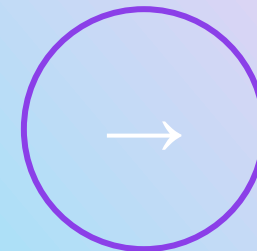


PERFORMANCE MARKETING

CASE STUDY

CLIENT **Shifter**



ABOUT THE CLIENT

SHIFTER — AI POWERED SHIFT MANAGEMENT

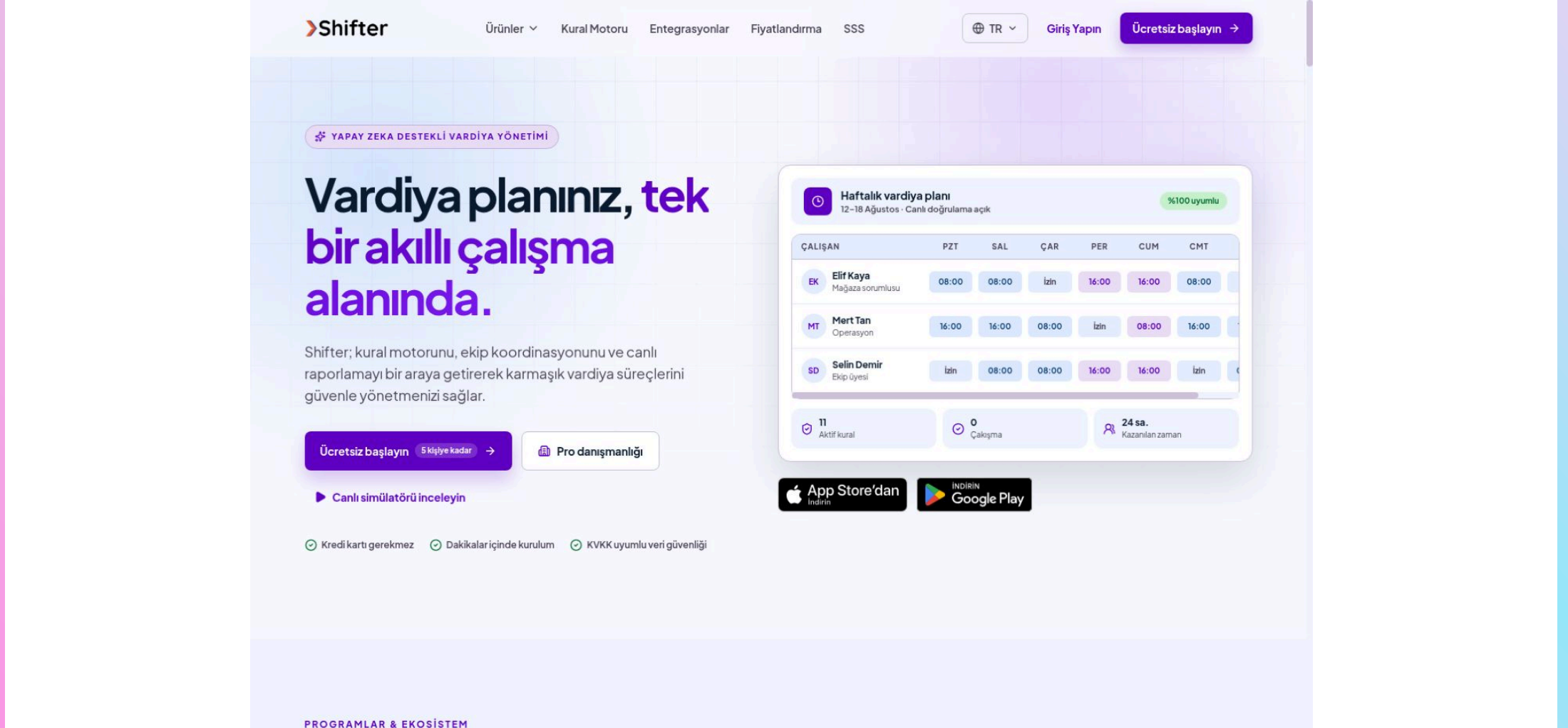


Shifter is an AI powered staff shift management platform for staff intensive businesses, including logistics, airports and retail. We took over Google and Meta advertising from a large Turkish agency after the campaigns had run for five months. Over the following six months, click costs and acquisition costs fell while click through rate and reported ROI increased.

Client: Shifter.com.tr

The platform

shifter.com.tr — intelligent staff shift management



Shifter Ürünler ▾ Kural Motoru Entegrasyonlar Fiyatlandırma SSS TR ▾ Giriş Yapın Ücretsiz başlayın →

YAPAY ZEKA DESTEKLİ VARDİYA YÖNETİMİ

Vardiya planınız, tek bir akıllı çalışma alanında.

