



UCT - SUCCESS IS ON YOUR SIDE

Presentation of UCT's Capabilities



**OVER 200
EMPLOYEES**

As of today, 200 employees are working at UCT® and our staff is constantly growing



**GOOGLE
CERTIFICATES**

Three times UCT® was the first company among advertising agencies in Ukraine to obtain Google™ certification



**20 YEARS AT THE
MARKET**

Company has been on the market since 1991. Since 2008 we have been specializing in Internet advertising and have transformed into a group of companies



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**CONSULTATIVE AND
TRAINING CENTER**

UCT® Company has its own consulting and training center where the employees are trained



**ISO-9001:2008
CERTIFICATE**

Since 2011 we meet the standards of the Quality Management Systems ISO-9001:2008



**SOFTWARE
DEVELOPMENTS**

UCT® has developed and is constantly perfecting unique software



Our services, which will make you successful



- ✓ Contextual advertising on search engines;
- ✓ Remarketing/retargeting + dynamic remarketing;
- ✓ Advertising in social media networks;
- ✓ Display advertising (banners on partners sites).



- Website building:
- ✓ Transactional landing pages;
 - ✓ Corporate catalogue;
 - ✓ Online shop.



- Website search engine optimization services (SEO). The average time to bring the site to the top of the search results is 6 months.
- ✓ Internal optimization;
 - ✓ External optimization;
 - ✓ User and social factors.



- ✓ Professional analytics and assessment of the current and past Internet advertising campaigns;
- ✓ Audit and configuration of accounts in Google Analytics, Google Adwords, Yandex Metrika;
- ✓ A/B testing.

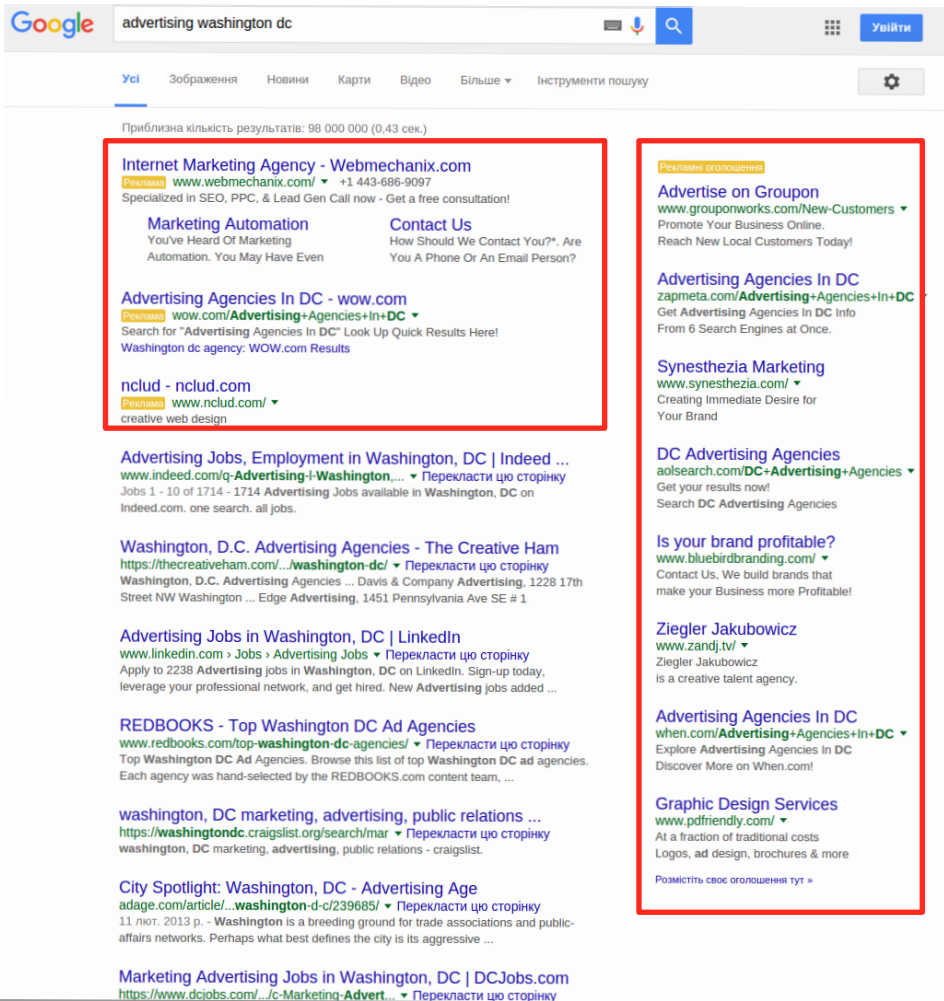
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Contextual Advertising Internet Advertising



Contextual advertising is an exclusive placement of information about your company in the most efficient places, specially designated on the first page of the search results.

This instrument is very flexible and **allows us** to:

- ✓ Launch advertising within short time frames;
- ✓ Quickly make changes to the advertising messages;
- ✓ Show the preferred pages of a website, which allows us to regulate and to increase the effectiveness of the ads;

Manage the behavior of the consumers and get ahead of the rivals. You can advertise your products around the clock, as well as during chosen time frames, for instance, from 10:00 a.m. to 02:00 p.m. and from 04:00 p.m. to 09:00 p.m.

