

**EUVIC**  
Performance

# It's All About Performance





We create integrated communication  
campaigns





We create, design and execute  
comprehensive media campaigns



Welcome to our world,  
where everything revolves around  
effectiveness



We've built up an advertising group  
where the common denominator  
is having an effect

# Effectively, we do

- media
- seo
- content
- buzz
- performance
- social media
- affiliations
- creations
- public relations





**Krzysztof Małecki**  
President of the Management  
Board of Euvic Digital

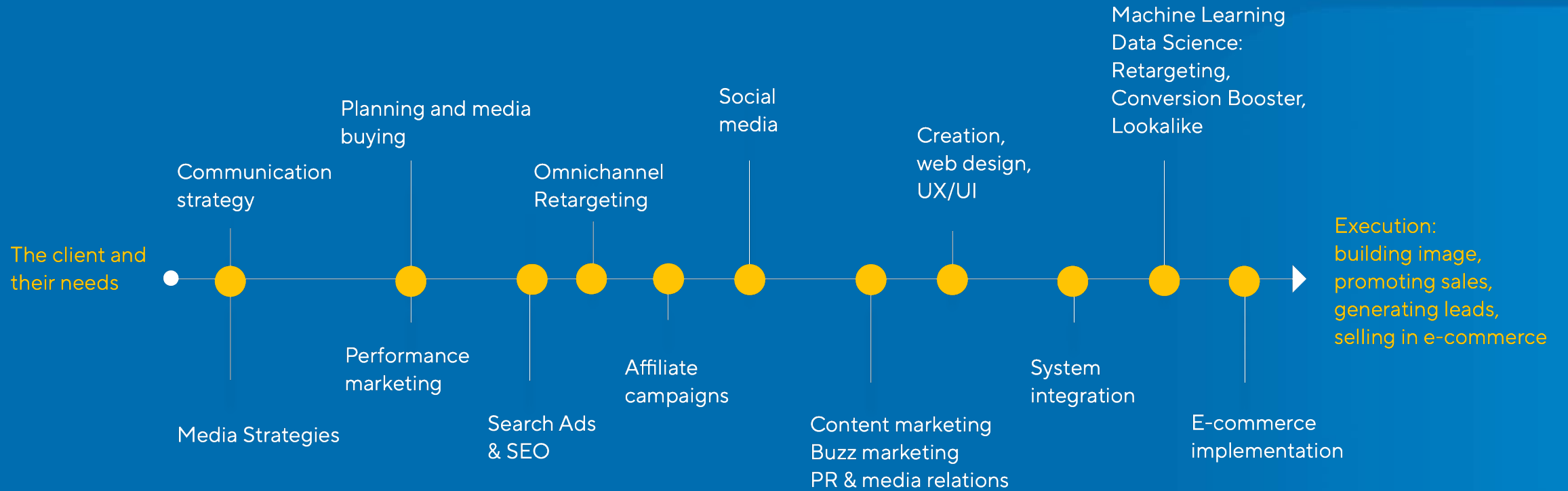
We can be your one contact  
for everything connected  
with marketing



because we cover  
the whole range of modern  
marketing communications



Jakub Mazurkiewicz  
CEO Euvic Organic Search





**Artur Janik**  
Chief Business Development Officer  
Euvic Media

# Euvic Performance

**EUVIC**

Media

Media agency

**EUVIC**

360 e-com

Martech

**EUVIC**

Digital

Marketing agency

**EUVIC**

Organic Search

SEO Agency

**EUVIC**

Effect

Affiliate marketing agency

**EUVIC**

Buzz

Buzz marketing





# Euvic Performance in numbers

almost 70 people

6 specialised companies

annual revenue of 50 million PLN





We're part of Euvic  
one of the largest technological  
groups in Poland

Krzysztof Łada  
CEO Euvic 360e-com





80 million  
PLN in  
EBITDA



6 business  
pillars



over 4500  
people in the  
team



980 million PLN  
in annual revenue

# We work with top-tier brands



See what we do...



# Branded content

**Marta Maksymowicz**  
Group Account Director







# Guide for business

For the telecommunications operator Orange Polska, we create expert content featured on the website [www.orange.pl/poradnik-dla-firm](http://www.orange.pl/poradnik-dla-firm). In crafting content tailored to the needs of each customer segment – SOHO, SME, and CORPO – we utilize the knowledge of top-tier experts. The website features videocasts, podcasts, animations, reports, infographics, and expert articles.

>200 materials

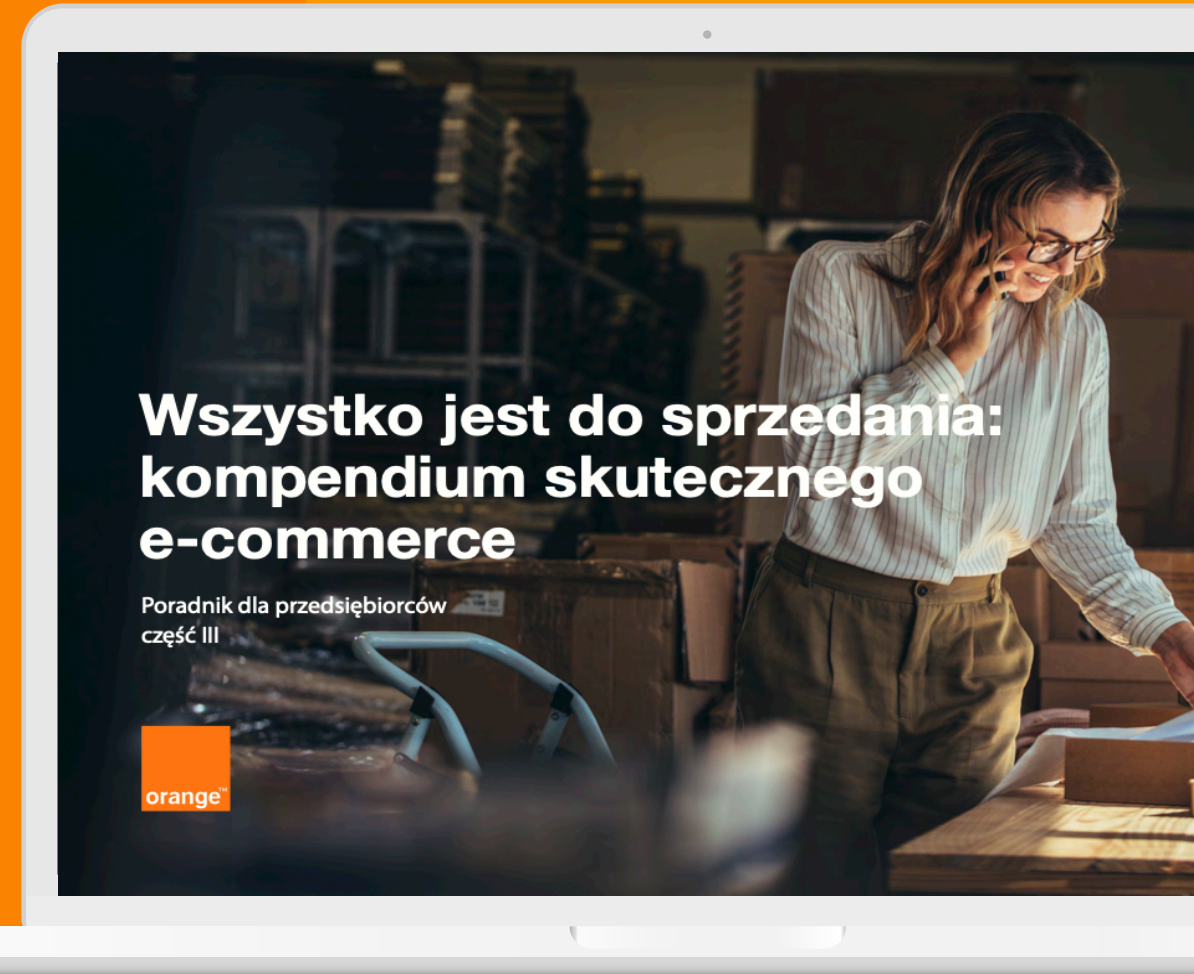
114,875 users

2.46 minutes average time on site

32.65 % bounce rate

**Client:** Orange Polska

**Scope:** project design, implementation, content creation



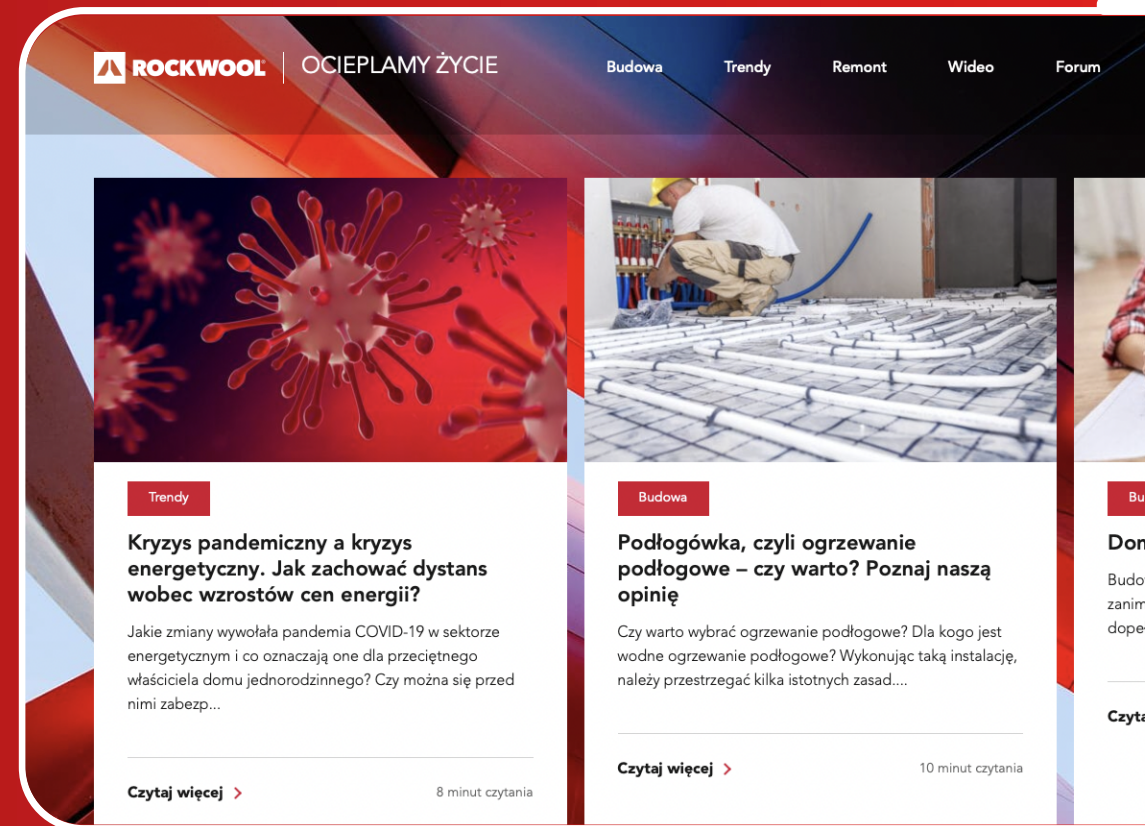
# Ocieplamyżycie.pl

For ROCKWOOL, we successfully implemented and currently manage an expert content hub: [www.ocieplamyzycie.pl](http://www.ocieplamyzycie.pl). We created a service aimed at individuals planning to build or renovate their homes. Over 100 different articles, interviews, and infographics have been published. The materials have been meticulously prepared both in terms of subject matter expertise and SEO optimization. The project was developed in Hungarian, Lithuanian, and Czech languages (bydlenivevate.cz, gerasbustas.lt, otthontitkok.hu)

4 countries (Poland, Czech Republic, Lithuania, Hungary)

