

# case study

## From Clicks to Customers

Monday.com aimed to expand into the Czech market and engage companies from the B2B sector. The goal was to validate market potential, generate qualified leads, and manage the campaign budget effectively. Marketinghup delivered a full-scope solution from landing page design to Google Ads performance management.

## GOALS

### Generate qualified leads in the Czech Republic

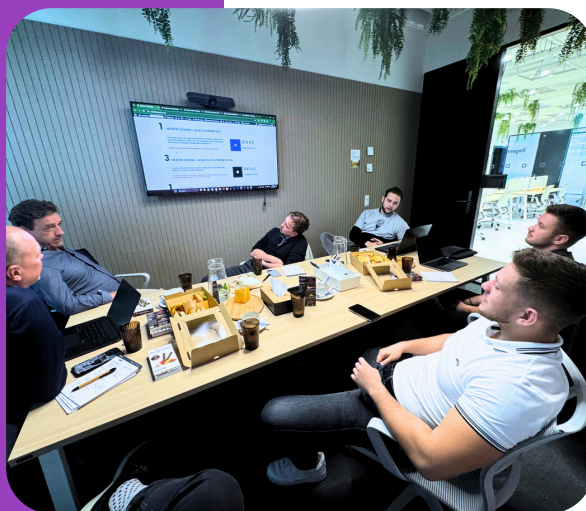
Target decision-makers in Czech companies interested in project management tools.

### Support market entry

Secure initial contacts, validate the product, and gather feedback from the local audience.

### Maintain efficient acquisition costs

Build a campaign with long-term sustainability and direct business impact.



## SOLUTION

### Landing Page & Content Strategy

- A localized landing page tailored to the Czech audience
- Copy focused on the real-world challenges of Czech businesses

### Google Ads Campaigns

- Precise targeting of the Czech B2B audience
- Ongoing optimization, A/B testing
- Retargeting to boost conversion rates

## RESULTS

### • First-year performance

Successfully generated 68 qualified leads from the target market.

### • Campaign metrics

11,200 clicks  
CZK 2,140 cost per lead  
CZK 146,000 total ad spend  
*currently optimized to 1,200 CZK/lead*

### • Client benefit

The campaign resulted in long-term partnerships with Czech companies and laid the foundation for steady growth in a new market.

## Conclusion

The collaboration with Monday.com proves that a well-structured PPC strategy combined with localized content can successfully open the door to a new market. Marketinghup helped the client establish a strong base for long-term presence in the Czech Republic.