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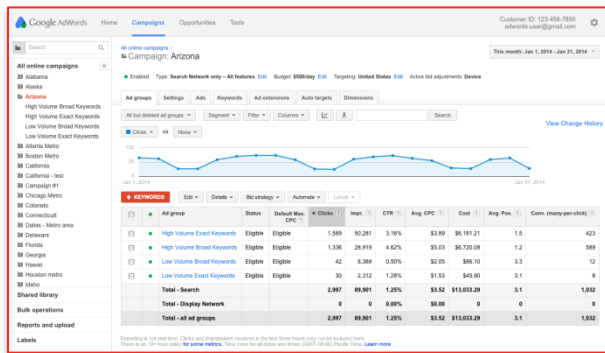


INTERNET
ADVERTISING
OPERATOR No. 1

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Analytics of the entire advertising campaign

- ✓ **We install a Google Analytics code** (a system, which collects analytical information) on your web site.
- ✓ **Give you unlimited access**, so you can follow and control the advertising campaign process at any given moment.
- ✓ In order to conduct a deeper and higher quality analysis, **we connect the accounts in Google Analytics and AdWords.**
- ✓ **Every month you receive a report with recommendations from certified specialists.**



Google AdWords

Google Analytics

The work is directed at:

Attracting traffic of key word inquiries relevant to your subject
 Increasing response to an advertisement (CTR) and improving its position.
 Lowering the price of attracting users to the website (CPC)

Set up and perfect goals on the site, which reflect the main marketing goals of the client.

Tracking behavior of the visitors.

Analysis of the advertising campaign in terms of quality of the attracted audience.

Optimization of the advertising campaign in order to attract the exact "target audience".

Expanded capacity to set up remarketing in Google AdWords and to conduct several campaigns for different segments of the audience.

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Contextual Advertising



SERVICES	PRICES PER MONTH					
<p>1. ADVERTISING CAMPAIGN (AC) IN A SEARCH ENGINE</p> <p>2. CONTEXTUAL DISPLAY ADVERTISING IN PARTNER NETWORK GOOGLE</p> <p>3. REMARKETING</p> <p>4. ANALYTICS OF ENTIRE AC</p>	<p>Launching and conducting an advertising campaign with access granted to view account in GoogleAdwords, installation and configuration, reports in GoogleAnalytics, selection of platforms for placement of display advertising, banner development and optimization of advertising campaign (the bigger the advertising budget, the more visitors to your website).</p>					
	<p>Advertising budget up to \$499</p> <p>(+ \$160 commission)</p>	<p>Advertising budget from \$500 to \$999</p> <p>(+ 30%commission)</p>	<p>Advertising budget from \$1000 to \$1999</p> <p>(+ 25%commission)</p>	<p>Advertising budget from \$2000 to \$3999</p> <p>(+ 20% commission)</p>	<p>Advertising budget from \$4000 to 7999</p> <p>(+ 15% commission)</p>	<p>Advertising budget from \$8000</p> <p>(+10%commission)</p>

Budget for the service "Contextual Advertising" is spent only for linking to your site.

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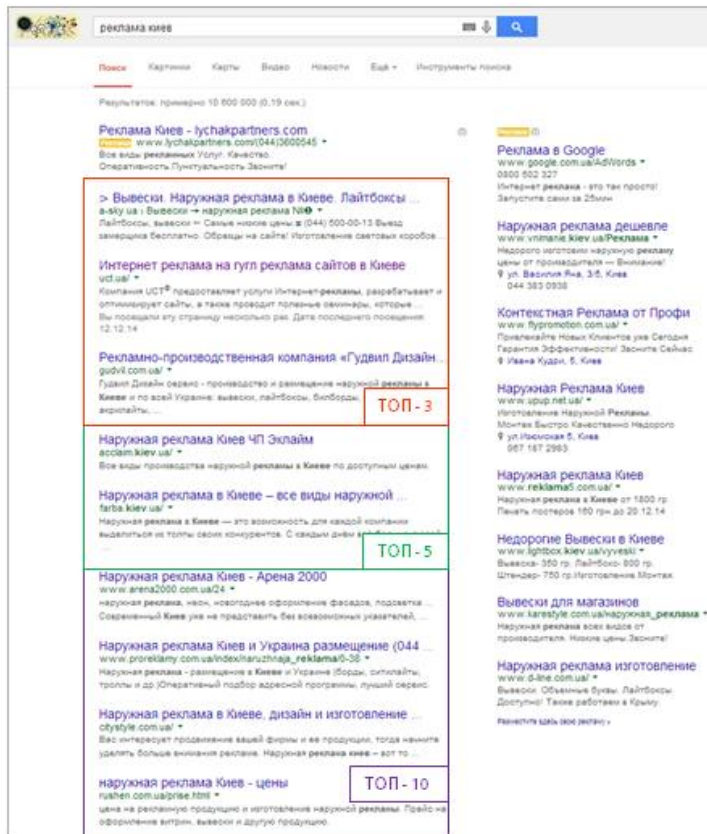
INTERNET
ADVERTISING
OPERATOR No. 1

