

A group of people are gathered in a meeting room. In the background, large silver balloons spell out 'NETPEAK'. Several people are standing and talking, while others are seated in the foreground, some looking at their phones. The scene is dimly lit, with a dark overlay.

NETPEAK

DIGITAL GROWTH PARTNER

Who we are

Netpeak is the #1 Ukrainian digital marketing agency. We're about 350 employees and cross-country teams in Ukraine, Kazakhstan and Bulgaria. Since 2006, we've been helping companies, brands, and products that invest in digital marketing lead the way.

Unfortunately, our Ukrainian clients are now focused not on business development, but on survival. The new reality is forcing us to make significant changes in our business and starting expansion on the new markets.

Despite the war, we didn't lose our expertise and passion to learn. Our team is mostly in safe places, and we would like to restart our business, so we can help our people in Ukraine.

And we invite you to try our expertise in action!

A digital
marketing agency
since

2006

350+

experts

3000+

successful projects

Certification and awards

Inc.
Inc. 5000 Europe

effie
SILVER
NEW PRODUCT/
SERVICE
INTRODUCTION
UKRAINE

Clutch Top Social Media
marketing agencies

PREMIER Google
Partner

Meta Marketing
Partner

TikTok Official
Partner

Bing ads Certified
Agency

iab. #1
IN PERFORMANCE
CATEGORY



Our services

Earned & Owned Media

- SEO (Search Engine Optimization)
- Social Media Management
- Email & Direct Marketing

Paid Media

- Paid Search
- Paid Social
- Shopping Ads Management
- Programmatic & Video

Digital Intelligence

- CRO (Conversion Rate Optimization)
- Server Side Tagging
- Analytics for Apps
- End-to-End analytics & Data Visualization

Mobile App Marketing

- App Store Optimization
- Apple Search Ads
- User Acquisition
- Localization



Our principles

Result

Clients choose us based on our business proposals and strategies.

But they only stay with us due to our focus on results, customer acquisition strategies, delivering revenue and positive ROMI.

Technologies

Our agency has developed marketing and analytics tools used by lots of specialists worldwide.

There's a separate team that is constantly looking for better ways to optimize our workflows, develop new scripts and technologies to make our work faster and more efficient.

Expertise

The marketing experts on our team have 187 certificates confirming their skills with the most common digital marketing and analytics tools.

Since 2006 we've been developing our corporate training system.

Transparency

To provide regular communication, measurable goals for every process and automated reporting, we've developed Netpeak Client Dashboard.

You can track project KPIs, measure the success of ad campaigns, task progress and contact your account managers at any time.

Workflow

Monthly planning, SCRUM, checklists, workflow automation and multilevel quality control — these are just some of the things we do to help you succeed.

Reputation

We believe in honesty and transparency.

If we identify any problems, or if a solution doesn't meet requirements, we will initiate an honest and direct conversation including how we propose to solve it.



Our technologies

The Netpeak Group creates the best products for marketing professionals.

Digital marketing industry leaders use Serpstat, Ringostat, Netpeak Software and other products to get more data about their customers and competitors.

Martech solutions by Netpeak Group



All-in-One SEO platform

Serpstat —
all-in-one SEO platform
for professionals

serpstat.com →



Ringostat —
call tracking, telephony,
and end-to-end analytics

ringostat.com →



Netpeak Software —
tools for SEO specialists and webmasters
that help solve day-to-day SEO tasks

netpeaksoftware.com →



Our Clients



NETPEAK FRIENDSDA

Industries

Medical services

Finance

DIY

Food delivery

Pet supplies

Cosmetics

Electronics

Agriculture

Fashion

Auto parts

Cars sale

Home appliances

Media

For the past 16 years, we've worked in various international markets, and completed over 3 000 successful projects for which we've helped with search engine marketing, online advertising, digital intelligence and online marketing strategy.

Clients



Case Study: Vodafone Retail



Vodafone online store is an online platform of the leading telecommunications provider, which serves 18.8 million subscribers.

In 2019 the company decided to develop online retail in the competitive niche of consumer electronics and mobile accessories.

Netpeak agency was hired to increase organic traffic for a new ecommerce player on the Ukrainian market — Vodafone Shop.



Case Study: Vodafone Retail



The challenge

Both leading marketplaces and narrow-niche retailers are the competitors.

Our goal was to increase search traffic and, therefore, sales.

Objectives:

- increase targeted organic traffic
- increase the visibility of Vodafone Shop for non-branded queries
- improve the search ranking of priority categories

The Solution

- Technical optimization (XML map, breadcrumbs, title and description templates, pagination)
- Analytics setup (dashboards in Google Data Studio on organic traffic, revenue, and transactions; brand and non-brand traffic distribution)
- Content optimization (titles, meta tags, technical requirements for blog articles)
- Link building (competitor strategy analysis, outreach)

The Result

Non-branded organic traffic increased by

98% YoY

Total organic traffic increased by

54% YoY



Case Study: Domino's Pizza



Domino's is an American multinational pizza restaurant chain. It has stores in over 83 countries and 5,701 cities worldwide.

Like other food delivery companies, they faced fierce local competition online.



