

PORTFOLIO

QUA TEAM

Online Advertising Specialists

Yanina Villoldo - Ana Sofia Willemoës - Fabricio Santillán

HELLO,

We are a team with great experience in the digital world. We are passionate about helping entrepreneurs, SMEs and established companies boost their results through digital marketing.

Since 2015, we have been working with clients from different parts of the world and from different areas, such as ecommerce, elearning, apps, local businesses, etc.

We have created a different methodology to provide tailored solutions and offer personalized attention to each client.

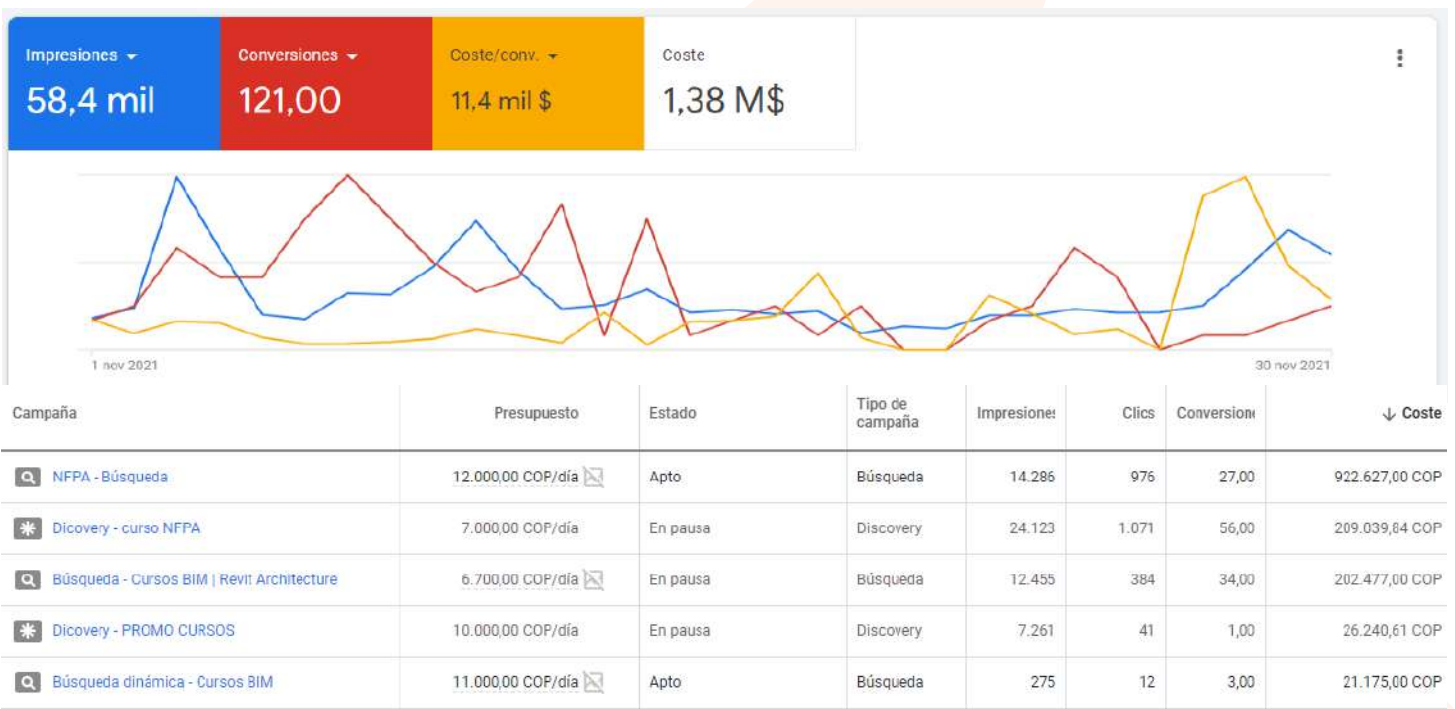
We offer a comprehensive digital marketing service and our specialty is advertising in digital media, mainly on social networks and Google.



Colombian company that provides international certifications for architects, engineers and builders.

www.indean.com.co
 facebook & instagram: @indeansas
 angela.milanes@indean.com.co

⊠ Around 30 campaigns carried out since June 2021.



