

**R52.RU**

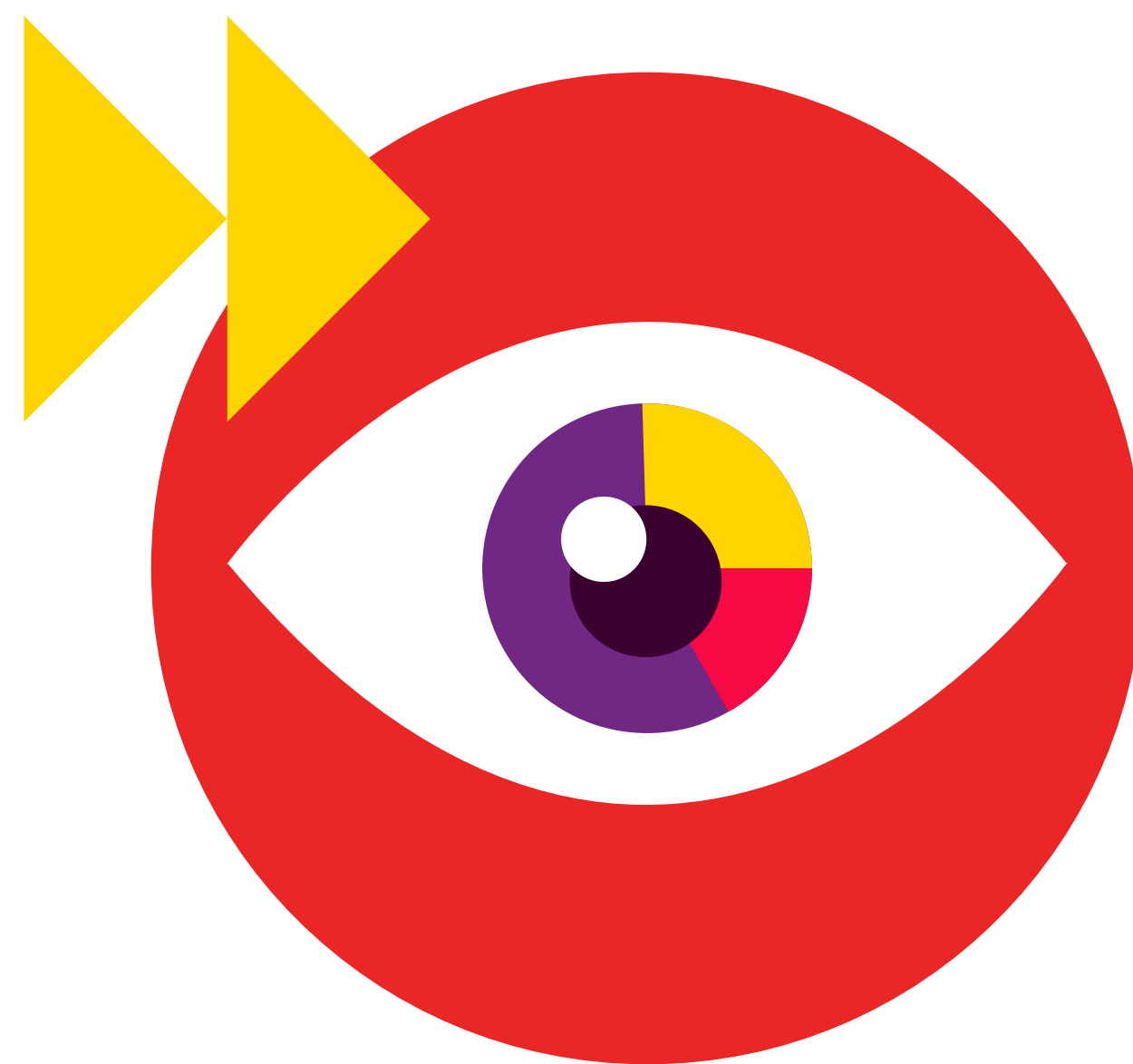
# United DIGITAL Technologies.

R52.RU — a multiservice agency with confirmed expertise in the field of web design, development and Internet marketing.



# We design and secure effective presence, support and successful development of your online business

20+ years of work in the best interests of our Russian and foreign customers.

**1999**

year of incorporation

**› 800**

customers in 10 countries

**1195**

websites are maintained  
by our Customer Support  
Department

**› 2500**

projects launched since  
incorporation

# The company has 60+ employees

All work is carried out by full-time specialists.

Our experts possess over 120 professional certificates.



# Confirmed Professional Competences



Accredited by the Ministry of Digital Development, Telecommunications and Mass Media of the Russian Federation as an IT company.



The management system is certified according to GOST R ISO 9001-2015.



R52.RU - Member of the RF Chamber of Commerce and Industry.



Certified by Yandex and Google in contextual advertising and web analytics systems.



R52.RU - Gold Certified Partner of 1C-Bitrix.



Certified Hosting Partner of 1C-Bitrix.

## Our Awards

**TAGLINE AWARDS 2017** – Silver Medal in The Best Intranet Engagement.

The Golden Hundred of the Russia's Digital **2015 and 2017**.

**TAGLINE AWARDS 2019** – Golden in Outstanding Design nomination

**TAGLINE AWARDS 2019** – Bronze medal in the Best Search Engine Promotion nomination

**TAGLINE Award 2016** – Bronze medal in Agency's Best Advertising Campaign.

Winner of the **Runet Prize 2014** as part of Russian Digital Games.

**TAGLINE AWARDS 2019** – Silver medal in The Best Engagement into Intranet nomination





## Industry ratings

We are represented in 90 ratings of the Russian digital market compiled by all the leading analytical and consulting agencies of the industry.

# Development



in the Volga Federal District  
regarding creation and  
promotion of websites 2019.

Runet Rating



in Russia for development of  
websites of industrial  
equipment, components and  
services 2019.

Ruward Rating



in Russia for development of  
sites for the largest real estate  
companies in 2019.

Runet Rating



in Russia for development  
of websites about furniture  
and homeware 2019.