236,000 clicks

4,000,000 views in SERP



Client: ROCKWOOL

Scope: project design, implementation, content creation





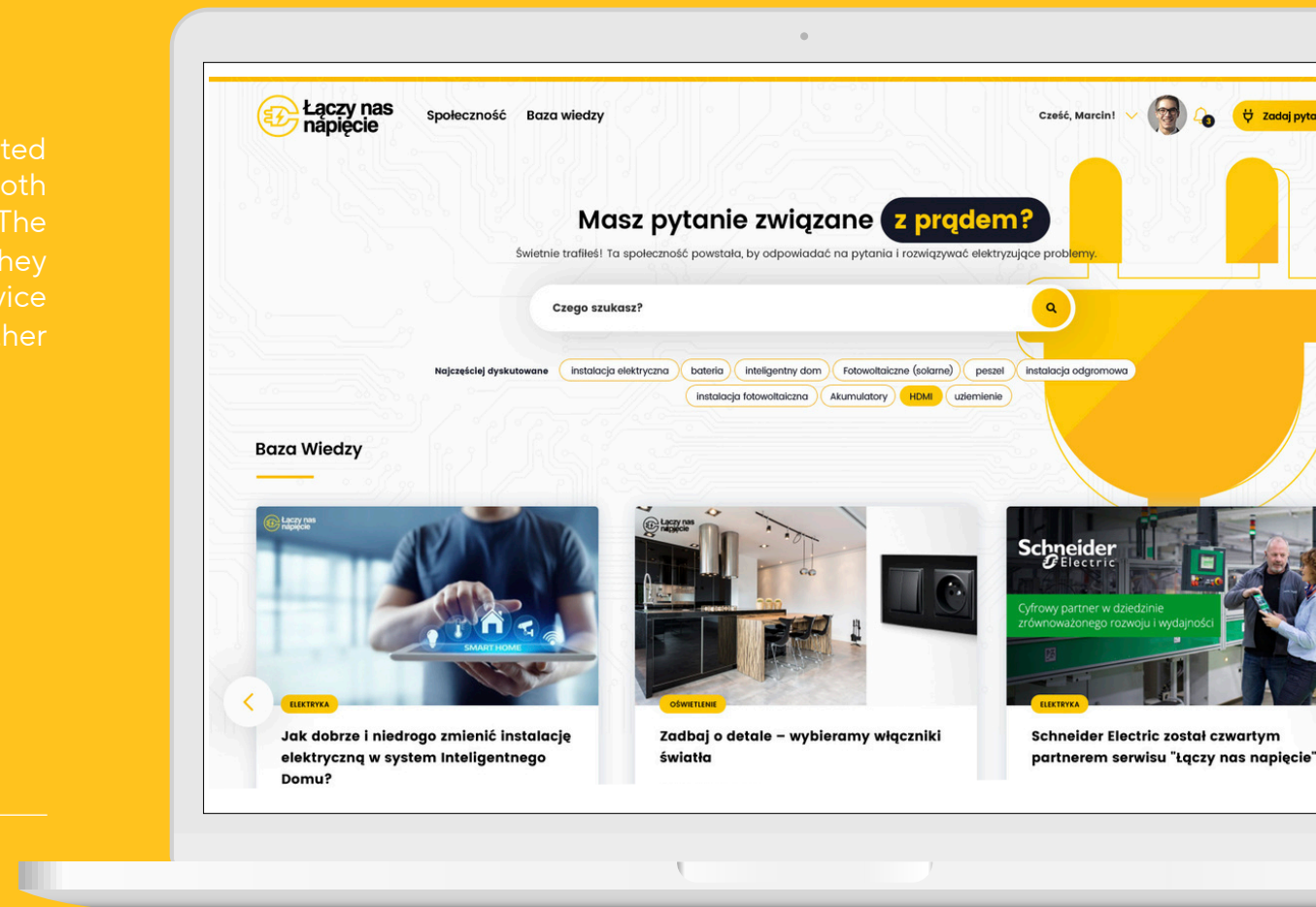
# Laczynasnapiecie.pl

For TIM SA, the largest electrical distribution company in Poland, we created a content hub, [www.laczynasnapiecie.pl](http://www.laczynasnapiecie.pl), which serves as a resource for both professionals and enthusiasts in the broad field of electrical technology. The project was driven by the idea that everyone should find the knowledge they need, and enthusiasts and experts could exchange experiences. The service combines a Q&A forum and an expert blog. User engagement is further encouraged through gamification.

5,821 registered users  
1,068 questions, 7,885 users  
+ 125,000 internet users

Client: TIM SA

Scope: project design, implementation, moderation



# Velomarket.pl

For VeloMarket, we created content that not only provides interesting information but also motivates customers to make informed purchases. We ensured the content was clear and engaging for a broad audience, regardless of their knowledge about ecology.

We developed a series of articles that address selected topics in an accessible manner, providing concrete examples and tips for implementing changes in everyday life. Additionally, we prepared infographics that visually present key information about sustainable living. This approach makes it easy for those unfamiliar with ecological topics to understand and remember important information.

The articles and infographics are directly available on the store's website and are linked to specific product categories we described. All materials have been meticulously prepared both in terms of subject matter expertise and SEO optimization

<b>Client:</b>	Velomarket
<b>Scope:</b>	content creation
<b>Objective:</b>	to increase sales and awareness of eco-friendly purchasing through specialized content





# Icons of motoring – a super contest about super cars

The main goal of the project was to increase engagement among car enthusiasts, create a positive experience, and promote Inter Cars as an active participant in the automotive community. We ensured that the contest questions were interesting and required knowledge in the field of motoring, motivating participants to take part. To further engage contestants, we prepared attractive prizes.

Contest task: Answer 10 questions in the shortest possible time, write your opinion about supercars, and win a supercar ride or tickets to the Icons of Motoring event

To promote the contest, we utilized various marketing channels such as Google Ads, social media advertising, and an email campaign

**Client:** InterCars

**Scope:** project design, implementation, media and moderation





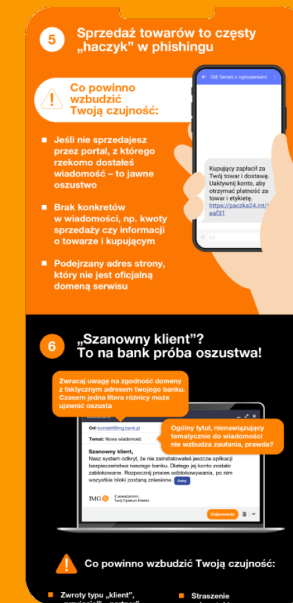
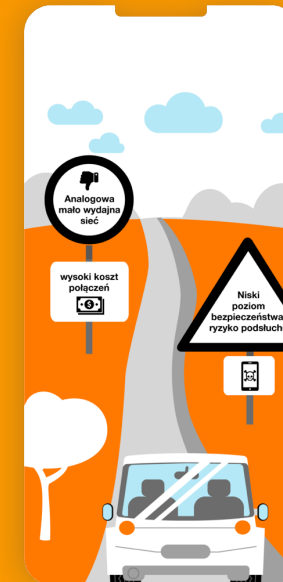
# OPL appreciating. We reward our business clients!

For Orange Polska, we regularly develop premium content every month (animations, infographics, podcasts, articles, trivia) for an app dedicated to business clients.

The uniqueness of OPL's service: it's the only operator in the market that has a special section in the app designated for materials and tidbits tailored for businesses.

Client: Orange Polska

Scope: concept development, project design, content creation, animation/recording.





# The new website for CSV!

For a market-leading paint industry company specializing in the supply of products, services, and training, we have created and implemented a new website, [www.csv.pl](http://www.csv.pl).

Our task was to design a portal that clearly presents CSV's services to companies in the automotive, industrial, and furniture painting industry.



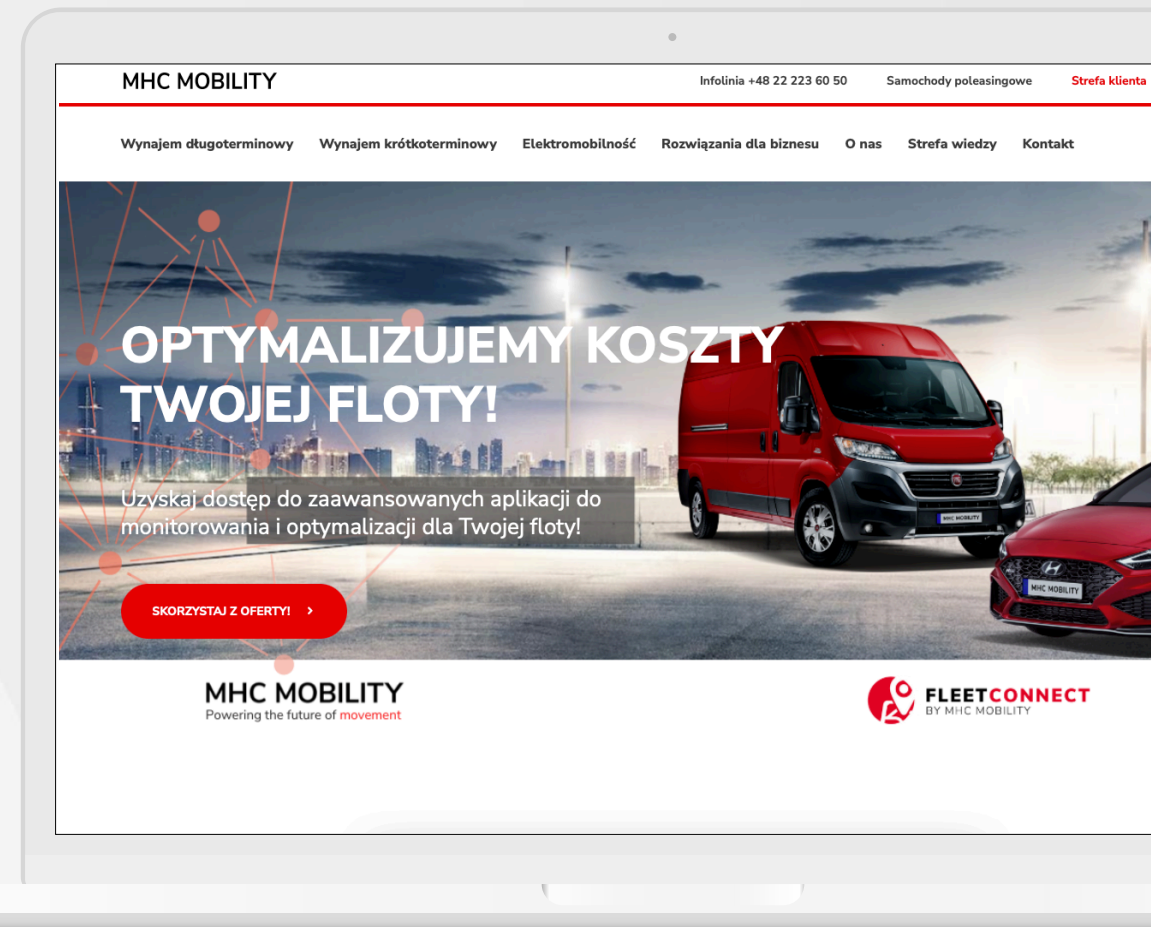
**Client:** CSV group

**Scope:** information architecture, design, copywriting, website development, marketing consultancy

# Mhcmobility.pl

We support a global player in the Car Fleet Management segment with comprehensive marketing and rebranding activities. Our services include implementing online sales campaigns, SEO activities, and we also created a corporate website for the entire CEE region.

**Client:** MHC Mobility  
**Scope:** corporate website for the Polish, Hungarian, Slovak, and Czech markets.



# Hewlett Packard Enterprise

For an international IT giant that manufactures and sells servers, storage space, networking devices, and IT solutions and financial services worldwide, we have been conducting awareness campaigns for years, generating leads, producing content, and providing marketing advice.



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**Client:** Hewlett Packard Enterprise  
**Scope:** consulting, media buying, content creation.

## HP tech team

We created a unique environment for IT managers and directors. Under the name HP Tech Team, a unique browser game project was developed on a dedicated website.

We built a community of HPE infrastructure users set in a virtual space, where one could configure their own "hero-geek" and guide them through missions contextually linked to products.

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**Client:** Hewlett Packard Enterprise  
**Scope:** project design and implementation





# mBank

## Firmowi.pl

We designed and created an advisory center for individuals starting or recently running their own business. The content we developed addressed the most frequently asked questions on Google.

Access to the content and expert knowledge was conditional on the user leaving their data, thereby generating a precise lead. Today, firmowi.pl serves as a content platform for mBank.

20,000 unique users monthly  
+500 leads monthly

Client: mBank  
Scope: project design and implementation

### Co to jest i czemu służy KSeF?

KSeF, czyli Krajowy System e-Faktur to system teleinformatyczny do wystawiania, otrzymywania i przechowywania faktur ustrukturyzowanych w systemie administrowanym przez Ministerstwo Finansów.

Innymi słowy, ma on uszczelić system podatkowy, a zarazem usprawnić prowadzenie działalności gospodarczej dzięki łatwiejszemu i szybszemu dostępowi do dokumentów.

### Od kiedy zacznie obowiązywać KSeF?

**1 Styczeń 2022**  
Pierwszy etap wdrożenia, czas na testy! Przedsiębiorcy mogą sprawdzać nowe rozwiązanie, wciąż obowiązują e-faktury i faktury papierowe.