Anuncio · www.indean.com.co/nfpa13/certificación

Seguridad contra incendios | Certificación NFPA | Inspección y Mantenimiento

Aprovecha esta gran oportunidad y no te quedes sin tu espacio. Certifícate internacionalmente y aprende sobre las normas de NFPA en nuestros cursos.

Anuncio · www.indean.com.co/nfpa13/certificación

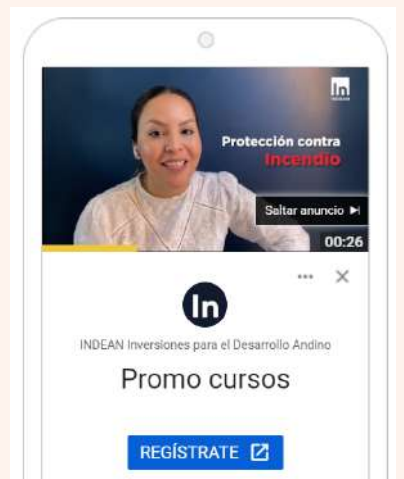
Curso Avanzado NFPA | Salvaguarda Edificaciones | Sistemas contra incendios

Reserva tu cupo para el próximo curso de NFPA en nuestro sitio web. Certifícate internacionalmente y aprende sobre las normas de NFPA en nuestros cursos.



Esta Navidad te regalamos un 65% off
 En el 2022 Certifícate Internacionalmente con Indean. Cursos Avanzados con 65% off.

Ad Indean



We carry out Google ads and Social ads campaigns to sell the training.

We created a strategy to capture leads through free content where we achieved a large number of leads who later became course buyers.



Nombre de la campaña	Entrega	Resultados	Costo por resultado	Alcance	Clics en el enlace	Importe gastado
Jueves de capacitación Nov - Conversión	● Completado	411 Registro completado...	\$1.984 Por registro complet...	33.780	852	\$815.378
Curso NFPA 25 - Tráfico	● Completado	3.738 Visitas a la página d...	\$209 Por visita a la página...	98.630	10.561	\$780.946
Curso NFPA 20 - Tráfico	Desactivado	838 [a] Visitas a la página...	\$648 [a] Por visita a la pég...	69.589	1.958	\$542.727
Curso NFPA 20 - Mensajes	● Conjunto de anuncios desactivado	89 Conversaciones con ...	\$2.640 Por conversación co...	6.681	236	\$234.983
Curso NFPA 25 - Mensajes	● Conjuntos de anuncios inactivos	90 Conversaciones con ...	\$2.329 Por conversación co...	7.447	300	\$209.643
Black Friday - Mensajes	Desactivado	21 Conversaciones con ...	\$4.241 Por conversación co...	10.204	86	\$89.055
Black Friday - Tráfico	Desactivado	99 [a] Visitas a la página...	\$548 [a] Por visita a la pég...	4.496	214	\$54.254

Indean-Inversiones para el Desarrollo Andino
Publicidad

¿Quieres conocer las diferencias que hay entre NFPA 13 y FM DS 2-8 y en que momento aplicar sus restricciones y cumplir ... Ver más

INDEAN.COM.CO
Jueves de capacitación
Regístrate sin costo

REGISTRARTE

Me gusta Comentar Compartir

Indean-Inversiones para el Desarrollo Andino
Publicidad

Aprovecha los descuentos IMPERDIBLES que INDEAN trae para ti en este Black Week con el 65% en cursos seleccionados. ... Ver más

Escribenos para asesorarte WHATSAPP

July Pechon y 2 personas más

Me gusta Comentar Compartir

Instagram

indeansas
Publicidad

Domenico Braca
Instructor NFPA

Enviar mensaje de WhatsApp

indeansas Felices de poder anunciar que "Somos los UNICOS operadores AUTORIZADOS para dar c... more



Group of yoga teachers who share events such as courses, retreats and workshops, both face-to-face and online.



As an example, we show the data of the Huasteca Retreat campaign at the end of the year, from 2021.

