

# Performance

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[aival.com](http://aival.com)



# Tolis Aivalis

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Facebook.com/TolisAivalis

@aivalis

[aival.com](http://aival.com)

# Όλες οι digital & social media campaigns

LinkedIn ads

LinkedIn ads

LinkedIn ads

LinkedIn ads

LinkedIn ads

Twitter ads

Twitter ads

Twitter ads

Twitter ads

Twitter ads

Pinterest ads

Pinterest ads

Pinterest ads

Pinterest ads

Pinterest ads

Facebook ads

Facebook ads

Facebook ads

Facebook ads

Facebook ads

Quora ads

Quora ads

Google search ads

Google search ads

Affiliate ads

Affiliate ads

Display ads

Display ads

Display ads

Display ads

Email & Mobile

Email & Mobile

Email & Mobile



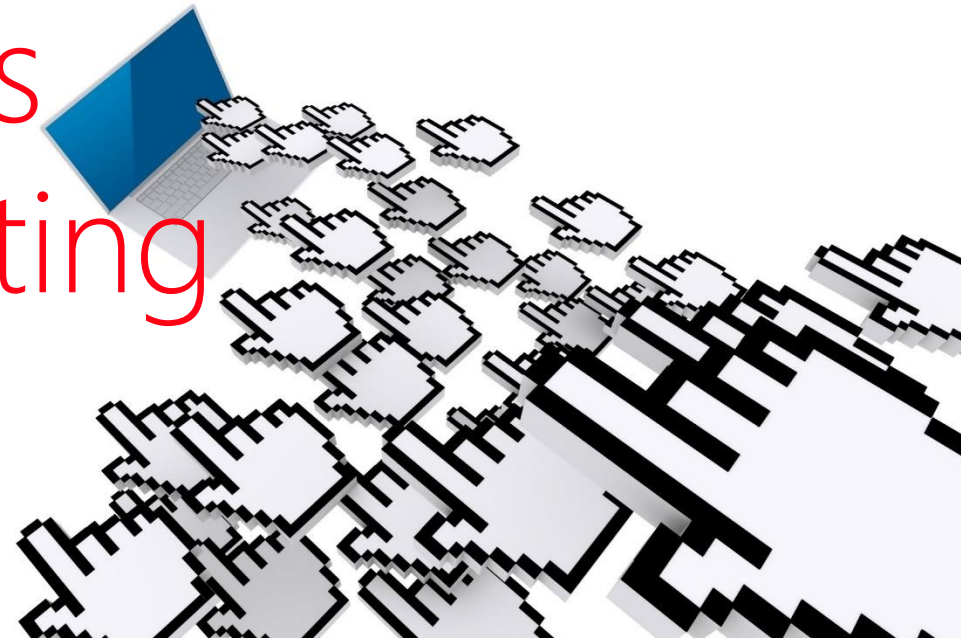
# Τα campaign objectives ανά κανάλι

Facebook & Instagram	Google search	Display (Google & Premium)	Twitter	LinkedIn	Pinterest	Quora	Affiliate
Awareness		Awareness	Awareness		Awareness		Conversions
Visits	Visits	Visits	Visits	Visits	Visits		
Conversions	Conversions		Conversions		Conversions	Conversions	
Mobile install	Mobile install		Mobile install			Mobile install	
Leads				Leads			
Engagement			Engagement	Engagement	Engagement		
Store visits							
Messages		Gmail		In Mails			
Fans/followers			Fans/followers		Fans/followers		
Views		Views	Views		Views		

ΘΕΛΩ  
awareness, επισκέψεις, πωλήσεις

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Google ads  
Facebook ads  
Twitter ads  
LinkedIn ads  
Affiliate marketing  
Influencers



