

42DM

Your Dedicated Digital Marketing Team

42DM: A DEDICATED DIGITAL MARKETING TEAM (DDMT) FOR TECH COMPANIES AND STARTUPS

Founded in

2015

by digital marketing
geeks

Team of

30

professionals

More Than

150

successful
projects

KEY SERVICES

A hand holding a small bottle of liquid, possibly representing a strategy or product.

Digital
Marketing Strategy

A hand holding a small bottle of liquid, possibly representing a strategy or product.

Performance
Marketing
(PPC)

A unicorn head with a rainbow mane, representing content creation.

Content
Creation

A pair of glasses on a desk, representing SEO and linkbuilding.

SEO & Linkbuilding

A colorful, abstract design, representing design services.

Design

A group of people, representing social media marketing (SMM).

SMM

A keyboard and a document with an @ symbol, representing email marketing.

Email Marketing

A radio tower, representing content marketing.

Content
Marketing

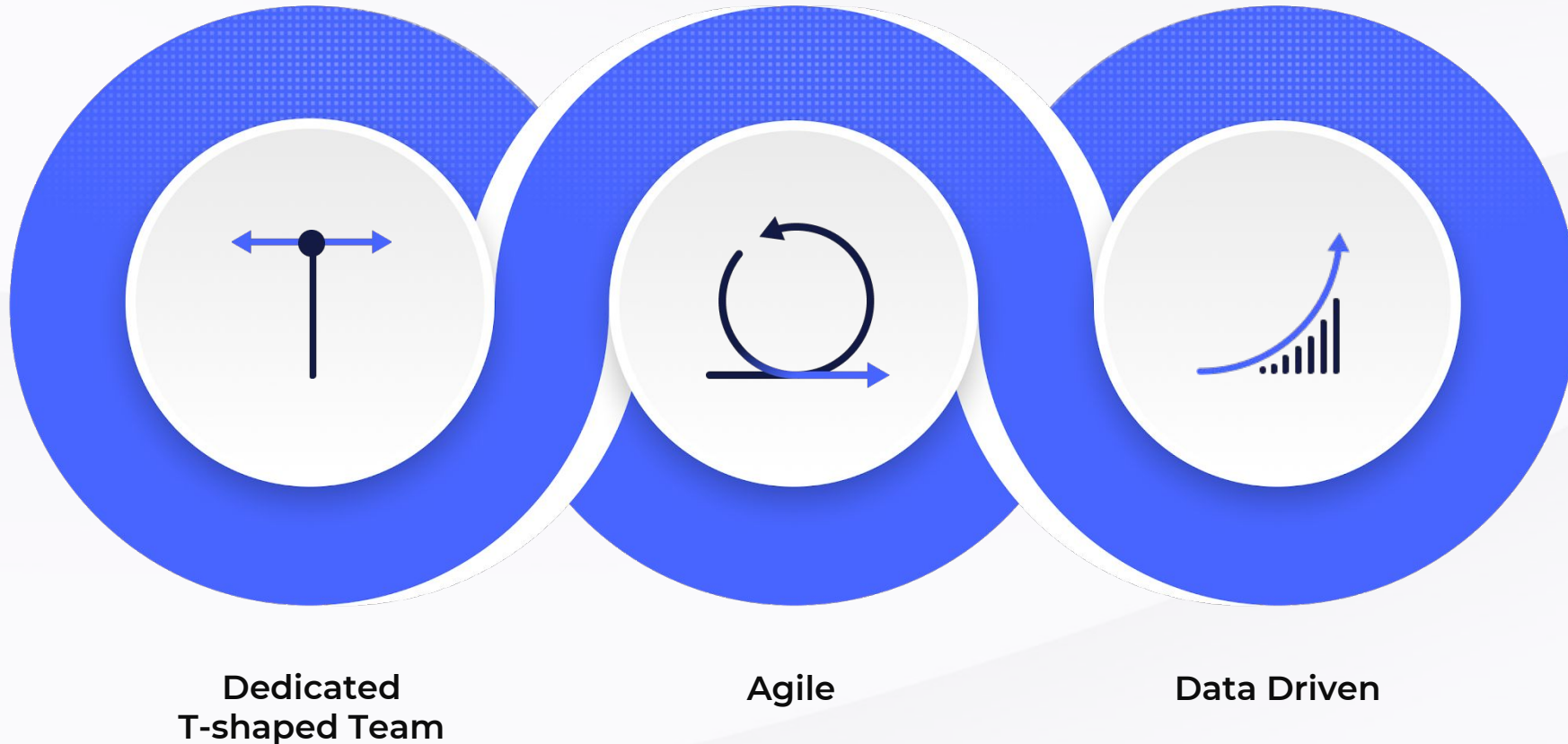
HOW WE DO IT

42DM's Approach

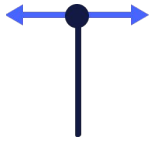


3 PILLAR APPROACH

Change is a certainty in digital marketing. Testing and learning with T-shaped professionals, real time data, and an agile business model is the key to our success.

