Purposes:* Planning and launching of test advertising campaigns in the search network.

*List of work:*

1. Development of the account structure in the search networks Google AdWords and Яндекс.Директ (Yandex.Direct).
2. Media planning of advertising campaigns, covering the main services provided by Cellhire.ru.
3. Analysis of competition in given themes.
4. Creation of text ads for parallel testing in the AdWords system.
5. Development of remarketing lists.
6. Development of minus words lists.
7. Setting and launching of the advertising campaigns in AdWords and Direct systems with the targeting to the search network.
8. Creation and launching of specialized advertising campaigns on queries connected to the services of competitors (only for Google AdWords).

**Conclusions:**
The advertising campaign is held in conditions of strict competition that is why it is necessary to cover the target audience as much as possible using all available advertising instruments. Besides that, the text of ads should fully reflect the advantages and favors of the provided services.

It is also necessary to continue work with the audience that has already visited the site.

**Stage 2**
*Purposes*: Analysis of work of test advertising campaigns. Optimization. Budget planning.

*List of work:*

1. Inclusion of remarketing and retargeting.
2. Every day monitoring of advertising campaigns.
3. Correction of bids and reallocation of budgets among the campaigns on the grounds of the rates of their efficiency.