



# case study

## FROM CLICKS TO CUSTOMERS

Monday.com set a clear goal - expand into the Czech and Polish markets and reach decision-makers ready to adopt new solutions. The focus was not just on campaigns, but on validating demand, acquiring first customers, and building a scalable full-funnel system. Marketinghup delivered an end-to-end solution - from ads and landing pages to tracking and ongoing optimization.

## GOALS

### Generate qualified leads in Czechia & Poland

Reach decision-makers actively looking for project management solutions

### Support market entry

Validate demand, acquire first customers, and collect real market feedback

### Maintain efficient acquisition costs

Build a scalable and sustainable acquisition system across the full funnel



## SOLUTION

### Full-Funnel Setup

- Ad strategy, creatives, and traffic acquisition (Google Ads)
- Localized landing pages built for conversion
- Clear CTAs and structured lead capture
- Full tracking setup (from click to lead)
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### Performance Optimization

- Continuous A/B testing across ads and landing pages
- Retargeting to capture undecided users
- Ongoing funnel optimization based on real performance data

## RESULTS

294

qualified leads  
Successfully generated

753CKZ

optimized cost per lead



## Conclusion

This collaboration proves that market expansion is not driven by ads alone, but by a well-structured full-funnel system. By connecting ads, landing pages, data tracking, and continuous optimization, Marketinghup helped Monday.com build a predictable and scalable acquisition engine for growth in Czechia and Poland.

