



Agency profile



# We are

a boutique digital agency  
focused on **creative**  
**growth-based**  
marketing solutions.

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# We strive

for the best results for our  
clients by making creative and  
**innovative tech solutions** in:

PERFORMANCE DIGITAL MARKETING  
UX / UI / GRAPHIC DESIGN  
WEB & MOBILE DEVELOPMENT  
MOBILE APP GROWTH  
AI/DATA SCIENCE CONSULTING  
VIDEO, PHOTOGRAPHY & PRINT

# We want

to make our clients happy  
with the result of our work  
in the long term.

That's why we are giving  
them professional  
**consulting services** to  
get the best from the  
technology and marketing  
for their growth goals.





PERSONALISED  
FOR YOUTH™

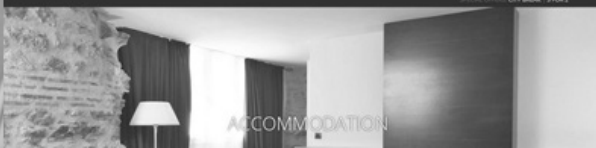
Evolve through a simple daily ritual  
and begin your vitality journey.

Shop now



POINT  
FIXTURE  
FOR  
VERTICAL  
GLASS PANELS

WITH  
ADJUSTABLE  
MOUNTING  
DISTANCE



# Performance Digital Marketing

- E-COMMERCE MARKETING
- LEAD GENERATION
- INBOUND MARKETING
- MOBILE APP MARKETING
- SEARCH ENGINE MARKETING
- CONVERSION RATE OPTIMIZATION
- SEARCH ENGINE OPTIMIZATION
- DIGITAL ANALYTICS
- SOCIAL MEDIA MARKETING



Google Partner

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# We did

some great projects  
for/with great clients.

Here are some **use cases**  
from the performance  
marketing services:

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**About the client:** BHV Education is the oldest organization in Croatia that deals with counseling and referring young people to various studies abroad. They have been educating young people about studying abroad for over 28 years. For this purpose, they very often organize various events such as fairs, consultations, and receptions in order to introduce young people to the possibilities available to them.

**Our task** was to audit current campaigns in order to increase the number of registrations for events organized by the company.

## Result

A total of **1,160 registrations** through all channels.

Achieved set of registration goals - KPI in two weeks: **110%+.**

**How we achieved it:** Through the audit, we established that it is first necessary to set the goals of the campaigns correctly. Within **Google Analytics**, we reviewed the existing goals and aligned them with the campaign goals. Within **Meta Event Manager**, we set goals and linked them to existing campaigns. Then we started optimizing **Google Search Ads**. We started the optimization by removing keywords with poor performance, we removed duplicate keywords, and shifting the focus of advertising to the upcoming event. We wrote new Ads according to selected keywords, tested the Ads, and optimized the results. We used the **Smart bidding** method and tested each Ad in order to always have Ads that will bring the best results. We monitored the results through Analytics and drew conclusions about further optimization of the Ad. Within **Meta Ads**, we created a new Ad group focused on the goal of increasing new registrations. In the Ad testing, we concluded which type of audience gives the best results, and in the next phase, we targeted that audience with Ad messages aimed at new registrations. In the campaign, we focused on conversion optimization (**CRO - Conversion rate optimization**). We tested different visuals, advertising messages, and calls to action (**CTA**), and we measured the success of the campaigns thanks to a well-placed Facebook Pixel and a comparison with data obtained through Google Analytics.



Part of the  
**WURTH GROUP**

**About the Client:** Wasi Croatia is one of the largest retailers of nautical equipment in the region. It has 13 retail stores in Croatia and is part of the international Wurth group.

In addition to retail stores, they are also present on digital channels with an online shop with over 3,000 available items.

**Our task** is to increase the sales of their online shop. In addition, in 2022 we were given the task of promoting their SUP products and increasing direct online sales of the SUP range.