## Best Luxury Athens Hotel - themargi.gr

**Ad** [www.themargi.gr/](http://www.themargi.gr/)

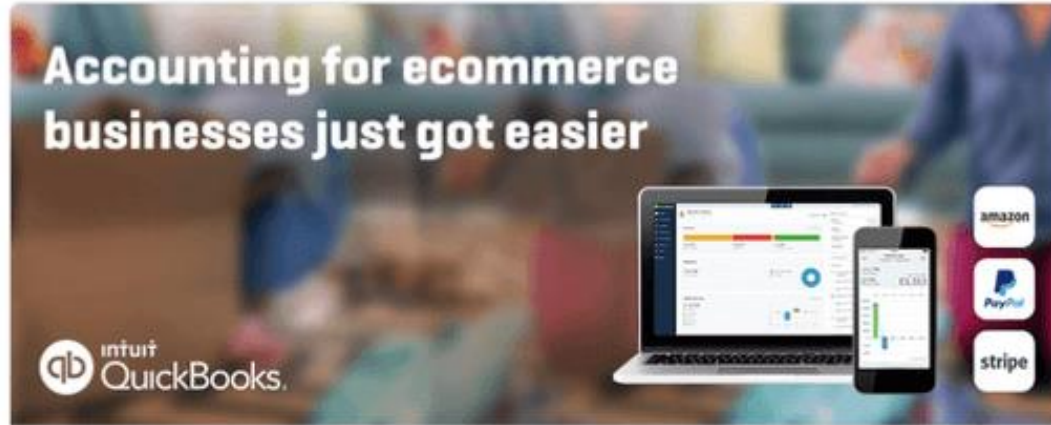
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Οι νικητές