Shifter; kural motorunu, ekip koordinasyonunu ve canlı raporlamayı bir araya getirerek karmaşık vardiya süreçlerini güvenle yönetmenizi sağlar.

Ücretsiz başlayın 5 kişiye kadar → **Pro danışmanlığı**

Canlı simülatörü inceleyin

☒ Kredi kartı gerekmez ☒ Dakikalar içinde kurulum ☒ KVKK uyumlu veri güvenliği

Haftalık vardiya planı 12-18 Ağustos · Canlı doğrulama açık **%100 uyumlu**

ÇALIŞAN	PZT	SAL	ÇAR	PER	CUM	CMT
EK Elif Kaya Mağaza sorumlusu	08:00	08:00	İzin	16:00	16:00	08:00
MT Mert Tan Operasyon	16:00	16:00	08:00	İzin	08:00	16:00
SD Selin Demir Ekip üyesi	İzin	08:00	08:00	16:00	16:00	İzin

11 Aktif kural **0** Çakışma **24 sa.** Kazanılan zaman

App Store'dan **Google Play**

PROGRAMLAR & EKOSİSTEM

CAMPAIGN SNAPSHOT

THE PLATFORM

AI powered scheduling

Staff intensive industries

B2B SaaS proposition

AT HANDOVER

Five months of prior advertising

€1.35 CPC

€59.50 CPA

CAMPAIGN FOCUS

Google and Meta advertising

Lead generation

Acquisition efficiency

AFTER SIX MONTHS

€0.63 CPC

€26.30 CPA

5.31 reported ROI



KEY STRATEGIES

ENGINEERED FOR THIS ACCOUNT

1

Campaign handover

Assumed management of Google and Meta advertising after five months with the previous agency.

2

Lead generation

Managed advertising for an AI powered shift management platform serving staff intensive businesses.

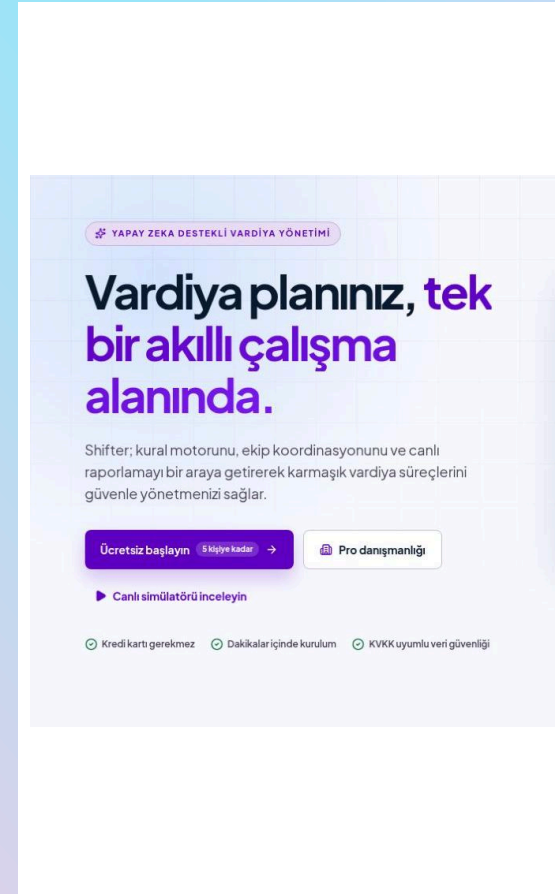
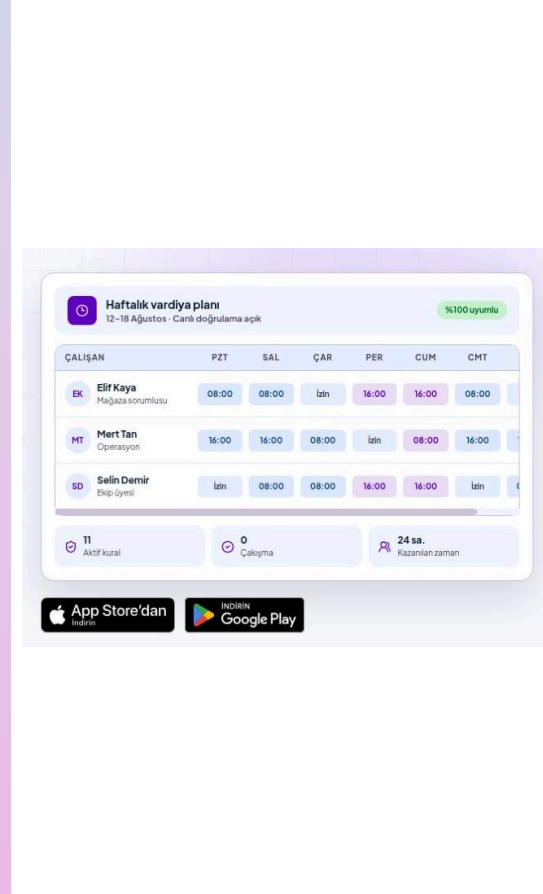
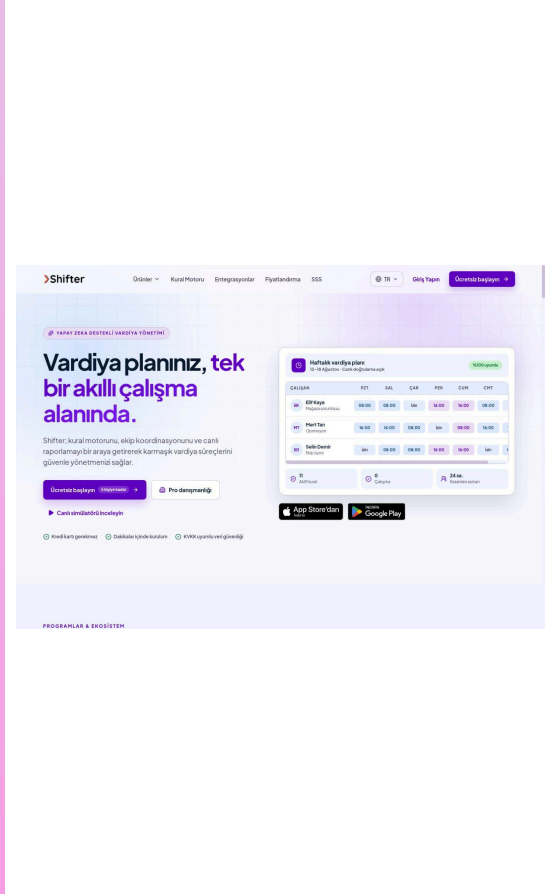
3