Ruward Rating



in Russia for development  
and promotion of websites  
2019.

Rating Runet



in Russia among developers of  
websites for government  
bodies, state institutions and  
corporations 2019.

Runet Rating

# Marketing and Advertisement



in Russia for promotion of  
promo-websites 2019.

Ruward Rating



in Russia for promotion of  
industrial sites 2019.

Rating Runet



in Russia for the level of  
customer service "SEO Through  
the Eyes of Customers" 2019.

SEOnews Rating



in Russia for development and  
promotion of websites 2019.

Rating Runet



among the best targeting  
agencies in Russia 2018.

Ruward Rating



among the best Russian  
SEO companies 2019.

Ruward Rating



# Technologies

## Design

Axure Design.

We design in Photoshop, Illustrator, Figma and animate in After Effects.

## Back-end

We develop back-end in PHP and Python, use CMS 1C-Bitrix and Wordpress, as well as Django, Laravel, and Yii frameworks. We provide integration with external services and any warehouse and accounting programs.

We use MySQL and PostgreSQL databases. We work with such server technologies as XEN, Apache, and Nginx.

Testing with Visual Website Optimizer.

## Front-end

Developing front-end using HTML 5, CSS 3. We use JavaScript, as well as Pug preprocessors for layout, Stylus and Sass for styling, and the Gulp collector. The whole layout is adaptive and cross-browser. Mobile development with Kotlin and Swift.

## Analytics and Advertisement

Monitoring and analysis with Google Analytics, Yandex Metrika, Similar Web, and SpyWords.

Optimizing campaigns with Concept Direct, Alytics, MyMarilyn, Alloka, and Calltouch.

Searching for target audiences with TargetHunter.



# Our Clients



State Corporation



State Corporation



Petrochemicals company



World's leading  
phosphate-based fertilizer  
producer



Largest independent natural  
gas producer in Russia



Aura Israel  
Construction Holding



Israel aviation company



Joint Russian-Japanese  
production company



Belgium communication  
operators



the biggest supplier  
of plain bearings to OEM  
and aftermarket in Russia



Germany  
Engineering GmbH



Multilingual online store  
of eco-products made  
in the Amazon region



Legislative Assembly  
of Nizhny Novgorod  
region



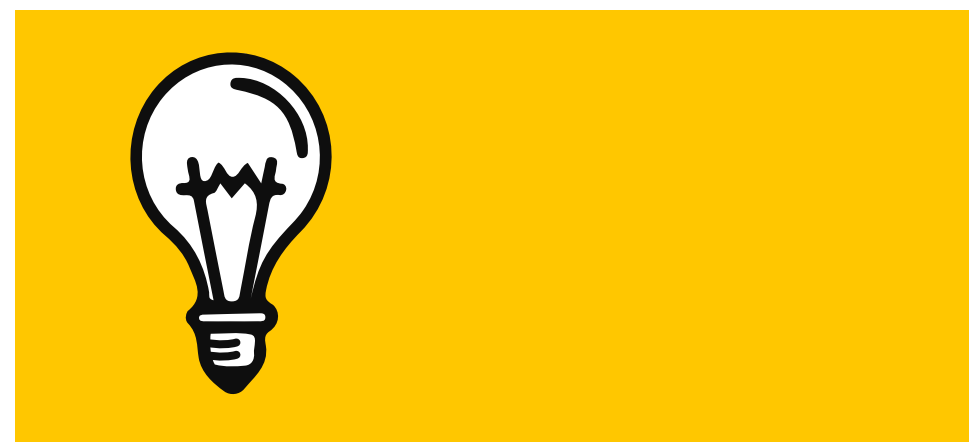
The Prosecutor's Office  
of Nizhny Novgorod  
region

# Services



## Development

- Website creation
- Development of mobile apps
- Project development and support
- Introduction of Bitrix24
- Hosting and domain registration
- Server administration



## Marketing

- Search Engine Optimization (SEO)
- Social Media Marketing (SMM)
- Contextual advertising
- Media advertising
- Targeted advertising
- Email marketing
- Web-analytics



## Branding

- Logo development
- Corporate style development
- Design of printed promotional products
- Development of presentations



