

# Agency Portfolio

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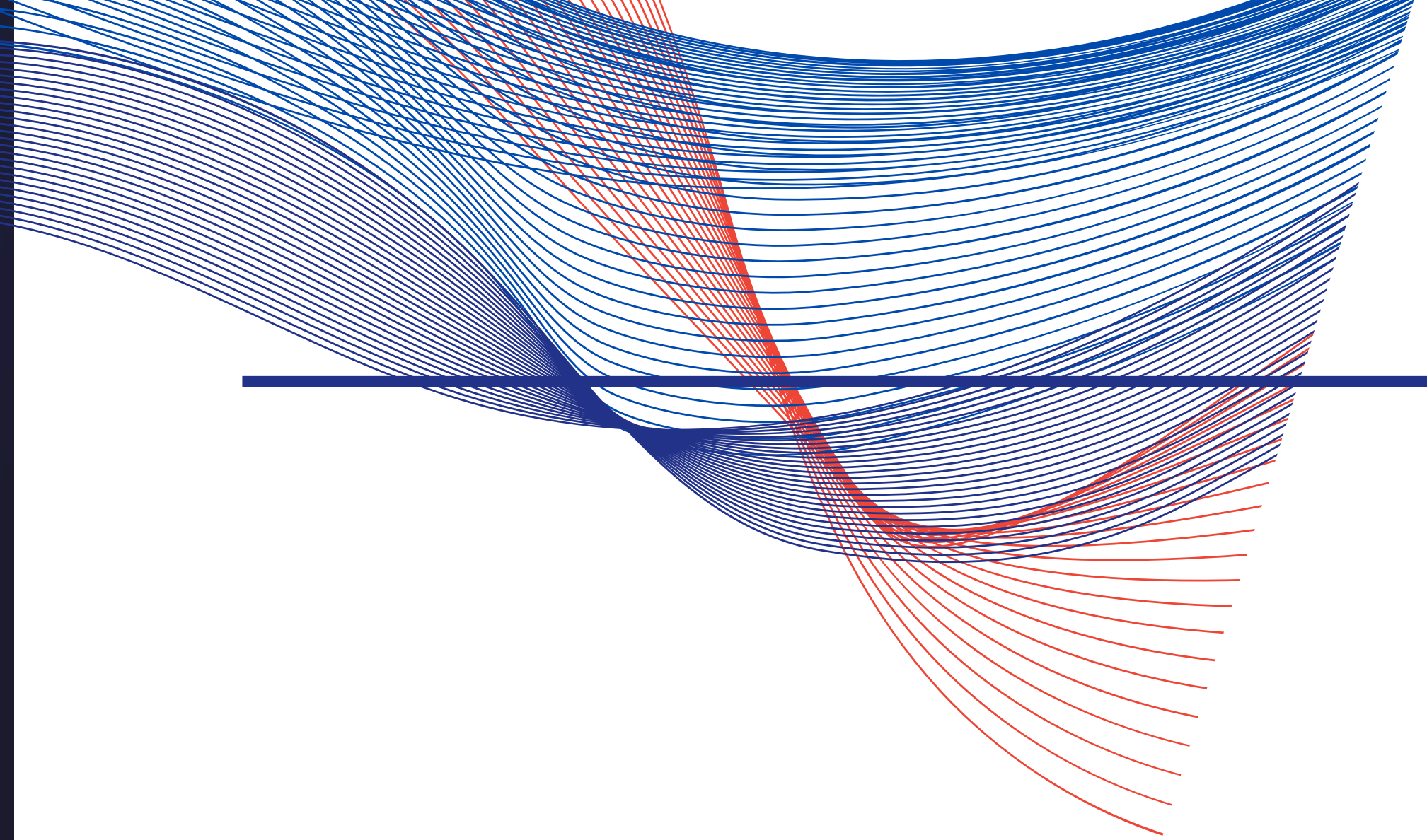
ALL-IN PREMIUM DIGITAL MARKETING AGENCY

yuri@all-  
i.co.il

# Introduction

The following presentation is divided into 2 parts: First, we'll present our agency's DNA and then we'll provide a partial (due to NDA clauses) list of our global client database

