

# Portfolio & Case Studies



 [www.smartcookie.solutions](http://www.smartcookie.solutions)

Smart Cookie Solutions, LLC

2026

# Case Studies

## Smart Cookie Brand Development



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### 1. Introduction & Marketing Capabilities

We're a dedicated team with expertise in strategic planning, digital marketing, content creation, and more. Below is a quick snapshot of what we do:

- **Strategic Marketing Planning:** End-to-end strategies to guide market penetration and brand visibility.
- **Digital Marketing:** SEO, PPC, social media, and email marketing campaigns.
- **Content Creation & Management:** High-quality blog posts, videos, infographics, etc.
- **Market Research & Analysis:** Deep audience and competitor research to guide informed decisions.
- **Brand Management:** Development and refinement of brand identity.
- **Event Planning & Management:** Launches and conferences to boost brand presence.
- **Public Relations:** Media outreach, influencer collaborations, and brand endorsements.
- **Data Analytics & Reporting:** Rigorous performance tracking and optimization.

## Our Intervention: How We Work

Smart Cookie operates through a clear, repeatable intervention model designed to remove confusion and create momentum.

Our work follows a disciplined progression:

1. listening deeply,
2. diagnosing precisely,
3. designing from first principles,
4. building with focus,
5. refining through feedback, and
6. maintaining clarity at every step.

This structure ensures that strategy comes before execution, and that every action has a reason behind it.

We start with **understanding**.

Our intervention typically includes:

- **Show Don't Tell™ Brief**  
A diagnostic, insight-driven brief used at the beginning of engagements to challenge assumptions, expose blind spots, and create immediate strategic clarity. This document often becomes the internal reference point for founders, leadership teams, and decision-makers, aligning vision, priorities, and next steps.
- **Strategic Analysis (SWOT & SMART)**  
Used as practical decision-making tools, not theoretical exercises. SWOT helps surface real strengths, constraints, and competitive leverage, while SMART translates strategic intent into clear, executable priorities.
- **Positioning Logic**  
Defining who the brand is for (and not for), what it stands for, why it is meaningfully different, and how it should be perceived across all touchpoints. This ensures consistency across messaging, visuals, sales conversations, and growth initiatives.
- **System Design**  
Brands fail when execution outpaces structure. We design brand systems that scale, covering messaging hierarchy, content logic, channel roles, and internal alignment. This way, growth does not rely on constant improvisation or individual effort.

## Why this matters

You do not come to Smart Cookie for “**more marketing.**”

You come for clarity that makes execution easier, faster, and more effective.

The case studies that follow demonstrate how this intervention works across different industries, business models, and growth stages and why the same principles consistently deliver results.

## Our portfolio [link](#)

For the full information on **Brand Development, Marketing & Growth**, please visit the following [PAGE](#)

For the full information on **Web & (e)commerce**, please visit the following [PAGE](#)

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## 2. Case Study: Brand Development

### 2.1. [Bazar International, Luxembourg](#)

#### Who

**Bazar International** is Luxembourg's largest annual international charity event, uniting over 50 national stands to raise funds for charities worldwide. Known for its multicultural atmosphere, unique products, and strong philanthropic mission, Bazar International is a cornerstone of Luxembourg's charitable efforts.

#### The Task

To provide **consulting and marketing support** for the flagship 2023, 2024 and 2025 event, ensuring enhanced branding, effective communication, and increased engagement. This involved:

- **Visual Identity:** Complete makeover of their marketing materials to align with their mission and values.
- **Social Media Strategy:** Reviewing and improving their approach to enhance visibility and engagement.
- **Content Creation:** Designing impactful videos, photos, and other marketing assets to resonate with their target audience.

#### Achievements

- **Improved Visual Identity:** Delivered a refreshed, cohesive brand identity through redesigned marketing materials, ensuring consistency across all touchpoints.
- **Enhanced Social Media Strategy:** Revamped the social media approach, leading to a 50% increase in engagement rates and a 35% boost in follower growth across platforms.
- **Professional Content Creation:** Produced high-quality video and photo content that significantly improved the professionalism and appeal of their online presence.
- **Increased Attendance and Donations:** Attracted record attendance to the 2023 event, resulting in greater community participation and higher funds raised for charity.

#### Key Achievement

The 2023 Bazar International event saw a transformative leap in its branding and communication, achieving unprecedented visibility and engagement. The success of this collaboration has led to an ongoing partnership for future events to sustain and build on this momentum.



**grandeduchesse\_mariateresa** 🇯🇵 HRH the Grand Duchess participated yesterday at the International Bazaar, where she assures the High Patronage, accompanied by HRH Princess Stephanie. This annual meeting, emblematic of solidarity in Luxembourg, marked its 63rd edition at LuxExpo, bringing together volunteers from 60 countries and mobilized for a common cause: support for vulnerable populations.

The 2023 edition raised €505,000, of which €15,000 was donated to the Grand Duke and Grand Duchess Foundation, highlighting the latter's involvement in large-scale humanitarian initiatives.

In a warm and festive atmosphere, The Grand Duchess and Princess Stephanie exchanged with exhibitors and visitors, gratefully saluting the commitment and cultural diversity that make the event strong.

Les bénéficiaires serviront à financer une multitude de projets internationaux : inclusion sociale, éducation, santé, réinsertion professionnelle, protection de l'enfance, et bien d'autres. Cet événement incarne les valeurs de solidarité et de vivre-ensemble que la Grande-Duchesse défend avec conviction.

© Maison du Grand-Duc / Kary Barthelme

## 2.2. [Adobe Media Partner](#)



Who

**Adobe ColdFusion Summit** is an annual conference that brings together developers, engineers, and industry leaders to explore the latest advancements in Adobe ColdFusion and modern web development. The 2024 event was held in Las Vegas, aiming to provide cutting-edge insights, networking opportunities, and hands-on learning experiences for attendees from around the globe. Since then, we have been working closely with Adobe team as Media Partners to help them elevate the event even further.

The Task

To provide **comprehensive marketing support** to promote the event and enhance its impact, focusing on:

- **Video Production and Content Creation:** Developing high-quality video and photo content, including promotional materials and live event coverage.
- **Social Media Strategy:** Crafting and executing a multi-phase campaign to increase awareness, registrations, and engagement.
- **Post-Event Campaign:** Ensuring effective retargeting and promoting the announcement of the 2025 summit. And now, continuing to do so for 2026.

Achievements

- **Dynamic Event Promotion:** Successfully executed a multi-phase social media campaign, resulting in a 60% increase in event awareness and a significant rise in early registrations.
- **Engaging Content Creation:** Delivered impactful short videos for each presentation, recap videos for each conference day, and an announcement video for the 2025 Summit, all within tight deadlines.
- **Enhanced Social Media Presence:** Increased follower engagement by 40% through targeted campaigns, interactive content, and A/B tested visuals.
- **Seamless Event Coverage:** Edited and published videos of speaker presentations within 30 minutes of recording, ensuring real-time engagement on social media platforms.

## Key Achievement

The Adobe ColdFusion Summit 2024 set a new benchmark for event marketing, achieving record attendance and driving unprecedented engagement online. The success of this campaign has established a strong foundation for future Adobe ColdFusion events, reinforcing the Summit's position as a leading platform for web development innovation.

Smart Cookie announced as [official Media Partner of Adobe CF Summit](#) for 2025 and 2026.



### Learn from the best

Immerse yourself in sessions led by some of the most influential minds in web development, covering the latest trends, best practices, and innovative solutions in ColdFusion and beyond.



### Get a Sneak Peek into Innovation

Unveil the next wave of Adobe ColdFusion's enhancements, designed to elevate your development with smarter solutions and more intuitive functionalities, enriching user experience.



