

RelevanceTM
Digital Agency

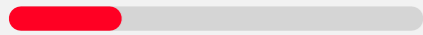
Your Journey to
Digital Growth starts here.
Be Relevant.



A close-up photograph of a person's hand holding a camera lens. The lens is held in a way that its opening frames a smaller version of the background scene. The background is a scenic landscape featuring a calm blue lake, green mountains, and a bright blue sky with scattered white clouds. The lighting is bright and natural, suggesting a sunny day. The overall composition is clean and visually appealing, with a focus on the lens and the framed view it provides.

Focus on the bigger picture.

WE HELP BUSINESSES TRANSFORM.
ONLINE.



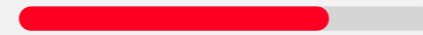
P L A N

After your free initial consultation we will confirm with you a ROI Plan that is focused to your specific business objectives.



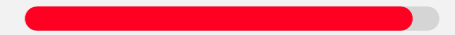
I M P L E M E N T

With a ratio of just 8 customers to 1 employee across the business we will execute your digital Marketing plan with an unrivalled service.



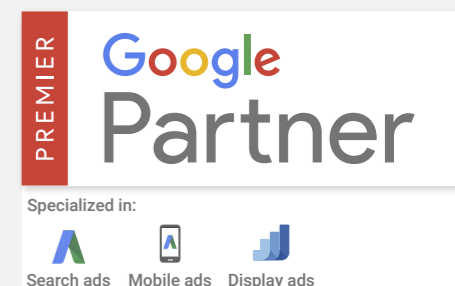
M O N I T O R

Regular meetings and reviews allow us the opportunity to use our KPI's to consistently monitor and influence your progress & success.



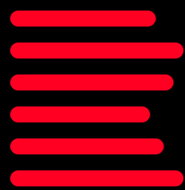
O P T I M I Z E

Constant technical R&D, refinement of approach and creative content campaigns ensure your results are always improving.



Relevance Digital Agency was awarded the Google 'Ready to Rock' #Trophy, **ranked as the top agency in Greece** and **among the top 4%** of agencies in Europe, the Middle East and Africa!

This honorable distinction was based on Relevance's high ranking for new client acquisition and quality of campaigns.



FIELDS OF EXPERTISE:

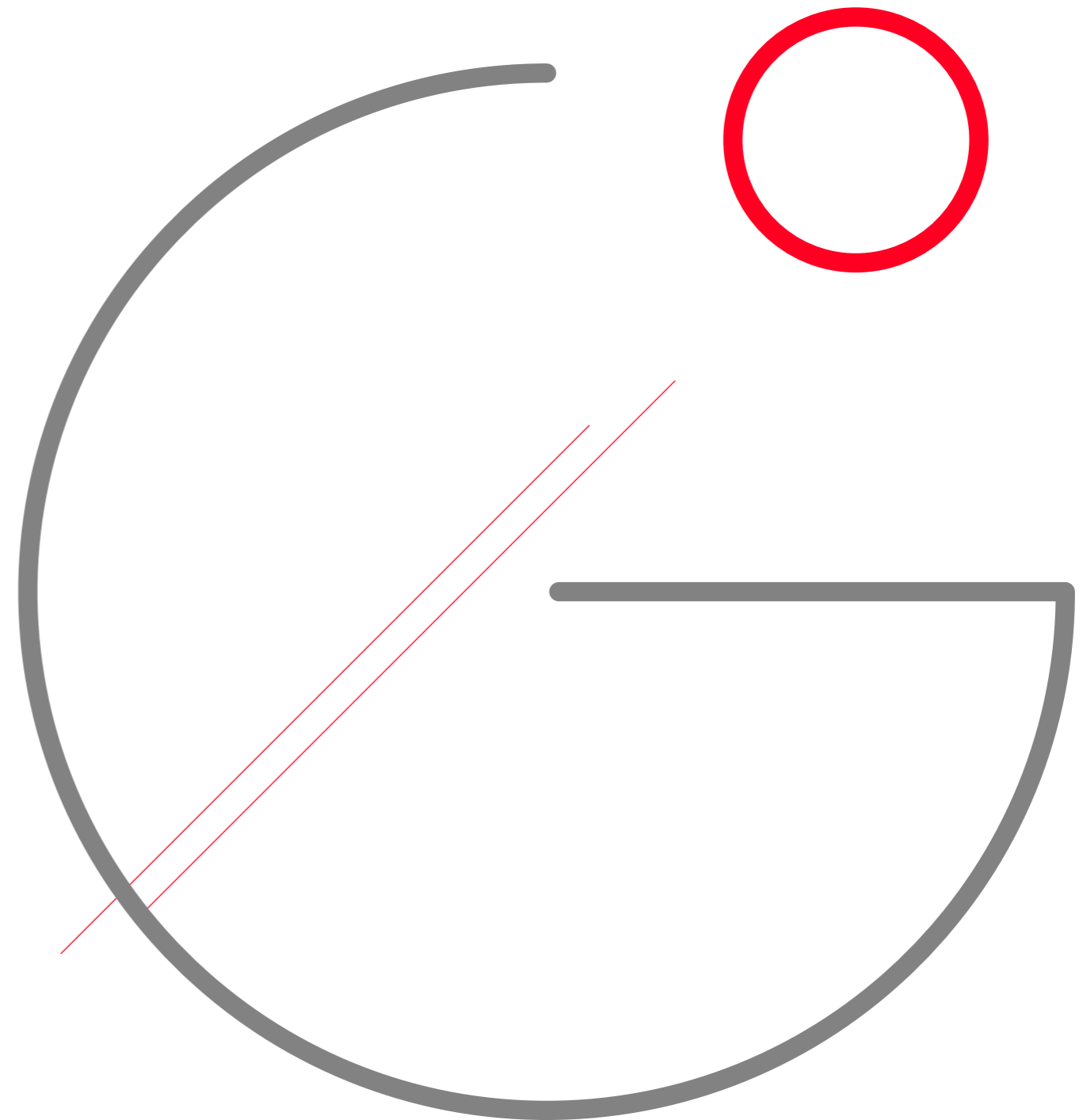
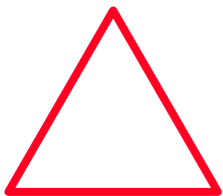


01. PAID SEARCH MARKETING & DISPLAY ADVERTISING
(GOOGLE ADWORDS)
02. FACEBOOK ADVERTISING
03. WEB ANALYTICS - METRICS
04. SEARCH ENGINE OPTIMIZATION (SEO)
05. EMAIL MARKETING
06. COPY WRITING
07. DESIGN

GOOGLE ADWORDS

Paid Search Marketing & Display Advertising

We are setting up Google AdWords accounts with the most effective and targeted techniques using all the latest features and tools. Our focus is always ROI and reach. Our average client's account consists of at least 400.000 keywords with an average quality score of 9,5/10.



ADVANCED ADWORDS TECHNIQUES

01.

RLSA (Remarketing Lists for Search Ads)

Reach higher-value audiences

for more effective AdWords campaigns

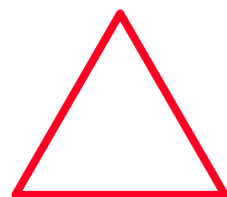
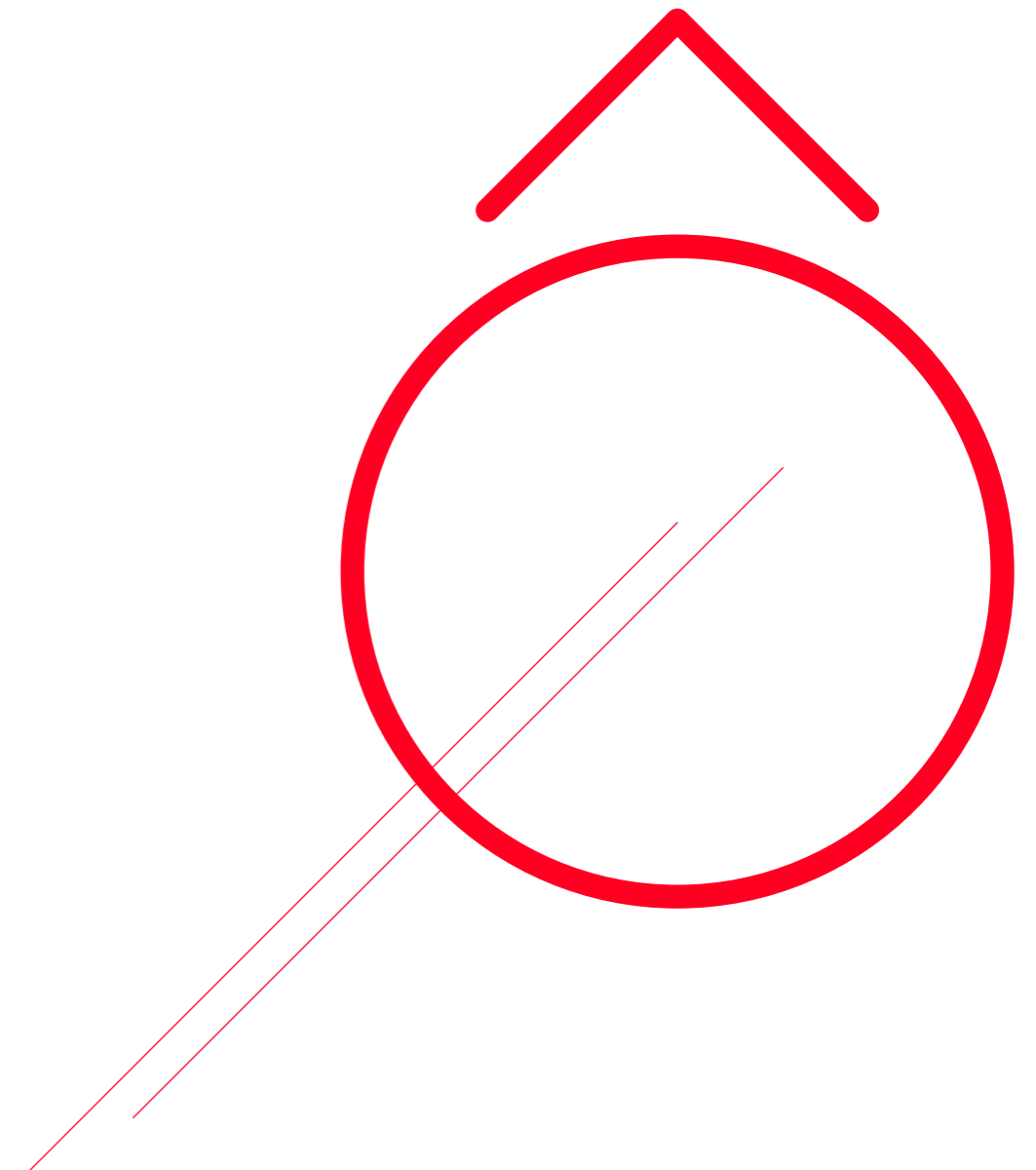
Advantages