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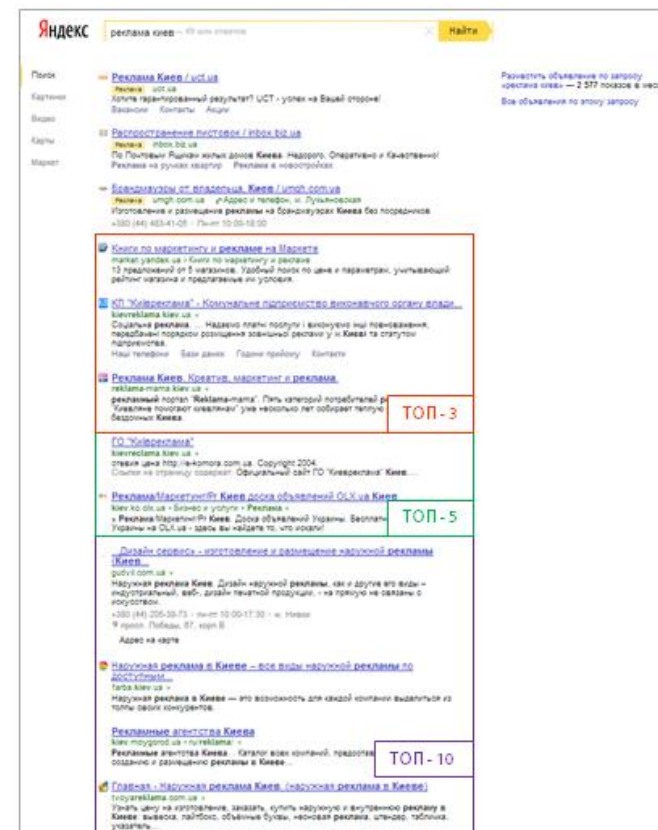
Website Optimization (SEO)

SEO (Search Engine Optimization) – a set of internal operations on your website, along with external optimization of various sources, directed at **promoting the site on search engines.**

GOOGLE



Yandex



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Outline of SEO operations



If your website is not on the first page of the search results, then your competitors are taking at least 90% of your potential online clients.

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Website Optimization (SEO) Services and Prices

Package Service	Guarantees (% of words brought to TOP from the total number)	Bonuses (number of additional key words) Serviced for free.	Warranty services, mos.	Additional conditions (bonus services)	Limit on number of purchased links	Payment sum in USD
All Inclusive	70 %	unlimited (overall optimization)	5	- free copyrighting (up to 500 articles) - registration in Google Maps - authorship set up - managing the project in "manual mode" - correction of user factors - overall optimization	Unlimited	\$ 995
Business Plus	70 %	+ 50%	4	- free copyrighting (up to 300 articles) - correction of user factors - partial overall optimization	Up to \$ 815 for reference weight	\$ 595
Business	50 %	+ 35%	3	- free copyrighting (up to 200 articles) - correction of user factors	Up to \$ 440 for reference weight	\$ 395
Basic	50 %	+ 30%	2	- free copyrighting (up to 100 articles) - correction of user factors	Up to \$ 250 for reference weight	\$ 230

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Website Optimization (SEO) Definitions

Limits on the number of purchased external links:

This limit is dependent on the type of ordered optimization services and on the number of keyword requests necessary for the given site.

Guarantees (% of words brought into the top results from overall number):

A percentage guarantee is used as the main guarantee for services rendered. For example, a guarantee of 50% means that by the end of the promotion period, 50% of words **MUST** be in the top results. Our company guarantees this financially, which is defined in the corresponding points of the contract.

Bonuses (number of additional key words):

Bonuses in the form of additional key words mean that the manager of our company will choose, and agree upon with the client, **FREE** additional words in the amount corresponding to the service package. These words will not be covered by the guarantee, nevertheless, the work with them is done and, most likely, they will reach their top positions within the agreed time frames. This is done to widen the semantic nucleus and to obtain additional transactional traffic.

Warranty service:

This is a time period of free service in case of us failing to fulfill our guarantee obligations to bring key words to the top within the time frame specified in the contract.

Overall optimization:

Manual analytical search for ALL possible related key word requests for the given site and bringing them to the TOP.

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Display (banner) advertising

Online advertising

Goals:

- ✓ Introduce a new product/service entering the market to the target audience (TA)
- ✓ Increase recognition of the brand and popularize it among the Target Audience;
- ✓ Image effect – formulate and hold a leadership position in the mind of the consumer.

Capabilities:

- ✓ Visualization of advantages of a product/service in order to communicate them to the TA (vibrant implementation of creative ideas);
- ✓ Wide reach of TA;
- ✓ Targeting according to the interests/hobbies of the TA (through selection of thematic sites, segments, forums, etc.);
- ✓ Exact statistic data recorded for each advertising campaign.