### ColdFusion Certification Program

Master ColdFusion with our hands-on certification program. Attend an in-person workshop on **21 Sep** or **24 Sep**. For just **\$199**, gain practical expertise and validate your skills with a certification exam—taken immediately after the workshop or at your convenience.



### Partnership Opportunities

Expand your network and explore collaborative opportunities with Adobe ColdFusion's partners and sponsors. These connections can help you scale your projects or business.



### Vegas Kick-off Party!

Mingle with fellow developers in a premier venue, where business connections seamlessly transform into unforgettable memories. Get ready to network, celebrate, and code your way to the top – Vegas style!



### Free Access to Online Adobe ColdFusion Course

Session and premium pass holders get free access to online Adobe ColdFusion Certificate curriculum. Enhance your skills with 50+ training videos, designed for developers with basic to advanced proficiency in any computer language.

cfsummit.adobeevents.com/sponsors/

Adobe HOME REGISTER FAQ SPEAKER APPLICATION SIGN IN

#### Platinum



#### Gold



#### Silver



#### Media Partner



If you are interested in Sponsoring ColdFusion Summit, please reach out to [Kishore Balakrishnan](#).



Copyright

## 2.3. [CFCamp 2023-2026 Conference, Munich](#)

### Who

**CFCamp** is Europe's premier conference for Adobe ColdFusion and web development professionals, bringing together developers, architects, and industry experts to discuss innovations, share knowledge, and build connections. The 2023, 2024, and 2025 CFCamp conferences delivered an immersive two-day experience filled with expert talks, hands-on sessions, and networking opportunities.

### The Task

To provide **end-to-end marketing and content production support** for CFCamp, ensuring a memorable and impactful event. Key responsibilities included:

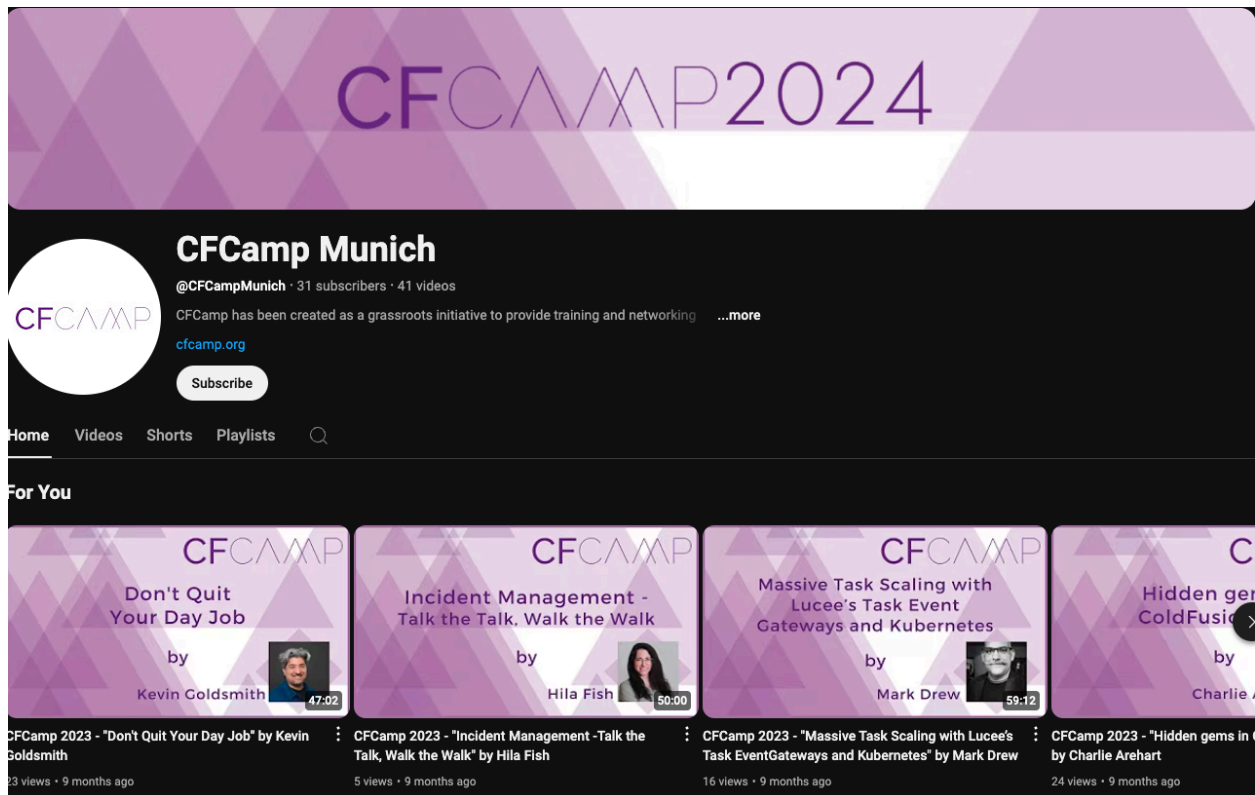
- **Video and Photo Presentation:** Producing a complete suite of video and photo assets, from promotional materials to live event coverage.
- **Social Media Strategy and Execution:** Developing a strategic campaign to boost awareness, drive registrations, and increase engagement.
- **Post-Event Campaign:** Creating and distributing high-quality post-event materials to retain engagement and promote the next CFCamp.

### Achievements

- **Full Video and Photo Presentation:**
  - Captured the essence of the event with over 200 high-quality photos, showcasing speakers, sessions, and attendee interactions.
  - Produced short video highlights for each presentation, shared in real-time on social media platforms.
  - Created comprehensive daily recap videos and a final event summary, highlighting key moments and takeaways.
  - Designed an announcement video for CFCamp 2025 to maintain momentum and excitement post-event.
- **Social Media Campaign Success:**
  - Increased online engagement by 45% compared to previous years through a targeted, multi-phase social media strategy.
  - Boosted registrations by 30% with early-bird campaigns and retargeting efforts.
- **Onsite and Online Engagement:**
  - Delivered live video updates and interactive content during the event, fostering real-time connections with the online audience.
  - Created a seamless attendee experience by sharing content aligned with the event's core themes and audience expectations.
- **Elevated Brand Presentation:** Ensured a cohesive and professional visual identity through all marketing materials, enhancing the CFCamp brand as a leader in the Adobe ColdFusion community.

## Key Achievement

CFCamp 2024 achieved record-breaking attendance and engagement, thanks to a comprehensive and visually impactful marketing strategy. The full video and photo presentation captured the energy and innovation of the conference, setting a new standard for event promotion and attendee experience. This success positions CFCamp as a must-attend event for web development professionals, with a strong foundation for 2025 and beyond.



## 2.4. [Ulrik Møller – Luxembourg Ville Council Elections](#)

### Who

Ulrik Møller, a candidate in the Luxembourg Ville Council elections, later engaged in the campaign for the EU Parliament elections. His campaign achieved remarkable success despite entering the race late, just three months before the elections.

### The Task

Our agency led the **PR, marketing, and strategic advisory efforts** for Ulrik Møller's campaign, focusing on:

- **Brand Positioning and Messaging:** Developing a compelling narrative and clear positioning in a competitive political landscape.
- **Visual Identity and Communication Strategy:** Designing campaign visuals, slogans, and written content to align with the candidate's vision.
- **Targeted Outreach and Engagement:** Selecting key themes and channels to effectively communicate with voters given the short timeframe.