- Target users already familiar with your products or brand
(Usually Users already familiar with your site, products or brand are more likely to convert)
- Target Audiences of higher-converting consumers

RLSA Techniques

- Bid higher** when your audience searches for your existing keywords.
(Examine Audiences report and compare user list to overall traffic.
Set appropriate bid adjustment for audience).
- Bid on new keywords** (Target existing users and increase conversions by bidding on high-traffic keywords)

Tailor ads and landing pages to user place in sales cycle



ADVANCED ADWORDS TECHNIQUES

01.

Dynamic Search Ads

Capture incremental traffic.

15% of queries on google.com are new every day.

Even well managed keyword accounts can miss valuable traffic, but Dynamic Search Ads will make sure you cover relevant user queries.

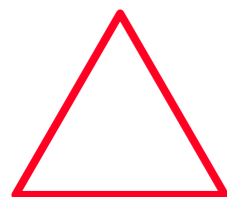
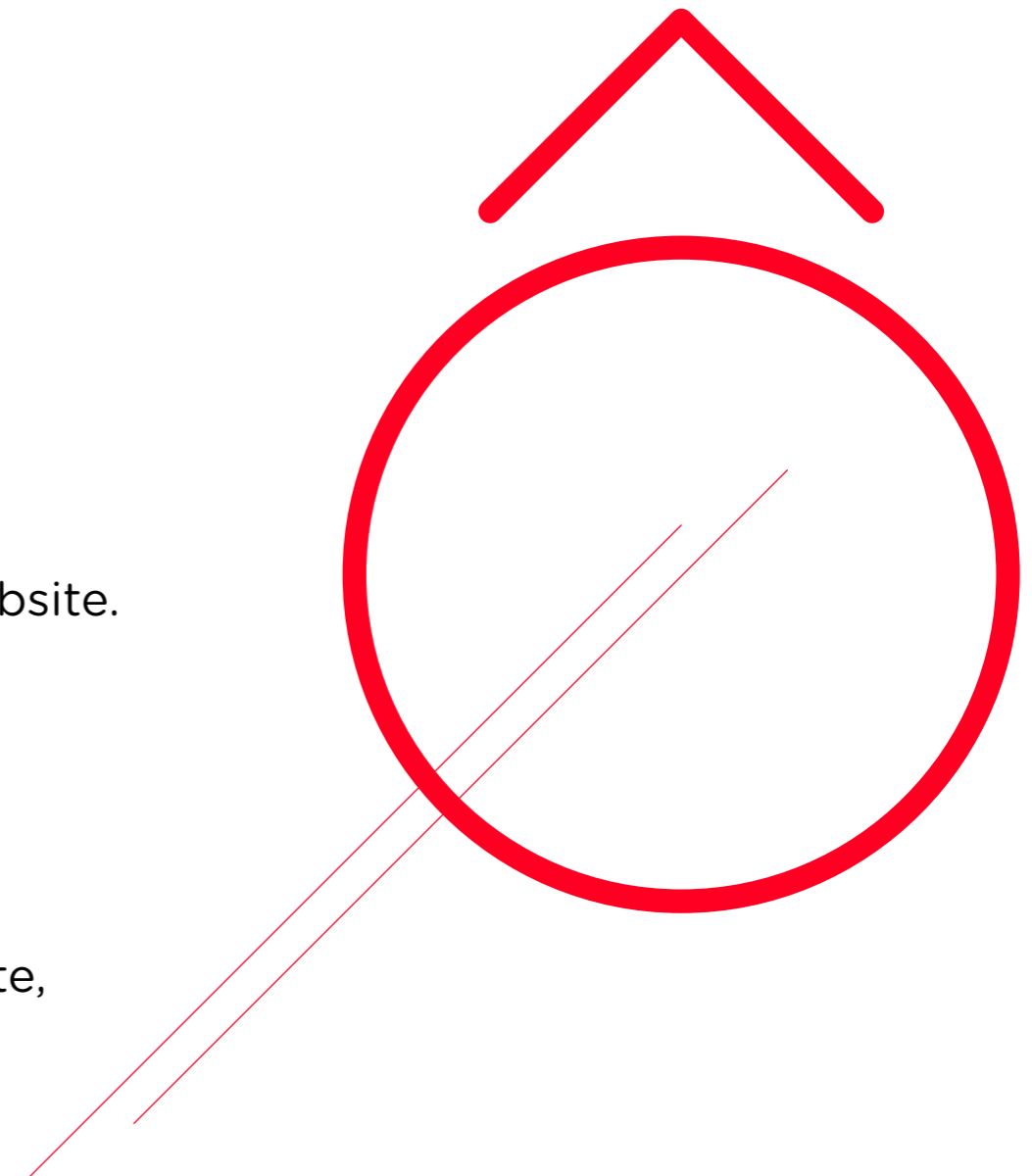
Advertise shifting product inventory and content hidden deep within your website.

Benefits

DSA generates incremental clicks with positive or similar ROI and performs exceptionally well with auto bidding.

No need to pause / create ads based on available inventory on the website, seasonality or demand.

DSA offers full transparency via the Search Query Report and control through bids at the auto target level and exclusions for irrelevant traffic,



ADVANCED ADWORDS TECHNIQUES

01.

Similar Audiences Display Targeting

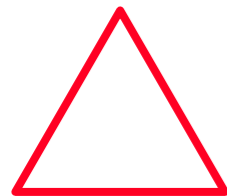
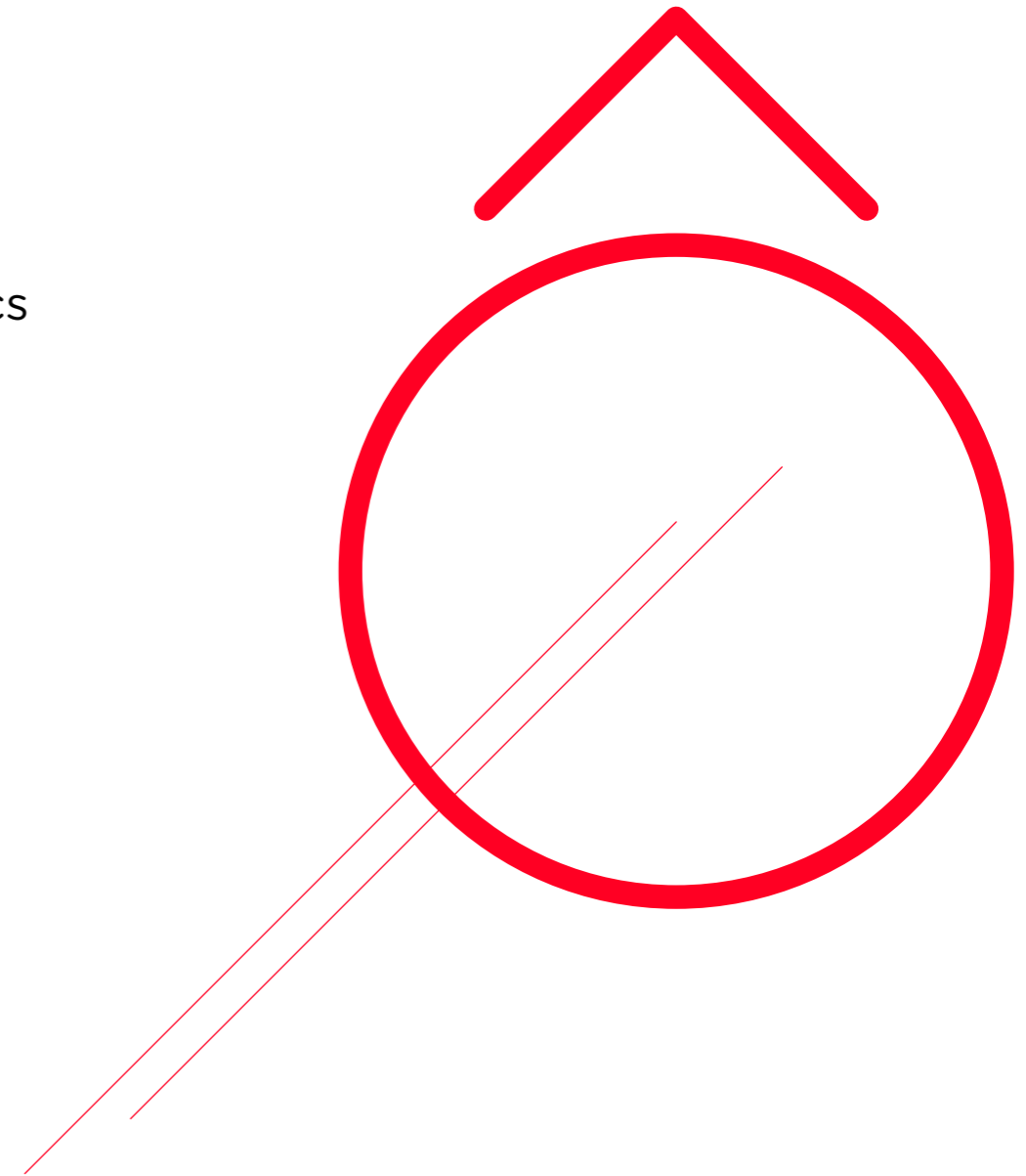
Reach users similar to your best performing audiences (eg converters).
Similar Audiences enables you to find new audiences who share characteristics with your site visitors.