**1 Styczeń 2023**  
KSeF staje się jedynym, obowiązkowym systemem do wystawiania faktur.

### Jak mogę wystawić fakturę ustrukturyzowaną?

Faktury możesz wystawiać na dwa sposoby:

- Bezpośrednio w systemie KSeF
- W Twoim programie do wystawiania faktur, po czym faktury zostaną przesłane interfejsem do KSeF

**Ważne:**  
Gdy faktura znajdzie się w systemie KSeF otrzyma swój identyfikator, według którego zostanie zaksięgowana. Faktury nie będzie można poprawiać, ani tym bardziej wystawiać z datą wsteczna.

### Czy będzie można wystawiać faktury w obecnych programach?

Tak, jeśli system będzie zintegrowany z platformą centralnego rejestru faktur.

Przedsiębiorcy, którzy dobrze wybiorą program do fakturowania, **zdobędą przewagę na rynku.**

# mBank

## Business opener

We conceived and produced a series of micro-broadcasts for micro-enterprises, focusing on conducting business activities. Each broadcast featured owners of real businesses and their advice for aspiring entrepreneurs.

The series was presented in the advertising block of RMF FM radio. Our efforts were part of a larger campaign carried out in collaboration with VML agency and the media house Mindshare.

The series was awarded  
in the Effie competition!

**Client:** mBank  
**Scope:** project design and implementation





# Lenovozone.pl

We designed and created an advisory center for individuals starting or recently running their own business. The content we developed addressed the most frequently asked questions on Google.

200,000 sessions in organic traffic

180,000 unique users monthly

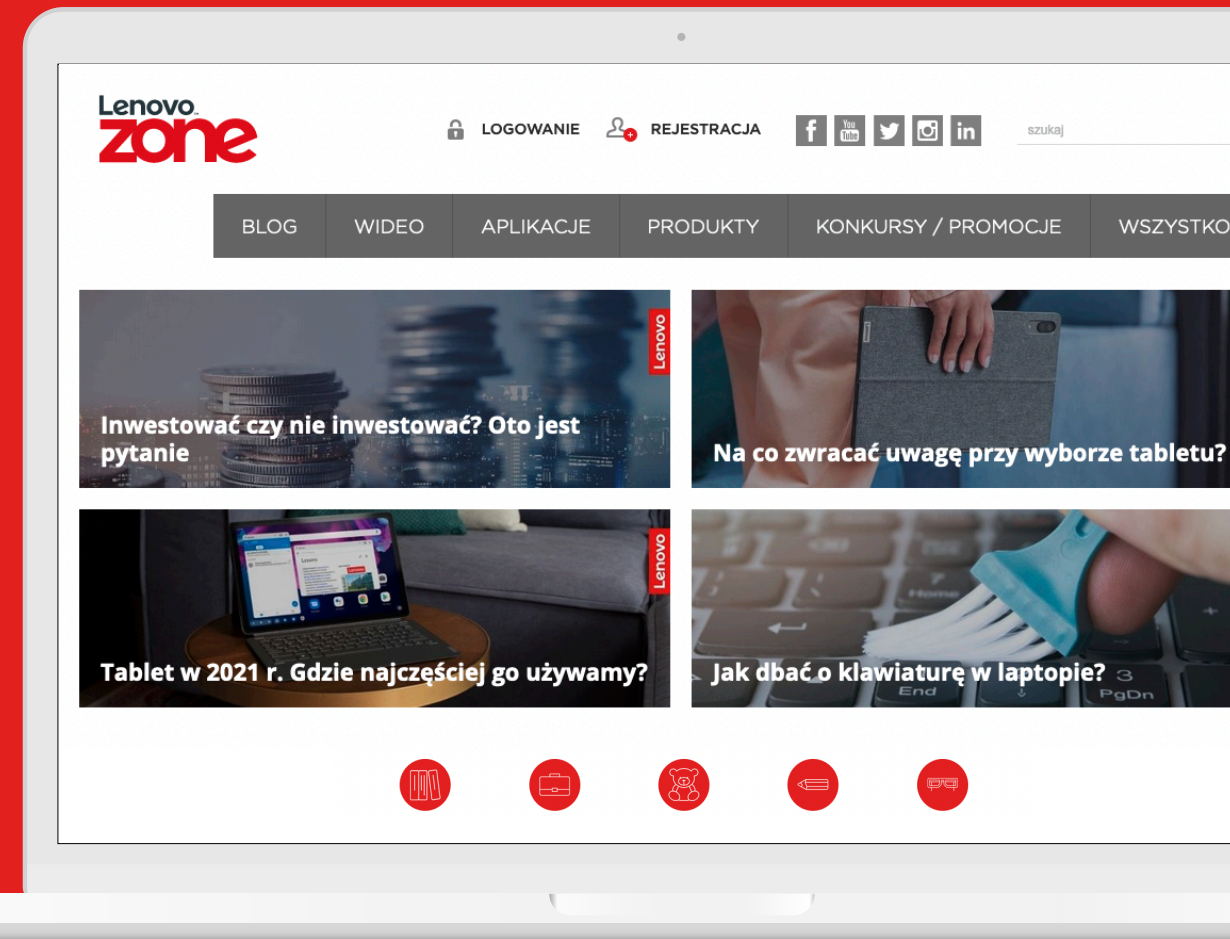
32,000 registered

10,000 active users

+ 1,000 content materials

**Client:** Lenovo

**Scope:** project design and implementation



## Phenomenon of the mature player

Games are entertainment for kids, illiterates, and slackers...

Such stereotypes sometimes appear in the common discourse, but the reality is different, and we decided to prove it! The Polish gamer is mostly a mature person (as many as 58% of gamers are people aged 25-44), a well-educated substantive worker, living in a big city, and often a woman (40%)! Together with Lenovo and the Norstat Institute, we conducted a study on a sample of 1,537 gamers to document and describe the Phenomenon of the Mature Player.

60,000 publication reach

22,000 views of the report page

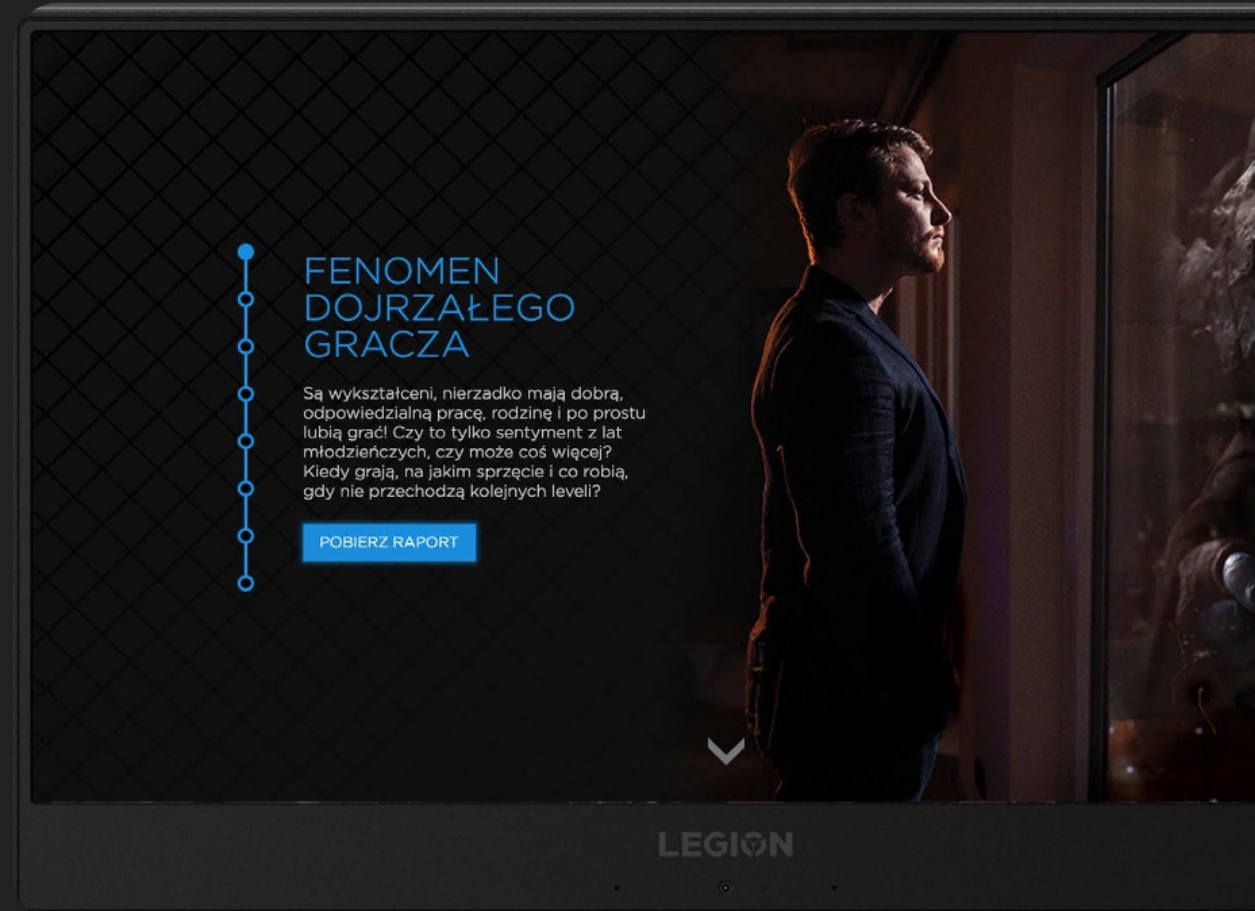
2,500 downloads

7,000 users of activations based on the report

82 publications in the media

**Client:** Lenovo

**Scope:** creating a website, participating in the study and preparing the report.







# Content formats

Igor Rudnicki  
Analyst/Media Planner

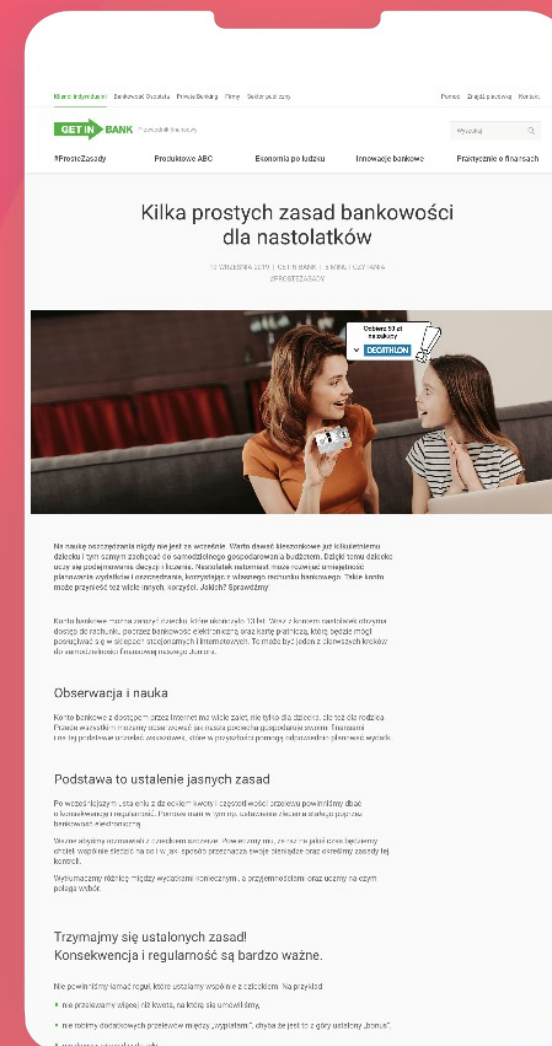
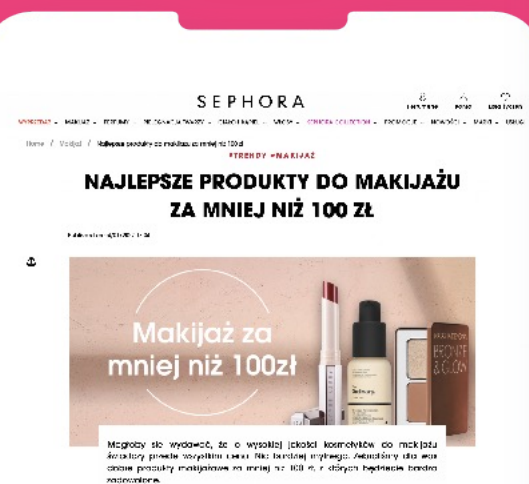




# Blog content

In the sea of internet content, it's essential to stand out, and it needs to be done well. We know how to engage and capture attention, but importantly, we never forget about substance.