### Achievements

- **Significant Visibility and Recognition:** Despite being a first-time candidate, Ulrik achieved substantial name recognition and credibility within a short period.
- **Best Individual Candidate Performance:** Secured 15% of the votes among 12 candidates, despite being the least known and having the least time to campaign.
- **Highest Number of New Voters for CSV:** While other candidates maintained previous levels of support, Ulrik was directly responsible for bringing in new voters, strengthening the party's position.
- **Recognized as a Rising Political Figure:** Following the election, Ulrik was invited to become the **President of CSV International Europe**—a testament to his impact and growing influence.
- **Continued Political Engagement:** Though he declined the position, he chose to focus on the EU Parliament campaign, with our agency remaining active advisors in his ongoing political efforts.

### Key Achievement

While the CSV party overall struggled, Ulrik Møller's campaign was considered a major success within the party. His influence reshaped CSV International's strategy, and our collaboration continues into future political engagements.



**Ulrik Møller** · 1st  
Managing Partner @ MFP // BoD Bazar International de Luxembo...  
1yr · 🌐

Today, Luxembourg will vote for the communal elections.  
In October, Luxembourg will vote for the national elections with [Luc Frieden](#) as lead candidate for the [#CSV](#). ...more



**LIST 4. MØLLER Ulrik**  
**#Letzdoitogether**



**Ulrik Møller** · 1st  
Managing Partner @ MFP // BoD Bazar International de Luxembo...  
1yr · 🌐

Running as a candidate for the communal elections for the city of Luxembourg.  
Sure you have your thoughts on Security - Education - Mobility, please share them in the comments.  
[#letzdoitogether](#)  
[#csvstad](#) [#onsstad](#) [#gemengewalen2023](#)



## **2.5. Hospitality & Restaurant Brands (Selected Work)**

Hospitality is one of the most competitive and unforgiving brand environments.

Margins are tight, attention spans are short, and differentiation is often reduced to price, location, or aesthetics.

Across multiple restaurant and hospitality brands, Smart Cookie provided strategic direction, positioning, and brand development support, helping founders clarify their concept, sharpen their message, and build brands that stand out in crowded markets.

Each of the brands below has since become a reference point in its niche, known for clarity of concept, consistency, and strong market presence.

## Case 1: Bullger Bar, Belgrade

### Who

Bullger Bar is a modern burger concept in Belgrade, positioned around quality ingredients, strong visual identity, and a clear, no-compromise offer.

### Our Intervention

Smart Cookie supported Bullger Bar in its **brand development and market positioning**, helping define:

- A clear brand direction in a saturated burger market
- Messaging and tone aligned with the product promise
- Strategic decisions around presentation, communication, and differentiation

### Outcome

Bullger Bar quickly established itself as one of the most recognizable burger brands in Belgrade, earning strong public perception and top-tier customer reviews.

### Why This Case Matters

It demonstrates how **clarity of positioning**, not complexity, creates standout brands—even in overcrowded categories.

## Case 2: Taverna Piatakia

### Who

Taverna Piatakia is a Greek-inspired restaurant focused on authenticity, atmosphere, and a clear cultural identity.

### Our Intervention

We supported the brand through **strategic brand development**, ensuring:

- A coherent concept across food, space, and communication
- Alignment between the cultural narrative and the guest experience

- Clear differentiation from generic “Mediterranean” offerings

### **Outcome**

Piatakia became a destination restaurant, recognized for authenticity and consistency, and developed a loyal customer base. Currently 3rd location opened and up and running.

### **Why This Case Matters**

It shows how **concept integrity** and strategic restraint outperform trend-driven execution.

## Case 3: Pomodoro, Belgrade

### **Who**

Pomodoro is a premium Italian restaurant concept focused on quality, experience, and long-term brand value.

### **Our Intervention**

Smart Cookie delivered a **Show Don't Tell™ Brief** and **future development strategy** only.

No execution. No campaigns.

The work focused on:

- Clarifying long-term positioning
- Identifying growth opportunities and risks
- Defining strategic boundaries for future decisions

### **Outcome**

The strategy became a reference framework for the brand's development and decision-making, contributing to Pomodoro's strong positioning and reputation in its segment.

### **Why This Case Matters**

It proves that **strategy alone**, when done correctly, can materially influence outcomes.

## Case 4: Baraka, Belgrade

### Who

Baraka is a lifestyle-driven hospitality concept combining food, atmosphere, and social experience.

### Our Intervention

We supported Baraka in **brand development and positioning**, helping refine:

- The experiential narrative of the brand
- Communication style and audience alignment
- Consistency between physical space and brand perception

### Outcome

Baraka established itself as a recognizable and culturally relevant venue with strong organic visibility and engagement.

### Why This Case Matters

It highlights how **brand coherence** drives organic growth without over-reliance on paid promotion.

## Case 5: Splav Sindikat, Belgrade

### Who

Splav Sindikat is a well-known Belgrade hospitality venue operating in a highly competitive nightlife environment.

### Our Intervention

Smart Cookie supported the brand through **strategic advisory and brand development**, focusing on:

- Positioning within a crowded nightlife ecosystem
- Audience clarity and communication tone

- Long-term brand sustainability beyond short-term hype

### **Outcome**

Sindikot strengthened its brand presence and maintained relevance in a fast-moving, trend-driven market.

### **Why This Case Matters**

It demonstrates strategic discipline in environments where most brands rely purely on noise.

## 3. Case Study: SEO

### 3.1. [TeraTech](#)

#### Who

TeraTech is a consulting firm with over 24 years of experience helping CIOs at medium-sized companies modernize and maintain ColdFusion (CFML) software.

#### The Task

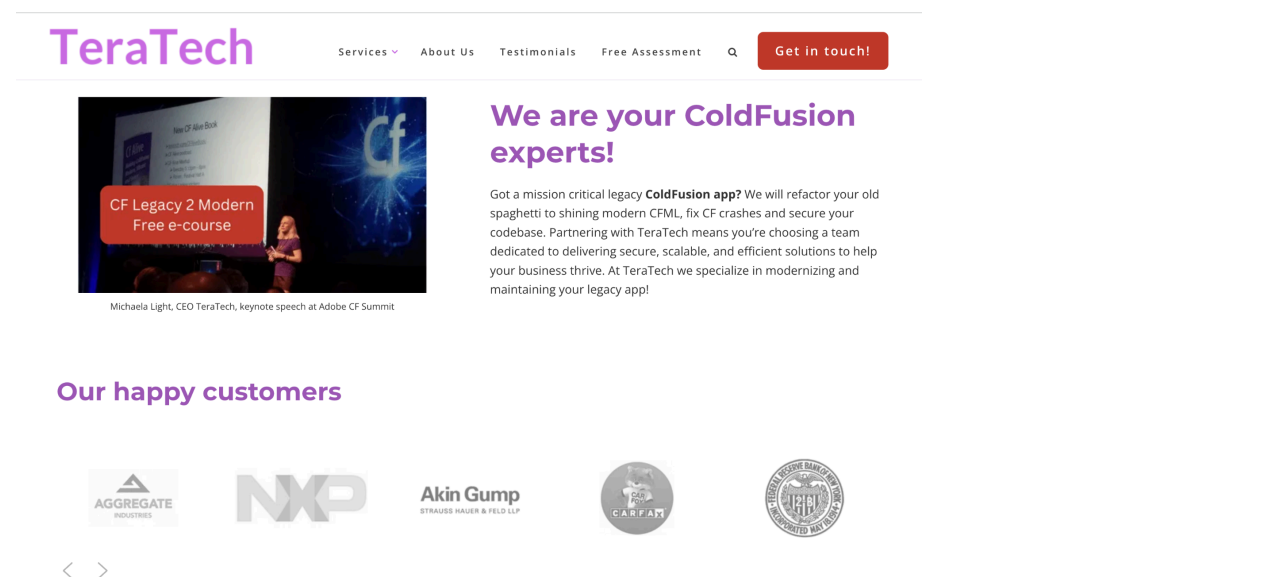
Many believed [Adobe's](#) ColdFusion (CFML) language was on the decline. TeraTech aimed to revitalize CFML's reputation, encourage Adobe to continue investing in it, and become the go-to CFML thought leader. We were hired to evangelize the language and create buzz.