# Portfolio

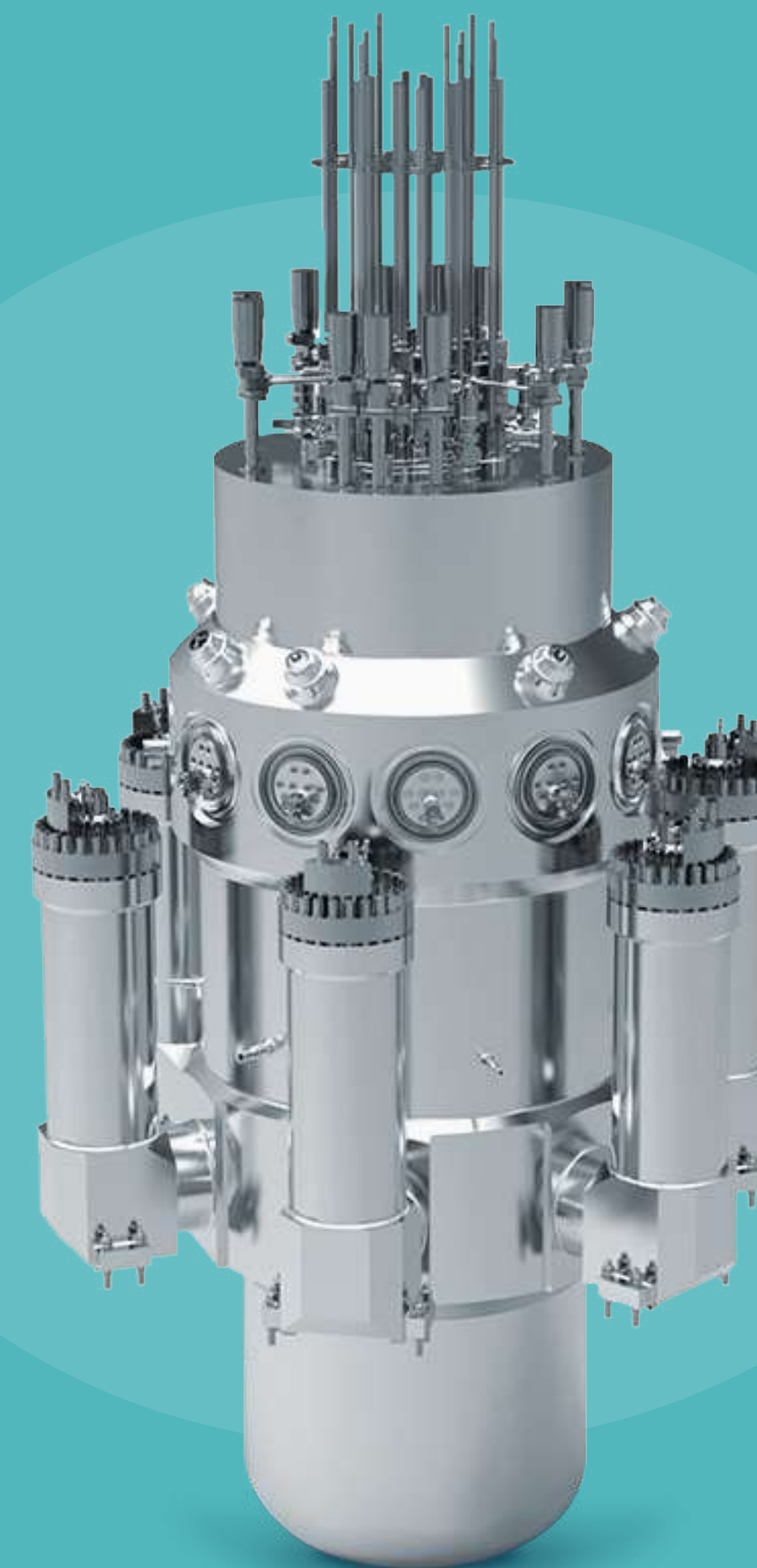
# Corporate website for Afrikantov OKB Mechanical Engineering – Rosatom State Corporation

## About the Customer

Afrikantov OKB Mechanical Engineering is the largest Russian R&D center for nuclear engineering, with a multiprofile design team, its own research, experimental and industrial base. The scientific and production potential of the enterprise allows to carry out the entire complex of works related to creation of various reactor plants and related equipment. A complete modernization of [www.okbm.nnov.ru](http://www.okbm.nnov.ru) was performed using the 1C-Bitrix platform.

## Performed Works

1. New design has been created that emphasizes the status of the enterprise as a leader in the nuclear engineering on the national and the global scale.
2. An adaptive version of the website has been created.
3. A modern content management system has been introduced with a convenient and intuitive administrative interface that secures flexibility of management in structure and functionality.
4. The “Supplier’s Personal Account” has been introduced for keeping a database of all suppliers of the enterprise.
5. An English version of the website has been added.







Nuclear Icebreakers  
other Vessels

High-Temperature Gas-Cooled  
Reactors

Reactor Plants for Small- and Medium-  
Sized Nuclear Power Stations

OKBM  
AFRIKANTOV

Company

## Design Division

A large team of highly qualified specialists performs system development of  
reactor plants and the main components for them, develops design  
documentation ...

Read more



### General information

Structure

Company's Historic Background

Timeline of Facts and dates

Management system

### News

06/05/2019

JSC "Afrikantov OKBM" dispatches equipment

02/18/2019  
JSC "Afrikantov OKBM" becomes total winner of

## History of the company

Government  
Decree  
No.390/159 on

First "A"  
production reactor  
startup.

First industrial  
batch of enriched  
uranium obtained

Pilot OK-110  
production reactor  
startup.

First OK-180  
heavy-water  
reactor startup.

## Business areas



Total number of persons  
employees



# A promo website has been created for the new Ryaba Mayonnaise Farm Recipe of NMZHK Group of Companies

## About the Customer

Nizhny Novgorod Oil and Fat Factory is a leading Russian manufacturer of food products under Ryaba and Stepanovna brands, as well as industrial margarines, fats and soaps.

## About the Products

The secret of the new Ryaba Farmer's Recipe mayonnaise is in a special approach and a unique recipe. This mayonnaise includes various interconnected processes - some of which require harsh strength, the others - the maximum tenderness. And the combination of milk, pasture-raised egg-yolk and fresh vegetable oil gives the mayonnaise a creamy taste and delicious thick consistency.

All these features and delicacies of the new product were taken into account and visualized when developing [ferma.ryaba.ru](http://ferma.ryaba.ru).









# Amazonia – an online store of Peruvian goods

## About the Customer

Amazonia is a multilingual online store of eco-products made in Amazonia: food, clothing, cosmetics, and decor items. The store sells and delivers goods worldwide.

## Our Goal

To create an online store with an easy and intuitive interface and simple purchasing logic. The visual style should be well comprehended by people with a different cultural code. Design and structure should emphasize the main idea of the project - to tell the world about the history, traditions, lifestyle of indigenous people and the fragility of the Amazonian ecosystem.





🇺🇸 ENG | USD    📞 SUPPORT 24/7    ➤ SHARE

Payment Methods    Who are we?    Contact us

Search products

**AMAZONIA**  
BUY NATURAL PRODUCTS FROM PERU



Foods

Health and beauty

Amazonias specials

Gifts

Wholesale foods

## Best products of this month

Text for example text for example text for  
example text for example text.

VIEW PRODUCTS





# NBD Bank

## About the Customer

NBD Bank is in the TOP-150 of the largest Russian banks, and a partner of the Federal Corporation for Development of Small and Medium Enterprises and the European Bank for Reconstruction and Development. It specializes in servicing and project lending to entrepreneurs and individuals.

## About the Project

The basic design concept is modern minimalism: an easy-to-comprehend interface. The website consists of three main sections: "For business", "For Individuals" and "About the Bank". A separate product page has been created for each bank service, providing detailed information and applicable lending terms.

