

Viralnation – Company Deck



Award winning Performance Marketing Agency for
Premium Brands




About us

We're more than an agency.

We're partners in pushing boundaries and developing innovative Ad-Concepts. Our team thrives on collaboration with ambitious brands, working hand-in-hand to generate fresh, creative ideas that stand out and outperform others.

Whether it's creating impactful content or managing and scaling ad campaigns, we ensure that our clients' vision reaches its full potential. From small startups to established brands, we bring a strategic approach that dives deep into each project, uncovering unique opportunities and delivering results that drive long-term growth.

But beyond just the numbers, we're a community of passionate creators and strategists, dedicated to helping brands flourish. At virarnation, we don't just create ads — we craft experiences that resonate and perform.



Visuals

Every creative we craft is part of a holistic journey – capturing the brand's exclusivity while aligning business goals with a premium customer experience.

Der größte Luxus:
Unsere Erde

Nachhaltiger Schmuck
aus laborgezüchteten
Diamanten und
recyceltem Gold

VEYNOU



Du bruger 374 timer
i haven denne sommer.
Gør det rigtigt!

PERGOLUX



Sei Dein eigener Therapeut!

Pulsierende
Magnetfelder

Infrarote
Tiefenwärme

Schumann
Resonanz

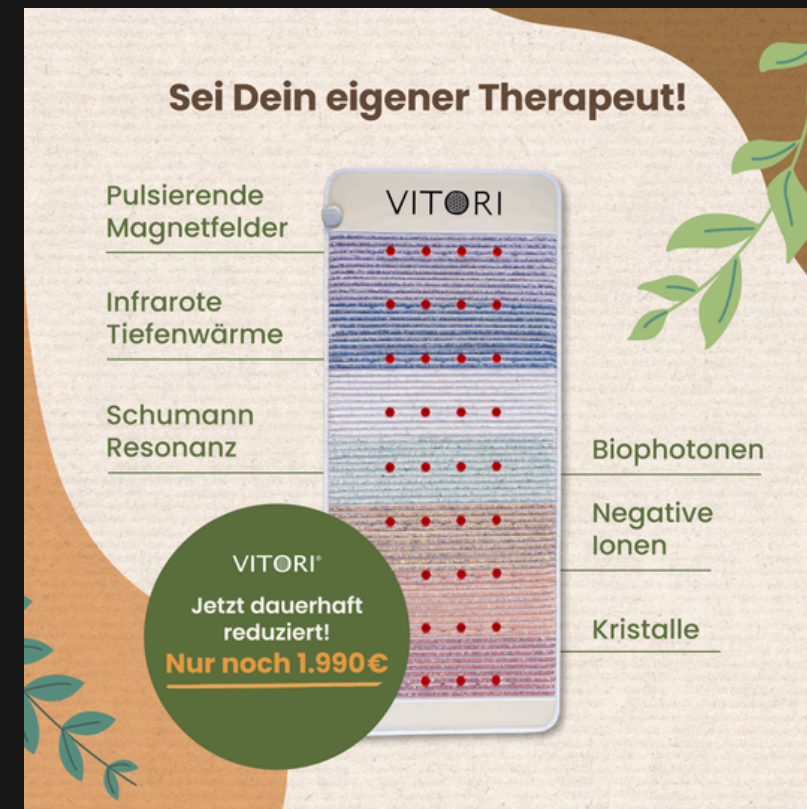
VITORI

Biophotonen

Negative
Ionen

Kristalle

VITORI®
Jetzt dauerhaft
reduziert!
Nur noch 1.990€



WIR KÖNNTEN DIR JETZT UNSERE
TRAUMUHR ZEIGEN,
ABER DAVON HAST DU NICHTS.
ENTDECKE LIEBER DEINE BEI ALTHERR.

ALTHERR



Results

5.2 Mio€ +

in Adspent on Meta and Google

26 Mio€ +

in revenue – generated for our clients

5,0 ∅

average ROAS with our campaigns

At viralnation, we've created over 5,000 unique creatives, generating more than €26 million in revenue and selling over 18,000 premium products for our clients.

Our commitment to excellence has earned us industry recognition, as we continuously push boundaries and set new standards.