#### Achievements

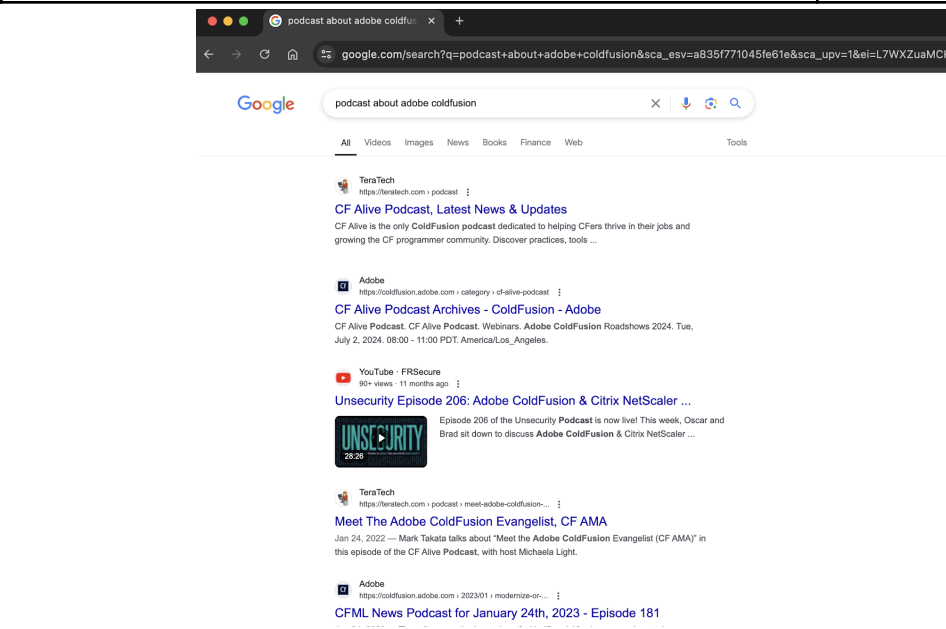
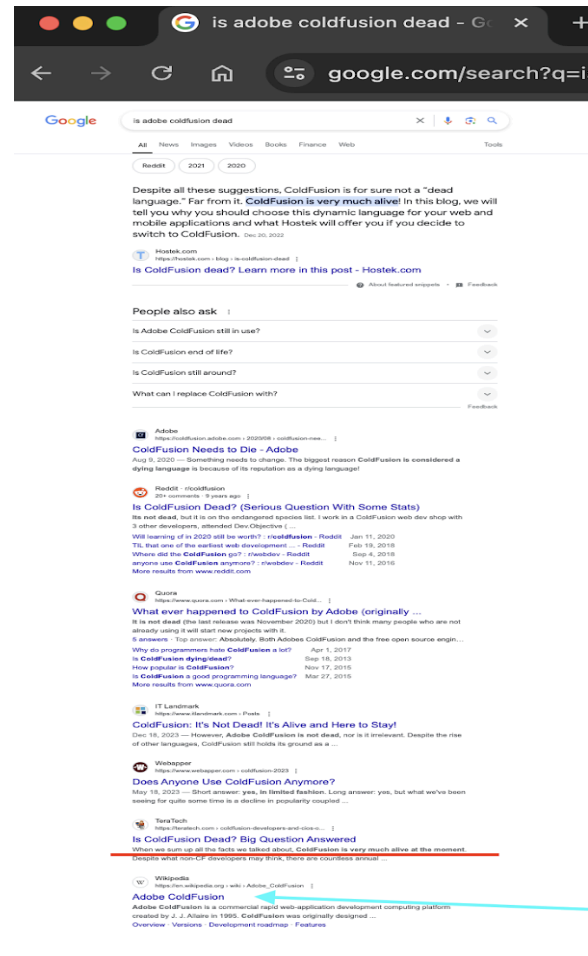
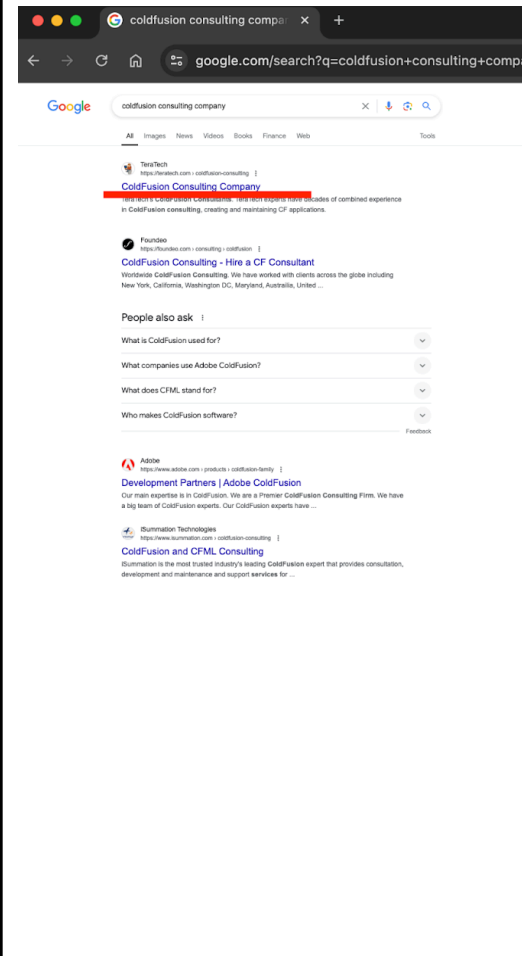
- **Increased Brand Visibility:** 50% year-over-year growth in brand awareness through targeted SEO and social media campaigns.
- **Enhanced Customer Engagement:** Doubled engagement rates via strategic content marketing and interactive digital campaigns.
- **Improved ROI:** Achieved a 30% increase in ROI through data-driven optimizations.

#### Key Achievement

1. TeraTech is now recognized globally as the top CFML evangelist.
2. They have built a strong reputation in their niche, influencing Adobe's ongoing commitment to CFML.
3. We created and promoted the *CF Alive Podcast*, now the #1 podcast in the CFML ecosystem.



The screenshot shows the TeraTech website. At the top is a navigation menu with links for Services, About Us, Testimonials, Free Assessment, and a search icon. A red 'Get in touch!' button is on the right. Below the navigation is a hero section featuring a video thumbnail of Michaela Light, CEO of TeraTech, giving a keynote speech at Adobe CF Summit. The video title is 'CF Legacy 2 Modern Free e-course'. To the right of the video is the headline 'We are your ColdFusion experts!' and a paragraph of text: 'Got a mission critical legacy ColdFusion app? We will refactor your old spaghetti to shining modern CFML, fix CF crashes and secure your codebase. Partnering with TeraTech means you're choosing a team dedicated to delivering secure, scalable, and efficient solutions to help your business thrive. At TeraTech we specialize in modernizing and maintaining your legacy app!'. Below the hero section is a section titled 'Our happy customers' with logos for Aggreate, NXP, Akin Gump, and CARIFAM. At the bottom left of the screenshot are navigation arrows.



## 3.2. Intuitive Leadership Mastery

### Who

Author of [Intuitive Leadership Mastery: How a CEO Doubled Profits and Halved Stress](#). This brand develops practical tools and exercises for business leaders to strengthen intuition and achieve goals faster.

