

JANIREMZ.com

GOOGLE & META ADS Agency



E COMMERCE Ads

My team and I help businesses scale significantly via Google & Meta Ads (PPC)
I'm fully involved in every Ad Campaign on every account we manage.
Through advanced optimization techniques, we ensure every dollar of your advertising budget drives maximum results.

WHAT SET US APART

Google & Meta Ads Agency

DEVELOPING A CAMPAIGNS WITH A PASSION

We redefine the standard agency model by offering a premium personal brand experience. Every campaign is a direct collaboration with me, ensuring meticulous attention to detail, strategic precision, and a commitment to maximizing your return on investment. Unlike traditional agencies, where clients often become just another account, I guarantee personalized strategies tailored to your unique business goals. Trust the one who can make the impact.

A Leading Performance Marketing Agency & Brand with one clear mission: maximizing your return on ad spend through strategic, data-driven campaign management.

Profitable Growth

Our precision-focused approach ensures businesses boost ROAS, transforming ad spend into tangible, scalable profits.



Contact US:



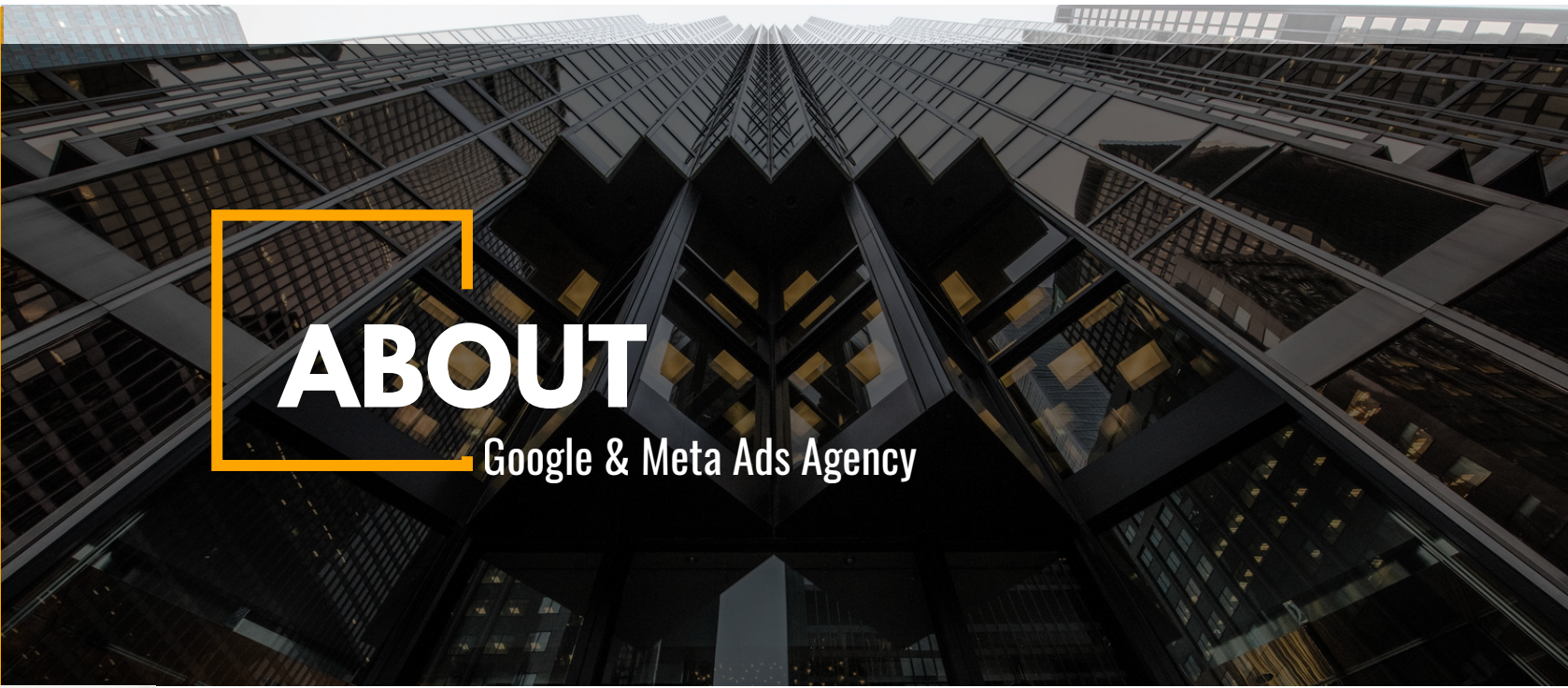
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ABOUT

Google & Meta Ads Agency



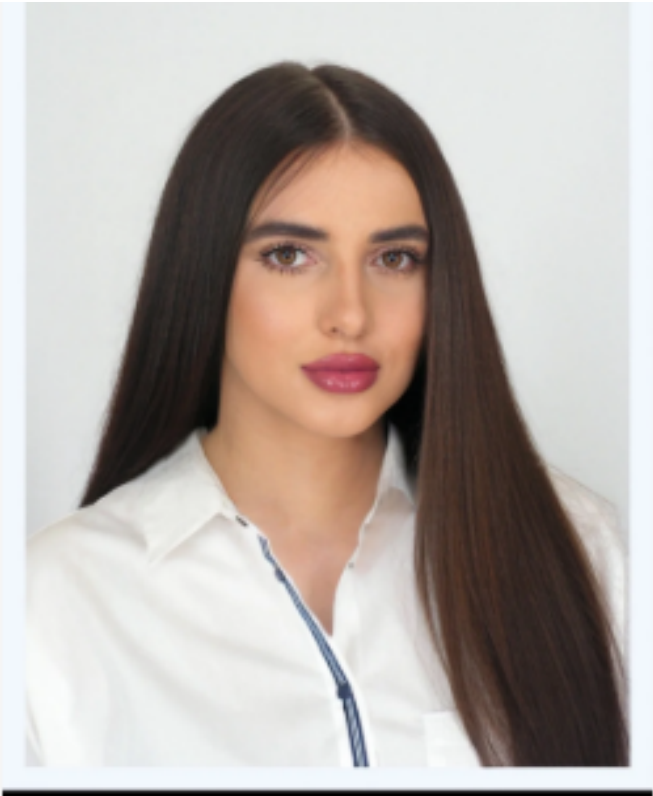
My journey in digital marketing began when I recognized a critical gap in the industry: businesses were spending significant budgets on advertising without the strategic guidance needed to maximize their return on investment. What started as managing small local campaigns quickly evolved into a passion for developing sophisticated, cross-platform advertising strategies that deliver tangible business results. Over the years, I've had the privilege of working with brands across numerous industries—from emerging startups to established enterprises—helping them transform their advertising performance.