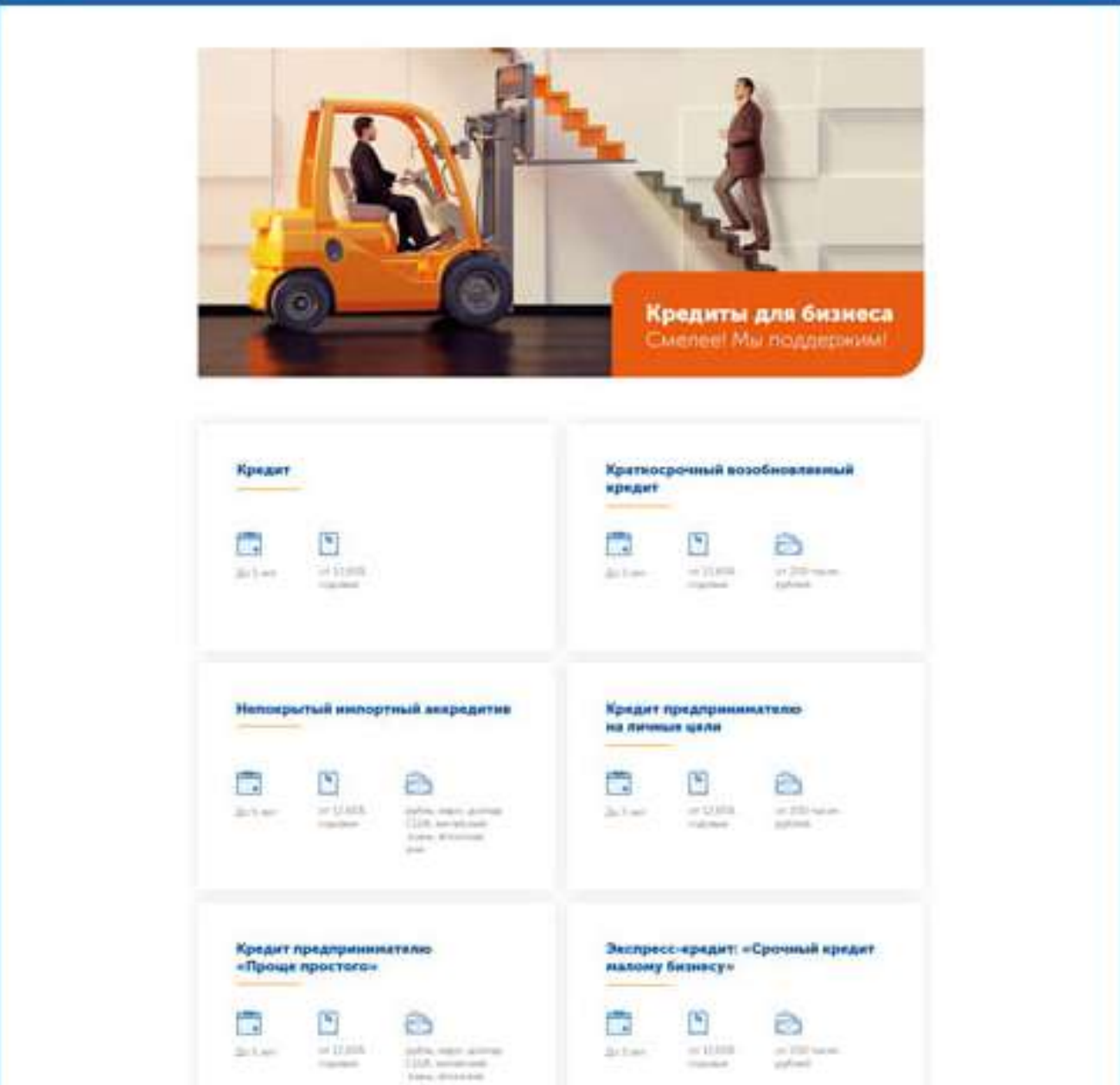
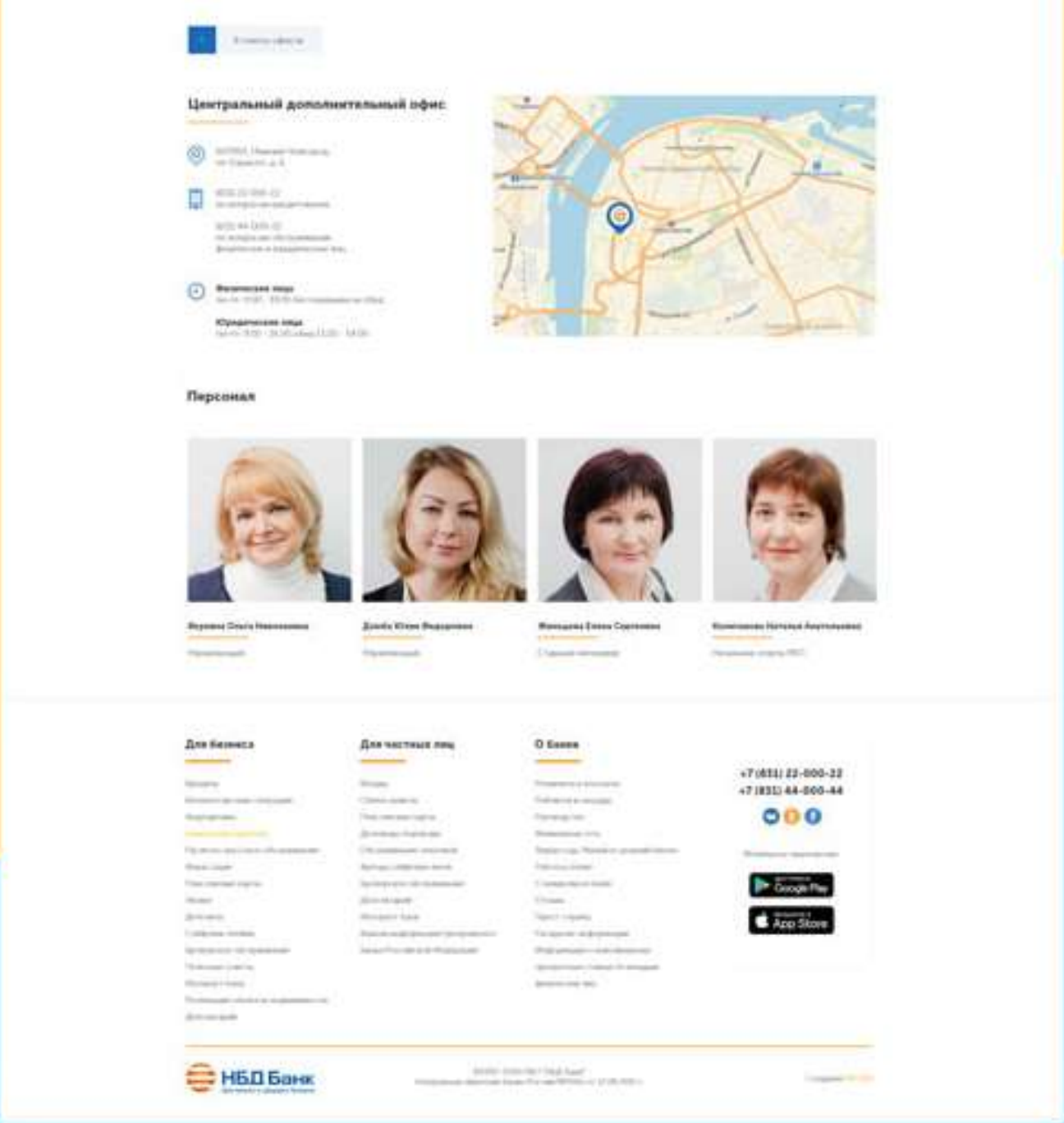
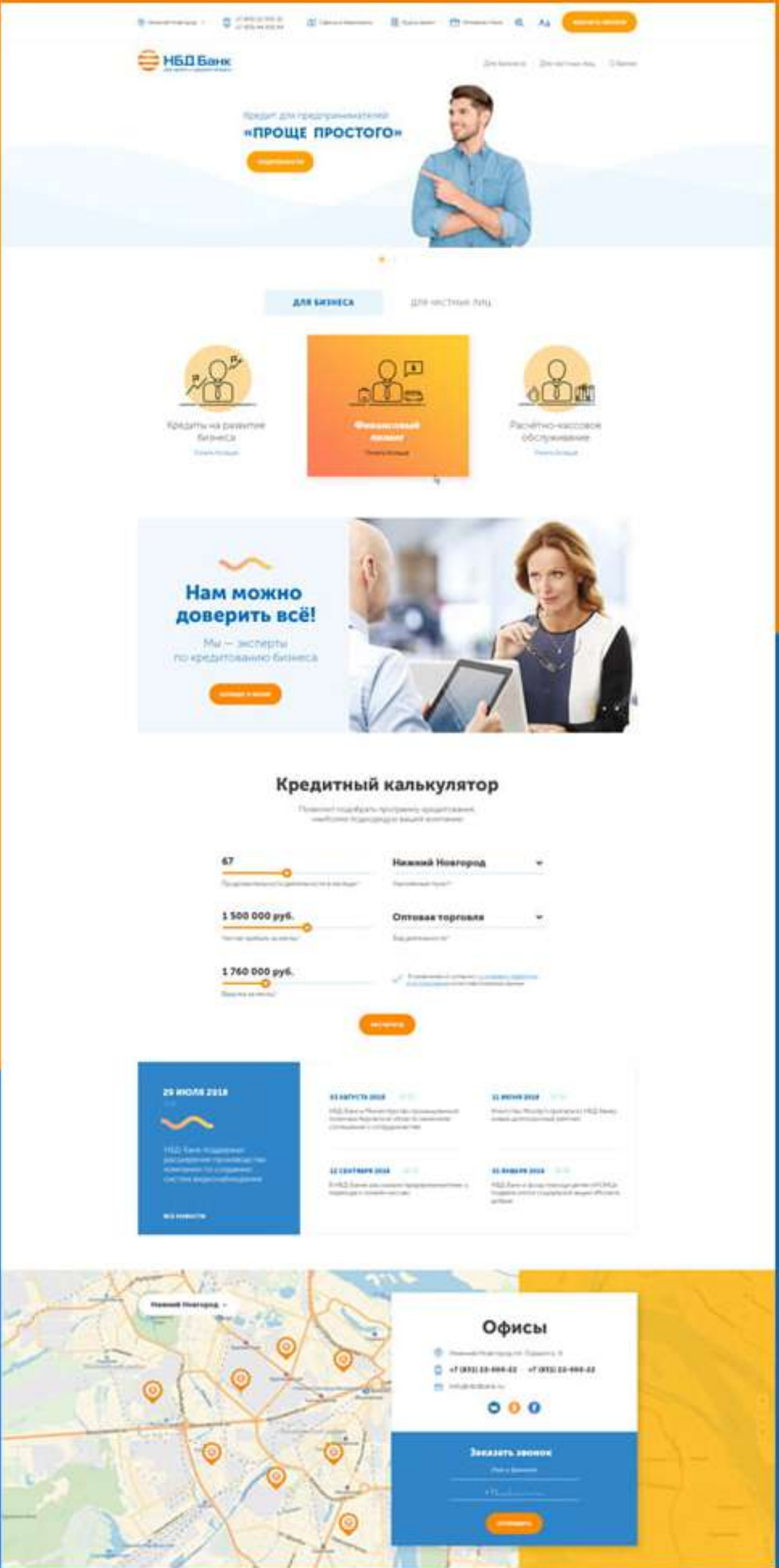