Six month evaluation

Compared CPC, CTR, CPA and reported ROI at handover with performance after six months of cooperation.

THE PLATFORM

Shifter website and product experience



Where we started

Performance at campaign handover

€1.35

COST PER CLICK

1.87%

CLICK THROUGH RATE

€59.50

COST PER ACQUISITION

1.67

REPORTED ROI

5 months

PRIOR CAMPAIGN HISTORY

Google

ADVERTISING CHANNEL

Meta

ADVERTISING CHANNEL

Lead gen

CAMPAIGN OBJECTIVE

B2B SaaS

BUSINESS MODEL

Six months in

Performance after six months with Vibe Digital

€0.63

COST PER CLICK

4.38%

CLICK THROUGH RATE

€26.30

COST PER ACQUISITION

5.31

REPORTED ROI

-53.3%

CPC VS HANDOVER

-55.8%

CPA VS HANDOVER

+134.2%

CTR VS HANDOVER

3.18 times

REPORTED ROI VS HANDOVER

6 months

COOPERATION PERIOD

CAMPAIGN KPIs

Campaign handover versus month six

CTR

+134.2%

1.87% → 4.38%

Click through rate

COST PER ACQUISITION

-55.8%

€59.50 → €26.30

Lower acquisition cost

REPORTED ROI

+218%

1.67 → 5.31

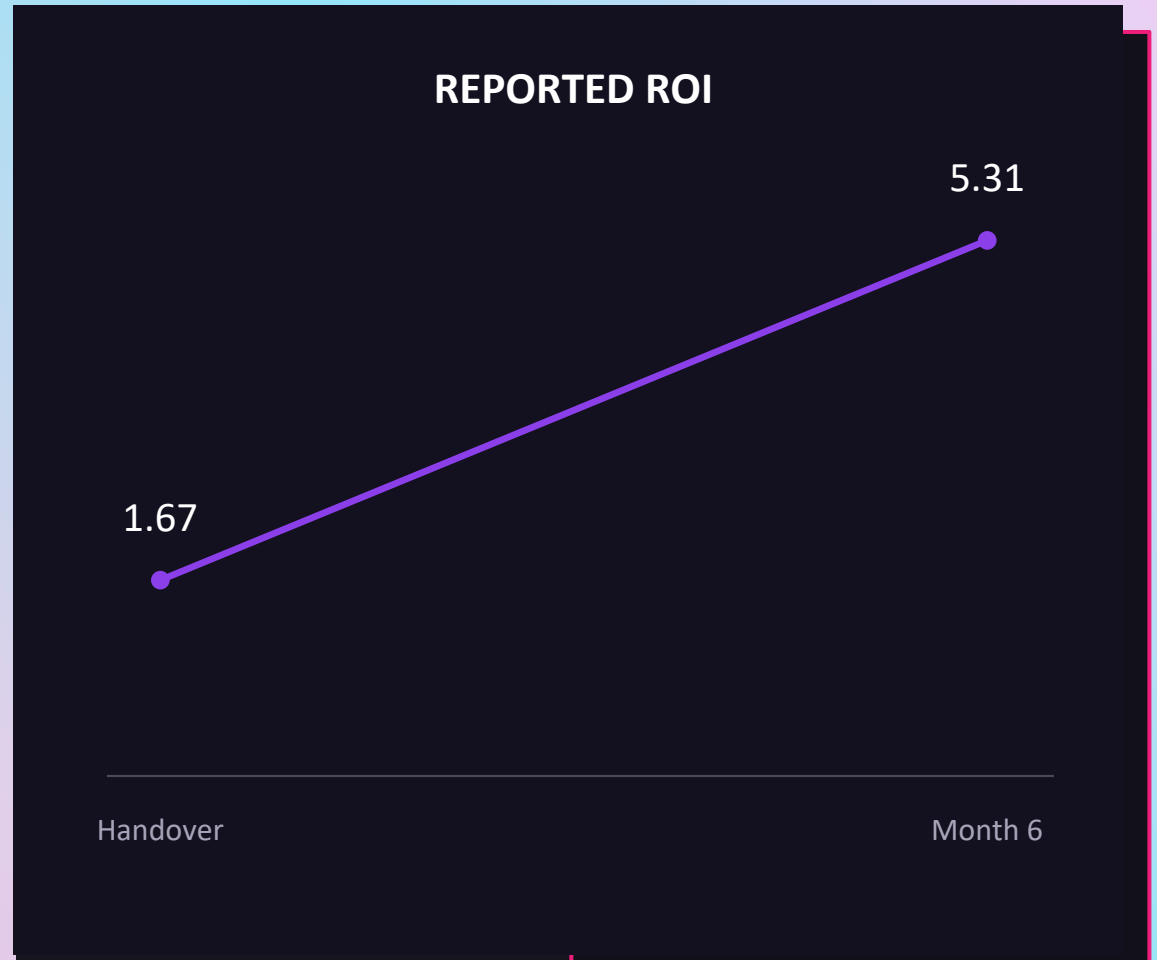
3.18 times the initial value

BUSINESS GROWTH

REPORTED ROI UP 218% IN SIX MONTHS

CPA fell from €59.50 to €26.30 after six months, while CPC declined from €1.35 to €0.63. CTR rose from 1.87% to 4.38%.

Reported ROI increased from 1.67 to 5.31. The original ROI label and values are retained. Results supplied by Vibe Digital.





Let's build your next case study.

Free performance audit · senior strategist, not a junior AM · reply within one business day.



EMAIL

alexander@vibedigi.tech



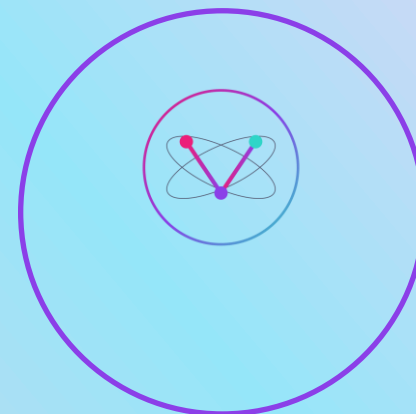
PHONE

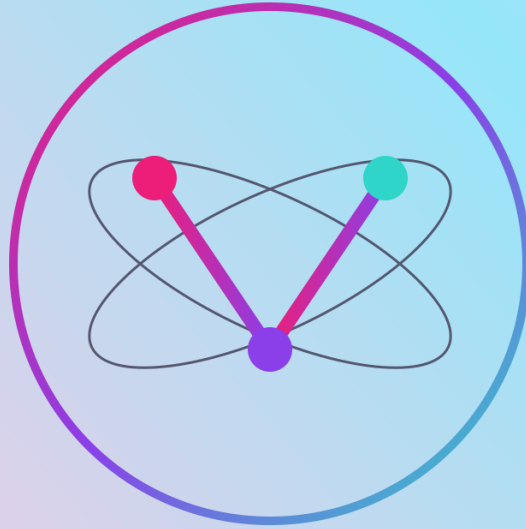
+46 76 896 21 19



WEBSITE

vibedigi.tech





vibe digital

PERFORMANCE MARKETING AGENCY