Łódź, 7th June 2018

Press release

**MakoLab promotes Krotoski-Cichy Online**

**Krotoski-Cichy is an authorised dealer of the Audi, Volkswagen and Volkswagen Commercial Vehicles (Użytkowe) brands, as well as a Škoda service partner. In June, the Krotoski-Cichy AdWords campaign was launched. The Digital Solutions Agency Makolab has been responsible for the implementation of its promotional activities on the Internet.**

The Krotoski-Cichy Group has a network of Volkswagen and Audi showrooms located throughout central Poland. Notably, they are marked in the honourable position of first in the TOP50 ranking for automotive dealers in Poland.

MakoLab has been conducting the AdWords campaign for two of the client’s sites - promoting the Audi and Volkswagen brands: <http://www.krotoskicichy.lodz.audi.pl/pl.html> and <http://www.volkswagenlodz.pl/>.

The advertising activities for the Krotoski-Cichy brand are carried out on both the Google Search and Display Network, as well as within the car showrooms located on Niciarniana Street in Łódź.

The search campaign is aimed at promoting new and used Audi and Volkswagen cars, as well as the purchase of original spare parts. In the Google Display Network, Makolab promotes Volkswagen vans as well as its Audi sales for the Krotoski-Cichy showroom in Łódź. An advertising campaign to support the sale of used Audi cars and maintenance services in the Google Display Network will be launched soon.

In cooperation with the client, the responsible agency Makolab has and continues to use its extensive experience of working for global leaders across the automotive industry for implementing the optimal technological and marketing activities.

More information:

[www.makolab.com](http://www.makolab.com)

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**About MakoLab**

As a Digital Solutions Agency, Makolab is the single point for digital transformation, delivering projects for global companies and the largest Polish institutions. Our offer includes communication and sales platforms: websites, ecommerce, business systems, mobile applications, Data and Semantics services combined with creation and multimedia, user experience, e-marketing and web analytics. MakoLab’s solutions for the Automotive, Real Estate, Finance and Insurance industries have been implemented in more than 70 countries across the world. Our optimised internet solutions are dedicated to realising the business goals of our clients. We apply our unique competencies and marketing experience alongside selecting the best technologies to bring innovation and creativity to our design process. MakoLab UK has grown it’s capabilities over the last 12 months, adding new clients like Pentland Brands PLC, Work.Life, Grain and XBRL to it’s client base that includes Renault, Toyota and Konica Minolta Marketing Services.