



Remarketing Campaign Q2 2022

econocom

Update of our website pages

1) Main Page : Remarketing



Update of our website pages

2) Sale page : this page is used in the Linkedin ads campaign:
“Sell us your used ICT devices” page with estimations & our whole process :

Dit is hoe we te werk zullen gaan

- | | | |
|----|--|---|
| 01 | Verzoek om prijsopgave | ▼ |
| 02 | Quote | ▼ |
| 03 | Audit en definitief bod tot terugkoop | ▼ |
| 04 | Ophaling en classificatie van het opgehaalde materiaal | ▼ |
| 05 | Facturatie & opslag | ▼ |
| 06 | Data wiping | ▼ |
| 07 | Tweede leven of recycling | ▼ |

01

Categorie A

De apparaten van categorie A hebben de volgende specifieke kenmerken:

- de apparatuur moet compleet zijn met lader, kabels, enz.
- in zeer goede cosmetische staat zijn; het volgende wordt getolereerd
 - kleine gebruikssporen
 - slijtage van categorie A-apparatuur is het gevolg van minimaal standaardgebruik
 - lichte krassen
- **niet aanvaard:** krassen, barsten, chips, dode pixels, donkere vlekken, verkleuringen of vlekken.
- de functionaliteitstest moet voor 100% geslaagd zijn: de toestellen moeten volledig functioneel zijn

Klasse A



VERKOOP UW ICT-APPARATEN EN KRIJG GELD IN RIJL.

SCHATTING VAN DE MOGELIJKE OPBRENGSTEN PER APPARAAT (GEBASEERD OP SPECS EN GOEDE STAAT)

STUUR MIJ EEN GESCHATTE WAARDE VAN MIJN GEBRUIKTE APPARATEN

UP TO €700
UP TO €650
UP TO €600
UP TO €2000

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VOS APPAREILS USAGÉS ET CASSÉS VALENT ENCORE DE L'ARGENT !

VOUS NE SAVEZ PAS QUOI FAIRE DE VOS ORDINATEURS PORTABLES, SMARTPHONES ET TABLETTES USAGÉS ET CASSÉS...

NOUS AIMERIONS VOUS LES RACHETER



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VOS APPAREILS ICT USAGÉS VALENT ENCORE BEAUCOUP D'ARGENT !

SAUVEZ LA PLANÈTE ET VOTRE BUDGET EN MÊME TEMPS.



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Update of our website pages

3) purchase page

“buy refurbished ict devices” :

plus un PC portable ou un smartphone peut être utilisé longtemps, moins il faut en fabriquer de nouveaux et donc moins on produit de déchets électroniques



FAQ

- 01 Que signifie reconditionné et comment opérez-vous? ▼
- 02 Quelle est la différence entre reconditionné, d'occasion et de seconde main? ▼
- 03 Quel type de matériel reconditionné proposez-vous? ▼
- 04 Mieux vaut-il acheter ou louer du matériel reconditionné ? ▼
- 05 Y a-t-il des désavantages ? ▼

Linkedin Ads

-Objective: Awareness & drive visits to our “sale page” in slide 3)

-budget : 5.000€

-Languages: FR / NL / EN

-Job titles: CFO / CSR / Purchasing & Buyers / IT managers

-4 messages around : e-waste & your used device are still worth money: we buy them back

Linkedin Ads

Global e-waste has increased 3X faster than the world's population growth in the last 5 years.

**STOP TO THE
OVEREXPLOITATION
OF EARTH. E-WASTE
IS UNNECESSARY.**

YOUR COMPANY CAN SAVE OUR PLANET.
LET'S REUSE IT TO SAVE RARE MATERIALS.

ACT NOW

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What can your company do? Don't buy new devices, buy instead
refurbished laptops & smartphones. We can help.

[Learn more](#)

Global e-waste has increased 3X faster than the world's population growth in the last 5 years.

**83% OF E-WASTE
IS NOT REUSED
OR RECYCLED.**

THIS LEADS TO HEALTH PROBLEMS
& AFFECTS CLIMATE CHANGE.

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Sell your old & used ICT devices to Econocom, they're still worth
a lot of money.

[Learn more](#)

Does your company have old, used/broken ICT devices (laptops, smartphones, tablets, etc.) sitting around taking up space for nothing?

**YOUR USED ICT
DEVICES ARE STILL
WORTH A LOT
OF MONEY!**

SAVE THE PLANET & YOUR BUDGET
AT THE SAME TIME.



econocom

Sell your old & used ICT devices to Econocom, they're still worth
a lot of money.

[Learn more](#)

Does your company have old, used/broken ICT devices (laptops, smartphones, tablets, etc.) sitting around taking up space for nothing?

**YOUR OLD &
BROKEN DEVICES
ARE STILL WORTH
MONEY!**

DON'T KNOW WHAT DO WITH
YOUR USED & BROKEN LAPTOPS,
SMARTPHONES AND TABLETS?

WE'D LOVE TO BUY
THEM BACK FROM YOU



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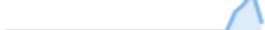
Sell your old & used ICT devices to Econocom and get a big
discount on your new IT purchases in return.

[Learn more](#)

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Linkedin Ads - reporting

-after 3 days :

Campaign Name ↕	Status ↕	Spent ↕	Key Results ↕	Cost Per Result ↕	Impressions ↕	Clicks ↕	Average CTR ↕
3 selected campaigns	-	€338.50	-	-	8,700	105	1.21%
Remarketing - Vente - EN ID: 202462103 · Sponsored Content	Active Running	€139.62	50 Website Visits 	€2.79	3,532	50	<u>1.42%</u>
Remarketing - Vente - NL ID: 202463703 · Sponsored Content	Active Running	€98.79	16 Website Visits 	€6.17	2,437	16	0.66%
Remarketing - Vente - FR ID: 202465323 · Sponsored Content	Active Running	€99.89	39 Website Visits 	€2.56	2,726	39	<u>1.43%</u>

And 1 SQL : Anankei