Resumen del rendimiento



Retiro Huasteca - Rec de marca
Completado

Mejora estimada de recuerdo del anuncio (personas)

5.840



Retiro Huasteca - Rep de Video
Completado

ThruPlays

21.585



Retiro Huasteca - Trafico
Conjuntos de anuncios inactivos

Visitas a la página de destino

10.498



CAMPAIGN STRATEGY AND STRUCTURE IN SOCIAL ADS

- Generate visibility and reach new audiences.
 - Test audiences and find the winning ad.
- Generate traffic to the website at low cost.
 - Generate video remarketing, from social networks and the website.
- Whatsapp campaign to generate queries of the retreat.
 - Add in campaigns carousel and video ad variants to re-impact remarketing audience.



RESULTS OF THE CAMPAIGNS

USD \$787,89 Investment

304.621 Reach

29.531 Clics

120 Queries

20 Sales

*Quota value from USD 890 to 1790 depending on the type of accommodation



Zimbiosis



Horse organization app for equine breeders and veterinarians.

Instagram: @zimbiosis
 Facebook: @zimbiosisequinos
 Martin@zimbiosis.com

☒ We carry out online campaigns to promote downloads of the app and the contracting of premium plans. We also make the ad designs, creation and publication of 8 monthly posts.

Campaña	Resultados	Costo por resultado	Alcance	Clics en el enlace	Visitas a la página de destino	Clientes potenciales
Zimbiosis - Conversión	566 Clientes potenciales ...	\$0,75 Por cliente potencial	121 944	26 112	11.290 [2]	566 [2]
Zimbiosis - Tráfico	16.198 Visitas a la página d...	\$0,02 Por visita a la página...	286 831	38.484	16.198	—
Zimbiosis - Tráfico a Descarga	904 Visitas a la página d...	\$0,16 Por visita a la página...	24.232	2.488	904 [2]	39 [2]
Zimbiosis - Rec de marca	11.200 Mejora estimada de ...	\$0,01 Por mejora estimada...	282 665	661	122	—
Zimbiosis - Interacción RMK	— Interacción con la pub...	— Por interacción con la ...	102.193	1.570	439	—
Zimbiosis - Reproducción de video	16.769 ThruPlays	\$0,002 Costo por ThruPlay	23 287	469	1.18 [2]	—

Zimbiosis Publicidad ·

Con #Zimbiosis podrás tener la Ficha Ginecológica de cada uno de tus caballos organizada en tu celular 📱 📱 ... Ver más

¿Trabajas en reproducción equina?

ZIMBIOSIS.COM
 Visita nuestra Web [MÁS INFORMACIÓN](#)
 Una App mobile que funci...

👍👍👎 | 2 comentarios 27 veces compartido

👍 Me gusta 🗨 Comentar ➦ Compartir

Zimbiosis Publicidad ·

👍🐾 Con #Zimbiosis podrás tener la información de tus caballos organizada y a la distancia de un clic 📱 📱 ... Ver más

ZIMBIOSIS

ORGANIZÁ TUS CABALLOS
 REGISTRAR Y ORGANIZAR LA INFORMACIÓN NUNCA FUE TAN FÁCIL.

App Mobile y Web [VER MÁS](#) App Mo

Me gusta Comentar Compartir

Zimbiosis Publicidad ·

Accede a una demo 🍌 Descarga la app en tu celular y comienza una prueba gratuita Ya! 📱 ... Ver más

ZIMBIOSIS
 ORGANIZA LA INFORMACIÓN DE TUS CABALLOS

DESCARGA LA APP EN TU CELULAR Y ACCEDER A UNA DEMO GRATUITA

DISPONIBLE EN Google Play DISPONIBLE EN App Store

ZIMBIOSIS.COM
 Demo Gratuita 🍌 [DESCARGAR](#)

Me gusta Comentar Compartir

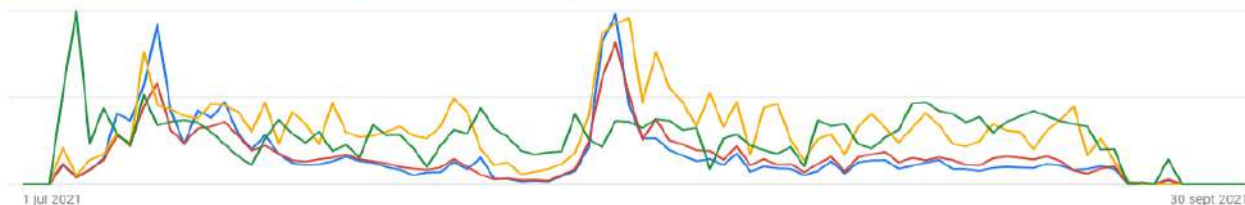
3

In Google ads we created search campaigns with keywords related to horse breeders and veterinarians.