Gmail Ads

Gmail ads provide a new way to connect with Gmail users, through innovative targeting and a high-impact message like ad format.

Available Targeting Types

- Age / Gender
- Geo / Language
- Device
- Topics / Affinity
- Keyword / Domain (Competitors)



PORTFOLIO BIDDING STRATEGIES

01.

Maximize Clicks

Ideal for Bringing Traffic to the site

Enhanced CPC - You set the CPC

Algorithm can increase (30%) or decrease (-100%) the bid based on the user's conversion probability.

Target CPA

You set a desired Cost per Acquisition. The bid changes per auction based on the user's conversion probability, while achieving the desired CPA.

Target ROAS (Return On Ad Spend)

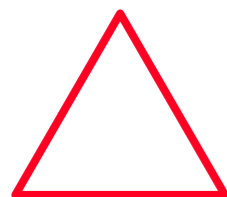
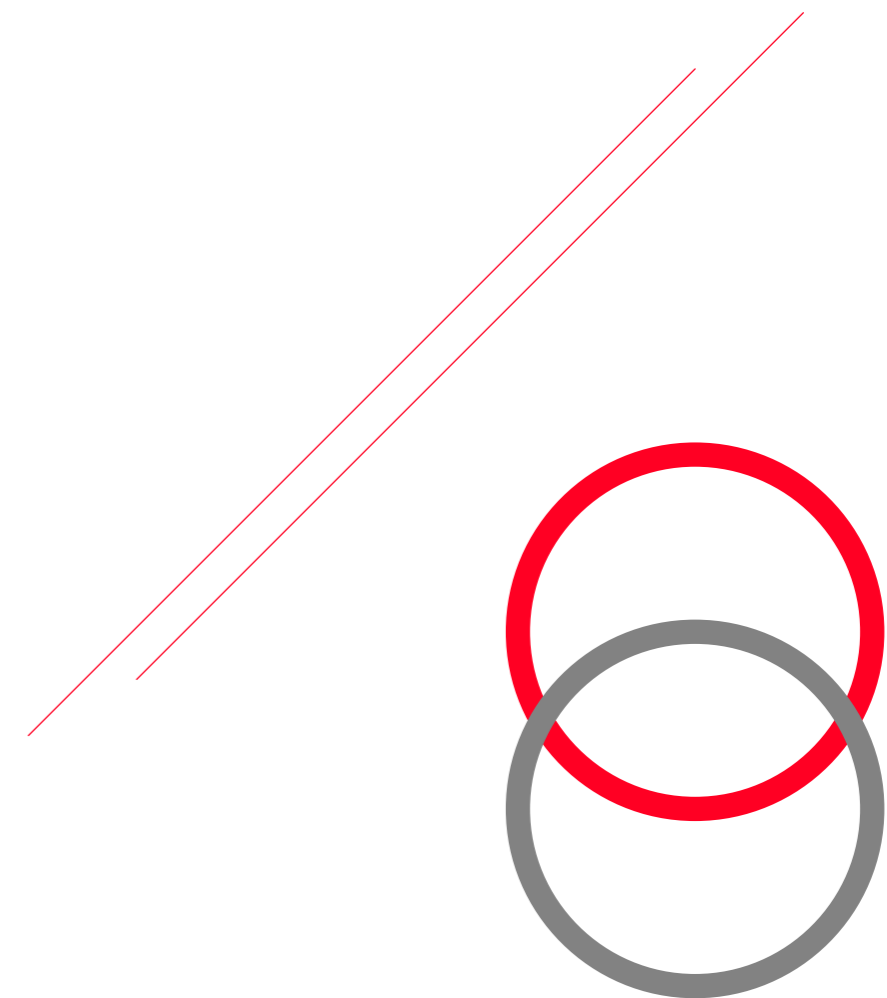
You set a desired Return on Spend. The bid changes per auction based on the user's conversion probability, while achieving the desired ROI.

Target Outranking Share

Select your Competitors. Choose % of auctions you want your ads higher than theirs. Bids change to achieve that goal.

Target Search Page Location

Select the page location you want your ads to appear. Bids will change to achieve that goal.



Retail - Fashion/Clothes (account 01)

SEARCH

CAMPAIGNS	ADGROUPS	KEYWORDS	COUNTRIES	TIME PERIOD	BUDGET SPENT	CPC
274	6.018	1.802.284	2	01/1/2015 - 31/12/2015	156.053 €	0,09 €

CTR	CLICKS	IMPRESSIONS	CONVERSION RATE	REVENUE	IMPROVEMENT
18.77%	1.656.209	8.827.106	1,44%	1.096.218 €	530%

DISPLAY

CAMPAIGNS	ADGROUPS	KEYWORDS	COUNTRIES	TIME PERIOD	BUDGET SPENT	CPC
72	3.202	-	2	01/1/2015 - 31/12/2015	159.474 €	0,10 €

CTR	CLICKS	IMPRESSIONS	CONVERSION RATE	REVENUE	IMPROVEMENT
0,40%	1.544.873	390.386.345	0,90%	595.357 €	450%

Retail - Luxury Shoes (account 02)

CAMPAIGNS	ADGROUPS	KEYWORDS	COUNTRIES	TIME PERIOD	BUDGET SPENT	CPC
60	2.493	184.485	1	12/1/2016-8/9/2016	35.905 €	0,04 €

CTR	CLICKS	IMPRESSIONS	CONVERSION RATE	REVENUE	IMPROVEMENT
30,48%	995.540	3.266.592	1,10%	1.003.984 €	620%

Yachts Rental Aggregator (account 03)

CAMPAIGNS	ADGROUPS	KEYWORDS	COUNTRIES	TIME PERIOD	BUDGET SPENT	CPC
128	15.334	4.609.436	35	11/4/2016-8/9/2016	15.267 €	1,44 €

CTR	CLICKS	IMPRESSIONS	CONVERSION RATE	BOOKINGS	IMPROVEMENT
9,38%	10.664	113.646	2,40%	256	400%

Real Estate (account 04)

CAMPAIGNS	ADGROUPS	KEYWORDS	COUNTRIES	TIME PERIOD	BUDGET SPENT	CPC
277	16.345	6.233.776	45	1/11/2016-8/9/2016	39.573 €	2,02 €

CTR	CLICKS	IMPRESSIONS	CONVERSION RATE	BOOKINGS	IMPROVEMENT
5,48%	17.642	321.992	3,15%	557	900%

High End Villa - Niche Market (account 05)

CAMPAIGNS	ADGROUPS	KEYWORDS	COUNTRIES	TIME PERIOD	BUDGET SPENT	CPC
48	1.159	365.196	58	1/3/2016-8/9/2016	3.230 €	1,07 €

CTR	CLICKS	IMPRESSIONS	CONVERSION RATE	BOOKINGS	IMPROVEMENT
16,37%	2.310	14.100	4,55%	105	700%

One day Cruises (account 06)

CAMPAIGNS	ADGROUPS	KEYWORDS	COUNTRIES	TIME PERIOD	BUDGET SPENT	CPC
42	3.994	156.324	55	6/6/2014-8/9/2016	19.576 €	0,57 €

CTR	CLICKS	IMPRESSIONS	CONVERSION RATE	REVENUE	IMPROVEMENT
12,62%	3.768	299.000	0,99%	73.023 €	770%

Start Up - Parking Services (account 07)