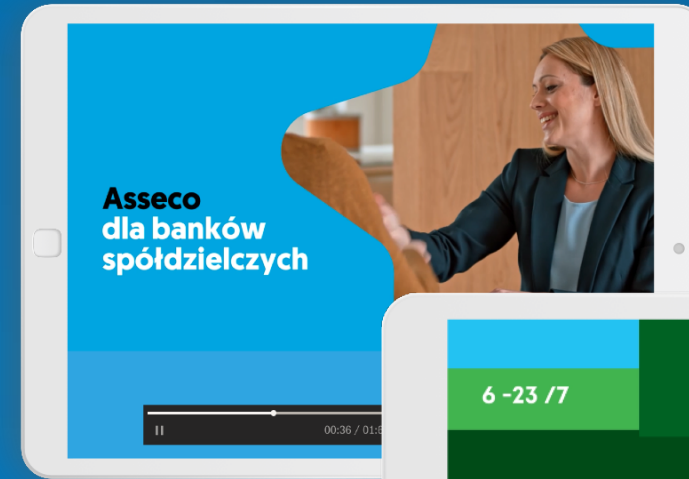
For our clients, we create high-quality content for corporate or product blogs, striving to ensure that our writing is engaging and well-received. We conduct interesting interviews, write essential guides, reports, and compelling articles. We work for well-known and popular brands, such as mBank, Getin Bank, Sephora. Our content engages, provokes reactions and discussions, and importantly – supports our clients in key SEO activities.



# Video explainers

As the saying goes: a picture is worth a thousand words. And if that picture is moving, it attracts even more attention! Through short videos or animations, we tell and present solutions offered by our clients, including Żabka, Asseco, and Orange Polska.

We create and illustrate stories from scratch that best explain the essential principles of specific products, services, and processes. We focus on creative yet effective ways to elucidate a given topic. We craft engaging stories and build narratives that affirm the authenticity of our clients



# Infographics

As we know, sometimes it's better to show something than to describe it. Instead of reading a detailed article rich in various data, we can simply illustrate it, capturing the most important aspects in a single image.

Utilizing visual communication, we present research findings, tell stories, and clearly depict even complex solutions offered by brands. Statistics, trivia, guides, analyses, facts, myths, reports, advice, goals, plans – all of this can be illustrated with a minimal use of words. Examples include infographics we have created for brands such as mBank, TIM, ING Bank Śląski, Bain & Company, and Orange Polska.

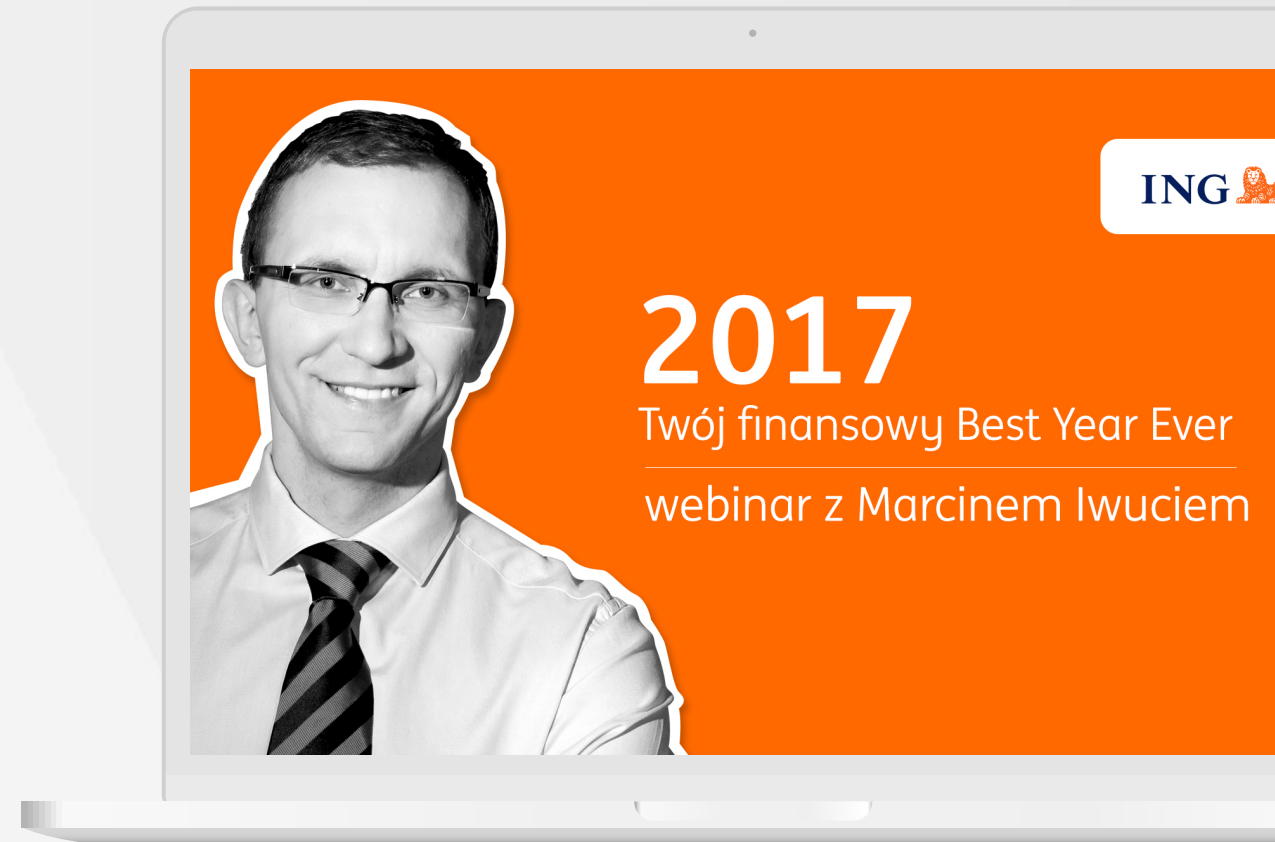




# Webinars

We create and produce webinars and expert webcasts aimed at engaging and educating clients. We conduct broadcasts in TV studios, virtual studios, or via video communication platforms.

For these projects, we collaborate with moderators, journalists, and industry experts. Regardless of the client's budget, our ultimate goal is always to generate leads, and we consistently achieve this objective.



# Reports, guides, trend books

We create and publish complex expert materials that serve as a knowledge resource for end customers.

In our guides and reports, we present useful and practical information that readers can apply in their business activities. Downloading the material usually involves leaving contact information, which for the project sponsor is a sales lead. We have been successfully doing this for years.





# Social Media

Nastazja Dessoulavy  
Account Manager



# We are building more VELO world!

For the new VeloBank brand, we built a strategy based on positive values. In our communication, we proclaim that good gestures matter, and a more Velo world is a world worth being a part of!

On social media profiles, there is no shortage of product-related content or content linked to cycling events supported by the bank. The entire communication is supported by paid promotion, which we carefully target to the audience group. The results of the campaign attest to this. In the first month of cooperation, we achieved over 600,000 post views, and the level of KPI achievement exceeded 100%.



Client:	VeloBank
Scope:	developing a strategy, creative concept, regular communication, moderation, media service.
Channels:	Facebook, Instagram, LinkedIn



# Advertising campaigns

Advertising campaigns are an essential part of marketing, aiming to promote products, services, or causes to a specific target audience through various channels. These campaigns typically involve creating compelling visuals, engaging copy, and strategic media placement to achieve specific objectives, such as brand awareness, lead generation, or sales growth. Success is measured by key performance indicators (KPIs), including reach, engagement, conversion rates, and return on investment (ROI). Effective campaigns require careful planning, audience research, creativity, and a clear message to resonate with the intended audience and drive desired actions.



**Client:** Logitech  
**Scope:** advertising campaigns





# We are building awareness of the technological advantages of the OnePlus brand

In our social media communication, we prioritize engaging content with attention-grabbing graphics. In addition to promotional posts showcasing the benefits of OnePlus products, we emphasize the #NeverSettle philosophy, encouraging people to choose solutions that allow them to make the most of life.

We have a dedicated series of publications on Facebook and Instagram to introduce new OnePlus smartphones and accessories.



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**Client:** OnePlus  
**Scope:** consistent communication, moderation, media servicing, strategic support  
**Channels:** Facebook, Instagram

# Warsaw – happiest city to live in!

As part of the proposed social media strategy, the communication is organized into four thematic cycles: "Capital of Greenery," "Capital of Comfort," "Capital of Leisure," and "Family Capital." Content is published on Facebook and Instagram, and a visual identity and video branding formats have been created for the City of Warsaw's YouTube channel.

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**Client:** Capital City Warsaw  
**Scope:** consulting, ongoing strategic-content support  
**Channels:** Facebook, YouTube



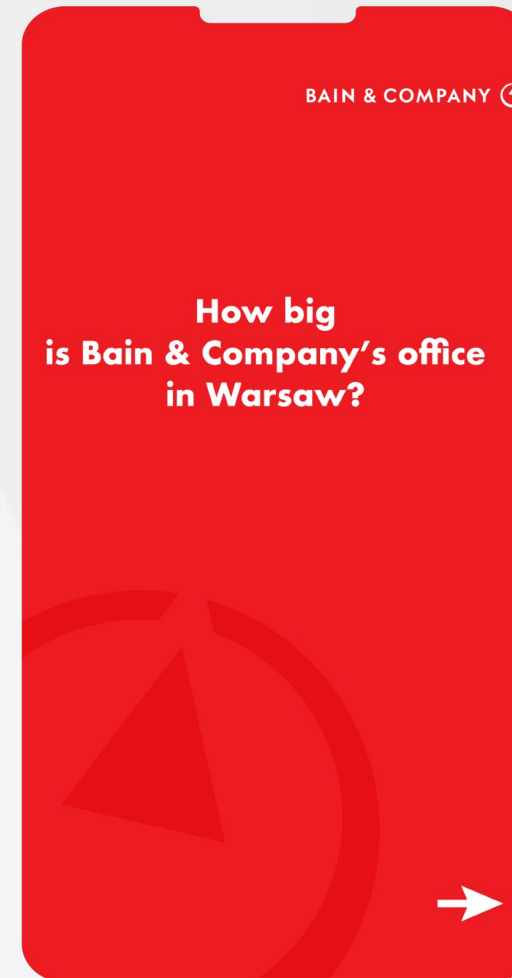
## Activities on Facebook and organizing online events

We provide recruitment and employee branding support to one of the largest international consulting firms on Facebook. Our communication is conducted in English, aiming to engage students from top European universities with job opportunities, events, and internships at Bain & Company. Additionally, we assist in organizing online events.

**Client:** Bain & Company

**Scope:** creative concept, maintaining regular communication, handling media relations, and organizing online events

**Channels:** Facebook





How big  
is Bain & Company's office  
in Warsaw?



THE EFFECT OF SOCIAL DISTANCING ON OUR **WORK**



I was very positively surprised how well Bain handled this process. For example during my last project we managed to organize a virtual factory tour of our client's facilities and production process.  
- Monika, Associate Consultant  
BAIN & COMPANY

BAIN & COMPANY



We have prepared  
5 questions for you!

Take our quiz  
and find out  
how well you know Bain!



ONE WEEK LEFT

BAIN & COMPANY

EUVIC  
Performance

# Creative communication in insurance

We are responsible for creating and developing the main creative direction and preparing ongoing content for Facebook. The core idea is based on symbolic associations, allowing us to creatively and lightly showcase the brand's services. This approach demonstrates that insurance services can be presented without always focusing on negative or unpleasant events.



**Client:** InterRisk  
**Scope:** creative concept, creating content related to current communication  
**Channels:** Facebook





# Comprehensive social media activities

Through diversified actions on social media, we support the brand in reaching both current and new customers. We utilize various formats, and each of the channels we manage has a separate, yet medium-specific communication strategy. Ziko drugstore's social media is not only about information on promotions but also dermatology consultations with the participation of the drugstore's ambassadors, as well as important tutorial content related to skin care.

**Client:** Ziko

**Scope:** creative strategy, creation of static and dynamic assets, regular channel, communication, moderation, media management.

**Channels:** Facebook, Instagram, Youtube



# Facebook communication for Ziko Optician salons

We create engaging and interesting communication for the audience of Ziko Optician salons. We publish lifestyle content, sales information, educational materials, and details about the brand's promotions. We aim to reach a wider range of customers through precise targeting and geolocation, and we also focus on engaging our audience.