Then, for remarketing audiences, we generated display and discovery campaigns with banners that invited them to download the app and try a free demo.



Impresiones ▾	Clics ▾	Clic de salida ▾	Coste ▾
3,34 M	69,5 mil	3,46 mil	38,5 mil \$



Campaña	Tipo de campaña	Impresiones	Clics	↓ Interacciones	Coste	Conversiones
Zimbiosis - Display	Display	1.607.814	38.014	38.014 clics	13.032,20 ARS	1.932,00
Smart Display - nuevos publicos	Display	1.561.837	28.734	28.734 clics	4.114,35 ARS	1.289,00
Discovery RMK	Discovery	60.936	809	2.164 clics, implicaciones	6.151,96 ARS	0,00
Campaña de Búsqueda	Búsqueda	113.839	1.911	1.911 clics	15.182,73 ARS	240,00

Ejemplo de tu anuncio nativo (300x250)



Plataforma digital para registrar y organizar la info de tus caballos.

Zimbiosis

[Abrir >](#)



Anuncio	Impresiones	Conversio... ▾	Coste/conv. ▾
● Activado	57.861	89,00	74,30 ARS

4

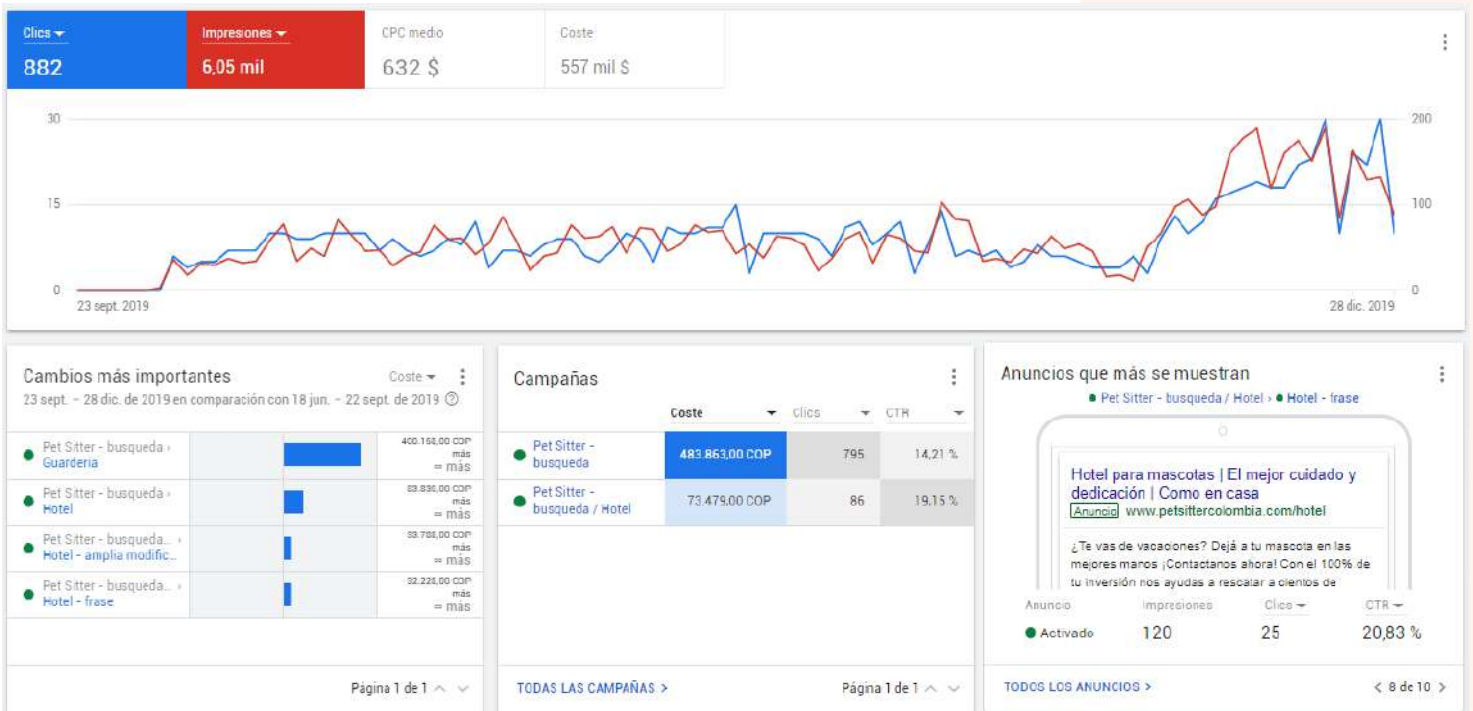


Nursery - Hotel - Spa for pets in Chía, Colombia

petsittercolombia.com
juliana@ffl.org



- ⊠ Online Ads campaigns (Google Ads and Social Ads). Branding in social media and performance in Google Ads to get queries via WhatsApp and calls from the web. Strategic and comprehensive planning, execution of campaigns, design and development of landing page in Wordpress and copywriting for ads.



FEDERICO PAZ

Online and face-to-face courses in Latin America, related to meditation, yoga, family constellations, alternative therapies, focused on wellness and personal development.

www.federicopaz.com
federicopazmiguens@gmail.com

✘ Online marketing, creation and execution of strategy in Social Ads for dissemination of courses and retreats.

“It is a pleasure to work with this team, due to their attitude to get the job done and their enthusiasm to learn and continue to improve.”