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Display (banner) advertising

Online advertising

UCT offers its clients placement of banners on more than 5000 websites of our partners.

With us you get:

- ✓ Significant increase in brand recognition as a result of visualization;;
- ✓ Use of thematic websites and portals for precise targeting;
- ✓ A choice of paying per click or paying for each showing;
- ✓ Regular analytics of target traffic and optimization of location (banners stay on sites from which real clients come, as opposed to those just browsing).

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Social Media Coverage in Ukraine



SMM means communication with clients on their own territory.

The number of registered Ukrainian accounts in social networks is reaching the number of country's population.

People across all geographical and professional fields have accounts in social network.

About 90% Internet users in Ukraine use social networks.

60% of them use them on a daily basis.

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SMM Strategy Guide

1. Crafting a strategy



Define advertising campaign goals



Analyze market and competitors



Discover your target audience



Find your preferred social networks



Choose additional social networks

2. Creating your brand community



Create community

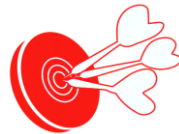


Share content



Create interactive content

3. Engaging followers and effective account promotion



Contextual advertising in social media



Consider ways to advertise in partners' communities



Viral content

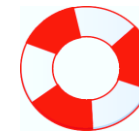
4. Work with your brand account



Respond to comments



Moderate messages



Client support

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Services and Prices

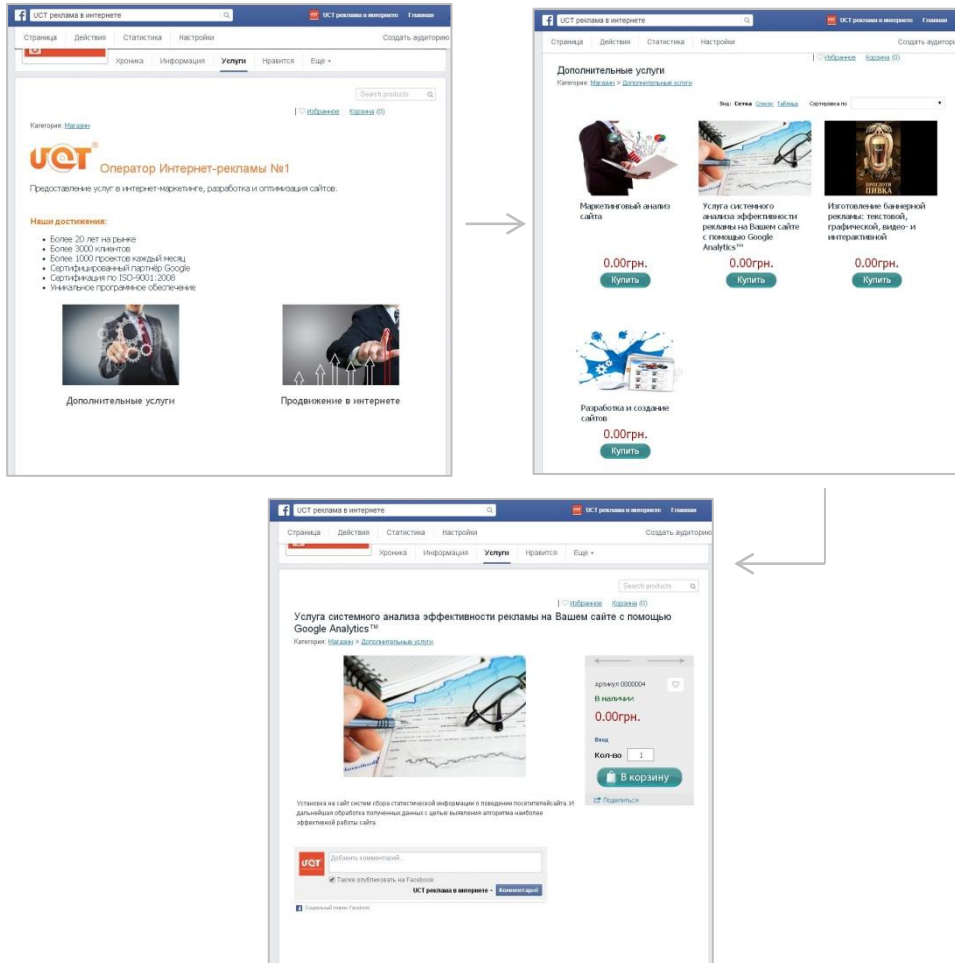


Services	Prices (\$)*						
	Vkontakte	Facebook	Odnoklassniki	Google +	Instagram	Twitter	Youtube
Creation							
Creation of community	20	20	20	-	15	15	20
Creation of the community and filling (up to 1000 photos) it with individual design	40	40	-	40	-	-	40
Management (administrating)							
Writing 2 posts (tweets) within the community per day (news, entertainment content, including photos and videos (optimization), polls, articles, specials offers...)Moderating and client support (cleaning spam, answering user questions...) (daily)	150	150	150	100	40	40	60
Promotion							
Creating a (passive) subscriber base (the more subscribers a group has, the higher it stands in the search results among competitor groups) (from 200 people)	\$3 / 100 ppl		-	\$3 / 100 ppl			
Attracting (active) subscribers:	от 20	Cost price + 15 %		-	-	-	-
1.1 Through contests (once a month – from 200 people) (prize from the client)	Cost price + 15 %			-	-	-	-
1.2 Though advertising	Cost price + 15 %			-	-	-	-
2. Addition of people and companies to social media circles	-	-	-	40	-	-	-
3. Subscription to people, likes of users' photographs, comments under photos in large accounts	-	-	-	-	\$50/3000 units	-	-