### The Task

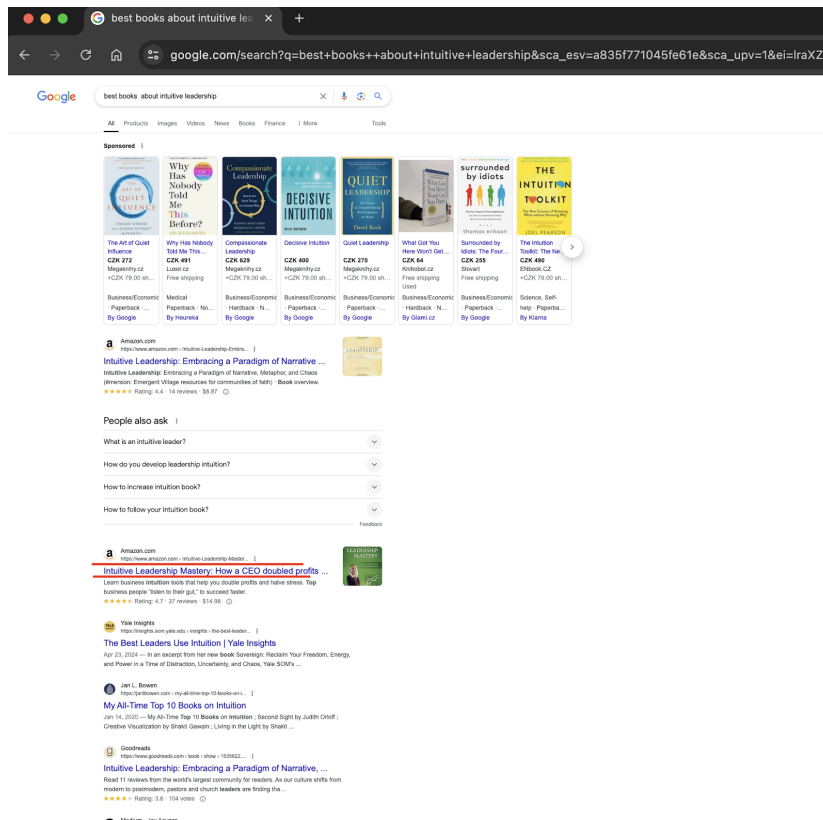
Promote the author and the book online, securing visibility in leadership circles and attracting noteworthy podcast guests.

### Achievements

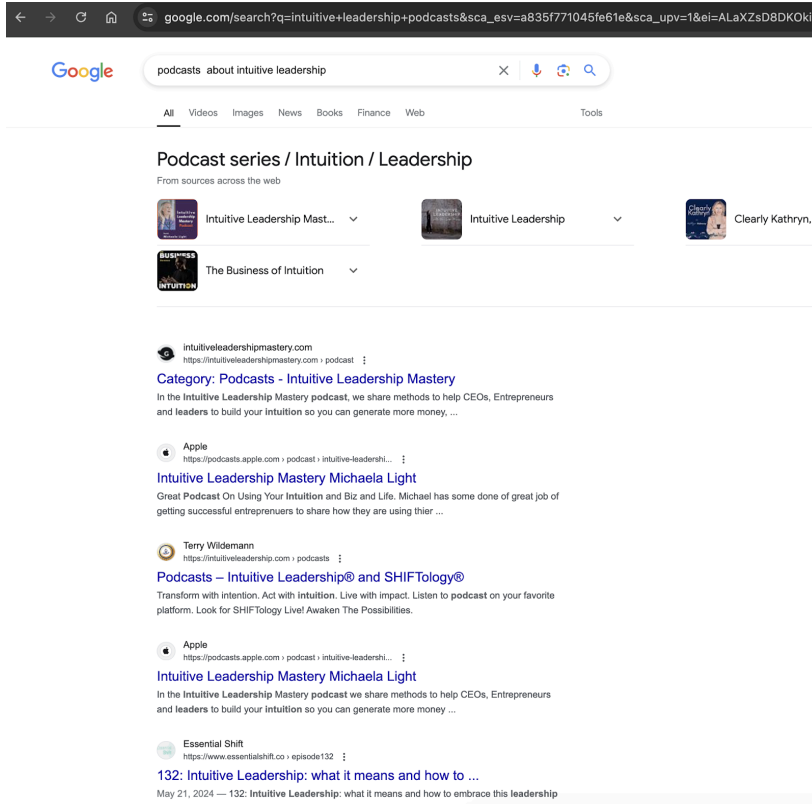
- **50% Increase in Brand Visibility:** Strategic SEO and social campaigns boosted year-over-year visibility.
- **Doubled Customer Engagement:** Targeted content marketing and interactive campaigns.
- **Secured A-List Guests:** Booked high-profile business experts like Tim Ferris, Dan Norris, Chris Reynolds, and more.

### Key Achievement

1. The book debuted at #3 on Amazon in its category.



- The [Intuitive Leadership Mastery Podcast](#) remains the #1 show on intuitive leadership, consistently attracting influential guests.







google.com/search?q=intuitive+leadership+podcasts&sca\_esv=a835f771045fe61e&sca\_upv=1&ei=ALaXZsD8DK0ki...


Google podcasts about intuitive leadership

All Videos Images News Books Finance Web Tools


**Podcast series / Intuition / Leadership**  
From sources across the web

-  Intuitive Leadership Mast... ▾
-  Intuitive Leadership ▾
-  Clearly Kathryn, B
-  The Business of Intuition ▾


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 [intuitiveleadershipmastery.com](https://intuitiveleadershipmastery.com)  
<https://intuitiveleadershipmastery.com> › podcast


**Category: Podcasts - Intuitive Leadership Mastery**  
In the Intuitive Leadership Mastery podcast, we share methods to help CEOs, Entrepreneurs and leaders to build your intuition so you can generate more money, ...

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<https://podcasts.apple.com> › podcast › intuitive-leadershi...


**Intuitive Leadership Mastery Michaela Light**  
Great Podcast On Using Your Intuition and Biz and Life. Michael has some done of great job of getting successful entrepreneurs to share how they are using thier ...

 [Terry Wildemann](https://intuitiveleadership.com)  
<https://intuitiveleadership.com> › podcasts

**Podcasts – Intuitive Leadership® and SHIFToLOGY®**  
Transform with intention. Act with intuition. Live with impact. Listen to podcast on your favorite platform. Look for SHIFToLOGY Live! Awaken The Possibilities.

 [Apple](https://podcasts.apple.com)  
<https://podcasts.apple.com> › podcast › intuitive-leadershi...

**Intuitive Leadership Mastery Michaela Light**  
In the Intuitive Leadership Mastery podcast we share methods to help CEOs, Entrepreneurs and leaders to build your intuition so you can generate more money ...