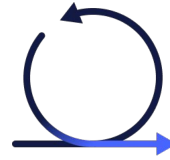


3 PILLAR APPROACH IN DETAILS



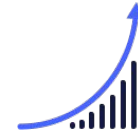
DEDICATED T-SHAPED TEAM

Today's rapidly changing world is difficult. Our team's professional expertise is coupled with advanced knowledge of the latest market trends. Regardless of the size and duration of the project, we provide the expertise necessary to give clients the best value for their money.



AGILITY

In an industry where everything can change in a matter of hours, the need for operational and organizational flexibility is paramount. Speed, agility and quality give our clients a competitive advantage.



DATA DRIVEN RESULTS

Data drives businesses, and marketing teams are evolving to reflect this new reality. Our imagination and creativity is underpinned by insights and analysis gained by studying hard data.



DATA ADDICTED
RESULTS ORIENTED
YOUR PERFECT DDMT

42^{DM}

WHO WE WORK WITH

Clients & Cases



VERTICALS: SUCCESS PROJECTS

IT Outsourcing

19

Saas

28

Fintech

19

Mobile Apps

16

Blockchain
& Crypto

44

Gaming

9

Marketplaces

8

Online
Education

12

Travel

8

CLIENTS **SUCCESS** – OUR SUCCESS

"42 DM are extremely creative, with a great handle on the specifics of each advertising channel. When something is implemented, they analyze all results and make necessary tweaks if needed. Their content is engaging, and due to their expertise in managing online advertising campaigns, I would definitely recommend them."



Den Itkis, Founder & CEO
North America, Blockchain

"42DM's versatility meant they could expertly compile complex technical audits, and create/optimize articles within a niche industry for better search engine ranking and user consumption. They were essentially an extension of our marketing and analytics team, and were able to adapt to any shifting priorities. The complexity of working for an international team was never an issue for them, and I would happily collaborate again."



Marta Turnbull, Marketing and App Sales
North America, Marketplace

"As an online education service, we not only needed to gain customer attention, but also build trust quickly. 42DM assisted us in SMM and influencers marketing, achieving great results, and with a level of professionalism that can't be described by any word other than excellent."



Oleg Oksyuk, CEO
Russia, Online Education



CLIENTS **SUCCESS** – OUR SUCCESS

“As an IT outsourcing company we have many different technical projects. We engaged 42DM to write some sophisticated articles for us. In their content they demonstrated a broad knowledge and they always finished on time, conforming to all specifications.”

K&C

Yaroslav Chyzhov, Head of Digital Marketing
Europe, IT-Outsourcing

“I would work again with 42DM without hesitation. They gave us the tools we needed to reach our audience, and were flexible in modifying their set up if required. Our website, social channels and strong SEO are all the result of 42DM’s excellent specialists. With 42DM you’ll get clients and have a great experience doing so.”



Dimitri Kouchnirenko, Founding Partner
Asia, Fintech

“With just a couple of weeks until our 2018 Websummit presentation, we were on a very tight schedule. We worked with 42DM on re-branding, creating a pitchdeck from scratch and creating a website (landing page) for the product. Everything was completed on time and we were very impressed with the results. ”



Khalid Al Awad, Marketing Director
Middle East, AdTech

SELLER SE
DOMINATE AMAZON

FINSAFE
360° crypto-trading platform



GLOBAL
allstarsIT
ENGINEERS RECRUIT ENGINEERS



ORSCRYPTOHOUND™

Optherium™

Duckr

mu
MacUpdate

All Right

VisaHQ

AJ **AllsWell**
NO NEWS IS GOOD NEWS

GRAFT

**DGaming
Media**

ALLRIGHT.IO BECAME **BRAND #1** IN ITS CATEGORY AFTER ONE YEAR

CHALLENGE:

AllRight.io is an online English school for kids that was founded in 2016. Operations are run from Moscow and St. Petersburg, but their teachers are qualified native English speakers. Consequently, prices for lessons are high. This new-born startup faced the challenge of not only getting recognition in a highly competitive environment, but also of motivating clients to pay higher prices.

SOLUTION:

To build up the school's brand, we developed a holistic communication strategy with specific target audiences in mind - 5-12 y.o kids & their moms. We created prominent branding that highlighted the product. We've focused on social media as the core channels to share the parents experience. We found that Instagram was the most responsive channel for moms. We supplemented this by creating informative content, using influencers marketing and paid tools. News about the company spread fast, and it became successful!