The major part of this presentation will focus on the wide variety of success stories – both in cross-platform hands-on digital campaigns – as well as in digital campaigns for which we have provided ongoing audits and optimization





# About Us

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# Meet the Team

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# Co-Founders & CEOs



**Elad Eliyahu**  
Co-Founder & CEO

- Works in hands-on digital marketing since 2015
- Specializes in Cross-Platform PPC Campaigns & Digital Strategy
- Teaches at various academic organizations and colleges in Israel



**Yuri Gankin**  
Co-Founder & CEO

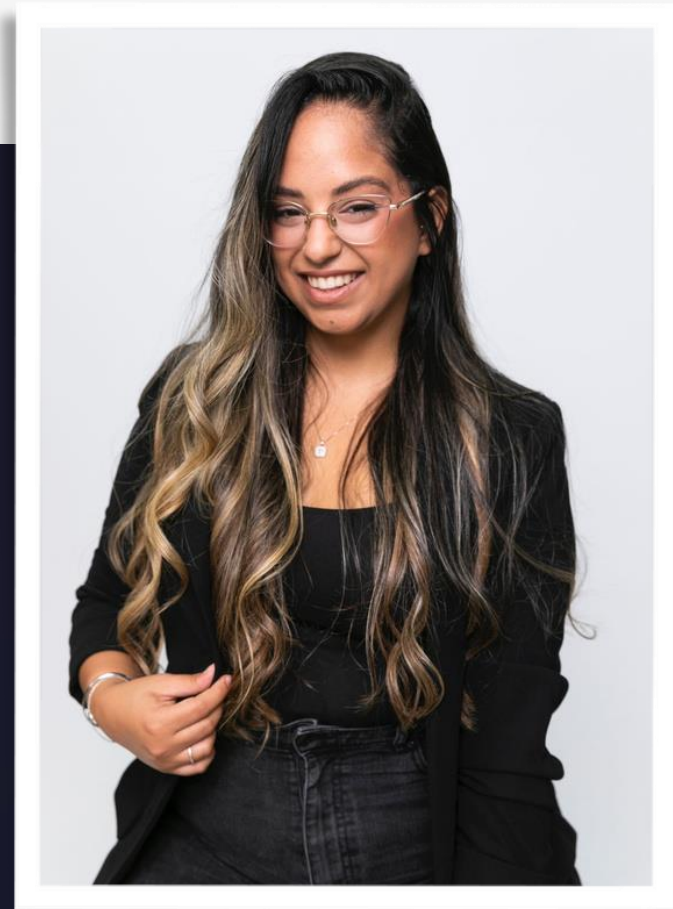
- One of the digital marketing pioneers in Israel (Since 2008), working with major private & public sector companies
- Specializes in Strategic Digital Planning, Cross-Platform PPC Campaigns & Crisis Management
- Teaches Digital Marketing Around the World