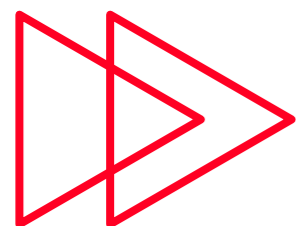
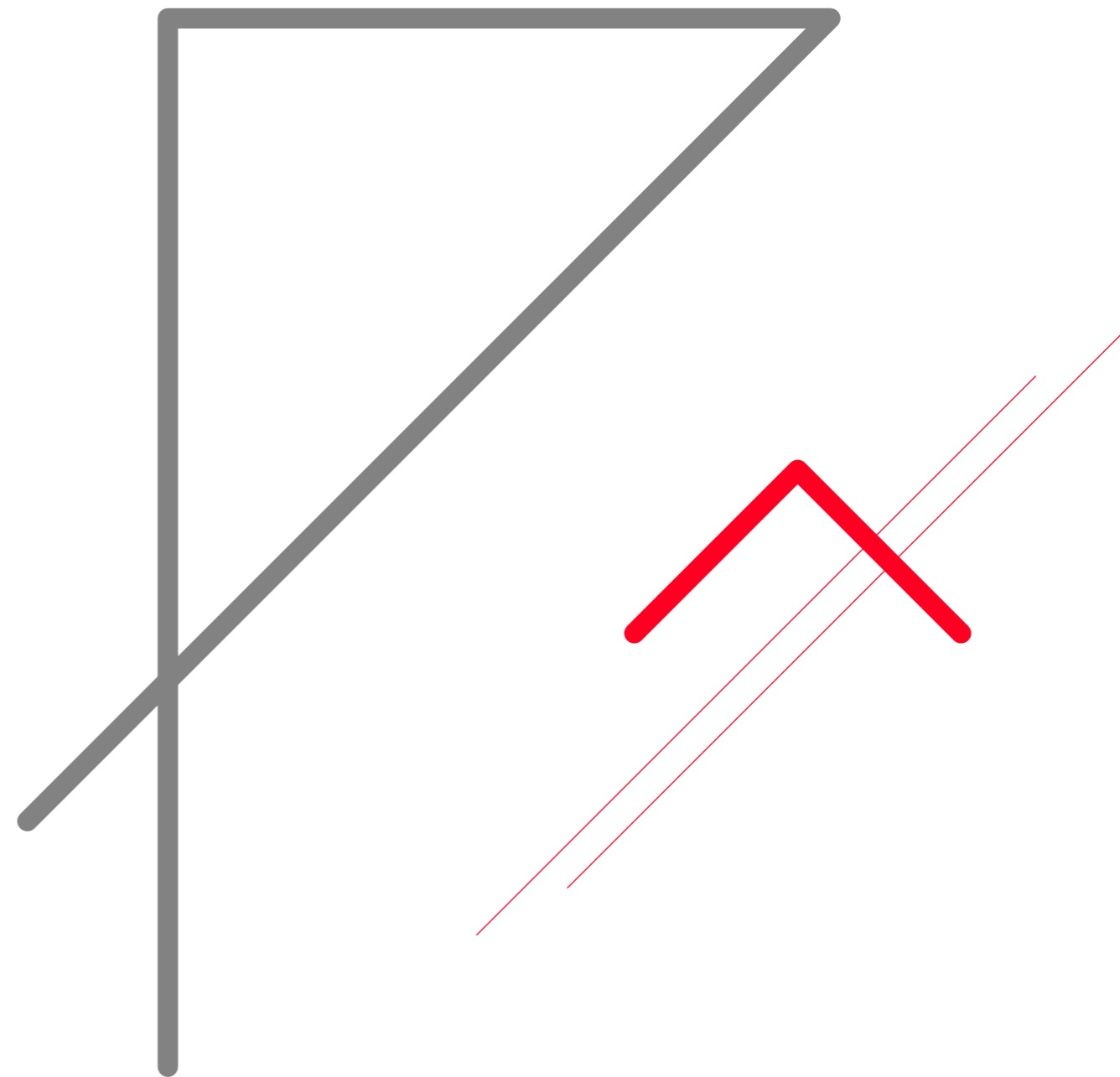
CAMPAIGNS	ADGROUPS	KEYWORDS	COUNTRIES	TIME PERIOD	BUDGET SPENT	CPC
59	259	208.782	2	1/4/2015-8/9/2016	107.639 €	0,34 €

CTR	CLICKS	IMPRESSIONS	CONVERSION RATE	REVENUE	IMPROVEMENT
24,70%	275.797	1.116.930	10,72%	678.818 €	1100%

FACEBOOK ADVERTISING

We are not only increasing brand awareness through Facebook ads but also setting up strategy plans based on effective targeting and CPA.

From post promotion to dynamic remarketing and programmatic we currently run some of the best performing accounts in Greece and abroad.



Travel portal

(account 01)

BUDGET	REACH	PAGE LIKES	POST ENGAGEMENT	POST REACTIONS	POST COMMENTS
61.117,18 €	8.319.267	295.769	121.042	154.222	1.991

POST SHARES	CLICKS	IMPRESSIONS	TIME PERIOD
15.903	634.325	50.249.412	OCT 15 - SEP 16

Retail - Luxury Shoes

(account 02)

BUDGET	REACH	PAGE LIKES	POST ENGAGEMENT	POST REACTIONS	POST COMMENTS
26.071,18 €	2.411.533	18.007	117.403	73.986	1.161

POST SHARES	CLICKS	IMPRESSIONS	CONVERSIONS	CONVERSION VALUE	TIME PERIOD
1.249	597.703	53.578.216	2.538	188.725,69 €	JAN 16 - SEP 16

Restaurant in Mykonos

(account 03)

BUDGET	REACH	PAGE LIKES	POST ENGAGEMENT	POST REACTIONS
5.411,32 €	674.936	33.225	58.588	1.762

CLICKS	IMPRESSIONS	TIME PERIOD
110.264	4.178.005	MAY 16 - SEP 16

Retail-Fashion Clothes

(account 04)

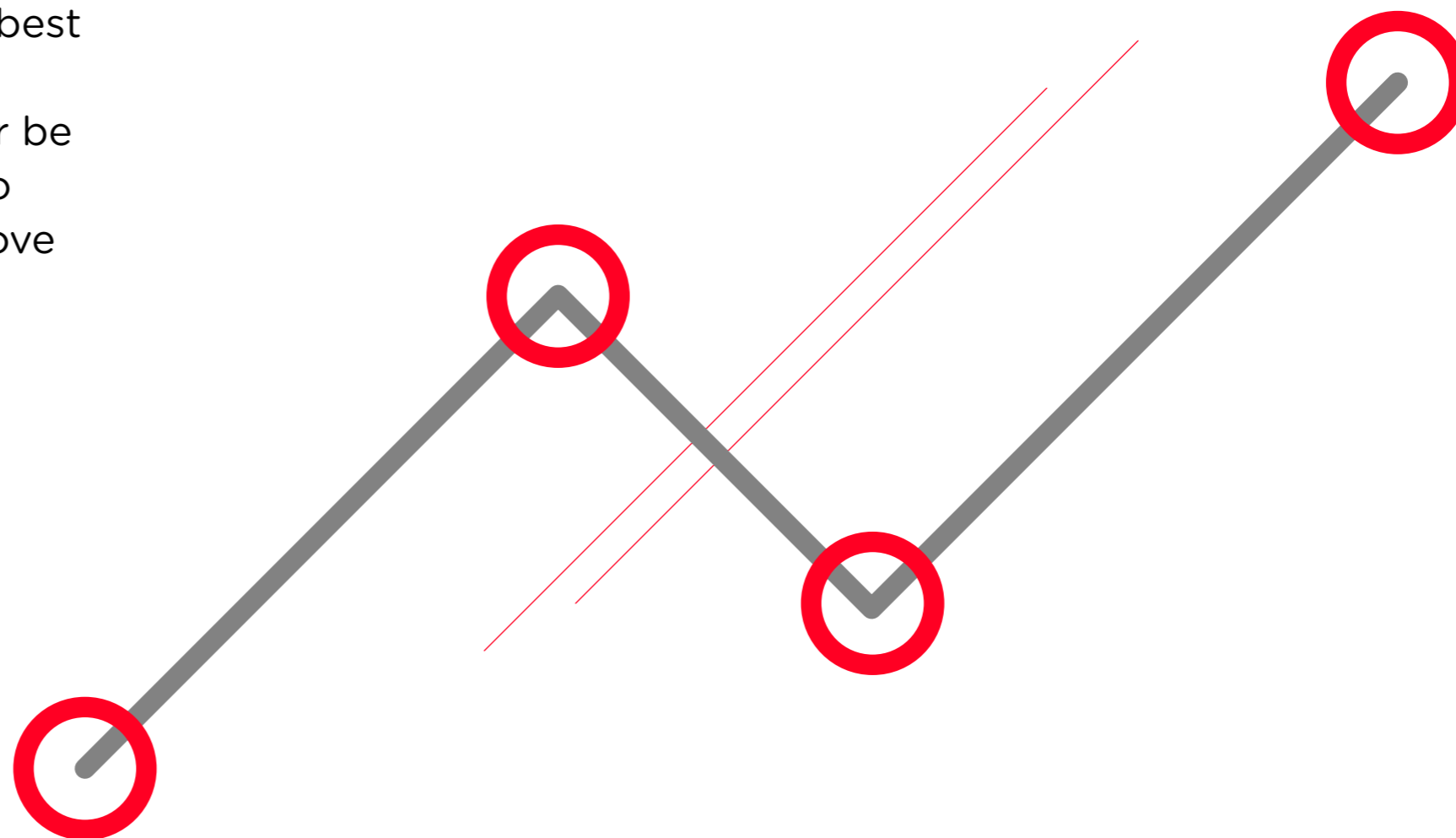
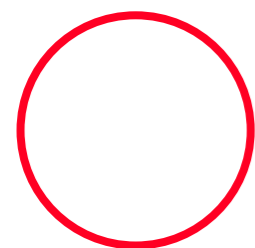
BUDGET	REACH	PAGE LIKES	POST ENGAGEMENT	POST REACTIONS
4.943,95 €	672.388	12.147	128.259	33.943