 [Essential Shift](https://www.essentialshift.co)  
<https://www.essentialshift.co> › episode132

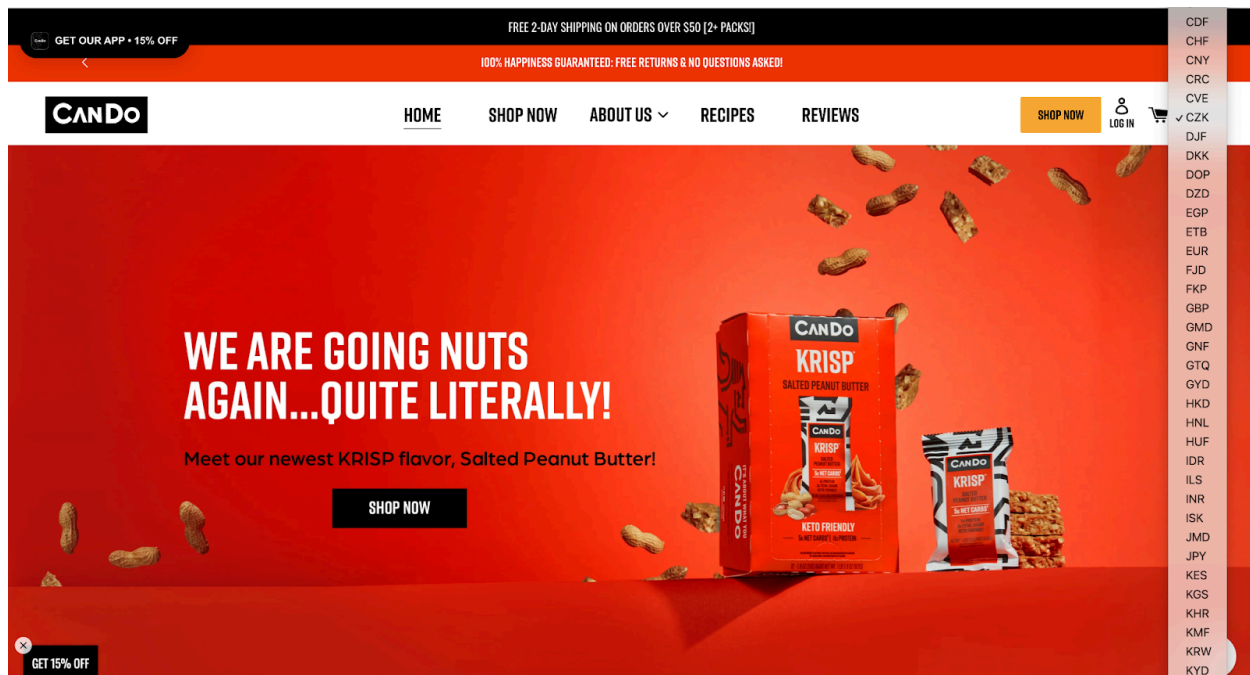
**132: Intuitive Leadership: what it means and how to ...**  
May 21, 2024 — 132: Intuitive Leadership: what it means and how to embrace this leadership ...

## 4. Conversion Rate Optimization (CRO)

### What We Do

1. Comprehensive user-behavior analysis
2. Rigorous A/B testing
3. Conversion funnel optimization
4. Implementation of data-driven changes
5. Continuous monitoring and iterative improvements

### 4.1. [CanDo Protein Bars](#)



### The Task

Increase online sales and brand visibility in a crowded protein bar market.

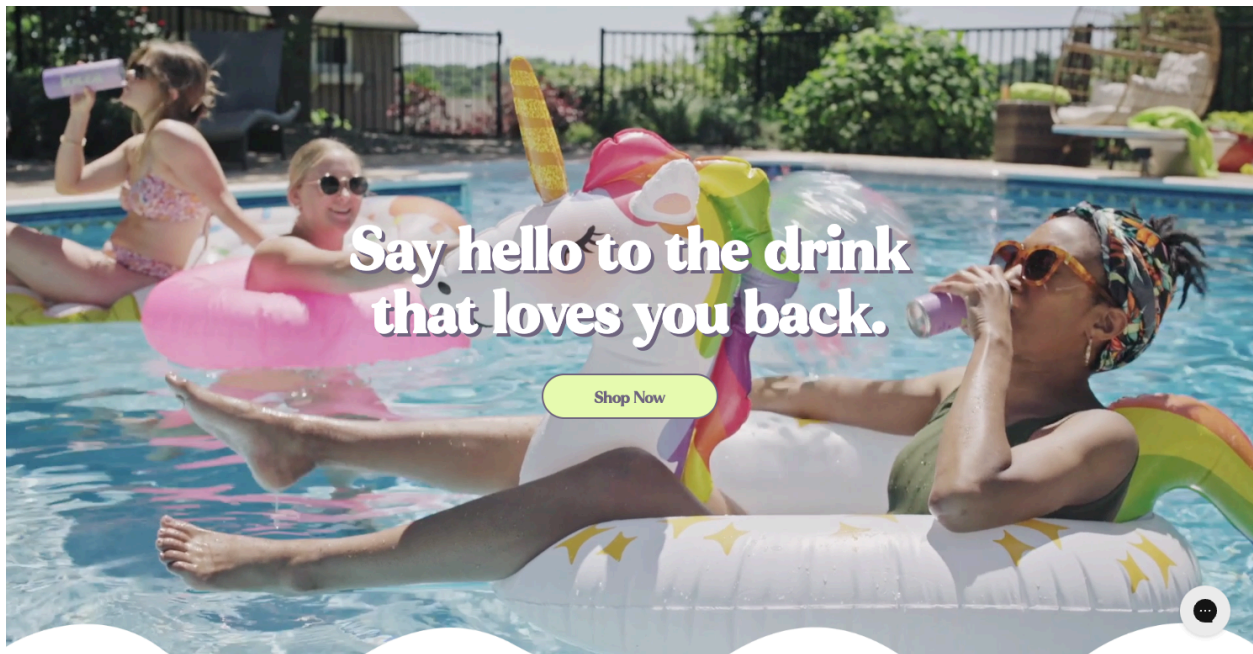
### Achievements

- **15% Increase in Overall Visibility** (organic + social + search).
- **10% Average MoM Sales Increases** through streamlined funnels and targeted ads.

### Key Achievement

Laid a foundation for ongoing sales growth, proving the viability of performance-based CRO in a competitive consumer goods market.

## 4.2. [Lotza Drink](#)



### The Task

Drive e-commerce conversions and grow brand reach for a functional beverage company.

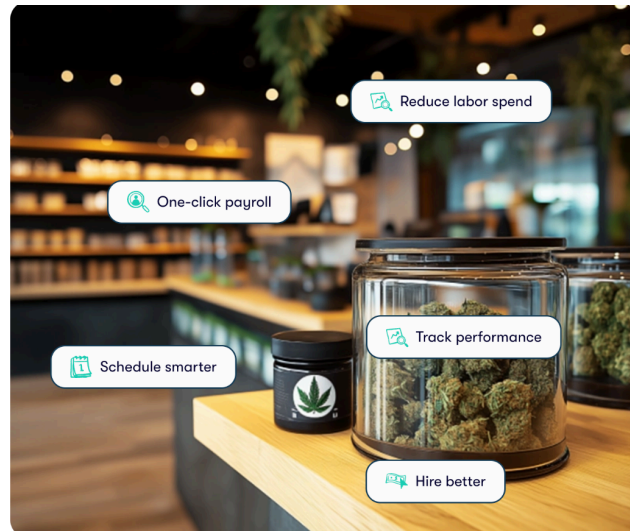
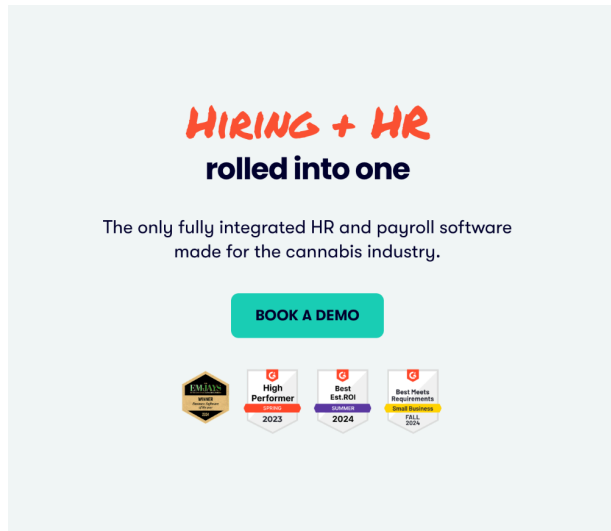
### Achievements

- **15% Overall Visibility Boost** across organic, social, and search channels.
- **10% Month-Over-Month Sales Growth** thanks to enhanced landing pages and user flows.