# Operations & Social Media



**Zoe Afek Angel**

COO & Head of Customer Experience



**Tehila Shemen**

Head of Social Media & Creative

# Our Graphic Designers



**Noga Iliev**  
Graphic Designer



**Gal Levy**  
Graphic Designer

# Our PPC Team



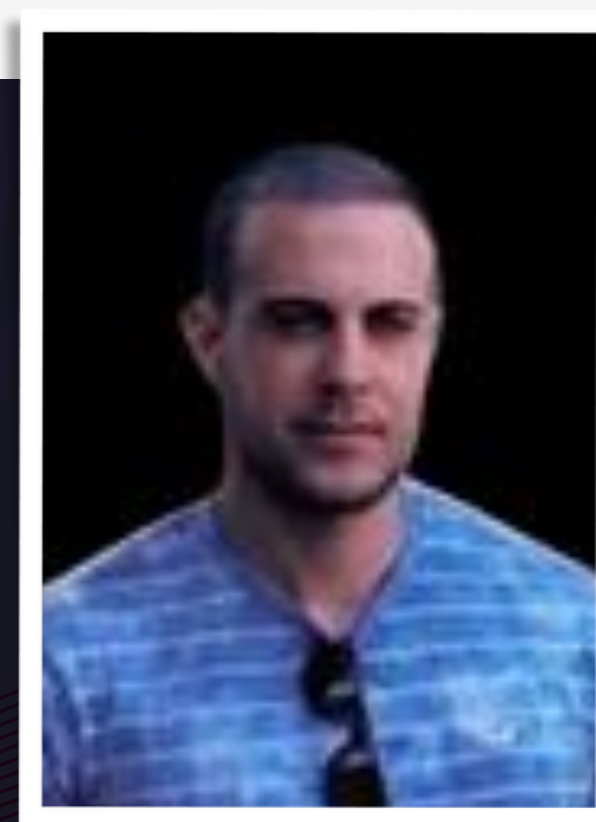
**Eyal Pevzner**  
PPC Team  
Leader



**Shiraz Journo**  
PPC Team  
Leader



**Yoav Dagan**  
PPC Expert



**Ran Hilay**  
PPC Expert



# Websites & Finance



**Dor Pilpel**  
CFO



**Ofer Nachsonov**  
Our Website  
Master

## Why Us?

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## Professionally

- ✓ **Experience & Excellence** – over the years we have devised, created, launched and optimized digital marketing campaigns with a media budget exceeding \$10M. We live and breath digital marketing on a daily basis
- ✓ **Transparency & Honesty** – working with us will provide you a full ongoing report allowing you to understand the exact results your campaigns achieved
- ✓ **Platform Partnerships** – we hold certified partnership badges of all the platforms. Thus, we have access to innovative features and inside professional knowledge that allows us to get better results

# Why Us?

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## Personally

- ✓ **Partners – Not Vendors** – we consider ourselves to be your partners – and not simply marketing vendors. We honestly care about your success – and that’s why we go ALL-IN for you
- ✓ **VIP – For Real**– we hold ourselves to the highest standard of service which starts with daily updates from your account manager and ends with customer experience evaluation
- ✓ **We Make a Difference** – we only take on clients that we believe we can help – that’s why before every deal is signed, we conduct our own preliminary professional analysis

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# Meet Our Partners

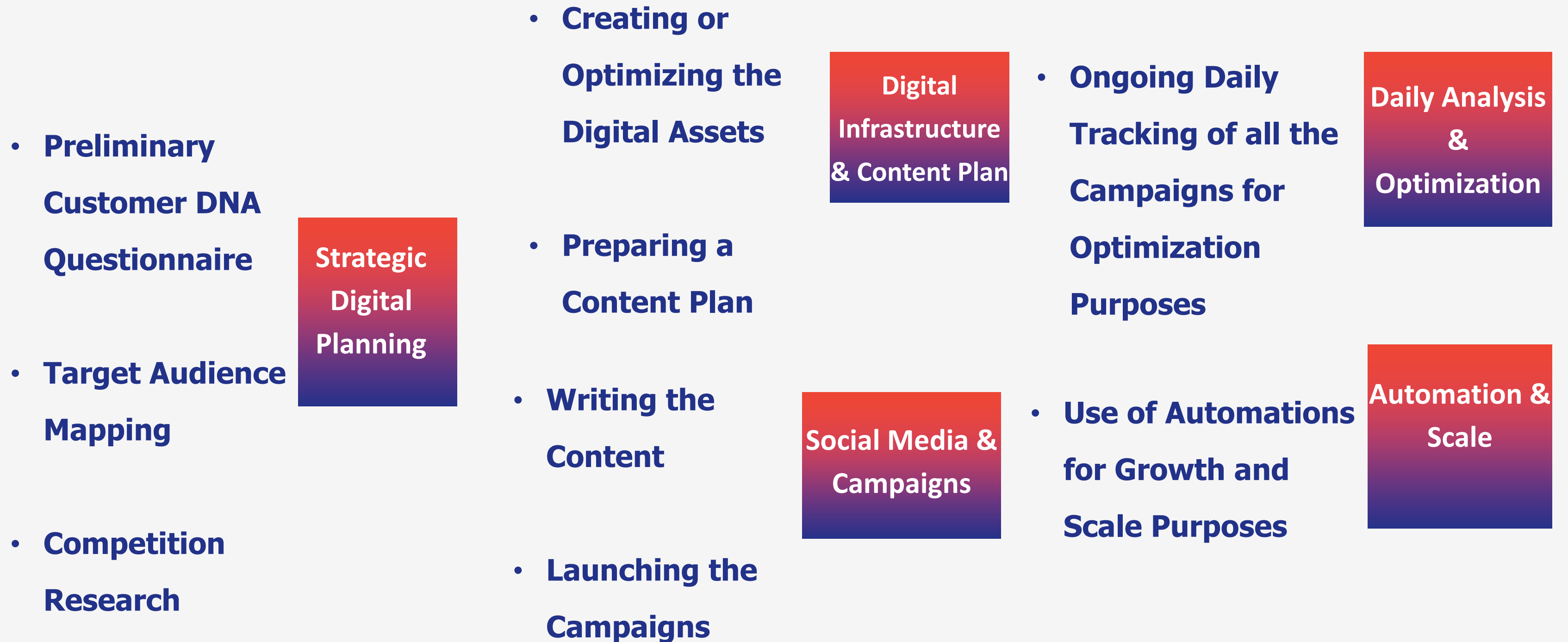
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# Our Portfolio (partial)

