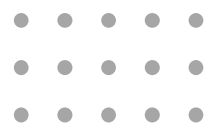
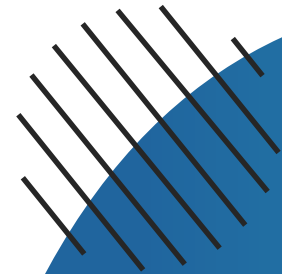
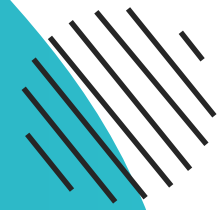


HUMBLE

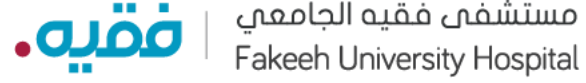
Agency Credentials



WHO ARE WE?

**KPI & ROI
DRIVEN
MEDIA
HOUSE**

CLIENTS



JIMMY KEY



HUMBLE

TEAM STATISTICS

24 TEAM MEMBERS

25 CLIENTS

5 AGE OF HUMBLE

5 MILLION MONTHLY MEDIA BUDGET MANAGING
BY HUMBLE TEAM

SERVICES

Performance Marketing

Online Media Planning

Offline Media Planning

SEO

Sales House

Influencer Management

WHO ARE WE? #1

HUMBLE

We are serving to best retailers
in Turkey.



JIMMY KEY



Turkey's high traffic demanding brands are working
with us on their digital channel media plannings.

WHO ARE WE?

#2

HUMBLE

We are serving to well known global brands on their Turkey operations.



We are managing their Turkey media operations on digital channels.

BRINGING NEW AD TECHNOLOGIES TO TURKEY

HUMBLE

AUDIOMOB



AudioMob allows brands to connect with the massive mobile gaming audience using in-game audio ads. Clients see up to a 2000% increase in engagement when compared to banner ads.

We are reseller of Audiomob Network in Turkey.



SISTER COMPANIES

We founded ANG DIGITAL COMPANY at Amsterdam to make global partnerships with ad tech companies.

ANG will be the technology development base of HUMBLE GROUP in a near future.



فقيره. | مستشفى فقيه الجامعي
Fakeeh University Hospital



WE ARE SERVING ABROAD

We are serving in a day by day operation to Fakeeh University Hospital from DUBAI and By FOOD from JAPAN. We are managing Beko's CENTRAL ASIA social media and performance ads at 4 countries.

JIMMY KEY

Goal

Increasing sales

Strategy

In order to increase sales, we needed to attract more potential customers to the website. At first, we had to raise awareness of the brand and create a strong and desirable brand image.

It was important to create a brand image throughout Turkey, especially when we consider that Jimmy Key is an Izmir brand.



SUCCESS CASE

Result

- ✓ **Website session increased 45%**
- ✓ **ROAS increased 51%**

In 2021 avg. roas was 704X

In 2022 avg. roas was 1360X



Goal

Increasing sales

Strategy

Our aim was to introduce Sui Sleep to potential customers. After people got to know the brand, we followed strategies to keep users in the loop and increase purchases.



SUCCESS CASE

Result

- ✓ **Website session increased 18.8%**
- ✓ **Revenue increased 39.9%**



Goal

Increasing Sales

Strategy

To increase the turnover of PizzaLazza website and to increase brand awareness with branches opened outside of Istanbul.

Branding ads (Yandex Navi, Adcolony and Spotify) were made. Gamer and student target audiences were emphasized.



SUCCESS CASE

Result

- ✓ **E-commerce conversion rate increased by 6.53% in the last 3 months (May-June-July).**
 - ✓ 2022 May-June-July average e-commerce conversion rate 13.79%
 - ✓ 2021 May June July average e-commerce conversion rate 12.95%



Goal

Increasing the number of incoming leads and at the same time reducing the Cost per Lead.

Strategy

By arranging the account structure on the Google side, it is aimed to reduce the Cost per Lead with new campaign experiments.



SUCCESS CASE

Result

- ✓ **As a result of the improvements made in the campaigns in June, there was a 72% decrease in CPL.**

SEO SUCCESS STORY

JIMMY KEY

The Challenge

In a highly competitive market Jimmy Key wanted to increase sales from their websites by directing users away from marketplace (e.g. Trendyol) and other brands' sites.

98%

Increase in
Organic Traffic

Solution

In order to compete with well-established brands we focused on areas where we have competitive advantage. With an SEO strategy mainly focusing on technical and on-page elements we increased our rankings. Therefore, we also increased our brand awareness gradually.

79%

Increase in
Organic Sales

Results

By mainly focusing on non-branded keywords our organic traffic has increased dramatically. non-Branded traffic gained a momentum and increased by 145.3% (First six months of 2021 and 2022). Our organic revenue has increased 162% (%54 inflation adjusted).

133.9%

Increase in
Impressions

PERFORMANCE MARKETING SUCCESS STORY

 **MAPFRE** Sigorta

53%

**Increase in
Impressions**

71%

**Increase in
Clicks**

29%

**Decrease in
Bounce Rate**

The Challenge

Mapfre Sigorta had a flowing blog strategy, however their blog was not driving traffic to our product and category pages, since the targeted audience was not interested in insurance

Solution

We wanted our blog to have more topical authority on certain topics that our buyers (e.g. motorists, house owners etc.) would be interested in. By doing so we scrapped the irrelevant topics and gained better rankings for our relevant topics.

Results

By driving more traffic from relevant keywords we saw a decrease in bounce rate and our organic traffic has increased by 71%.

SEO SUCCESS STORY

ADENYA
RESORT HOTELS & SPA



The Challenge

Adenya was lacking many opportunities in terms of organic traffic channels. Site design was not adequate for a good UX. They had very few non-branded traffic and branded.

Solution

We reshaped the site structure in terms of SEO and UX. To make sure the traffic coming to homepage trickle down to other pages we needed better link structure. Last but not least blog was an absolute must for Adenya.

Results

We have seen a tremendous amount of increase in our organic traffic thanks to a solid content strategy and implementing technical optimizations for the website. We managed to increase our rank to first place for branded Keywords in highly competitive area of tourism market.

4X

**Increase in
Clicks**

3X

**Increase in
Impression**

500

**New Keywords
Have Ranked**



HUMBLE

THANK YOU

FOR ARRANGING A MEETING WITH US:
hello@humble.com.tr

