



VK Ads

Convert VK users into your clients

 business

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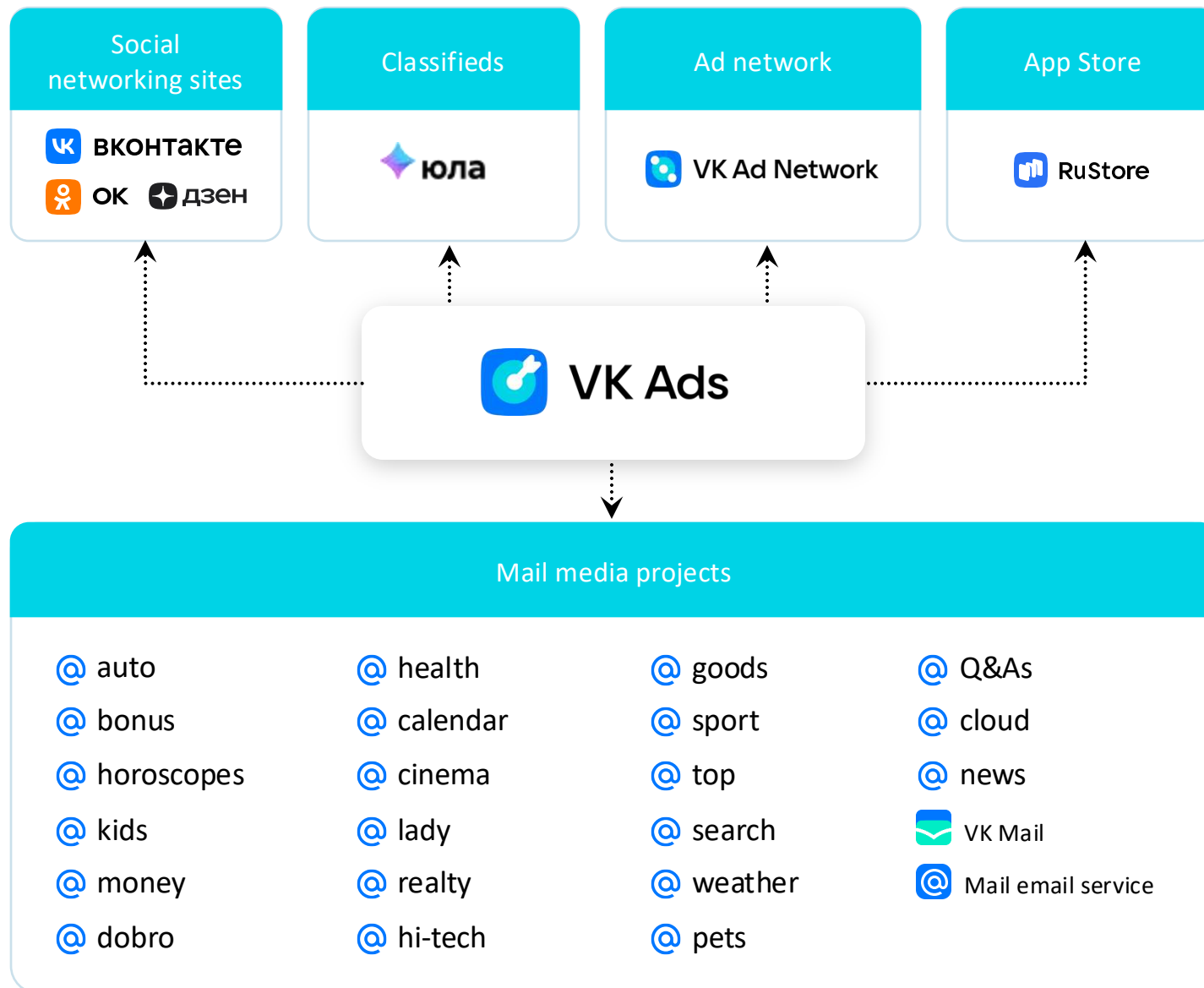
- ① VK audience
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- ③ VK Ads capabilities
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- ④ VK Ads advertiser account
- ⑤ VK Ads agency account

VK audience



>95%

of RuNet audience
engaged with
VK resources



VK audience



MAU

100 m

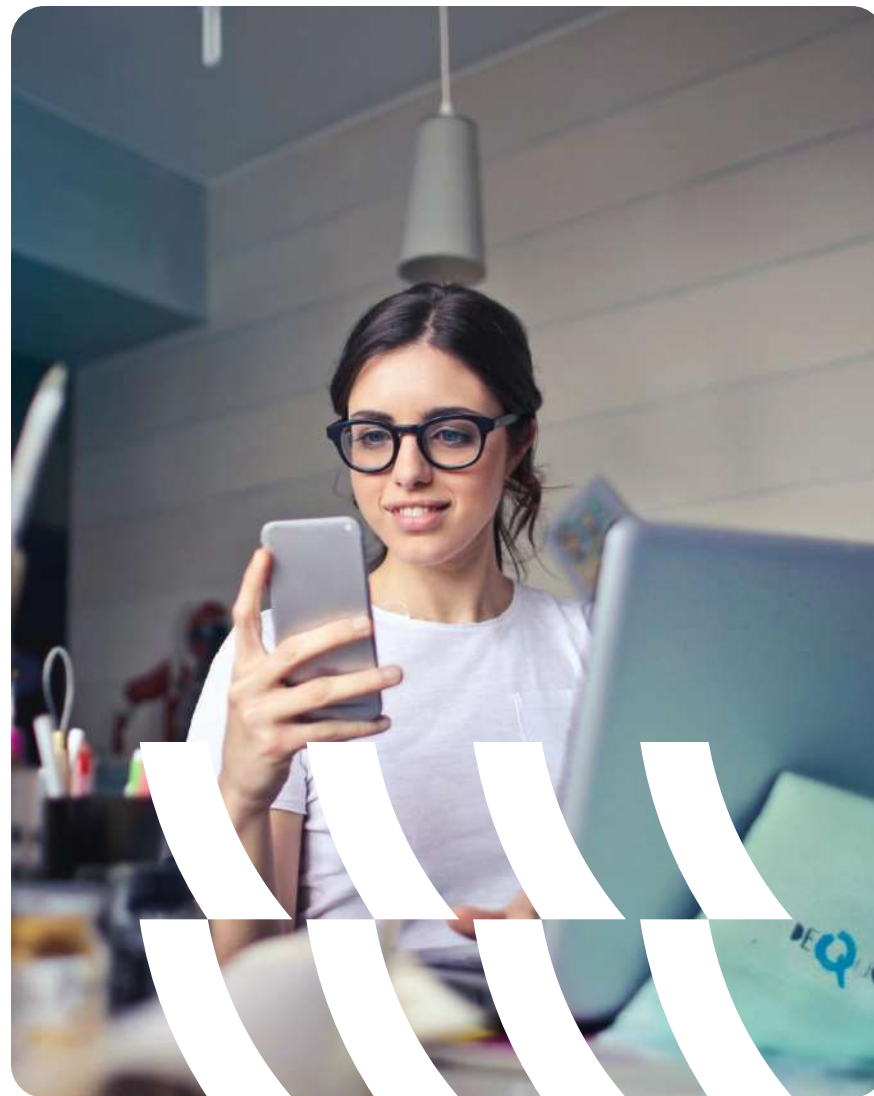
monthly active users
in Russia



DAU

78 m

daily active users
in Russia



VKontakte is Russia's most popular social network



MAU

89 m

monthly active users
in Russia

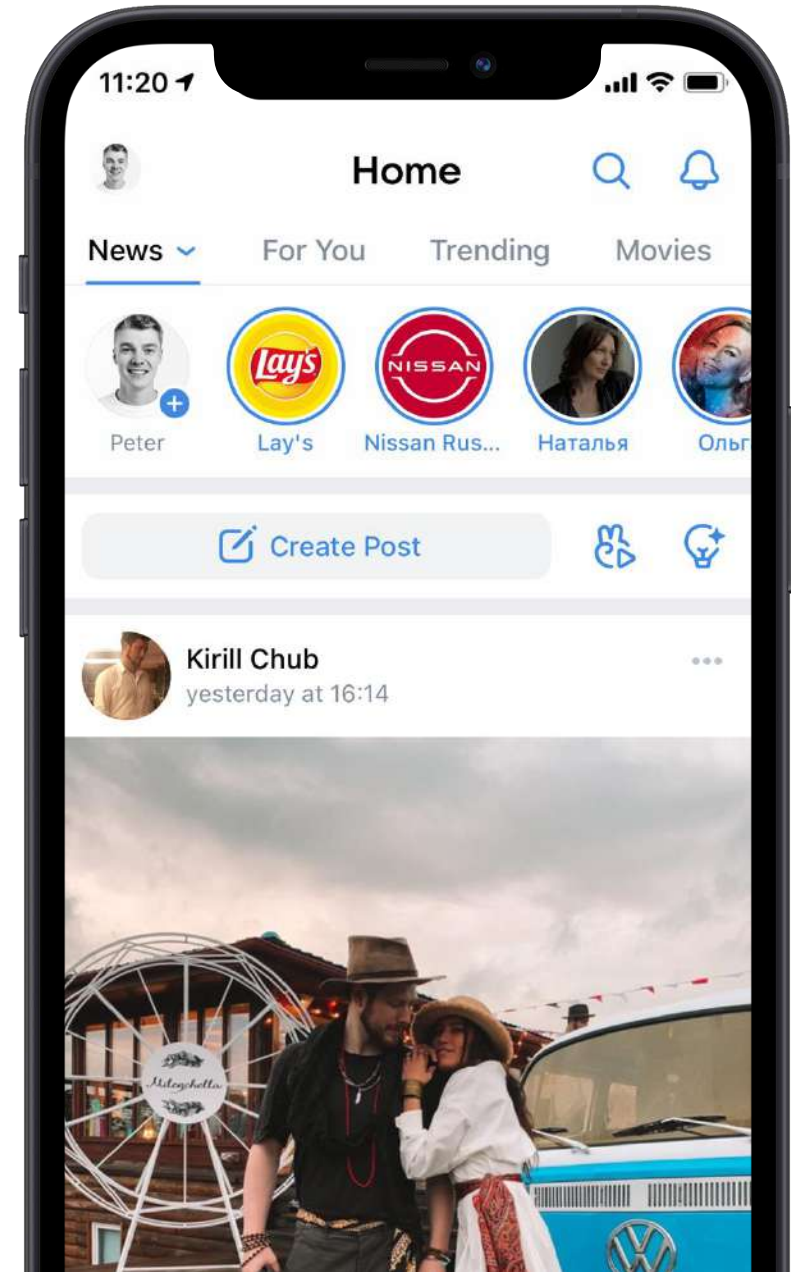


DAU

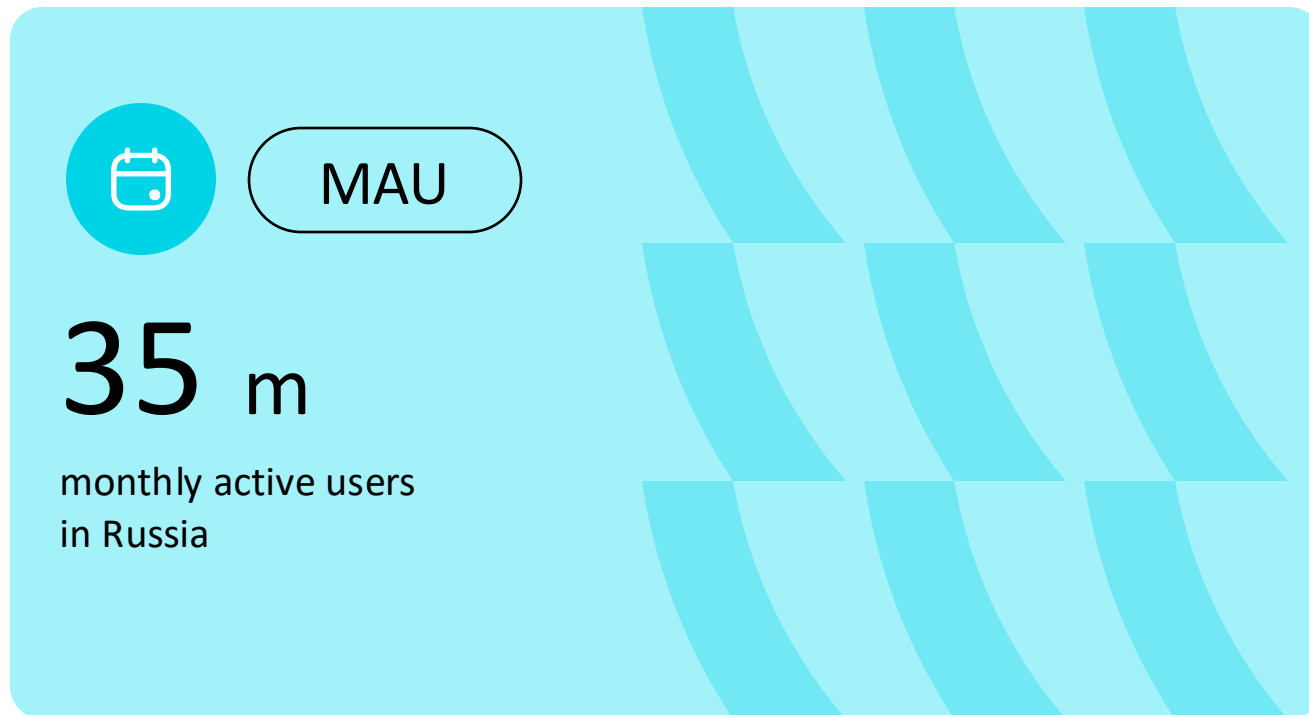
57.3 m

daily active users in
Russia

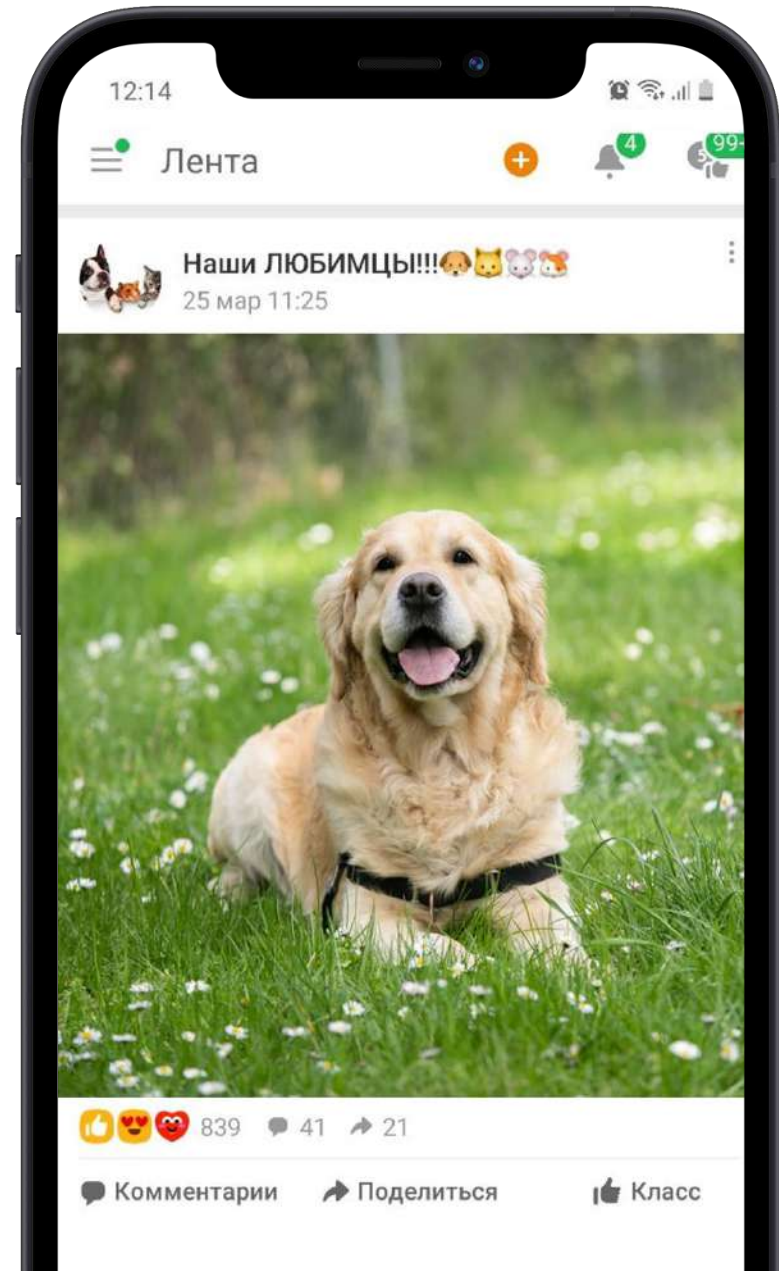
Source: VKontakte, Q1 2024



Odnoklassniki: my hobbies are OK



Source: Odnoklassniki, Q1 2024



Dzen audience

Dzen is a content platform with news updates, videos and texts by popular bloggers



DAU

31.8_m

daily active users
in Russia

Mediascope's Cross Web, Q1 2024,
Russia 0+, 12+, Desktop & Mobile



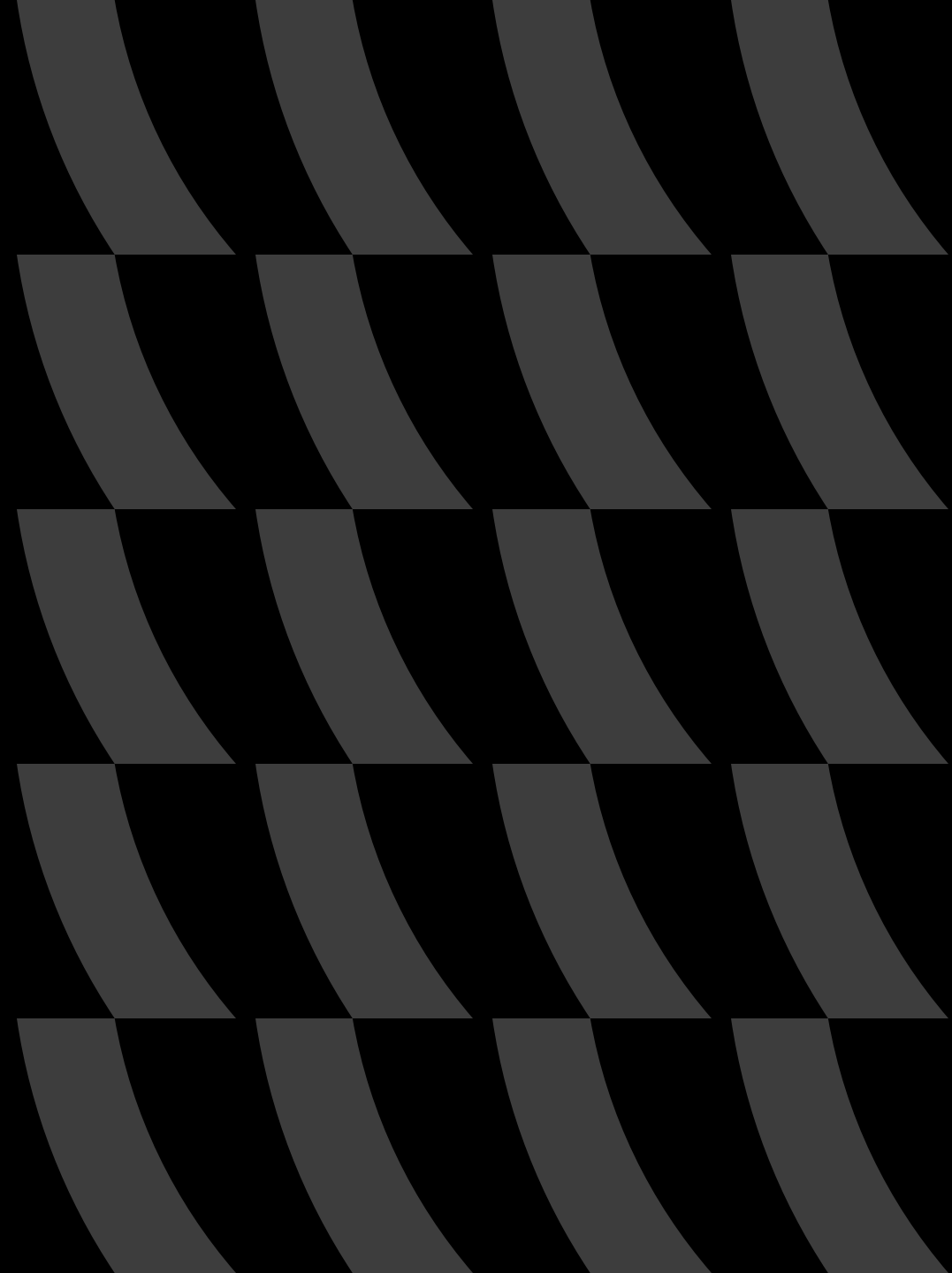
+100_k

authors providing content
on a weekly basis

Platforms's internal data



VK Ads: what it is and how it works



VK Ads – a platform for quick launch of effective advertising on VK projects



**Strong
results**

ensured
by automation



**Adjustable
configuration**

based on a three-level ad
campaign structure



**Quick
launch**

with ads tailored
for all platforms



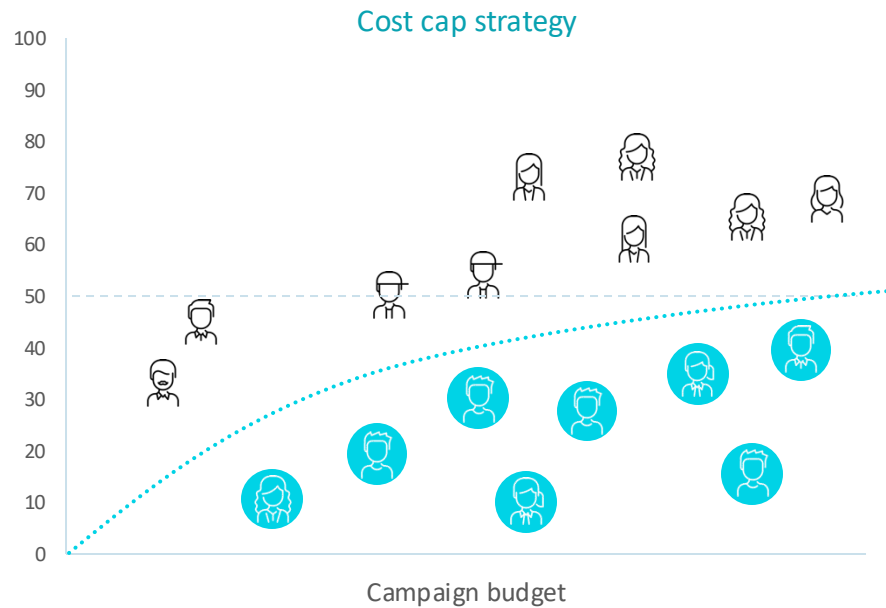
**Smart
targeting**

with ads displayed
based on user preferences

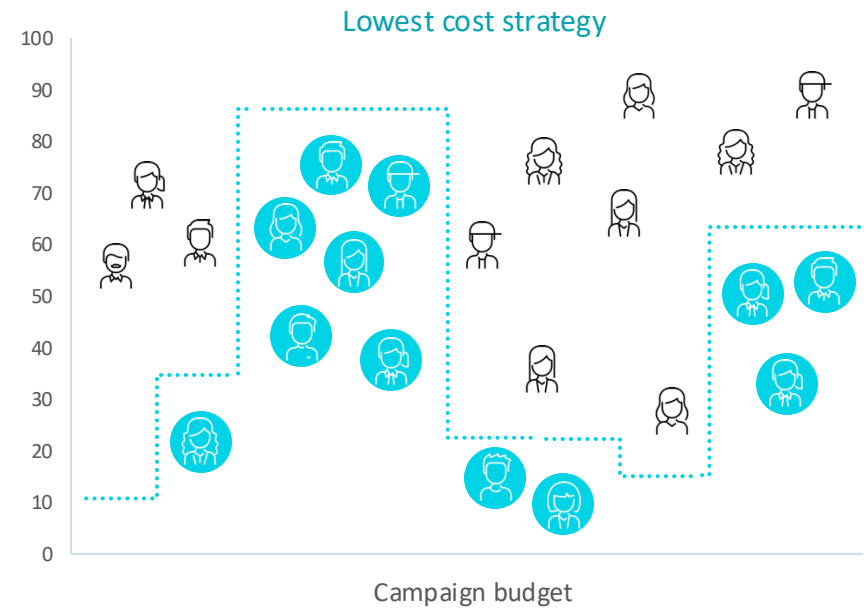
Automated bid management

Optimize your budget and get more conversions based on your goal

Goal: maximize **events**
at limited cost



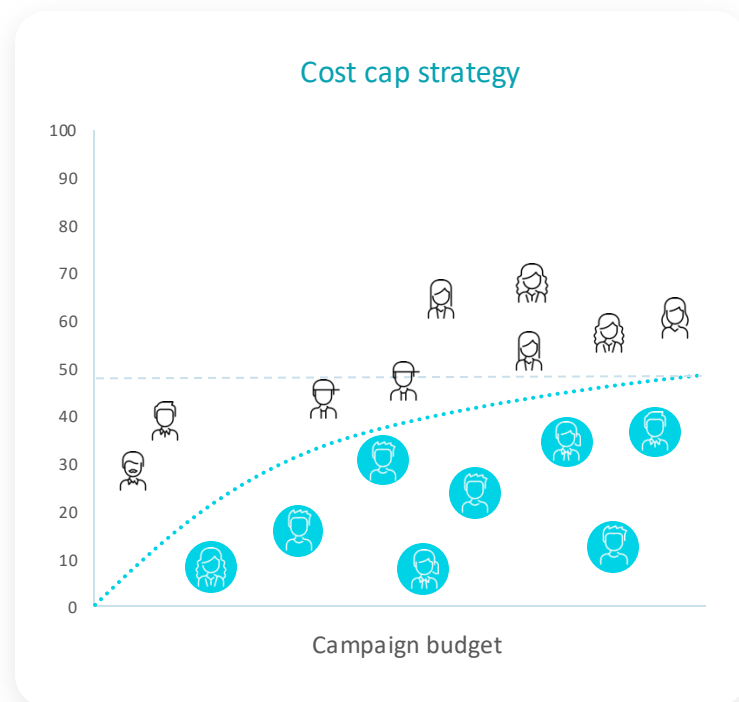
Goal: maximize the number of
on-budget **events**



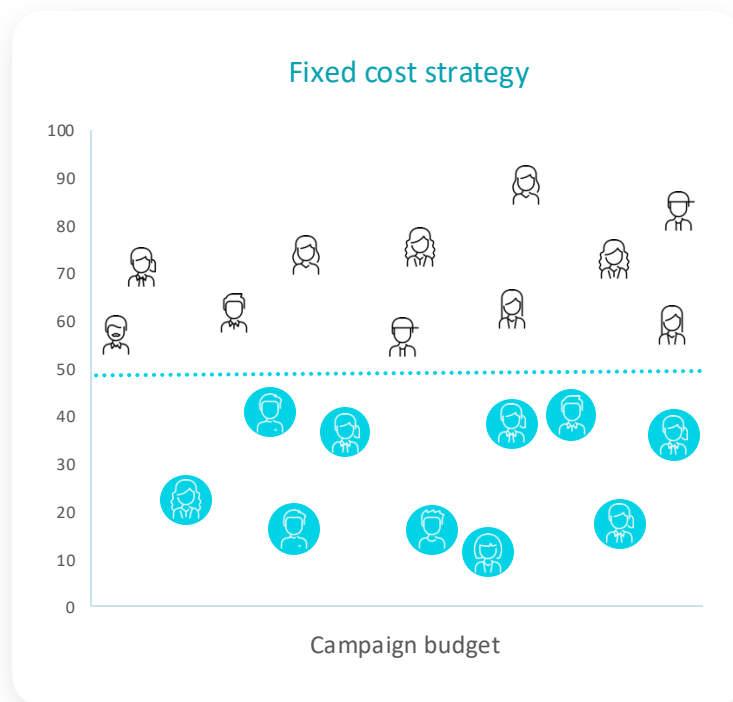
Automated bid management

Optimize your budget and get more impressions based on your goal

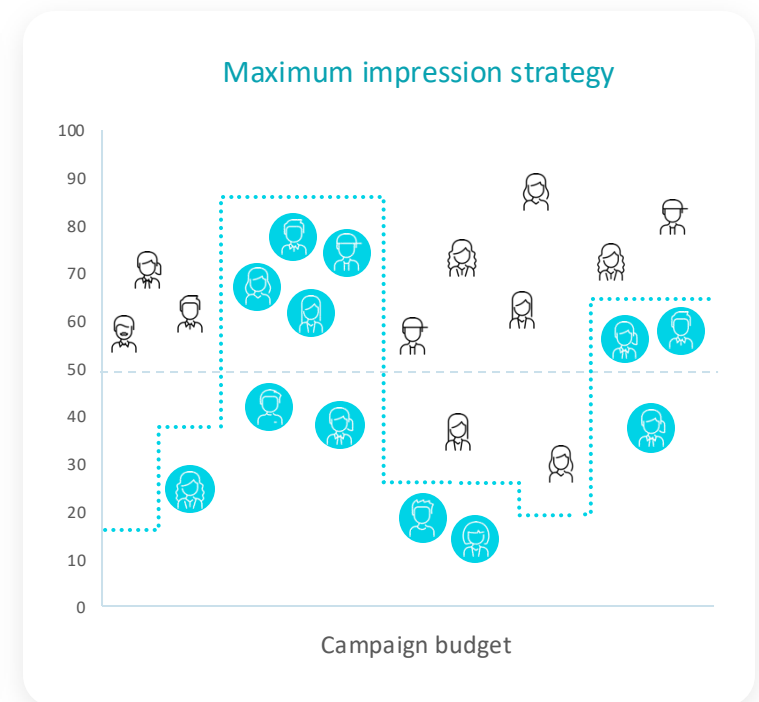
Goal: maximize **impressions**
at limited cost