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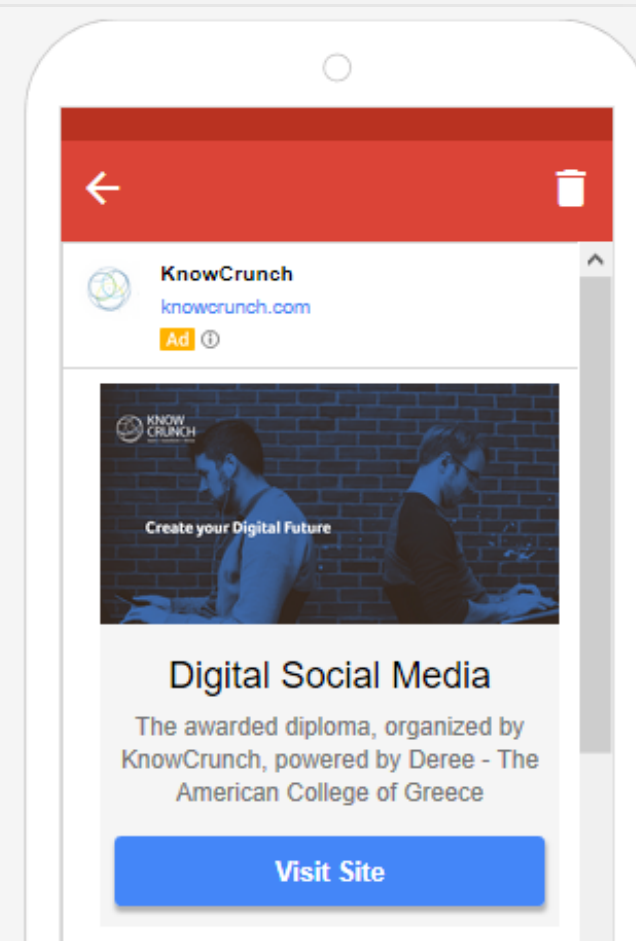
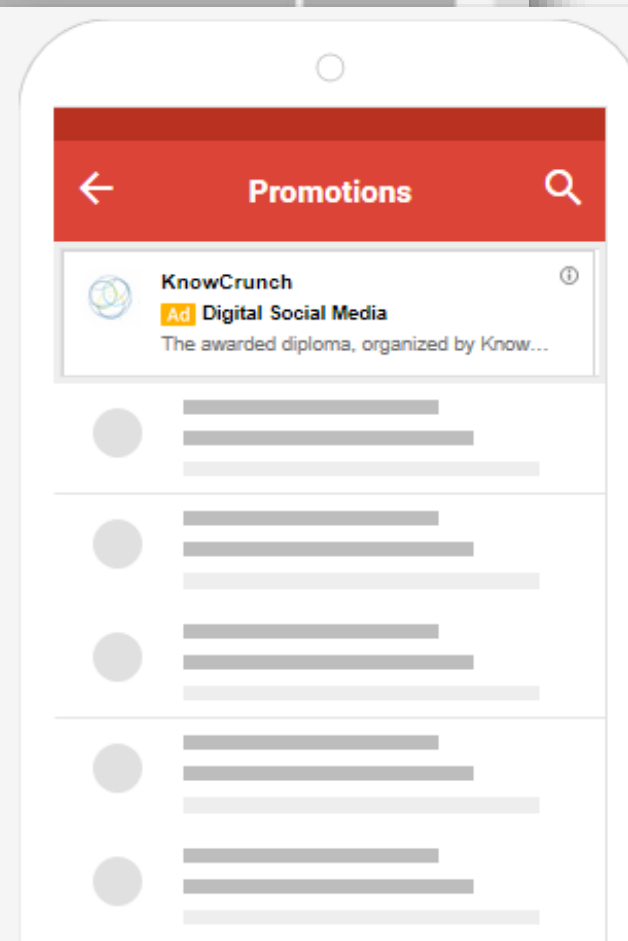
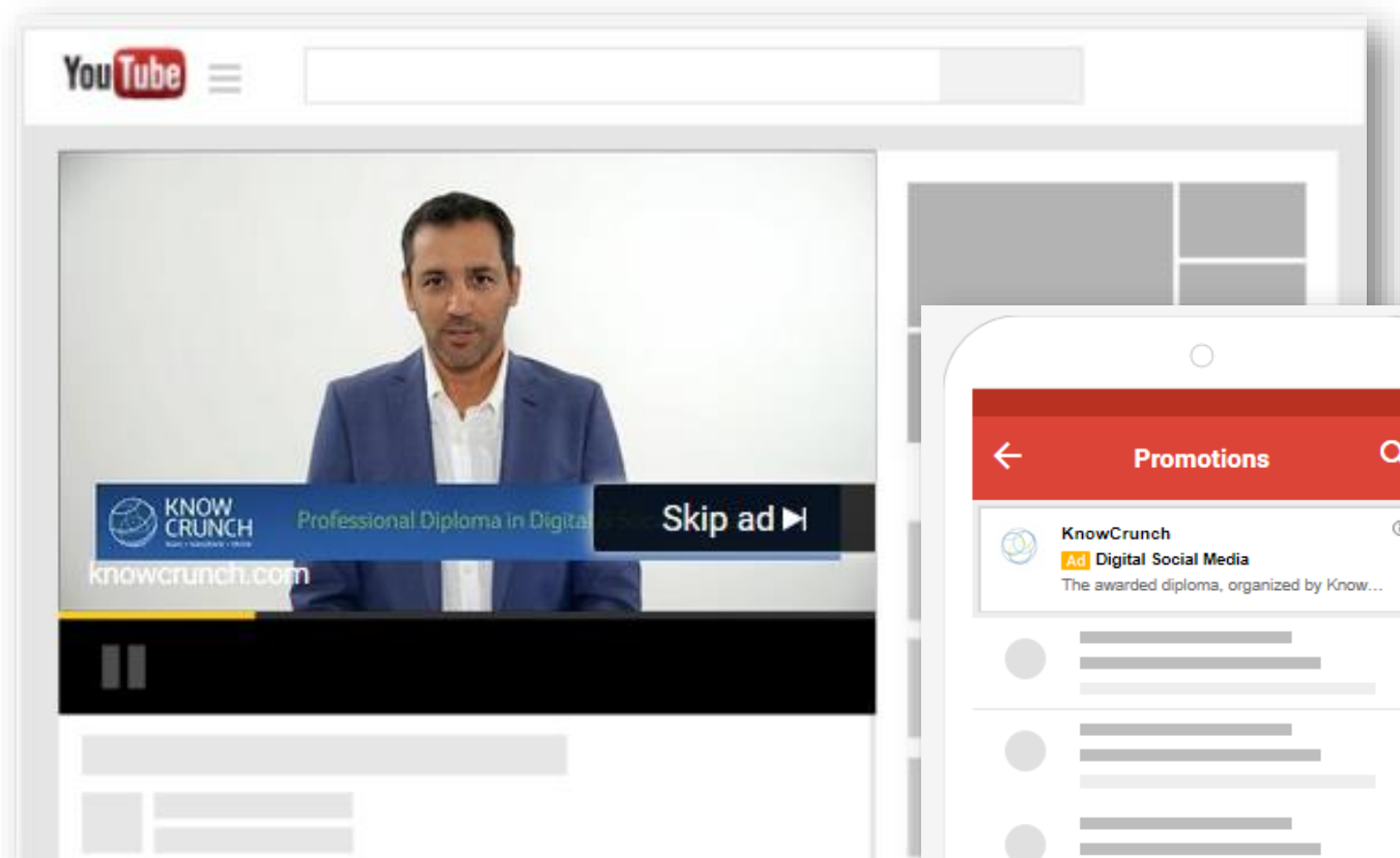
## Το Πληρέστερο Diploma Αθήνα - Digital Social Media Marketing

