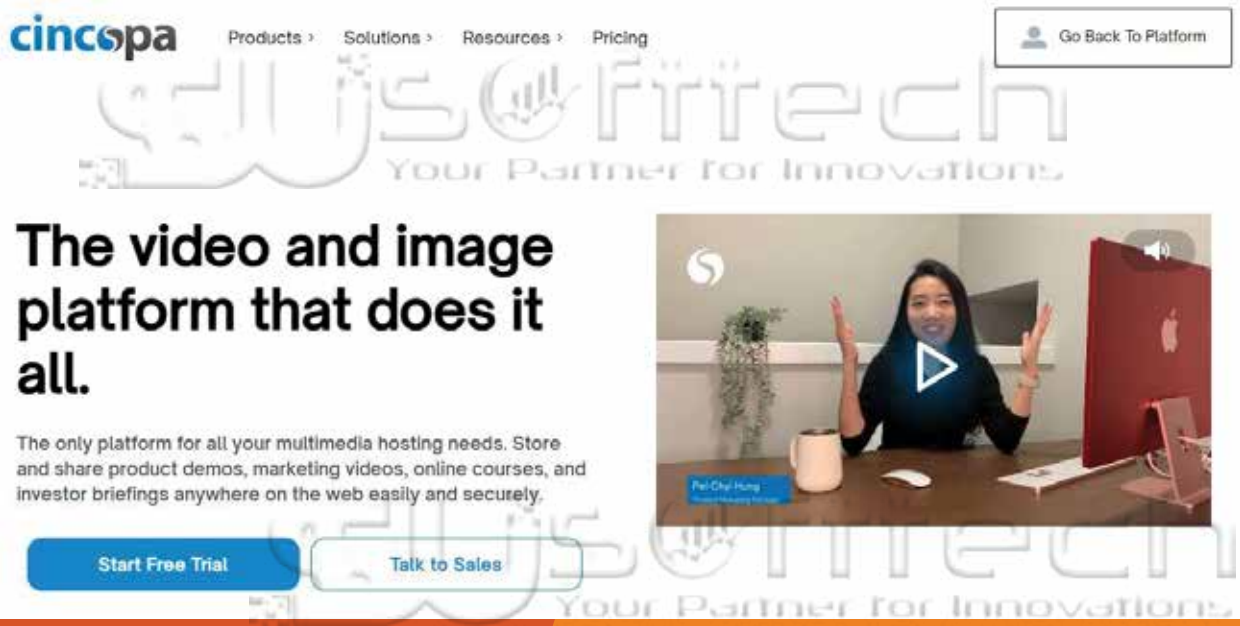
CASE STUDY

Your Partner for Innovations

case study



Cincopa, a dynamic player in the media hosting industry, offers comprehensive solutions for storing and sharing various media content seamlessly across the web.

THE PROBLEM

Cincopa faced tough competition from big players like YouTube and Wistia, making it hard for them to get noticed. On top of that, they were new to advertising, so they weren't sure how to attract and keep users interested in what they had to offer.

PRODUCTS

PAID SEARCH

CLIENT TESTIMONIAL

Working with SW has been a game changer for us in terms of sales and monthly revenue. They took responsibility of all our marketing goals like professionals right from the start they understand our ambitions, market.

They use the same budget that we were burning previously but not getting the best of sales, but with in 2 months they not only tripled our monthly revenue but our daily ordered boosted from

1,2 to 7-8.

Thank you SW we recommend anyone who wants to generate more SALES and REVENUE.

-GTECOM B.V.

OUR APPROACH

Established Website Domain

- We secured a unique web address for the site, providing a distinct online identity for their brand.