Goal: maximize **impressions**
at fixed price

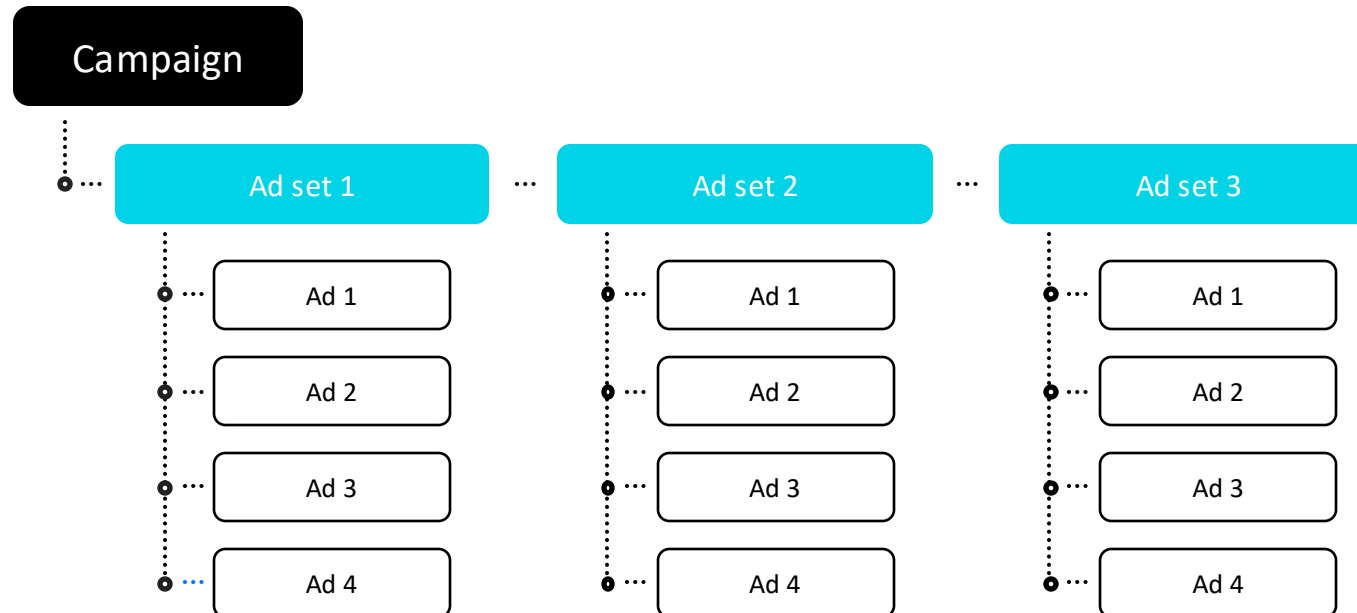


Goal: maximize the number of
on-budget **impressions**



Three-level ad campaign structure

The new ad campaign structure made it easy to test hypotheses and targeting options, while the launch and management of new campaigns became smoother and quicker



Efficient ad campaign budget allocation among ad sets



Convenient segmentation for managing large numbers of advertised products or services



Convenient segmentation for managing various ad tools and settings

Campaign budget optimization

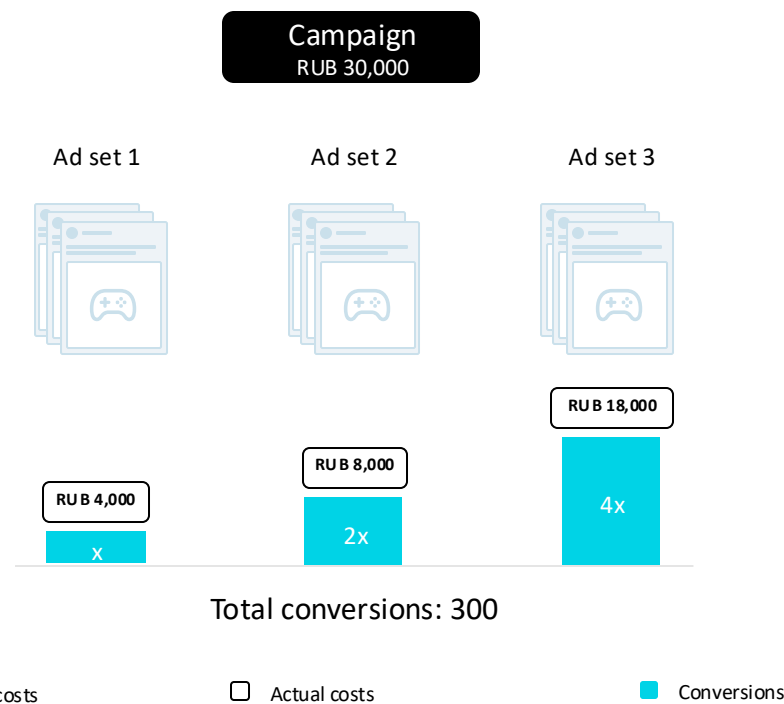
Automated ad campaign budget allocation in favor of the best-performing ad sets will

📈 ensure higher ad efficiency

🕒 save your time

* Training the budget optimization algorithm may take up to 100 target actions

New three-level ad campaign structure with campaign budget optimization

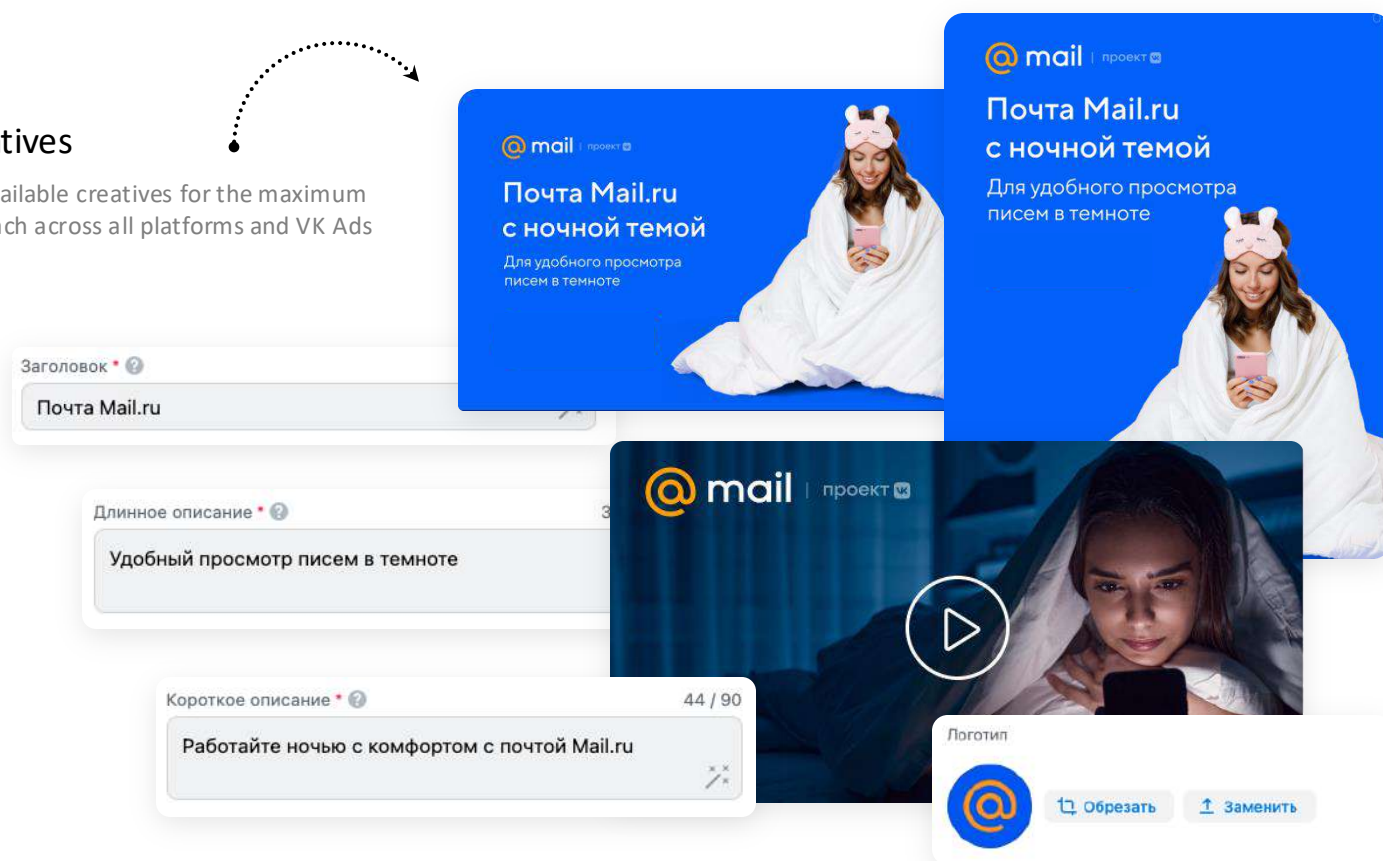


Versatile ads

Adaptive format makes it possible to upload all available graphic assets into **one ad** across all ad platforms and placements

Your creatives

Upload all available creatives for the maximum on-target reach across all platforms and VK Ads formats



Media library with quick and easy access to previously uploaded creatives

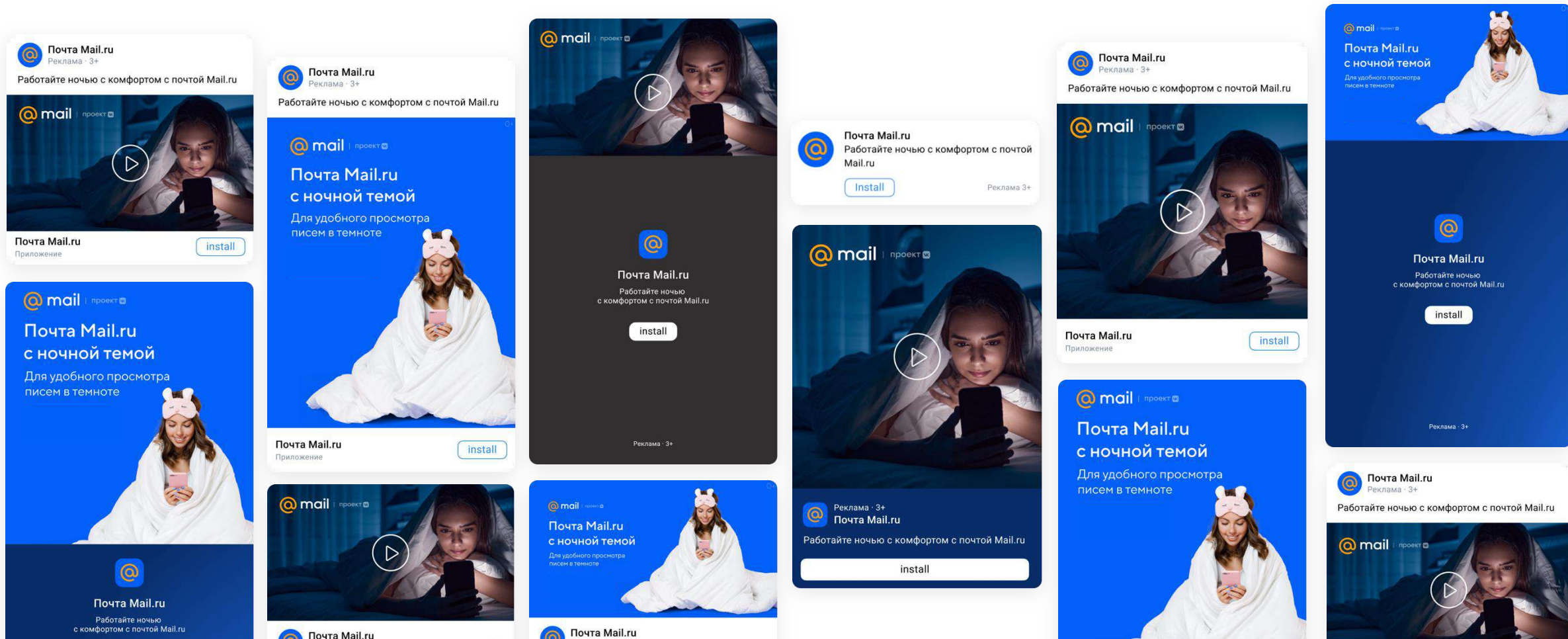


Automated ad text generation

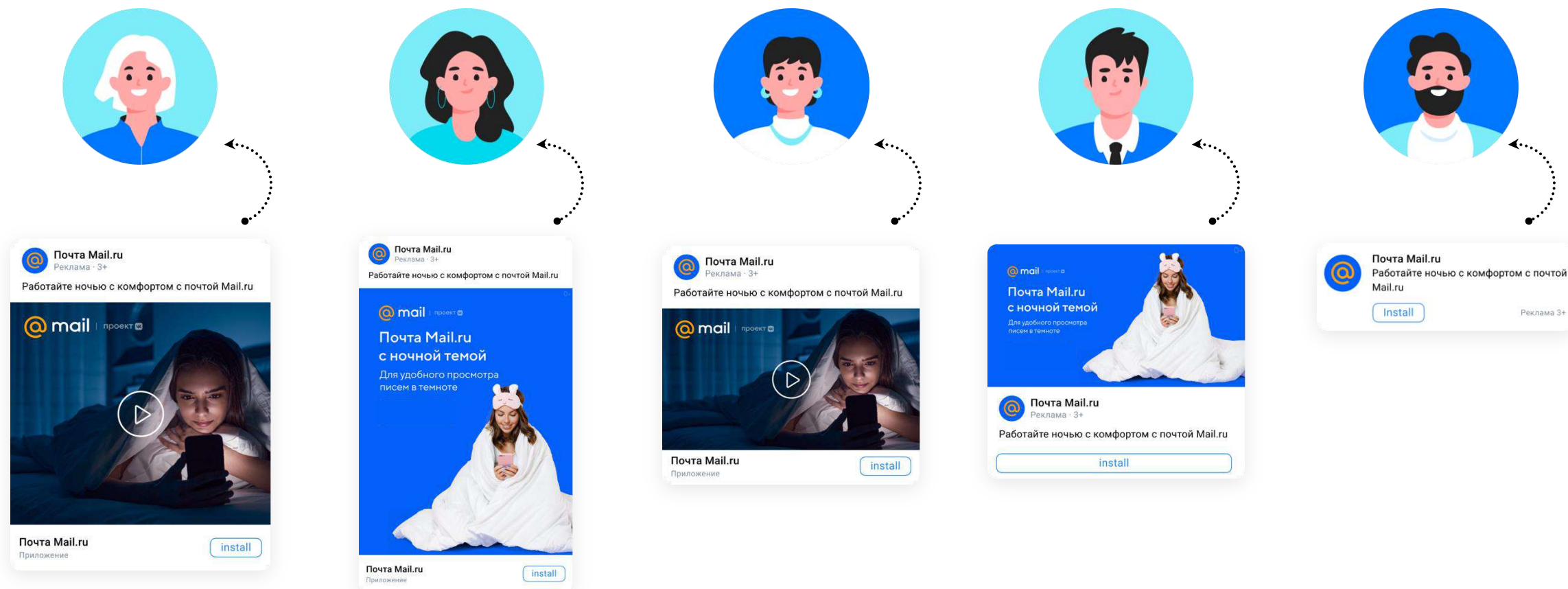


Realtime-preview of all ad formats

The system will prepare all types of creatives to maximize the target audience coverage across all available VK platforms



And will help you tailor the right format
for each individual user at each VK platform
to ensure as many conversions as possible



The new format's advantages



Adaptability

the platform will help you understand when each visual element should be used in this or that ad format and which elements need to be uploaded to achieve a 100% TA coverage



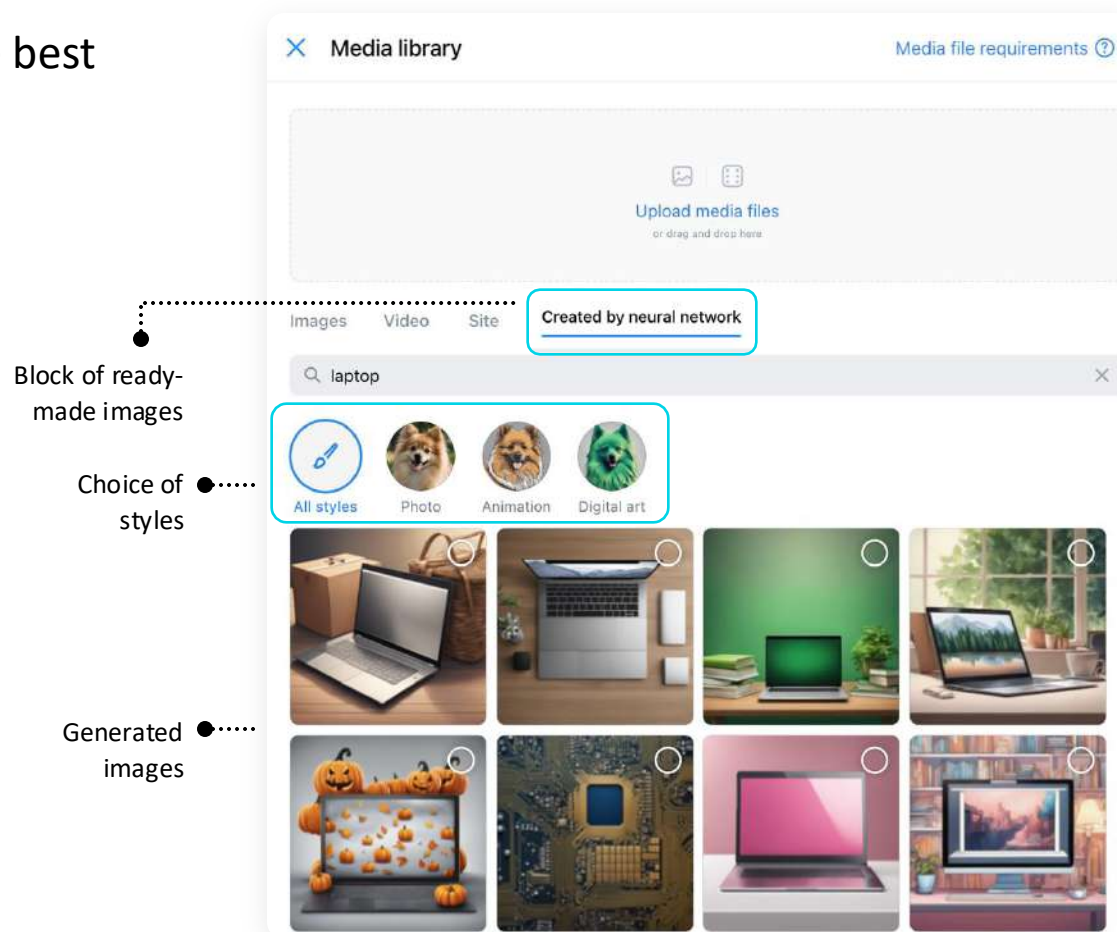
Smart targeting

the platform will help you tailor the right format for each individual user at each VK platform to ensure as many conversions as possible

Gallery of ready-made images

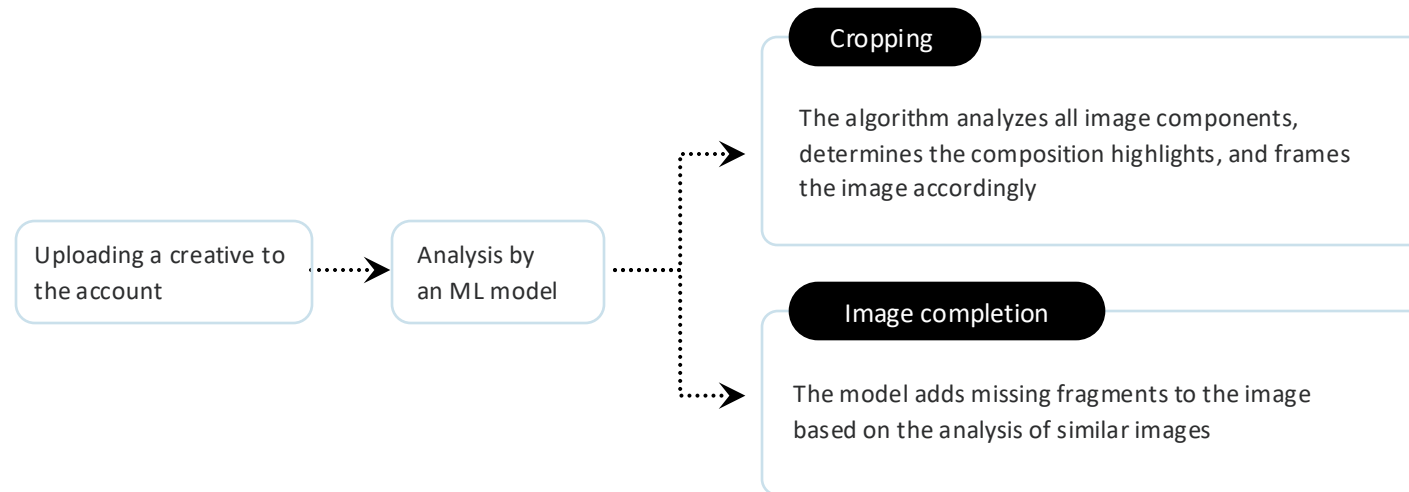
Choose creatives provided by a neural network to ensure the best conversion rates for your ad

- ✓ **Efficiency improvements**
Creatives from the media library of VK Ads have a potentially high CTR
- ✓ **Simplified moderation**
The neural network analyzes image requirements and leverages the data of successful ad campaigns
- ✓ **Time savings**
Images automatically adapt to all the available promotion formats thanks to the smart framing tool



Smart framing and image completion

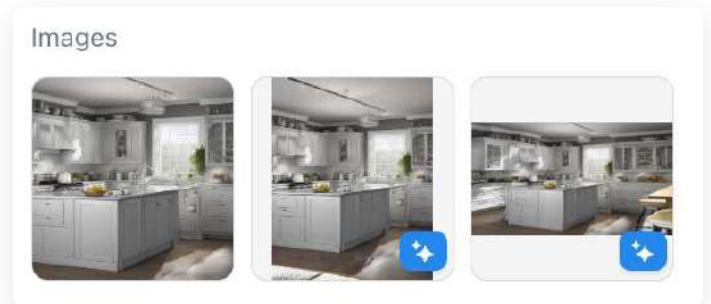
Build required image proportions directly at the stage of ad creation



All images will be unique and comply with the moderation rules



Smart image completion: vertical scale



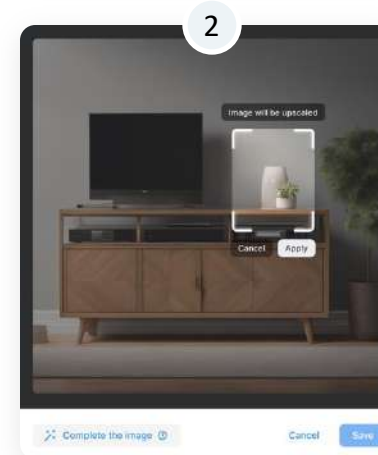
The original creative, vertical and horizontal options

Image scaling and quality improvements

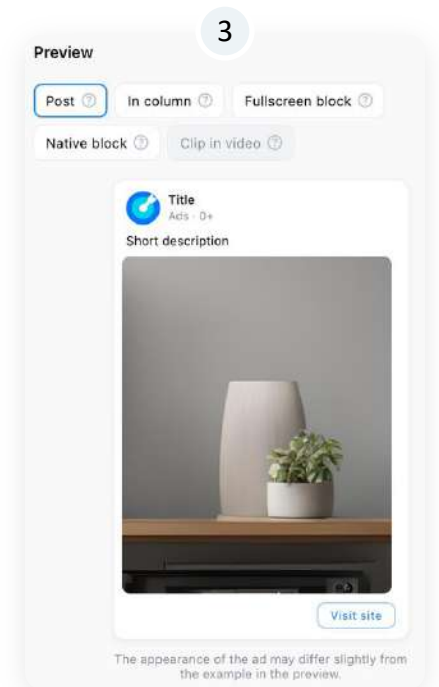
The neural network scales the initial small image, removes excess noise and artefacts, or highlights the area you need on the uploaded creative

You can:

- ✓ Improve a new image
- ✓ Choose an image for improvements from files previously uploaded to the Media Library
- ✓ Use part of an uploaded image, with the system scaling the selected fragment up and enhancing its quality



How to use part
of the uploaded
image

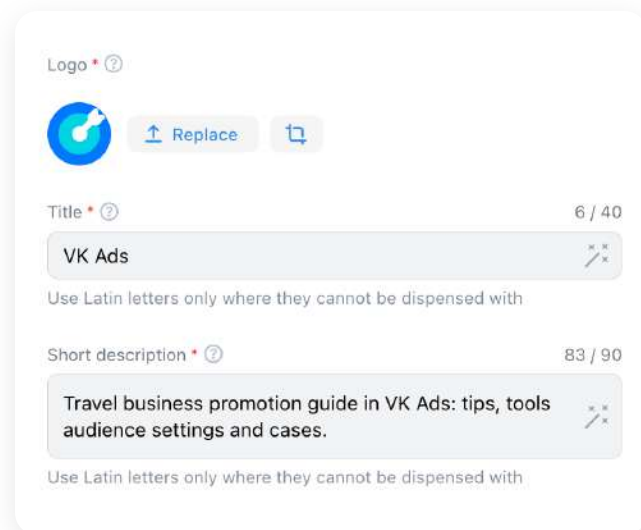


Automated generation of video creatives



Generate video creatives for your ads using static images and ad texts

1


Add a logo, fill in the Title and Short Description fields



Logo * ?


 [Replace](#) 

Title * ? 6 / 40

VK Ads 

Use Latin letters only where they cannot be dispensed with

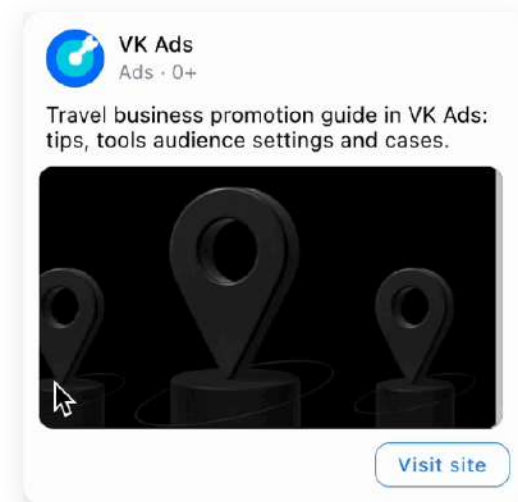
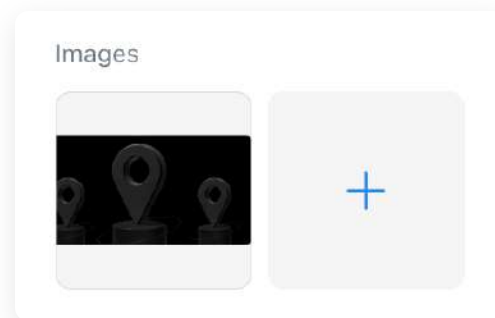
Short description * ? 83 / 90

Travel business promotion guide in VK Ads: tips, tools audience settings and cases. 

