

# New opportunities of internet marketing

BeneQuire is an exclusive distributor of DynaAds technology in Russia.



[www.dynaads.net](http://www.dynaads.net)

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# BENEQUIRE – is an exclusive distributor of DynaAds technology in Russia



More than  
5 years  
on the market



Over 1500  
successful advertising  
campaigns



Over 4000  
loyal  
clients



Control  
of quality



Own  
technologies



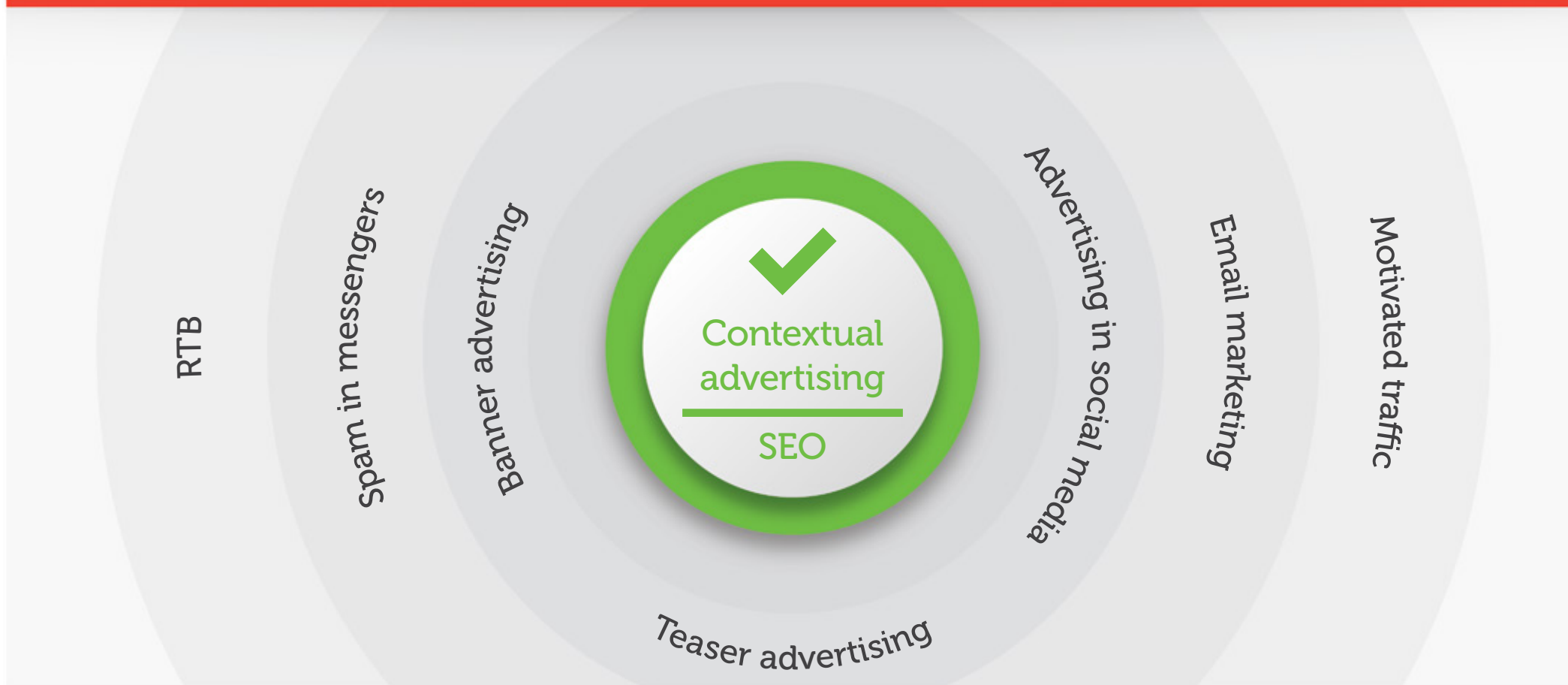
Comprehensive  
approach

DynaAds technology was created by a group of German developers  
as an alternative source of extremely high conversion of the target traffic.

## Problem:

### Lack of effective instruments that bring target traffic.

There are a lot of different instruments that bring users to web site. But there are not so much instruments that bring real clients.  
In fact, it's SEO and Contextual advertising.