### Key Achievement

Demonstrated immediate ROI gains, showing strong potential for further scaling with continued CRO initiatives.

### 4.3. [KayaPush](#)



#### The Task

Improve conversions and overall CPC for KayaPush.

#### Achievements

- Conversion increased by 40%,
- Conversion cost lowered by 27%
- Conversion reate > 8.07%

#### Key Achievement

ROAS and ROI gains achieved within first 60 days, and enabled the brand to continue to improve their gains in the next 5 months constantly.

## 5. Paid Advertising Case Studies

We excel at **maximizing ROI from paid advertising** across Google, Facebook, and other platforms. Below are specific examples of clients that saw significant improvements in their CPC, CTR, and conversions.

Where possible, I've **filled in the numbers you provided** in the PDF text. If the screenshots contain **additional baseline or exact “before”** values (e.g., “CPC was \$3.50, then dropped to \$3.00”), simply replace the placeholders with those details.

## 5.1. [Redacted] SaaS Company

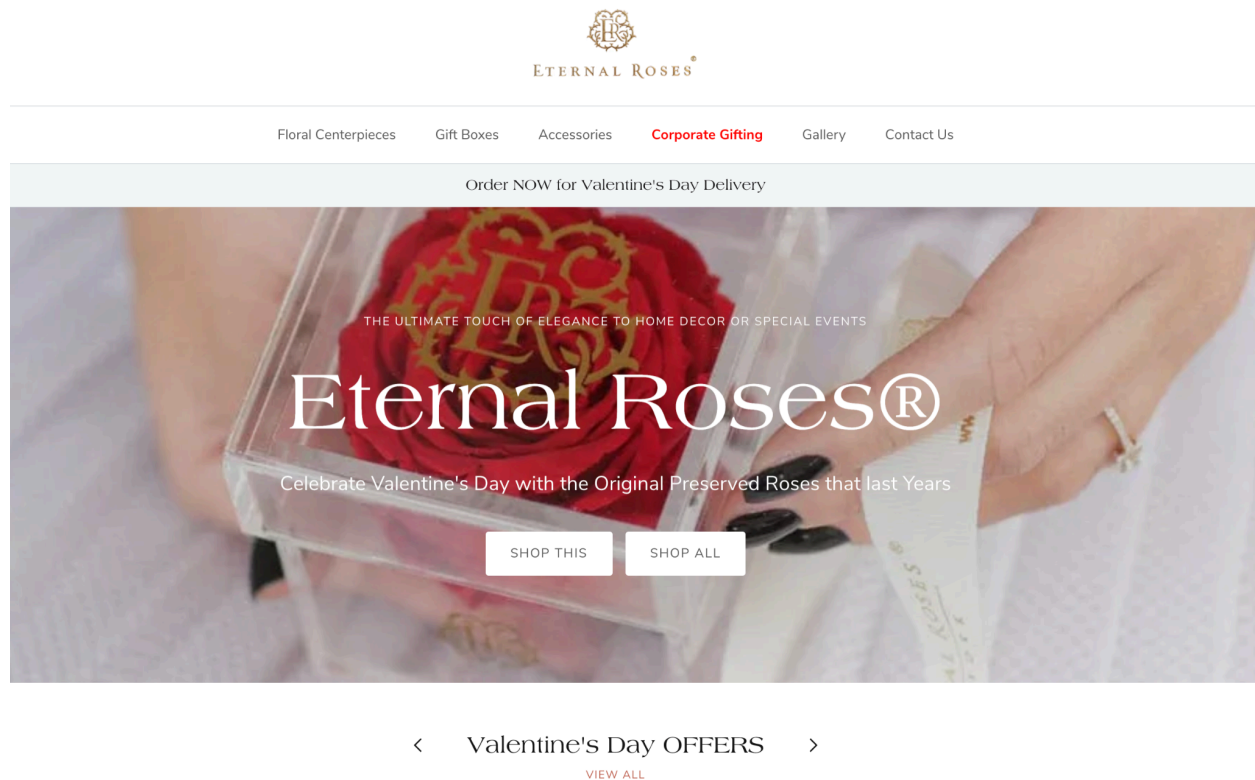
Here's an example of what our team can achieve in a short period of time:

1. **2000 conversions in 90 Days.** (That's **22 conversions per day.**)
2. We **lowered cost-per-conversion (CPC) by 5%**
3. **Click-through rate (CTR) increased by 145%** within a 3-month period.

### 2000 conversions



## 5.2. [Eternal Roses](#), Direct-to-Consumer Floral Company



This is an excellent example of what we can do for a company that's already running ads but isn't satisfied with its campaign management.

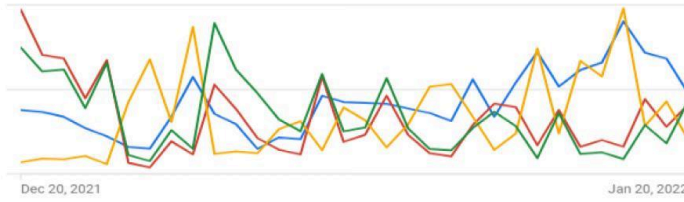
The client had seen average results from a previous agency. Here are the improvements Smart Cookie made:

### Key Achievements:

1. We **decreased cost-per-conversion by 40%** within 90 days
2. **CPA Decrease:** In just 4 months, our SEM strategy delivered outstanding outcomes, slashing the cost per conversion by 90%
3. **ROAS increase:** The social media campaigns we launched and managed resulted in an impressive **500%** Return On Ad Spend, significantly exceeding initial expectations.
4. **Increased conversions by 12%** month-over-month on average
5. **34 more conversions per month** for search campaigns
6. Highest month-over-month conversion rate increase: **58.64%**

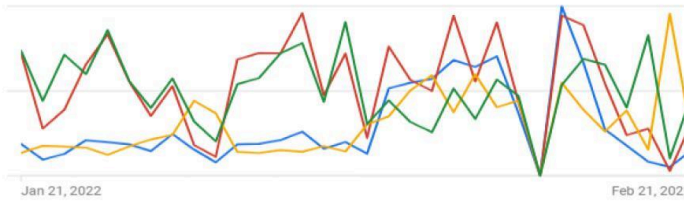
### Before Smart Cookie

Cost ▾	Conversions ▾	Cost / conv. ▾	Conv. rate ▾
<b>\$1.35K</b>	<b>272.78</b>	<b>\$4.96</b>	<b>2.95%</b>



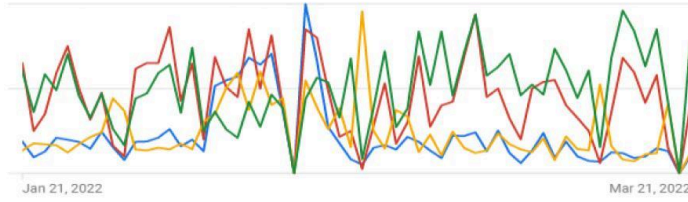
### 30 days later

Cost ▾	Conversions ▾	Cost / conv. ▾	Conv. rate ▾
<b>\$1.31K</b>	<b>306.12</b>	<b>\$4.29</b>	<b>4.68%</b>