CLICKS	IMPRESSIONS	CONVERSIONS	CONVERSION VALUE	TIME PERIOD
1.249	11.544.322	1.379	44.898,60 €	MAR 16 - SEP 16

WEB ANALYTICS - METRICS

It all adds up here. We are focusing on the bigger picture analyzing one data point at a time.

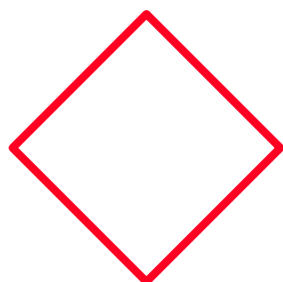
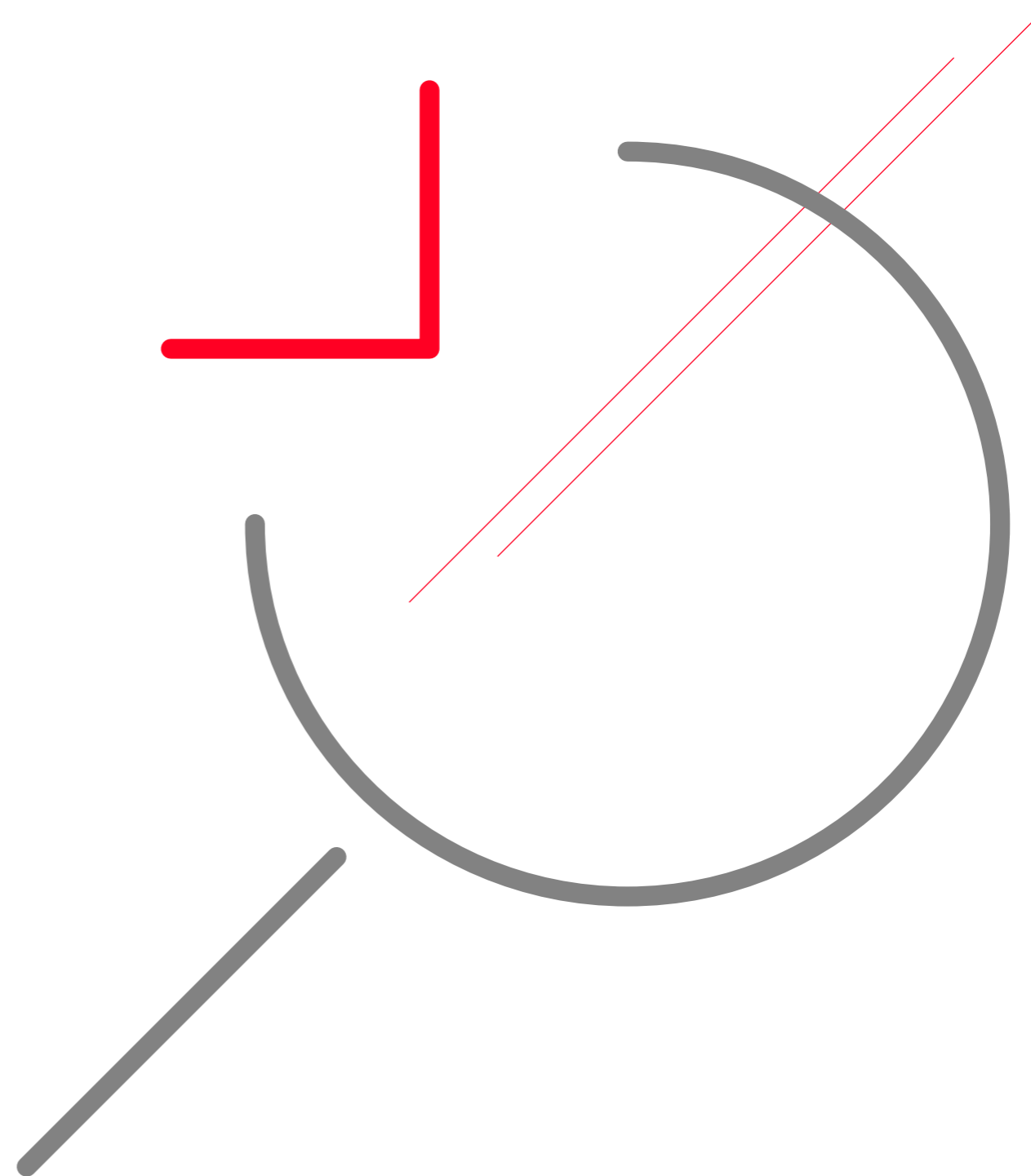
Cross channel optimization it is not just a best practice; it is a mandatory requirement without which your full potential will never be reached. We love data and we use them to make better informed decisions and improve your online marketing results.



SEO



Words are somewhat unnecessary. You need this and we know it. We have you covered.

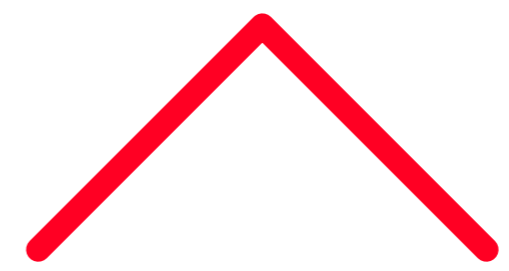
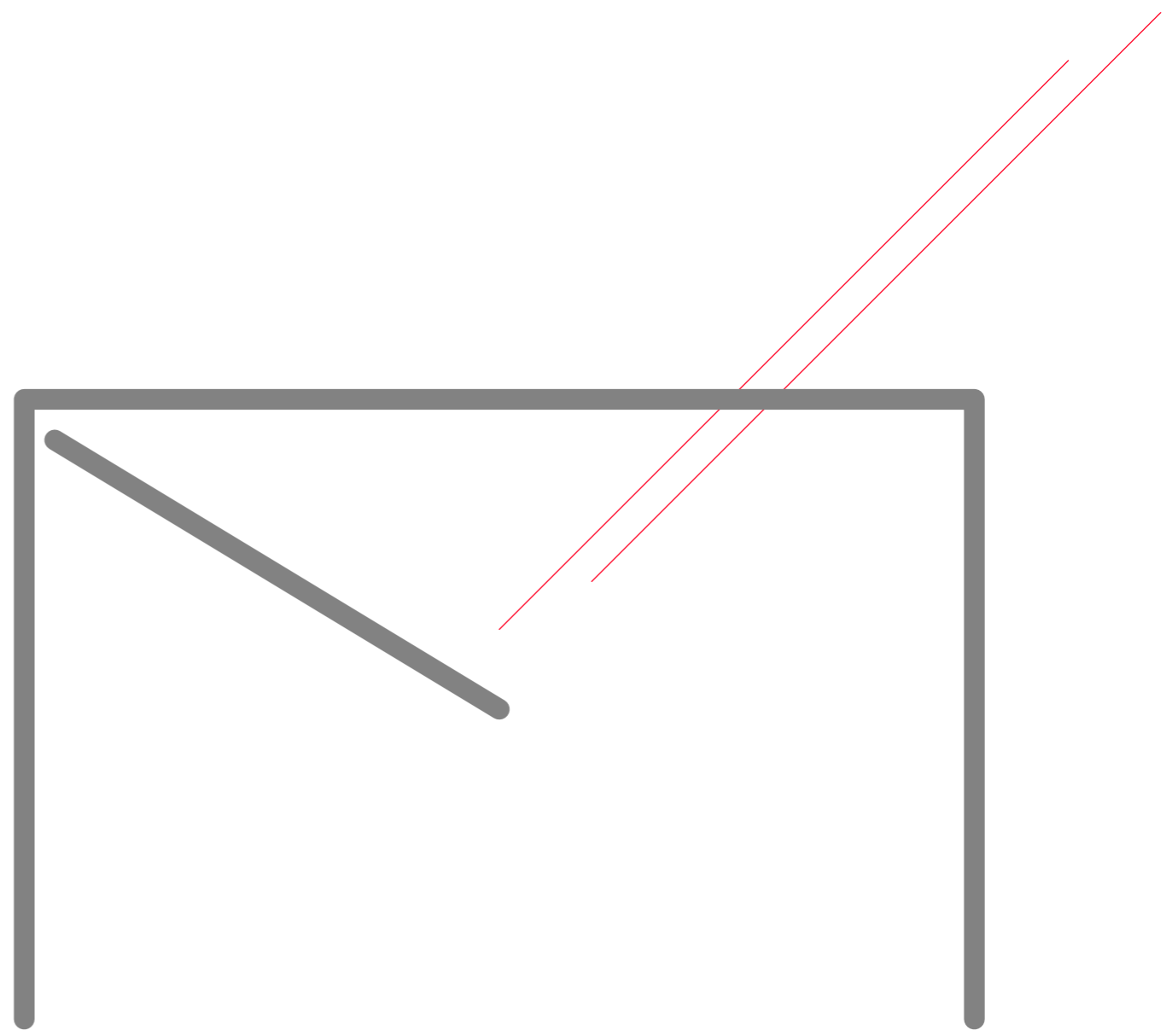
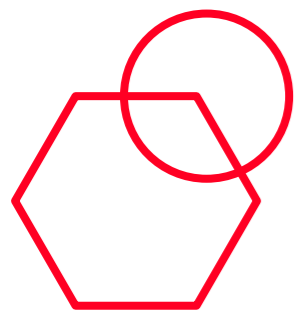