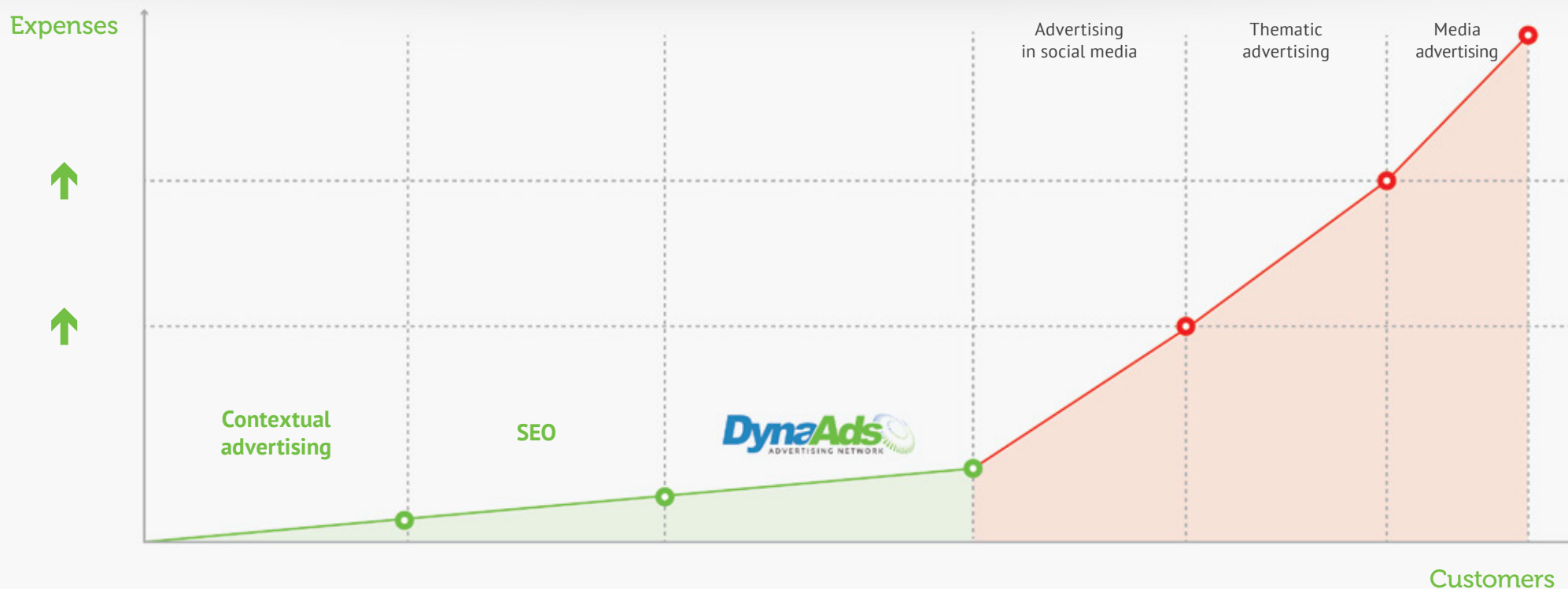
## Solution:



### How does the technology work?

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Most of the clients come to us when they faced with the following problem: contextual advertising and SEO bring stable targeted traffic within particular budget, but when they start to use other alternative marketing instruments the expenses start to increase rapidly although number of new clients grows very slow. So, they spend more and more money, but results stay the same. DynaAds technology saves money increasing number of clients and has the effectiveness of such marketing instruments as SEO and contextual advertising.



Solution:



## DynaAds – one of the most effective way to achieve new clients



## How it works?

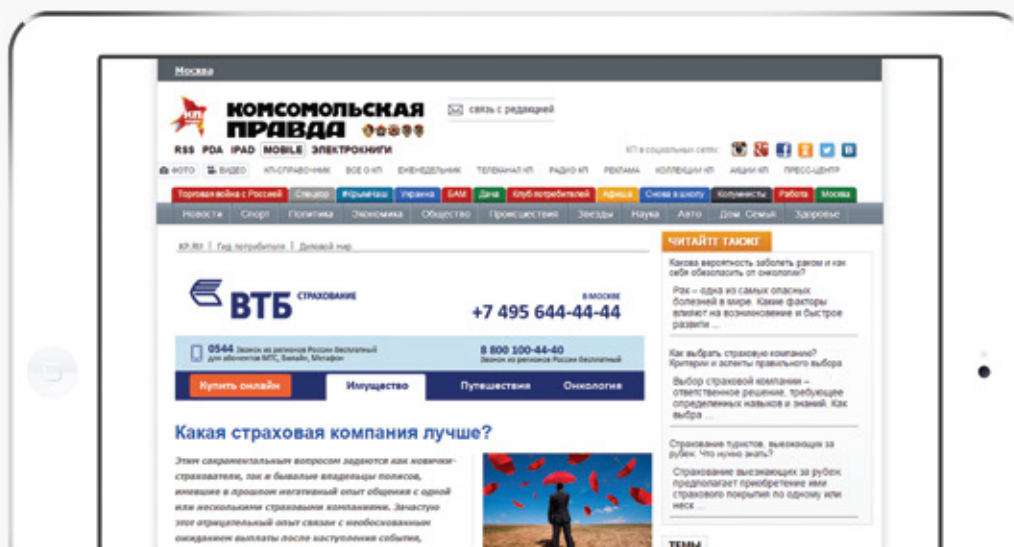


Through the searching machine we establish a contact with those users who clearly stated their needs.