**Client:** Ziko Optician salons

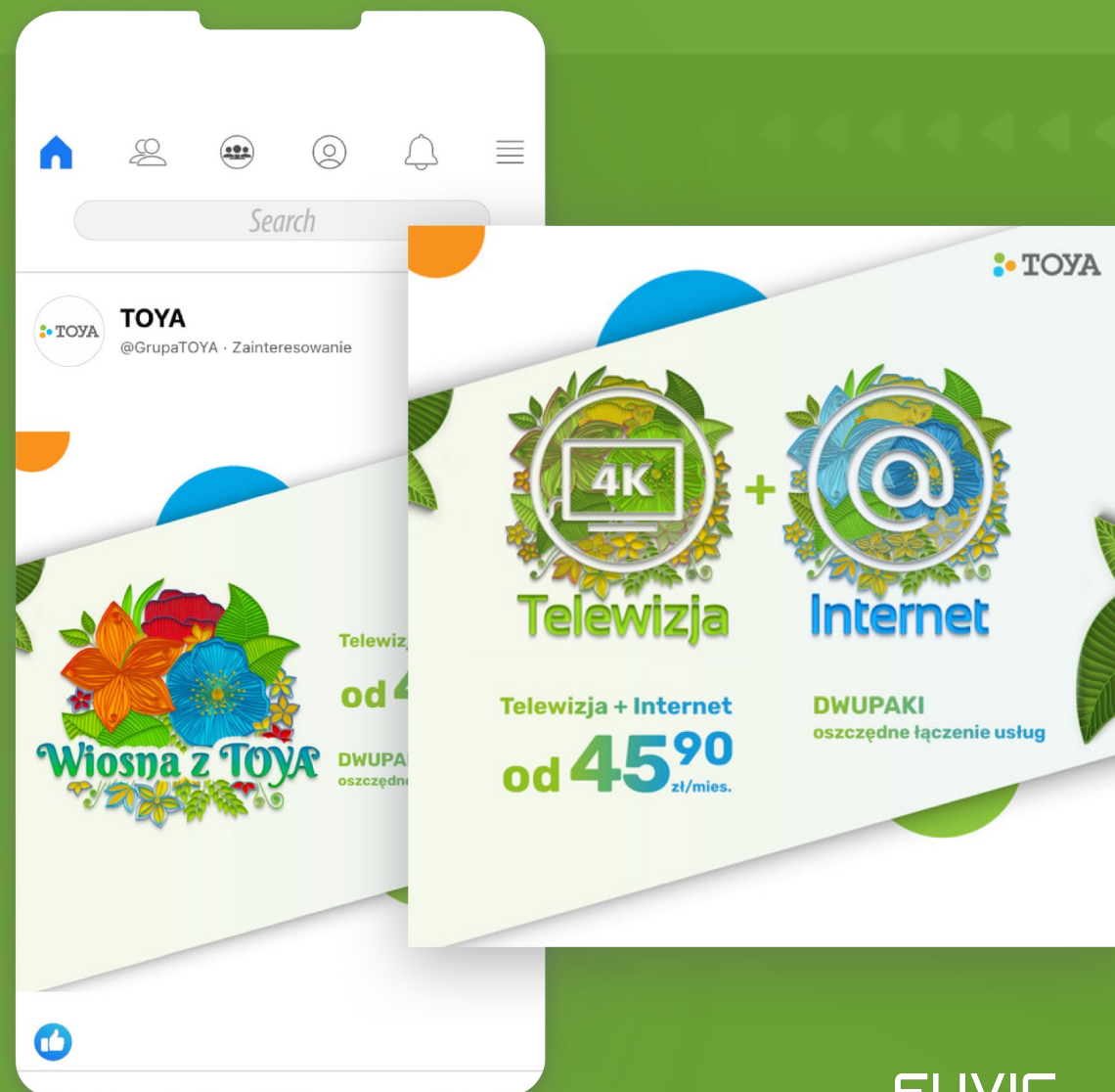
**Scope:** static and dynamic creatives, regular communication, moderation, media management

**Channels:** Facebook



# Regular communication and moderation in social media

For one of the larger telecommunications and cable operators, we conduct comprehensive communication and moderation on Facebook. We focus on diversity, using a multitude of formats - from static posts, carousels, GIFs, to extensive advertising campaigns. The quick response time of our moderation team, direct support in every situation, and technical assistance are key to the satisfaction of the network's subscribers.



Client: TOYA

Scope: strategy, creative concept, regular communication, moderation, media management

Channels: Facebook



# The world of home appliances in social media

For the Italian lifestyle home appliance brand, we conduct comprehensive communication on social media. We are responsible for creating static and dynamic content in line with the strategy we have developed. Our customer support team also ensures a high level of satisfaction among Candy brand users every day.



**Client:** Candy

**Scope:** content creation, regular communication, moderation, media management

**Channels:** Facebook, Instagram





# We are tidying up on social media

The world of vacuum cleaners and small home appliances holds no secrets from us. For the Hoover brand, we create static and dynamic content in line with the adopted strategy. We ensure their regular publication, moderation, and appropriately optimize their media activities.

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**Client:** Candy  
**Scope:** creation of content, regular communication, moderation, media management  
**Channels:** Facebook, Instagram



# Haier

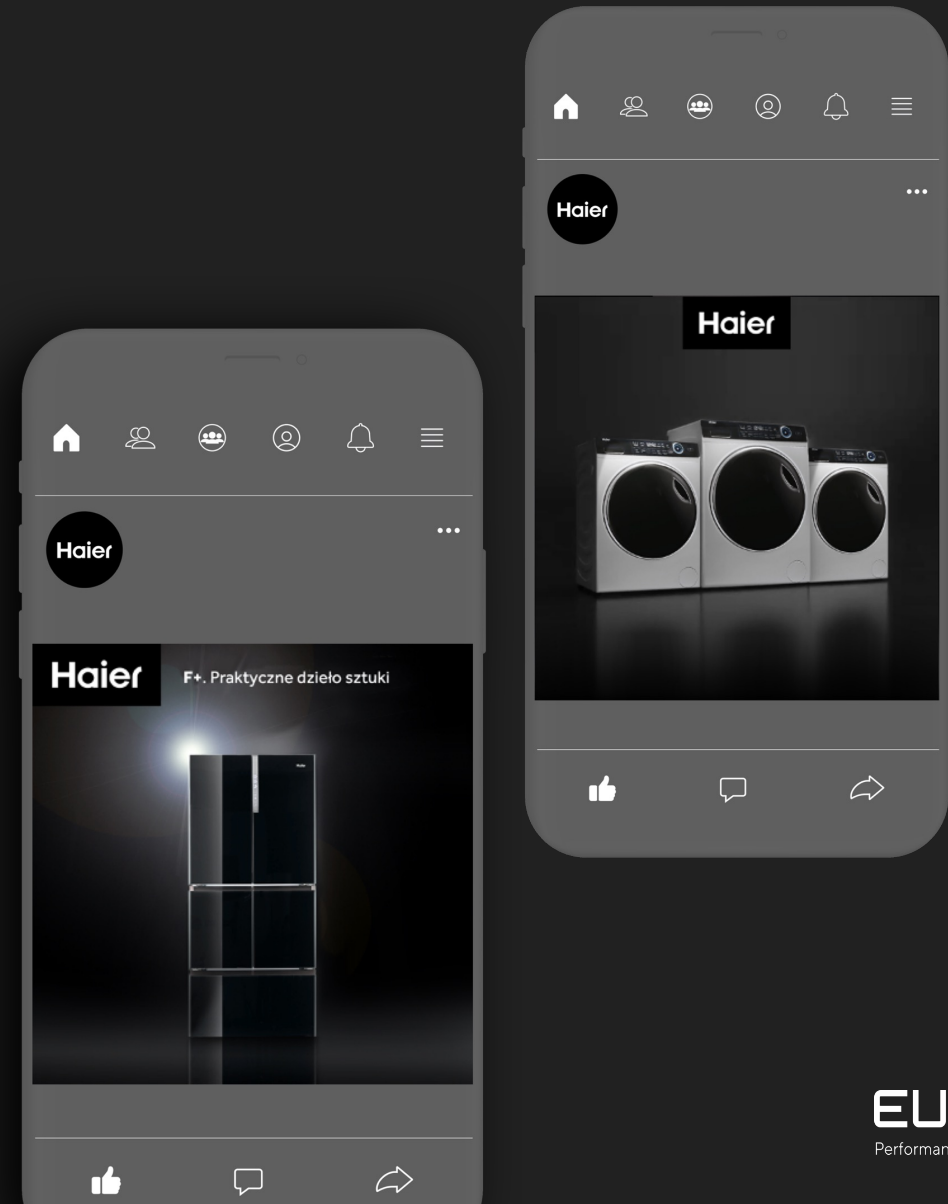
## Asian precision in social media

Haier, a well-known and popular premium brand specializing in home appliances, is committed to being close to its customers. In line with the brand's expectations, we actively manage communication on Facebook and Instagram every day. We showcase the best solutions and promptly respond to all user inquiries.

**Client:** Haier

**Scope:** creation of content regular communication, moderation, media management

**Channels:** Facebook, Instagram



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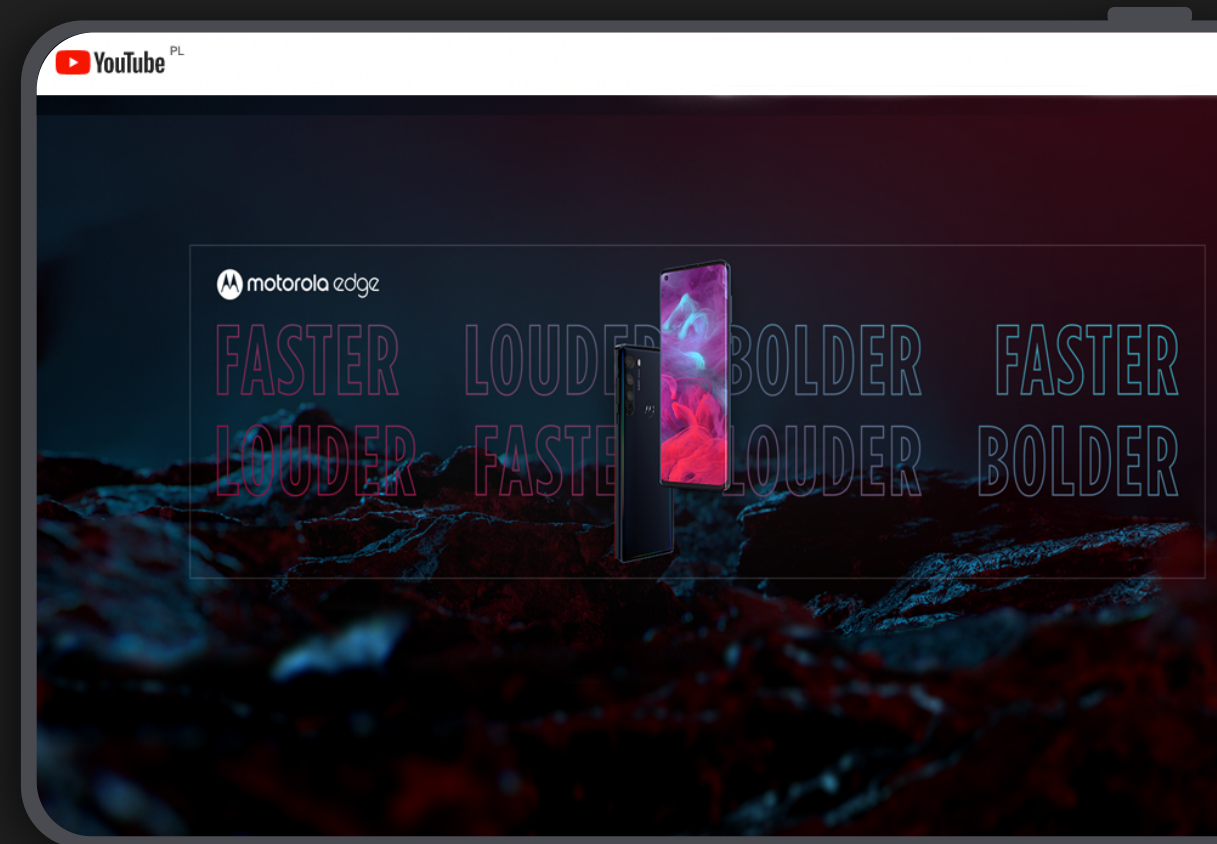
# The legend of smartphones conquers social media

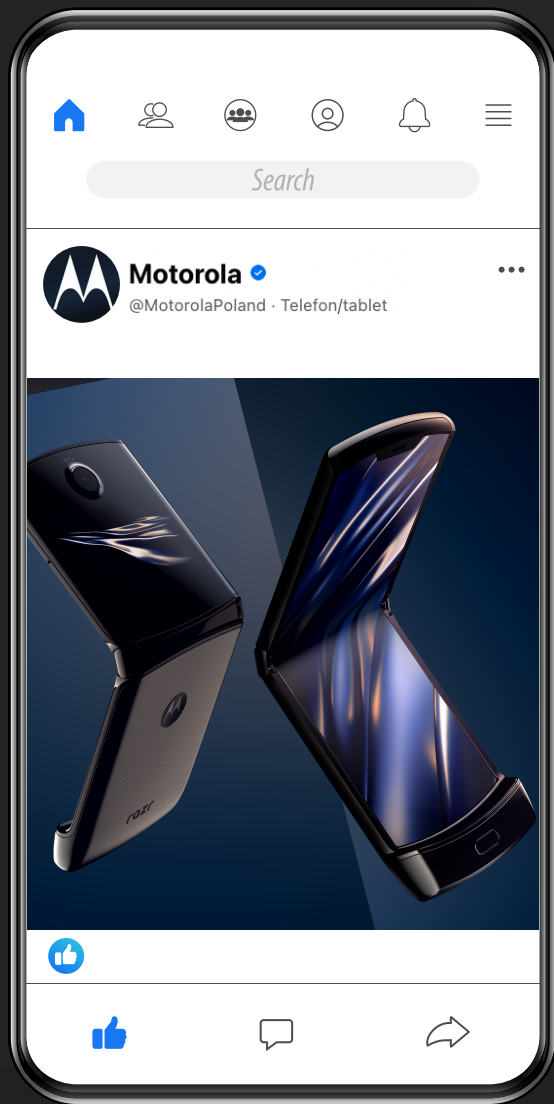
The famous manufacturer of smartphones and modern accessories was our client for 6 years. During this time, we managed to conduct hundreds of campaigns on Facebook and Instagram, develop activities with influencers, and carry out interesting actions for users.