The image displays a collection of logos for various organizations and companies. The logos are arranged in a grid-like fashion. The logos include:

- ExLibris**: A logo with a rainbow arc above the text.
- Roche**: A logo with the word "Roche" inside a blue hexagonal border.
- בנק הפועלים**: Logo for Bank Leumi, featuring a red diamond.
- FOREVER ISRAEL**: A logo on a yellow background with an eagle and the text "FOREVER ISRAEL" and a small Israeli flag.
- נופם**: Logo for Nofim, with the word in orange.
- הרבה יותר מעיר**: Logo for Hachshara, with colorful Hebrew text and a small emblem.
- הכשרה**: Logo for Hachshara, with the word in red and "חברה לביטוח" below it.
- BE Burlington English**: Logo for Burlington English, with "BE" in a blue circle and "רשת בתי ספר לאנגלית" below.
- רשות החדשנות Israel Innovation Authority**: Logo for the Israel Innovation Authority, with Hebrew and English text and a geometric symbol.
- תל-חי**: Logo for Tel-Hai, with the name in green and "המכללה האקדמית" below.
- TOYOTA**: The Toyota logo with the word "TOYOTA" in red.
- האוניברסיטה העברית בירושלים THE HEBREW UNIVERSITY OF JERUSALEM**: Logo for the Hebrew University of Jerusalem, with Hebrew and English text and a stylized symbol.
- רשות ניירות ערך Israel Securities Authority سلطة الأوراق المالية**: Logo for the Israel Securities Authority, with Hebrew, English, and Arabic text and a bar chart.
- הטורקי**: Logo for Hapess, with Hebrew text and a red star.
- 2SHAPES**: Logo for 2SHAPES, with a stylized "S" and the word "2SHAPES".
- BELIEVER**: The Believer logo, with the word in a stylized blue font.

# Content & Campaigns



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# Case Studies

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# Feasibility, Results & Funding – Believer Meats

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## The Challenge

**Believer Meats (formerly Future Meat) is one of the world's top FoodTech companies.**

**Our main challenge was to increase awareness to the company's products to serve as a PoC indicator in the pre-seed phase**

## The Methodology

**We carried out a preliminary research that showed us we should focus on 3 different platforms: META / LinkedIn & Google while combining both Push & Pull strategies**



# Believer Meats

## Cultured Meat Just Got Real

People love eating meat. It's celebrated worldwide and inseparable of our daily life - Sadly, the current production of farmed meat is unsustainable.

The worldwide demand for meat continues to rise, resulting in the exhaustion of the world's natural resources - this is where cultured meat comes in.

Future Meat Technology is leading the way towards a new day of agriculture with groundbreaking solutions that can feed billions of people around the world - providing them with sustainable, healthy and delicious food

Check out our website and learn more about us [👉](#)



**FUTURE MEAT** Future Meat Technologies  
9,063 followers  
10h · 🌐

The billion-dollar meat industry is facing a significant and disruptive market change. Consumers and market chains are actively looking for animal protein alternatives that will be environment and animal friendly. Cultivated meat IS real meat, and it acts and tastes the same, making it a perfect alternative to farmed meat. Future Meat Technologies is the only company that has the technology to lead the billion-dollar industry into its new era.