RESULTS:

#1 Brand
in its category
after one year

99K followers +
on Instagram via
influencers marketing

1000 happy clients
gained on a limited
budget

[B2C | TRAVEL | EUROPE]

MYNAMEISTRAVEL

REDUCED LEAD COST

FROM \$180 TO \$35

CHALLENGE:

My Name Is Travel is a community of travel experts, who are passionate about active travel at a honest price. They don't work with tourist companies or tour operators, and specialize in bespoke trips. They possess knowledge gained from years of experience travelling and living in other countries. MYNAMEISTRAVEL wanted to both attract new clients, and let existing ones know about the well known company *I love Asia's* new travel venture.

Brand awareness and sales growth were the key focus points.

SOLUTION:

We launched a complex pay per click campaign through various channels (FB, Instagram, Google, and Yandex). To effectively promote up to 50 tours at the same time we also set-up a comprehensive analytics solution with PowerBI. This allowed us to effectively track campaigns on all channels with different messages, formats, and target groups to achieve the best possible result.

[PAID | ANALYTICS]



3 MONTH CAMPAIGN RESULTS:

97 386
unique users
attracted

256 leads from
paid campaigns

65 assisted
conversions

MACUPDATE - OVERCOMING A DECLINING TREND TO ACHIEVE 33.28% RISE IN ORGANIC TRAFFIC GROWTH

CHALLENGE:

MacUpdate is a marketplace with the newest updates and releases of Macintosh software for Mac OS X operating systems. Founded in 2006, the platform has gradually become out of date in terms of the site's technical parameters. This has led to a constant drop in organic traffic. The company faced a clear challenge – to reverse the 46% drop in organic traffic over 2 years, and increase revenue by reducing spending on paid channels.

SOLUTION:

We started with an in-depth technical SEO audit, developing a 100-page-document of technical assignments that would allow us to fix issues and implement the latest web technologies. As a result, the website's crawling and indexing were optimized. We also improved the structure of the App catalog to remove keyword cannibalization by similar-looking categories and tag pages. Our goal was to aggregate the content's value under one single URL, so we combined user reviews, old versions of apps, and purchase-pages together in one place.



RESULTS:

The reversal of declining traffic to deliver sustainable growth.

A 33.28% growth in traffic after implementing the audit, in comparison with the previous period.

KRUSCHE & COMPANY - EARNED A **TOP 10 RANKING** FOR HIGHLY COMPETITIVE BUSINESS-ORIENTED KEYWORDS

CHALLENGE:

K&C is a software development company based in Germany. It is committed to delivering outstanding web solutions, whether building a high-loaded enterprise platform from scratch, or outsourcing dedicated development teams. Although K&C were well established, operating in a narrow niche left them struggling for new leads. They wanted us to find new marketing channels and expand their business geography, all on a restricted budget.

SOLUTION:

Using a funnel-based approach we developed a clear two stage framework:

1. BUILD AWARENESS THROUGH EXPERT CONTENT
Switch the content focus from developers to decision makers & expand the list of keywords to get traffic from trending topics.

Promote the K&C company experts as a source of industry insights.

Boost the content's ranking by promoting it on social media.

2. IMPROVE CONVERSION VIA REMARKETING, with conversion-oriented content for each stage of the funnel.



RESULTS:

A **TOP 10** ranking earned for highly competitive business-oriented keywords

50 LEADS
from our remarketing funnel over a one year period

6 CLIENTS
From outside K&C's traditional market

INCOMLEND

130+ LEADS IN LESS THAN TWO MONTHS

CHALLENGE:

Incomlend is an online multi-currency invoice exchange platform that connects businesses and private funders, operating from Qatar and Singapore. At the launch stage Incomlend had two main challenges:

- Motivate private investors to put their capital in a totally unknown platform.
- Build awareness among suppliers about an easy alternative to get fast funds.

SOLUTION:

To explain this complicated business model to the different target audiences, while ensuring scalable growth, we developed an inbound marketing approach, focusing on trust and simplicity. Our approach consisted of three different stages:

Attract - here we used a branded video to simplify the complex financial information for users. We also worked with the founder's personal following as an additional brand awareness tool.