EMAIL MARKETING



We are not just sending email campaigns.

We are creating email strategy plans with a story to be told and a performance marketing approach. ROI works here as well. Keep in touch with your customers. Attract new. Create a viral effect. Promote offers. Analyze results. Send custom messages. Repeat.



ONE STEP BEYOND

nak
shoes

Sneaker
mania



ΔΕΙΤΕ ΤΗ ΣΥΛΛΟΓΗ



metallic sport
NAK 5431

€159,00 €143,00

SHOP NOW

metallic chic
STEVE MADDEN
FELLOW

€139,00 €125,00

SHOP NOW



glitter multicolor
NAK 5431

€159,00 €143,00

SHOP NOW

ΔΩΡΕΑΝ ΑΠΟΣΤΟΛΗ & ΑΛΛΑΓΗ
για όλες τις παραγγελίες

ΤΗΛΕΦΩΝΙΚΕΣ ΠΑΡΑΓΓΕΛΙΕΣ
210 9902720



HOUSINATION

JULY'S OFFER

early booking

Book before June 30th
and **save 10%** on your entire stay!

Use the promo code: **DONKEY**

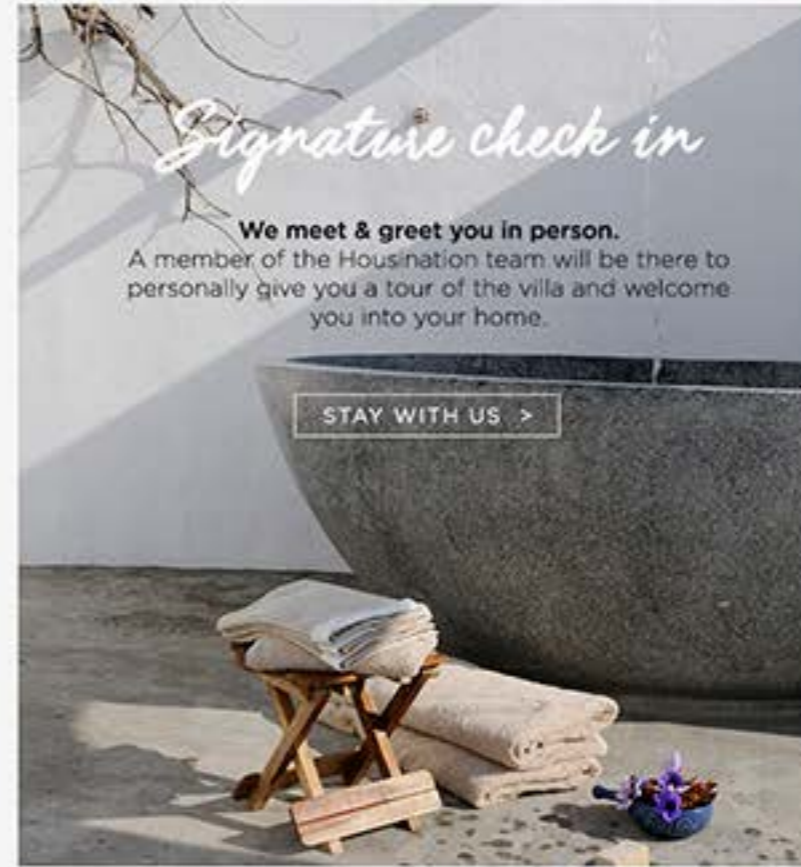
BOOK YOUR VILLA >

Signature check in

We meet & greet you in person.

A member of the Housination team will be there to personally give you a tour of the villa and welcome you into your home.

STAY WITH US >



www.housination.com

ICARIA
PURE

TASTE ICARIA PURE PRODUCTS WITH US



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Nak shoes
Email Marketing /
Design

Housination,
Villa Rentals

Email Marketing /
Design / Copywriting



HERE COMES THE sun



FULL COLLECTION >



SHOP NOW



Classico shoes

Email Marketing / Design / Copywriting



GREEK DESIGN AT ITS BEST

10% off at your first purchase

DISCOUNT CODE: WELCOME

By purchasing a product from www.wecreateharmony.com you automatically donate up to 10% of your purchases value to a good cause surrounding unemployment and education.

BROWSE NOW

Summer Getaway style

SHOP NOW >



style up your Greek Holidays



The sun shining on the islands of the Aegean, the tranquility of the Ionian Sea and the white colour of the Cyclades are all imprinted in the designs, bringing out a contemporary and modern version of the Greek element.



We Create Harmony

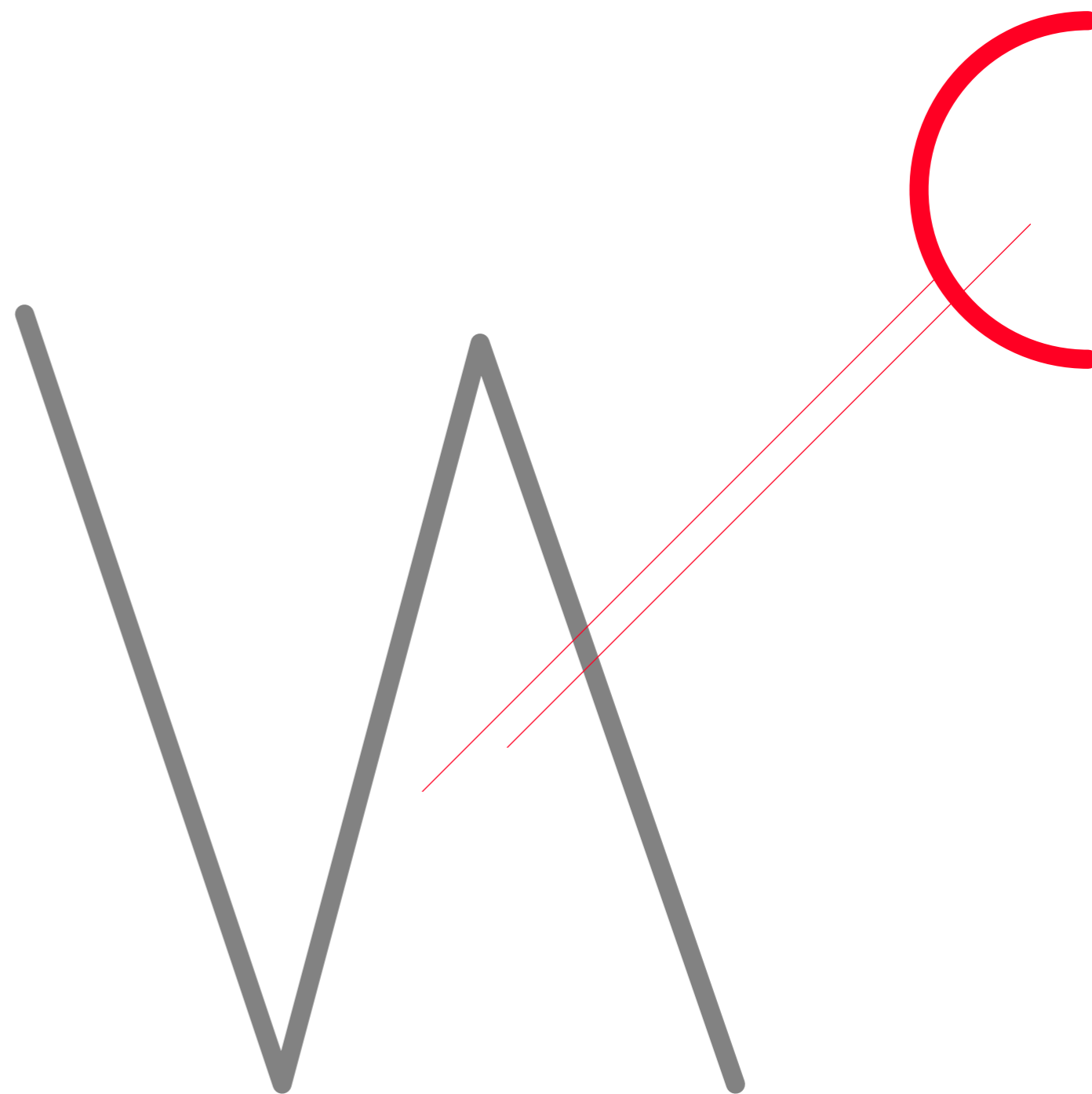
Email Marketing / Design / Copywriting



COPYWRITING

A creative copywriter is someone who knows how to use storytelling and marketing to craft business communication that does more than turn an SEO robot on.