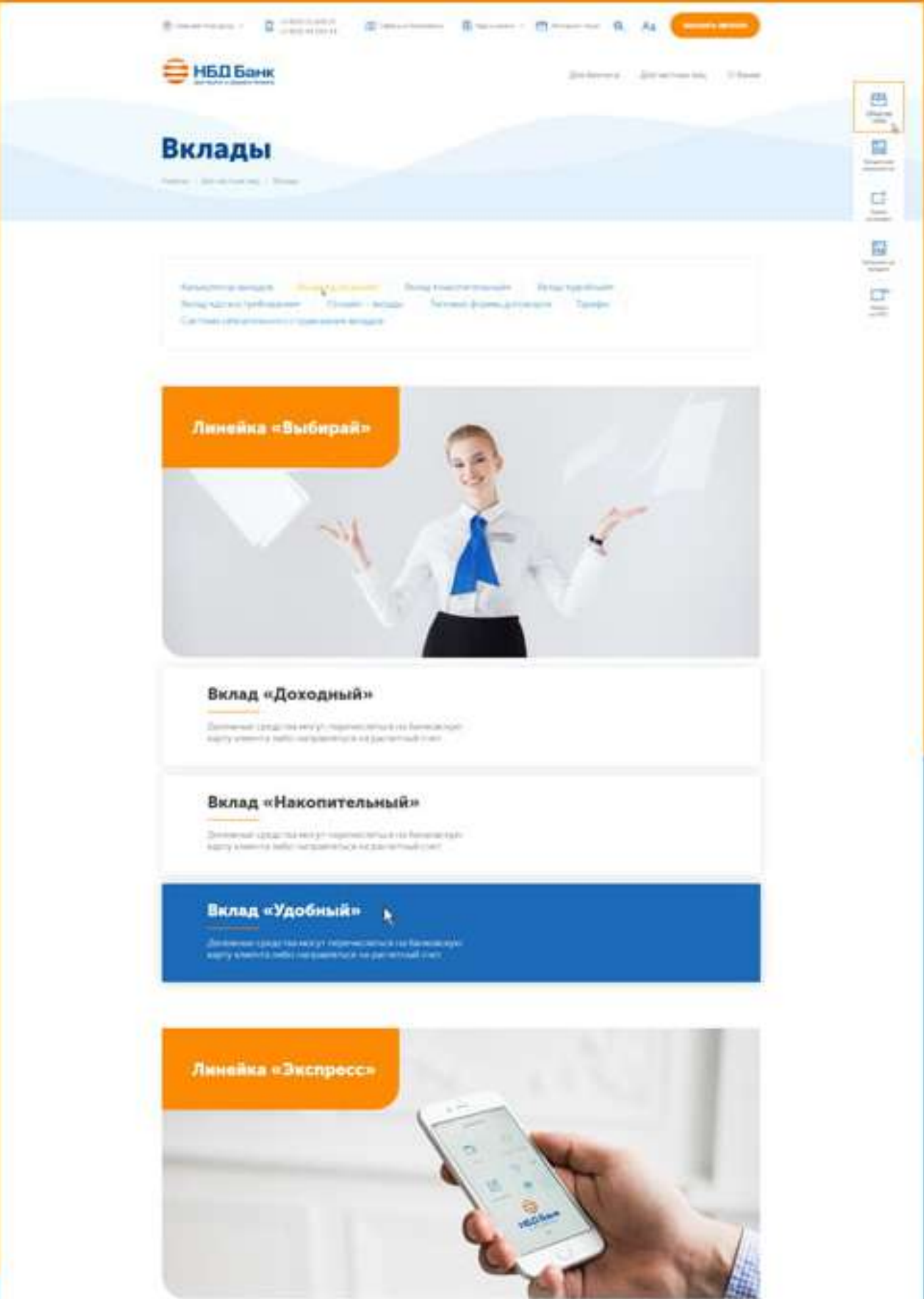
"Loan Calculator" and "Deposit Calculator" have been added. The website provides comprehensive information on loans, pledges, cards, deposits, accounts, exchange transactions, etc. You can also download any required documentation.