4. Subscription to accounts, retweets.	-	-	-	-	-	40	-
5. Promotion of publications to a defined target audience	-	Cost price + 15 %	-	-	-	-	-
6. Contextual advertising	Cost price + 15 %			-	-	-	-

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Build on-line store on Facebook



A fully integrated online store within community, with the easy browsing of goods, prices, and ability to place orders without visiting the website.

Add Items	Prices (\$)*		
	Monthly (per app)	One-time fee	Additional fees
10 items	-	15	-
100 items	15	60	-
2500 items	35	300	-
Starting from 3,000 items	99	400 (for 3,000 items)	70 (per each 100 items, after 3,000 items)
Hourly rate (if needed)		10	

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Build E-commerce within VKontakte

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Товары Подборки

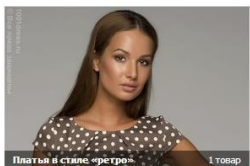
Поиск по товарам

Параметры

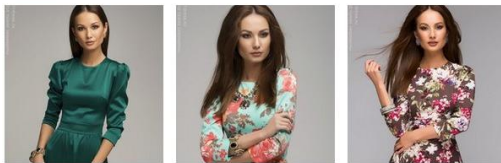
Цена: От - До руб. По дате добавления

Сортировка

1 подборка



6 товаров



Платье длины макси из натуральной ткани с длинным рукавом 3500 руб.

Платье длины макси мятное с цветочным принтом 3700 руб.

Платье длины макси шоколадное с крупным цветочным принтом 3500 руб.

Автомобильный дилер

Автомобили

Bentley Bentayga
13545580 руб.

Самый быстрый, самый мощный, самый роскошный и самый эксклюзивный внедорожник в мире. Bentayga укомплектован новым турбодвигателем W12 рабочим объемом 6 литров. Motor, оснащенный системой опlockнения шести цилиндров при низких нагрузках, выдает 608 лошадиных сил и 900 Нм крутящего момента.

Связаться с продавцом

Условия оплаты и доставки

Добавлен вчера в 12:59

Поделиться | Мне нравится 1

1 комментарий

Юрий Иванов
Беру!
отправлено 15:17

Комментировать...

ПоПУЭРН Китайский чай Иссекс / Пуэр...
Подарочные наборы

Набор подарочный, фарфор "Элегант"
4600 руб.

(чайник, чайай, 6 пиал)

Связаться с продавцом

Меню группы / навигация / полный каталог

A fully integrated online store within community, with the easy browsing of goods, prices, and the ability to shop without visiting the website.

The online store looks like a storefront with features allowing choosing items directly from your page (with no extra monthly fees). The set of items for selling is being placed on the community's main page. Visitors can browse units and flypages, leave comments and share them, leave thumbs up, as well as contact the seller to get extra details and place their orders.

Add Items	Prices (\$)*
	one-time fee
< 100 items	40
< 1000 items	300
< 10 000 items	2 000
>10 000 товаров	20 (за 100 шт)
Hourly rate (if needed)	30

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A unique, integrated approach "The Code of Success"

As a result of the company's many years of experience in the field of Internet advertising, as well numerous conducted trials and experiments, we have developed for your company a unique and integrated approach - "The Code of Success".

The solution is optimal and beneficial for all sides. It will allow you to surpass your competitors and multiply the number of clients.