Check out our website to see how Future Meat Technologies is leading the industry in cultivated meat technology:

An advertisement for Future Meat Technologies. On the left, there is a photograph of a burger. On the right, there is an orange vertical bar with three white icons and text: a fork and knife icon with 'DELICIOUS' below it, a dollar sign icon with 'AFFORDABLE' below it, and a leaf icon with 'SUSTAINABLE' below it. At the bottom of the advertisement, the text 'BRINGING' is written in large white letters, followed by the tagline 'Join us in Changing the World - One Burger at a Time - Future Meat Technologies'.

# Results – Believer Meats

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Fortunately, the content plan and the posts and ads we created, yielded great results which among others, helped the company to complete a \$360M funding round

- ✓ Over **125%** increase in website traffic
- ✓ CPC & Engagement costs 75-80% lower than standard benchmarks
- ✓ \$0.01 video views costs

# The A-Z Digital Marketing Revolution – Tel-Hai Academic College

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## The Challenge

**Our joint work together started with a digital audit of the college's previous marketing agency. After 3 months, we got the marketing account and were tasked with 2 major challenges: Increasing the amount and leads – and most importantly – their relevance**

## The Methodology

**We have put forward a wide variety of creative marketing ideas and combined with working alongside the admissions office to optimize the flow from the moment a lead arrives – to its final conversion as students**

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המכללה האקדמית תל-חי

Sponsored

הנוף עוצר הנשימה מבעד לחלון, ניחוחות הפרדסים הגליליים (וגם הרפתות מידי פעם), אווירת ה'קיבוץ' בין המתקדמות... אין מה לעשות, יש דברים שאפשר לחוות רק כשבאמת יוצאים מאזור המוחות.

המכללה האקדמית תל-חי מזמינה אתכם ליום הפתוח ב-16.2 הכולל:

- הסעות מכל הארץ
- סניפים ומסגש עם מרצים
- הרצאות אורח מפתיעה (שווה)
- ועוד המון דברים שאפשר לראות רק מחוץ לאזור המוחות.

אז... נראה אתכם? לפרטים והרשמה

**יום פתוח 16.2 באקדמית תל-חי**

- שייחוח הכוונה עם יועצי לימודים מקצועיים
- הכרות עם האקדמיה, דאשי החוגים ותוכניות הלימוד
- קייזו דמי הרשמה לנרשמים לתואר ראשון
- סדנאות התפתחות אישית
- כלל הוצאת אורח מפתיעה (שווה)

לפרטים והרשמה

הסעות חינם מכל רחבי הארץ

FORM ON FACEBOOK

יום פתוח באקדמית תל-חי

Sign up

>>> לפרטים והרשמה

המכללה האקדמית תל-חי

Sponsored

המכללה האקדמית תל-חי מזמינה אתכם ליום הפתוח ב-16.2 הכולל:

- הסעות מכל הארץ
- סניפים ומסגש עם מרצים
- הרצאות אורח מפתיעה (שווה)
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אז... נראה אתכם? לפרטים והרשמה

**יום פתוח 16.2**

לפרטים והרשמה

המכללה האקדמית תל-חי

המכללה האקדמית תל-חי

Sponsored

אנחנו תמיד אומרים שאם יוצאים מאזור הנוחות קורים דברים מדהימים, אבל חשבנו לספר לכם גם כמה דברים מדהימים קורים למי שלומד במכללה

See more...

**מדהים ללמוד מדעים מחוץ לאזור הנוחות**

ההרשמה בעיצומה

B.Sc. מדעי המחשב	B.Sc. מדעי המזון	B.Sc. מדעי הסביבה
B.Sc. ביטכנולוגיה	B.Sc. מדעי החיי	B.Sc. מדעי התזונה
B.Sc. בינאיפורמטיקה	B.Sc. מדעי החיי	B.Sc. מדעי החיי

העניקת התואר מותנת באישור מל"ג

# Tel-Hai Academic College

המכללה האקדמית תל-חי

Sponsored

אין ספק שמתוך סוב יודע גם להנחיל, ומנהיג טוב יודע גם לתנן.