The website is implemented on the 1-C Bitrix platform.





# NBD Bank





# Acosta Merchandising Agency

A mobile application for monitoring operations of field employees.

## About the Customer

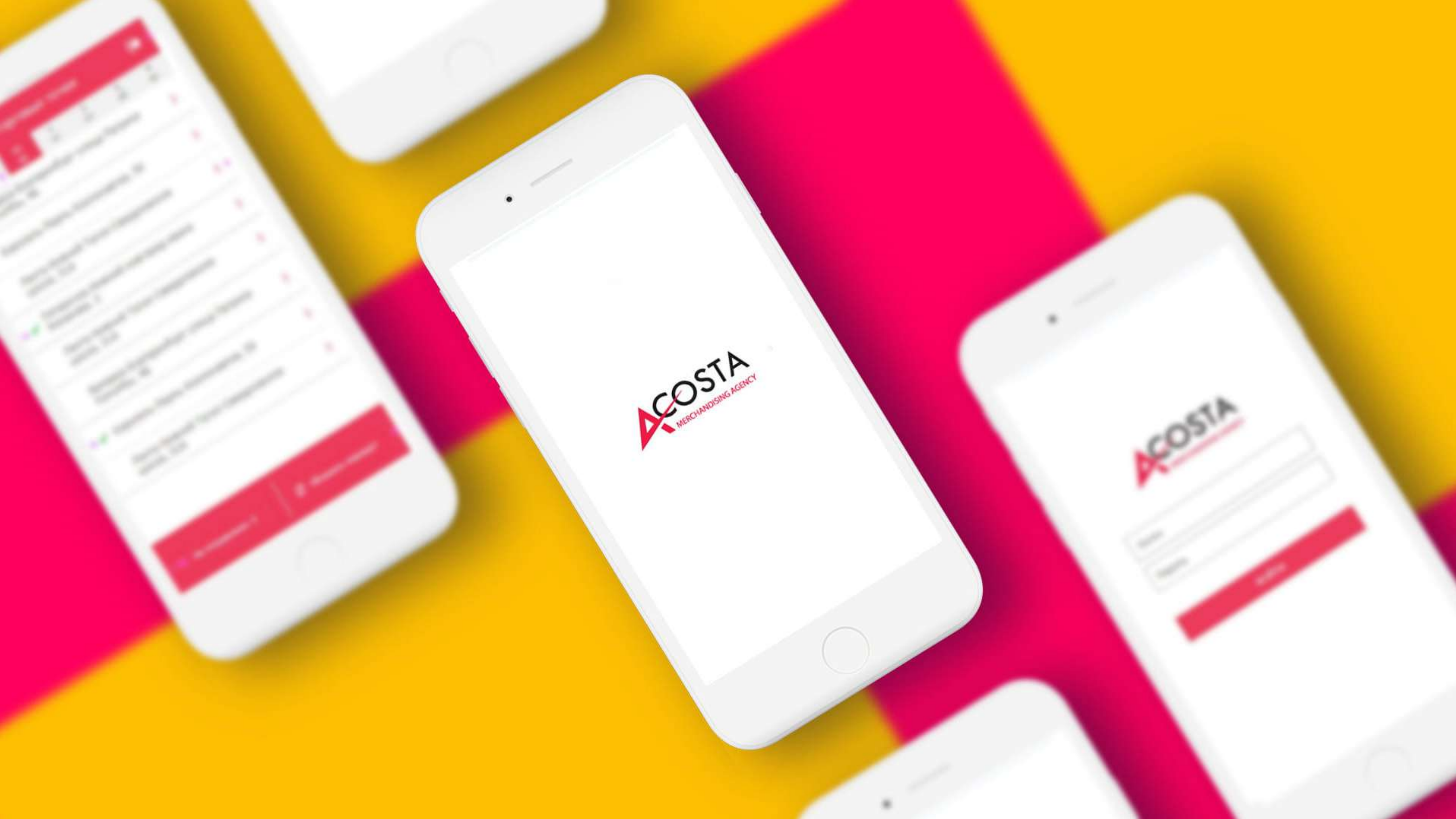
Acosta Merchandising Agency offers brand promotion services in retail chains of 300 Russian cities, at 6,500 retail outlets. The company has representative offices in 11 million-plus cities. Among the company's customers are such brands as Red Bull, Macfa, Ritter SPORT, Slavyanka, BIC, Morosha, Khortytza and many others.

## About the Project

A unified software package has been developed, consisting of a web application with two interfaces (for customers and for the company employees) and a mobile application for merchandisers (field employees).

The application allows to receive online reporting and exercise comprehensive control over the work of thousands of employees, which ensures maintenance of the highest service standards when implementing federal projects on a 24/7 basis, and also contributes to the scalability and growth of the company's business.





**ACOSTA**  
MERCHANDISING AGENCY



# Nizhegorodets Group of Companies Corporate Portal Development



## About the Customer

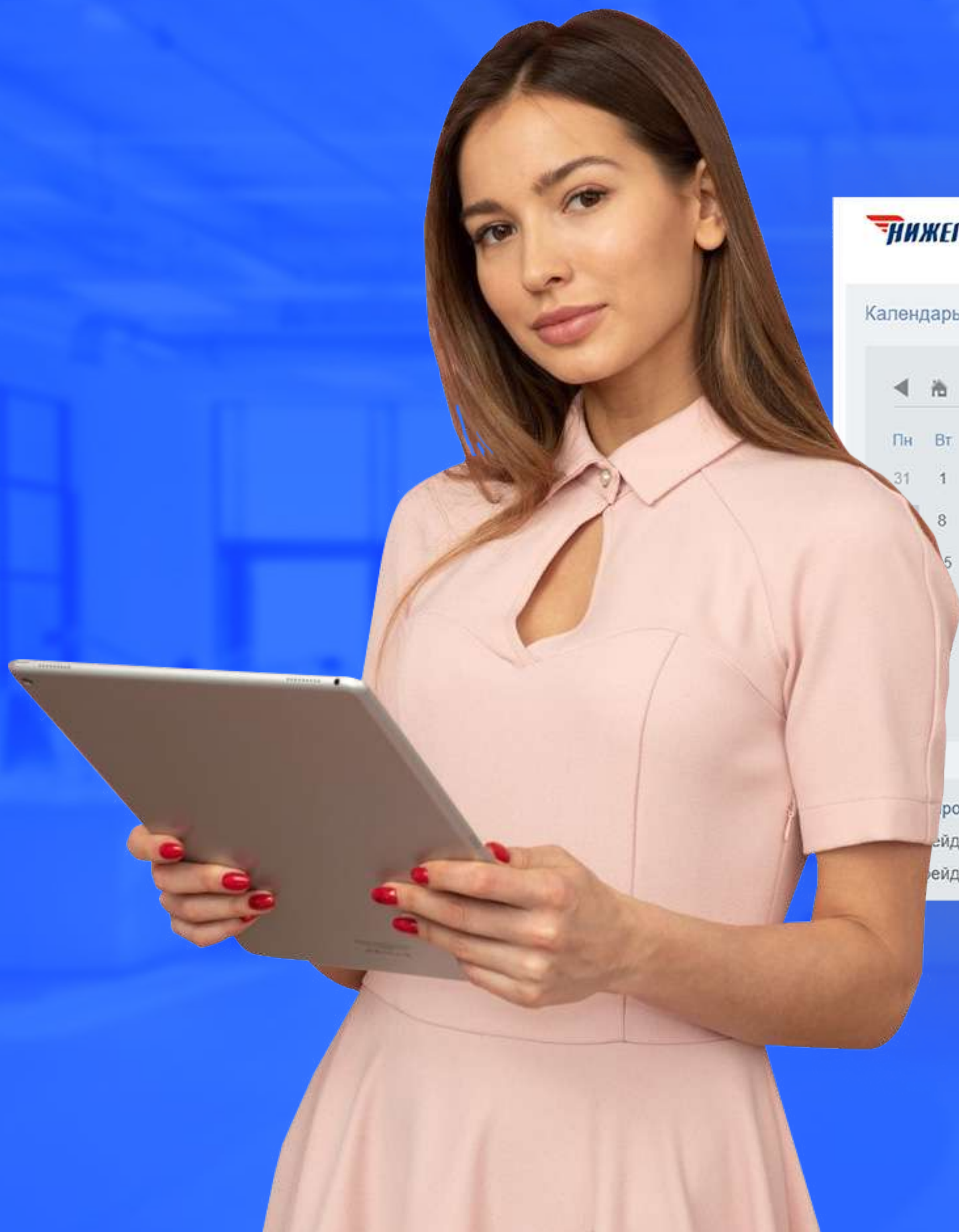
Nizhegorodets Group of Companies is the largest multi-brand car dealer, engaged in vehicle sales and maintenance. It includes 12 showrooms and 14 service centers.