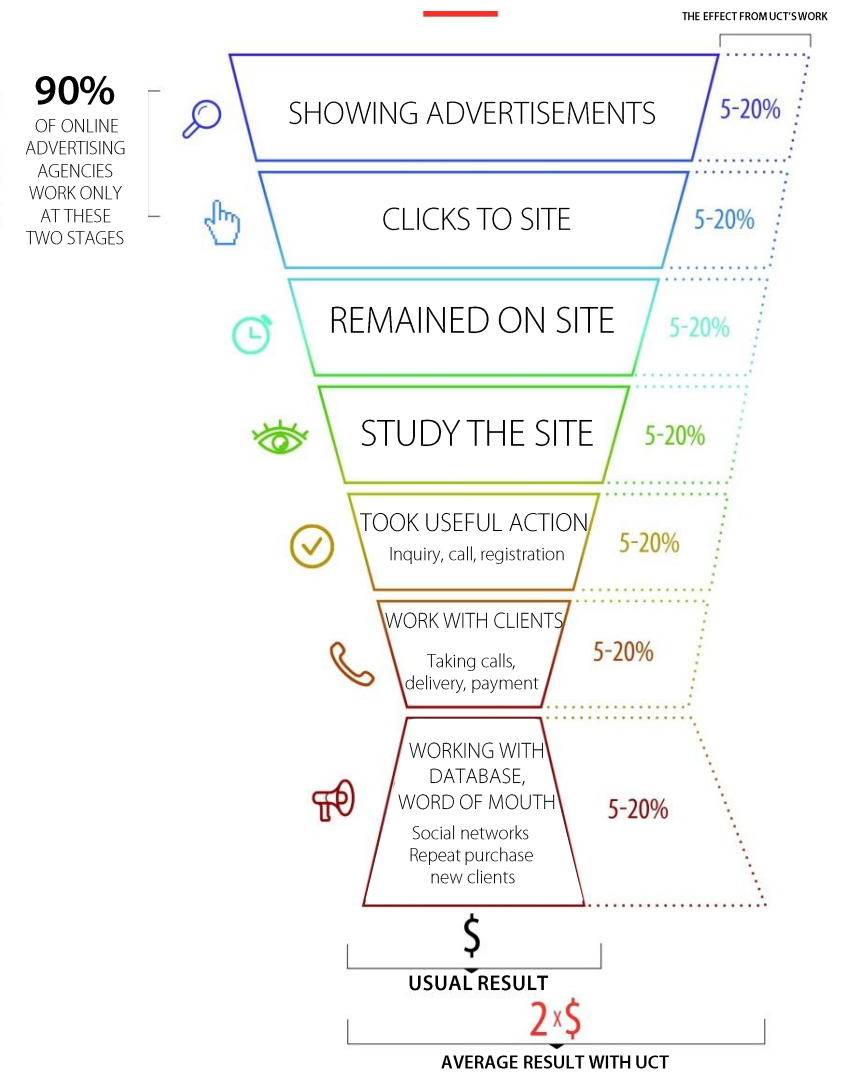
This offer contains experience, professional knowledge, colossal energy and competent management, all of which combine for an effect of synergy, which raises your business to a whole new level – the level of success!

Statistics:

27% of companies had a 20% increase in orders placed on website.

58% of companies saw a 180% increase in phone calls.

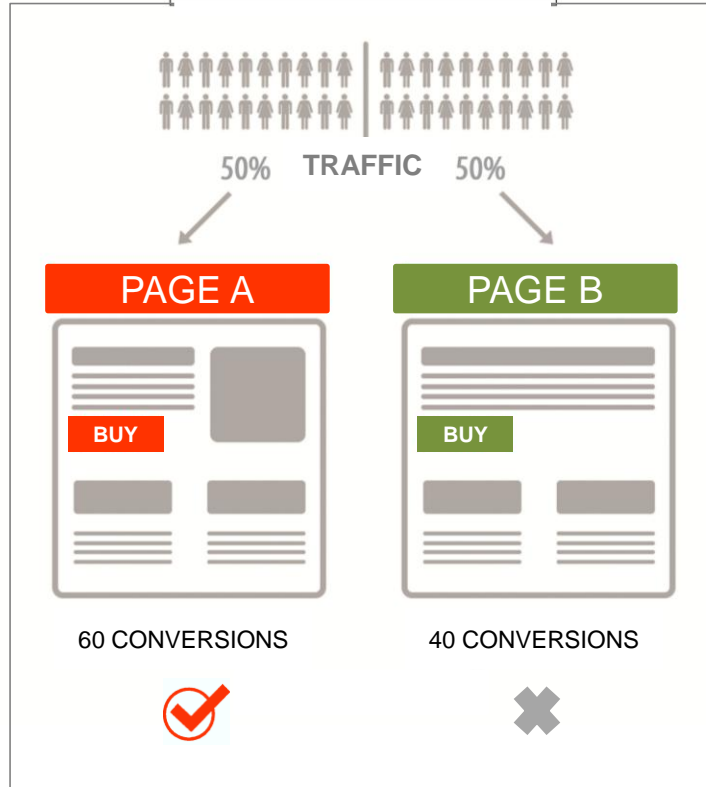
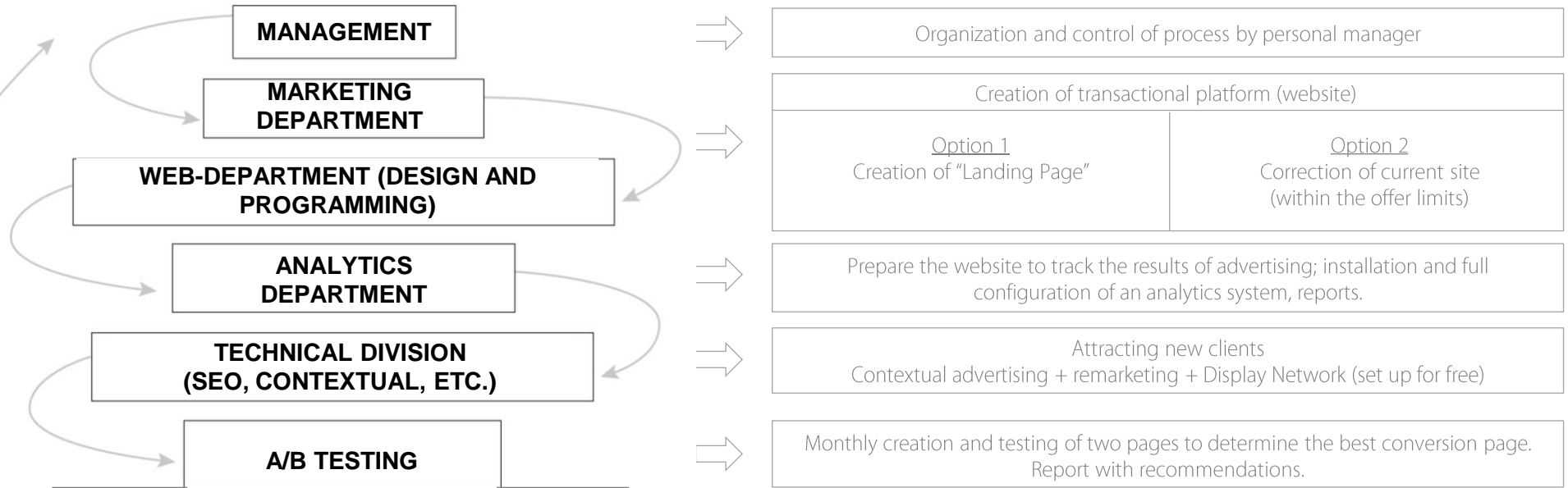
3% of companies had conversion grow by more than 2000%.



