



NETPEAK GROUP

Proudly made in Ukraine





Contents

Intro 03

Companies 06

Corporate Social Responsibility 29

New projects 30

Why us 32

Contacts 33

**Artem Borodatyuk**

Founder of Netpeak Group

[LinkedIn](#)[Facebook](#)

“

Hi! My name is Artem.

It all started in 2006, when I founded a digital marketing agency Netpeak providing SEO and PPC services for businesses. Today Netpeak has 8 operation centers in Ukraine, Kazakhstan, and Bulgaria employing over 250 strong specialists and having built up a portfolio of 3,000 business clients, including Puma, Vodafone, OLX by Naspers, and others.

Netpeak Group is a group of Ukrainian IT companies started as internal startups within Netpeak Agency, and now we operate not only in the field of performance based marketing, but also make our own SaaS products and mobile apps.

We help companies, brands, and products to grow and lead the way.

15

companies
in total

900

professional
marketers
and developers

5000

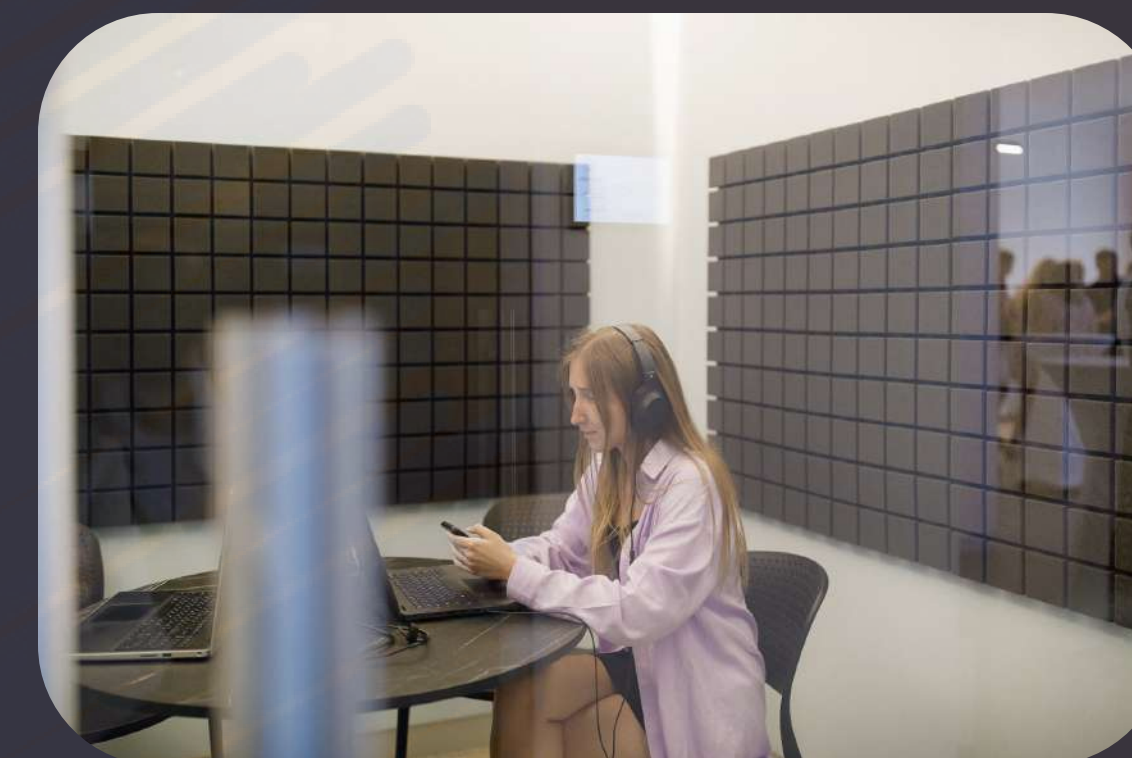
customers and
partners worldwide

Netpeak Group is an operations platform that contributes to the development of existing businesses and promotes the founding of new IT companies. We are operating in the following areas: digital marketing services, SaaS businesses, product development, online education, and social projects.

Netpeak Group



Our companies are remote first, but take a look at our office in Kharkiv, Ukraine.