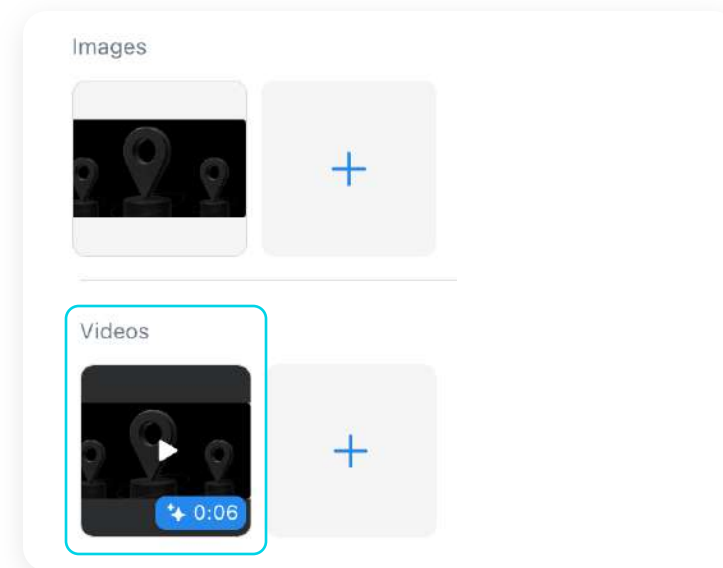
Use Latin letters only where they cannot be dispensed with

2

Upload static images



VK Ads will generate video creatives



Automated selection of targeting parameters

Automate the choice of audience gender, age, and interest settings

- The algorithm analyzes similar ad campaigns and suggests the most relevant settings for your campaign
- This feature can be used for both new and existing campaigns
- Settings can be adjusted throughout the campaign to maximize the number of target actions

↗ What you can promote:

- Community and Profile: all target actions
- Mobile app: installs

Demography



Automatic selection of gender and age (recommended)

Algorithm will analyze similar campaigns and select settings that will help increase effectiveness of your ads. [More](#)

Interests and behavior



Automatic selection of interests (recommended)

Algorithm will analyze similar campaigns and select settings that will help increase effectiveness of your ad. [More](#)

• Enable automated selection of targeting parameters when configuring your ad sets



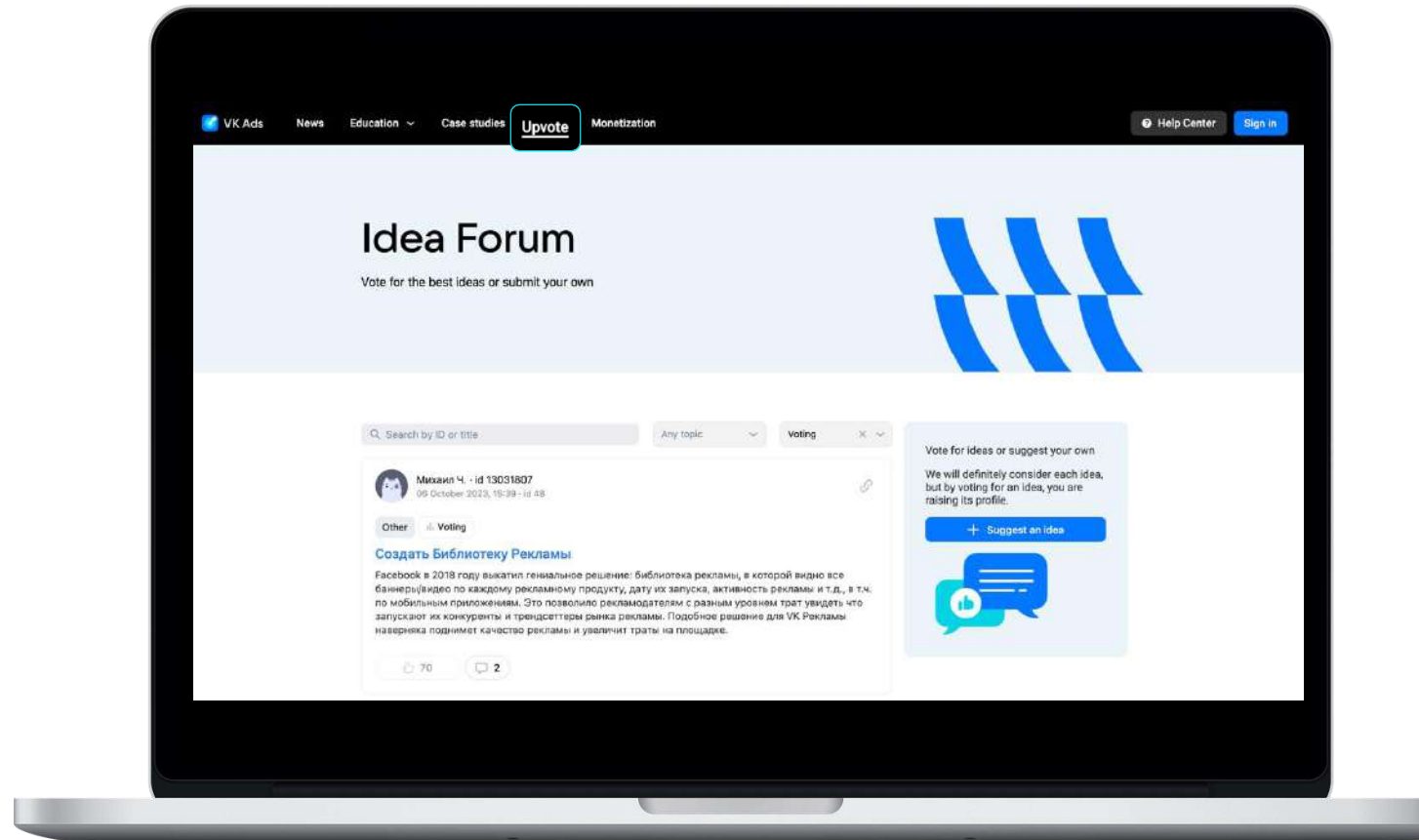
Vote for VK Ads upgrade initiatives on the Idea Forum Upvote

A tool for collecting user feedback


- ✓ Propose changes or new functions
- ✓ Vote for initiatives submitted by other users

To join, you need to:

- Log in to your VK Ads account
- Have the required ad spend: at least RUB 5,000 in 30 days



Importing audiences and data sources from VKontakte and myTarget

 You can quickly switch to a new platform by easily importing audiences and keeping all accumulated data

VKontakte



- Go to *Audience* in VK Ads account and click on three dots to the left of the *Create audience* button
- Select *Move audiences from the VKontakte account*
- Choose the account that you wish to import audiences from, from the drop-down list
- Click *Continue*

Import is available for audiences comprising 2,000 or more users.
The import process can take anywhere from one minute to several hours to complete.

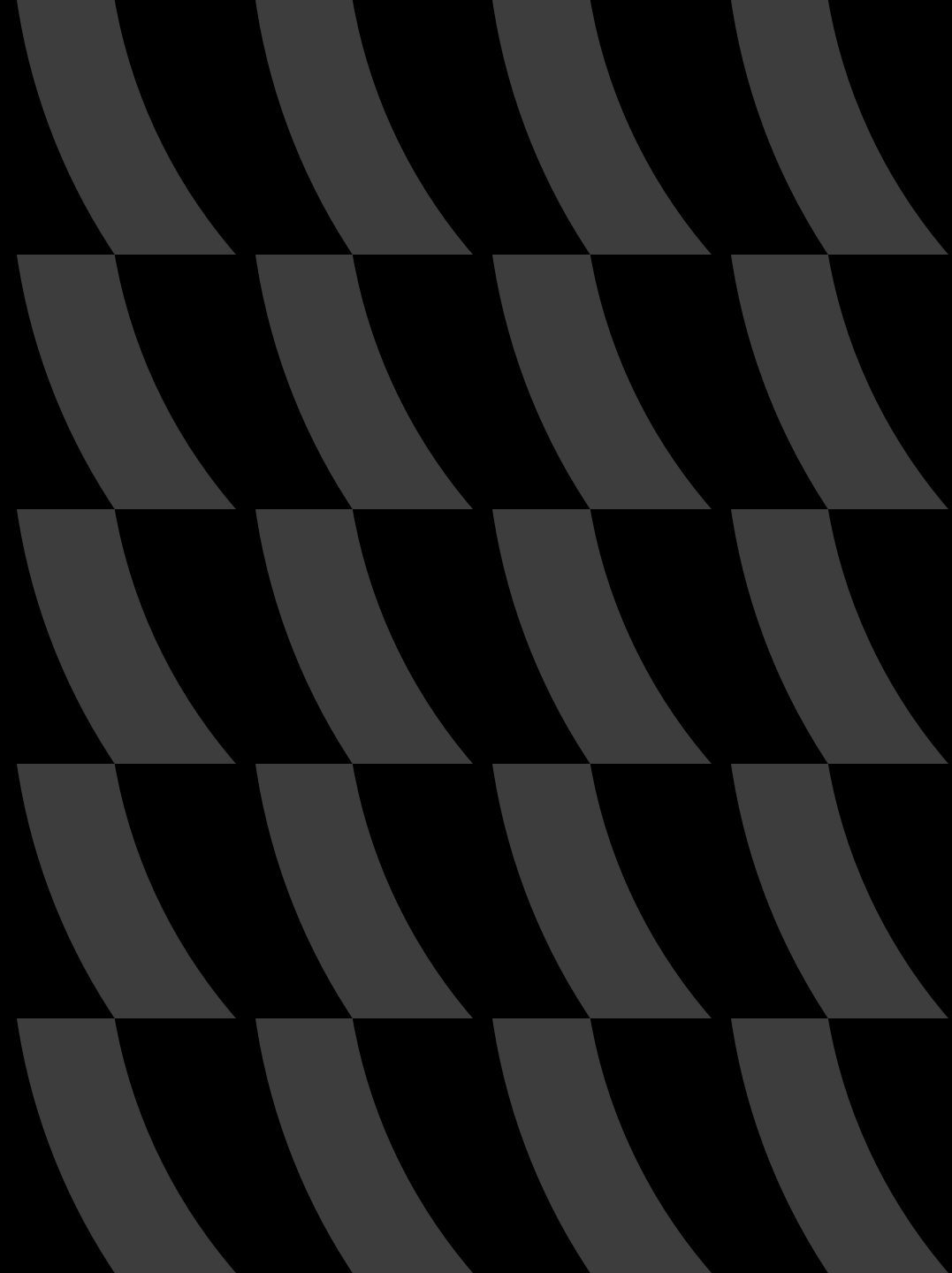
myTarget



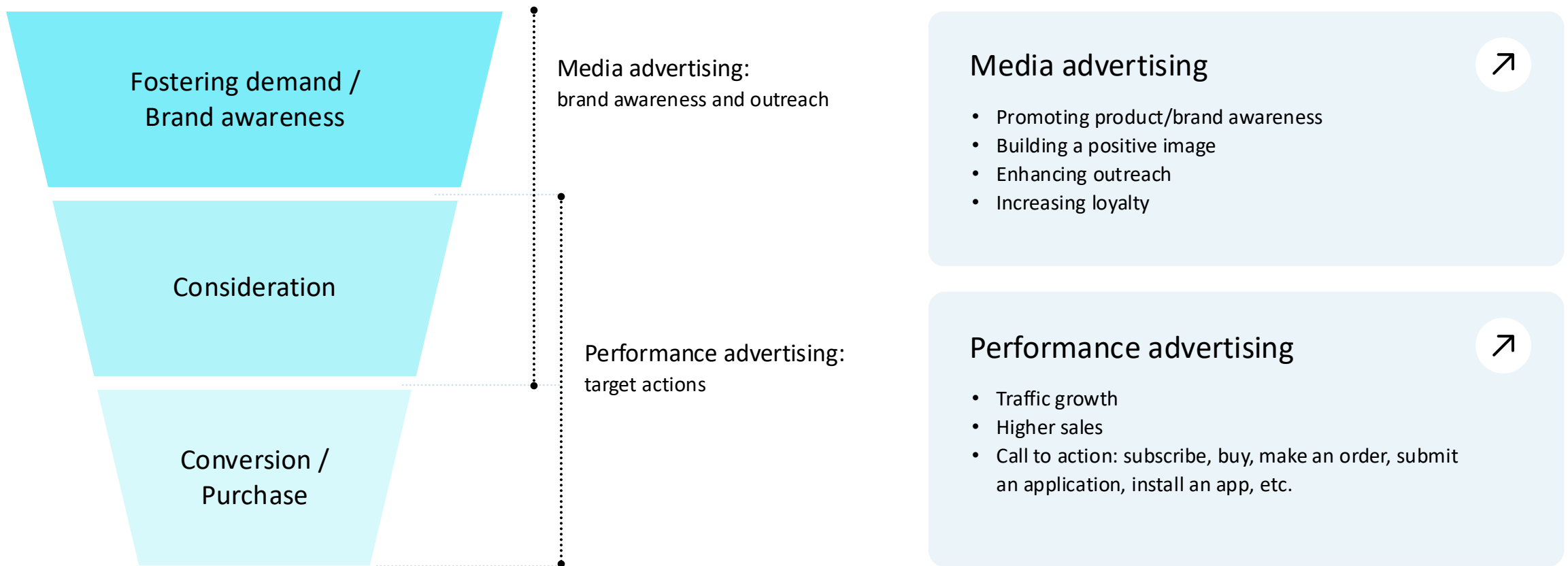
- Go to *Audiences* → *Shared Segments* and click *Share Segments*
- Select the segments that you wish to copy and click *Generate access key**
- Go to *Audience* in VK Ads account and click on three dots to the left of the *Create audience* button
- Select *Activate external audience segment*
- Enter the access key generated in your myTarget account

* Only user lists (*user_list* type of list) or segments (*segment* type of list) can be copied.

VK Ads capabilities



Build effective communications with the audience at every stage of interaction



What placements are available?



Social networks

Vkontakte
Odnoklassniki



VK projects

200+ projects
(including Dzen)



VK Ad Network

Websites and mobile apps

Media advertising



Media formats are already available on VK Ads

Display advertising



Images or videos displayed in all VK projects

Video advertising



Integration with videos, apps, games, websites, and clips

VK post



Community wall post

Article in Dzen



Channel-based content promotion

Adjust ad frequency

Choose how many times a user will see your ad



Automated
ad displays



Algorithms distribute impressions according to the campaign settings



Manual settings at the level
of campaign or ad group



You can configure from 1 to 30 displays per day, week or 30 days

Impressions per user

up to 1 time



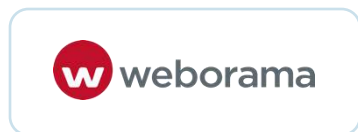
a day



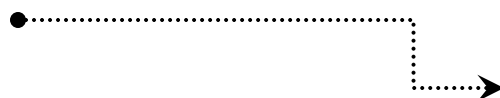
Use audit pixel

An audit pixel is a third-party event counter to track ad campaigns

Available pixels



Track cumulative statistics at the level of **ad group**



Audit pixel link

[https://wcm.weborama-tech.ru/fcgi-bin/dispatch.fcgi?
a.A=im&a.si=9312&a.te=11946&a.he=1&a.wi=1&a.hr=p
&a.ra={{random}}](https://wcm.weborama-tech.ru/fcgi-bin/dispatch.fcgi?a.A=im&a.si=9312&a.te=11946&a.he=1&a.wi=1&a.hr=p&a.ra={{random}})



If you need to track statistics for each ad,
create a separate group for each ad

Choose campaign bidding strategy based on your goals



Maximum impressions

recommend

You specify the average bid price and win auctions both with a payment below the bid and higher if the algorithms predict high auction efficiency

Helps maximize coverage without budget overruns



Fix price

The bid in auctions is the same and does not depend on the bids of competitors

Helps accurately predict acquisition costs



Cost cap

You specify the maximum price of the target action and, if competition allows, participate in the auction with the lowest possible bid

Helps increase impressions at the specified maximum bid and optimize costs

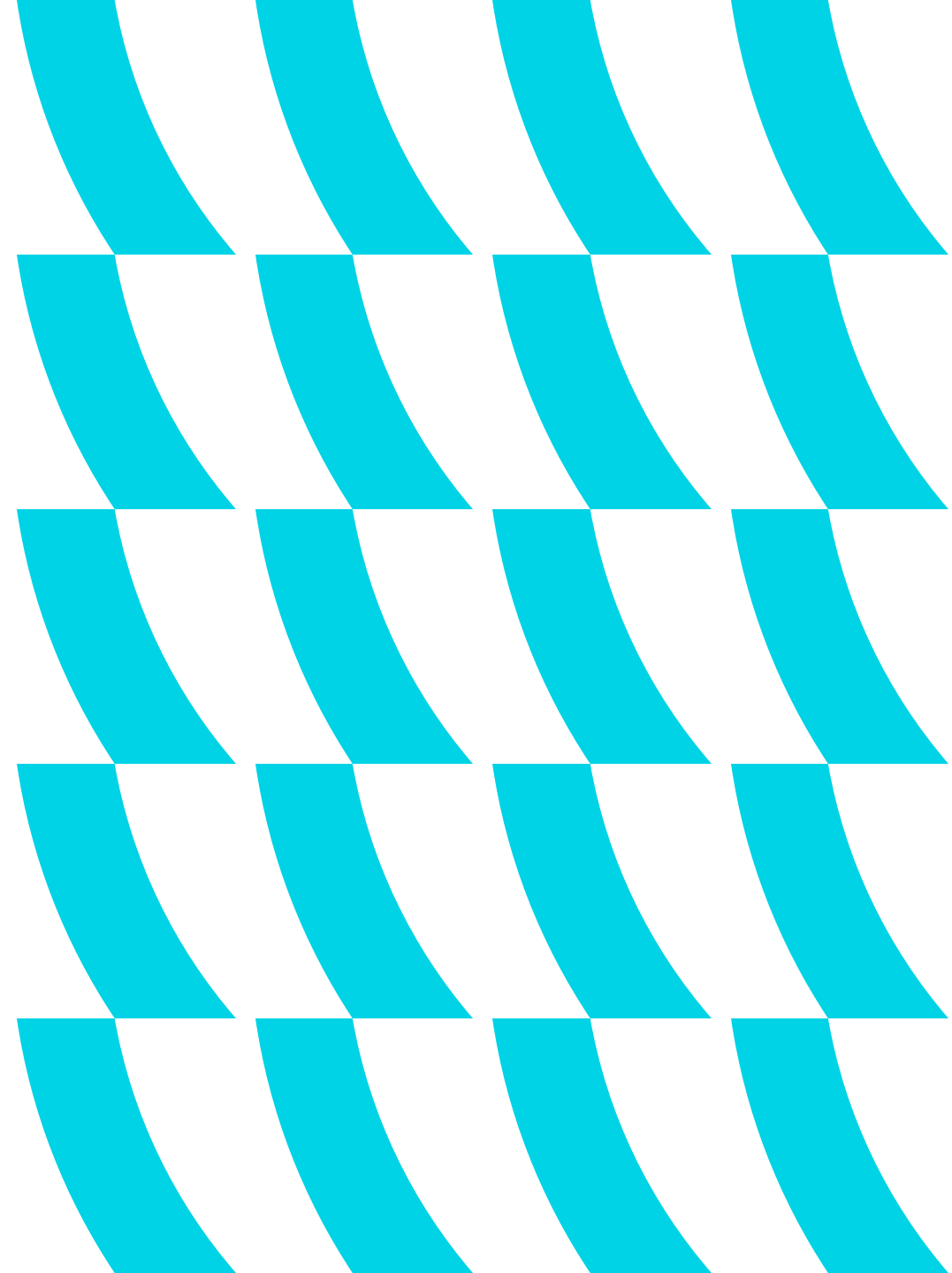
Display advertising

01 Brand awareness



You can promote:

- Websites
- Mobile apps
- VK communities



Versatile banner



Banners with static or video creatives

Target actions

Awareness and coverage

What format will you use? *

Display ads
With images or video on all VK platforms

Video ads
Inside videos, apps, sites, games, stories and clips

VK post
Post on the community wall

Article in Dzen
Promotion of content from your channel

Other advertised formats will be available very soon

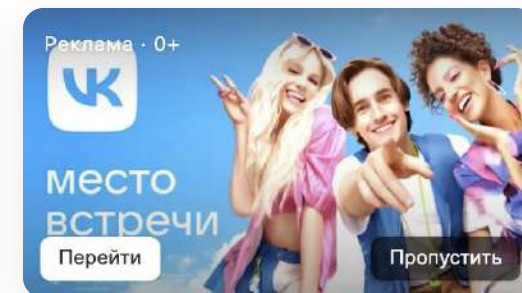
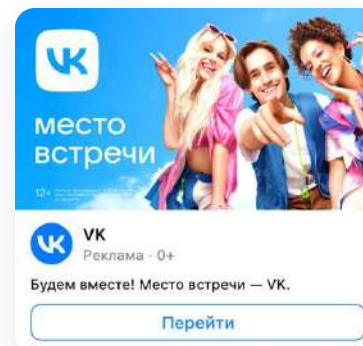
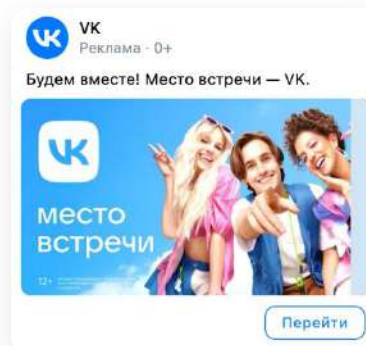
Ad object *

☒ Site

☐ VK Community

☐ Mobile application

Ad examples



CPM

from
RUB 70

Video advertising

01 Brand awareness



You can promote:

- Websites
- Mobile apps
- VK communities

In-stream videos



Videos of up to 30 seconds embedded into video content and displayed before the viewer starts to watch the main video

VTR

from
65%

CPM

from
RUB 240

Target actions Awareness and coverage

What format will you use? *

- Display ads
With images or video on all VK platforms
- Video ads**
Inside videos, apps, sites, games, stories and clips
- Article in Dzen
Promotion of content from your channel
- Other advertised formats will be available very soon
- VK post
Post on the community wall

Video ad type

- All formats
- Clip in video (In-stream)**
- New formats soon

Ad object *

- ☒ Site
- ☐ VK Community
- ☐ Mobile application

Ad example:



Versatile videos

(all video formats)



Different formats of videos integrated with videos, apps, games, VK Clips and website content – all in one campaign

Target actions Awareness and coverage

What format will you use? *

Display ads
With images or video on all VK platforms

Video ads
Inside videos, apps, sites, games, stories and clips

VK post
Post on the community wall

Article in Dzen
Promotion of content from your channel

Other advertised formats will be available very soon

Video ad type

All formats

Clip in video (In-stream)

New formats soon

Ad object *

☒ Site

☐ VK Community

☐ Mobile application

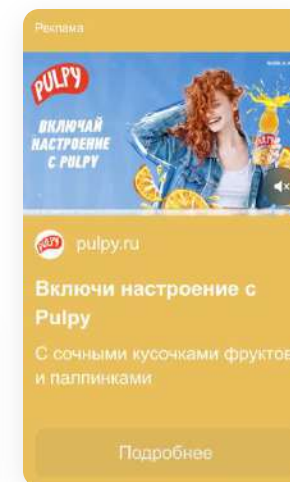
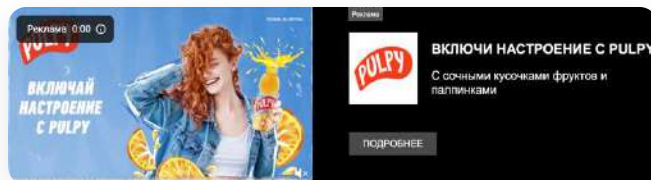
Ad examples

VTR

from
35%

CPM

from
RUB 100



Media advertising

VK post

01 Brand awareness



You can promote:

Posts in VK communities

VK post



Promoting a VKontakte
community post with
optimization for impressions

CPM

from
RUB 70

Target actions

Awareness and coverage

What format will you use? *

Display ads
With images or video on all VK platforms

Video ads
Inside videos, apps, sites, games, stories and clips

VK post
Post on the community wall

Article in Dzen
Promotion of content from your channel

Other advertised formats will be available very soon

Advertised object * ⓘ
VK Реклама

Event for optimization
Ad impressions

Ad example:



Dzen articles

01 Brand awareness



You can promote:
Dzen articles



Placements:
Dzen

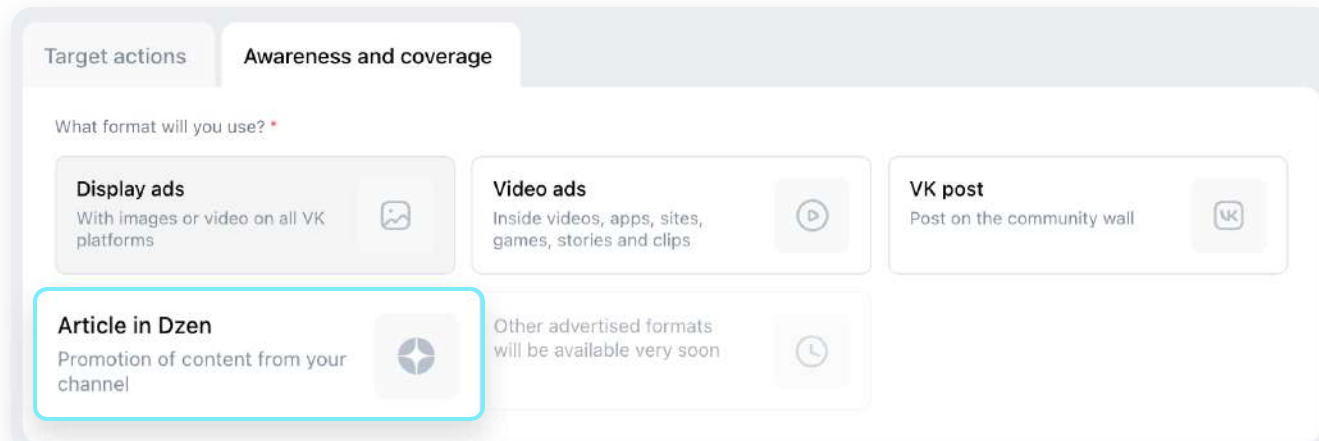
Dzen article



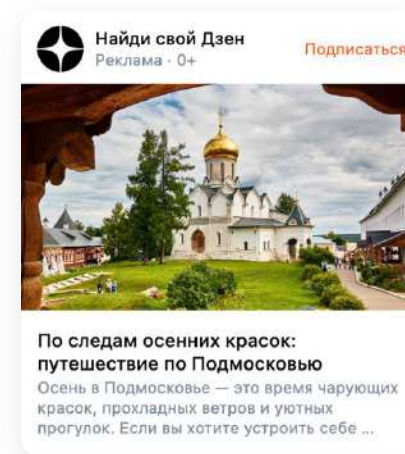
Promoting articles from a Dzen channel with optimization for impressions

CPM

from
RUB 110



Ad examples



Performance advertising



You can already use VK Ads to promote:

Websites



- Website traffic
- Website conversions

Mobile apps



- App installs
- In-app conversions
- Retargeting

Catalogs of goods



For websites and apps:

- Client acquisition
- Dynamic retargeting
- Promoting goods and services in VK communities
- Promoting goods from marketplaces

Lead forms



Collecting contact data of users interested in a good or service: applications, orders, registrations

Community and personal page



- Subscribers' increase
- Messages' increase
- User engagement increase

OK (Odnoklassniki)



- Subscribers' increase
- Messages' increase

Media content



- Increase in video views
- Increase in live stream views
- Increase in the number of music listening sessions
- Launches and actions in VK Mini Apps

Dzen



- Raising awareness
- New client acquisition

Choose campaign bidding strategy based on your goals



Lowest cost

recommended

A strategy that allows you to set the budget, with the system delivering the best possible results within the specified budget



Cost cap

A strategy where the algorithm aims to achieve the desired results without exceeding the specified maximum conversion cost. The strategy does not guarantee the achievement of goals at the specified price, but it does its best in pursuing the desired outcomes