- Federico Paz

ADS

FACEBOOK

Federico Paz Publicidad

¿Crees que es casualidad que ganes menos de lo que quieres y tengas poco tiempo libre? Conocé e implementá los principios prácticos para ganar más, tener más tiempo y cada día hacer más cosas de las que te hacen feliz 🥰 Ya abrimos las inscripciones al Curso Online de Abundancia y Finanzas ¡Asegurá tu lugar ahora!

Curso de Abundancia / Noviembre 2017
 Un curso súper cercano y ...

MÁS INFORMACIÓN

Fabien Fiorito y 194 personas más
 21 comentarios 28 veces compartido

Me gusta Comentar Compartir

Federico Paz Publicidad

¿Querés hacer un cambio en tu alimentación y sentirte mejor con tu cuerpo? ¿No sabés bien cómo empezar y cómo mantener la disciplina? Animate a hacer algo distinto, muy efectivo y con un acompañamiento sólido y amoroso. 5 días durante tu rutina normal alimentándote de deliciosos jugos, sopas, batidos y platos llenos de energía.

DETOX5 Online - 6 al 10 de Septiembre

MÁS

164
 30 comentarios 35 veces compartido

Me gusta Comentar Compartir

INSTAGRAM

fedepazm

Un día de solo jugos
 Abierto & Gratuito
 Jueves 23 de Agosto

Le gusta a fabian_fiorito y 867 más

fedepazm Quiéres experimentar un día de solo jugos? Lo hacemos este jueves 23 de agosto! ... más

Ver los 122 comentarios

fedepazm @regina.rubio.22 está en la bio de mi perfil o nos escribes un mensaje directo y te lo enviamos

andreamemies @mariap19611@gmail.com

fedepazm Publicidad

DETOX5
 RETIENE ONLINE

MÁS INFORMACIÓN

Federico Paz SAS (156734919...)

Este mes: 1 jul 2019 - 22 jul 2019



BUSINESS MANAGER



Around 500 campaigns carried out from 2015 to today. Below, as an example, the detail of one of them is shown.



○ Campaign for an online Live Food Course along with Yoga Viva Colombia, for all of Latin America.