בדיק מסיבה זו החלטנו גם אנחנו לבוא מאזור הנוחות ולאפשר לכם במסגרת התואר לחינוך לשלב לימודים של המסון למנהיגות בישראל.

אז מה יוצא לכם מזה?

קורסים לפיתוח יכולות וכישורי מנהיגות אשר ישולב בתואר ויעניק לכם תועלת.

שילוב בין הידע המקצועי הנלמד בתואר, לבין כלים למציאת הובלה ויזום.

תואר משולב הפותח דלתות רבות גם בתחום החינוך ובתחומים רבים נוספים.

אפשרות להוביל, להנחיל ולהשפיע על העתיד של מדינת ישראל.

בקיצור, אנחנו (ותכלס גם מדינת ישראל) מחכים לכם כאן. מחוץ לאזור הנוחות.

לפרטים והרשמה

**גם חינוך וגם מנהיגות בתואר אחד**

המכללה האקדמית תל-חי

המכללה האקדמית תל-חי

Sponsored

האמת? יכול להיות שאת הפוסט בעוד כמה שנים יכתוב בכלל איזה רובוט עם טכנולוגיית AI.

See more...

**AI? M.A.!**

ההרשמה בעיצומה!

**תואר שני בהתנהגות ארגונית**

כי יש מקצועות שאף תוכנה לא תוכל להחליף

# Results – Tel Hai Academic College

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Since we started working together, we have witnessed a steadfast increase in both the quantity and quality of leads altogether – allowing the best top 3 recruiting days in the history of the organization

- ✓ **Over 750 leads monthly** – a **145%** increase compared to the previous agency
  - ✓ Increase of **70%** in the amount of relevant and interested leads
  - ✓ We managed to save the organization **500,000 NIS (roughly \$125K)** compared to the previous agency
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# Recruiting Top High-Tech Minds – The Israel Innovation Authority

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## The Challenge

Alongside our ongoing consulting to the organization and various Israeli startups, we were asked to devise a unique strategy aimed at launching a global campaign to recruit top high-tech professionals and bring them to Israel

## The Methodology

Right at the beginning we came up with two different creative briefs catering to the attributes of each of our target audiences, and we launched the campaign on Meta / Google & LinkedIn to gather traffic to the designated landing page for more info which was the KPI

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# The Israel Innovation Authority

רשות החדשנות  
Israel Innovation  
Authority

Relocate & reinvigorate  
your career  
in the Tech Hub  
of the world

Experience.  
Enhance. Enjoy.

רשות החדשנות  
Israel Innovation  
Authority

Reconnect to your roots  
while accelerating  
your tech career

Experience.  
Enhance. Enjoy.

## Results – The Israel Innovation Authority

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The most important KPIs for this campaign were the impressions and the website clicks leading to a designated landing page that provided more information about the initiative. Here is what we achieved with merely a \$5000 budget

- ✓ **\$0.50 CPM (Cost Per 1000 Impressions)**
  - ✓ Reaching more than 500,000 unique users (reach) – 750,000 impressions overall
  - ✓ An average CPC cost of \$1 – over 4,000 clicks which got the organization more than 200 concrete leads
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# A 360 Digital Effort – Forever Living Israel

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## The Challenge

For years the global strategy of Forever Living has been focusing on an MLM marketing model.

When the company came to us they asked for 2 main things:

1. Increase the company's brand awareness
2. Increase Direct E-Commerce Conversions

## The Methodology

We have devised a strategy aimed at increasing the brand awareness within the relevant target audience and gradually establish an e-commerce strategy based on precise and innovative targeting methods

# FOREVER LIVING ISRAEL

גיל אלווורה - הסופר-פוד שלא הכרתם!  
 משקאות אלווורה (ולא, אנחנו לא מתכוונים למים בטעם אלווורה בחמויות הנוחות) מכילים מגוון רחב של ערכים תזונתיים - ובראשם ויטמינים ומינרלים המגיעים ישירות מהג'ל שמופק מצמח האלוורה - או במילים אחרות - ישירות מהטבע

צריכה קבועה של גיל אלווורה ידועה ביתרונות רבים ובהם:

- ✓ איזון רמת הסוכר והמשקל - משקאות אלווורה יכולים לסייע באיזון רמת הסוכר וכן בהפחתת רמת הכולסטרול וזאת משום שמרכיבי האלוורה מאיטים את קצב ספיגת הסוכר בדם בסיום הארוחה, ובכך תורמים לתחושת השובע.
- ✓ חזרה לשגרה בריאה - הרכיבים התזונתיים הרבים שמכיל צמח האלוורה, ויעילותו הגבוהה בשיפור ספיגת מרכיבי המזון במערכת העיכול, מעניקים לכל המעוניינים לחזור לשגרה את הבוסט האנרגטי שלו הם זקוקים
- ✓ הרגעת מערכת העיכול - אחד השימושים העיקריים והנפוצים ביותר של משקאות האלוורה נובע מיכולתו של צמח האלוורה לסייע בהרגעת מערכת העיכול ובמניעת צרבות או כיבים משום שמשקה האלוורה מסייע בהפחתת הפעילות הדלקתית ומרפא את ריריות הקיבה

לצפייה במגוון משקאות האלוורה של FOREVER, היצרנית והמשווקת הגדולה והמובילה בעולם של מוצרי האלוורה, לחצו על התמונה



(אל) תשכחו אותי בבית - כל מה שאת צריכה לקחת לחדר הלידה  
 מתקרבת ליום הגדול? בשעה טובה! את תיק הלידה שלך מומלץ להכין כחודש לפני התאריך המיוחל ולהכניס לתוכו את כל הפריטים שתצטרכי ביום המיוחד שמצפה לך.  
 הכנת התיק מבעוד מועד תעזור לך להגיע מוכנה ובטוחה יותר לרגע הלידה ולא להותיר דבר לרגע האחרון.

מיי מוצרים לילודת, לרכישה לחצי כאן

**מארז מתנה לילודת**  
289 ₪

Shop now

**ג'ל לחות מרגיע מסדרת סוניה**  
149 ₪

Shop now

**חובה**  
124 ₪

# Results – Forever Living Israel

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The gradual strategy we've put in place proved itself since we gathered a massive amount of customer data that allowed us to achieve massive website conversion results

- ✓ **Over 1M unique users** saw our ads with an average of \$1 CPM
  - ✓ \$2.5 per conversion cost (conversion value of \$75 on average) - **%300 ROI**
  - ✓ **25%** increase in brand recall lift
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# The Spanish Market Disruptor – 2SHAPES

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## The Challenge

**2SHAPES is a startup offering a unique 3D Tailor-Made Jewelry Design Tool from the city of Zaragoza in Spain.**

**When we started the number of users was 250 – and we were tasked with getting more new users onboard**

## The Methodology

**In order to increase the company's brand awareness and subsequently the number of users, we have launched campaigns on Meta / LinkedIn & Google**

**Our campaigns both generated the demand as well as capitalized on it on Google**

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# 2SHAPES

**2Shapes**  
August 14 · 🌐

Purchasing a jewelry for your loved ones is not something you do on a daily basis - make it count!  
2Shapes' unique design tool offers jewelry store owners the ability to make their physical & online stores stand out by turning any sales associate into a custom-made jewelry designer  
Using 2Shapes' easy-to-use design tool will allow you to offer your end customers the ability to design something special they won't forget - and this is worth more money and customer retention!... [See more](#)

2SHAPES.COM  
**2Shapes - Custom-Made Jewelry Design**  
Turn any sales associate into a jewelry designer and sell x3 more custom-made jewels.

