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TIN KLASIĆ

Httpool

Client Solutions Manager



GLOBAL PRESENCE

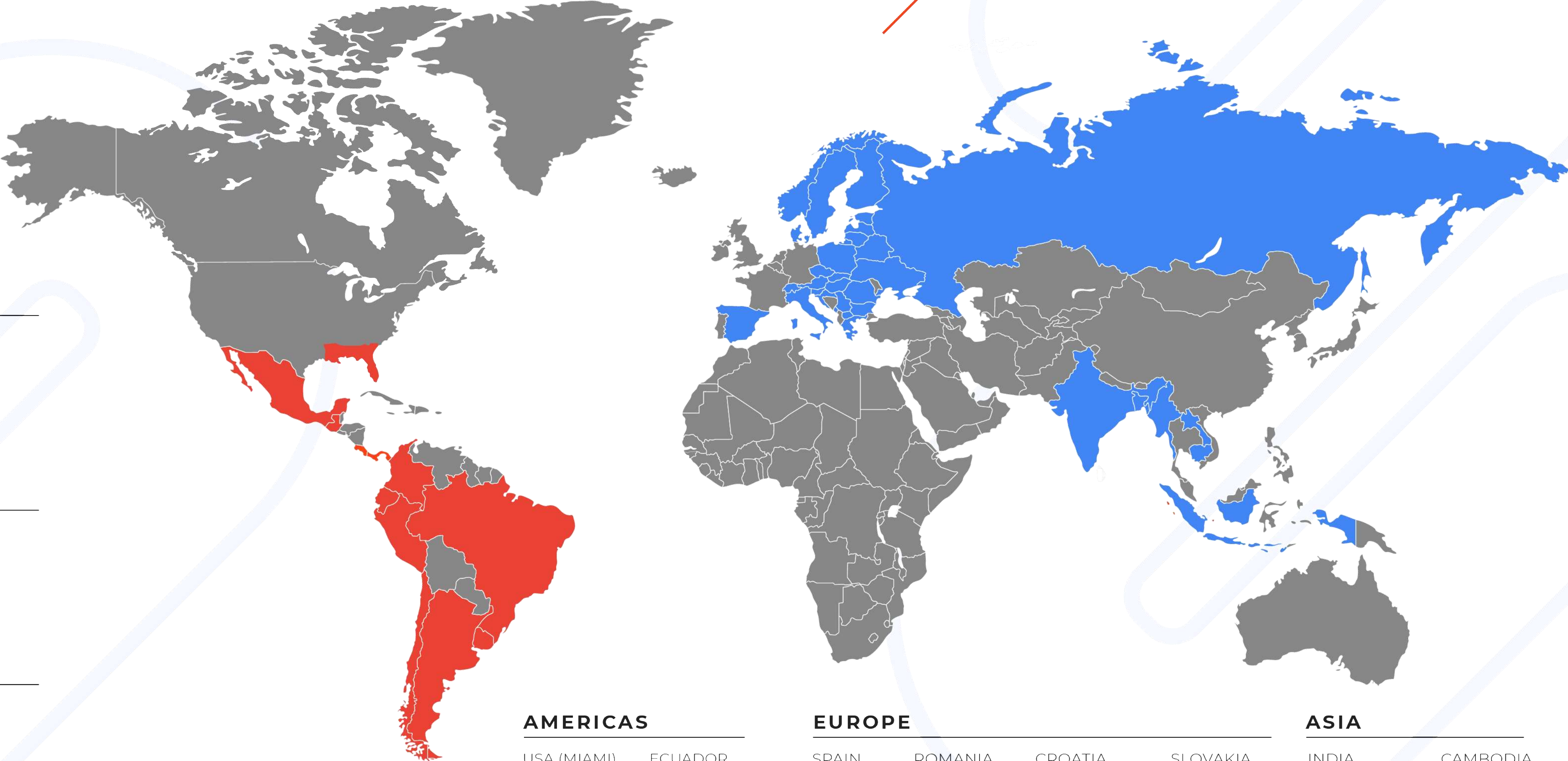
45+
Markets

GLOBAL PARTNERS

20+
Partners

GLOBAL TEAMS

600+
Executives



AMERICAS

- | | |
|-------------|-----------|
| USA (MIAMI) | ECUADOR |
| MÉXICO | PERU |
| COSTA RICA | BRAZIL |
| PANAMA | CHILE |
| GUATEMALA | URUGUAY |
| COLOMBIA | ARGENTINA |