Created Engaging Landing Page

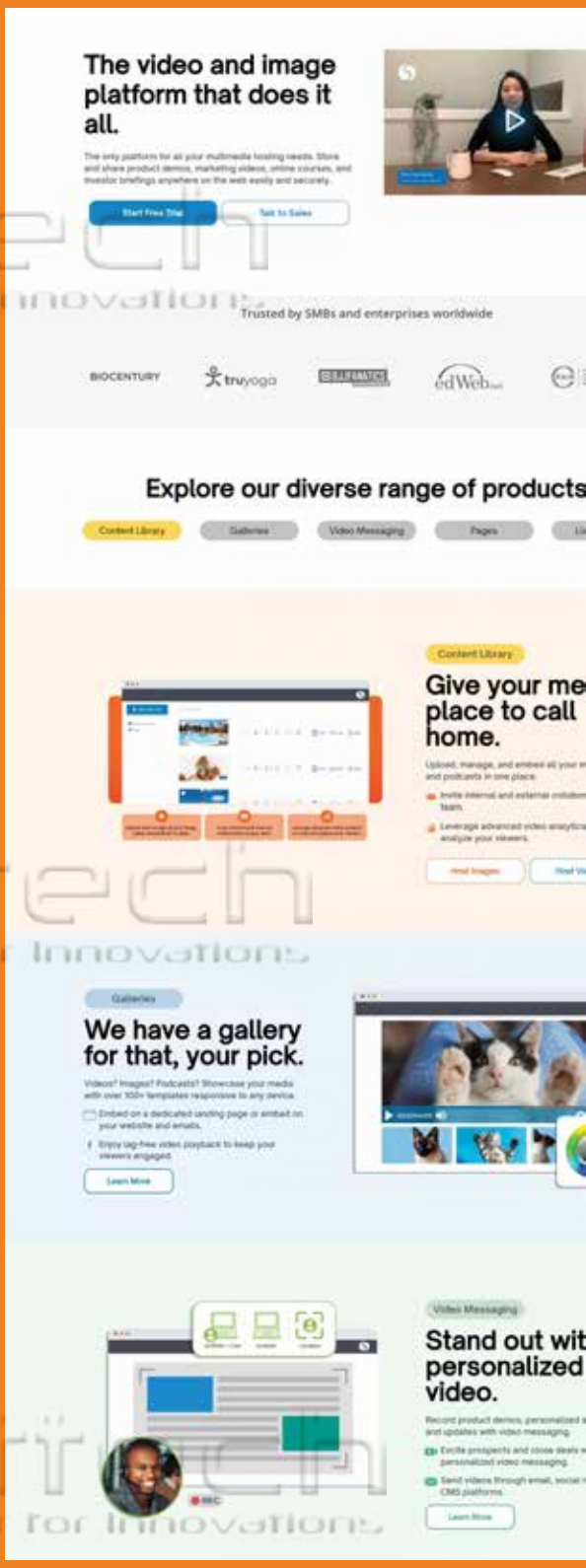
- With HubSpot and Go High-Level, we crafted a landing page that captivates the audience with compelling content.

Launched Lead Generation Campaigns

- Launched lead generation campaigns to attract new clients with precision, navigating the digital landscape adeptly.

Launched Remarketing Campaigns

- Re-target the clients with targeted ads, nurturing their path to conversion.



THE **SOLUTION**

We collaborated closely with Cincopa to understand their goals and target audience intimately.

- Crafted a custom advertising plan based on the insight.
- Handled every detail from setting up campaigns to day-to-day management to ensure smooth operation.

THE RESULTS

Google Ads

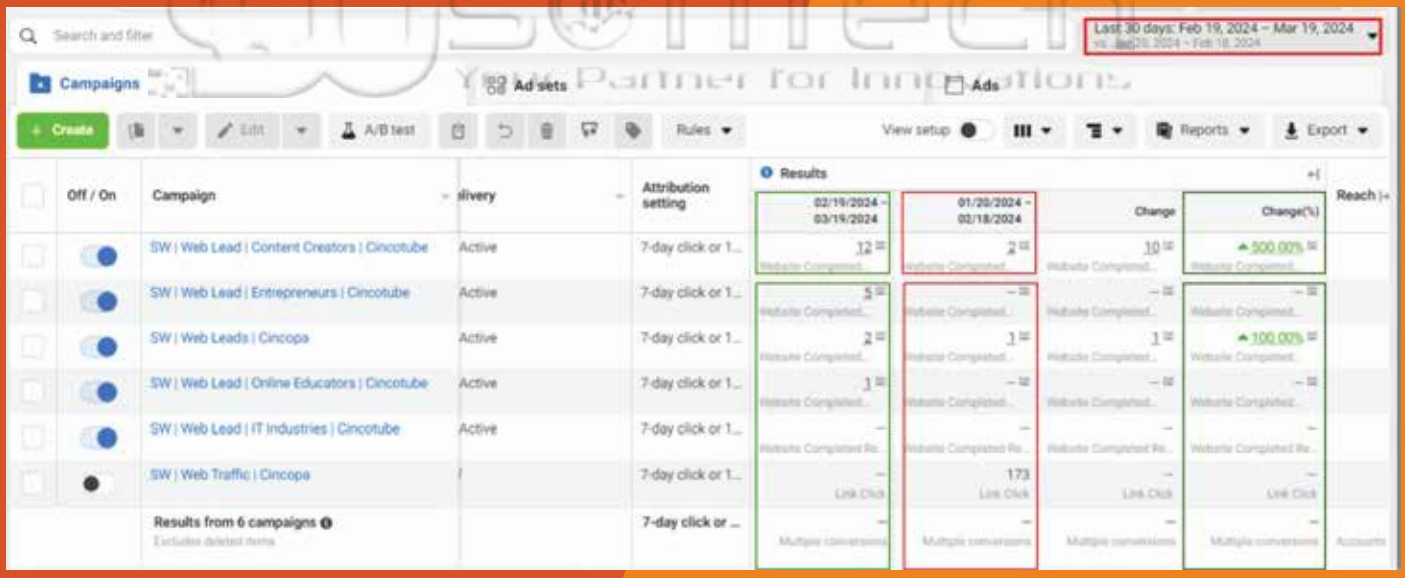
Campaign	Impr.	Clicks	Conv. rate	19/02/2024 – 19/03/2024	20/01/2024 – 18/02/2024	Change	Change (%)	Conversions	Avg. CPC
SW | SC | Leads (Image Hosting)	13,875 (94.19%)	855 (+74.85%)	1.64% (+14.39%)	14.00	7.00	7.00	+100.00%		US$0.36 (-42.01%)
SW | SC | Leads (Video Hosting)	100,828 (58.19%)	3,431 (-3.57%)	0.20% (+45.18%)	7.00	5.00	2.00	+40.00%		US$0.22 (+11.00%)
SW | SC | Leads (New LP)	148,145 (-7.27%)	2,884 (-17.60%)	0.07% (+142.72%)	2.00	1.00	1.00	+100.00%		US$0.21 (-10.63%)
SW | DC | Leads Remarketing	5,258 (-97.15%)	124 (-89.97%)	0.81% (+896.77%)	1.00	1.00	0.00	0.00%		US$2.76 (+1,246.62%)
SW | SC - Wistia | Leads (New LP)	34,252 (+∞)	460 (+∞)	0.00% (0.00%)	0.00	0.00	0.00	0.00%		US$0.33 (+∞)
Total: All enabled campaigns in your curr...	302,358 (27.15%)	7,754 (-11.72%)	0.31% (+94.18%)	24.00	14.00	10.00	+71.43%		US$0.28 (+17.58%)