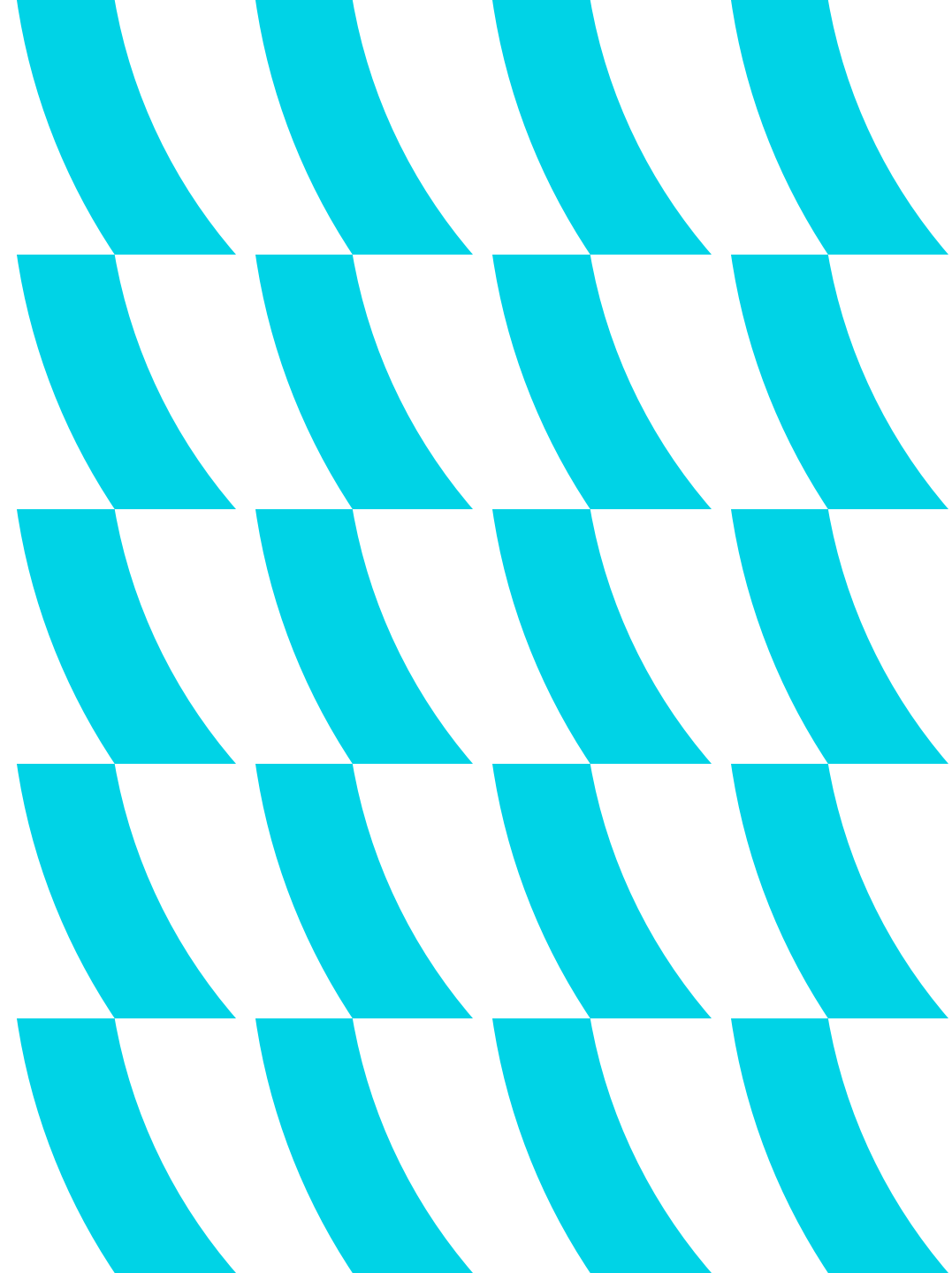
! This setting narrows down the audience, so it is advisable to set the cost cap with a safety margin

Performance

Site

01 Website traffic

02 Website conversions



Better results in promoting your websites



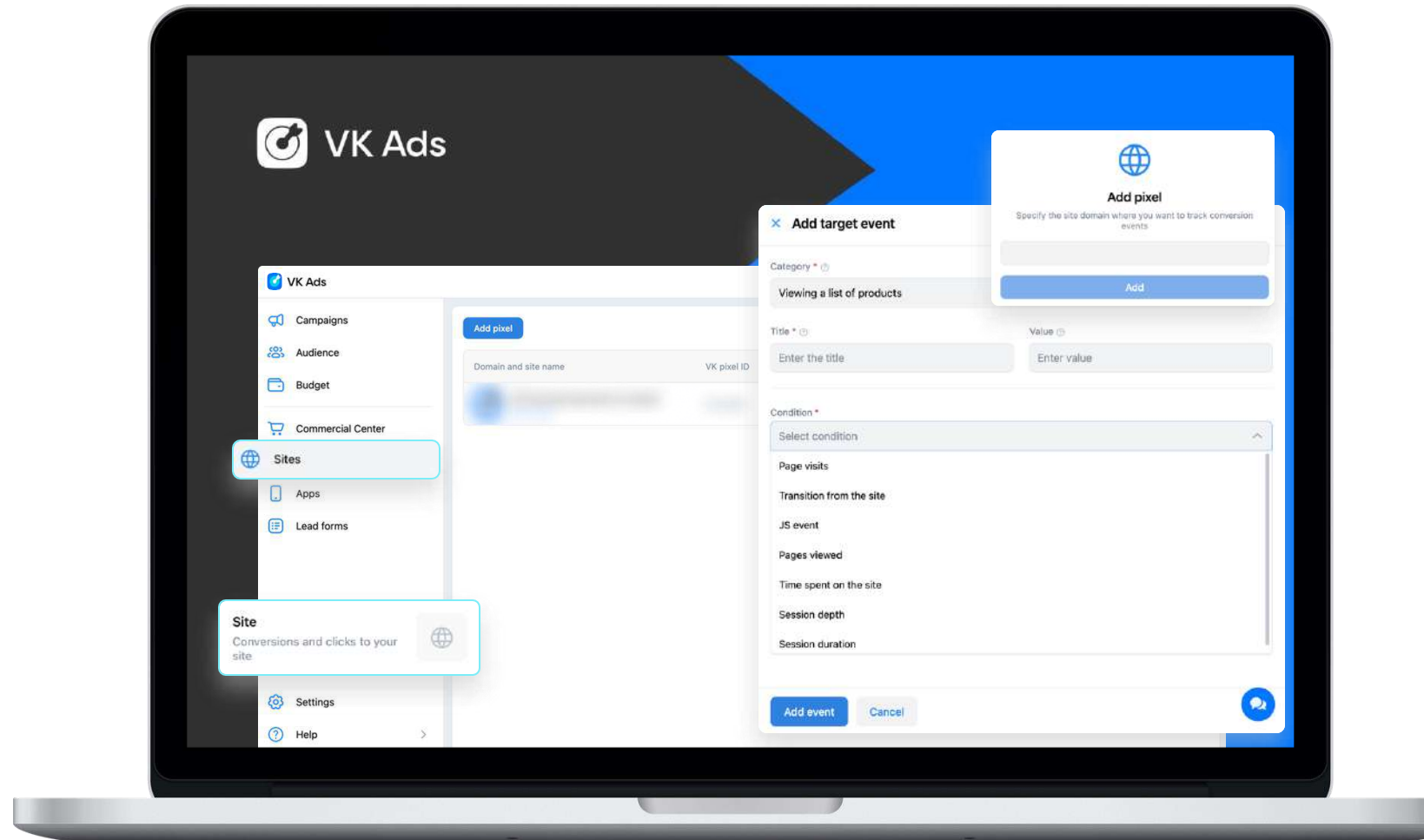
Objective – Website advertising



Configuring event optimizations



Creating and configuring the VK Ads pixel



Benefits of website promotion with VK Ads



Simple pixels

Improved processes of adding and configuring the VK Ads pixel, as well as installation using popular CMS plugins



Automatic events

VK Ads automatically collects the list of goals on the advertiser's website; all you have to do is add them to the account



Optimization for events

New optimization model for events of the VK Ads counter



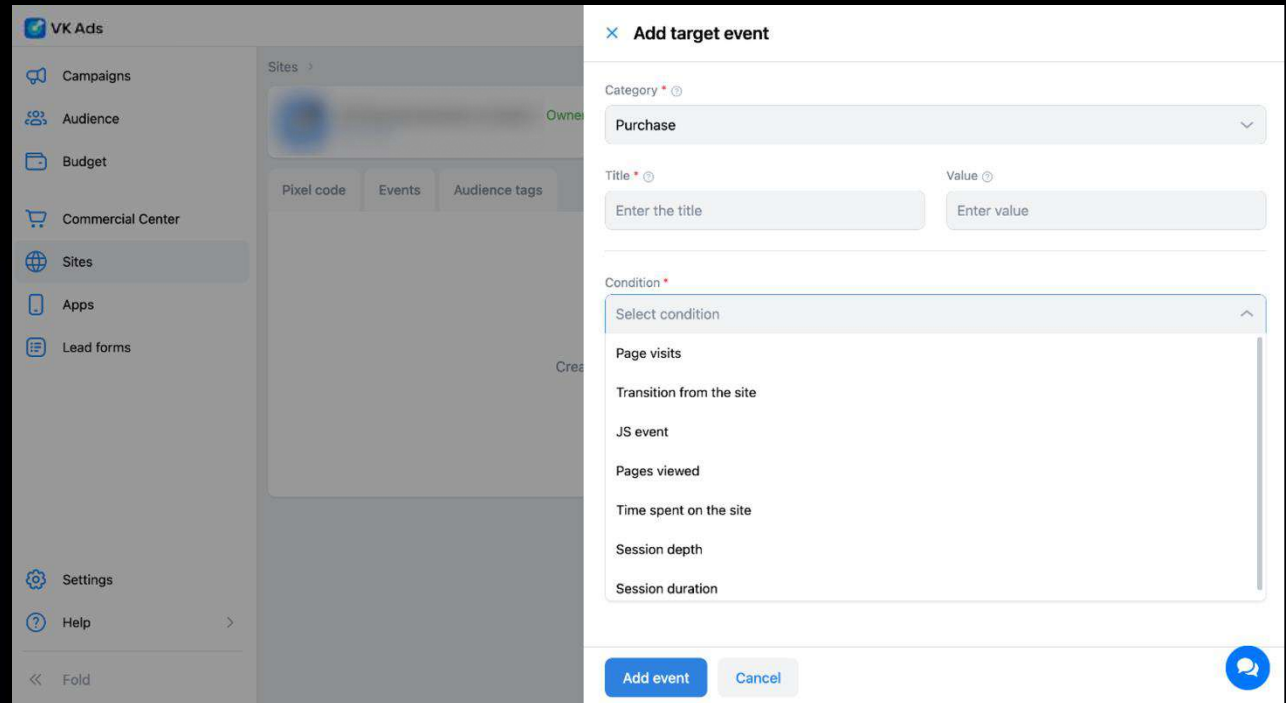
Event builder

Create events to track conversions in the browser without editing the website code

Event categories

Choosing event category for optimization:

- 👁 viewing content
- ✅ registration
- ⊕ adding a product to cart
- 🛒 purchases
- 📄 sending a form



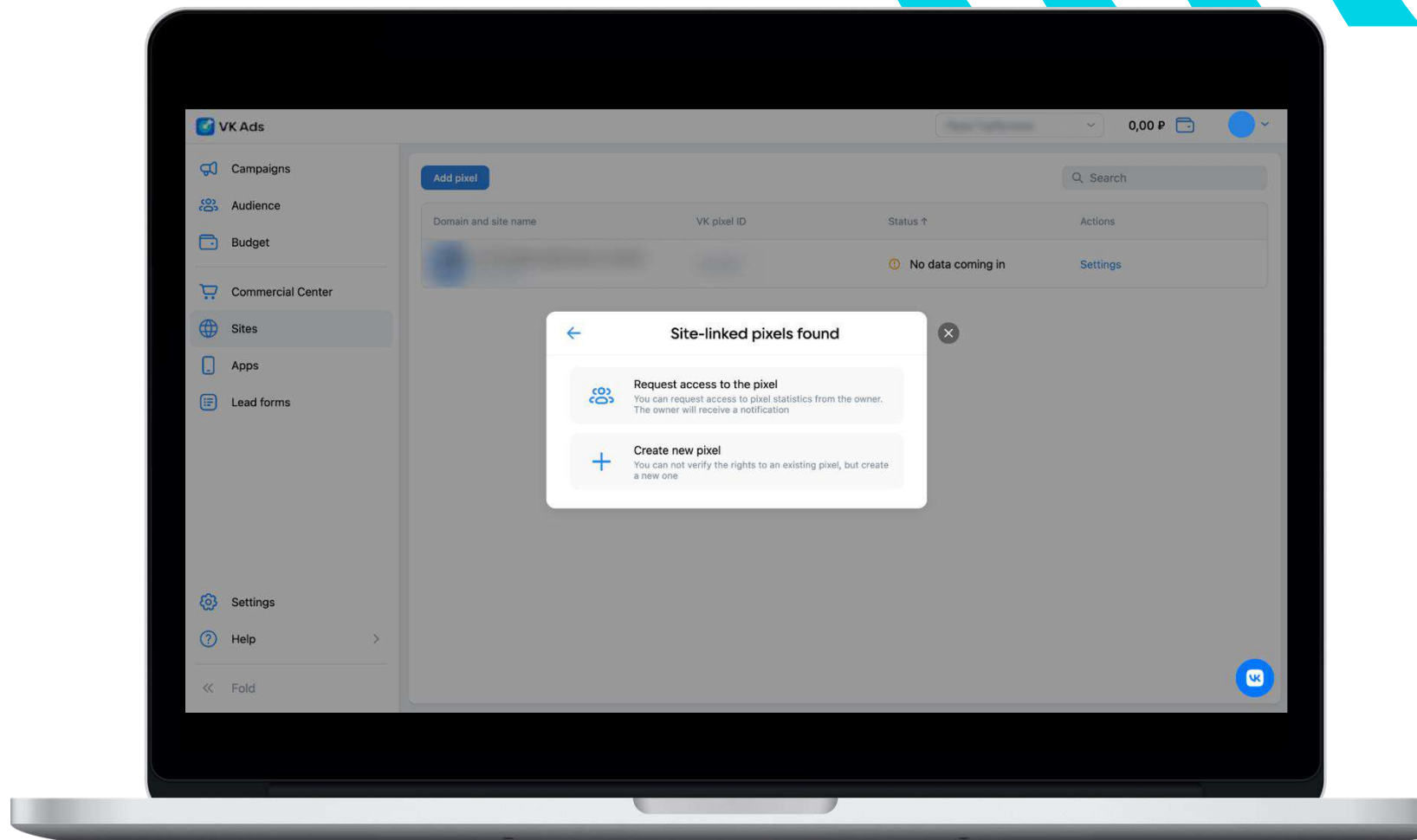
The screenshot shows the VK Ads interface with a sidebar menu on the left containing: Campaigns, Audience, Budget, Commercial Center, Sites (highlighted), Apps, Lead forms, Settings, and Help. The main content area is titled 'Sites' and has tabs for 'Pixel code', 'Events', and 'Audience tags'. A modal dialog box titled 'Add target event' is open on the right. It contains the following fields and options:

- Category**: A dropdown menu with 'Purchase' selected.
- Title**: A text input field with the placeholder 'Enter the title'.
- Value**: A text input field with the placeholder 'Enter value'.
- Condition**: A dropdown menu with 'Select condition' selected. Below it, a list of conditions is visible: Page visits, Transition from the site, JS event, Pages viewed, Time spent on the site, Session depth, and Session duration.
- Buttons**: 'Add event' and 'Cancel' buttons at the bottom.

One-step pixel configuration

To launch website advertising and optimization, indicate a pixel

You can use an existing one installed on the website (top.mail.ru counter) or create a new **VK Ads pixel** in your account

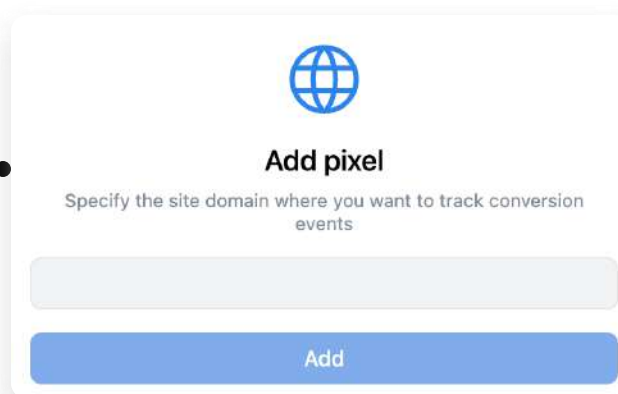


Adding a pixel

In a pop-up window,
enter the website domain:

If the e-mail of the VK Ads
user **matches** the e-mail of the
counter

a) Counter will be added automatically



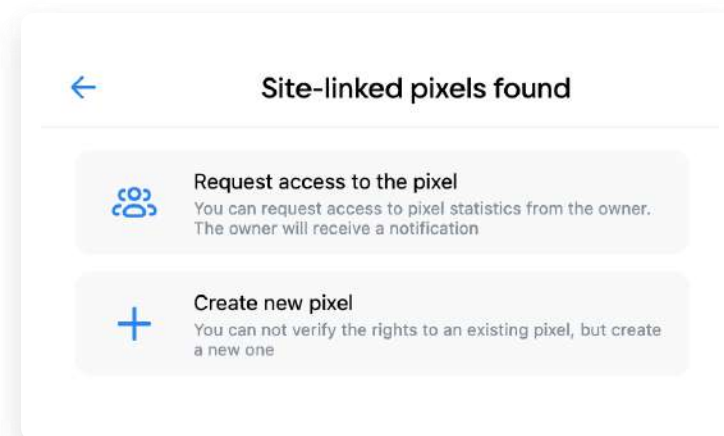
Add pixel

Specify the site domain where you want to track conversion events


Add


If the e-mail of the VK Ads
user **DOES NOT match** the e-mail
of the counter

b) You can request access to the
counter or create a new pixel



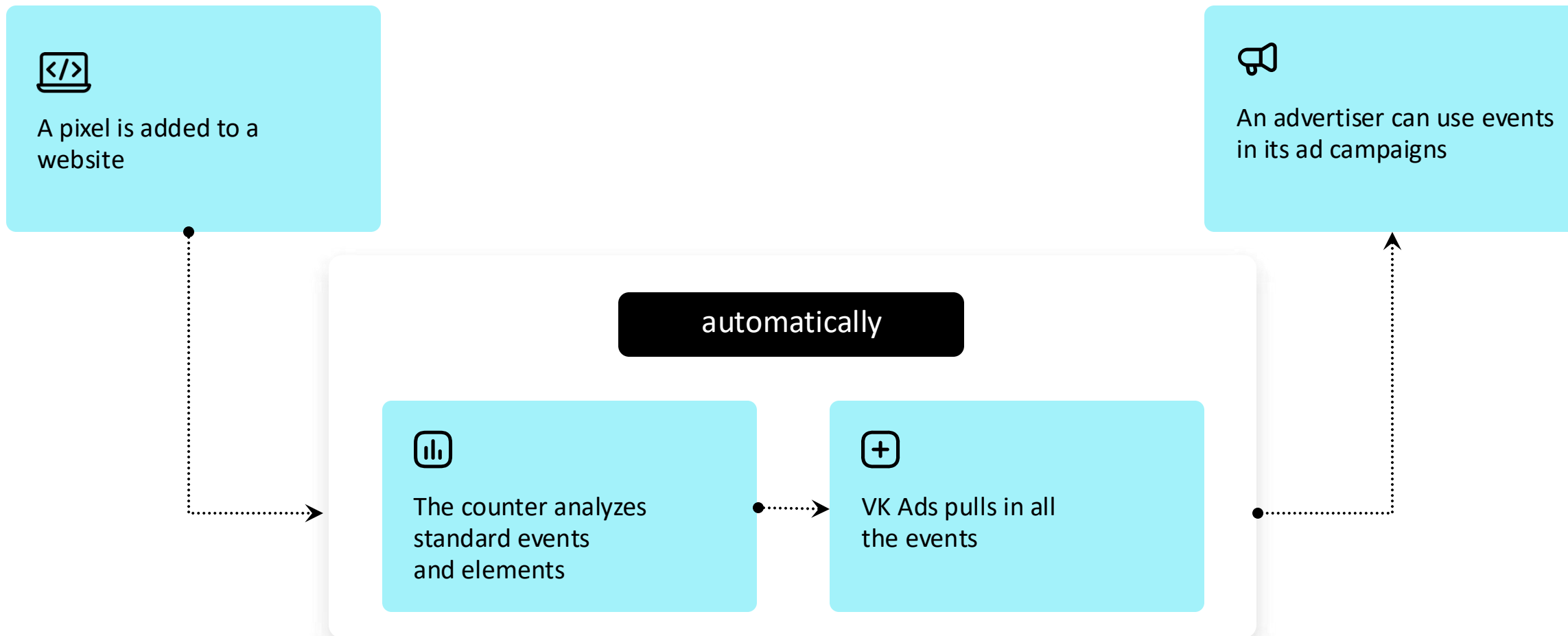
← **Site-linked pixels found**

 **Request access to the pixel**
You can request access to pixel statistics from the owner.
The owner will receive a notification

 **Create new pixel**
You can not verify the rights to an existing pixel, but create
a new one



Automatic events: easy and simple



Create events on your own

Install the VK Ads pixel on your website and create events to track conversions in the browser without editing the website code

1

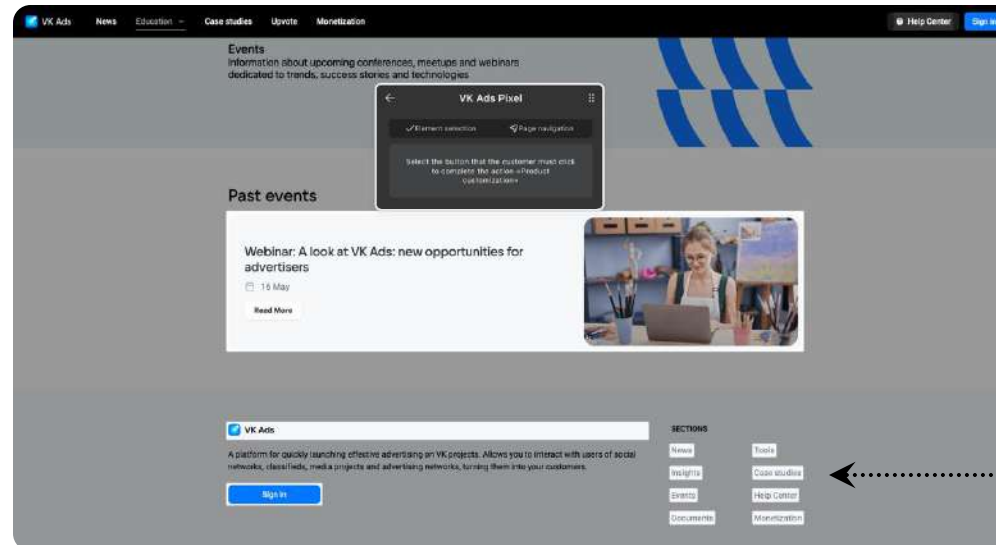
Select the page for running the ad

The dialog box titled 'Add target event' contains the following fields and options:

- Event name:** A text input field with the placeholder 'Event_name'.
- Category:** A dropdown menu currently set to 'Custom conversions'.
- Setting mode:** Two radio buttons: 'Manual' and 'In visual constructor' (which is selected).
- How goals builder works:** A light blue informational box with a close button (X) containing a numbered list:
 - 1 Select the page you want to advertise
 - 2 Click the "Set up event" button — the selected page will open
 - 2 On the page that opens, select the button that the buyer must click. For example, on the "About Us" page, the buyer must click the "Order" button

2

The algorithm will analyze the page and highlight all available conversion events



event



The builder may be blocked by ad-blocking plugins and other browser settings (for example, JavaScript blocking settings)

Set targeting by device type



Enable ad displays for desktop (computer, laptop) and/or mobile (tablet, phone) devices

The Forecaster also displays audience according to the selected targeting parameters

A screenshot of a web interface for setting targeting parameters. It consists of four stacked, light gray rounded rectangular panels. The first panel is titled 'Interests and behavior' with a downward arrow. The second panel is titled 'Custom Audiences' with a question mark icon and a downward arrow. The third panel, titled 'Devices', is highlighted with a teal border and contains two checked checkboxes: 'Desktop' and 'Mobile'. The fourth panel is titled 'URL parameters' with a downward arrow and the text 'Add UTM-tags automatically' below it.

Interests and behavior

Custom Audiences ?

Devices


- ☒ Desktop
- ☒ Mobile


URL parameters

Add UTM-tags automatically

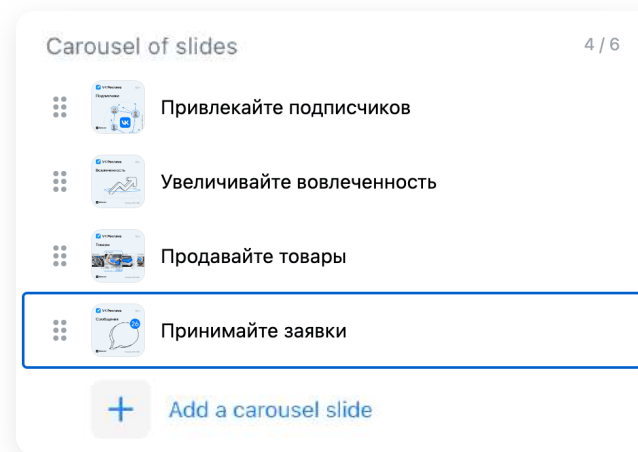
Showcase several products and services using the Carousel tool

Carousel is a block of products or services that can be scrolled within one ad

 3–6 slides in one ad

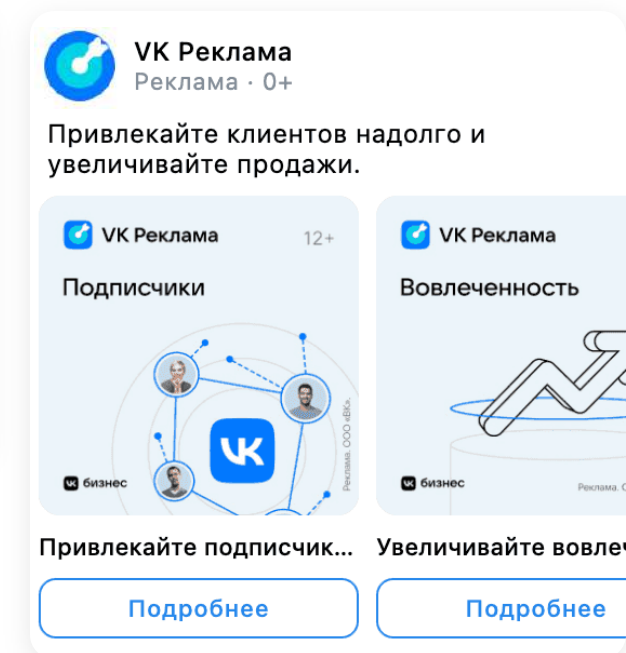
 Individual title, description, and link for each slide in the carousel

You can use both the carousel and versatile ad tools in one ad



Configure carousel slides during ad creation

Advertisement



Evaluate post-view conversions

Analyze conversions that occurred after an ad display (with no clicks on the ad)

 Attribution window: 7 days

Post-view attribution helps:

- ✓ evaluate how ads contributed to the user's intention to purchase goods and services

For example, a user saw an ad and visited the website a few days later to add the product to the cart

- ✓ get a holistic view of ad campaign performance by comparing conversion numbers for users who clicked on the ad and those who only viewed it

Pixel events

Attribution time

by event date

Attribution type

PostClick X

All

PostClick ✓

PostView

● conversions that occurred within a seven-day window after the user viewed, but not clicked the ad

● direct conversions resulting from ad clicks

● cumulative result

Reducing CPA by 16% for a furniture manufacturer

Campaign goals

- Increase the number of target actions (requests for kitchen price calculations)
- CPA within the planned budget

Mechanics

- Optimization for website events
- 🎯 Targeting of customers aged 18 to 55 who reside in the furniture manufacturer's regions of operation
- 📄 Optimize the campaign budget using the lowest cost strategy
- 🎯 Targeting based on key phrases ("Maria kitchen catalog", "country-style kitchen")

Examples of creatives



Results



-16%

reduction in CPA




KPI achieved within the set budget

5x growth in website purchases for a footwear retailer in two weeks

Campaign goals

- Increase the number of purchases on the website
- Average cost per order (CPO): RUB 1,332 max

Механика

-  Campaign-level budget optimization
-  Automated bid management using the lowest cost strategy
-  Targeting females aged 18 to 55 residing in Russia
-  Targeting based on keywords "women's footwear", "footwear sale", etc.