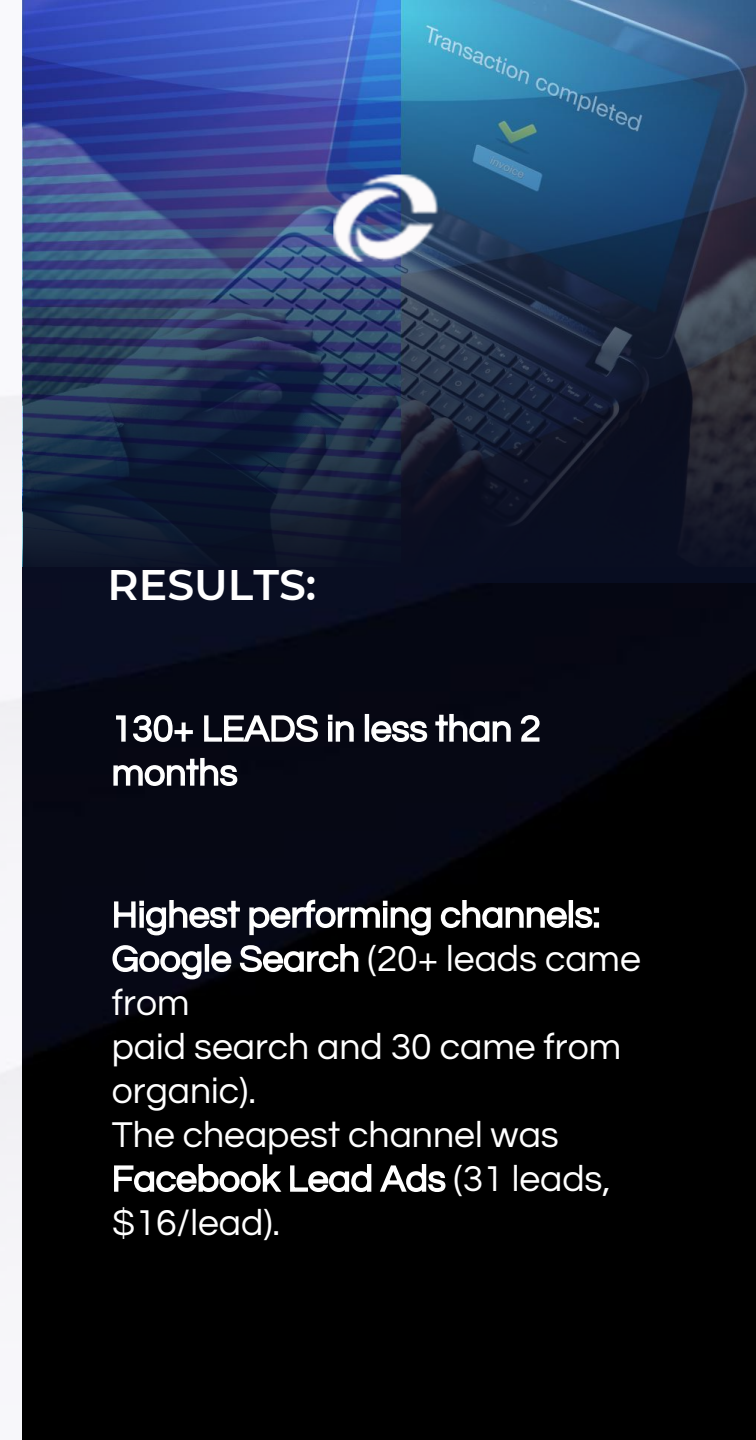
Convert - we developed specific landing pages for each service and used lead ads to minimize the conversion path.

Close - at this stage, CRM & marketing automation helped us to convert leads into sales.

RESULTS:

130+ LEADS in less than 2 months

Highest performing channels:
Google Search (20+ leads came from paid search and 30 came from organic).
The cheapest channel was **Facebook Lead Ads** (31 leads, \$16/lead).