It's about using copywriting to create a tone and voice that works for your business as well as makes your business voice distinct. Our team of experts will make this work.





You can almost taste the salty air. Can you guess which beach this is? We will give you a hint: this beach is consistently ranked as one of the top 5 in Greece and one of the top in the world. Leave your answer in the comments below! **#greeceis #ioniansea**



Rejuvenate and recharge. Simple, uncluttered island life is the perfect way to do so. Plan your Greek island getaway here: www.greece-is.com **#greeceis #elafonisos**



Quench your thirst for an inspiring, gypset experience - take a dip in the sea, sunbathe on the plush loungers, have a bite, sip on our refreshing cocktails and soak in the atmospheric charm at Alemagou Mykonos.

#alemagou #mykonos #beachforthesoul #fteliabeach

Alemagou, Mykonos
Copywriting for social media posts



Searching for that perfect #anniversary gift? The wedding ring symbolizes eternal love. But the watches? They symbolize the importance of every second you get to spend together. It's about time we celebrated that! Gift him - or her - a IWC this year.

www.kessarigr.com

#kessarigr #orakessarigr #IWC

Kessarigr Jewelry
Copywriting for social media posts

*the table is a place
to learn about others,
grow closer in your
relationships and
pour out your hearts.*

There's a beautiful intimacy found
in sharing a meal together.

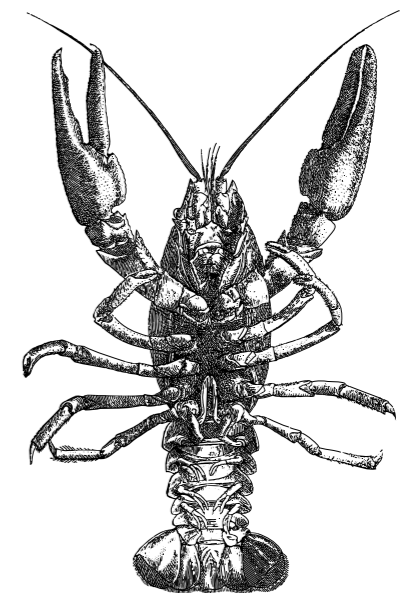
*travel changes you
as you move through
this life and this world
you change things
slightly.*

You leave marks behind however small.
And in return, life & travel
leave their marks on you.

why do you go away?

So that you can come back.
So that you can see the place you
came from with new eyes and extra
colors. And the people there see you
differently, too.

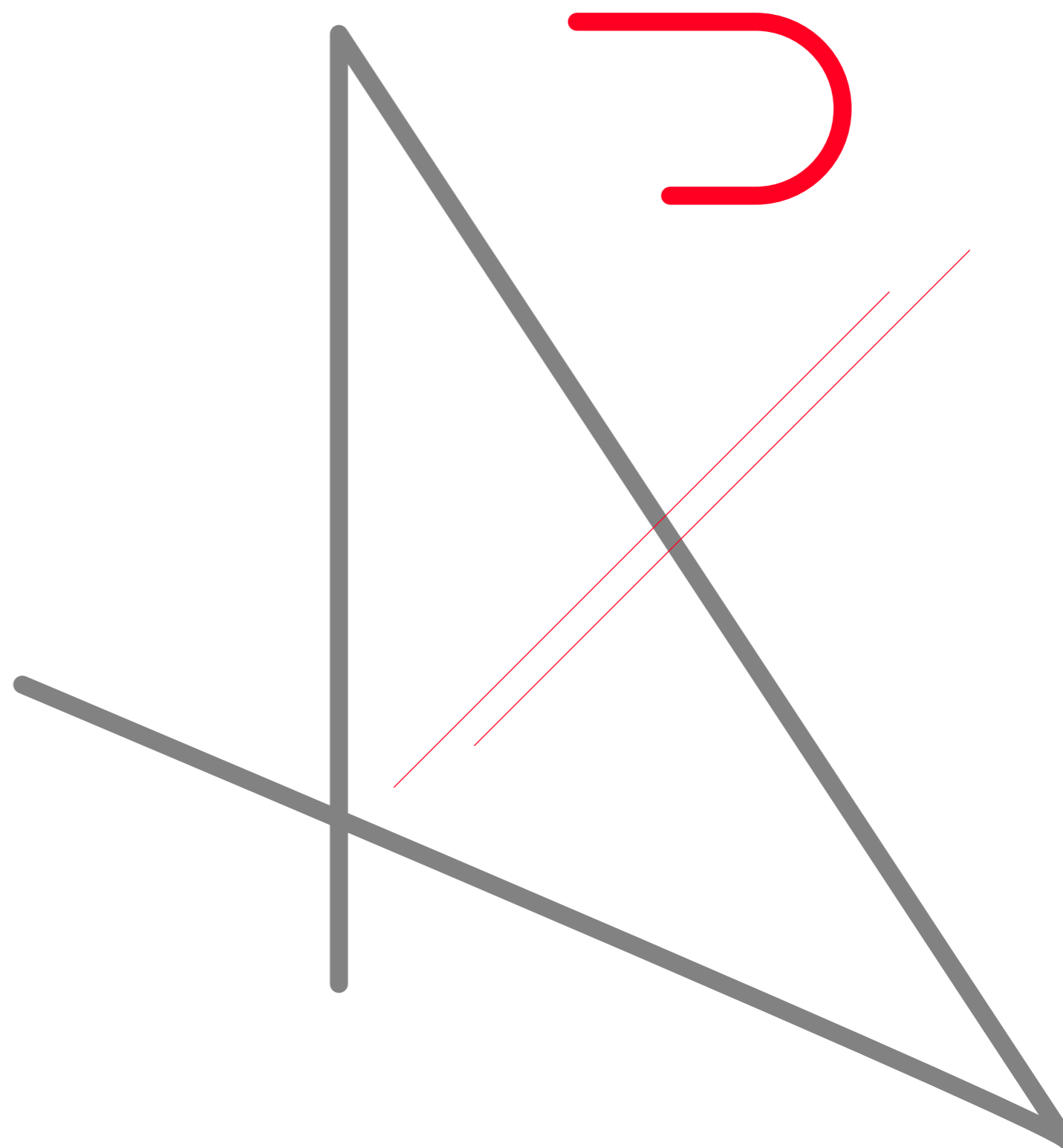
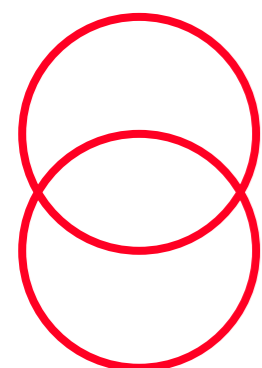
Coming back to where you started is
not the same as never leaving.