Our campaigns have influenced the competitive landscape, shaping market trends and helping our clients become industry leaders.

Moving forward, we remain focused on delivering innovative solutions that elevate brands and drive even greater success.

The Approach



The Approach

We embody your brand's exclusivity, aligning with your vision to find the most effective path to achieving your goals.

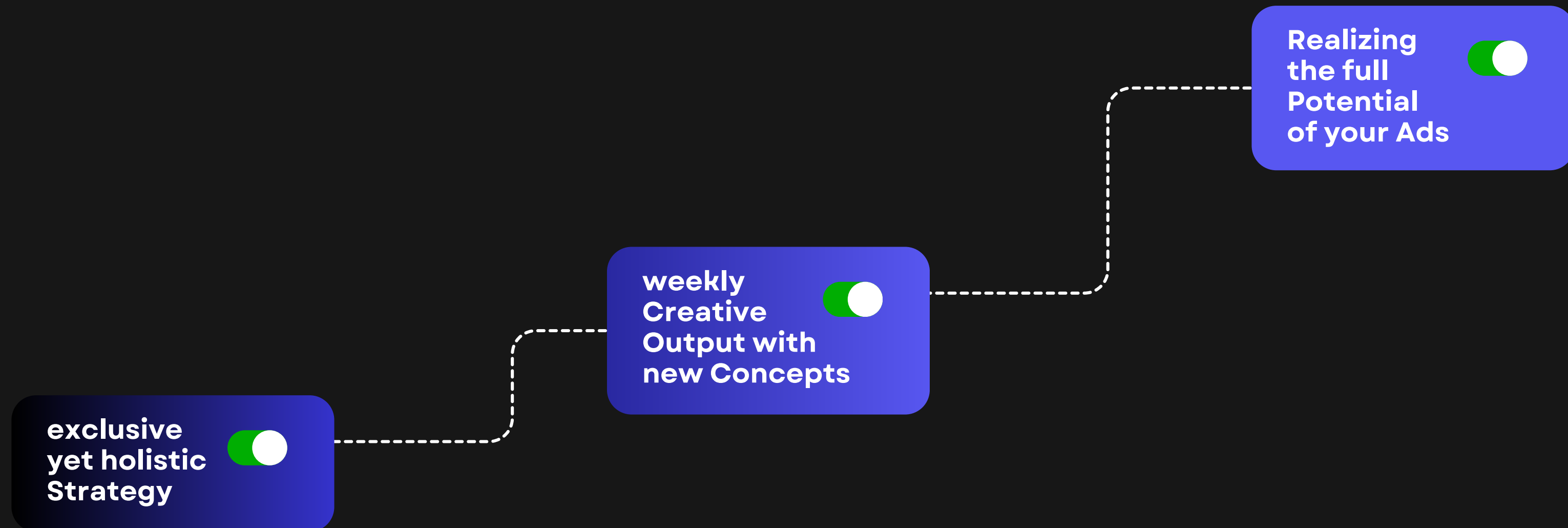
By immersing ourselves in every detail of your premium products, we ensure our approach reflects the uniqueness of your brand. Our holistic method seamlessly blends creativity with technology, crafting ads that mirror the high standards your audience expects.

From concept to execution, we navigate the digital landscape using cutting-edge strategies, driving growth for premium brands and exclusive products, just as we've done for years.



Services

The Premium Service We Provide



Strategy

- Comprehensive Market Analysis
- Clear Objective Setting
- Target Audience Profiling
- Tailored Creative Strategy
- Data-Driven Insights

Creatives

- Innovative Concept Development
- Weekly Creative Delivery
- Data-Driven Design
- Consistency and Branding
- Performance Optimization

Ad-Management

- Strategic Ad Planning
- Continuous Optimization
- Budget Management
- Multi-Channel Coordination
- 2 weekly reportings,
1x via Loom 1x in person

Clients

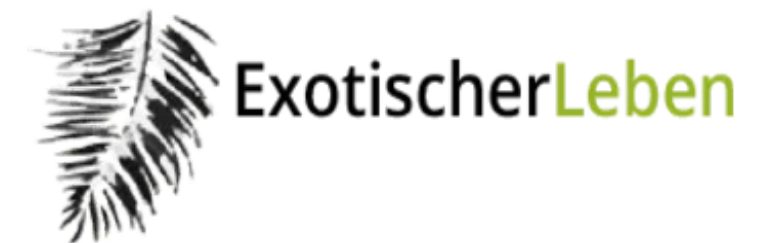
Who we **work** with.