Article in popular general interest media.

On a page of a popular online media resource we interact with a user, attracting him or her with useful content and raising the loyalty to a brand.



User can make a call  
1,5% of all users make calls

User can visit web-site  
Average CTR = 30%



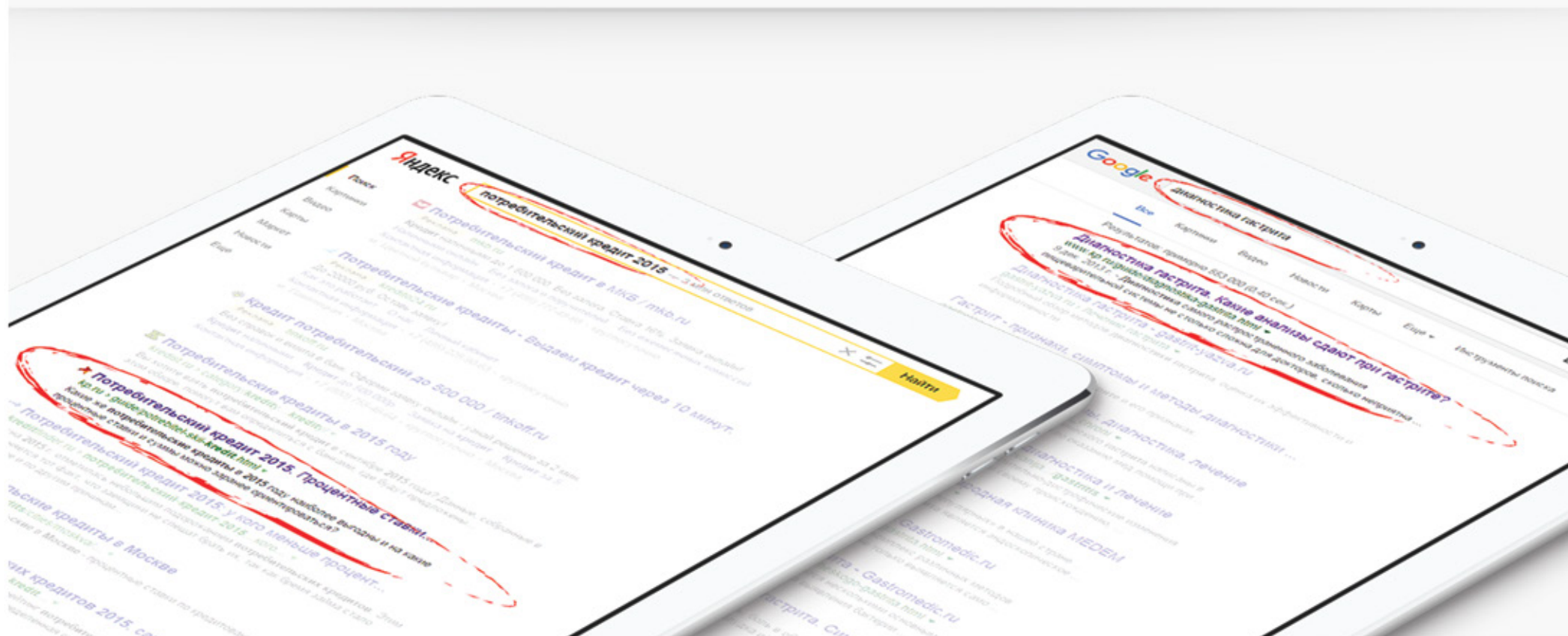


## Reasoning of DynaAds: Examples of interacting on target requests



### Do you want to spend less for your target traffic?

Only potential clients, who are already interested in such products or services as yours, visit the pages of DynaAds. Special ad units on the page attract users and forward them to your web site. Meanwhile, the price of the conversion is lower than in any other cases.



# DynaAds publication examples



Each page is created for a particular group of key words.



Examples:

"where Can I Get a Loan"

"best loan consolidation options"

"personal loan 2016 "

"get better loan"

"beneficial loan 2016"

"where to take personal loan"

"best bank to take personal loan"



Examples:

"gastritis diagnostic tests"

"gastritis diagnosis"

"identify symptoms of gastritis "

"how to diagnose gastritis"

"gastric analysis"

"what tests are done for gastritis "

"Survey of gastritis"



Examples:

"securities trading"

"how to invest in securities markets "

"how to Trade Stocks "

"securities market"

"how to trade in share market"

"securities brokerage"

"securities buying"



# Structure of DynaAds publication



The whole page is working on attracting users and selling your products or services.