Campaign	Clicks	Conv. rate	Conversion:	19/02/: – 19/03/:	20/01/2024 – 18/02/2024	Change	Change (%)	19/02/2024 – 19/03/2024	20/0 – 18/0	Avg. CPC
SW | DC | Leads Remarketing	124 (-89.97%)	0.81% (+896.77%)	1.00 (0.00%)	US$2.76	US$0.21	US$2.56	+1,246.62%	US$342.55	US$	
SW | SC | Leads (Image Hosting)	855 (+74.85%)	1.64% (+14.39%)	14.00 (+100.00%)	US$0.36	US$0.61	-US$0.26	-42.01%	US$21.74	US$	
SW | SC - Wistia | Leads (New LP)	460 (+∞)	0.00% (0.00%)	0.00 (0.00%)	US$0.33	–	US$0.33	+∞	US$0.00	U	
SW | SC | Leads (Video Hosting)	3,431 (-3.57%)	0.20% (+45.18%)	7.00 (+40.00%)	US$0.22	US$0.20	US$0.02	+11.00%	US$108.42	US$	
SW | SC | Leads (New LP)	2,884 (-17.60%)	0.07% (+142.72%)	2.00 (+100.00%)	US$0.21	US$0.23	-US$0.02	-10.63%	US$299.22	US$	

Cost / conv.			
19/02/: – 19/03/:	20/01/2024 – 18/02/2024	Change	Change (%)
US$342.55	US$253.56	US$88.99	+35.10%
US$299.22	US$812.69	-US$513.47	-63.18%
US$108.42	US$141.80	-US$33.39	-23.54%
US$21.74	US$42.88	-US$21.14	-49.30%
US$0.00	US$0.00	US$0.00	0.00%

THE RESULTS

facebook Ads



Off / On	Campaign	CPM (cost per 1,000 impressions)	Link clicks	CPC (cost per link click)	CTR (link click-through rate)	Clicks (all)	CTR (all)
	SW | Web Lead | Content Creators | Cincotube	74	$47.09	141	$2.13	2.21%	237	3.72%
	SW | Web Lead | Entrepreneurs | Cincotube	75	$32.33	130	$3.31	1.48%	215	2.32%
	SW | Web Leads | Cincopa	96	$29.12	99	$3.47	0.84%	136	1.15%
	SW | Web Lead | Online Educators | Cincotube	97	$18.74	78	$3.41	0.55%	128	0.90%
	SW | Web Lead | IT Industries | Cincotube	54	$6.90	32	$3.59	0.19%	45	0.27%
	SW | Web Traffic | Cincopa	–	–	–	–	–	–	–
	Results from 6 campaigns Excludes deleted items	96 Total	**$22.72** Per 1,000 Impressions	**480** Total	**$2.76** Per Action	**0.82%** Per Impression	**761** Total	**1.31%** Per Impression

Thank You!