**Client:** Motorola

**Scope:** creation of content, regular communication, moderation, media management

**Channels:** Facebook, Instagram







# Activities on FB and LI, as well as content for agents.

For one of the largest insurers in Poland, we comprehensively managed their activities in social media. Our creatively crafted concept, based on storytelling, conveyed the most important information about ERGO Hestia's offerings in an approachable manner. We conducted comprehensive activities on the brand's Facebook – we were responsible for the content, graphics, animations, full moderation, and media issues related to post promotion. We also supported ERGO Hestia in creating creatives and content for LinkedIn, developed content for ERGO Hestia Agents, and created product content for the fan page of the ERGO Hestia insurance sellers community.



**Client:** ERGO Hestia

**Scope:** strategy, creative concept, regular communication, moderation, media management

**Channels:** Facebook, Instagram

# Integrated digital campaigns

Małgorzata Wasiucioneck  
Account Manager





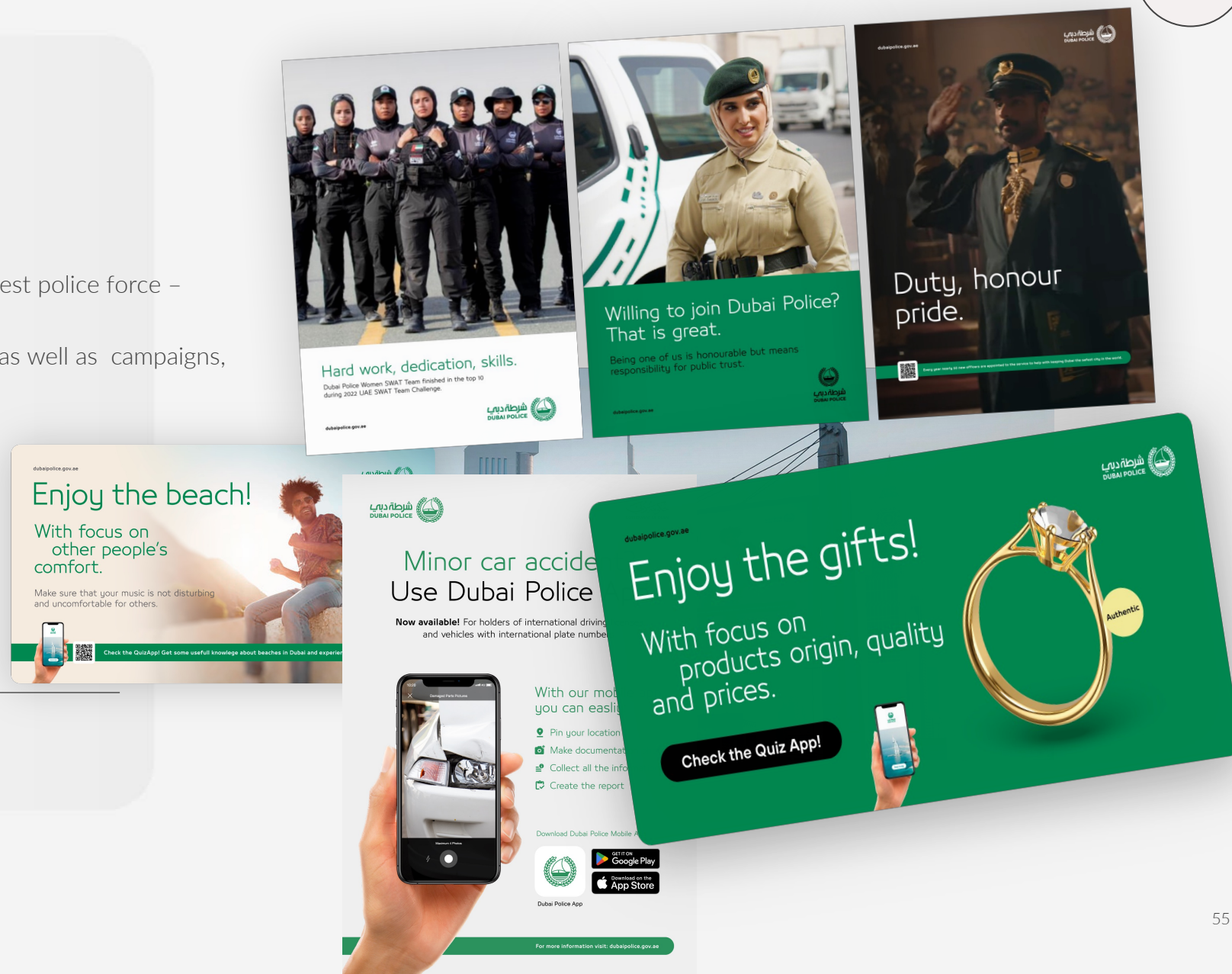
# Dubai Police\_

We provide marketing consultancy to the world's finest police force – Dubai Police.

We advise on processes, tools and structure reform as well as campaigns, social media and awareness activities.

Client: Dubai Police

Scope: Marketing consultancy, creation



# Haier

## Performance campaigns for Haier Group

We co-create and run digital campaigns for the innovative home appliance manufacturer Haier. The goal of these initiatives is to increase brand awareness and boost sales. The campaigns encompass activities on Facebook, YouTube, and within the Google environment. By conducting brand and sales campaigns, we use proven digital formats, positively impacting the image of the rebranded brand and achieving a significant increase in sales of the promoted products.

**Client:** ERGO Hestia

**Scope:** strategy, creative concept, regular communication, moderation, media management

**Channels:** Facebook, Instagram





Haier



# Ledvance

We created and implemented an advertising strategy for an e-commerce lighting company, covering various areas of activity.

- **UX and SEO:** We conducted a store audit and identified areas for improvement in terms of UX. We carried out SEO optimization to improve the site's visibility in search engines. We created compelling product descriptions that explained their features and benefits, encouraging customers to purchase.
- **Link building and seeding:** We identified relevant websites and industry blogs related to lighting and collaborated with them for link building and seeding. As a result, we obtained valuable links to the store's website and increased the brand's visibility in the industry.
- **Creative and copy:** We prepared attractive and professional graphic designs and engaging content that highlighted the unique features of the products offered by the store.
- **Media buying:** We developed and are implementing a media buying plan that includes both display ads and advertising campaigns on social media platforms and search. We used precise targeting to reach the audience interested in lighting.

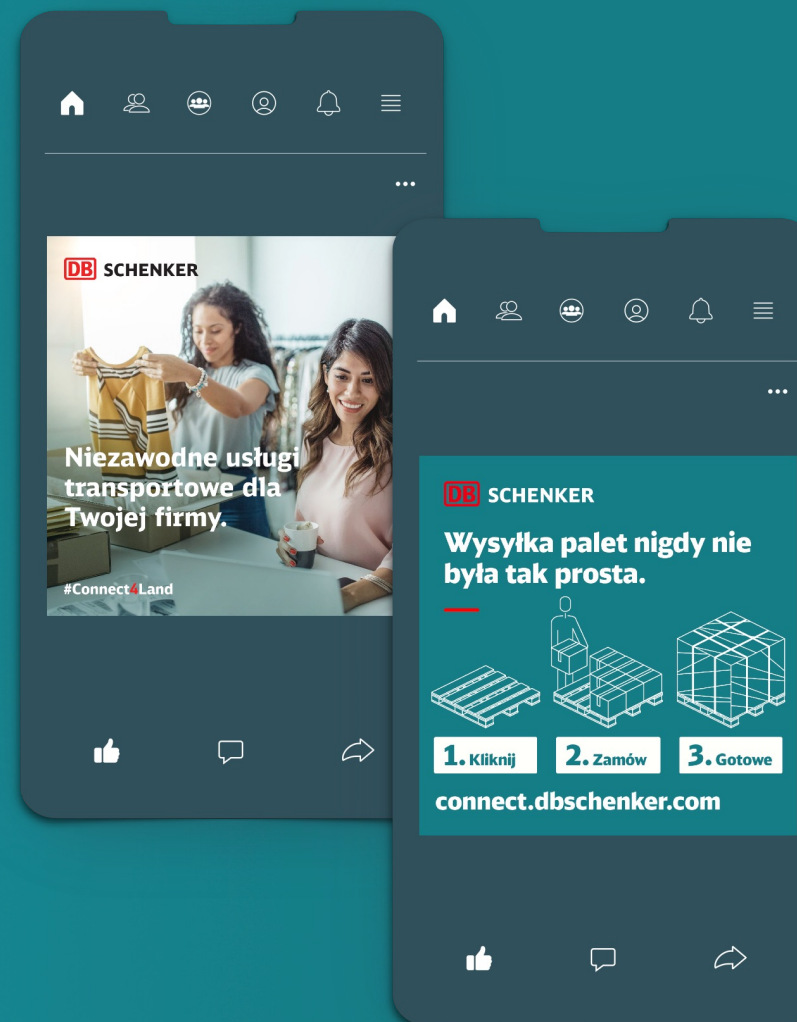
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<b>Client:</b>	Ledvance
<b>Scope:</b>	SEO, SEM, planning purchases and media
<b>Goal:</b>	increase sales for the online lighting store



# DB Schenker

The leading company in the TSL (Transport, Shipping, and Logistics) industry – DB Schenker – benefits from our support in the areas of performance campaigns, graphic design, content creation – articles, animations, and video explainers, Employer Branding activities, and ongoing cooperation within SEO and buzz marketing efforts.



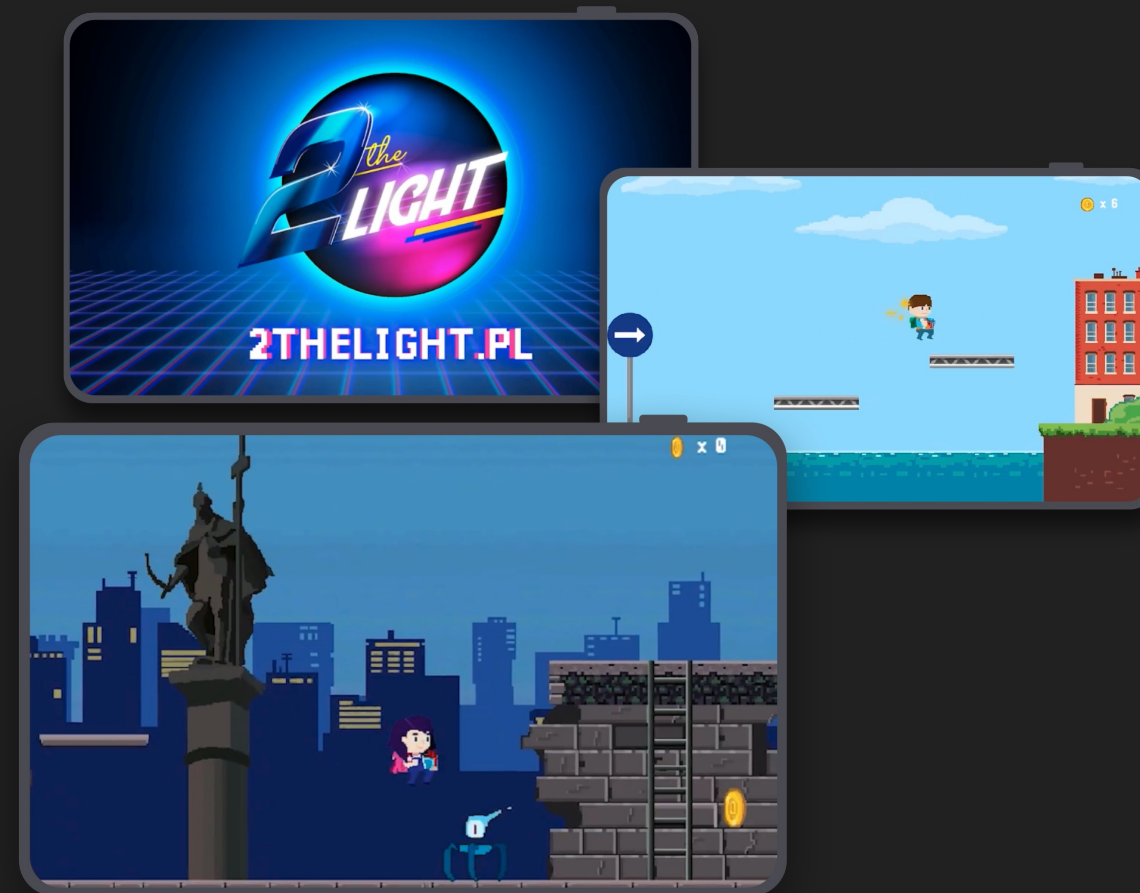
**Client:** DB Schenker

**Scope:** project, brand support/building, campaigns



## 2 THE LIGHT platform game

We supported a leading gate manufacturer in creating a CSR activation aimed at financing hospitals. As part of the campaign, we created a retro-digital mobile game, where each piece of gameplay was linked to a commitment to donate funds to those in need.