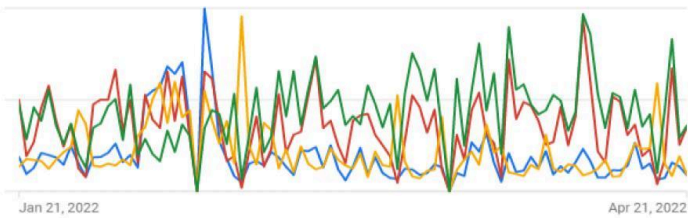
### 60 days

Cost ▾	Conversions ▾	Cost / conv. ▾	Conv. rate ▾
\$1.86K	540.16	\$3.44	5.45%



### 90 days

Cost ▾	Conversions ▾	Cost / conv. ▾	Conv. rate ▾
\$2.49K	836.57	\$2.97	5.96%

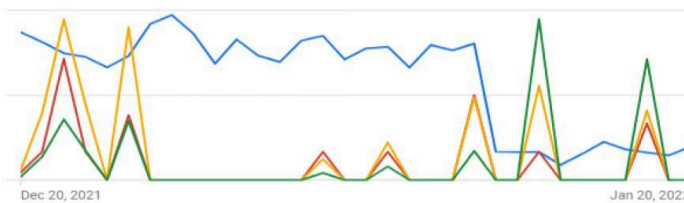
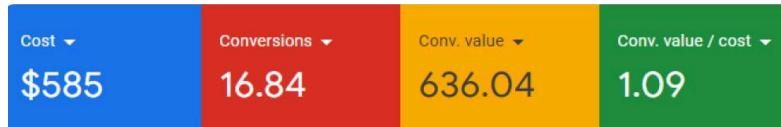


### 5.3. [Redacted] E-commerce Sho

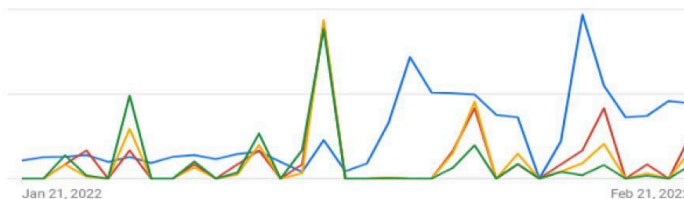
We took this client from a “breaking-even” campaign to a profitable, fully-functioning e-commerce shop. After one month, we improved on all metrics:

1. We **lowered cost of e-commerce campaign by 41%** in a month
2. We **increased conversions by 144%**
3. We **increased conversion value by 183%** in 90 days

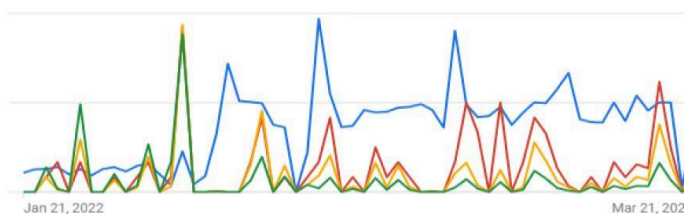
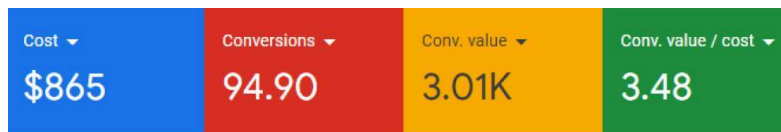
#### Before Smart Cookie



#### 30 days later

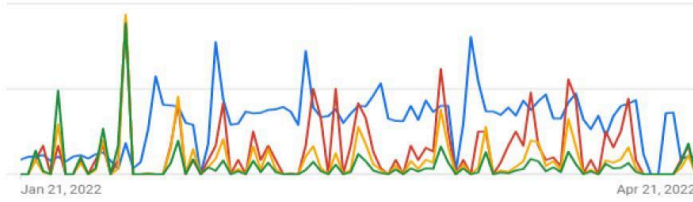


#### 60 days



**90 days**

Cost ▾	Conversions ▾	Conv. value ▾	Conv. value / cost ▾
\$1.38K	149.40	4.27K	3.09

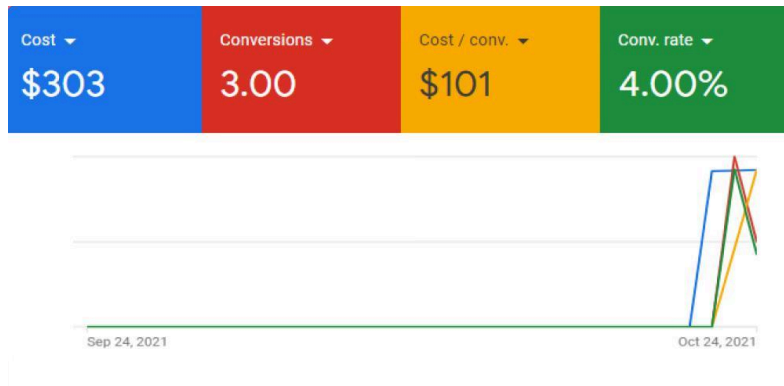


## 5.4. [Redacted] Education Platform

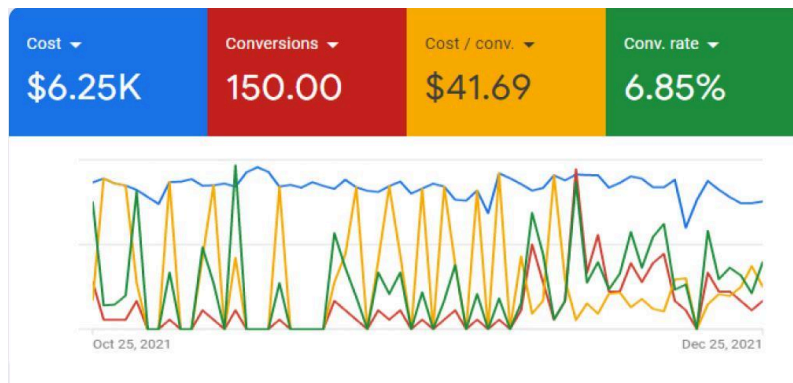
We are exceptionally proud of our education-focused campaign for an SAT tutoring and test prep company. Here's why:

1. In one month, we **increased conversions by 900%**
2. We **decreased cost-per-conversion by 75%**
3. We **reduced CPC** from **over \$100** to **less than \$25** in 180 days

### 30 days

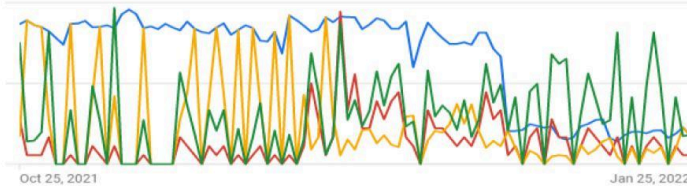


### 60 days



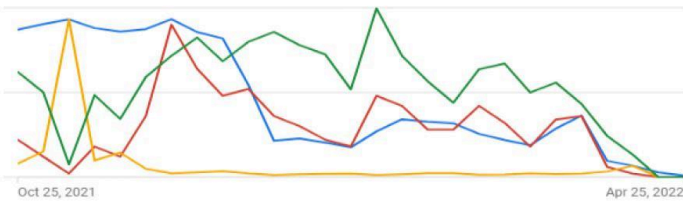
### 90 days

Cost ▾ <b>\$7.34K</b>	Conversions ▾ <b>224.00</b>	Cost / conv. ▾ <b>\$32.78</b>	Conv. rate ▾ <b>7.25%</b>
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### 180 days

Cost ▾ <b>\$9.64K</b>	Conversions ▾ <b>389.00</b>	Cost / conv. ▾ <b>\$24.79</b>	Conv. rate ▾ <b>6.76%</b>
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## 5.5 Keeping Score (So Far)

- **Total Conversion Value:** \$121M
- **Average Cost / Conversion:** \$11.79
- **Total Cost:** \$2.69M
- **Total Conversions:** 228K

These metrics represent a cross-section of all campaigns we've executed, highlighting the impact we've delivered for a diverse range of clients and industries.

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We are at your disposal for any additional questions.

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