Results



5x growth
in purchases



CPO 5x
below the target (RUB 256)



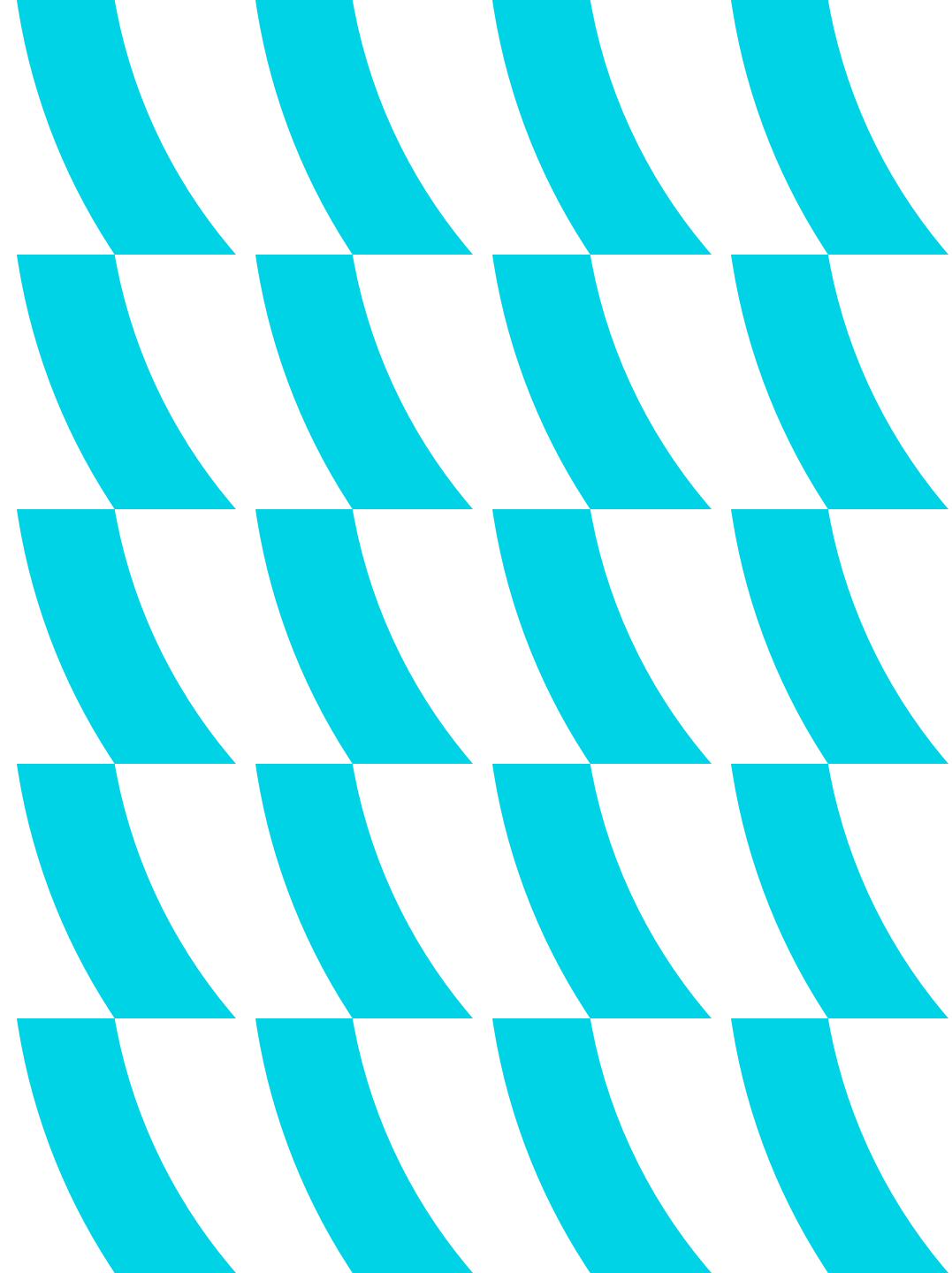
Performance

Mobile app


01 App installs


02 In-app conversions

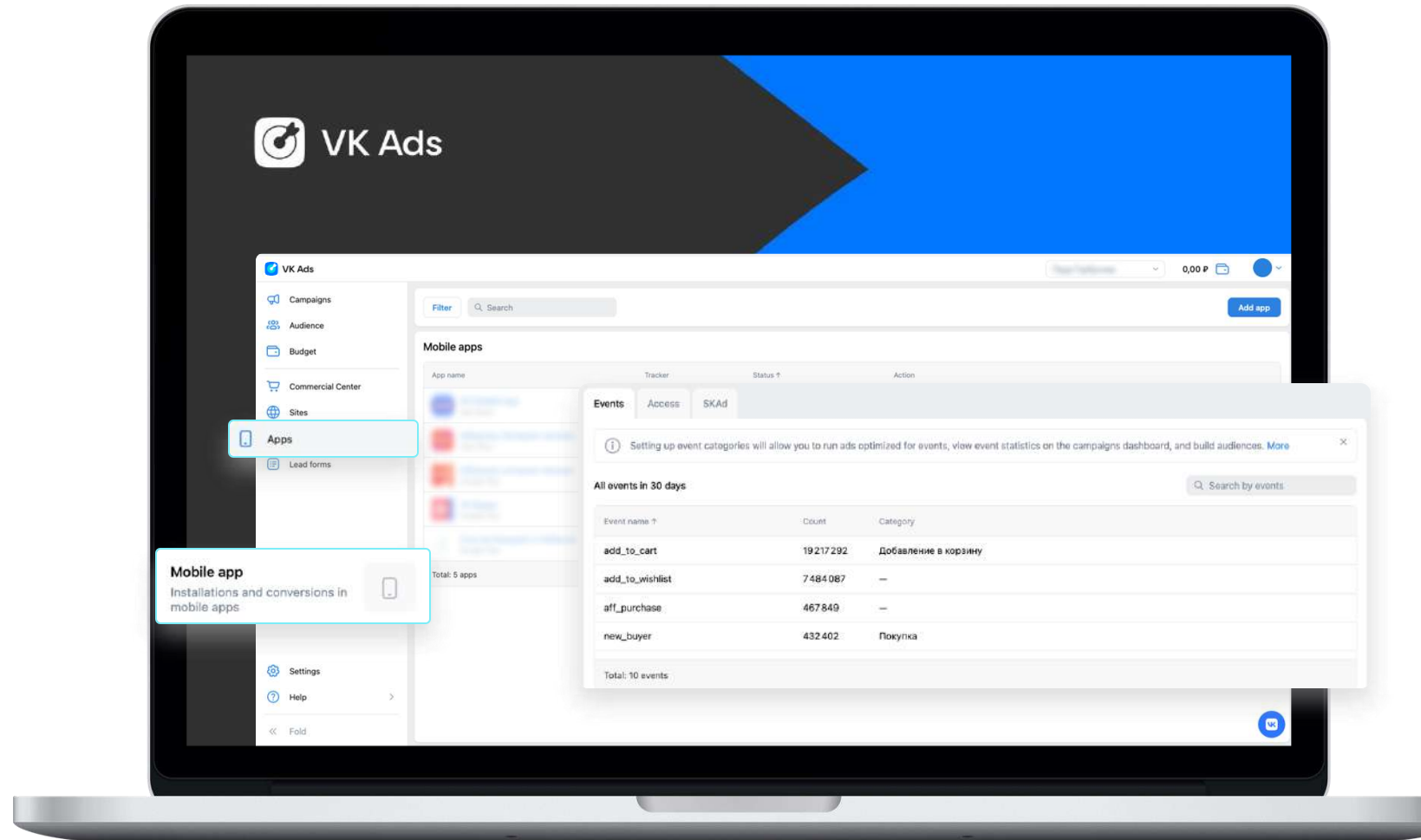
03 Retargeting



Promote your mobile apps with improved effectiveness

 Objective – Mobile app

 Configuring an app event category



Benefits of app promotion with VK Ads



Retargeting

Target existing users, use optimization for events and deep links



App cards

Convenient access to event configuration to track events, view statistics, manage app access rights and SKAD campaign limits



Integration with RuStore

Promote apps from RuStore with or without mobile app tracker integration via direct links

Configure event category for optimization



Purchase



Registration



Subscription



Signing In



Adding to cart



Level-up

And other categories used for compiling statistics and audience retargeting, which you can use to create new ad campaigns. For the full list of categories, go to:

<https://ads.vk.com/en/help/articles/apps>

Boost the effectiveness of your retargeting campaigns using deep links

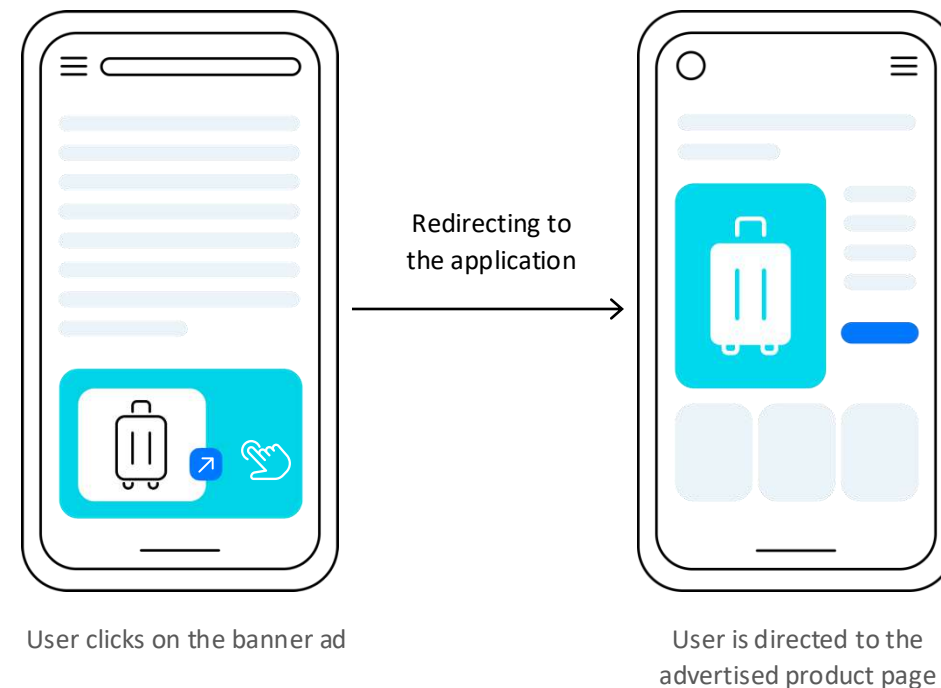


A **deep link** is a hyperlink that directs users to a specific page within an application



When a user clicks on a deep link, their device identifies the application it leads to and opens a specific page, e.g. an exclusive offer or a sale page

Deep links are used when the user already has the application installed.



2x rise in in-app purchases for a marketplace using VK Ads

Campaign goals

- Increase the number of new users
- Keep the new user cost at RUB 3,000

Mechanics

- Optimize the campaign budget using the lowest cost strategy
- 🎯 Targeting for key phrases related to food deliveries
- 🎯 Targeting females aged 22 to 75 in Magnit Delivery regions of operation

Examples of creatives



Results



24.5x

rise in the number of new customers



26%

reduction in new user cost against the target

We reduce the ACS for an online store app to half

Campaign goals

- The advertising cost share (ACS) of no more than 20%
- Attract new audiences to the app

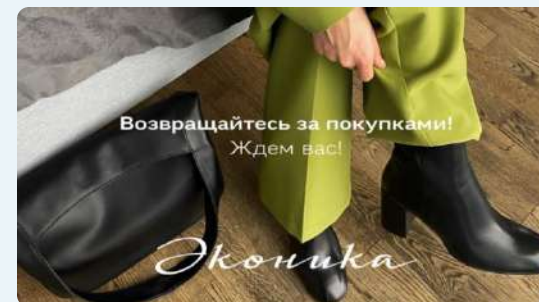
Mechanics

- ➔ 12 campaigns: 11 on Android, and 1 on iOS
- ⚙️ Optimization for installs, purchases, adding to cart
- 📊 Budget optimization at the level of ad sets

Targeting

- females aged 21 to 60;
- key phrases ("buy Ekonika");
- lookalike audience exported from myTarget account;
- retargeting users with items in their cart

Examples of creatives



Results

**2x**

ACS reduction

**1.5x**

increase in conversions to purchases

How can a mobile game developer achieve 115.000 installs in six months and reach a high retention rate

Goals

- Maximize the number of iOS and Android installs at a cost no more than USD 1 each
- The first-day retention rate of no less than 40% for Android and 48% for iOS
- The seventh-day retention rate of no less than 16% for Android and 23% for iOS

Mechanics

about 100 campaigns



Mobile app promotion with app installation optimization



Budget optimization at the campaign level with the bidding strategy "Min price"



Targeting settings:

- males and females aged 18-45 across Russia
- interests — mobile games, action games, RPG, adventure games, anime, etc.
- key phrases associated with the game format and singularities of the game's characters (e.g. anime, MMORPG)

Results



115.000

installs on Android and iOS



5%

increase in the first-day retention rate

Creatives

Video creatives with robotic voice-overs and game explanations

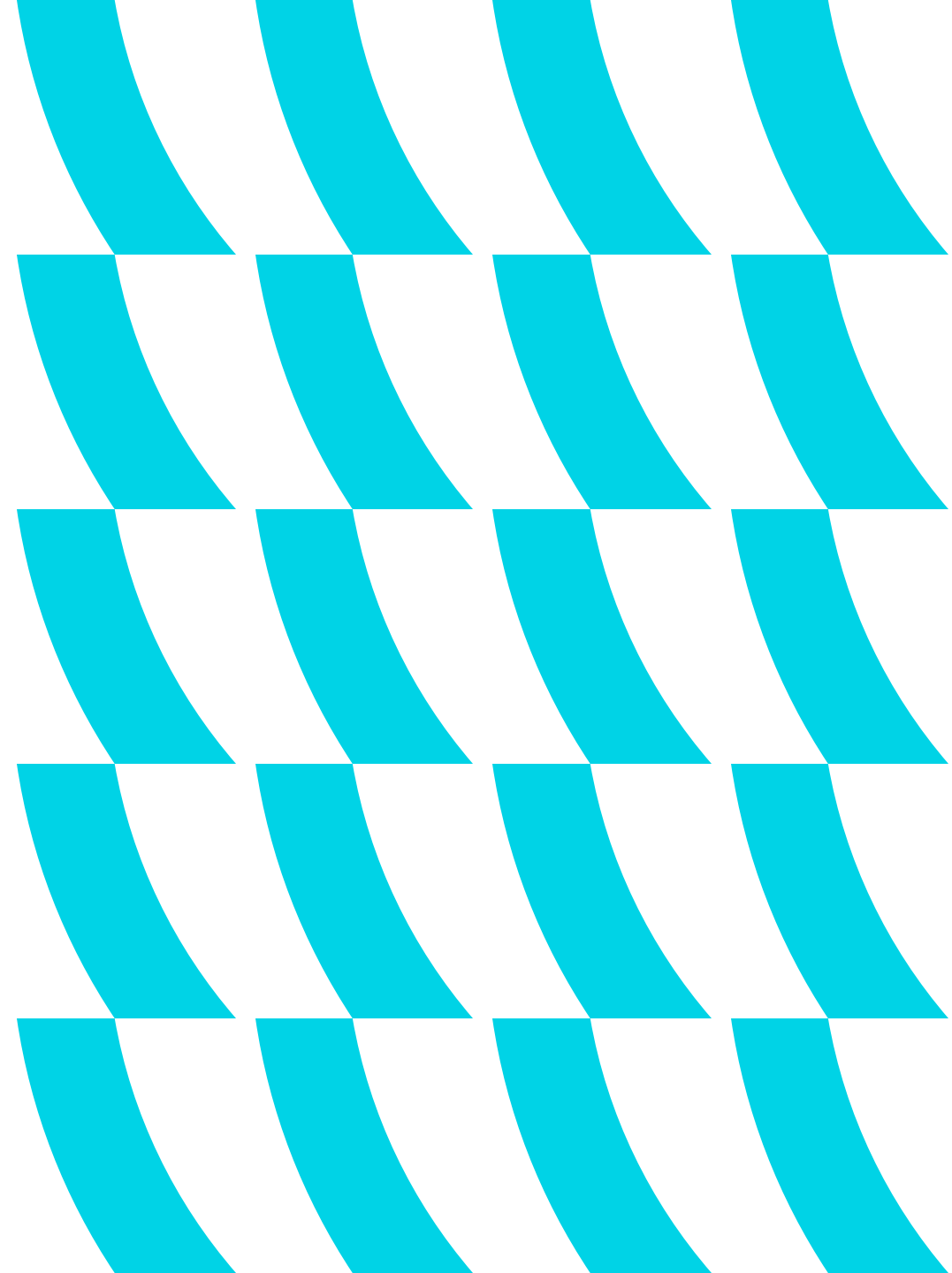


Performance


Product catalog


01 New client acquisition

02 Dynamic retargeting

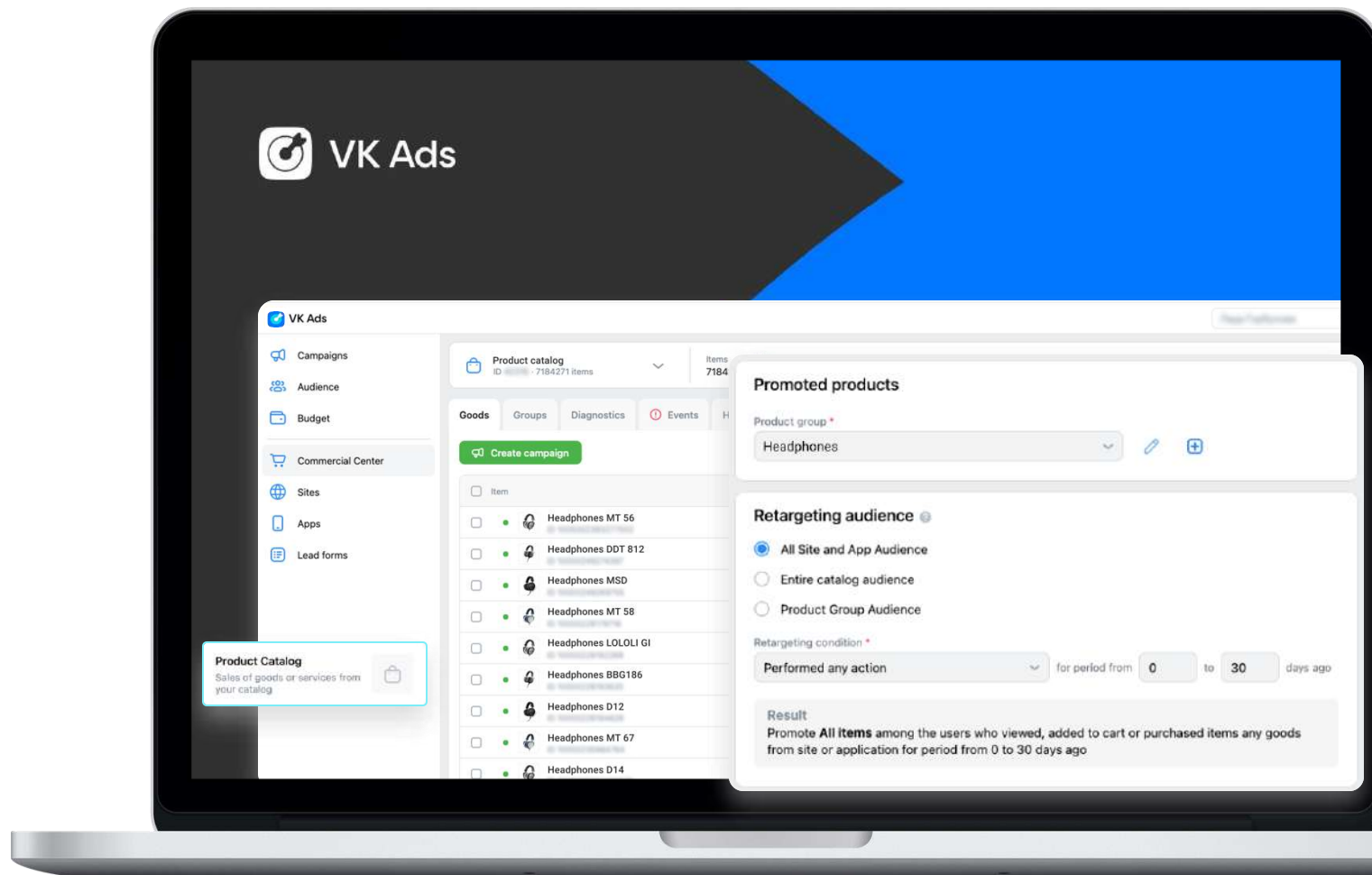


Deliver better results in promoting your goods

 Objective – Product catalog

 Section – Commercial Center

For managing catalogs and groups



Benefits of goods promotion with VK Ads



Commercial Center

Tools to conveniently manage catalogs and groups of goods and services



Quick feed uploading

Uploading feeds with automatic validation in a matter of minutes



Versatile ads

Selecting the best ad for each user and platform



Optimization for events

New models of optimization for events and selecting goods for the banner

Promote goods on any platform

Goal: Product sales

🎯 Ad object:

- Site
- Mobile application
- VK Community
- Marketplace shop (beta)

📢 Campaign types:

- New client acquisition
- Dynamic retargeting

✅ Target actions:

- View
- Clicks on ads
- Events on the site or in the app

Ad object ?

- ☒ Site
- ☐ Mobile application
- ☐ VK Community
- ☐ Marketplace shop beta

Advertised site *

ads.vk.com



Campaign type

- ☒ **New clients acquisition**
Helps to get new clients who will buy your goods or service with high probability
- ☐ **Dynamic retargeting**
Reminds about your offer to users who interacted with your goods or services on your site earlier

Event for optimization * ?

Clicks on ads

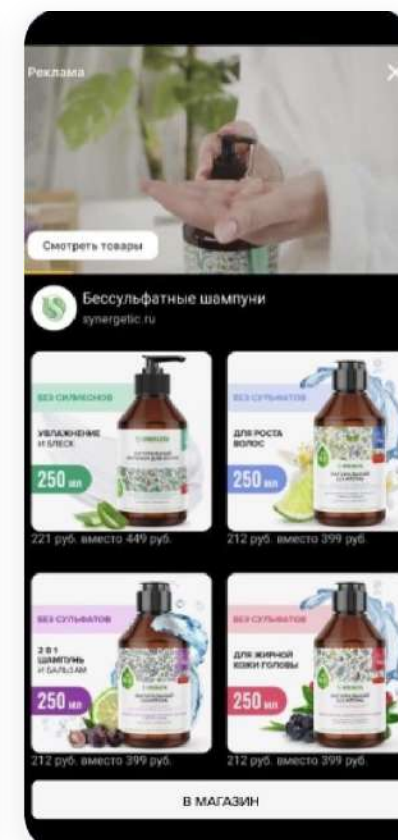
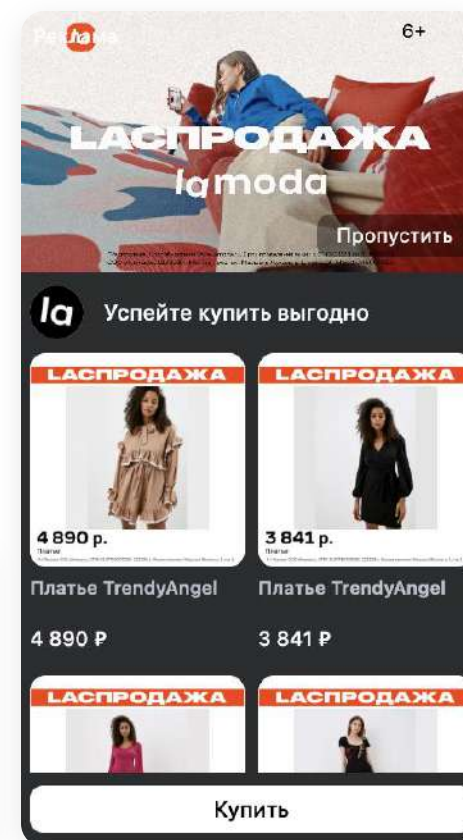


Combine the outreach of video advertising with increased sales

Shoppable Ads is a brandformance format that enables displaying up to 20 product cards to users during video ad viewing

Placement:

- ▶ in-stream
- ⦿ in-app with rewards for viewing



Configure your retargeting audience depending on your goals



Audience types available:

- Entire website and app audience
- Entire catalog audience
- Audience of a group of goods



Retargeting conditions:

- Performed any action
- Did not purchase
- Viewed an item but not added it to the cart
- Added an item to favorites but not completed the purchase
- Added an item to the cart but not completed the purchase
- Additional sales

The screenshot shows a configuration interface for retargeting. It is divided into two main sections: 'Promoted products' and 'Retargeting audience'.

Promoted products

Product group *

All catalog products

Retargeting audience ?