**Client:** Wiśniowski

**Scope:** project and development of a mobile game (CSR)





# The Embassy of Germany in Poland

For years, we have been supporting the German diplomatic representation in Poland. For the Embassy in Warsaw, we created an incredibly versatile creative concept that is successfully used in digital, print, BTL, and also during events. Additionally, we collaborate with the Embassy on video projects and influencer activities.

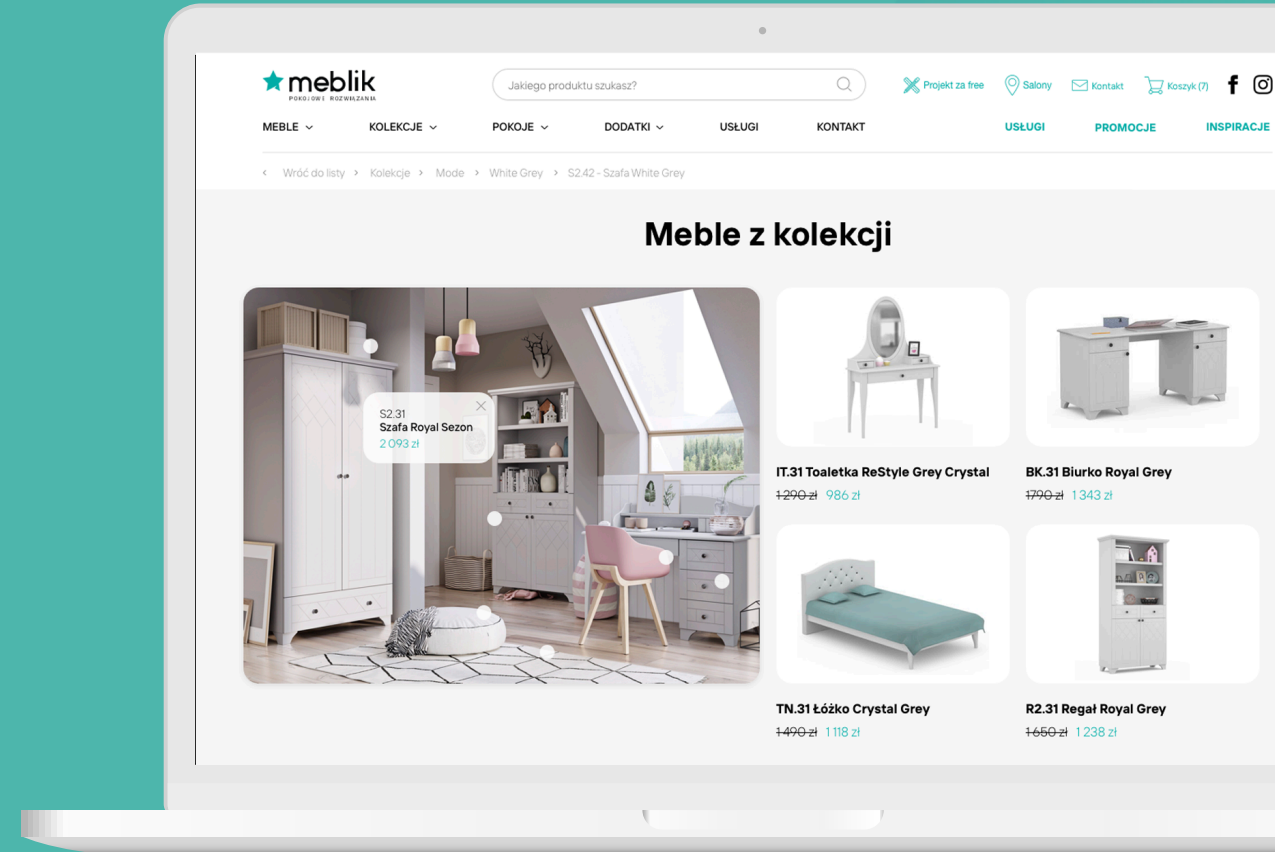


**Client:** The Embassy of Germany in Poland  
**Scope:** creative concept, video, social media campaign



# Meblik.com

We supported a Polish manufacturer of children's and youth furniture in branding, generating sales leads, and SEO activities. Together, we are transforming the business towards online sales. We increased exposure in SERP for key organic keywords related to youth furniture (advanced to TOP5).



Client: Meblik

Scope: SEO, performance, branding

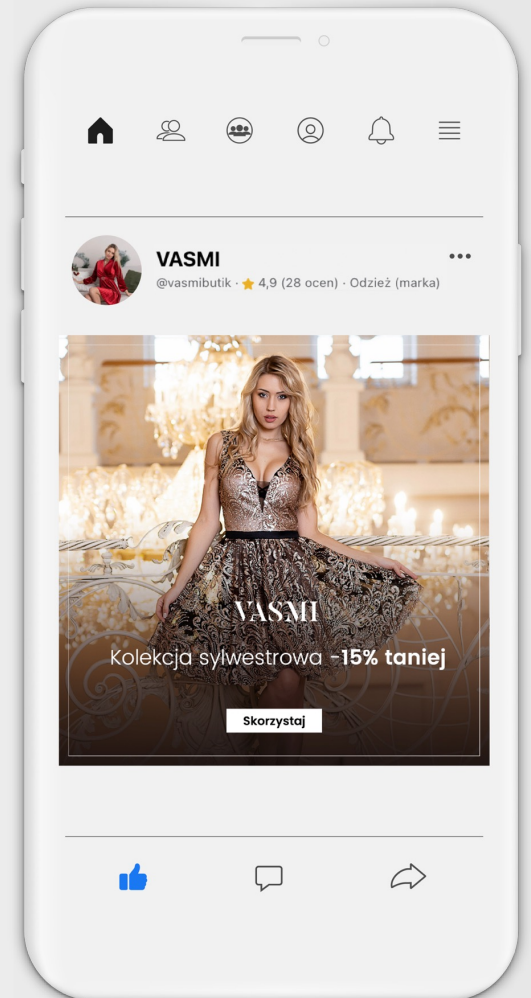
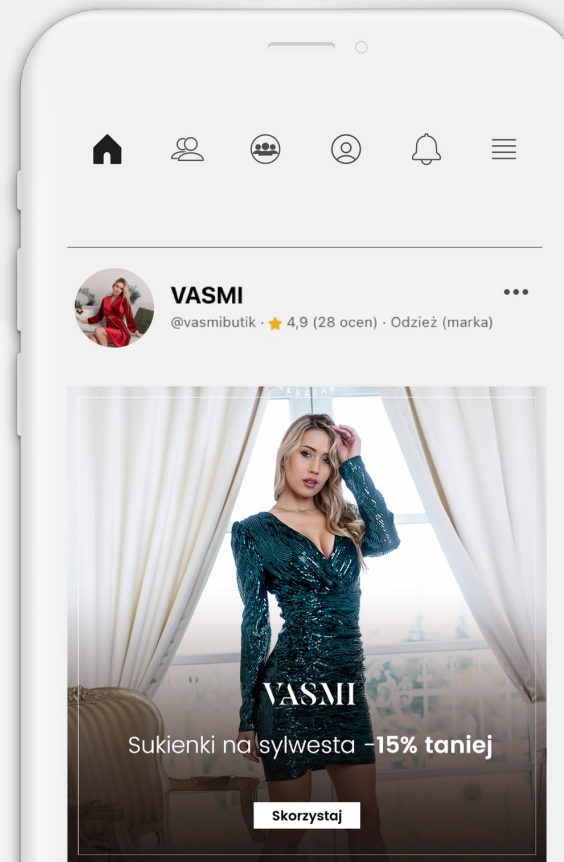
# VASMI

## Vasmi.pl

We provide comprehensive support to an ambitious Polish e-commerce start-up in the areas of SEO, performance campaigns, branding, and ongoing marketing management. Month by month, we consistently increase sales.

**Client:** Vasmi

**Scope:** SEO, performance, branding



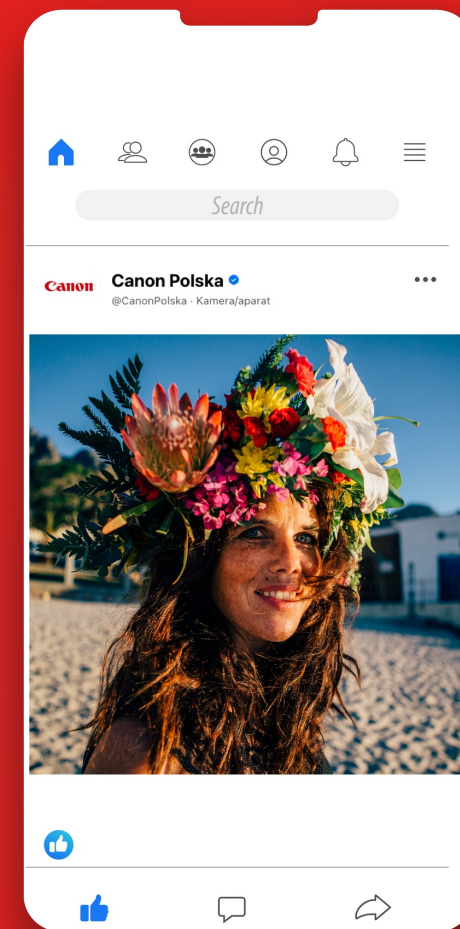
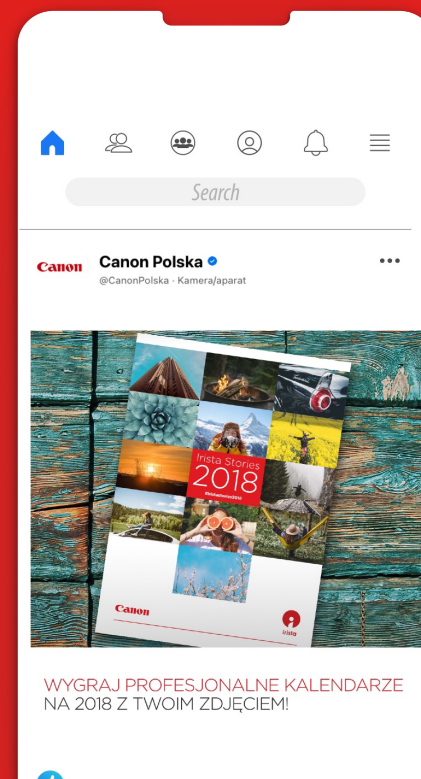


# Canon.pl

We supported the legendary manufacturer of cameras, printing, and image processing devices in social media activities, as well as in B2B activations.