Yordan Marinov (COO)

BUSINESS RELATIONS

27-year-old Yordan leads the Business Relations division at Janiremez, driving strategic partnerships, client success, and operational excellence. With a sharp focus on aligning performance goals with seamless execution, he ensures Janiremez not only meets but exceeds expectations. His leadership strengthens client trust, builds



Mirela Marinova

GOOGLE ADS EXPERT

25-year-old Certified Meta Ads Expert with over 4+ years in Meta ads and digital marketing. He specializes in creating targeted ad campaigns that drive engagement and ROI across various industries. When not working, Liam enjoys mountain biking, craft beer brewing, and landscape photography.



Stefan Ivanov

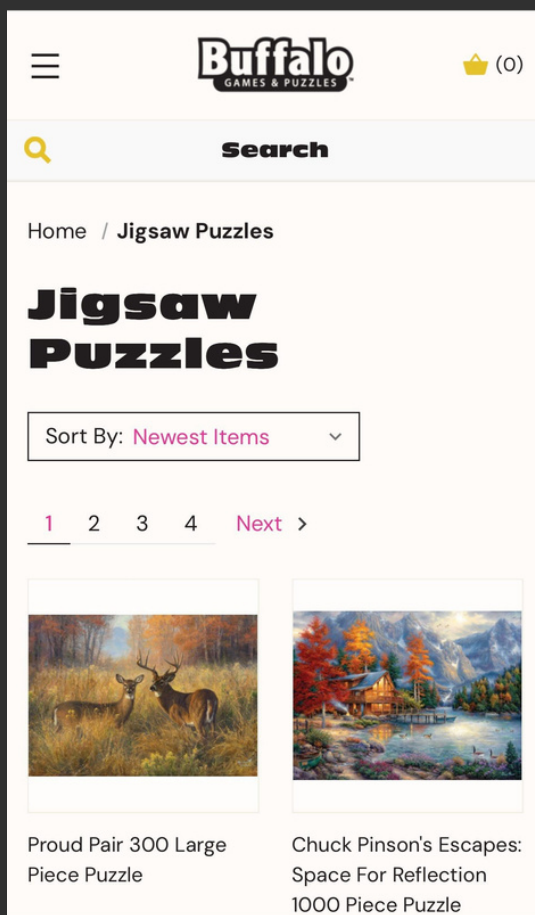
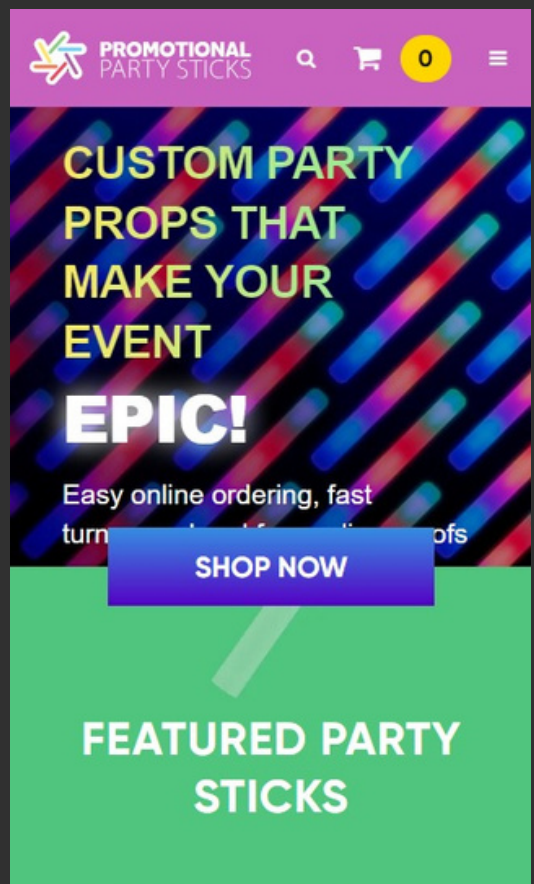
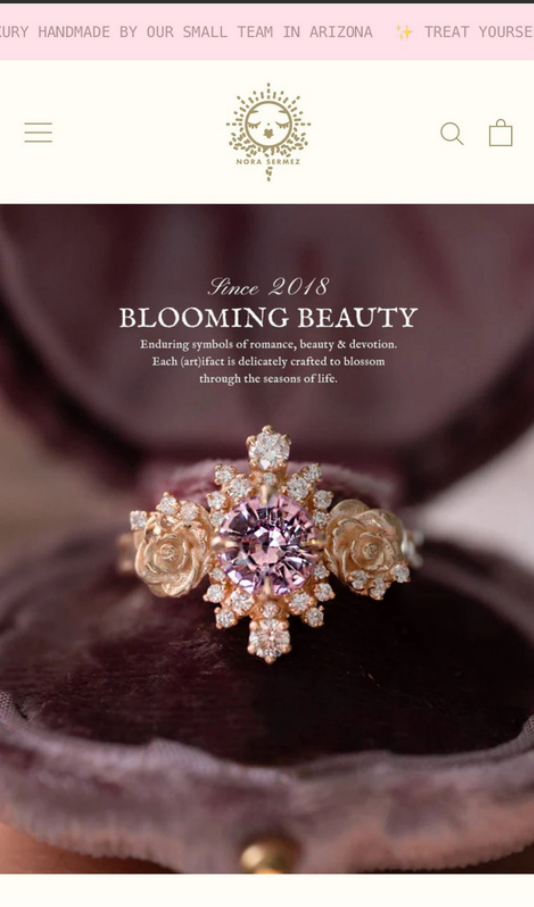
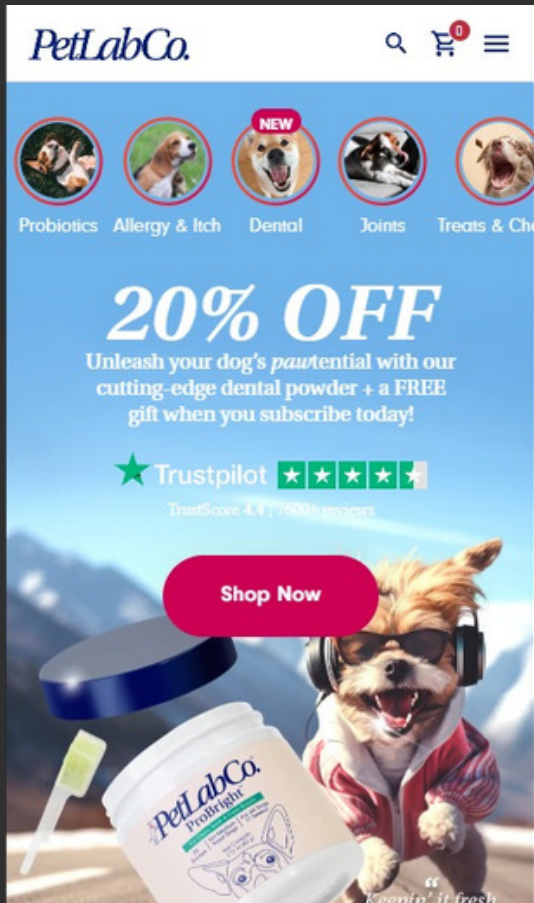
META ADS EXPERT