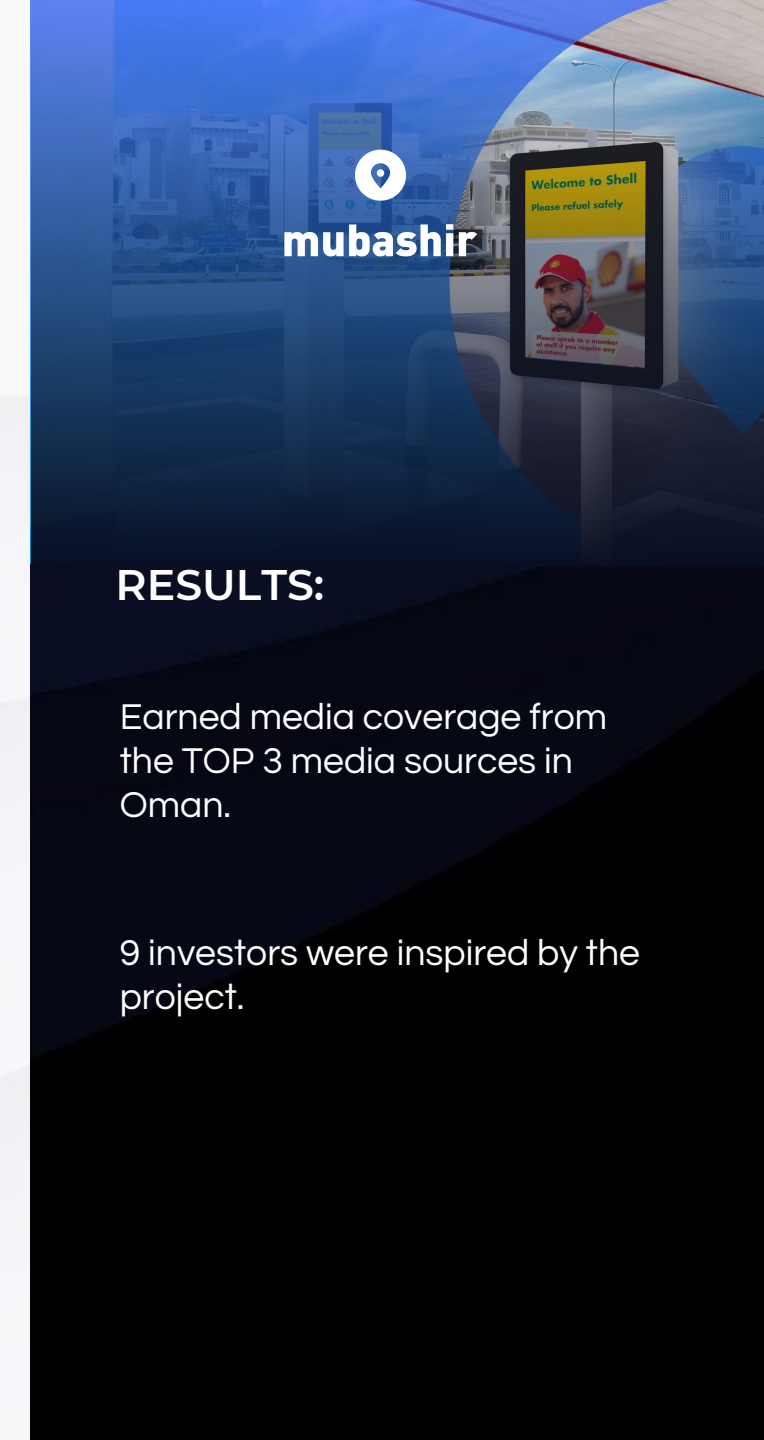
MUBASHIR - FEATURED AS #1 MARKETING TECHNOLOGY IN OMAN'S LEADING NATIONAL MEDIA

CHALLENGE:

Mubashir is the first digital out of home (OOH) ecosystem with smart driver-targeting. Initially operating solely in Muscat (Oman), Mubashir faced the challenges of finding opportunities to scale their business and attracting the attention of investors at the 2018 WebSummit in Lisbon

SOLUTION:

We conducted research of the market to find out which features to highlight, and hit upon the idea of bringing together all functions into one ecosystem. Our ecosystem allowed us to clearly define the technological innovations, target audience (SME's) and opportunities for geographical expansion. In order to attract attention and gain trust quickly, we developed a well-structured pitch deck and accompanying landing page targeted at investors, with a focus on the advanced technological software used. To meet the demands of the Websummit audience, we created branding according to the latest design trends.



RESULTS:

Earned media coverage from the TOP 3 media sources in Oman.

9 investors were inspired by the project.

DUCKR APP

INSTALLATION CONVERSION RATE INCREASED FROM 2.91% TO 7.89%

CHALLENGE:

The owners of a waterfowl hunting app called Duckr came to us with some goals they wanted to be accomplished just before the beginning of the hunting season. The goals were:

1. To increase brand awareness among duck hunters across the USA
2. To increase the number of app installations and motivate users to buy a paid version

SOLUTION:

Before the hunting season got into full swing we decided to go in several directions simultaneously:

- Paid traffic acquisition & launch of pay-per-click campaigns directed at increasing the number of installations on FB, IG, Apple Search Ads and Google Search
- ASO for AppStore and Google Play
- Social Media reformation, content updates and creation of unique branded content
- Seeding in appropriate forums, such as Quora, Reddit and duck hunting forums
- Collaboration with female duck hunting social media influencers



RESULTS:

App installation conversion rate increased from **2.91%** to **7.89%**

Installation cost was reduced by **77%** (from \$2.31 to \$0.53)

Number of installs:
Android **624 installs**
IOS **3 227 installs**

FAMILY TRACKER APP REACHED TOP 10 ON GOOGLE PLAY AND APP STORE

CHALLENGE:

The family tracker app allows users to monitor the location and activity of friends and family on a map, and it has additional chat features. This niche is highly competitive, especially on app stores. As a result, the client faced several challenges:

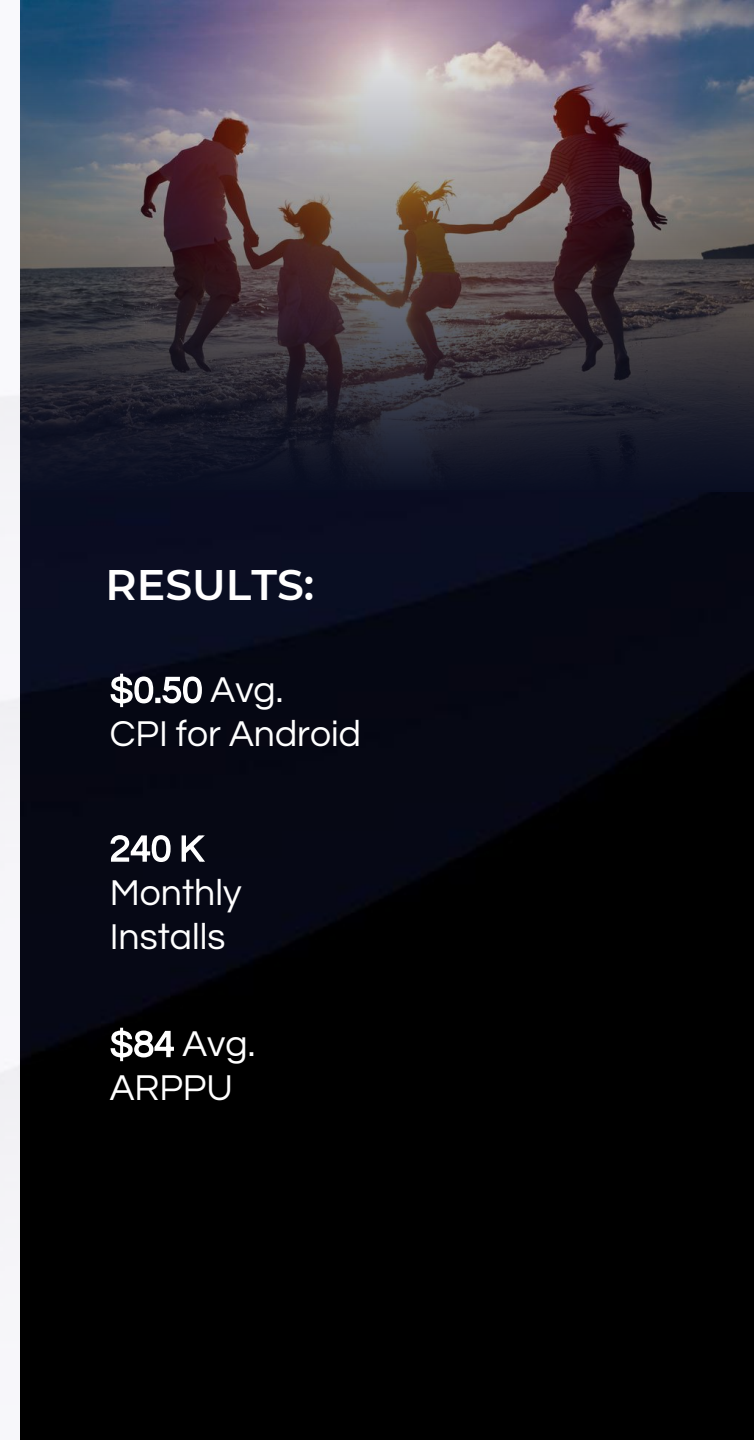
- 1) Increasing organic downloads
- 2) Optimising and improving the performance of paid installations

SOLUTION:

To increase organic traffic, we developed a 360° ASO approach, which included:

- Content & graphics optimisation for titles, descriptions, keywords, videos, screenshots and icons
- Product optimisation
- Working with reviewers to increase user loyalty and the installation conversion rate
- Localisation in app stores across ten languages

To gain loyal and profitable users, we launched test campaigns on Snapchat, Instagram, Quora, Apple Search Ads, Google Ads, Facebook, Pinterest and LINE. We also ran email & push campaigns alongside a forced in-app subscription campaign.



RESULTS:

\$0.50 Avg.
CPI for Android

240 K
Monthly
Installs

\$84 Avg.
ARPPU

VPN PROXY SERVICE

RETENTION RATE INCREASED

FROM 20% TO 56%

CHALLENGE:

VPN app is a proxy service that allows you to access blocked websites and retain your privacy on the Internet. Initially targeting solely the US market, The Client faced the challenge of finding opportunities to scale their business in terms of both "geography" and "target audience".

SOLUTION:

Using a synergy of performance & ASO we developed a clear agile framework:

- 1) Discover market opportunities (market and competitor analysis, product recommendations for retention rate, and user journey improvement).
- 2) Set-up Analytics (marketing & product analytics setup, automated dashboard development, ASO).
- 3) Test (different audiences and geographical locations).
- 4) Scale the best performing channels. Here we used Snapchat, Instagram, Quora, Apple Search Ads, Google Ads, Facebook, and reviews websites.