Premium E-commerce Brands

VITORI

VEYNOU

ALTHERR

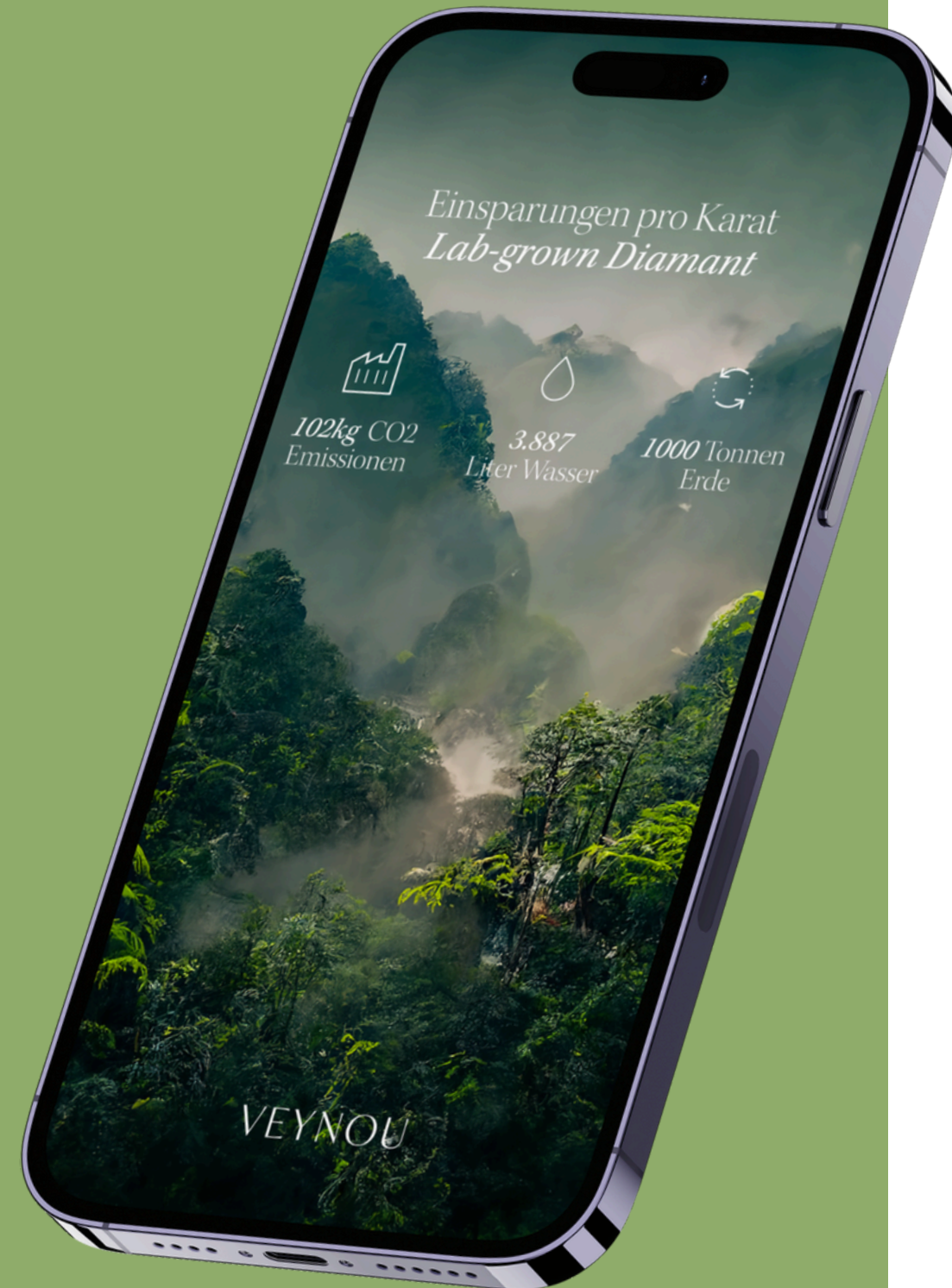


nivitoTM



Projects

VEYNOU



Geschenke für die Ewigkeit,
ohne Kompromisse.