**Ad** [knowcrunch.com/diploma/socialmedia](http://knowcrunch.com/diploma/socialmedia)

Organized by KnowCrunch & powered by Deree - The American College of Greece



Professional Diploma  
in Digital & Social Media Thessaloniki



# Η καλύτερη στόχευση: Facebook!

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In Thessaloniki. Organized by KnowCrunch, Powered by Deree - The American College of Greece

[KNOWCRUNCH.COM/THESSALONIKI](http://KNOWCRUNCH.COM/THESSALONIKI) 

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 **KNOW CRUNCH**  
know transform thrive

**GIANNIS KRIKRIS**  
Social Media Strategist

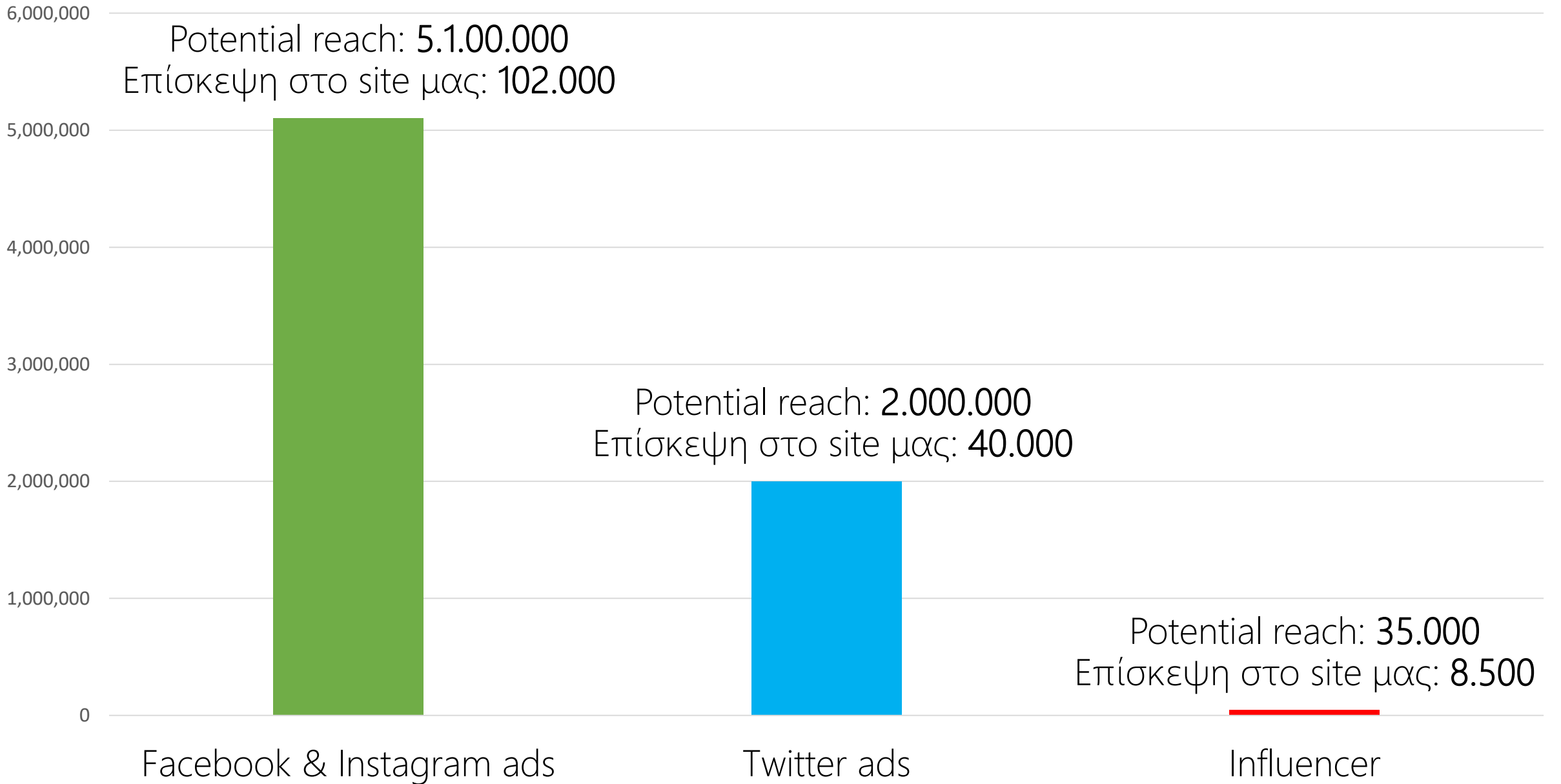
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# Τα καλύτερα μετρήσιμα conversions: Facebook!