Digital Marketing

SaaS

Content projects

Mobile Apps

Education

Companies

Netpeak 07

RadASO 09

Inweb 11

Serpstat 13

AcademyOcean 15

Ringostat 17

Netpeak Software 19

Tonti Laguna 21

Tonti Laguna Mobile 23

Saldo Apps

Octopus Events 25

Choice31 27

A digital marketing agency

NETPEAK

DIGITAL GROWTH PARTNER



Netpeak is **#1 digital marketing agency** in CEE.

Netpeak has **3,000+ projects in portfolio**. Proud to work with market leaders such as Vodafone, OLX (by Naspers), Puma, Bosch and Siemens, Domino's Pizza, Depositphotos, Pandora, Colin's.

250 employees: certified internet marketers, project and sales managers.

Primary services include **Earned & Owned Media, Paid Media, Digital Intelligence**, and **Mobile App Marketing**.



[Visit a website](#)

07

Meet the Team of **Netpeak Agency**



Dmytrii Piskarev
CEO

 [LinkedIn](#)



Andrew Chumachenko
CMO

 [LinkedIn](#)



Gennadiy Vorobyov
CEO at Netpeak Bulgaria

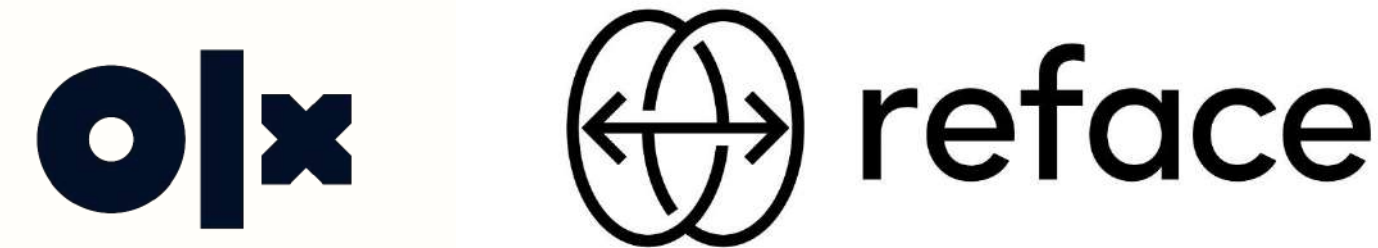
 [LinkedIn](#)



Bauyrzhan Toktagazy
CEO at Netpeak Kazakhstan

 [LinkedIn](#)

Mobile app marketing agency



RadASO is one of the most outstanding ASO (**App Store Optimisation**) agencies in Eastern Europe.

The company is now a **part of Netpeak**, one of the biggest digital marketing agencies in Europe.

The agency also offers pay-for-performance services, which means strategy involves **taking risks** and **getting paid only after increasing organic traffic** for our clients.

An illustration of a smartphone displaying a bar chart and a pie chart, representing app store optimization.

App Store Optimization (ASO)

App store optimization and maximizing the number of installs from legitimate users. You only pay for the number of app installs. Zero commission.

An illustration of a smartphone displaying a search bar and a list of results, representing Apple Search Ads.

Apple Search Ads (ASA)

With our proprietary optimization technology, we can launch your Apple Search Ads campaign within 9 min.

An illustration of a smartphone displaying a map with location pins, representing app localization.

App Localization

We exclusively partner with native speakers to localize and translate the content of your app.

| Meet the Team of **RadASO**



Alexandr Lozenko
CEO

 [LinkedIn](#)



Irina Prikhodko
CMO

 [LinkedIn](#)



Maxim Melnik
ASO Jedi

 [LinkedIn](#)

Inweb is an **integrated digital marketing agency for small and medium businesses**. It is a Google premium partner and one of the TOP 5 Internet marketing agencies in Ukraine, which has been helping their clients become market leaders for more than ten years. **Over 1000 clients served.**

Company services include:

- Search engine marketing
- Paid traffic
- Web analytics
- Mobile app promotion (ASO, ASA)
- Social media marketing
- TikTok advertising
- Content marketing



[Visit a website](#)