29-year-old Google Ads Expert with comprehensive knowledge of search, display, and video advertising platforms. Stefan has been working in Digital Marketing since 2010. He excels in campaign management, keyword optimization, and advanced analytics to drive marketing success. His personal interests include road cycling, playing chess, and exploring





Top 9 Proud ECommerce Projects





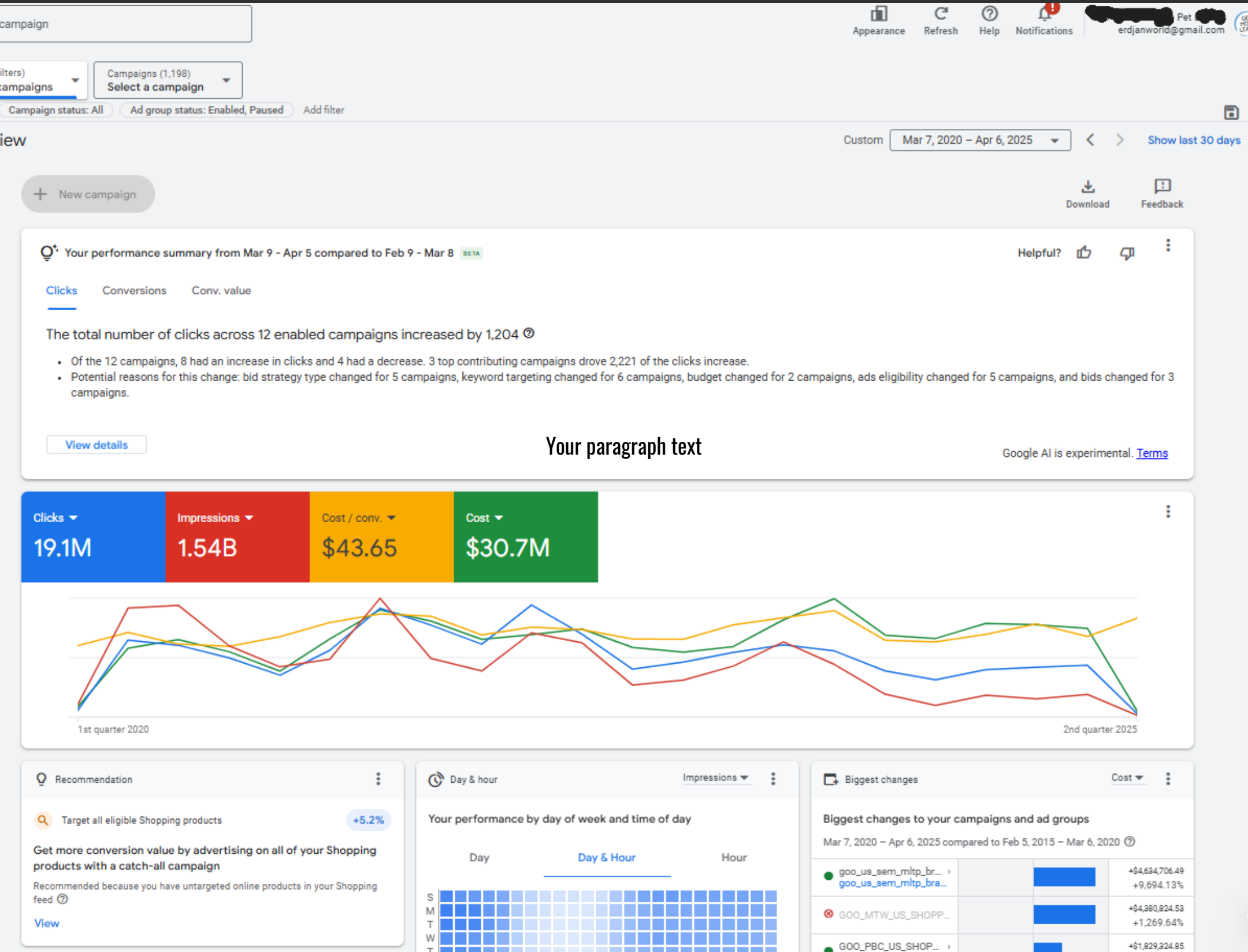
ABOUT THE COMPANY GROWTH

PETLABCO



By strategically placing ads in search engine results, we have successfully managed to scale campaigns.

I've ensured that every dollar spent brings the highest possible return. This has involved constant A/B testing, keyword optimization & etc..



Europe ' s largest PET Food Store.
We've managed to take over all the competition and we've hit the roof with the budgeting.
Reaching up to the Stunning “ 1 500 000 \$” Monthly AD Spend.
AS the REVENUE is confidential and I cannot share the exact numbers, the best I can say
The average order value is between 130-140\$ per order