Nombre	Entrega	Resultado ↓	Alcance	Frecuenci	Costo por resultado	Presupuesto	Importe gastado
> YVFB_AlimentacionVivaOnline-Feb201...	● No se muestra Conjuntos de anuncios inactivos	12.284 Visitas a la p...	660.686	1,60	\$0,08 Por visita a la p...	Con el pre...	\$1.039,47 de \$1.039,47
> YVFB_AlimentacionVivaOnline-Feb201...	● No se muestra Conjuntos de anuncios inactivos	912 Interaccione...	3.701	1,24	\$0,03 Por interacción...	Con el pre...	\$25,25
> YVFB_AlimentacionVivaOnline-Feb201...	● Completada	464 Clientes pote...	23.040	2,07	\$0,31 Por cliente pot...	Con el pre...	\$141,85 de \$500,00
> YVFB_AlimentacionVivaOnline-Feb201...	● Completada	68 Conversacio...	10.173	1,85	\$1,18 Por conversaci...	Con el pre...	\$80,20 de \$80,20
> YVFB_AlimentacionVivaOnline-Feb201...	● No se muestra Conjuntos de anuncios inactivos	— Varias conve...	1.145.549	3,01	— Varias conversi...	Con el pre...	\$3.960,55 de \$4.620,49
			1.718.696 Personas	2,66 Por persona			\$5.247,32 Gasto total

CAMPAIGN STRATEGY AND STRUCTURE IN SOCIAL ADS

- Generate visibility and reach new audiences.
 - Test audiences and find the winning ad.
- Generate traffic to the website at low cost.
 - Invitation to a free event to learn more about the course.
- Remarketing audiences to reach interested parties.
 - Conversion campaign with product purchase objective.
 - Ads with greater call to action.
- Special ads for those who started the payment and did not complete the purchase, with the aim that they communicate by inbox or WhatsApp to resolve their doubts and finalize the purchase.

RESULTS OF THE CAMPAIGNS

- USD 5.247,32 Investment
- 1.718.696 Reach
- 70.232 Clics
- 570 Payments initiated
- 85 Sales

*Quota value USD 130



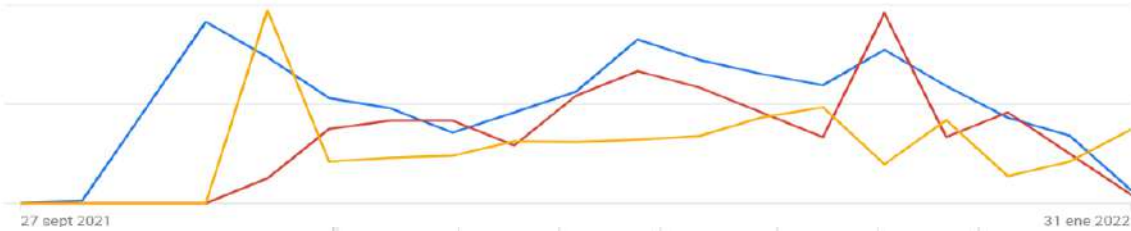


Mattress factory in Badajoz, Spain with an online store that sells throughout the country.



☒ We carry out shopping, search, dynamic search, display and discovery campaigns in Google ads.

Clics ▾	Conversiones ▾	Coste/conv. ▾	Coste
9,51 mil	150,00	10,80 €	1,62 mil €



Campaña	Tipo de campaña	Impresiones	Clics	Conversiones	Coste/conv.	Tasa de conversión	Interacciones
Smart Shopping	Shopping	186.508	3.927	69,00	6,41 €	1,76 %	3.927 clics
Tu descanso - Extremadura + Castilla y Leon Búsqueda	Búsqueda	8.225	947	18,00	16,60 €	1,90 %	947 clics
Tu descanso - DSA	Búsqueda	9.890	1.020	38,00	6,22 €	3,73 %	1.020 clics
ES_Shoping_All_Products.max_click	Shopping	173.681	2.296	15,00	14,17 €	0,65 %	2.296 clics
Tu descanso - Madrid Búsqueda	Búsqueda	8.649	613	5,00	41,58 €	0,82 %	613 clics
Tu descanso Búsqueda - Brandterms	Búsqueda	1.599	306	5,00	23,67 €	1,63 %	306 clics
Tu descanso Discovery (RMK)	Discovery	24.918	403	0,00	0,00 €	0,00 %	1.021 clics, implicaciones

Anuncio · www.tudescanso.net/colchones/sonpura

Descuento en colchón Sonpura | Colchones de calidad | Lo mejor para tu descanso

Consigue en nuestra tienda online tu nuevo colchón Sonpura y te lo enviamos a tu casa. En Tu Descanso encontrarás tu colchón ideal al mejor precio. Ingresa ahora a nuestra tienda. Gran variedad. La mejor calidad...