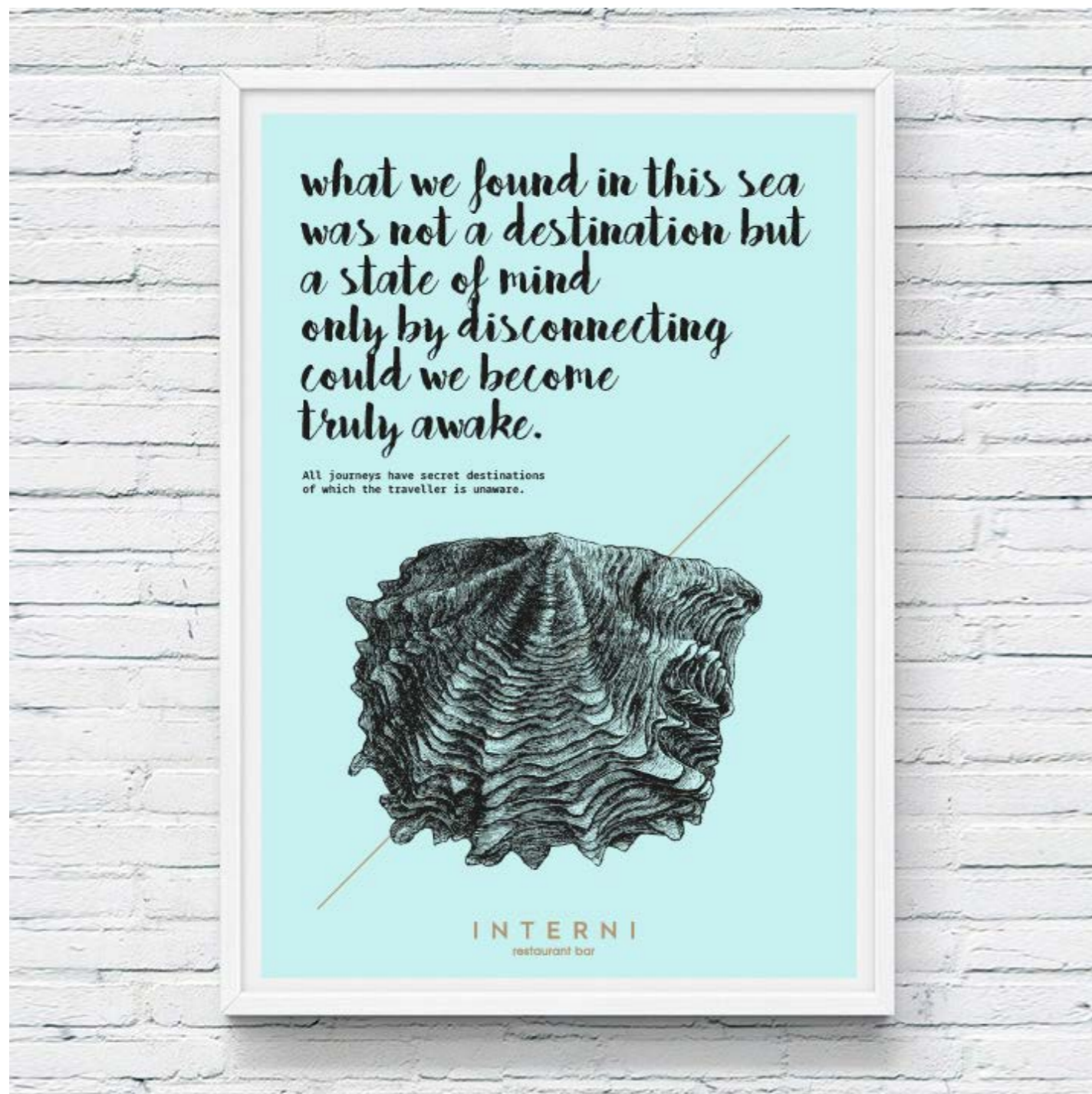


DESIGN

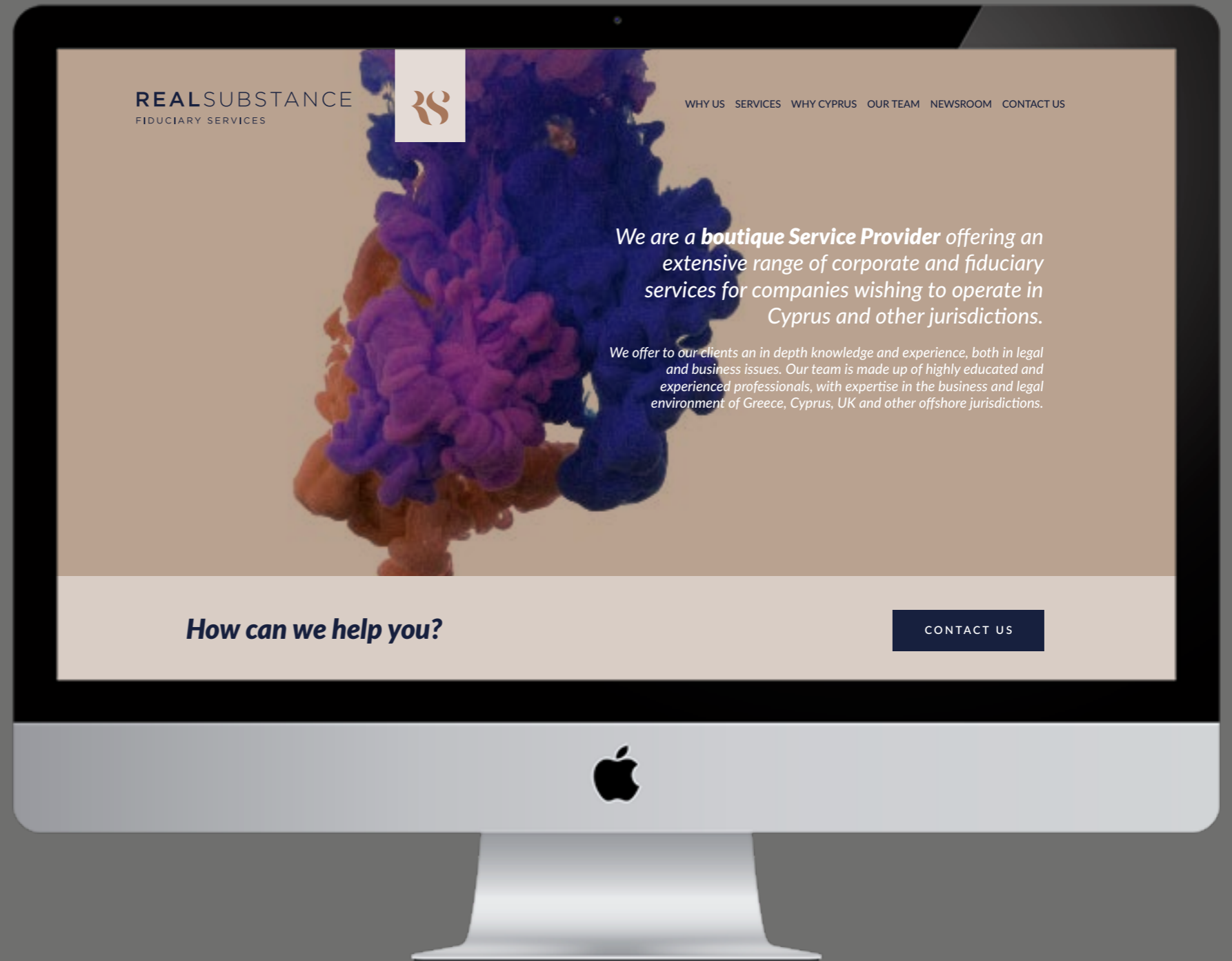
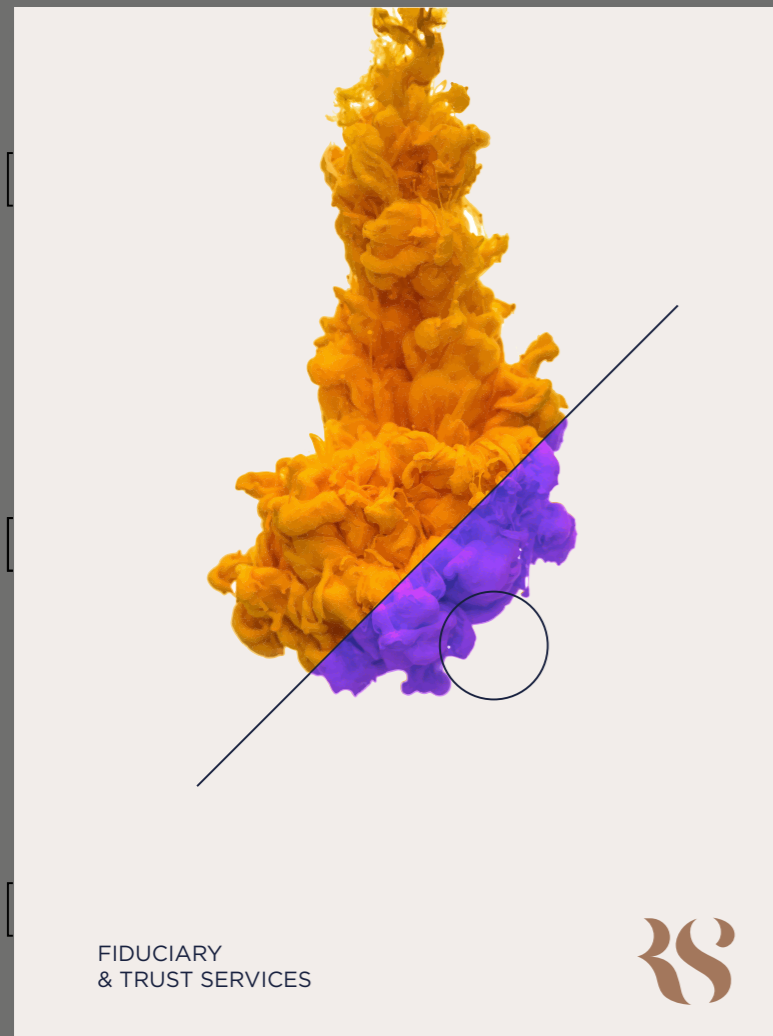
Design is thinking and feeling made visual. Innovative design and memorable branding should take viewers on a journey.

Performance marketing is most effective when it works in tandem with powerful design. Successful branding and marketing does not just sell a product or service, but an experience. Create something you love.































Interni Restaurant, Mykonos
Rebranding / Design / Copywriting





SELECTED CLIENTS

<p>YOUR LOGO HERE</p>					
<p>KESSARIS</p>				<p>GREECE IS</p>	
					
					
					
	<p>CLASSICO</p>		<p>ANTIQUA</p>		
			<p>COLORSKATES.COM</p>	<p>iHomeService</p>	

Great vision without great people is irrelevant.
Let's work together.