Case Study: Domino's Pizza



The challenge

The problem faced by the management was that most of the food/pizza delivery market was occupied by online competitors.

Brand traffic was not enough and the Netpeak agency's specialists were tasked with improving local performance on Google Search.

Main goal:

to increase the number of visitors from non-branded search queries and, therefore, online sales.

The Solution

- Local competitor analysis
- Landing page optimization
- Analytics (analytics setup; niche and search volume analysis)
- Usability optimization
- Link building (competitor strategy analysis, outreach, working with client's feedback)

The Result

74%

increase visitors from organic search

+241% YoY

increase revenue

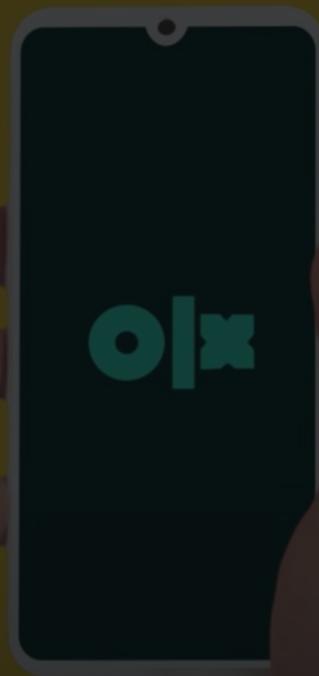


Case Study: OLX (by Naspers)



OLX — largest classified service, part of OLX Group, operates in more than 30 countries worldwide (300 mln MAU).

OLX helps to find and rent an apartment, sell-buy any product, find employees, develop business. In Ukraine OLX app is installed on every third smartphone.



OLX — **one of the first Netpeak clients**. We have been cooperating since **2007**. Our team works according to the outstaff model and performs a full range of digital solutions.

Since the beginning of 2020 we have started working towards B2B: bringing entrepreneurs for running and developing their businesses on OLX.



Case Study: OLX (by Naspers)



The challenge

OLX management set a goal for Netpeak to increase the number of business page owners.

Main goal of B2B-project — to raise the number of active users on the website, increase revenue from small and medium businesses, that use OLX stores.

The Solution

- Developed a detailed buyer's persona and customer journey map
- Designed lead forms and landing pages.
- In our strategy, we decided to use display advertisement (Google Ads, Facebook Ads, TikTok Ads), messengers and chat bots (Viber & Telegram)

The Result

Attracted more than
50,000 entrepreneurs
who want to set up their online
stores on OLX

Reduced the cost of attracting
potential OLX store owners by
26%



Case Study: Pandora

PANDORA PANDORA

Pandora is a real love brand from Denmark that has made the exceptional journey from a local Danish jeweller's shop to a world-leading, global jewellery company present in more than 100 countries.

Netpeak Agency was hired to increase online sales for the official brand distributor in Central Asia.



Case Study: Pandora

PANDORA PANDORA

The challenge

The brand had a good presence and high performance at the local offline stores.

Our goal was to increase online sales and attract a new audience to the online store.

The Result

Increased conversion rate by

65.25%

Increased revenue by

30.74%

The Solution

Our strategy was detailed audience segmentation and using all the targeting options provided by Google Marketing Platform.

For advertising, we used 13 audience segments and various tools to reach, engage and retain potential customers.

Increased the number of transactions by

41.27%

Decreased the cost per transaction by

42.75%



Testimonials



**Serhiy
Gapochenko**

CEO | OLX Ukraine
& Central Asia

“The main reason why we are partnering with Netpeak Agency is just because guys are treating our project as if it’s their own.



**Max
Dmitrov**

Digital Transformation
Manager | BSH Hausgeräte

“Working with Netpeak Agency, we increased our organic traffic by 247% in a year and take the first places to our brand search queries, competing with leading multi-brand retail players.



**Alina
Volchek**

CMO | Vista Create

“Our company has been working with Netpeak Agency since 2015. During this time, many marketers on our side have changed. But Netpeak remains our constant partner and always offers our team new ideas and tactics to growth digital.



Corporate Responsibility

\$598 138

Netpeak Group donate in support of Ukraine



\$45 500

transferred to the Armed Forces of Ukraine



\$100 000

spent for humanitarian aid



\$362 638

promoted media-advertisement within information resistance from Russian propaganda



345 750 717

online ads audience coverage within truth about war in Ukraine



700 000

units of medicine, foodstuffs, military ammunition



240

employees joined the information troops

We donate to:

HELPUKRAINE.CENTER

savelife.in.ua



helpukraine.center

You can donate to our fund:

netpeak.group/en/foundation



Contact us



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An aerial photograph of the Motherland Monument in Kyiv, Ukraine, set against a dark, semi-transparent background. The monument is a large, dark-colored statue of a woman holding a sword aloft in her right hand and a wreath in her left. It stands on a circular base. The surrounding area includes a paved plaza, a road with parked cars, and a dense forest of trees. In the background, a body of water is visible. A heart-shaped graphic with the Ukrainian national flag's blue and yellow colors is positioned over the base of the monument.

Thank you!

netpeak.net