Awareness	Consideration	Conversion
 Brand awareness	 Traffic	 Conversions
 Reach	 Engagement	 Catalog sales
	 App installs	 Store visits
	 Video views 	
	 Lead generation	
	 Messages	

# Οι influencers; Τι παίρνω με 500€;

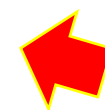
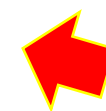


# Συμπεράσματα

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# Μετρήστε σωστά το R.O.I. των εκστρατειών σας

	Unit Cost for Targeted Country	Payment Method	Goal per Month	Monthly Budget Needed
1				
7	<b>Web Site Visitors</b>			
8	0.10	C.P.C.	1,000	100
9	1.10	C.P.C.	500	550
10	1.00	C.P.C.	500	500
11	2.50	C.P.C.	250	625
12	0.70	C.P.C.	500	350
13	<b>Conversions</b>			
14	1.10	C.P.A.	500	550
15	1.20	C.P.A.	500	600
16	<b>Mobile App Installations</b>			
17	2.50	C.P.I.	100	250
18	1.20	C.P.I.	100	120
19	3.50	C.P.I.	100	350
20	10.00	C.P.I.	50	500
21	<b>Leads</b>			
22	1.20	C.P.L	100	120
23	20.00	C.P.L	50	1,000
24	10.00	C.P.A.	50	500
25	<b>Video Views</b>			
26	0.07	C.P.V.	100	7
27	0.10	C.P.V.	100	10
28	0.25	C.P.V.	100	25



# Google Analytics: από πού μας ήρθαν & πόσα βγάλαμε!

	Acquisition			Behavior			Conversions		
	Users ↓	New Users ↓	Sessions ↓	Bounce Rate ↓	Pages / Session ↓	Avg. Session Duration ↓	Goal Conversion Rate ↓	Goal Completions ↓	Goal Value ↓
	17,970	17,112	31,437	16.75%	2.00	00:03:12	2.86%	898	€75,900.00
1 (Other)	3,906	<div style="width: 15%;"></div>		16.79%	<div style="width: 20%;"></div>		2.11%	<div style="width: 15%;"></div>	
2 Display	3,733	<div style="width: 15%;"></div>		40.56%	<div style="width: 80%;"></div>		0.13%	<div style="width: 2%;"></div>	
3 Organic Search	3,234	<div style="width: 15%;"></div>		7.29%	<div style="width: 10%;"></div>		3.72%	<div style="width: 60%;"></div>	
4 Direct	2,807	<div style="width: 10%;"></div>		16.25%	<div style="width: 25%;"></div>		3.52%	<div style="width: 55%;"></div>	
5 Referral	2,157	<div style="width: 8%;"></div>		8.50%	<div style="width: 12%;"></div>		3.10%	<div style="width: 50%;"></div>	
6 Social	1,854	<div style="width: 5%;"></div>		9.11%	<div style="width: 15%;"></div>		5.24%	<div style="width: 85%;"></div>	
7 Paid Search	1,033	<div style="width: 3%;"></div>		17.06%	<div style="width: 25%;"></div>		3.99%	<div style="width: 70%;"></div>	
8 Email	319	<div style="width: 1%;"></div>		6.72%	<div style="width: 10%;"></div>		3.29%	<div style="width: 55%;"></div>	



# Performance

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