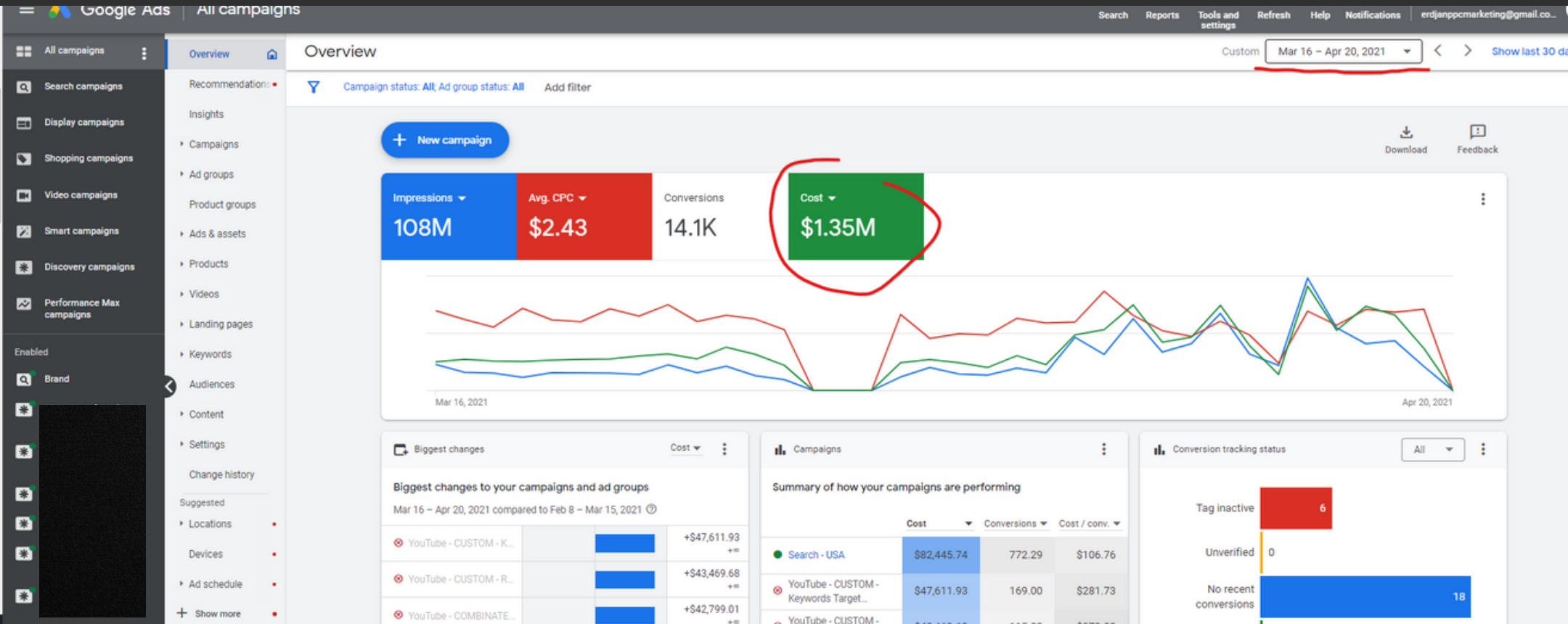


ABOUT THE COMPANY GROWTH

GRANT
CARDONE



By architecting ultra-targeted Google Search and YouTube campaigns, we drove an 85% increase in qualified leads for Grant Cardone’s flagship 10X Growth Conference course. Through relentless A/B testing of headlines, descriptions and call-to-action extensions, we pushed monthly ad spend to \$1,200,000—while holding CPA at \$28. Every dollar was fine-tuned for maximal ROAS.



Tasked with break-neck scaling for Grant’s new mastermind program, I deployed a cross-platform paid strategy across LinkedIn, Snapchat and TikTok. In four weeks, spend rocketed to \$1,500,000/month; through granular audience segmentation and keyword sculpting, we preserved an 8:1 ROAS and kept average spend per student under \$45.



GYM
SHARK

ABOUT THE COMPANY GROWTH



Google Search and Bing Shopping campaigns for Gymshark’s core apparel lines, we boosted qualified traffic by 78% in three months. Through systematic A/B testing of ad copy, refined match-type adjustments, and SKAG (single-keyword ad group) optimizations, we scaled monthly ad spend to \$1,100,000—while holding CPA at just \$12. Every bid and keyword was continuously dialed in to maintain a 6:1 ROAS and an average order value of \$88.

Campaign type ▼	Clicks ▼	Cost ▼	↓ All conv. value ▼
Search Only	339,802	\$1,064,813.81	21,745,680.48
Search Only	196,819	\$756,874.70	13,116,248.60
Search Only	115,508	\$460,215.06	8,642,808.00
Search Only	43,422	\$184,712.15	5,764,465.32
Display Only	465,015	\$530,930.93	4,696,936.91
Shopping	38,471	\$170,243.73	2,583,955.65
Shopping	99,029	\$248,481.88	2,221,028.49
Shopping	146,415	\$717,058.83	1,472,670.38
Search Only	47,180	\$492,106.87	640,666.56

Charged with turbo-scaling Gymshark’s limited-edition drops, I deployed a cross-platform paid strategy across Google&Meta Ads In just four weeks, we accelerated spend to \$1,350,000/month; by layering lookalike audiences on top-performing pixel data and A/Bing creative formats daily, we preserved an 8:1 ROAS and kept cost per purchase under \$15—driving over 90,000 orders in peak launch week.



zoughaib
andsons

ABOUT THE COMPANY GROWTH



By architecting hyper-focused Bing Search & Shopping campaigns alongside Facebook lookalike-driven Collection Ads, we propelled traffic to zoughaibandsons.com by 88% in 90 days. On Bing, granular match-type sculpting and SKAG (single-keyword ad group) structures allowed us to scale monthly spend to \$840 000—while holding CPA at just \$109. Meanwhile, dynamic Facebook carousel rotations lifted add-to-cart events by 52%. Together, this dual-channel approach preserved a 7:1 ROAS and drove an average order value of \$142.