About this website  
Sign up

**RhinoArtisan**  
Rhino plugin for jewelry designers

## Hundreds of ready-to-use editable designs

CHANNEL SETTING  
The balance between the channel and the diamond

HALO RINGS  
Rock, sparkle

WEDDING RINGS FOR MEN  
As timeless as tradition

PAVE RINGS  
Effortless, classic and elegant

CHANNEL SETTING  
The balance between the channel and the diamond

# Results – 2Shapes

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Since 2Shapes is a startup, we implemented a gradual media strategy that nevertheless yielded great results:

- ✓ **300%** increase in the amount of registered users
  - ✓ Increase of **180%** in relevant website traffic from around the world
  - ✓ **325%** increase in relevant brand awareness-based reach and impressions – compared to the target audience reach before we started
-

# Academic Libraries can also “Wow” You – The Ex Libris Group

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## The Challenge

**One of our most fascinating customer is The Ex Libris Group, part of Clarivate, that specializes in developing library management systems**

**Our main challenge was to create a consistent media presence for the brand and increase it's reach and database**

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## The Methodology

**At the very beginning, we conducted a thorough digital marketing audit that allowed us to devise a clear digital strategy based on coherent content anchors – and subsequently various types of campaigns**

# EX LIBRIS GROUP





Partner News  
**OhioLINK selects Ex Libris Alma as next library services platform**

[Read the press release.](#)



**Diversity  
On Campus**

  
Part of Clarivate



## Results – Ex Libris

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**Due to the fact we are targeting the academic target audience, we obviously prioritized LinkedIn as a major platform, and yet we managed to add both Meta & Google to create the perfect marketing mix**

- ✓ **Cost of \$2 CPM (Cost Per 1000 Impressions) – 85% lower than the previous agency**
  - ✓ **Monthly reach of more than 75K unique users**
  - ✓ **An average CPC cost of \$0.75 – and therefore an overall \$50,000 less budget spent**
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# Our Digital Audit & Analysis Division

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# **Our Digital Audit & Analysis Division**

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**A significant part of our clients ask us to thoroughly analyze their digital marketing activities in order to better monitor and track their marketing agency – and maximize their marketing efforts**

**In Addition to the audit report, we always analyze the entire scope of the data gathered by the campaigns (as well as Google Analytics data) – and provide a detailed insights & do's and don'ts report**

# The “Hachshara” Insurance Company

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## The Challenge

Starting our joint project with the “Hachshara”, one of the biggest insurance corporates in Israel, we have taken upon ourselves an ongoing audit of the company’s marketing content and campaigns providers

## The Methodology

Ongoing content & campaign audit to lower the CPA (Cost Per Acquisition) and CPL

Establishing the company’s innovative digital marketing analysis platforms from scratch

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## Results - The “Hachshara” Insurance Company

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- ✓ Following a thorough analysis of the website customer journey – **we managed to increase the car insurance (a very competitive field) conversion rate by 15%**
  - ✓ **A 35% decrease in Push Platforms (Meta – Facebook & Instagram)**
  - ✓ **Across the board implementation of Google Analytics and setting conversion & conversion funnels**
-

# The Hebrew University of Jerusalem

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## The Challenge

**We worked directly with the marketing department of the biggest and most prestigious university in Israel**

**Our focus was aimed at monitoring and tracking the marketing agency – as well as teaching the department to create and promote content by themselves**

## The Methodology

**Ongoing content & campaign audit to lower the CPA (Cost Per Acquisition) and CPL**

**Ongoing consulting in devising the messages and the graphic language prior to launching the paid campaigns**

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## Results – The Hebrew University of Jerusalem

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- ✓ **65% decrease in the CPL (Cost Per Lead) – compared to the previous agency**
  - ✓ **A 55% increase in the leads' relevance by using daily optimization and precise targeting**
  - ✓ **25% increase in digital content engagement**
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# The Burlington English Global Network

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## The Challenge

The ongoing project with The Burlington English Global Network focused on auditing and analyzing the content and marketing performance efforts of numerous marketing agencies – from Israel to Eastern-Europe & South America

## The Methodology

The widespread coverage of the Burlington English Global Network, allowed us to work with different regional marketing directors – and adjusting the message and the campaigns tailor-made culturally to the corresponding region



## Results – The Burlington English Global Network

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- ✓ **Decrease of 27% in the CPL (Cost Per Lead) in one of the world's most competitive fields – language study**
  - ✓ **An E2E (End-To-End) Conversion Rate Increase of 15% in Israel – and 10% worldwide**
  - ✓ **Removing significant conversion barriers in the company's websites around the world**
-

# Part of Our Digital Audit & Analysis Customers

(Due to signed NDA's we can't go into further detail)





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# Thank You



All-In Premium Digital Marketing Agency



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