☒ All Site and App Audience

☐ Entire catalog audience

☐ Product Group Audience

Retargeting condition *

Performed any action for period from 0 to 30 days ago

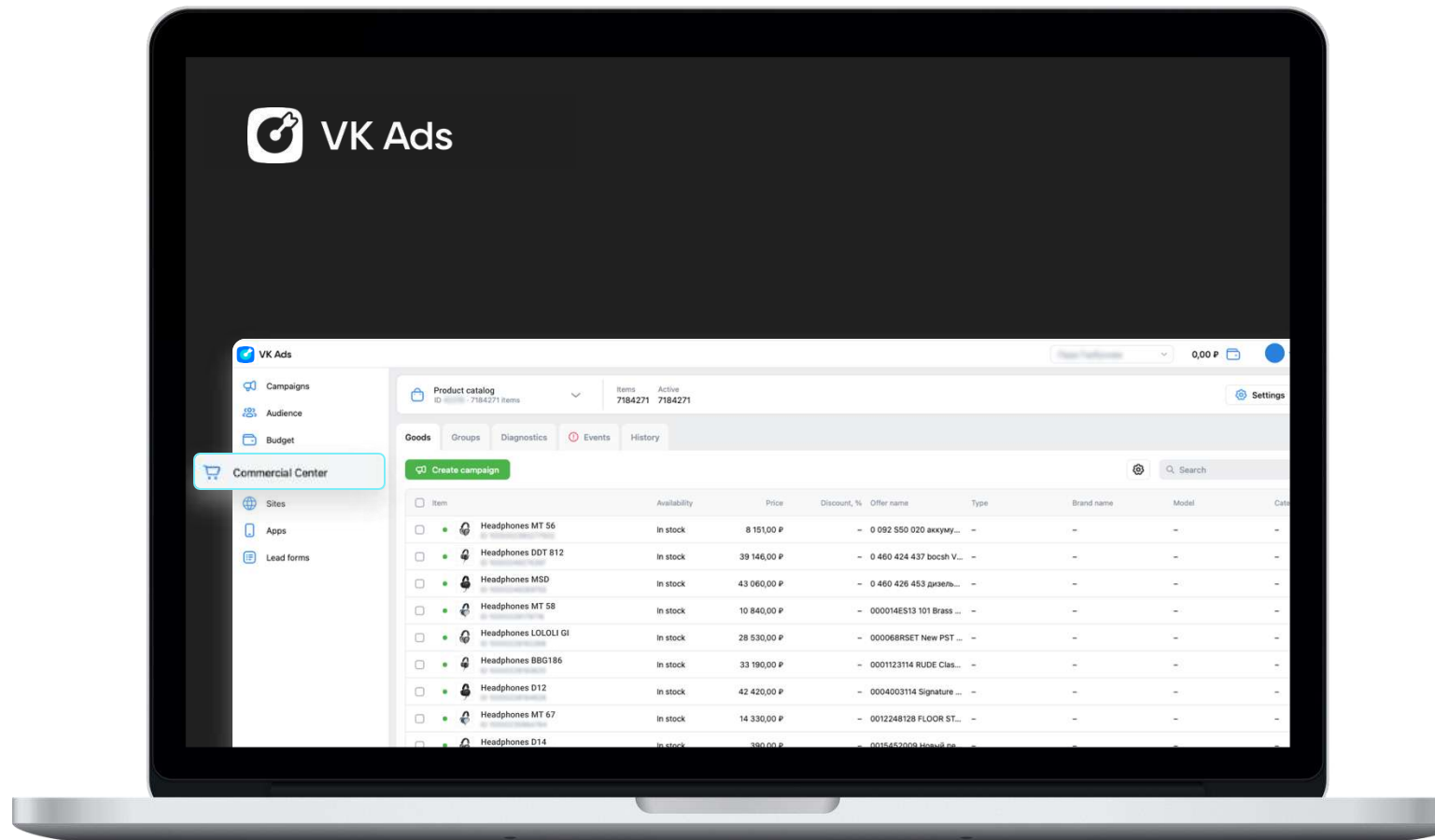
RESULT

Promote **All catalog products** among the users who viewed, added to cart or favorites or purchased items any goods from site or application for period from 0 to 30 days ago

Manage catalogs and groups of goods using the Commercial Center

The section contains tools to upload, manage, diagnose and analyze your product catalogs

To start advertising, you need first to [upload your product catalogs](#)



Upload catalogs by industry

Vertical categories **is recognized automatically** depending on catalog attributes



Goods



Realty



Avia



Auto



Service



Hotels

Create product catalogs automatically or manually

Two ways of group creation

Use filters

Dynamic items group that match the specified parameters

Select items manually

Static items group selected one by one or added together by ID



Filter by vertical

Add products that match **all conditions** ▼

Filter	Condition	Value	
Price ▼	Greater than ▼	1000	×
and	Offer name ▼	Contains ▼	Headphones
and	Model ▼	Contains ▼	
and	Condition ▼	Contains ▼	Start typing... ▼
and	<div>+ Add filter</div>		

Try different descriptions for product cards

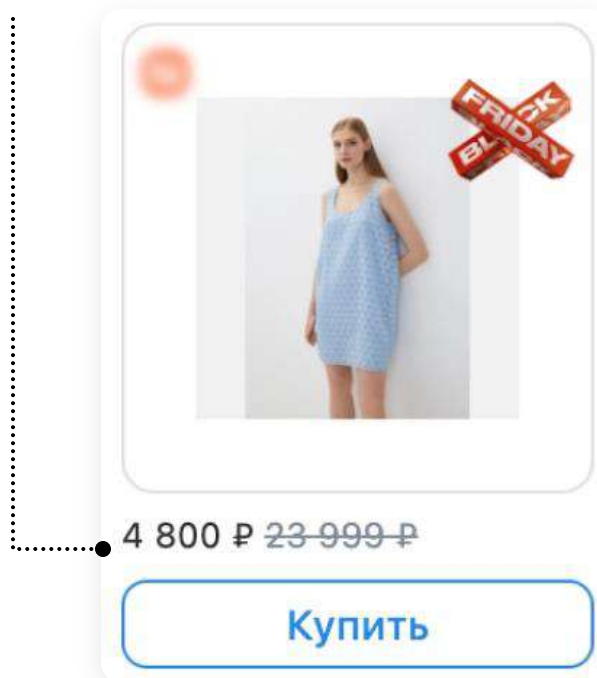
Text description

Include the product or service name, price, manufacturer, and model



Strikethrough price

If you want to emphasize price reduction, reflect it in the product card



- If you offer discounts on certain products and want to display only those products, create a product group with a filter for “Discount greater than zero”.
- All product information is updated automatically

Promote products from marketplaces

Available
marketplaces

OZON

WILDBERRIES

Яндекс  Market

AliExpress™



Add a link to the store, and VK Ads will automatically generate a feed comprising all your products



No need to adjust ads based on product availability: the product range will update automatically with the frequency specified in the product feed settings



Use dynamic retargeting to show ads to the users who clicked on ads and viewed product cards on the marketplace

Automatic diagnostics and analysis of event sources



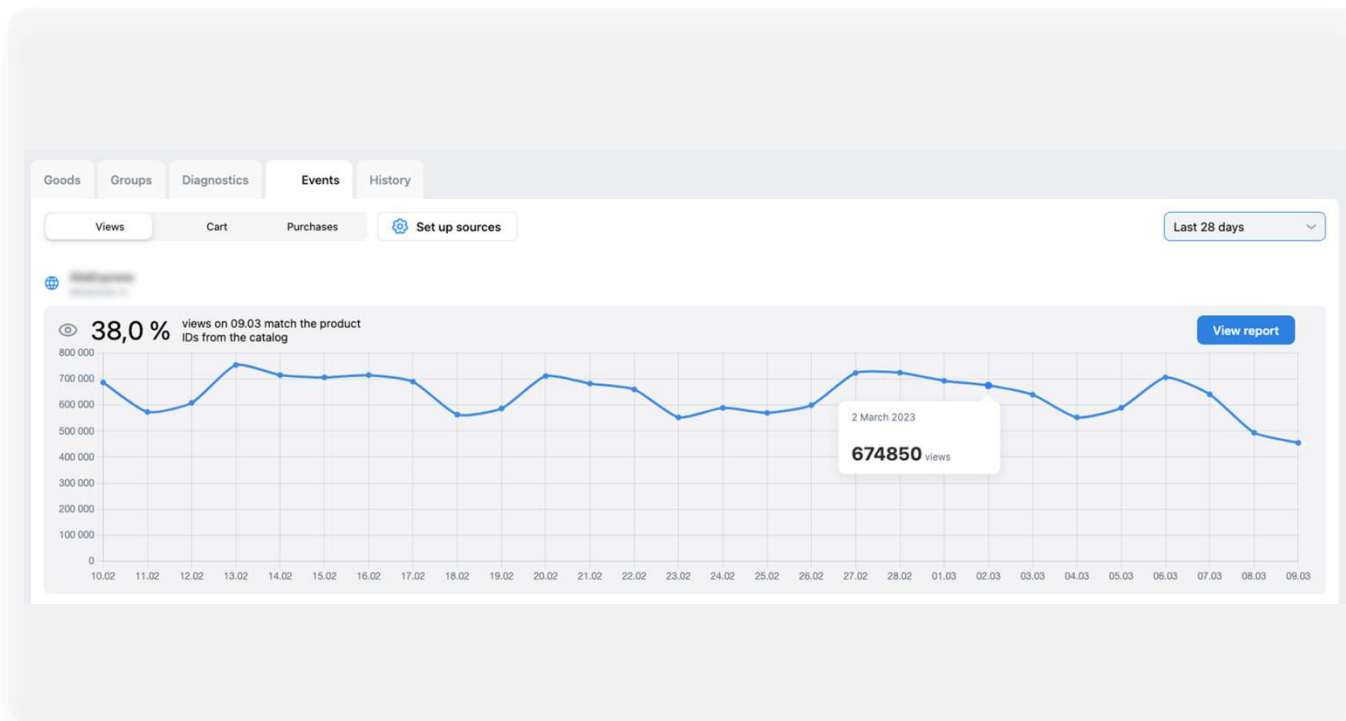
Diagnostics

Get notifications of errors that prevent the uploading of goods and warnings related to the correctness of information about your goods



Events

Link your catalog to a data source (VK Ads pixel or mobile tracker) to view statistics of dynamic retargeting events



How to reduce cost per order by more than 50% in a month

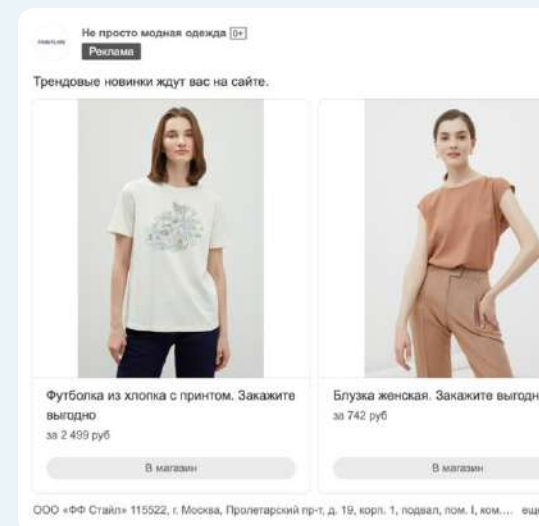
Campaign goals

- Encourage users to make repeat purchases
- Cost per order (CPO) below RUB 2,000
- Advertising cost share (ACS) below 20%

Mechanics

- ✔ Target action: viewing product cards
- ⚙ Dynamic retargeting to return visitors
- 🎯 Targeting men and women aged 18–75 living in Moscow, St. Petersburg, Moscow and Leningrad regions
- 🎯 Additional targeting on audience segments

Example of creative



Results

**8x**

growth in sales

**2.2x**

reduction in CPO

**ACS 10.8%**

vs the target of 20%

Using Shoppable Ads to reduce the ACS of a furniture manufacturer by 30%

Campaign goals

Reduce KPIs relative to similar myTarget campaigns:

- ACS by 30%
- CPM by 30%
- CPC by 20%

Mechanics



Product feed advertising optimized for customer acquisition



Lowest cost strategy with weekly budget increase by 50%



Broad targeting parameters: males and females aged 20 to 55 residing in Russia



Shoppable Ads format: videos of up to 15 seconds with product cards providing links to the website

Results



30%

reduction in ACS



50%

reduction in CPM



35%

reduction in CPC

Example of a video featuring product cards



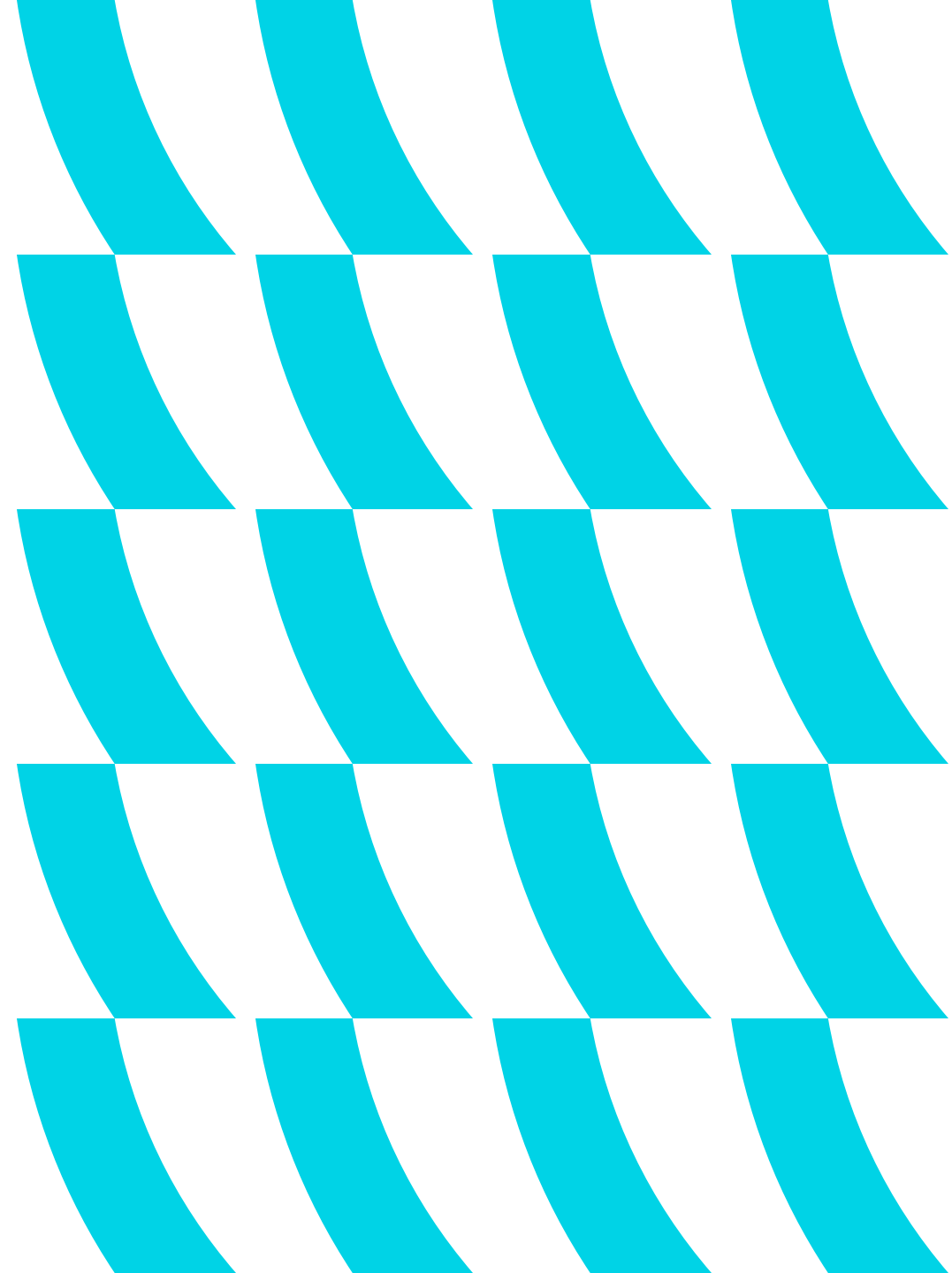
Performance

VK community

01 Subscribers' increase

02 Messages' increase

03 User engagement increase



Promote communities and personal pages more effectively

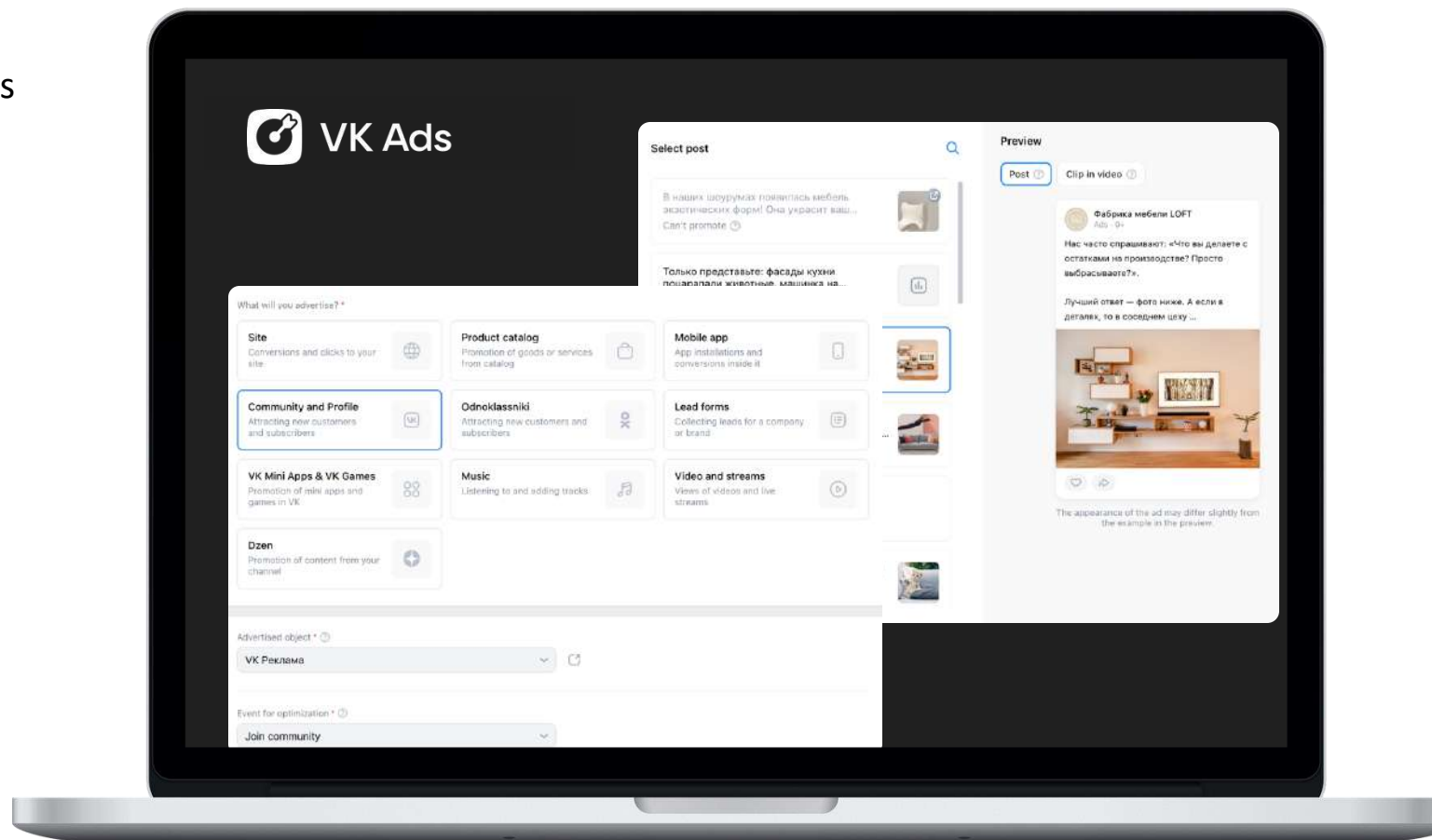
Increase the number of subscribers, messages, likes and comments on your personal pages and in communities



Objective –
Community and Profile



Choosing target action for
optimization



Benefits of VKontakte communities promotion with VK Ads



Optimization for events

New models of optimization for events reduce the number of manual settings



Product cards

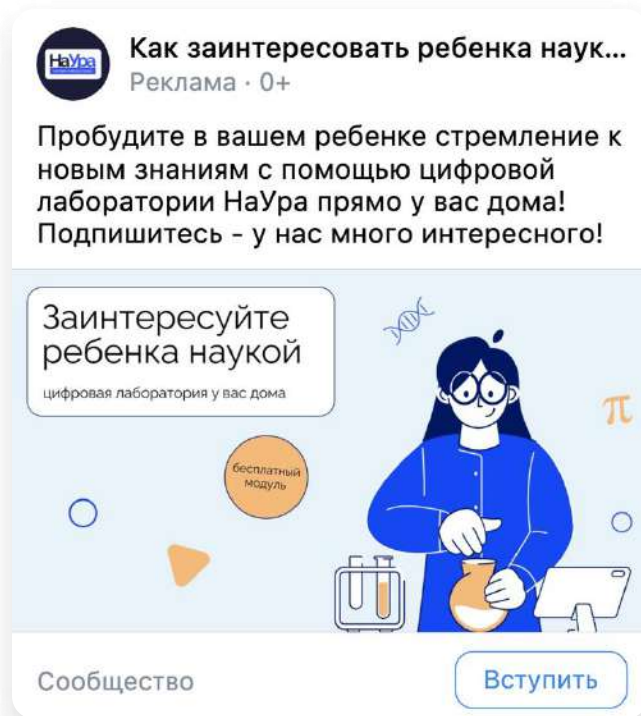
Community's product cards are loaded automatically, which makes it easier to create an ad post



Automatic video generation

Automatic generation of videos inspired by static visuals

Examples of promoting posts with different target actions



✓ Join the community

💬 Message the community



📈 Increase user engagement

Start running ads targeted at subscribers of VKontakte and Odnoklassniki communities



Community targeting allows you to reach out to an audience interested in your product or service from communities that fit your desired criteria

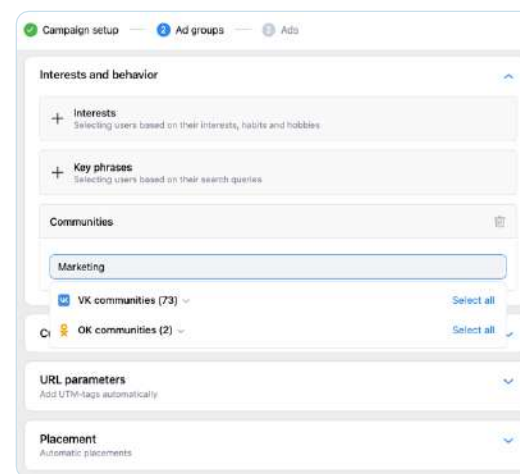


Algorithms and ML models analyze the interests and behavior patterns of the community audience and its content to evaluate the probability of users taking the desired action.



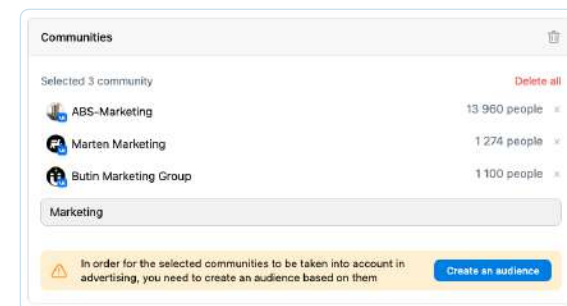
The system remembers users and displays ads to them not only on the selected social network but also on other VK resources they visit later

The feature is available in VK Ads for all types of advertised items



Community targeting can be set up in the *Interests and behavior* section when creating an ad set

After selecting the communities, click *Create an audience* and it will be automatically added to *User audiences* of the edited ad campaign



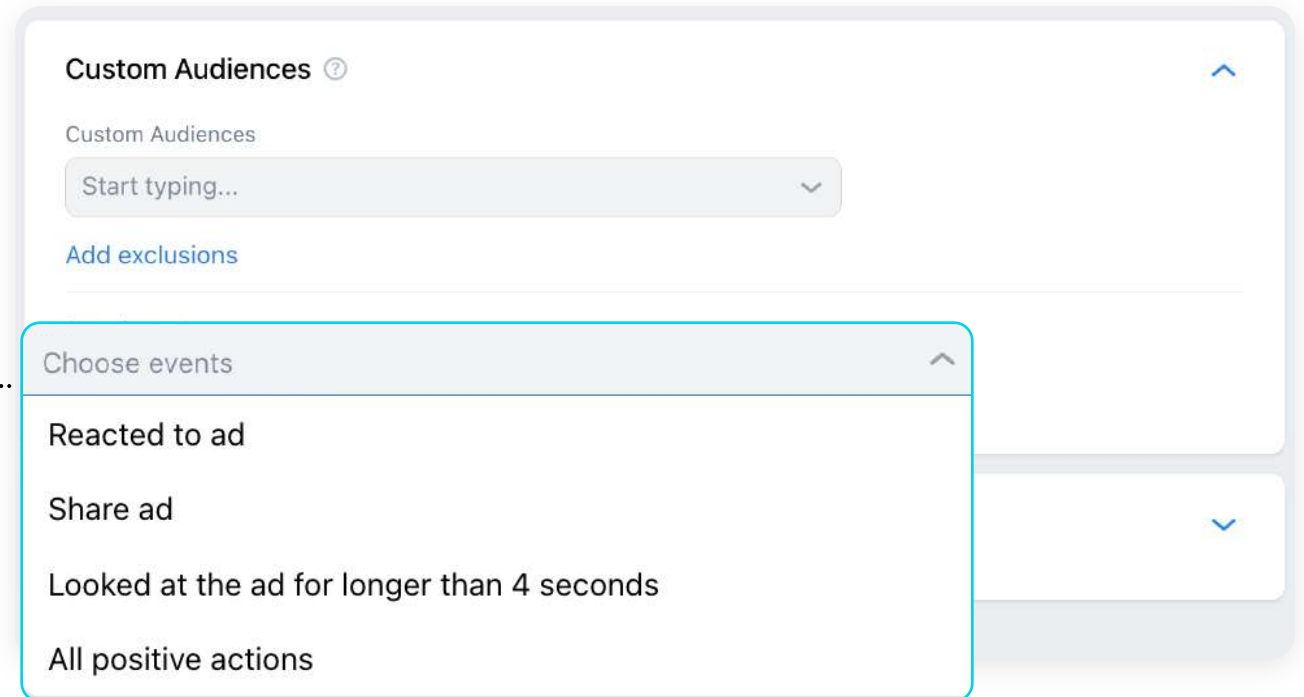
Build audiences based on reactions to ads

Group users who responded positively to your ad into segments



Goal:

Increase user engagement

A screenshot of the Facebook Custom Audiences interface. At the top, it says 'Custom Audiences' with a help icon. Below that is a search bar with the placeholder text 'Start typing...'. Under the search bar is a link that says 'Add exclusions'. A dropdown menu is open, showing the title 'Choose events' and a list of four options: 'Reacted to ad', 'Share ad', 'Looked at the ad for longer than 4 seconds', and 'All positive actions'. The dropdown menu has a blue border and a blue arrow pointing up at the top right. The background of the interface is light gray with a blue arrow pointing up at the top right.

Custom Audiences ?

Custom Audiences

Start typing...

[Add exclusions](#)

Choose events

- Reacted to ad
- Share ad
- Looked at the ad for longer than 4 seconds
- All positive actions

● Segmenting events

Delivering a 3.5x reduction in the cost of acquiring community followers

Campaign goals

- Cost per follower (CPF) not above RUB 60
- Click-through rate (CTR) of at least 0.25%

Mechanics

- Promote communities with optimization for joining the community
- 📄 Optimize the campaign budget using the lowest cost strategy

Targeting

- Group 1: males and females aged 22 to 55 within the brand's footprint
- Group 2: males and females aged 22 to 55 residing in Moscow and St. Petersburg further narrowed down based on areas of interest

Example of creative



Results



3.5x

reduction in CPF



+4%

CTR growth

5x more VKontakte subscribers for a fantasy accessories community

Campaign goals

Attract more subscribers to the VKontakte community

Mechanics



Target action: join the community



Automated bid management using the lowest cost strategy



Location: entire Russia



Targeting females aged 25 to 35

Результаты



5x

rise in the number of community subscribers



RUB 14.6

cost per subscription

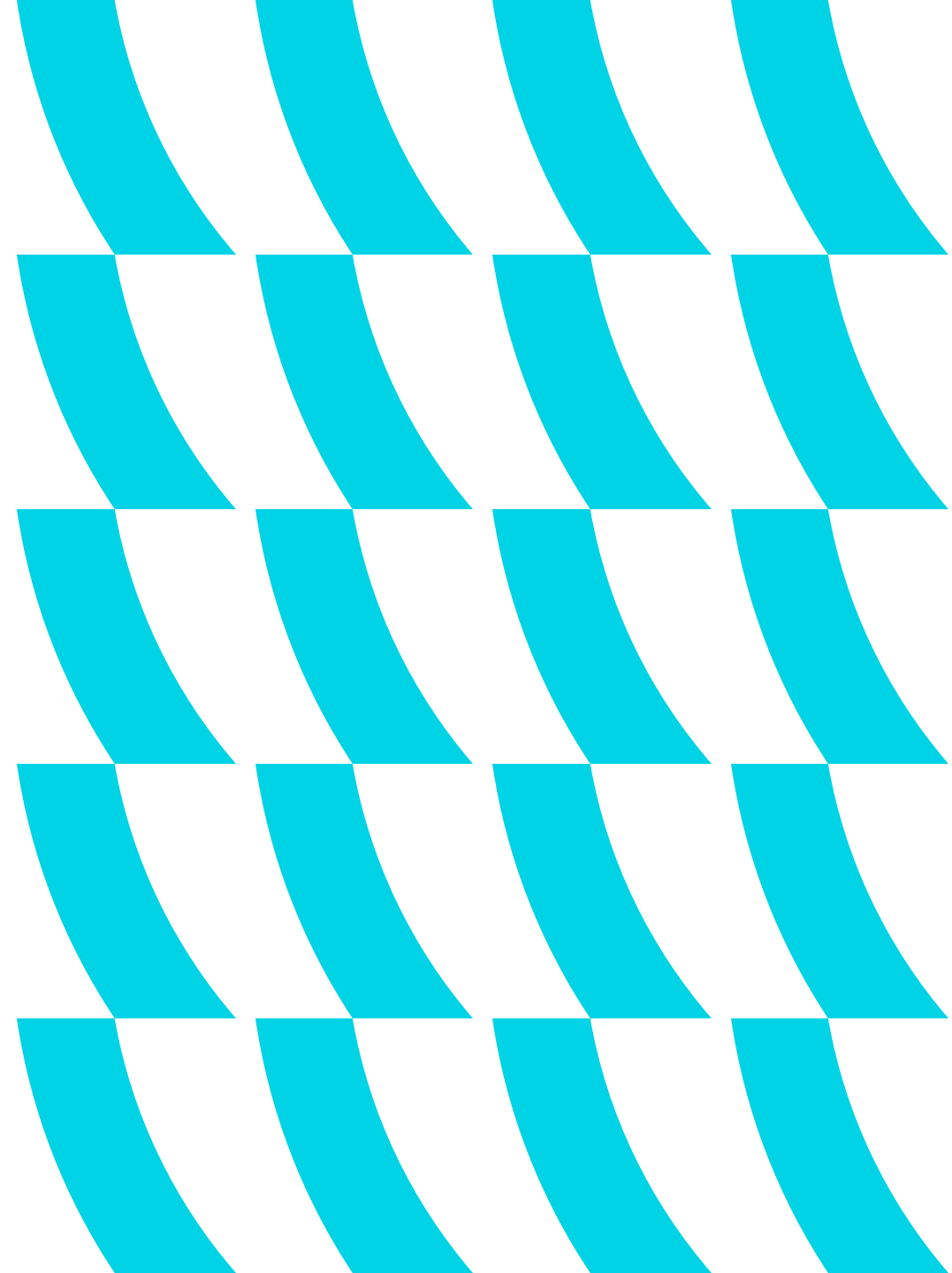


Performance

OK (Odnoklassniki)