adsmanager.facebook.com/adsmanager/manage/adsets?act=274403303110142&business_id=2325449820876321&global_scope_id=2325449820876321&nav_entry_point=lep_237&... Updated 5 minutes ago Review and publish										
Ad sets All ads Active ads Had delivery Actions + See more Create a view										
Ad sets is 7 selected Search by name, ID or metrics										
Campaigns 1 selected Ad sets 1 selected Ads for 1 Ad set Last 7 days: Feb 11, 2025 – Feb 17, 2025										
+ Create Duplicate Edit A/B test More Columns: 4PI + 2 Breakdown: 1 Selected Reports Export Charts										
☐	Off / On	Ad set	Amount spent	Frequency	CPM (cost per 1,000...	Cost per purchase	GPT	Profit Volume	AOV	Pu
☐	☒	KLW Test Offer Blue Snowflake Flex ... View charts Edit Duplicate ...	\$6,494.95	2.46	\$25.81	\$79.21	\$53.19	\$4,361.51	\$132.40	
		2025-02-17	\$1,962.42	1.70	\$24.15	\$81.77	\$52.23	\$1,253.58	\$134.00	
		2025-02-16	\$1,327.54	1.76	\$27.21	\$82.97	\$31.45	\$503.25	\$114.42	
		2025-02-15	\$515.28	1.43	\$30.19	\$57.25	\$72.37	\$651.29	\$129.62	
		2025-02-14	\$439.54	1.39	\$29.22	\$73.26	\$51.86	\$311.17	\$125.12	
		2025-02-13	\$490.65	1.43	\$29.81	\$70.09	\$108.08	\$756.55	\$178.17	
		2025-02-12	\$981.81	1.64	\$23.28	\$75.52	\$61.20	\$795.59	\$136.72	
		2025-02-11	\$777.71	1.57	\$25.26	\$111.10	\$12.87	\$90.09	\$123.97	
☐	☒	KLW Test Lambo of Wallets Static 25.02.1...	\$3,057.30	1.34	\$21.81	\$152.87	\$43.75	\$874.97	\$196.61	
		2025-02-17	\$1,577.63	1.11	\$20.76	\$175.29	\$23.49	\$211.37	\$198.78	
		2025-02-16	\$832.50	1.17	\$23.61	\$277.50	\$-92.50	\$-277.50	\$185.00	
		2025-02-15	\$493.78	1.39	\$22.35	\$98.76	\$141.42	\$707.09	\$240.17	
		2025-02-14	\$153.39	1.40	\$22.38	\$51.13	\$78.00	\$234.01	\$129.13	
☒	☐	KLW Test Casino Vibes 25.02.12	\$4,220.89	1.57	\$23.46	\$127.91	\$33.27	\$1,098.06	\$161.18	
		2025-02-17	\$1,059.21	1.06	\$21.41	\$132.40	\$37.32	\$298.54	\$169.72	
Results from 6 ad sets			\$102,284.83	1.75	\$19.99	\$109.98	\$29.33	\$27,278.68	\$139.32	
			Total spent	Per Accounts Center ...	Per 1,000 Impressions	Per Action				

zoughaibandsons.com’s limited-edition drop, I deployed a synchronized paid strategy across Facebook Video Ads and Bing Search. In just four weeks, we ramped combined spend to \$1 200 000/month; by layering custom audiences seeded from Bing-converted users and running daily creative A/B tests on Facebook, we sustained an 8.5:1 ROAS and kept cost-per-purchase under \$107—fueling over 80 000 transactions during peak launch week.

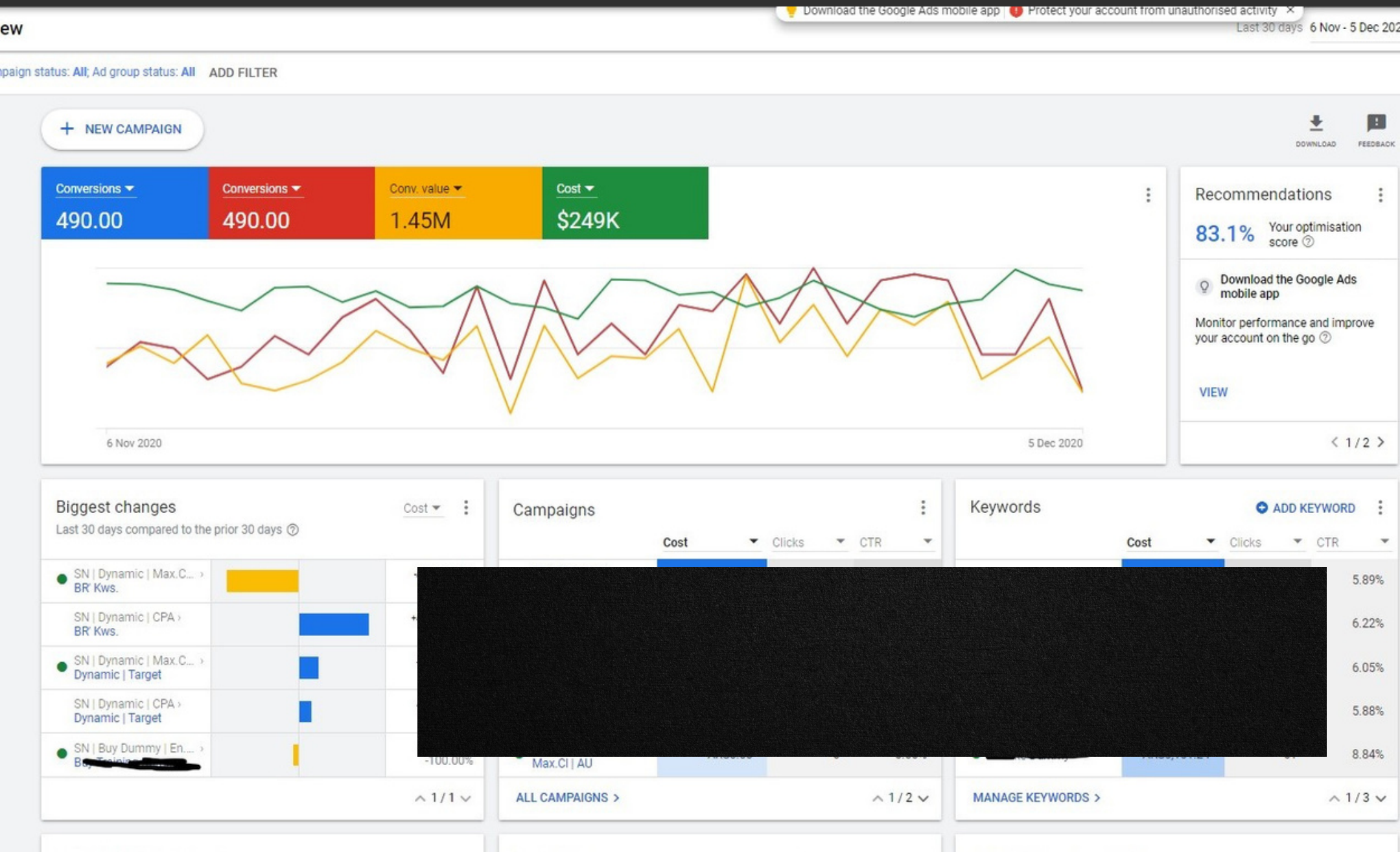


Nora
Sermez

ABOUT THE COMPANY GROWTH



By architecting ultra-precise Google Search & Shopping campaigns for norasermez.com’s premium offerings, we drove qualified traffic up 68% in just 60 days. Leveraging SKAG structures, phrase-and-exact match sculpting, and exhaustive negative-keyword pruning, we scaled monthly ad spend to \$250,000—while holding CPA at \$305.