## About the Project

The portal is intended for training, testing and information provision to personnel of about 1,500 people. It allows employees to improve their professional skills and stay updated of corporate news. It helps the management to monitor quality and scope of competencies of subordinates.







НИЖЕГОРОДЕЦ

ПОРТАЛ

WIKI

КУЛЬТУРА

КАРЬЕРА

ГРЕЙДИРОВАНИЕ

ОЦЕНКИ

ТРЕНИНГИ

ЗАЯВКА НА ОБУЧЕНИЕ

Календарь событий

Главная Тренинги

Тренинги

21.08.2017 10:25  
Навык проведения развивающих встреч  
Статус Новый  
Тренинг по проведению развивающих встреч с сотрудниками.

20.08.2017 11:45  
Управление конфликтом  
Статус Прошел  
Тренинг по проведению развивающих встреч с сотрудниками.

20.08.2017 12:05  
Управление конфликтом  
Статус Прошел  
Тренинг по проведению развивающих встреч с сотрудниками.

НИЖЕГОРОДЕЦ

ПОРТАЛ

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ОЦЕНКИ

ТРЕНИНГИ

ЗАЯВКА НА ОБУЧЕНИЕ

Календарь событий

Главная Список должностей

Справочник должностей

Тренинги (Корень)

Тренинги

Создание подраздела

Создание

id.

Шаблон:

Родительский раздел

Видимость:

Подразделение:

Наименование:

Сохранить

Отменить



# Daido Metal Rus

Development of a system for assessing authenticity of goods with a code generator and a chat bot.

## About the Customer

Daido Metal Rus, LLC is a subsidiary of tDaido Metal Co., Ltd., the largest Japanese supplier of slide bearings for assembly lines in Russia and the CIS countries.

## About the Project

The software package is a service that allows the client to assess authenticity of purchased goods under the Daido Metal Rus brand 24/7, and to monitor company's statistics on the number of counterfeit products on the market. The system includes the ability to authenticate through [bc.daidorussia.com](https://bc.daidorussia.com), by SMS, Viber, and phone. A special chat bot has been created for working in Viber.





# Ilya-Les Company

## SEO promotion of an online lumber store

### About the Customer

Ilya-Les is a large Russian producer of high-quality lumber from environmentally friendly Vologda forest. The company has been selling products throughout Russia since 1996, and is also engaged in reforestation.

The online store is aimed at construction companies and private consumers involved in construction of cottages and low-rise buildings, especially in Moscow and Moscow region.

### Result

Over the three years of cooperation, we managed to bring 3166 search queries to the TOP, traffic grew 191 times and amounted to 30760 unique visitors per month. From June 2016 to the present, the company management has noted a steady increase in the number of purchases made by customers coming from the website.

# 3166

search queries

# traffic grew 191 times

# 30760

unique visitors per month





# Aura Israel Construction Company

**Performance-campaign to attract buyers of  
apartments in Aura City - a promising  
residential complex Aura City**

## About the Project

In the fall of 2018, it was planned to begin construction and sales of a large (more than 100,000 sq. meters) modern Aura City residential complex in the city of Hadera on the Mediterranean coast. The task was to inform the Russian-speaking residents of Hadera about the start of sales and extremely beneficial conditions for the first 100 customers.

## Results

We launched social media campaigning, targeted advertising, and Google display ads. Over 2 weeks of the campaign, 19,983 Russian-speaking residents of the city were reached (the entire population does not exceed 100,000 people). 64 people expressed a desire to purchase apartments, 27 managed to take advantage of the special offer. The first installment revenue from "our" customers in the first 3 days of sales amounted to 2,700,000 shekels (48,700,000 rubles).

### 14 days

to develop and conduct  
an advertising campaign

### 138 leads

for the sale of luxury real  
estate in Israel





# Panorama Restaurant Complex

## SMM-promotion

### About the Customer

Panorama is a restaurant complex. It includes two restaurants - Odessa and the Caucasian Courtyard (Kavkazskiy Dvorik). It dates back to the early 70s of the XX century. It dates back to the early 70s of the XX century. The restaurant is located in the industrial area of a large regional center.

### Performed operations

1. VK and Facebook groups were prepared to receive traffic.
2. The audience was segmented by sites.
3. Additional landing pages by type of service were created.
4. A support complex in the comments was launched.
5. Target ad was configured.

### Results

The number of transfers to groups and landings increased 12 times.  
Increase of customers due to visitors aged 25+.

**+110%**

increase in the number  
of banquets

**+49%**

increase in visitors  
for business lunches

**+37%**

increase in visitors  
for business lunches





# Transmetal Company

## SEO-promotion

### About the Customer

For over 19 years, Transmetal Group of Companies has been successfully engaged in wholesale and retail sale of ferrous metal. The company also provides gas cutting services and storage space for responsible storage of purchased goods.

### Results

During the promotion, all the priority requests for the client were displayed in the TOP. Such frequency phrases as “buy black metal” and “buy metal” were continuously fixed on the first page of Yandex.

As of July 2019, the first pages of search engines contain 1,745 search queries, which amounts to 78.50% of all promoted queries.

## 1748

new customers

## +75%

of sales growth



**R52.RU**

**We are always on!**

**Nizhny Novgorod**

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Email us at: [r52@r52.ru](mailto:r52@r52.ru)

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