VPN



RESULTS:

\$0.35 Avg.
CPI for Android

75 K
Monthly Installs

\$36 Avg.
ARPPU

BITCOIN MINING APP APP INSTALLATION COST MADE **11 TIMES CHEAPER**

CHALLENGE:

Bitcoin Claim Pro is a great app that can be used to earn free bitcoin by performing different tasks through a monetization system called *MyOffers*. At the peak of the cryptocurrency trend, there was an influx of products. Bitcoin Claim Pro aimed to increase downloads rapidly while optimizing CPI, and reach a top three ranking with related keywords in Google Play.

SOLUTION:

To get the best results we combined ASO and Paid Advertising. While optimizing the content, graphics, reviews, and localization by language, we also tested various traffic sources and found the best one - in this case it was Google Ads.

RESULTS:

\$0.04
Avg. CPI for Android

540 K Monthly Installs

TOP 3 RANKING with the following queries on Google Play:
btc, bitcoin app, free btc, btc mining, get btc, get free btc, btc app

GRAFT NETWORK

22 MILLION TOKENS WERE SOLD DURING THE ICO STAGE



CHALLENGE:

Graft is the first global, open sourced payment gateway blockchain network, designed for Point-of-Sale. The project faced a tough challenge: launch a new cryptocurrency while growing a niche community of crypto-enthusiasts. This occurred during the period of "ICO fever", when competition was higher than ever.

SOLUTION:

We decided to communicate with the audience using a bold but truthful statement. Graft is planning to "Make Cryptocurrency Mainstream". Around this message we gathered a loyal community of not only investors, but people who support the product by giving their feedback and guidance. The main features of the 42 DM community driven marketing approach were:

- PR in relevant media.
- A creative video ad that revolved around the main message.
- PPC campaigns with crypto enthusiasts and crypto owners as a target audience.
- The right influencers to support the project.
- Community management (SMM)

RESULTS:

22 MILLION
tokens were sold
(around \$3million)

5000 loyal
supporters in
Telegram gained

10 000
brand requests

ORS CRYPTOHOUND - PREMIER INVESTIGATION CAMPAIGN **SPREAD TO 35+ ONLINE MEDIA PUBLICATIONS**



CHALLENGE:

ORS Cryptohound is the very first AI-powered blockchain analytics software that serves as a one-stop-shop for complex crypto analysis. The biggest challenge that ORS CryptoHound faced was to gain attention from the crypto community and leading media.

SOLUTION:

We created a thoughtful content marketing strategy with a focus on the unique data that our product can provide. As a starting point we developed a deep investigatory approach using the ORS CryptoHound tool itself. Our team discovered some fascinating insights and created case studies from them. Our content, which combined interesting topics related to ORS CryptoHound's analytical capabilities, was featured in some of the biggest media outlets, including bitcoin.com, zycrypto.com, & bitcoinist.com. We continue to monitor trending topics, create useful articles, and run investigations on a regular basis. As a result, Hackernoon, Cryptocurrency Hub, Altcoin Magazine and other leading sites are happy to distribute our work!

RESULTS:

Our biggest investigation campaign spread to 35+ media outlets with audiences of more than 50,000 each. Total estimated views 923,000+

Our newly created Medium account received 4,349 views in its first month

WHAT WE OFFER

Packages & Prices



CUSTOM QUOTE: HOURLY RATE / VOLUME

HOURLY RANGE	HOURLY RATE
<30 hours a month	\$40
30 - 60 hours a month	\$36
60 - 120 hours a month	\$33
120 - 160 hours a month	\$30
160 - 240 hours a month	\$27
240 - 400 hours a month	\$25
400 hours +	Request a quote

42DM DREAM TEAM

Dedicated team structure & CV's



DEDICATED TEAM STRUCTURE

1

PROJECT MANAGER

(Communication,
Resource Allocation,
Control)

2

CONTENT MARKETER

(Content Creation,
Content Distribution,
SMM)