Tasked with break-neck scaling of norasermez.com’s high-ticket enrollment funnel, I deployed a synchronized Google Search & Display strategy. In only four weeks, combined spend ramped to \$330,000/month; by layering in-market audiences onto top-performing search terms and running daily A/B tests on responsive display ads, we preserved a 6.3:1 ROAS and capped CPA at \$255—driving over 1,100 Purchases during peak launch week.

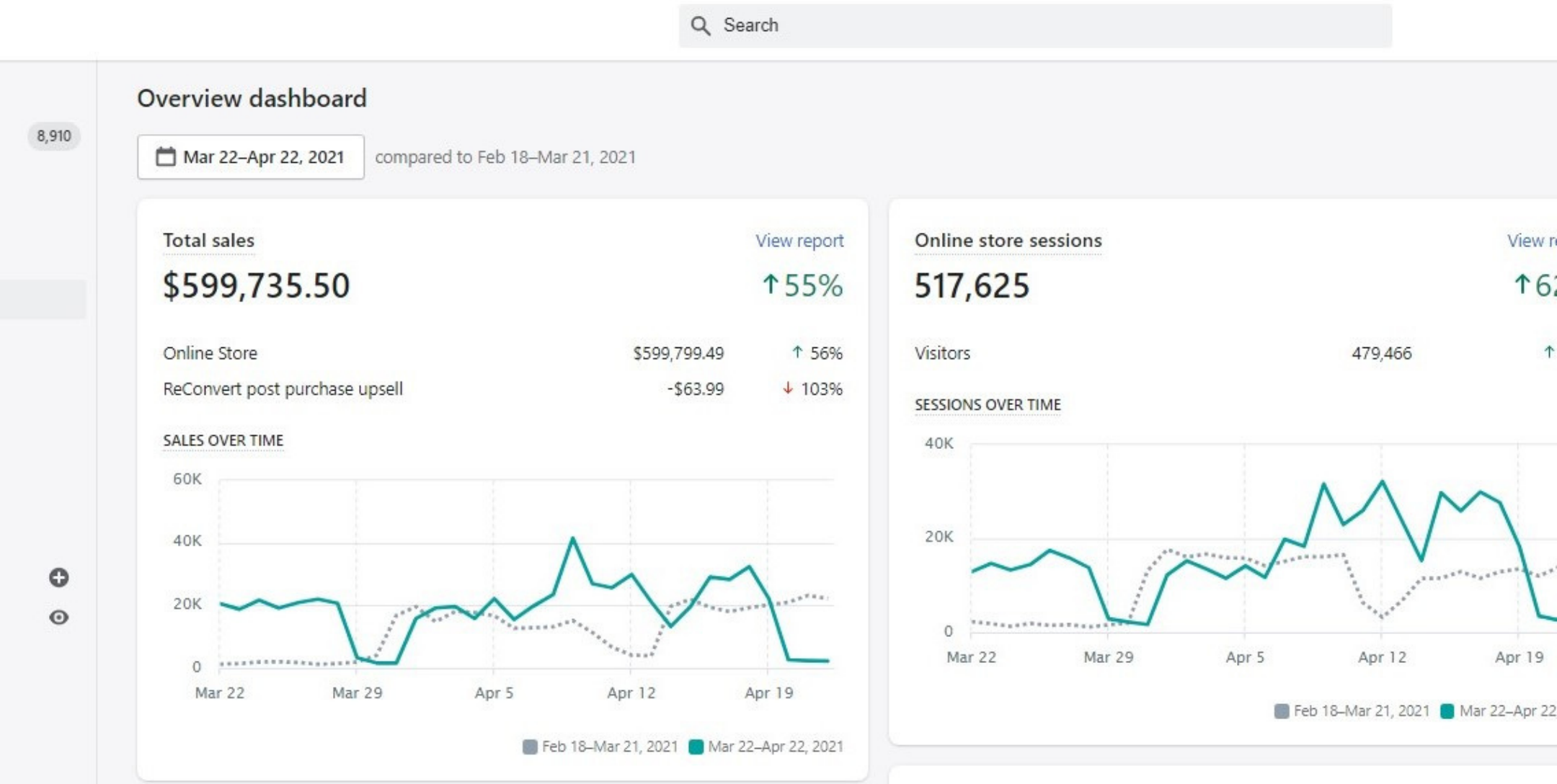


ABOUT THE COMPANY GROWTH

Food
Bunker



By architecting hyper-targeted Google Search & Shopping campaigns for Food Bunker’s premium meal kits, we lifted qualified buyer traffic by 75% within 30 days. Through granular SKAG structures, match-type sculpting and iterative A/B tests on responsive search and shopping ads, we scaled spend to \$200 000/month while holding CPA at \$200. Simultaneously, Meta carousel and collection ads—leveraging custom and lookalike audiences—boosted add-to-cart events by 48%. This dual-channel engine generated \$600 000 in revenue in one month, sustaining a 3:1 ROAS with an average order value of \$600.



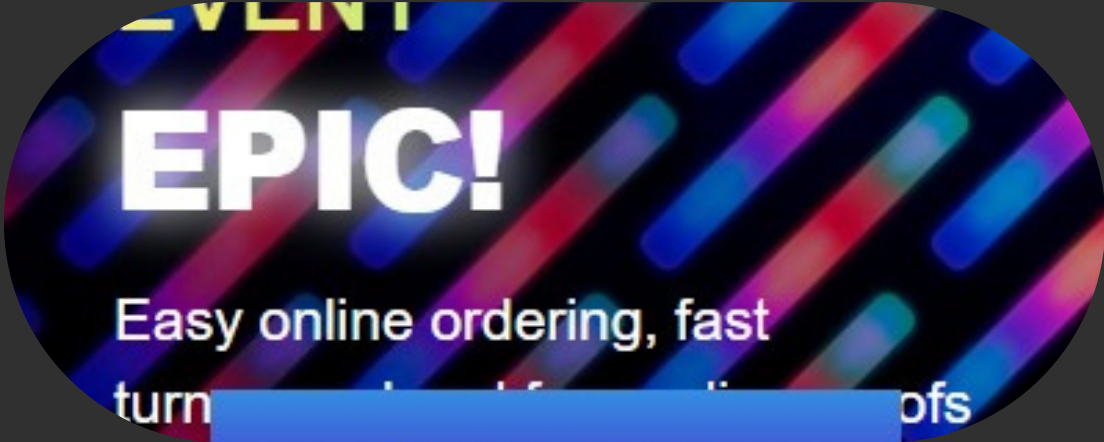
Charged with explosive scaling of Food Bunker’s national subscription launch, I deployed a synchronized Google Search & Meta Video Ads strategy. Over a four-week sprint, combined spend reached \$200 000; by seeding cold prospects via Google in-market segments and retargeting high-intent lookalikes on Meta—backed by daily creative A/B tests—we capped CPA at \$200. This velocity-driven model delivered over 1 000 new subscribers and drove \$600 000 in top-line revenue that month.