[Ofertas en Almohadas](#)

[Colchones en oferta](#)

[Bases, Canapé y somiers](#)

[Cabeceros para tu cama](#)

Llamar al 924 26 03 87



Renueva tu colchón
Tu Descanso



Marketing and sales coaching services company focused on B2B. Santiago, Chile.

www.frismo.com
francisco.israel@gmail.com

- ☒ Comprehensive online marketing position that included:
 - Content Management: making video content for video blogs and audios for podcast.
 - Social Media Management: Facebook, Twitter, LinkedIn, Youtube and Meetup.
 - Email Marketing.

“The team has responded with excellent treatment and professionalism, incorporating good practices and adapting to a new environment. They have been very punctual and responsible in the agreed tasks. I recommend working with them.”

- Francisco Israel

The collage consists of several screenshots:

- Top Left:** A screenshot of the Frismo website homepage. It features a dark blue background with a man in a suit looking to the side. A white box contains the text: "¿CUÁNDO DETIENES EL DÍA Y HABLAS DE ESTRATEGIA?".
- Top Right:** A screenshot of a blog post titled "9 consejos para mantenerse INSPIRADO" dated September 6, 2016. The text discusses the importance of motivation and good habits.
- Bottom Left:** A screenshot of the MailChimp dashboard. It shows a sidebar with navigation options like Campaigns, Templates, Lists, Reports, and Autoresponders. The main area displays a list of campaigns with columns for name, status, and category.
- Bottom Right:** A screenshot of the MailChimp campaign performance report. It shows a table of campaigns with their respective metrics.

Campaign Name	Subscribers	Opens	Clicks
Newsletter Frismo: Nueva sección "video-casts", 3 al cubo, Club de marketing online.	1,522	26.9%	1.3%
Newsletter nuevos blogs posts: la mejor forma de marketear tu negocio - Coaching en la pyme	1,534	28.1%	0.7%
Novedades Frismo: ventas B2B, parte2	1,545	31.4%	1.1%
Novedades Frismo: ventas B2B (parte2)	3	100.0%	33.3%
Novedades Frismo	1,557	26.6%	1.4%



Café de las Mancias is a café located in Salta Capital.
Open talks and in theaters, Courses and Retreats.

Facebook e Instagram: @cafedelasmancias
carolinawilchesO@gmail.com

- ⊠ Social Advertising - Social Media - Community management.
 - Performance-oriented campaigns to sell course quotas and retreats.
 - Branding-oriented campaigns to grow the community, the interaction and the number of followers on Facebook, Instagram and Youtube.

“When we contacted Yanina, our need was to be able to have an institutional management of the networks, with graphic coherence and efficiency in the transmission of content. Our scope and effectiveness have increased considerably in recent times, and we are able to renew ourselves day by day thanks to the contributions and creativity of the work team. Being our small scale, we have been able to optimize the resources adapting them to our capacity, thus achieving an efficiency in communication according to our possibilities.

Commitment, collaboration, creativity, efficiency are for us the concepts that define the experience of working with Yanina and her team. ”

- Carolina Wilches

YOUTUBE



FACEBOOK



INSTAGRAM





Around 200 campaigns carried out from 2016 to 2019. Below, as an example, the detail of one of them is shown.



○ Campaigns carried out for “Un Café para el Alma” open talks and special editions in theaters in Salta and Tucumán.