01 Subscribers' increase

02 Messages' increase



Promote OK groups more effectively

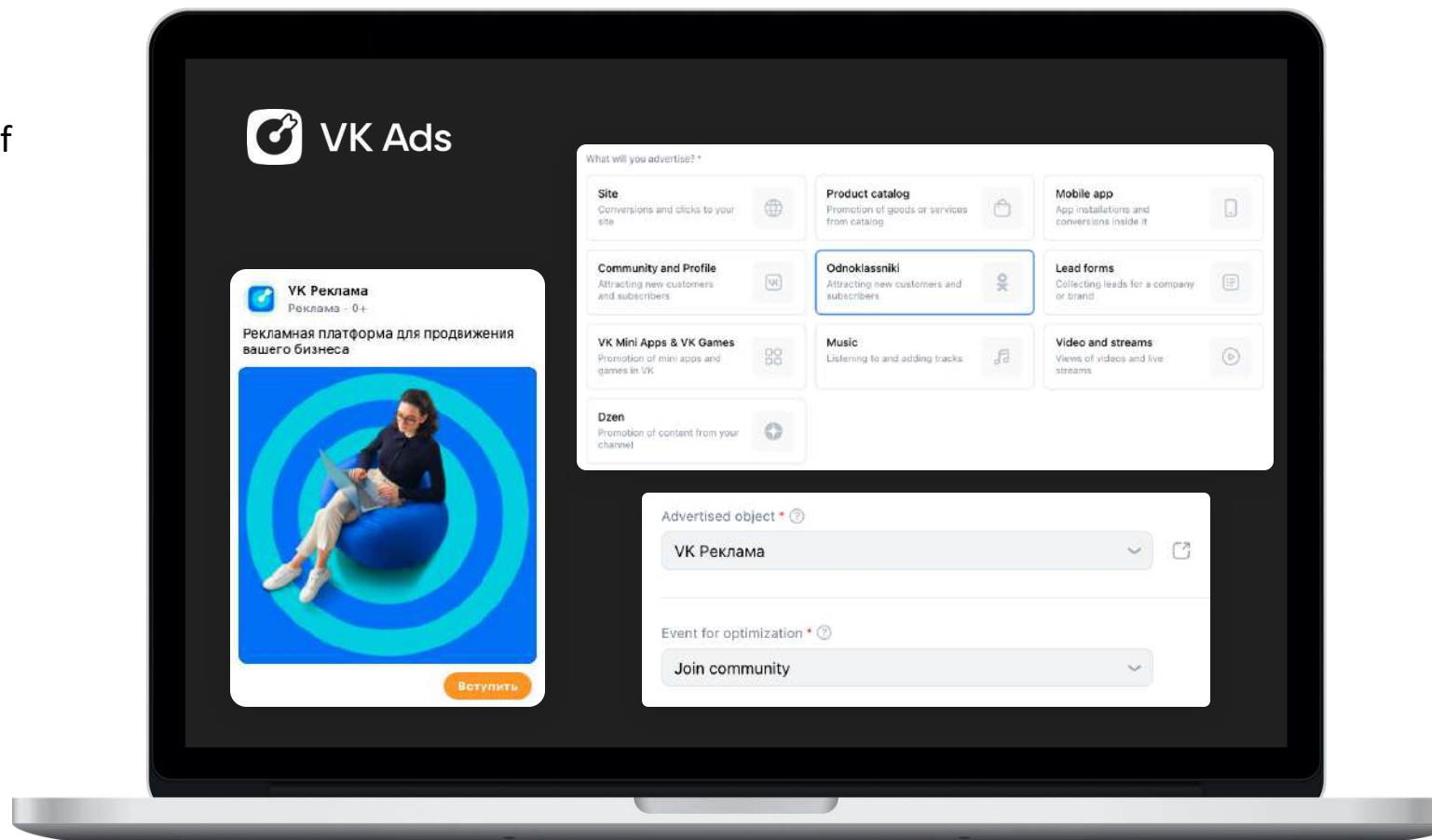
Attract more potential customers and new followers to your OK pages, increase the number of messages



Objective – OK
(Odnoklassniki)



Choosing target action for
optimization



Benefits of promoting OK groups with VK Ads



Optimization for events

New optimization model for obtaining the target number of users joining OK groups and writing group messages



Campaign settings

Streamlined procedures for setting up ad campaigns to achieve effective results



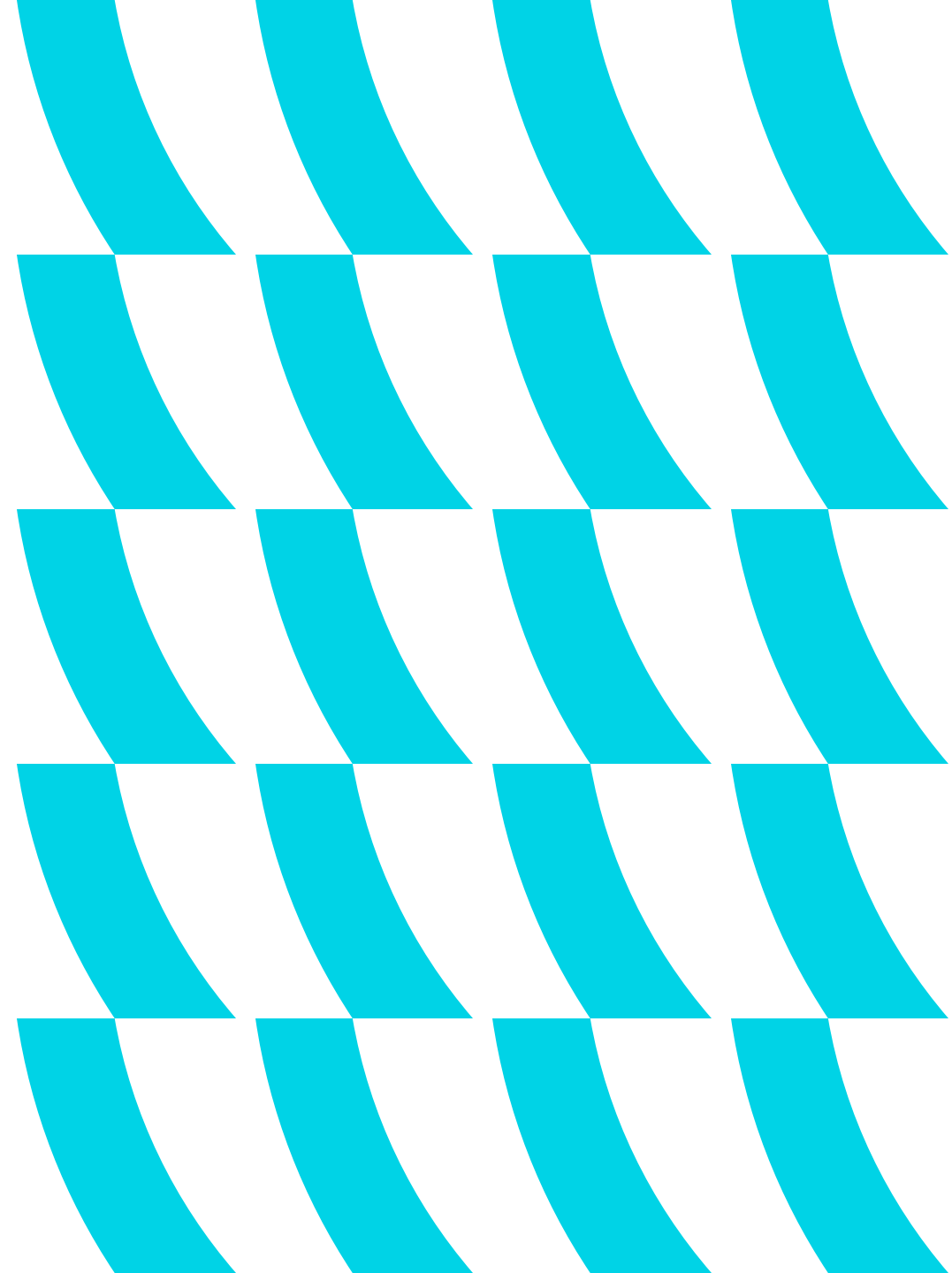
Automated text generation

Automated generation of ad texts based on your materials


Performance


Lead forms

01 Lead generation

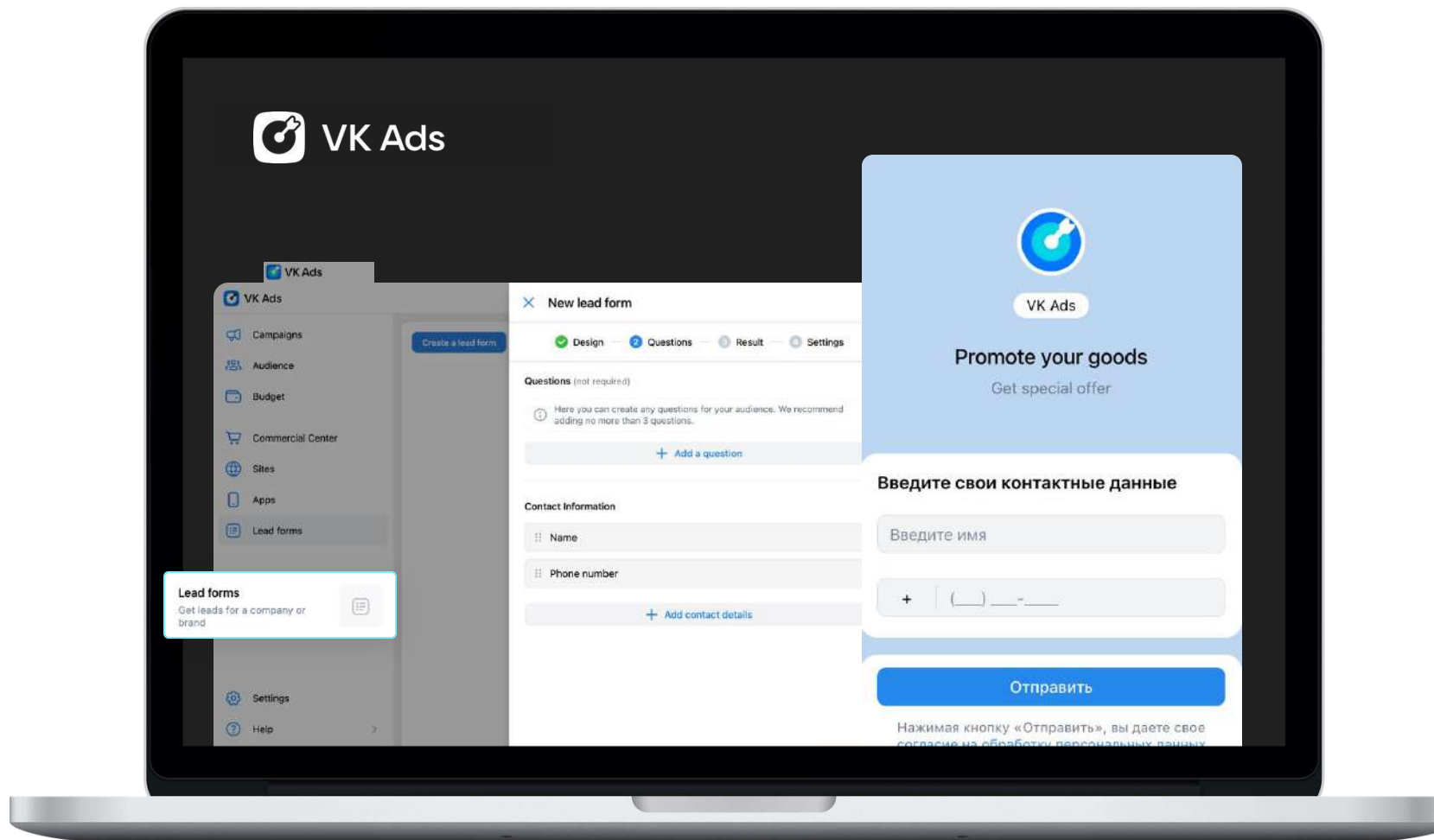


Get more effective in collecting leads

 Objective – Lead forms

 Section – Lead forms

To create and manage forms



Benefits of lead form promotion with VK Ads



Form builder

Select a simple form with contact data or put together a survey to get more info on your leads



Optimization for events

New optimization model for getting target applications, orders or registrations



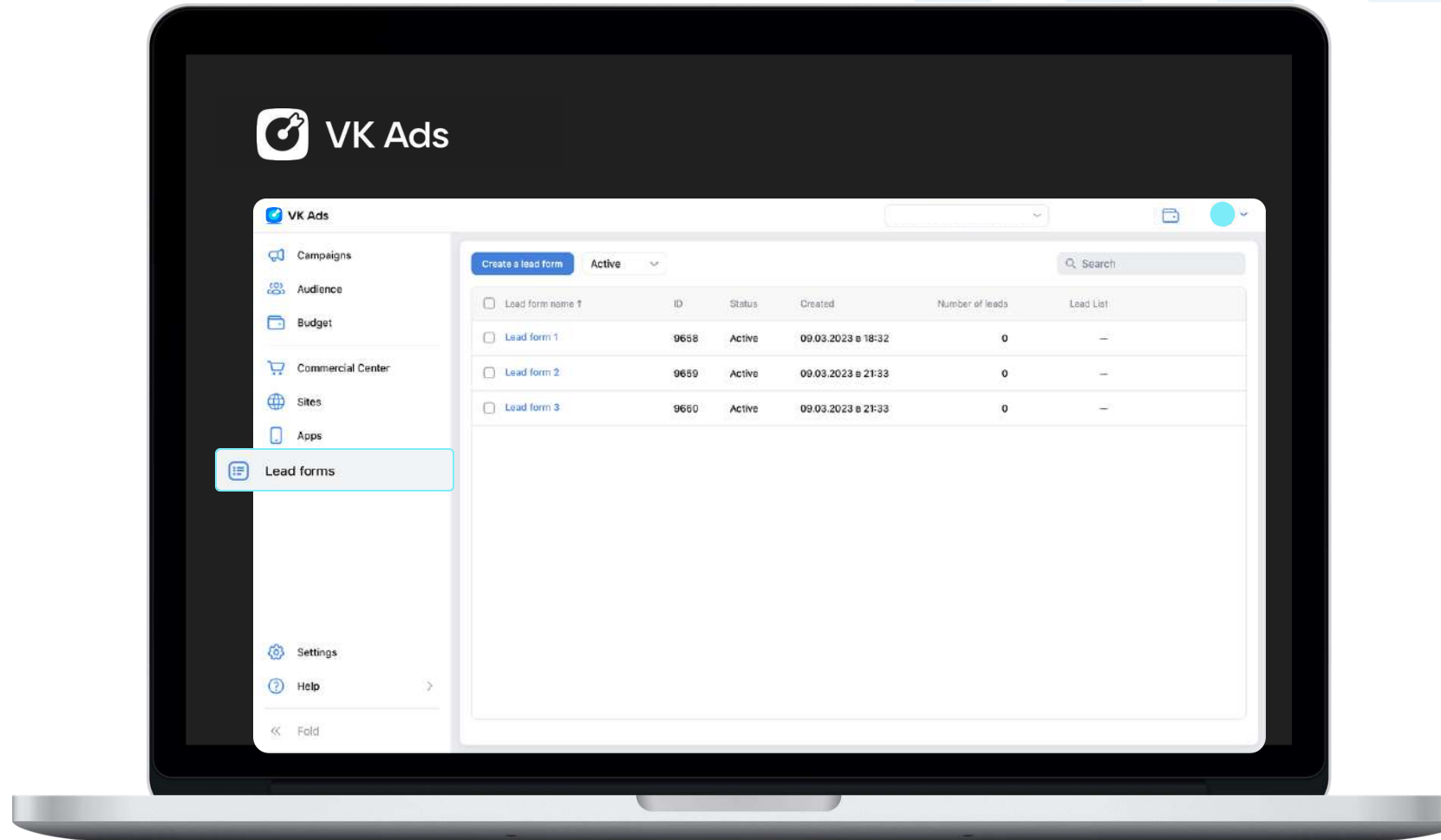
Automatically generated privacy policy

Enter your company's data when configuring the lead form, and the system will automatically generate a personal data processing consent






Manage lead forms in a special section

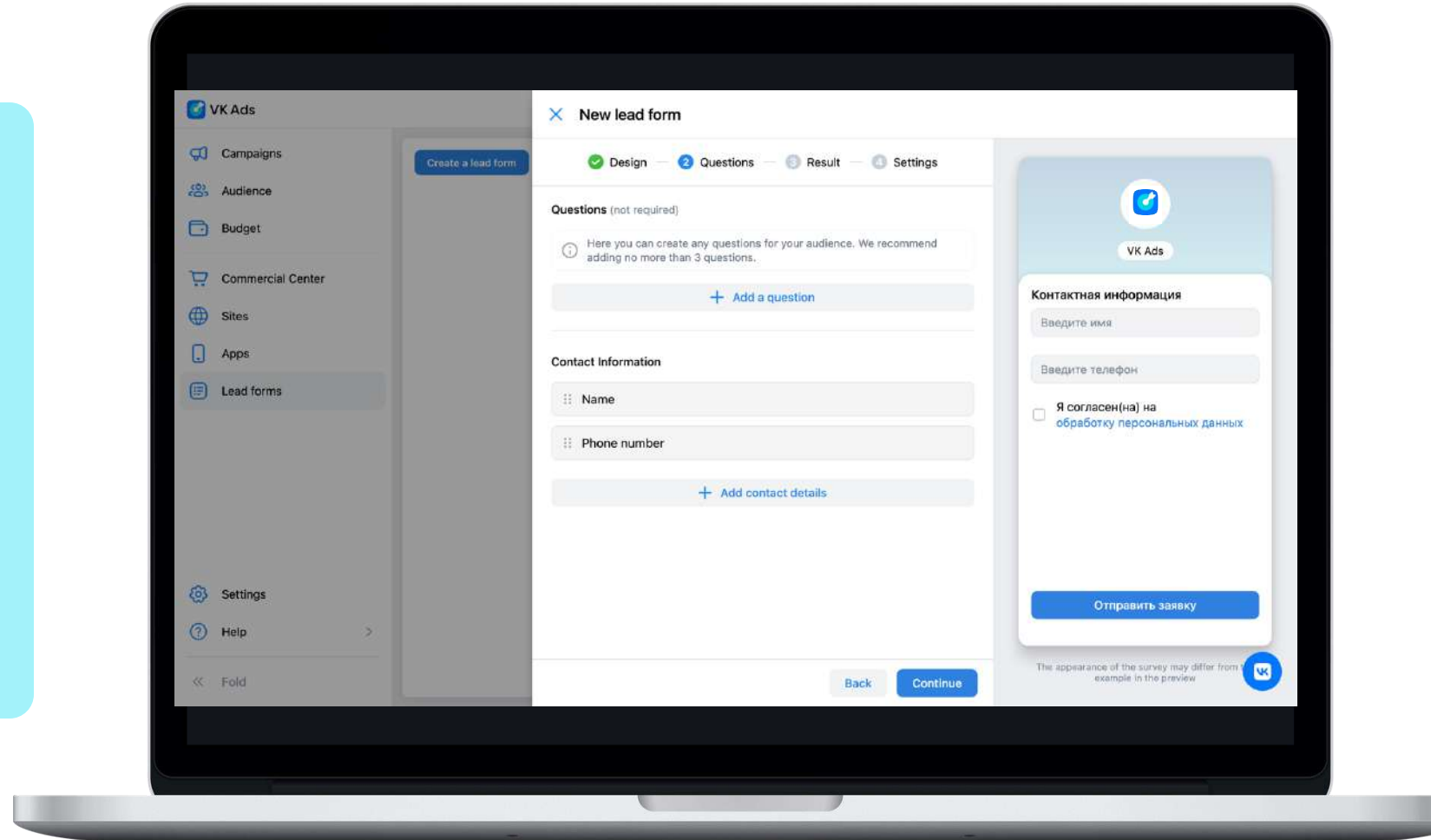


The Lead Forms section contains tools to **create**, **edit** and **analyze** lead forms



Configure all lead form parameters quickly

-  Create a lead form
-  Follow-up questions
-  Select contact data to be collected
-  Configure your results window
-  New application notifications



Build audiences based on events in lead forms



Group the users who interacted with the lead form into segments to launch new ads for them or remove them from the target audience

- Users who made the journey from the ad to the lead form but did not submit their contact details

× **Lead Form Events**

Lead form

Lead form 1

☒ Form opening

Include

Include

Exclude

for the period from 0 to 365 days ago

☐ Submitting a form

- Users who provided their contact details

Customize the interface of lead forms

Text length

First screen of the form ?

Compact

- Short text,
up to 35 characters

More text

- Long text,
up to 350 characters

Lead magnet

- Reward: discount or bonus
awarded for filling in the form

**VK Реклама –
платформа для запуска
эффективной рекламы**

VK Реклама
**Заполни заявку и
получи скидку!**

Введите свои контактные данные

Введите имя

+ | () _ -

Введите ссылку на соц. сеть

Отправить

Нажимая кнопку «Отправить», вы соглашаетесь с
[Политикой обработки персональных данных](#)

Lead magnet form

Customize the interface of lead forms

Cover and button color

Choose the button color

Algorithms will select a well-contrasting color for the text

Upload a branded cover

Preview:

dark and light backgrounds,
desktop and mobile

Increasing the number of apartment viewing requests by 34% in one month

Campaign goals

- At least 90 apartment viewing requests
- Cost per lead (CPL) not above RUB 4,500

Mechanics



Promoting a lead form optimized for getting requests

Campaign 1:
males and females aged 22 to 64
with a focus on family

Campaign 3:
males and females aged 30 to 64
residing in Russia



Optimizing the campaign budget using the lowest cost strategy

Campaign 2:
males and females aged 28 to 75 with a focus on real estate

Campaign 4:

- males and females aged 12 to 75 with a focus on real estate from the Republic of Tatarstan
- males and females aged 35 to 54 visiting Kazan

Examples of creatives



Results



34%

increase in lead generation



33%

CPL reduction

Delivering a 1.7x increase in the number of requests in one month

Campaign goals

- At least 911 requests
- Cost per lead (CPL) not above RUB 99

Mechanics

- Promoting a lead form optimized for getting requests
- 🎯 Targeting males and females aged 24–45 residing in Russia
- 📄 9 ad sets targeting people with different interests
- 🎯 Targeting based on an interest in: household appliances, entertainment, personal care, cooking, discounts, etc.
- 📄 Optimizing the campaign budget using the lowest cost strategy

Examples of creative



Richard Royal Tea
Реклама · 16+

Выиграйте годовой запас чая от Richard Royal Tea! Участвуйте в розыгрыше до 31 июля.



Успейте оставить заявку

[Принять участие](#)

Results



1,500+
requests



1.6x
CPL reduction

Media content

01 Video views



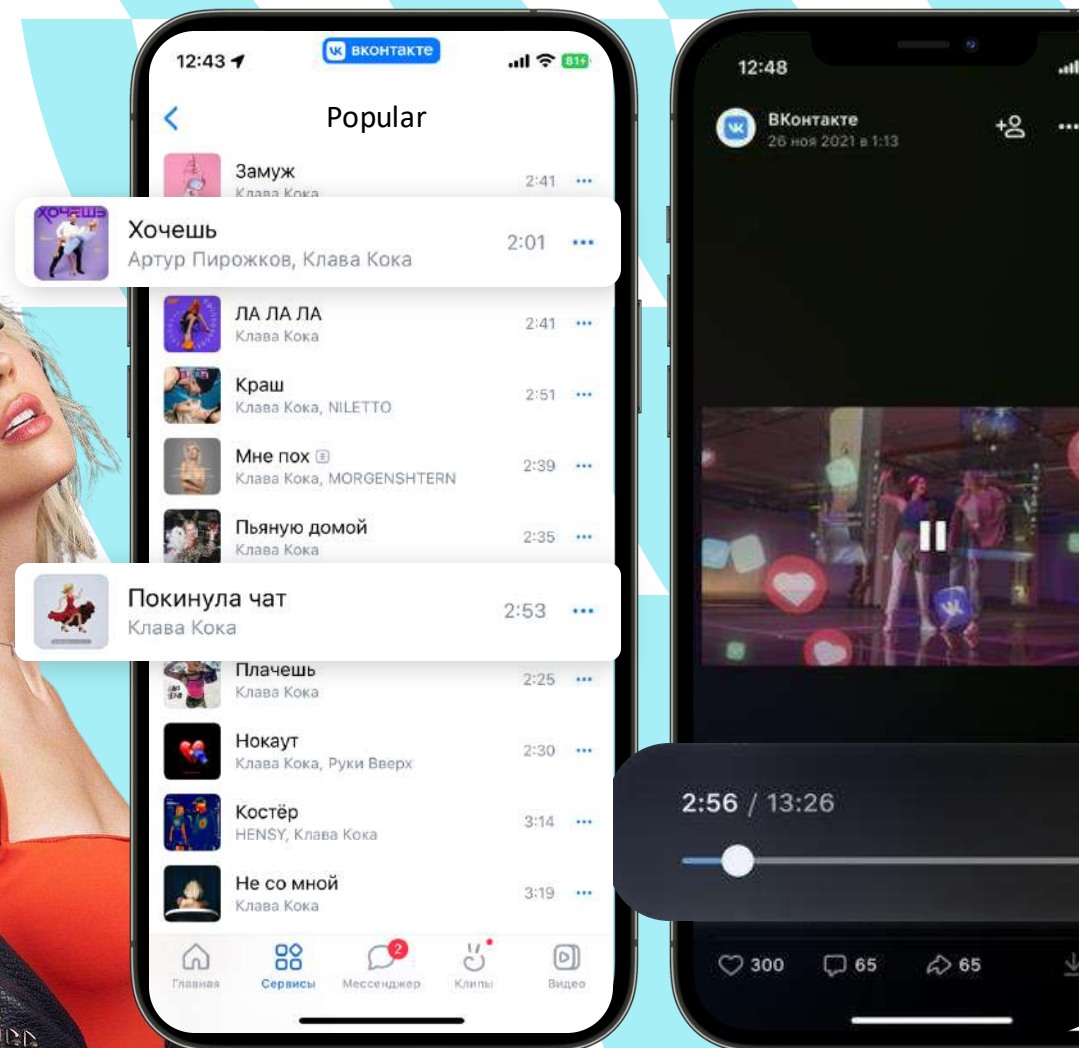
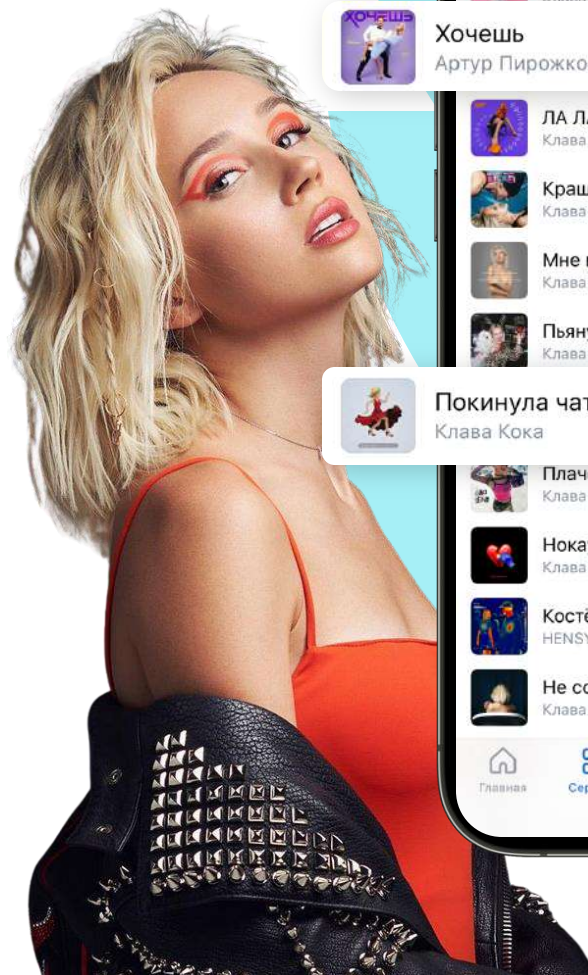
02 Live stream views