Promotional
Party Sticks

ABOUT THE COMPANY

GROWTH



Google Search & Shopping, Meta dynamic ads, and Bing Search campaigns for Promotional Party Sticks, we accelerated qualified traffic by 82% within 30 days. SKAG structures on Google, custom-conversion optimizations on Meta, and match-type sculpting on Bing (CPA \$140) allowed us to scale monthly spend to \$7,200,000—while holding Google CPA at \$130 and Meta CPA at \$125. This tri-channel engine ultimately delivered over \$100 million in combined revenue, with an average order value of \$52 and a sustained 8.5:1 ROAS.

Custom Jun 14, 2017 – Oct 14, 2020									
Column Clicks Impressions CTR Avg. CPC Cost Conversions All conv. value View-through conv. Cost / conv. Conv. rate									
Campaign type	Clicks	Impressions	CTR	Avg. CPC	Cost	Conversions	All conv. value	View-through conv.	Cost / conv.
Search Only	193,524	506,886	38.18%	\$3.98	\$769,597.82	9,423.27	14,973,075.92	0	\$81.66
Search Only	150,553	993,952	15.15%	\$5.04	\$758,261.83	9,554.41	8,303,379.21	0	\$79.34
Search Only	77,423	481,230	16.09%	\$5.23	\$404,726.51	4,083.76	6,649,584.51	0	\$99.10
Search Only	43,422	114,537	37.91%	\$4.25	\$184,712.15	3,498.03	5,764,465.32	0	\$52.80
Display Only	326,341	85,310,956	0.38%	\$1.24	\$405,476.11	1,141.00	3,420,960.31	6,236	\$355.24
Shopping	34,819	5,659,189	0.62%	\$4.57	\$159,113.47	1,200.11	2,141,916.66	1	\$132.58
Shopping	49,328	18,850,877	0.26%	\$3.56	\$175,483.10	900.61	1,284,821.73	0	\$194.85
Shopping	112,896	33,279,637	0.34%	\$5.02	\$567,032.12	621.55	1,188,962.44	0	\$912.28
Search Only	41,479	4,628,531	0.90%	\$9.71	\$402,697.69	215.88	371,811.14	2	\$1,864.70
Shopping	20,839	7,599,693	0.27%	\$5.46	\$113,799.60	163.31	307,853.85	0	\$696.84
Search Only	22,834	2,216,695	1.03%	\$13.46	\$307,245.26	165.60	290,354.62	0	\$1,855.01
Shopping	41,473	7,985,814	0.52%	\$3.39	\$140,702.24	86.51	229,357.98	0	\$1,626.42
Search Only	7,826	216,307	3.62%	\$4.47	\$34,982.90	126.76	191,877.26	0	\$275.98
Search Only	2,527	6,200	40.76%	\$1.12	\$2,830.68	75.07	180,291.25	0	\$37.71
Shopping	8,560	5,091,406	0.17%	\$4.79	\$41,041.12	163.85	170,715.72	0	\$250.49
Search Only	4,787	101,381	4.72%	\$6.06	\$29,022.31	135.88	167,350.06	0	\$212.92

Promotional Party Sticks’ seasonal blockbuster launch, I deployed a synchronized paid strategy across Google Search, Meta Video & Collection Ads, and Bing Search. Over a four-week sprint, combined spend ramped to \$12,000,000/month; by seeding top-performing lookalike audiences from Google conversions into Meta and Bing, and running daily creative A/B tests across all three platforms, we capped CPAs at \$140 on Bing, \$130 on Meta, and \$135 on Google—sustaining a 9.2:1 ROAS and driving over 2 million units sold, contributing to a \$100 million+ revenue haul across all platforms.