**Client:** Canon

**Scope:** social media, B2B activations







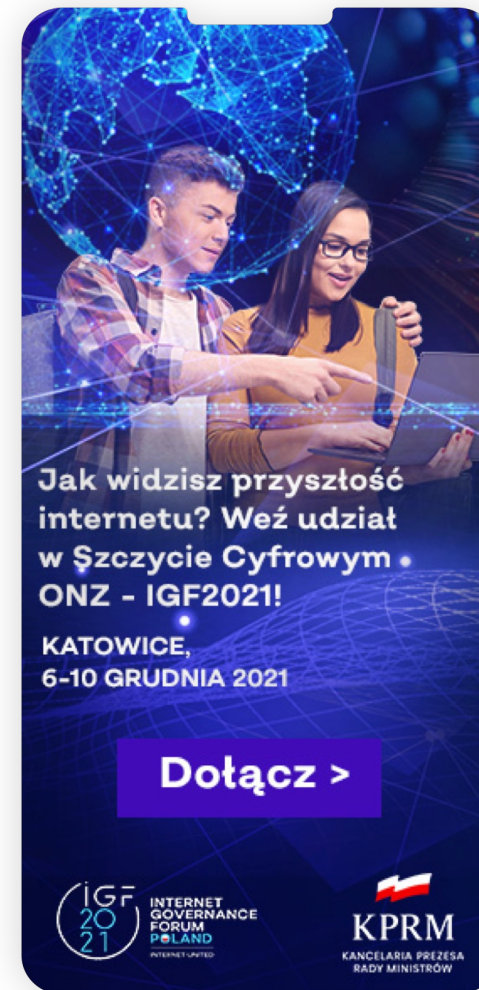
# Media campaigns



# Internet United UN World Digital Summit

We were responsible (together with the Eskadra agency) for planning, preparing, and conducting informational and promotional activities for the UN Digital Summit for the Chancellery of the Prime Minister. Advertising activities took place under the slogan "Internet United" online, using OOH, press – both Polish and foreign – in collaboration with influencers.

We have achieved ROAS (Return on Advertising Spend) rates exceeding even 1800%, and we are eager for more!

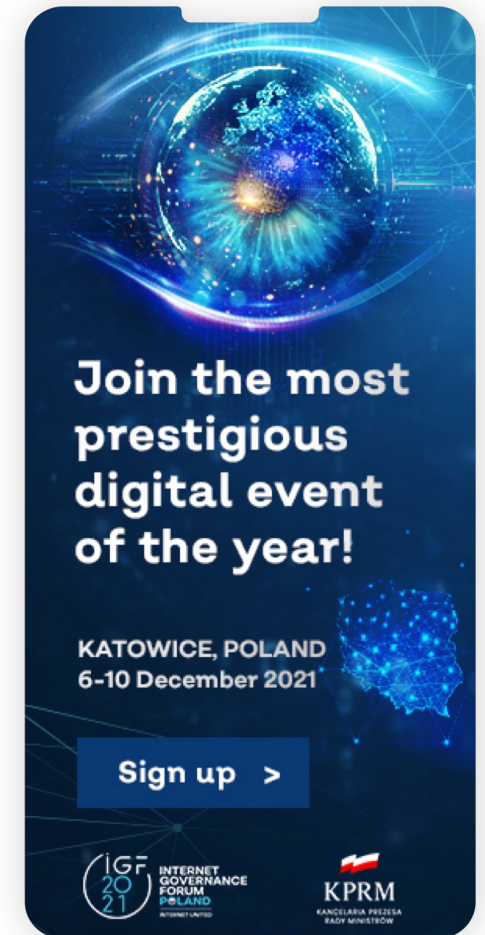
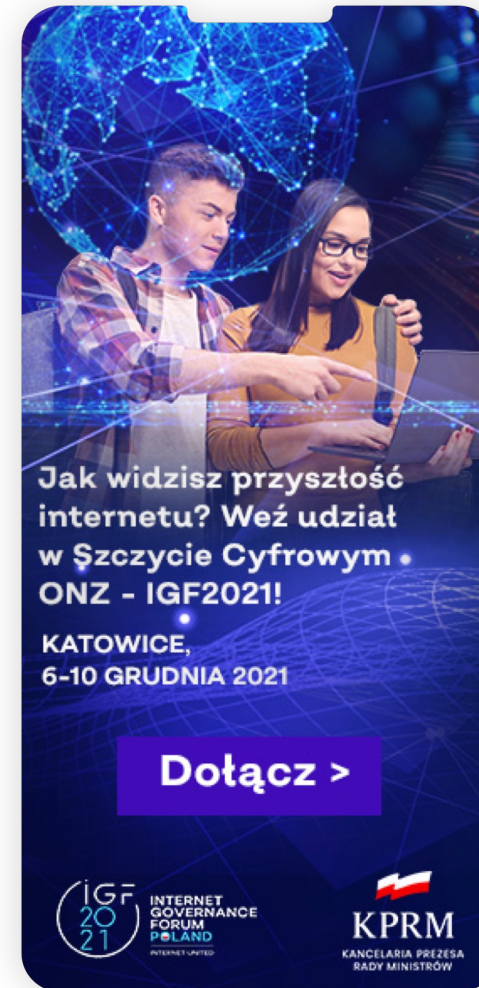


<b>Client:</b>	Chancellery of the Polish Prime Minister
<b>Scope:</b>	strategy, media planning, and media buying
<b>Goal:</b>	Polish and foreign press, Out-of-Home (OOH) advertising, the internet, Influencers

# Chancellery of the Polish Prime Minister

For the Chancellery of the Prime Minister of the Council of Ministers, we prepared and conducted informational and promotional activities for social campaigns (COVID and Poland 2040).

20 million unique users reach  
200 million views



<b>Client:</b>	Chancellery of the Polish Prime Minister
<b>Scope:</b>	social media communication strategy, media planning, and buying
<b>Goal:</b>	social media, internet

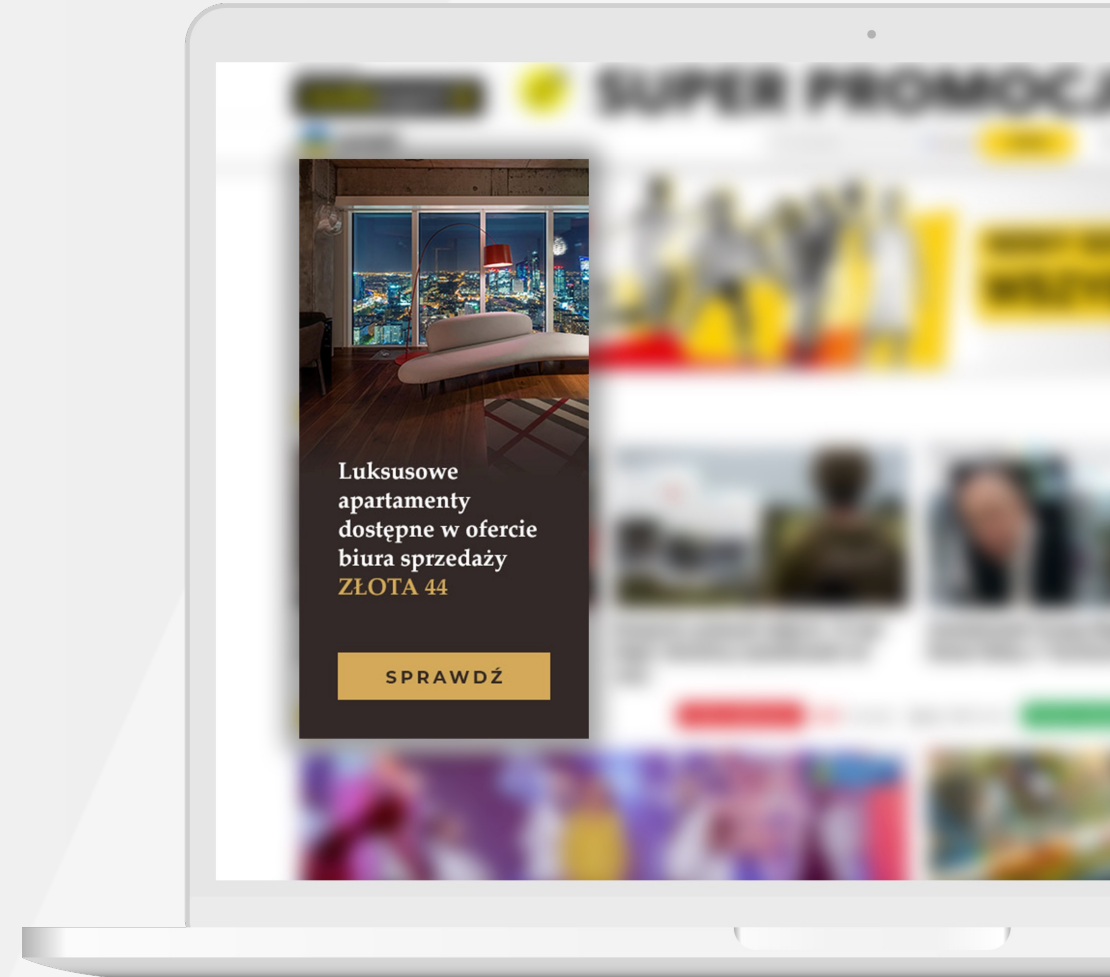
# Amstar I BBI Development

Our task was to acquire a specific number of valuable leads from a highly targeted audience interested in purchasing luxury apartments. We used various tactics, including organic search results, Google Ads, social media advertising, campaigns on horizontal portals, and email marketing. In addition to marketing activities, we also created and handled the technical maintenance of landing pages and the official website of Złota 44.

100% sales achievement

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<b>Client:</b>	Złota 44
<b>Scope:</b>	social media communication strategy, Google Ads, mailing, major portals
<b>Goal:</b>	google ads, social media, strategia komunikacji w SM, google ads, mailing, portale główne





# 5.10.15.

## 5.10.15.

With 5.10.15, we have been cooperating since 2017. We created an individual affiliate program for this client, in which hundreds of publishers from various areas of performance marketing are effectively operating. Our focus has been primarily on performance-based actions (generating sales according to the assumptions), generating high-quality traffic to the store's website, and recovering abandoned shopping carts.

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**Client:** 5.10.15.

**Scope:** strategy

**Channels:** individual affiliate program, generating traffic



# Health Center Internet Patient Account (IPA)

Our task was the comprehensive implementation of an informational and educational campaign on the internet, aimed at raising awareness and building the image of the Internet Patient Account (IPA) and related e-services, as well as the mobile application mojelKP.

6,687,361 clicks

936,111 logins

190% of the goal

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<b>Client:</b>	National Centre for Healthcare Information Systems
<b>Scope:</b>	communication strategy, media planning, and media buying
<b>Channels:</b>	display and text ads, RTB with retargeting, contextual ads on Plista surfaces, and Facebook, video, and articles: RTB, horizontal portals, health-themed portals, YouTube; mailings

# Our awards



Power of Content Marketing



Silver Clip



Performance Marketing  
Diamonds EU 2023



Golden Arrow

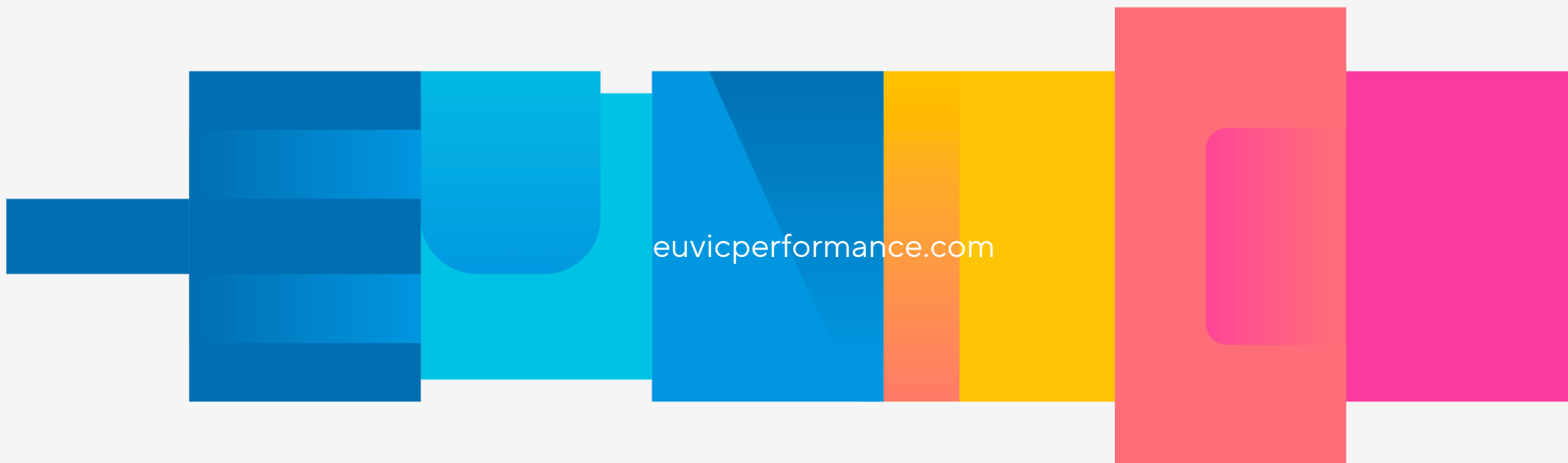




so,  
shall we do something  
together?







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Performance