

# Digital creativity

Interactive  
agency

r360

A woman with dark, wavy hair, wearing a red and white horizontally striped short-sleeved top, is smiling and gesturing with her right hand towards the 'r360' logo. The background is a vibrant pink with a pattern of small white dots.

A close-up photograph of a person's face, heavily adorned with vibrant, multi-colored makeup. The person has striking blue eyes and is holding several paintbrushes with colorful tips. The background is a soft, out-of-focus white.

## INTERACTIVE AGENCY R360

We belong to the MTP Group, which equips us with vast experience in executing campaigns tailored to professionals across diverse industries.

We stand as the sole company orchestrating marketing campaigns for every event hosted by the Poznań International Fair. This distinction grants us access to exclusive remarketing, mailing, and telephone number lists, empowering us to deliver extensive promotion for the company during MTP events, including captivating outdoor advertising.



## THE GOAL

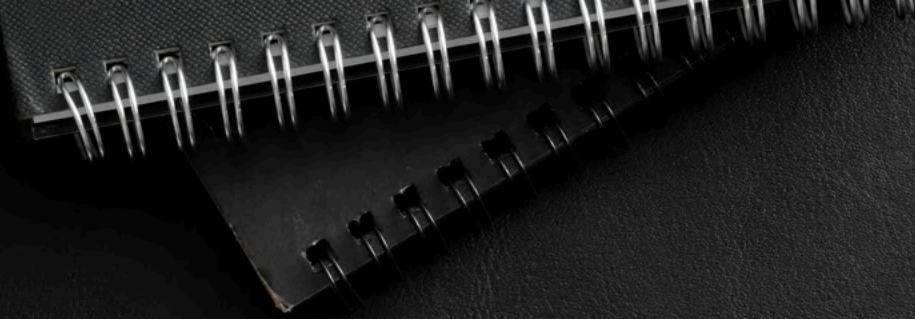
The purpose of the activities undertaken is to connect with customers from the construction industry and the broadly understood construction sector represented at the Budma Fair.

We present a distinctive campaign that harnesses the immense potential of the Budma Fair, enabling you to connect with industry leaders attending the event, including the key decision-makers who hold the power to influence purchasing choices.

## RECOMMENDED STEPS:

- Remarketing campaign
- Mailing campaign
- SMS text message campaign





# REMARKETING CAMPAIGN

# HOW DOES REMARKETING WORK?

1. A user interested in products or services of exhibitors of e.g. the Budma Fair, visits our website - a "cookie" file is saved in the client's browser.
2. The user leaves the site and visits other sites on the Google or Facebook network.
3. The cookie enables your advertising to be displayed on websites the user visits.
4. The ads displayed direct the customer to your website.



# GOOGLE ADS CAMPAIGN

Executed using remarketing lists of users from the websites budma.pl and tobilet.pl (registration for the Budma Fair).

# META ADS CAMPAIGN

Implemented based on user remarketing lists of:

- budma.pl website
- followers of Budma Fair fanpage on Facebook
- users who viewed videos about the event



A close-up, slightly blurred photograph of a person's hands typing on a laptop keyboard. The person is wearing a blue shirt. A bright pink rectangular box is overlaid on the center of the image, containing white text. The background is dark and out of focus.

# EMAIL AND SMS TEXT MESSAGE CAMPAIGN



# MAILING CAMPAIGN

Distributing the newsletter to the MTP Group mailing databases.

We provide the opportunity to connect with decision-makers and buyers attending the Budma Fair. We guarantee reaching them precisely.

Our databases hold a remarkable number of

**13,000 records**

of direct connections to the individuals mentioned above.



# SMS TEXT MESSAGE CAMPAIGN - THE MTP GROUP DATABASES

Sending SMS text messages to the MTP Group databases  
from the Budma Fair.

We provide the opportunity to connect with decision-makers  
and buyers attending the Budma Fair.

Our databases hold

**12,000 records**

of direct connections to the individuals mentioned above.



# GEOLOCATION SMS/MMS CAMPAIGN

Sending SMS/MMS messages to individuals attending the Budma Fair (11/02-14/02).

The database consists of

**7,800 mobile phone numbers**

of visitors of the Poznań International Fair during Budma.



# QUOTATION

Service	Net price
Google Ads + Facebook Ads (monthly campaigns)	3,000 PLN (692€*) (including an advertising budget of 1,800 PLN and a service fee of 1,200 PLN)
Mailing campaign	7,800 PLN (1.798€*) (preparation of the database, creation of coded graphics, and generating reports included)
SMS text message campaign (registered participants)	4,200 PLN (968€*)
Geolocation SMS/MMS campaign	SMS - 3,120 PLN (720€*) MMS - 4,680 PLN (1079€*)

\*estimates based on currency exchange rate of 18.11.2024  
the invoice will be issued on 11.02.2025 thus the price will be based on the currency rate of that day



# HOW WE OPERATE

- implementation from the Agency's advertising account
- campaign setup and ongoing optimization,
- campaign implementation and supervision by a dedicated specialist,
- reports on the effectiveness of carried out activities: as agreed
- configuration of events and objectives in analytics – full measurability of effects and dynamic response to results
- substantive support in creating advertising texts and graphics



Należy do



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