

PERFORMANCE ADVERTISING SPECIALIST

CONTEXTUAL ADS, TARGETING & PERFORMANCE MARKETING

Individual rate: personal performance advertising specialist

Vladislav — Your B2B Active Sales Manager

1. PHILOSOPHY: ADVERTISING FOR LEADS, NOT CLICKS

I am a performance advertising specialist who counts not CTR and impressions, but leads and cost per customer. Every ad campaign is tied to the sales funnel: from click to deal. I work with contextual advertising, targeting, retargeting, and performance marketing. I don't "set up advertising" — I build a lead generation system that works predictably and scalably.

Direction	What Specifically
Contextual Advertising	Search campaigns on target queries. Semantics, ads, bids, negative keywords, A/B tests
Targeted Advertising	Social media ads by job title, industry, interests. Look-alike audiences
Retargeting	Bringing back website visitors who left without converting. Touchpoint sequences
Lead Magnets	Free materials in exchange for contact: checklists, calculators, catalogs
Analytics & Optimization	End-to-end analytics: from click to deal. Optimization by cost per customer, not click

2. HOW I WORK

- Analyze your market, competitors and target audience: who searches, what they search, which queries
- Build the semantic core: target queries, negative keywords, grouping by intent
- Create ads and landing pages: copy, visuals, capture forms, lead magnets
- Launch campaigns: contextual + targeted + retargeting. Set up analytics
- Optimize: A/B tests of ads, bids, audiences. Reduce cost per lead
- Scale: increase budget on working combinations, disable ineffective ones

3. WHAT YOU GET

Result	Details
Ad Campaigns	Contextual + targeted + retargeting. Full setup and management
Landing Pages	Conversion-optimized landing pages: forms, CTAs, lead magnets
Semantic Core	Complete query tree with intent grouping and negative keywords
End-to-End Analytics	Tracking from click to deal. Cost per lead, cost per customer, ROI
Weekly Reports	Spend, leads, conversions, cost per lead, optimization recommendations
Stable Lead Flow	Predictable inbound traffic, scalable through budget

4. WHY IT'S NEEDED

Advertising without a system is burning money. Typical problems: no negative keywords — you pay for junk traffic. No retargeting — 97% of visitors leave forever. No analytics — you don't know which channel brings customers and which brings only clicks. No lead magnets — 1–2% conversion instead of 8–12%.

A professional performance advertising specialist turns advertising from a cost center into a revenue generation tool with measurable ROI.

Ready to discuss your challenge. Reach out and I will respond personally.

Vladislavs Mamonovs

Commercial Analyst & Sales Manager

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5. WORK FORMATS

Format	What You Get
Ad Audit (3–5 days)	Analysis of current campaigns: what works, what burns budget. Recommendations
Launch from Scratch (2–3 wk.)	Semantics + ads + landing pages + analytics. Full start
Ongoing Management	Daily optimization, A/B tests, scaling, reporting

6. PROBLEMS I SOLVE

- Advertising is running but leads are scarce — high cost per lead
- No advertising at all — all traffic is organic inbound or referrals
- Budget disappears "into nothing" — no end-to-end analytics to deal
- No retargeting — losing 97% of website visitors
- Competitors are advertising, you're not — losing market share
- Advertising generates clicks but not clients — problem in the "ad → landing page → form" chain

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7. WHY IT WORKS

Advertising tied to the sales funnel is a predictable flow of clients. You know: invested X — got Y leads — closed Z deals. It's scalable: want more — increase budget on working combinations. It's measurable: every ruble is tracked to a specific deal. It's manageable: ineffective is turned off, effective is amplified.

Want a predictable flow of leads from advertising?
Bring in the performance specialist — I'll set up, launch, and optimize.
Contextual + targeted + retargeting + analytics to deal.
Pay for leads, not clicks. Measure ROI, not CTR.
Don't need me — disconnect without risk.

Service description is based on real experience managing B2B ad campaigns. Specific CTR, conversion rates, and cost per lead depend on niche, competition, and budget.

Want to build a system of active B2B sales?
Bring me in — I'll launch sales in 4–6 weeks.
Working in parallel with your team, recording everything in CRM.
Don't need me — disconnect without risk.

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