



ATL's idea is to take care of the car.

Since 1998 we have been combining shops and service stations so that millions of people can immediately install them on a car in one place when buying spare parts.

We service and repair cars so that service trips become a rarity.

We sell at a fair price and provide a guarantee for goods and services for your convenience and safety.

29

Years on the market

5M

Satisfied customers

6M

Serviced cars

10K

Companies trust us

20

Service shops

35

Retail stores



Results 2021 vs 2020

Car services

+239%

conversions

-93%

CPA

Auto products

+261%

transactions

+329%

revenue



Works

Car services

- Optimization of current services and launch of new ones;
- Created search campaigns for broad queries and DSA;
- Launched media campaigns for car owners and Remarketing;
- Launches of seasonal and promotional offers of services;
- Launch of lead generation in Facebook Ads;

Auto Products

- Testing of new betting strategies, conducting A/B tests;
- More detailed breakdown of campaigns by category / product;
- Optimization of expediency of budget allocation;
- Segmentation and optimization of product categories in Smart Shopping;
- Launch and optimization of Dynamic remarketing;
- Running Performance Max.