Nombre	🔔	⚠️	Resultado	Costo por resultado	Alcance	Frecuen	Presupuesto	Importe gastado	Finalizació
CafeParaElAlma-(Salta/Teatrino)_Clic(autoentrada)	🔔		105 Clics en el ...	\$3,05 Por clic en el...	2.040	3,89	Con el pre...	\$320,06	20 ago 2019
CafeParaElAlma-(Salta/Teatrino)_Reproducciones	🔔		4.762 ThruPlays	\$0,05 Costo por Th...	4.753	1,18	Con el pre...	\$254,36	18 ago 2019
CafeParaElAlma-(Salta/Teatrino)_RespuestaEvento	🔔		65 Respuesta...	\$7,69 Por respuest...	2.706	4,16	Con el pre...	\$500,00	18 ago 2019
CafeParaElAlma-(Salta/Teatrino)_Interacción	🔕		1.016 Interaccio...	\$0,07 Por interacci...	2.193	1,21	Con el pre...	\$75,07	11 ago 2019
CafeParaElAlma-(Tuc/Alberdi)_Clic(autoentrada)	🔔		145 Clics en el ...	\$2,93 Por clic en el...	2.028	4,38	Con el pre...	\$424,89	6 ago 2019
CafeParaElAlma-(Tuc/Alberdi)_Interacción	🔔		481 Interaccio...	\$0,83 Por interacci...	6.026	1,45	Con el pre...	\$399,60	6 ago 2019



CAMPAIGN STRATEGY AND STRUCTURE IN SOCIAL ADS

- 1 - Generate visibility and reach new audiences with open and free talks in the cafe with live streaming.
- 2 - Dissemination of the event in the theater with promotional flyers, videos with small animation, publications on Facebook and Instagram.
- 3 - Traffic campaign and ads for remarketing with greater call to action to realize ticket sales at autoentrada.com



RESULTS OF THE CAMPAIGNS

USD \$4.983,9 Investment

126.002 Reach

5.154 Clics

664 Comments

300+ Sales



Yoga expert who trains teachers with international certification in different parts of the world. He also conducts mystical tours to India.

www.gopeshyoga.com
musicasagrada@gmail.com



- ☒ In charge of online marketing, creation and execution of strategy in Social Ads to sell quotas of the Yoga formations and Tour to India.

“Working with Yanina has been lucky for me, because we have achieved the objectives of our online marketing campaigns for my training. She has always been available and attentive to everything going in the best possible way. We have established a very good working relationship, close and warm, always connected and aligned with very fluid communication, a key aspect when working remotely. For these reasons, and because of her proactivity and responsibility in carrying out online marketing campaigns, I highly recommend working with her.”

- Pablo Candeleri



CAMPAIGN STRATEGY AND STRUCTURE IN SOCIAL ADS

- 1 - Generate visibility and reach new audiences with video playback campaigns, with a 1-minute video explaining the training experience.
- 2 - Generate low-cost traffic to the website focused on more segmented audiences related to yoga.
- 3 - Remarketing audiences to reach interested parties with higher call-to-action ads, both video and flyer format.



RESULTS OF THE CAMPAIGNS

€755,04 Investment

43.798 Reach

5.154 Clics

237 Registrations

10 Sales

*Quota value €1800



About 10 campaigns carried out to spread yoga training and tours to India. Below, as an example, is the detail of one of them.

○ ————— Campaign for a Tour to India spread throughout Spain.



CAMPAIGN STRATEGY AND STRUCTURE IN SOCIAL ADS

- 1 - Generate visibility and reach new audiences with video playback campaigns, with the 40 and 60 second video explaining the Tour experience.
- 2 - Generate low-cost traffic to the targeted website more segmented audiences related to yoga and India.
- 3 - Campaigns of conversions by registers for remarketing of those who saw the video.
- 4 - Campaign of clicks to WhatsApp for the registered base on the landing page, with special announcements showing the experience that they will live very soon and that they are still in time to be part of it.

RESULTS OF THE CAMPAIGNS

€610,89 Investment

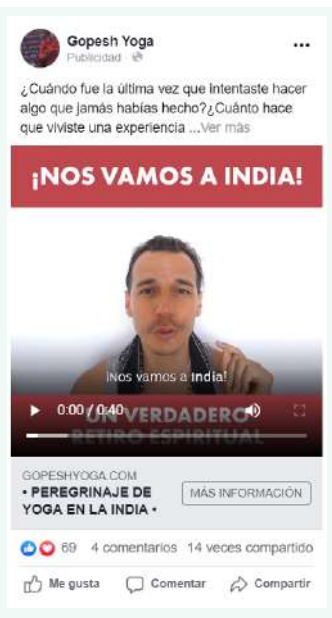
99.614 Reach

3.669 Clics

274 Registrations

7 Sales

*Quota value €1950





=

THANK YOU