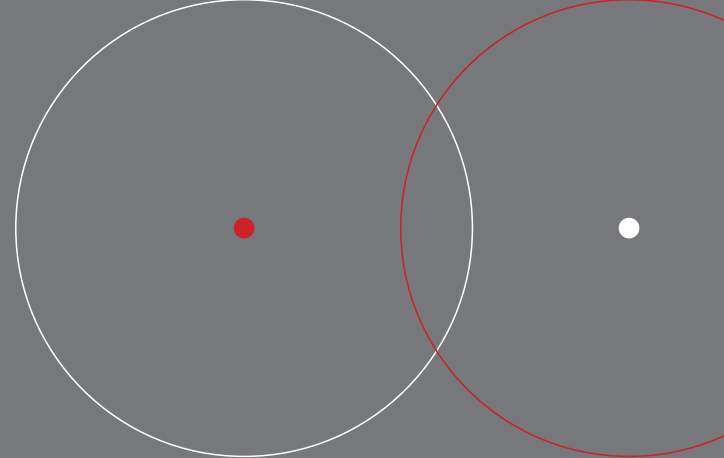
# Result

Online shop sales growth YOY (year over year): **38.52%**.

Achieved KPI for SUP sales targets: **110%+**.

**How we achieved it:** **Google Tag Manager** was implemented in the online shop, which served us as a central place for setting up analytics that monitors the success of marketing campaigns. Using Google Tag Manager, we connected the website with all external services necessary for quality advertising, specifically **Google Analytics**. Within Analytics, we set goals, created audience remarketing, and monitored the success of marketing campaigns. Before the start of this year's advertising, we decided to do a **basic SEO optimization** of the website. This optimization included keyword research, URL optimization, and on-site optimization of the online shop.

In order to monitor the progress of SEO optimization, the online shop is connected to **Google Search Console**. Our biggest focus was on the quality performance of **Google Search** campaigns. We created Ads according to the selected keywords, tested the performance of the Ads, and optimized the results. We used the Smart Bidding bidding method and tested each other's Ads in order to always have Ads that will bring the best results. We targeted audiences with different Ad messages depending on which part of the sales funnel they are in. We monitored the results through Analytics and drew conclusions about further optimization of the Ad.



**SUP campaigns:** We decided to start with a brand awareness campaign to introduce the target audience to the new brand on the market. For this purpose, a separate landing page for the new brand was created. With **Google Display Ads**, we targeted an audience interested in buying SUP boards. One of the audiences we created was a group of people who reviewed SUP boards on competitor websites. In addition to the Google Display campaign, we also used **Facebook/Instagram advertising** to reach users of social networks. In the Ad testing, we concluded which type of audience gives the best results, and we targeted that audience with sales campaigns in the next phase. After the brand awareness campaign, we shifted our focus to increasing sales and optimizing conversions (**CRO - Conversion rate optimization**). We tested different visuals, advertising messages, and calls to action (**CTA**), and we measured the success of the campaigns thanks to a well-placed **Facebook Pixel** and a comparison with data obtained through Google Analytics.

**Online Shop:** For a new Wasi online shop we have made **UX research** and **UI design**. It will contribute to an even better shopping experience and growth in marketing and sales results.

# We love

our work and our clients!

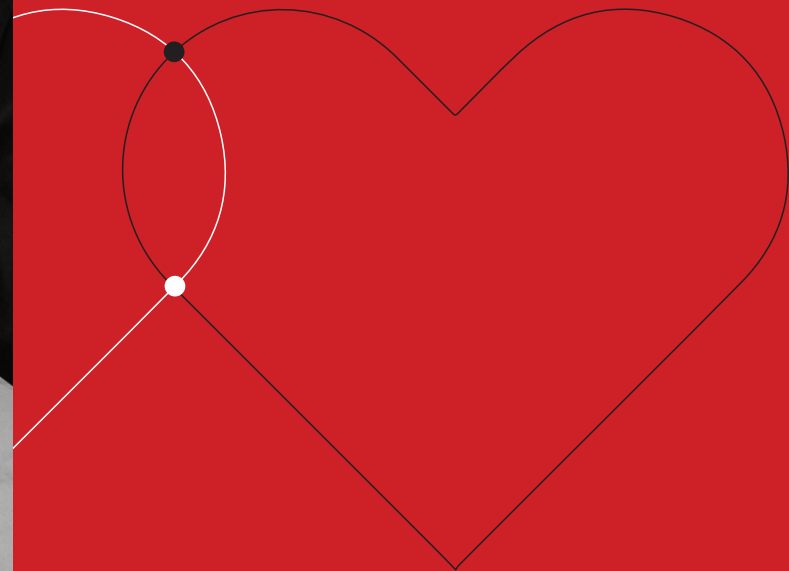
And it looks like they love  
working with us also.



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Best Marketing  
Strategy = Listen & Care



Finding a **unique link**  
in the business and  
marketing value chain