EUROPE

- | | | | |
|---------|-----------|-------------|-----------|
| SPAIN | ROMANIA | CROATIA | SLOVAKIA |
| ITALY | BULGARIA | SLOVENIA | POLAND |
| RUSSIA | SERBIA | AUSTRIA | LITHUANIA |
| BELARUS | MACEDONIA | SWITZERLAND | DENMARK |
| UKRAINE | GREECE | HUNGARY | LATVIA |
| SWEDEN | NORWAY | CZ REPUBLIC | ESTONIA |
| | | | FINLAND |

ASIA

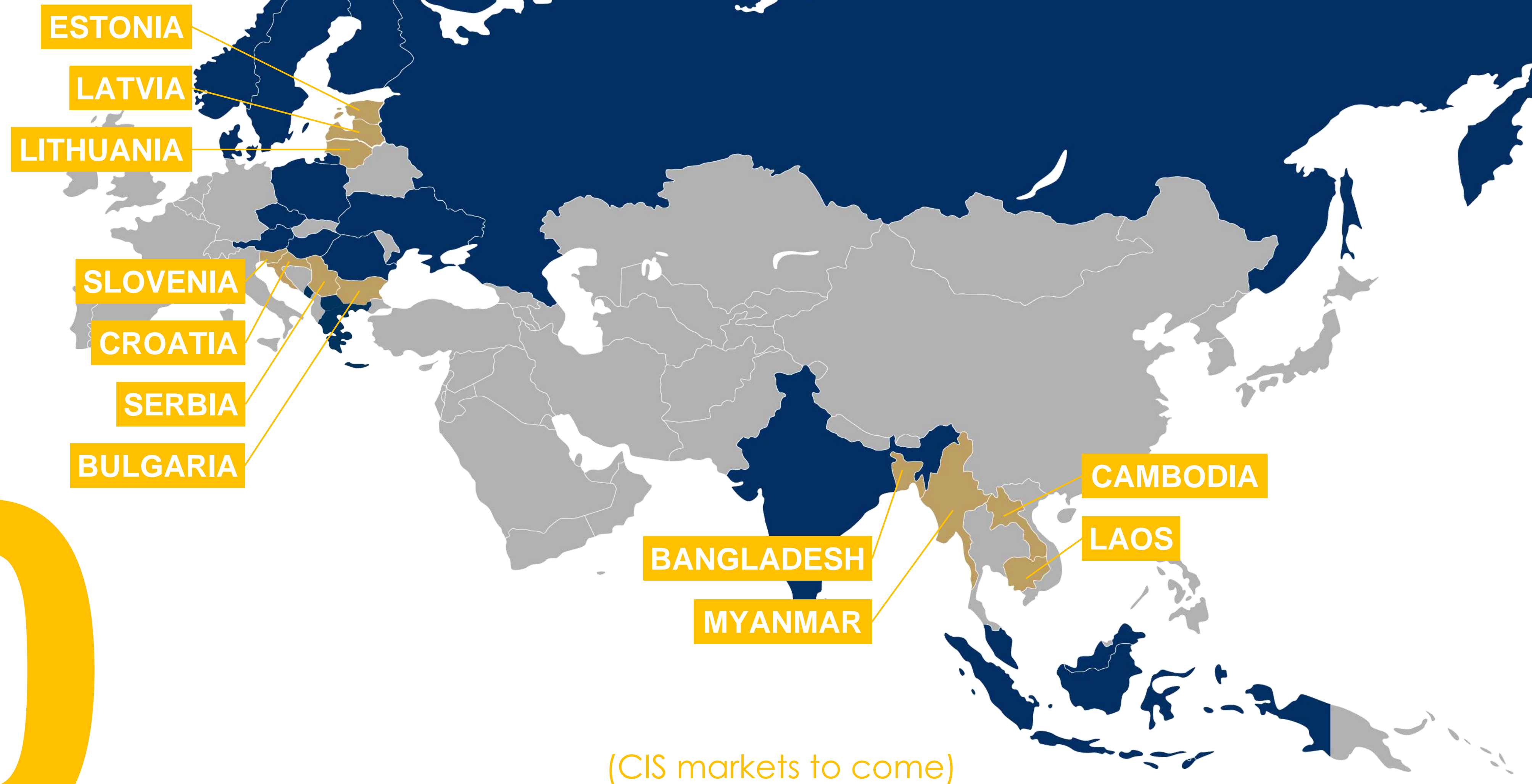
- | | |
|------------|-----------|
| INDIA | CAMBODIA |
| BANGLADESH | LAOS |
| MYANMAR | HONG KONG |
| INDONESIA | MALAYSIA |



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TEAM

50



Our aim is to
accelerate growth and
deliver success for brands
on Facebook

**WHAT DO WE BRING
TO THE MARKET**



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BILLING SOLUTIONS

Receive monthly invoices for what your accounts spend & have up to 30 days to pay them from the day they are issued.