**Average CTR 30%**

## Branding

Each page is branded with a logo and designed in corporate colors. The brand promotion is implemented within the target group, that gives a good feedback in future.

## Content

Article is written by the professional editor, contains useful information on the subject, meets user's requests and is optimized for targeted searches of potential customers.

## Advertising units

Each advertising unit consists of illustration, text and link to the website. In text we make the main accent on the benefits and specifications of the product or service. The number of units for the one publication differs from 4 to 8.

## Special advertising unit in the end of the article

In the end of the article we put a special text unit, that influences positively on a user's choice.

The pages of DynaAds are visited only by potential customers, who are already interested in your products or services.

DynaAds allows:



## To bring new clients

The pages of DynaAds is visited by potential customers who are already interested in your products or services. Special advertising units describe user's needs and draw their attention. So, users can react immediately: make a call, go to the order page or catalogue on your website.

## To promote a brand in the better way

Each page is branded in accordance with your corporate identity. The brand promotion is implemented within the target group, that gives a good feedback in future.

## To make a good PR-campaign

Each DynaAds page includes a big article, that contains useful information on the subject and represents services and goods of the client in the better way. Thanks to authority of our media partners customers trust the information and the loyalty to a brand is growing



## DynaAds key goals:



### Effectiveness

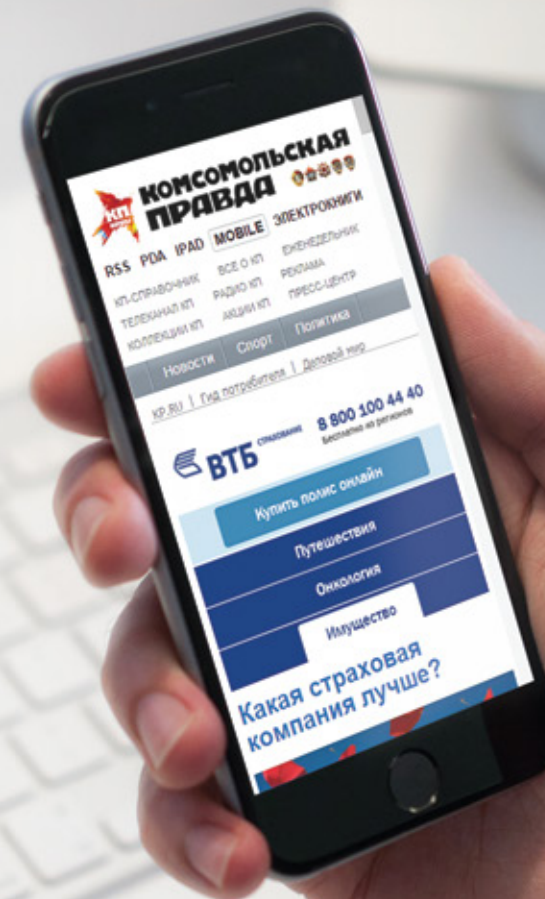
You pay only for the TA that comes to your website from the DynaAds pages. An average cost of a customer acquired through the DynaAds is lower than in any other cases.

### Pay per result

You pay only for TA that came to your website from DynaAds pages. The average cost of the client received with the DynaAds is lower than in any other cases.

### Cheaper than any other web-marketing instruments

The DynaAds technology increases the target traffic to your website for the smaller amount of money than SEO or contextual advertising.



We follow up:

Target requests

Behavioral factors

Coefficient of conversion

E-commerce\*

Phone Calls\*

\*If the client has such possibilities



## The effectiveness of publications



The effectiveness of DynaAds technology was approved by great number of successful advertising campaigns in different fields of business:

Finance	Insurance	Online shops	Medicine
6% Requests for a bank guarantee	25,3% Average target conversion	1,6% Doors	0,8% Rehabilitation
2,3% Sending the form to tender loan	20% Calculation of touristic insurance	1,2% Furniture	2,4% Tests
8% Opening of "forex" demo-account	8,6% Sending the requests for touristic insurance	0,9% Luxury shoes	20,3% Ultra wave therapy
0,6% Requests for franchise of a global brand	3% Calculation of Casco insurance	2,15% Coffee machines	6,53% Stomatology (requests for loan)
1,7% Loans lawyer's consultations	1,5% Requests for Casco insurance	0,91% Bed sheets	70,17% Stomatology (prices)



# Who needs DynaAds?



Our clients are representatives of successful business of different sizes, who are not afraid of using new progressive marketing instruments and realize the importance of the quality web-marketing services.

If you want to increase the number of your customers and save your advertising expenses you can use the DynaAds technology for your business.



## Our clients



...more than 400 companies  
already use DynaAds

# Contacts



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