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## Letter of recommendation

I have been working with Today's since November 2013 when Marius Lazarescu and Alexandra Zaharia first came to Domo to do an AdWords account audit. At that time we were looking for a new partner to manage our Google AdWords campaigns.

Although we kept our old account and history, Today's made a fresh setup and segmentation for our campaigns and after the first 30 days of management we saw a significant increase in the overall performance: our e-commerce conversion rate grew by 40%, while the cost per conversion was 3 times lower compared to the previous months.

Our Google AdWords search, display and remarketing campaigns still register a great performance and, what is more, the team always answers our requests very rapidly and implements new features and campaign setups always on deadline and always in an efficient way.

This is extremely important for a big e-commerce store such as Domo since sometimes we need to move very fast to stay ahead of the competition.

I highly recommend Today's online marketing team for any brand who wants a partner agency that would exceed their expectations.

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