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ADVERTISING SUPPORT

Receive personal troubleshooting support for any issues encountered with Facebook products & all of their connected platforms and family of Apps.

Advertising Support examples

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- fake page removal
- page/profile verification badge
- hijacked accounts retrieval
- disapproved ads
- ad policy help
- ad account health status checkup
- global page structure
- page merge



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SOLUTION EVALUATION

Get insights on your ad accounts – what could be improved, how to push the threshold of your results, which new products would bring the most benefit to your Ad Accounts.

Solution Evaluation Examples

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- account audit with recommendations to improve campaign structure at scale - recommendations how to structure campaigns for easier monitoring
- custom audience audit - recommendations how to avoid overlap and utilize audience best practices
- creative audit following credit score guidelines to advise on better approach to creatives for Facebook



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MEASUREMENT & REPORTING

Assistance with adopting measurement products alongside with valuable business growth metrics. Top tier client custom reporting.

Measurement and Reporting Examples

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- Brand Lift and Conversion Lift
- pixel troubleshooting
- events manager audit
- help in implementation of tracking if needed



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CREATIVE EXCELLENCE

The latest creative resources, strategic frameworks and inspiration to improve your creative process and drive the performance of your campaigns.

Creative Excellence

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Facebook Creative Workshops with best examples globally:

- Creativity Rules – best practices for direct response creatives for FB/Instagram
- Merry Christmas from Creative Shop – examples of Xmas creatives
- Instagram Stories best practices
- Speed of Feed – how creatives evolve



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EDUCATION

Get help, insights, and webinars for the best practice and product adoption. Recieve guidance for Facebook BluePrint certification.

- Facebook news, latest product updates. Facebook research data, insights, best practices
- Tailored trainings on agreed topic
- Case studies on relevant vertical
- Blueprint certification exams
- Guidance on learning & preparation for Blueprint certification
- Participation in Httpool + Facebook organized conferences and workshops



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BRAND LIFT

Facebook's Brand Lift solutions help you measure brand equity to drive real business results – such as brand awareness and advert recall – **exclusively available with Httpool.**

CASE STUDIES

Success stories how businesses are
growing with Facebook and Httpool

An aerial photograph of a stunning coastal scene. The water is a vibrant blue, transitioning from deep navy to a lighter turquoise near the shore. A long, sandy beach curves along the coastline, dotted with people and beach umbrellas. The background is a lush, green forested hillside. Two sailboats are visible in the water on the left side of the frame.

bluesun⁺

BLUESUN HOTELS & RESORTS

Increasing hotel bookings with chatbot
on Messenger.



Bluesun Hotels & Resorts

Bluesun Hotels & Resorts saw a 17X return on ad spend after they implemented Facebook remarketing campaigns that lead to chatbots in Messenger. The ease of booking through chatbot enabled an exceptional customer experience and lowered the price per lead by 300%.

17x

return on ad
spend (ROAS)

30

new
employees
in call
center

9,300+

warm leads
in 30 days

A woman with dark hair tied back, wearing a light pink long-sleeved shirt, is sitting on a light-colored sofa. She is smiling and looking down into an open cardboard box in front of her. The box has the 'ekupi' logo on it. The box is filled with white bubble wrap, and she is reaching in to touch it. The background is a softly lit room with a window and some indoor plants.

ekupi

eKupi Croatia

Black Friday sales soar during Black Friday weekend, thanks to Facebook ads

ekupi



Shopping has never been so easy

Following Black Friday, eKupi recorded the best Black Friday results to date due their simplified Account structure.

525%

increase in
total
purchases

1059%

increased
revenue
YoY

22%

decrease in
CPC

**PARTNERSHIP FOR YOUR
BUSINESS TO MAXIMIZE
YOUR POTENTIAL**

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