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DISCOUNT
25%



POSSIBLE ADDITIONAL SERVICES		
+	SEO	DISCOUNT 25%
+	SMM (VKontakte, Facebook, Odnoklassniki, Google+, youtube, Instagram, twitter)	DISCOUNT 15%
+	MARKETING ANALYSIS OF WEBSITE	DISCOUNT 40%
+	DISPLAY (BANNER) ADVERTIZING	
+	CREATION AND PLACEMENT OF VIDEO ADVERTISEMENTS ON THE INTERNET	
+	CONTEXTUAL ADVERTISING IN SOCIAL MEDIA NETWORKS (VKontakte, Facebook, Odnoklassniki)	
+	E-MAIL AND TEXT MESSAGE DISTRIBUTION (using the client's database)	

A unique, integrated approach "The Code of Success"

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Basic services (as a package – 25% savings)

MANAGEMENT (organization and control of the process)

Overseeing the work of technical subdivisions. Conducting a meeting with client. Explaining the statistics and analytics. Optimization of advertising campaign.

MARKETING DEPARTMENT

Participation in creation of the landing page.
Preparing modifications for the improvement of the B-versions for the Web department based on the analysis and recommendations of the analyst on how to improve the page in order to reach set goals.

WEB Department

Option 1 Technical creation of the landing page and monthly A/B testing ((preparing modifications to be implemented, based on the analysis and recommendations of an analyst and a marketing specialist, in order to improve the page and to reach the goals).

Option 2 Correcting an existing site (within the limits of the offer).
Finding the problem spots, implementing changes.

Monthly A/B testing (preparing modifications to be implemented based on the analysis and recommendations of an analyst and a marketing specialist in order to improve the page to reach the set goals).

ANALYTICS DEPARTMENT (preparing website for advertising, reports)

Setting up the analytics system account, analysis of Google Analytics and Yandex Metrika data, configuration of goals, recommendations to improve the page for reaching set goals, setting up A/B testing. Reports on testing. Preparation of monthly report.

CONTEXTUAL ADVERTISING ON SEARCH ENGINES (attracting new clients)

Advertising of "landing page" or website on Google and Yandex search engines. Selection and optimization of key word inquiries. Preparation and optimization of advertisements.

IN AD NETWORKS GOOGLE AND YANDEX + REMARKETING FUNCTIONS.

Additional services (as a package 15-40% savings)

+ CONTEXTUAL ADVERTISING ON SEARCH ENGINES WITH HIGHER BUDGETS (attracting new clients)

(Additional) advertising of landing page or website in Google and Yandex search engines. Selection and optimization of key word inquiries. Composition and optimization of advertisements.

+ SEO (attracting new clients)

Bringing the website into the TOP of the search engine results for certain key words.
Work is done internally on a site (writing texts, optimization of the site's code), as well as externally (purchase and control of inbound links, tweaking behavioral factors, etc.).

+ SMM (increasing loyalty of clients) 1 social network (VKontakte or Facebook) Building and managing (first month)

Management and promotion (subsequent months) Building a community with individual design, writing 2 posts per day (news, entertainment content, polls, article, special offers...). Moderation and client support. Facilitating 800 (passive) subscribers. Attracting (active) subscribers through contests (once a month – from 200 people) for \$40.

+ SMM (increasing loyalty of clients) 1 social network (VKontakte or Facebook) Maintenance of community.

Writing 2 posts per week (news, entertainment content, polls, article, special offers...). Moderation and client support. Facilitating 500 (passive) subscribers. Attracting (active) subscribers through contests (once a month – from 200 people) for \$40.