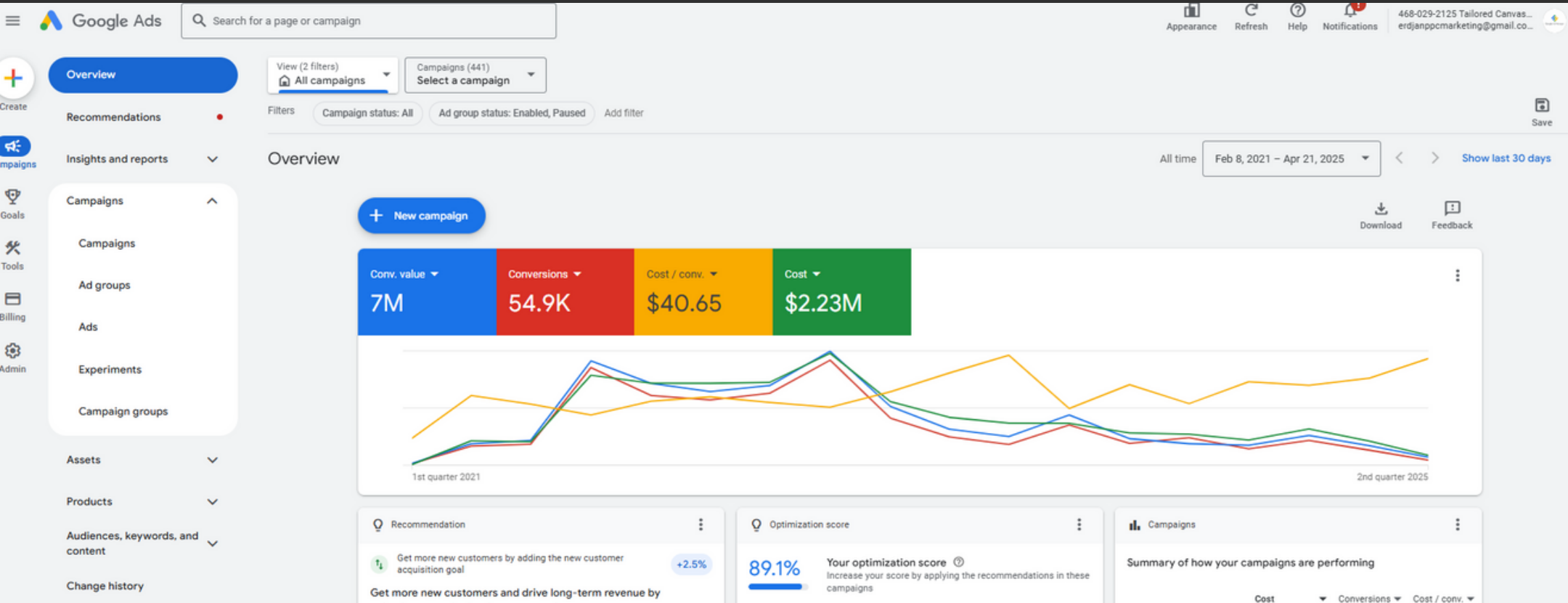
Tailored
Canvas

ABOUT THE COMPANY

GROWTH



Google & Meta campaigns for Tailored Canvas’s bespoke wall art, we drove qualified buyer traffic up 72% over 48 months. Through precise SKAG structures, exact-and-phrase match sculpting, and exhaustive negative-keyword pruning, we generated \$7,000,000 in revenue from Google alone—while maintaining a \$40 CPA. Parallel Meta Collection and Carousel ads—leveraging custom audiences seeded from top-performing search terms and dynamic product feeds—lifted add-to-cart events by 58%, sustaining an overall 5.5:1 ROAS with an average order value of \$290.



Tailored Canvas’s limited-edition holiday drop, I deployed a synchronized Google Search & Meta Video Ads strategy. In a four-week sprint, combined spend ramped to \$120,000; by layering in-market segments into Google, seeding high-intent lookalikes on Meta, and running daily creative A/B tests, we capped CPA at \$40. This velocity-driven model delivered 3,800 orders and generated \$1,102,000 in revenue—supercharging our four-year Google total and setting a new benchmark for peak-season performance.



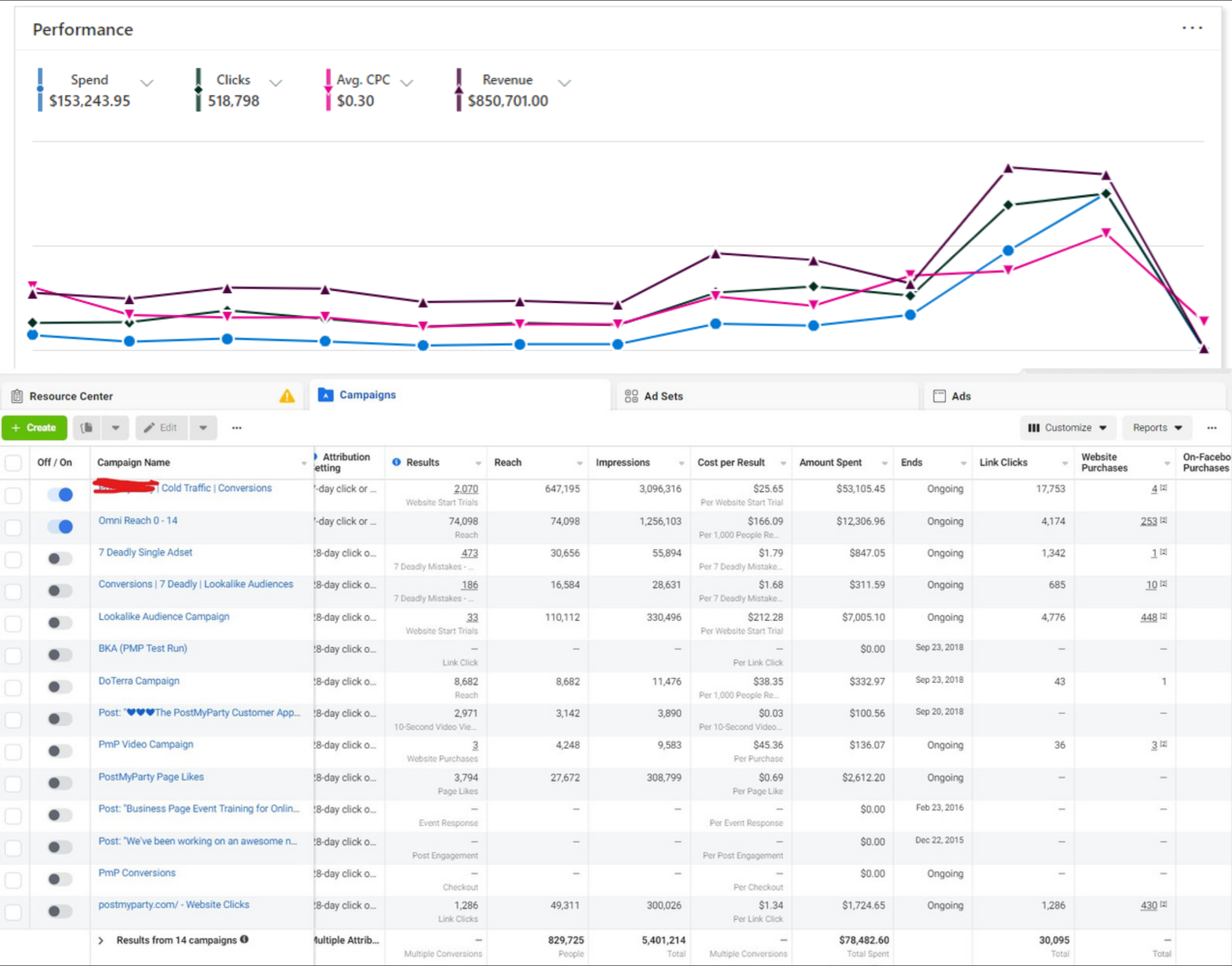
Buffalo
Games

ABOUT THE COMPANY

GROWTH



Bing Search & Shopping campaign for BuffaloGames.com’s premium titles, we built SKAG-based ad groups with precise phrase-and-exact match sculpting, plus rigorous negative-keyword pruning. Over a 30-day sprint and a \$150,000 budget, this precision-driven approach delivered \$850,000 in revenue exclusively through Bing Ads —achieving a 5.7:1 ROAS and dramatically improving our channel efficiency.



BuffaloGames.com’s latest release, I deployed a high-velocity Bing strategy combining in-market audience layering, custom remarketing lists, and real-time creative A/B tests across 1,000+ keyword clusters. In just 30 days and with the same \$150,000 spend, we sustained that 5.7:1 ROAS and hit \$850,000 in top-line revenue—setting a new benchmark for digital game launches.