03 Playing and saving music



04 Launches and actions in
VK Mini Apps



Better results in promoting your media content



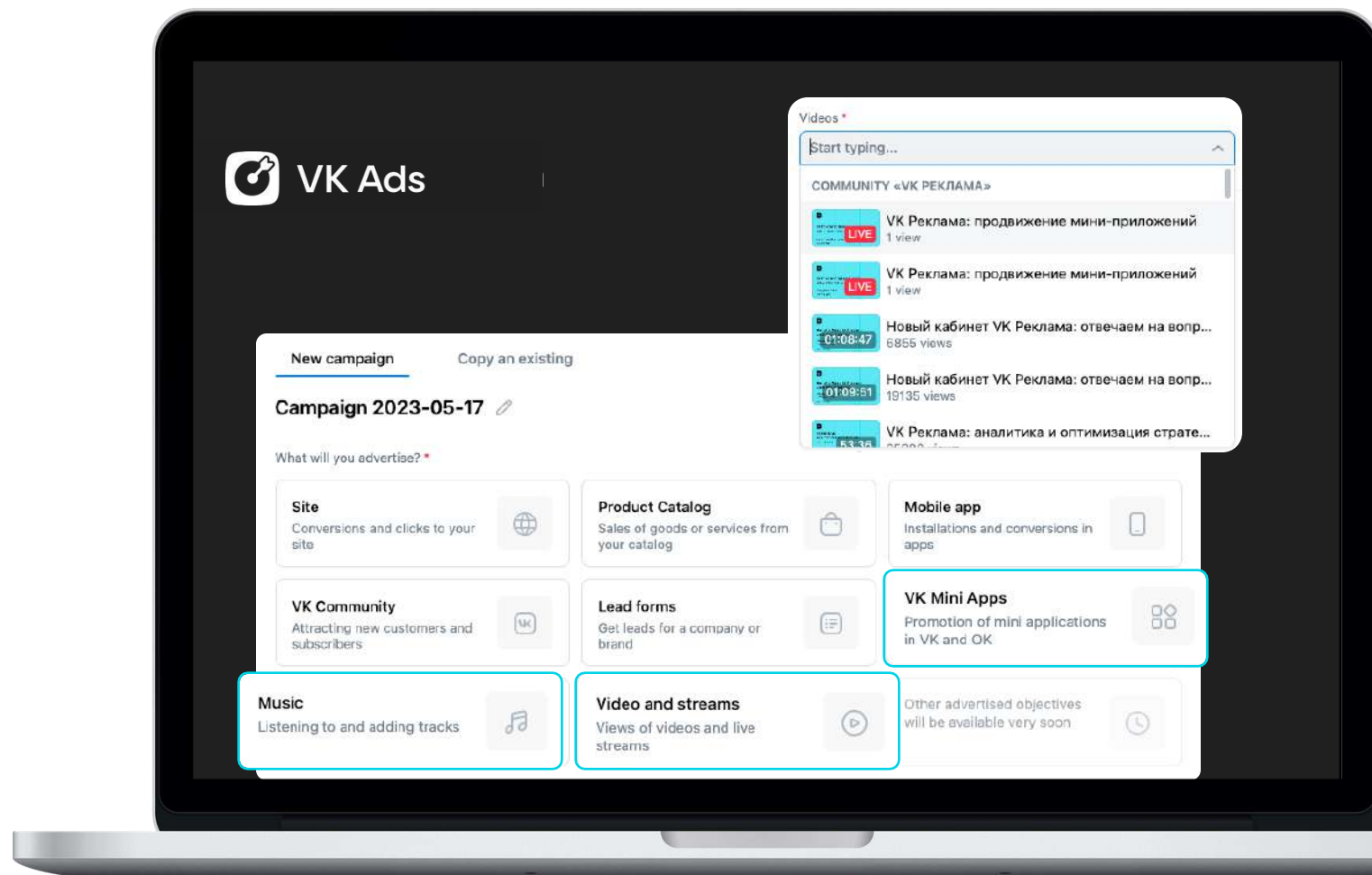
Objectives: videos, live streams, music, VK Mini Apps



Promotion in VKontakte feed



Optimization to target potentially relevant users



Opportunities to promote your media content with VK Ads



Videos and live streams

Promote your video content
and live streams from VK
Communities



Music

Advertise your audio tracks to get
more track streams and have them
included into users' track lists



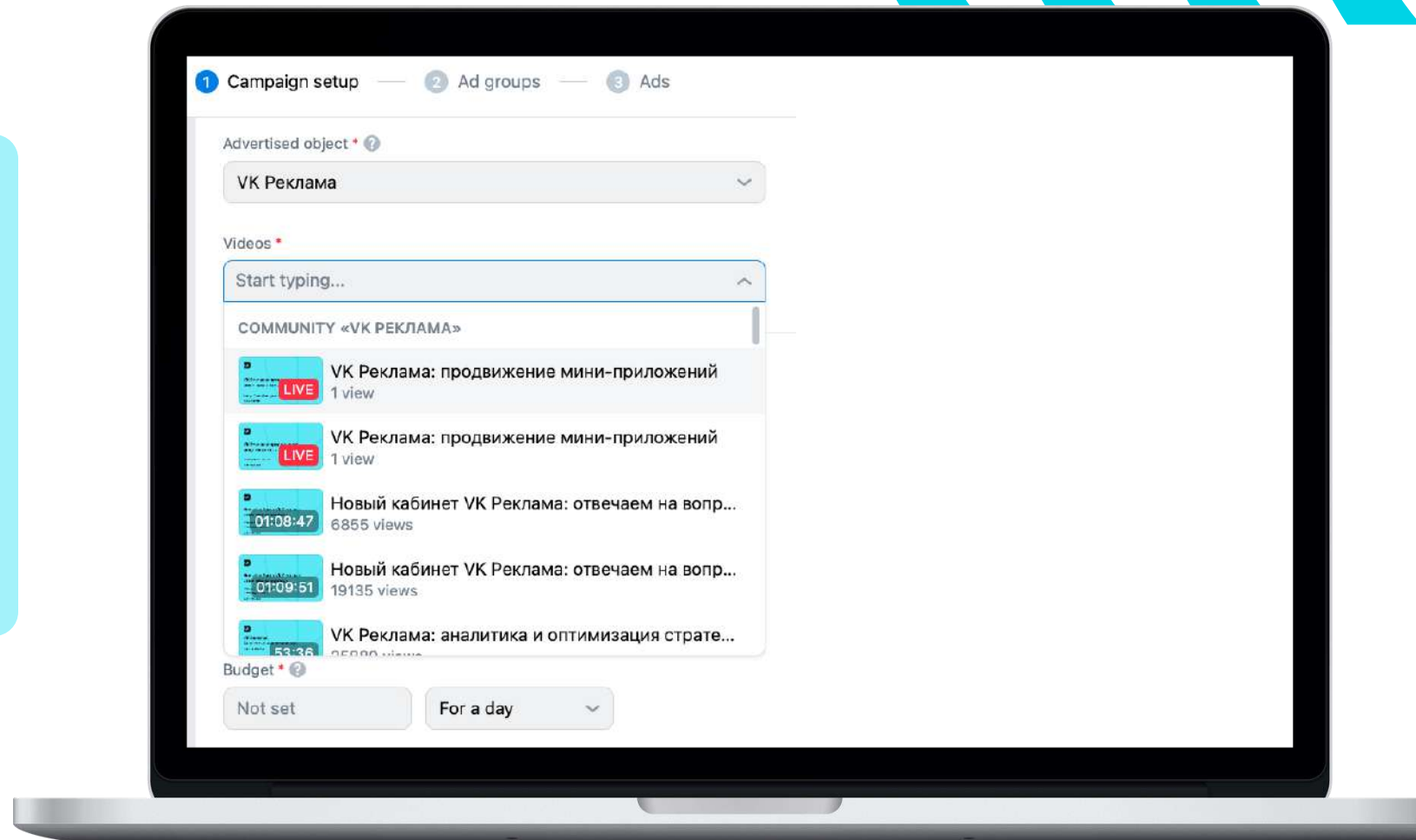
VK Mini Apps

Promote mini apps to
find new users or increase
the number of actions

Videos and live streams

You can use one ad campaign to promote:

- 📡 several videos and live streams
- 📺 videos from VK Communities and personal pages

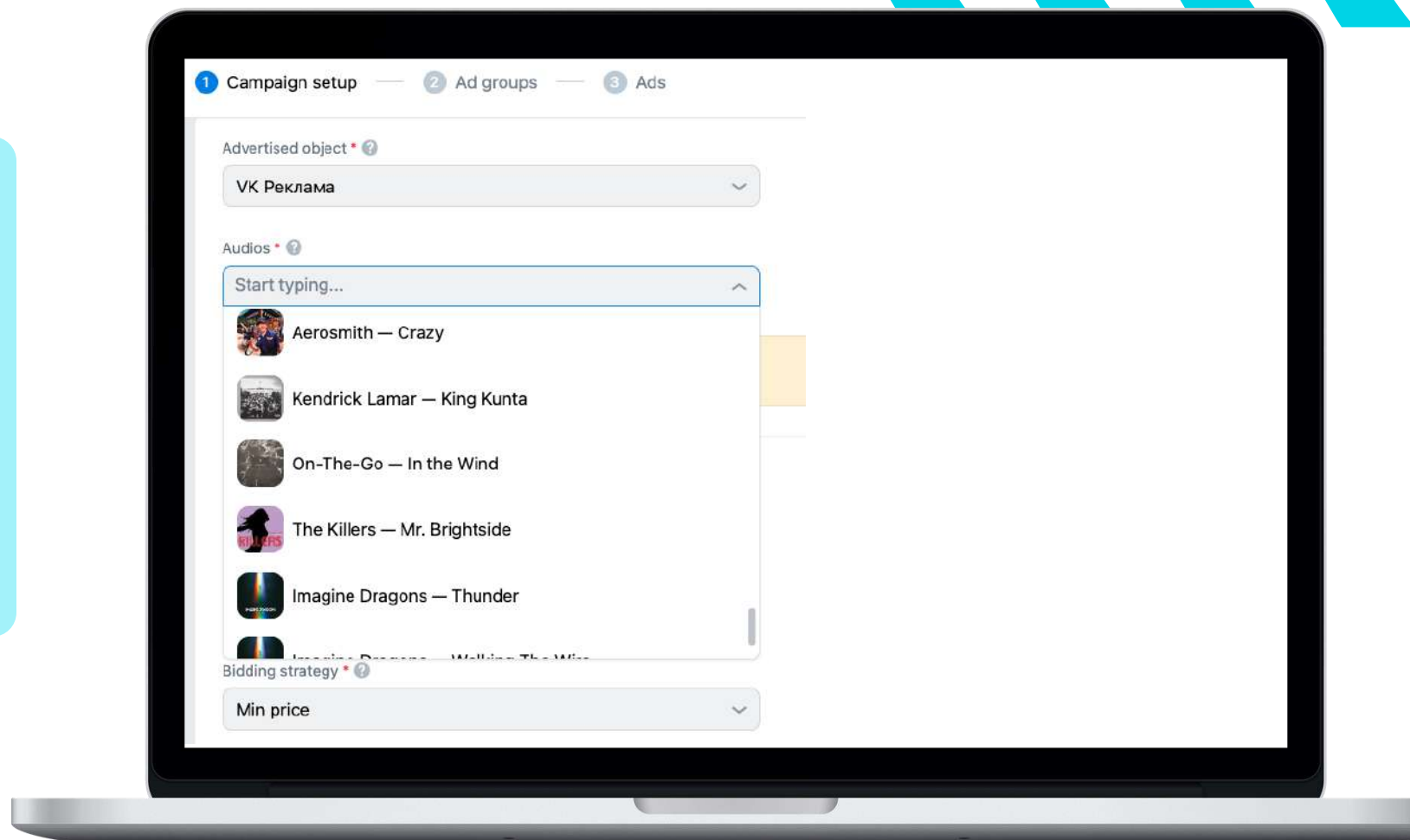


Music

You can use one ad campaign to promote:

🎵 up to ten audio files
or one playlist

🎵 music from VK Communities
and personal pages

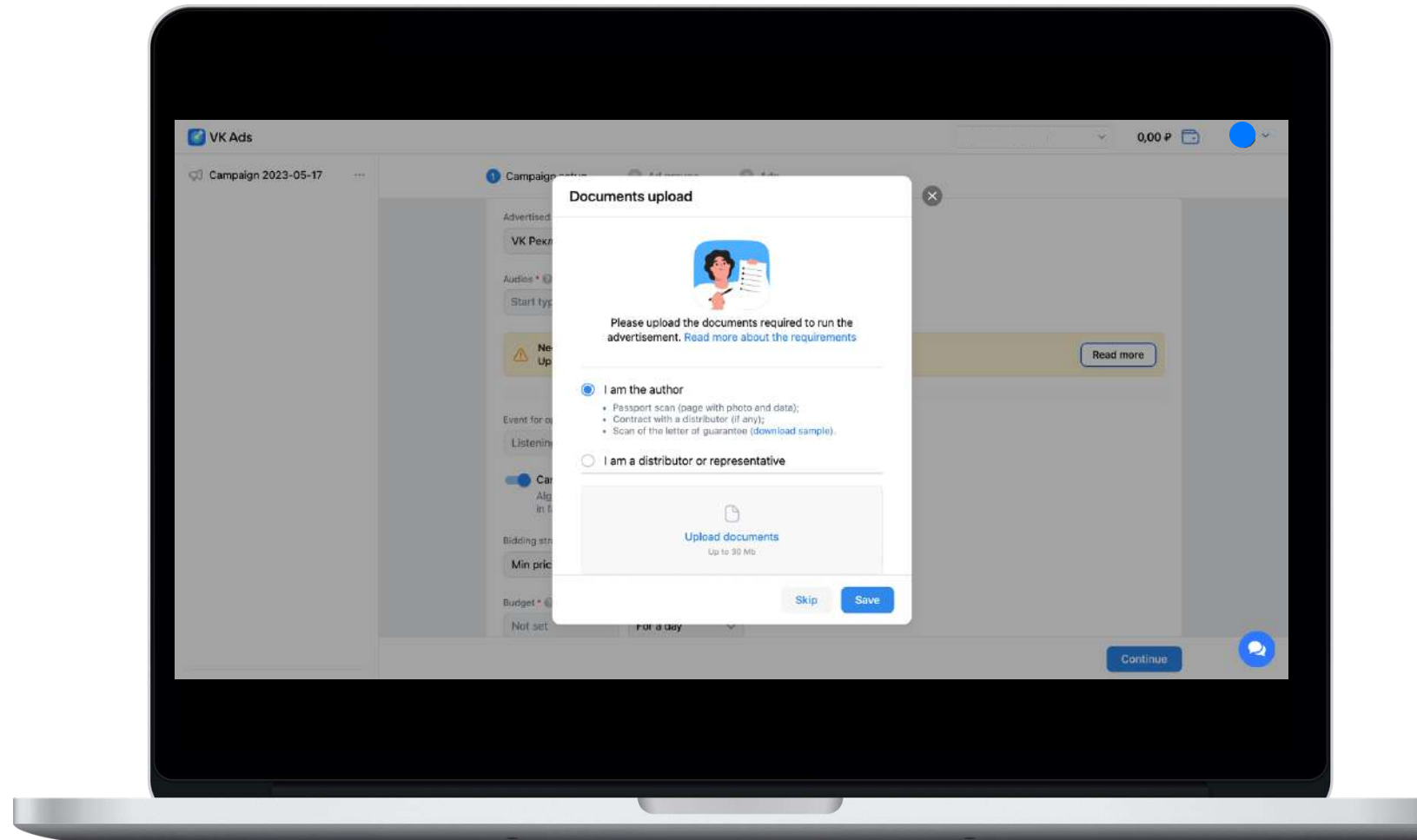


Music

Before you start ad campaign, you need to verify your right to commercial use

✓ Convenient verification of rights for authors, their representatives and distributors

✗ Campaigns with no confirmed right are blocked



Build audiences based on reactions to ads

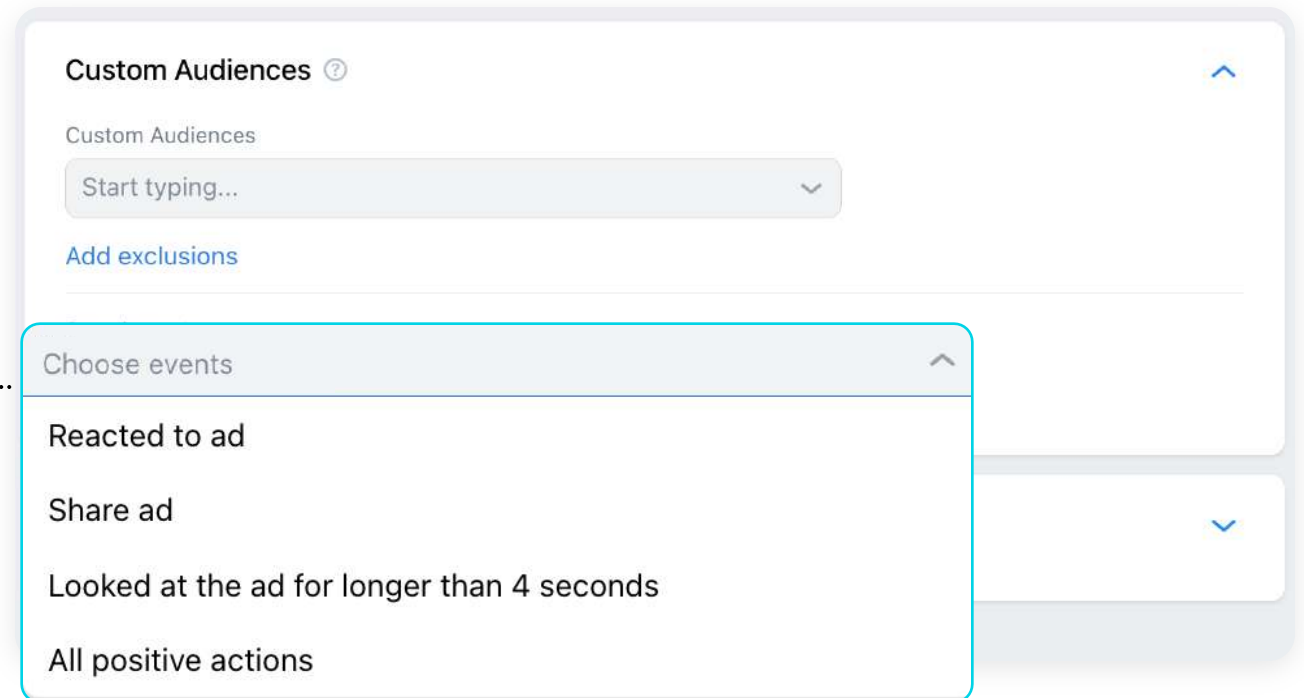
Group users who responded positively to your ad into segments

↗ What you can promote:

Music, Videos, Live Streams

🎯 Goal:

Increase user engagement



The screenshot shows the 'Custom Audiences' interface. At the top, there's a header 'Custom Audiences' with a help icon. Below it, a search bar contains the text 'Start typing...'. A link 'Add exclusions' is visible. A dropdown menu titled 'Choose events' is open, displaying a list of events: 'Reacted to ad', 'Share ad', 'Looked at the ad for longer than 4 seconds', and 'All positive actions'. A blue arrow points upwards from the bottom of the list.







● Segmenting events

Attracting subscribers for a yachting school chatbot

Campaign goals

- Compare the effectiveness of promoting mini apps with VK Ads and VKontakte Advertising account

Mechanics

- | | |
|---|--|
|  RUB 50,000 – campaign budget for both platforms |  Ad → test “What type of captain are you?” → Chatbot subscription |
|  Targeting based on gender, age and geography |  Contextual targeting with a focus on yachting |
| VKontakte Advertising account | VK Ads |
|  Goal: Redirecting a user to VK Mini Apps, payment per impression, automated bid |  Goal: Starting a mini app, budget optimization at the level of ad sets, lowest cost strategy |

Example of creative

 **Попробуй Яхтинг!**
Реклама · 0+

Ответьте всего на 3 вопроса и узнайте «Какой вы капитан?»



Какой вы капитан?
Приложение

[Открыть](#)

Results

Compared to VKontakte Advertising account, VK Ads offers:



68%

more subscribers



41%

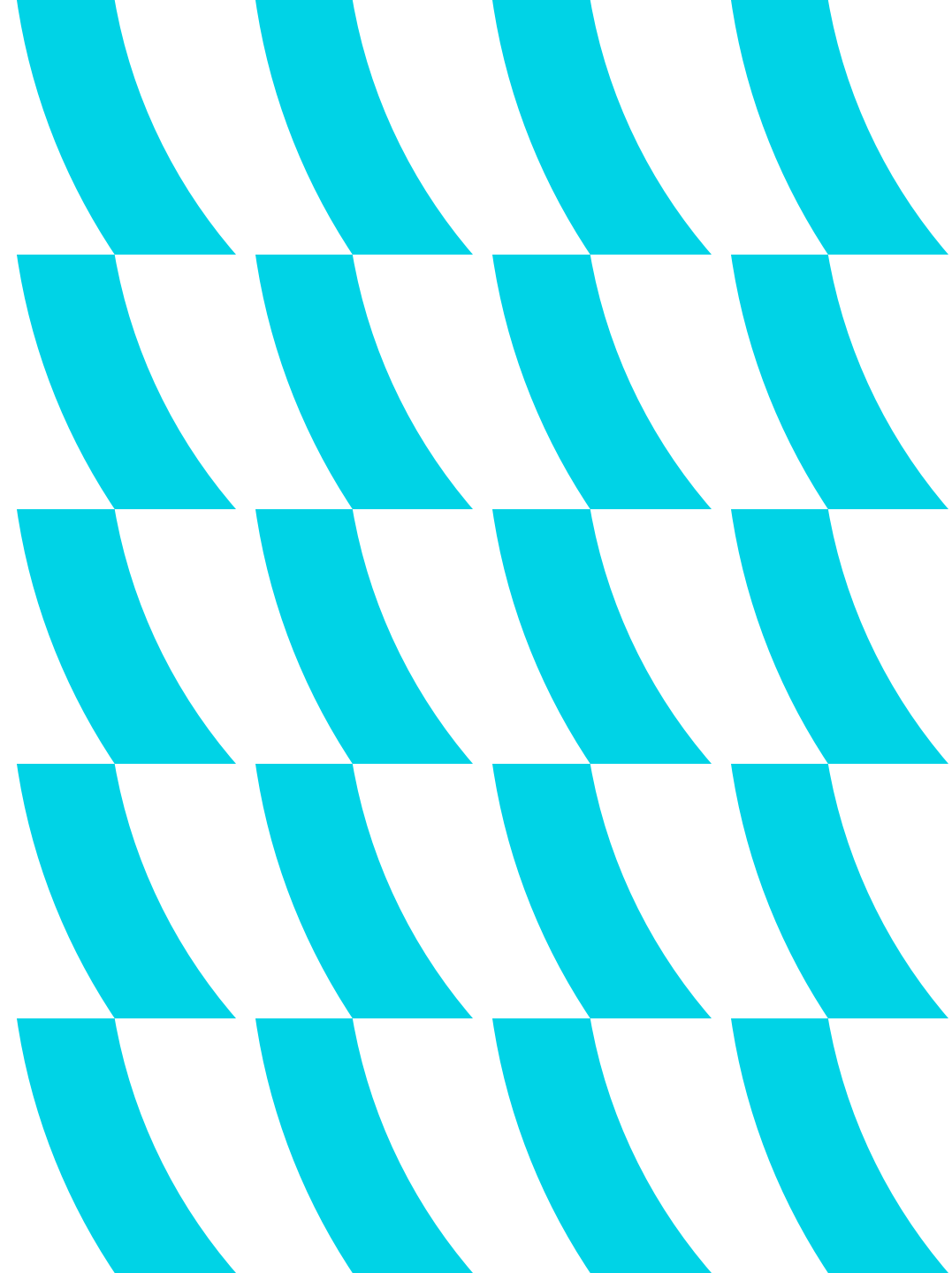
lower CPL

Performance advertising

Dzen

01 Raising awareness

02 New client acquisition

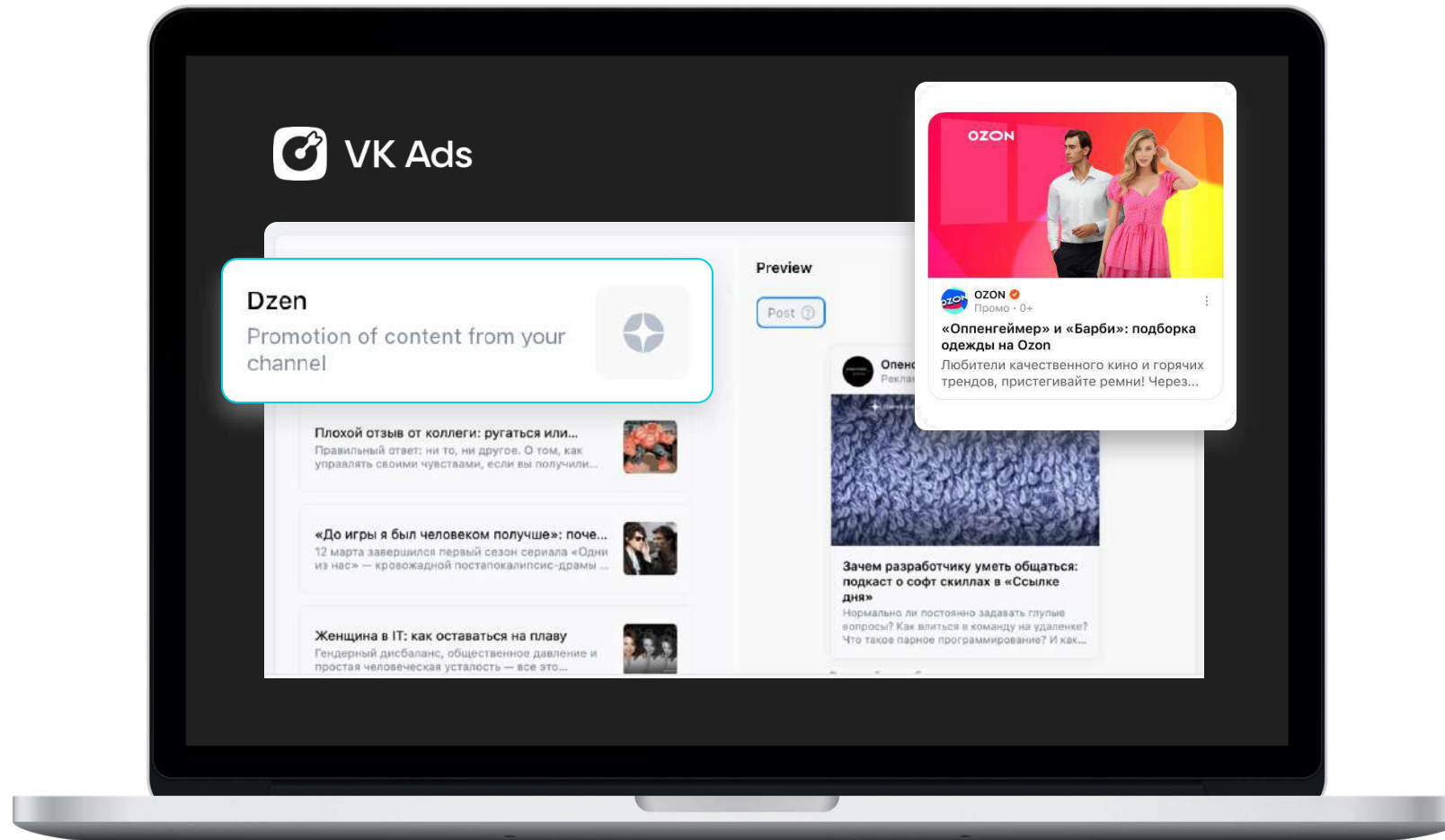


Enhance the quality of interaction with the audience on Dzen: engage the audience and increase

🎯 Objective –
Dzen

📄 Promoted content format: articles

🔗 Two launch strategies and a technology
of seamless transition from content to
the website



Benefits of promoting Dzen content with VK Ads



Automated ad generation

The title, image and text are generated using the Dzen article



Scroll2site technology

Seamless transition from the article to your website or Dzen channel



Automated ad labelling

*

Data transfer to the UROA via the VK ADO to comply with the applicable law

Law No. 347-FZ On Amendments to the Federal Law On Advertising

* This refers to the labeling of advertisements. When publishing an article on Dzen, the author has to determine independently whether the article is subject to the labeling requirements. If it is, the author must label it separately through an ADO and add the relevant data at the time of publishing.

Configure target actions for optimization



Clicks

- Drive traffic to articles of potential clients
- Payments based on ad clicks



Impressions

- Enhance outreach and increase brand awareness
- Payment for 1,000 ad impressions

The screenshot shows a form with three main sections:

- Advertised channel *** (with a help icon): A dropdown menu showing "О рекламе" and a share icon.
- Event for optimization *** (with a help icon): A dropdown menu showing a list of events: "Clicks on ads (Dzen)" (selected with a blue checkmark), "Clicks on ads (Dzen)", and "Ad impressions (Dzen)". Below the list is a link that says "in favor of the more effective ones. [Learn more](#)".
- Campaign's duration** (with a help icon): A date input field showing "04.04.2024" with a close icon, and a calendar icon to its right.

Linking Dzen channel to VK Ads account



Step 1

Go to the section *Рекламодателям* of the Dzen Studio and press *Войти в VK Рекламу*



Step 2

You will be automatically redirected to VK Ads. Press *Allow access* to link the accounts