+ MARKETING ANALYSIS OF WEBSITE. Composing a report with recommendations.

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The basics of unique and integrated approach

Description of work and demonstration of benefits

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Service	Basic price for package	Price for services included in the package	Price for services (without package)	The conditions on which the price is calculated	Additional Expenses
Manager's work Oversee the work of the technical divisions. Conduct a meeting with client. Explain statistics and analytics. Optimization of advertising campaign.	\$695	\$50			-
Marketing specialist's work Participate in the construction of a landing page. Prepare modifications for the improvement of B-versions for the Web department based on the analysis and recommendations of an analyst for improving the page in order to reach the goals.		\$50			-
Web Department's work Option 1 <u>Technical creation of landing page and monthly A/B testing</u> (preparation of modifications to be implemented, based on the analysis and recommendations of an analyst and a marketing specialist, in order to improve the page to reach set goals). Option 2 <u>Correction of existing site (within the limits of the offer)</u> . Finding problem spots, implementing changes. Monthly <u>A/B testing</u> (preparing modifications to be implemented, based on the analysis and recommendations of an analyst and a marketing specialist, in order to improve the page to reach the goals).		\$400	Individual Landing page from \$500	Price depends on number of pages, the complexity of the site, components and modules necessary on the site.	-
Google Analytics specialist's work Set up accounts in analytics systems, analysis of Google Analytics and Yandex Metrika data, setting up goals, recommendations on improving the page in order to reach the goals, setting up A/B testing. Reports on testing. Preparation of final report.		\$100	\$150		-
Contextual advertising on search engines (attracting new clients) Advertising of "landing page" or website on Google and Yandex search engines. Selection and optimization of key word inquiries. Preparation and optimization of advertisements. In ad networks google and yandex + remarketing functions.		\$95 (in basic price) Bonus	\$150		Budget for account up to \$299

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Additional services for the unique and integrated approach

Description of work and demonstration of benefits

UCT - SUCCESS IS ON YOUR SIDE

Service	Price (in package)	Price for services (without package)	The conditions on which the price is calculated	Additional Expenses
Contextual advertising on search engines with higher budgets (attracting new clients) Advertising (additional) of landing page or website on Google and Yandex search engines. Selection and optimization of key word inquiries. Composition and optimization of advertisements. In ad networks Google and Yandex + remarketing functions.	\$150 \$200 20%, min \$300 20%, min \$500 \$1000	\$200 \$250 25%, min \$400 25%, min \$700 \$1200	Budget for account from \$300 to \$499 Budget for account from \$500 to \$799 from \$800 to \$1999 from \$2000 to \$3499 from \$3500	+
SEO (attracting new clients) Brining the website into the TOP of the search engine results for certain key words. Work is done internally on a site (writing texts, optimization of the site's code), as well as externally (purchase and control of inbound links, tweaking behavioral factors, etc.).	from \$200 from \$300 from \$450 from \$850	\$230 \$395 \$595 \$995	Number of links up to \$250 and guarantees of 50% of words, <u>free service in case of not reaching TOP in 2 months ("Basic")</u> Number of links up to \$440 and guarantees of 50% words, <u>free service in case of not reaching TOP in 3 months ("Business")</u> Number of links up to \$815 and guarantees of 70% words, <u>free service in case of not reaching TOP in 4 months ("Business+")</u> No limits, guarantee for 70% of words, free service in case of not reaching TOP in 5 months	+ + + +
SMM (increasing loyalty of clients) 1 social network (VKontakte or Facebook) Building and managing (first month) Management and promotion (next months) Building a community with individual design, writing 2 posts per day (news, entertainment content, polls, article, special offers...). Moderation and client support. Facilitating 800 (passive) subscribers. Attracting (active) subscribers through contests (once a month – from 200 people) for \$40.	\$165	\$190	No commission of 15% for contextual services in SMM In case of managing several social networks, 10% off for every additional network.	-
SMM (increasing loyalty of clients) 1 social network (VKontakte or Facebook) Maintenance of community. Writing 2 posts per week (news, entertainment content, polls, article, special offers...). Moderation and client support. Facilitating 500 (passive) subscribers. Attracting (active) subscribers through contests (once a month – from 200 people) for \$40.	\$85	\$100	No commission of 15% for contextual services in SMM In case of managing several social networks, 10% off for every additional network.	-
Marketing analysis of the site. Consists of technical analysis, usability analysis, content quality and motivation analysis, and a short analysis of the competitors.	\$150	\$250		

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Analysis and Audit

Analysis of current and past advertising campaigns

This service is popular among clients, who have signed a contract with a media agency. Large media agencies are often physically unable to pay enough attention to every communication channel for every client.

Our company is offering a thorough analysis of past or current Internet advertising campaigns:

- ✓ Financial audit;
- ✓ Analysis of Google Adwords account (analysis of conducted contextual campaigns);
- ✓ Assessment and configuration of a Google Analytics account;
- ✓ Efficiency analysis;
- ✓ Preparation of detailed report with list of recommendations.

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Contacts

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Working hours: 9.00 - 18.00
Monday - Friday

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