

Testimonial

The UnAgency Company, on the order of Hegen Group, is conducting complex advertising actions, of which the range includes:

- Introducing a full web analytics system based on counting all of the possible interactions on the website, based on Google Tag Manager, Google Analytics, defined events, micro-conversions, data segments, filters and goals.
- Creating a system of Google AdWords advertisement accounts, along with full integration with other Google tools, stakes automation, alerts and automatic expenditure reports.
- Creating a system of Google Analytics and Google AdWords remarketing lists, allowing for classic and behavioural retargeting.
- Implementing a Facebook Ads advertisement system with Facebook retargeting (Facebook pixel as well as Web Custom Audience) along with Google Analytics integration (UTM tags system).
- Implementation of the Microsoft Bing Ads advertisement system, connecting it with Universal Event Tracking and integrating it with Google Analytics.
- Graphical work consisting of working out full sets of advertisement banners for all advertisement systems.
- Complex SEO adjustments on <https://hegenshop.de/>, <https://hegen.sk/>, <https://hegen.cz/> and <http://hegen.com.ua/> websites. From domain planning, through code changes, to analysis of keywords and the competition.
- Marketing consultations and ideas for selling our products.
- On-going optimisation and adjustments in the operation of all advertisement systems.
- Help with the implementation of media monitoring and current Social Media communications.
- Dedicated social media moderation and communication training for our employees.

The above mentioned activities were conducted on websites destined for the Polish, Czech, Slovakian and Ukrainian markets.

The commissioned advertisement activities were conducted in an efficient, timely manner and in accordance with our guidelines. What is more, the team of UnAgency showed a lot of initiative and engagement throughout the whole cooperation period, authoring numerous ideas for the development of our offer.


Adam Bebenek

Geschäftsführer

Hegen Deutschland GmbH
Von-Essen-Straße 46
22081 Hamburg
Ust-IdNr: DE281954481