3

PERFORMANCE MARKETER

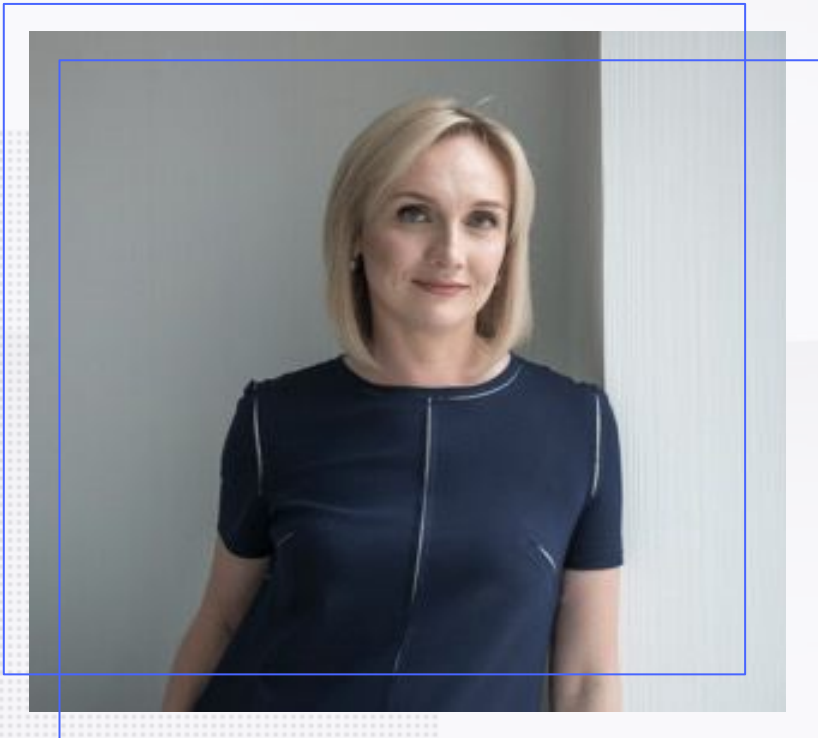
(PPC & SEO & Email
Marketing)

4

UX/UI DESIGNER

(Websites,
Landing pages,
Ad materials)

KATE VASYLENKO (CEO & CO-FOUNDER)



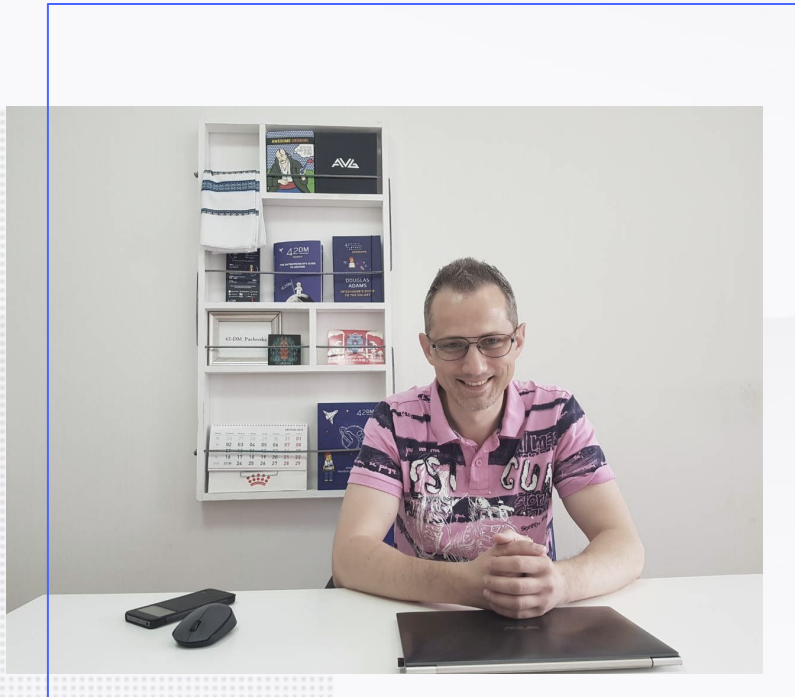
17 years of successful experience in advertising, 12 years in marketing, 6 years in digital communications and 4 years in promoting startups and tech companies.

Brilliant marketer and business developer for B2B companies with over 10 years of hands-on experience

- Chief Business Development Officer of leading communication group – Dentsu Aegis Network
- CEO of #1 digital marketing agency – Isobar
- Marketing Manager in European Manufacturing company

Kate is a digital-savvy geek, marketing expert and a keynote speaker with a MSc in Applied Math and Marketing.

ROMAN SHYKHUTSKY (COO & CO-FOUNDER)



20+ years in Marketing, Advertising and Media, 6 years in Digital Communications.

Roman started his career in 1997 with leading international advertising agency DDB, working in the McDonalds' Account team. Since that time, he has had broad experience in senior management positions, managing a diverse range of marketing/advertising initiatives. Has worked with large international clients such as McDonalds, Nestle, Pepsico, Philips, Lactalis, Toyota and tech companies Hewlett Packard and AsusTek.

As a result of these experiences, Roman is skilled in Digital Strategy, Integrated Marketing, and E-commerce. With an MSc in Applied Math and Programming, Roman has a strong tech background and a keen interest in blockchain and cryptocurrency.



**Let's do
something great
together!**

THANK YOU!