Der größte Luxus:
Unsere Erde

Nachhaltiger Schmuck
aus laborgezüchteten
Diamanten und
recycltem Gold

VEYNOU



Projects

VEYNOU

VEYNOU not only stands for quality but also exclusivity. We developed the creatives to be as simple and perfect as the products appear when worn.

The challenge was that lab-grown diamonds are not only unknown but their quality and value are often questioned. Part of the campaign was to show that mined diamonds and lab-grown diamonds are identical.

Projects

VEYNOU

The Implementation

A clean and highly professional look ensured that the essence of VEYNOU was brought into focus in the campaigns.

- gained hundreds of leads and customers
- VEYNOU created new awareness for Lab-Grown Diamonds



Projects

VITORI



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Resonanz

VITORI

Biophotonen

Negative
Ionen

Kristalle

VITORI®

Jetzt dauerhaft
reduziert!

Nur noch 1.990€



VITORI

★★★★★
Mehr als **17.000** zufriedene Kunden

Wir haben die Vitori Kristallmatte
entwickelt für **alle**, die ihre
Gesundheit der **Kraft der Natur**
anvertrauen möchten.

Projects

VITORI

From 0 to Hero.

We have accompanied VITORI in its growth from the beginning to over 18,000 customers and more than €20,000,000 in sales per year and gained valuable insights in the process.

Kampagnen

Anzeigengruppen

Werbeanzeigen

+ Erstellen

Bearbeiten

A/B-Test

Regeln

Einrichtung anzeigen

Berichte

<input type="checkbox"/>	Ein/Aus	Kampagne	Ausgegebener Betrag	ROAS (Return on Ad Spend) für Käufe	Käufe ↓	Conversion-Wert für Käufe	AOV	
DURCHSCHNITTLICHER BESTELLWERT 1.726,10			5.296,11 €	29.37 [2]	102 [2]	155.557.91 € [2]	1.525.08	
			5.356,06 €	31.80 [2]	58 [2]	170.310.93 € [2]	2.936.40	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Sale Ad Campaign (Q1 2023) V1.0	2.875,23 €	7.83 [2]	29 [2]	22.509.02 € [2]	776.17	
RETURN ON ADSPENT +9,4			9.974,27 €	0.78 [2]	20 [2]	7.822.54 € [2]	391.13	
			2.273,07 €	6.64 [2]	17 [2]	15.081.97 € [2]	887.17	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	WhatsApp LEAD - WhatsApp Chatbox New V1.0	1.218,97 €	27.14 [2]	3 [2]	33.080.00 € [2]	11.026.67	
AUSGEGEBENER BETRAG 43.353,50€			2.552,61 €	0.38 [2]	3 [2]	974.30 € [2]	324.77	
			5.797,53 €	0.32 [2]	3 [2]	1.834.45 € [2]	611.48	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	WhatsApp Ad Campaign (Q4 2022) V1.0	187,28 €	1.01 [2]	1 [2]	189.08 € [2]	189.08	
GENERierter UMSATZ 407.360,20€			259,26 €	—	—	0,00 €	—	
			4.584,84 €	—	—	0,00 €	—	
Ergebnisse aus 34 Kampagnen ⓘ			43.353,50 € Gesamtausgaben	9.40 [2] Durchschnitt	236 [2] Gesamt	407.360.20 € [2] Gesamt	1.726.10 [2]	

Projects

VITORI

The collaboration with VITORI practically started from scratch. We built the channels starting with a monthly turnover of almost €100,000 and an adspent of less than €1,000 per month.

The result:

- consistently profitable 6-figure Adspent per month
- over 15,000 customers acquired and +€15,000,000 in sales
- META, Google & Email campaigns worked in perfect harmony



Inspired by what you've seen?
Let us do the same for you!

Contact us
info@viralnation.de