An integrated
digital marketing agency

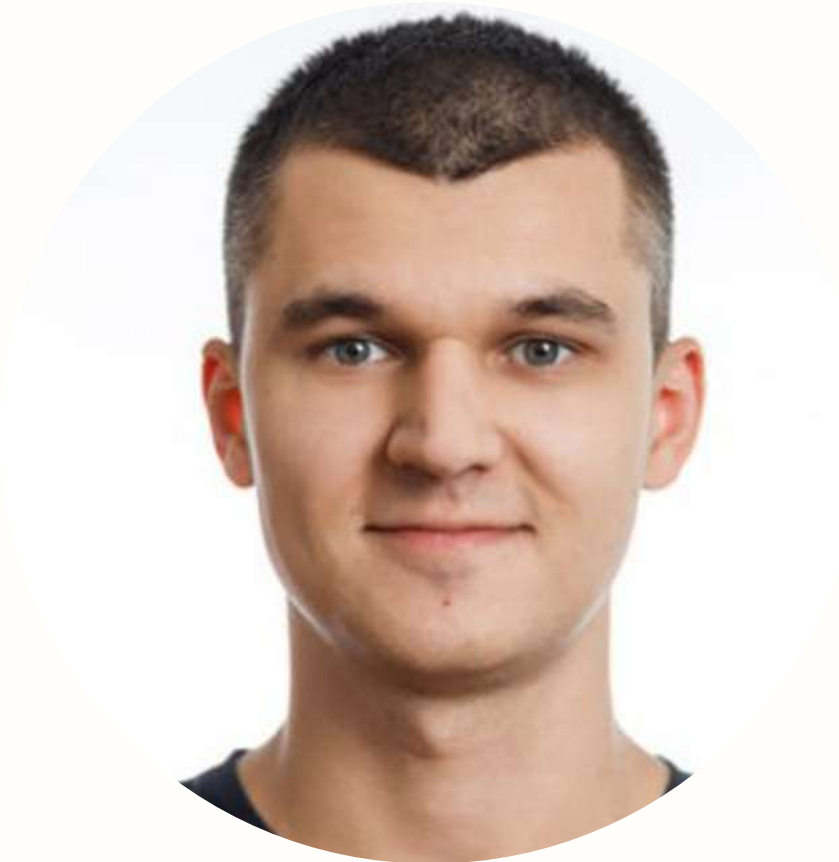


| Meet the Team of **Inweb**



Igor Muterko
Founder

 [LinkedIn](#)



Aleksey Mamontov
CEO

 [LinkedIn](#)



Alina Glazyrina
Head of Marketing

 [LinkedIn](#)



Vadim Usko
Head of Partnership Department

 [LinkedIn](#)

All-in-One SEO platform



Serpstat **helps SEO professionals, freelancers, and digital agencies** to conduct detailed site analysis, competitor checks, keyword research, backlink analysis, audits, and site optimization. The service also generates detailed SEO reports.

Serpstat is used by **400,000 users worldwide**, including large companies such as Uber, Shopify, and Samsung.

As a part of its mission to become the leading SEO platform, Serpstat **has created the most comprehensive keyword database** on the market for all known Google regions.



Awards & Recognition



№1 best-selling SEO tool of all time on Appsumo The most upvoted SEO tool on Product Hunt Best solution for ecommerce

[Visit a website](#)

| Meet the Team of **Serpstat**



Ekaterina Kabakova
CEO

 [LinkedIn](#)



Euhenyi Zayats
CMO

 [LinkedIn](#)



Oleg Salamaha
Founder & Board Member

 [LinkedIn](#)



Alex Danilin
CPO

 [LinkedIn](#)

We reinvented the Learning Management Systems (LMS) approach.

The recipe was simple, but we dove deep into every step so that our product would stand out:

First, we determined the most valuable features for businesses.

Second, we polished them thoroughly to make them as easy-to-use and intuitive as possible.

Third, we added a handful of unique features to make the AcademyOcean user experience unforgettable.



A Learning Management System



[Visit a website](#)

| Meet the Team of **AcademyOcean**



Vladimir Polo
CEO

 [LinkedIn](#)



Serge Zhuruk
Head of Product

 [LinkedIn](#)



Viktor Murzak
CTO

 [LinkedIn](#)



Andrew Byzov
CMO

 [LinkedIn](#)

Ringostat **helps optimize marketing**, considering ROI, build effective communication with customers, and boost sales.

It is **the only service of its kind in Eastern Europe to be an official Google Analytics technology partner**. The website G2 has ranked Ringostat among the top 10 best services for inbound call tracking software.

The platform includes seven products: call tracking, end-to-end analytics, virtual PBX, a callback widget, Ringostat Smart Phone, Insider, and Messenger.

Ringostat prioritizes client needs. The friendly tech support team is attentive to users' requests and **responds in under four minutes**.



| [Visit a website](#)

A platform of call tracking, telephony,
and end-to-end analytics



Meet the Team of **Ringostat**



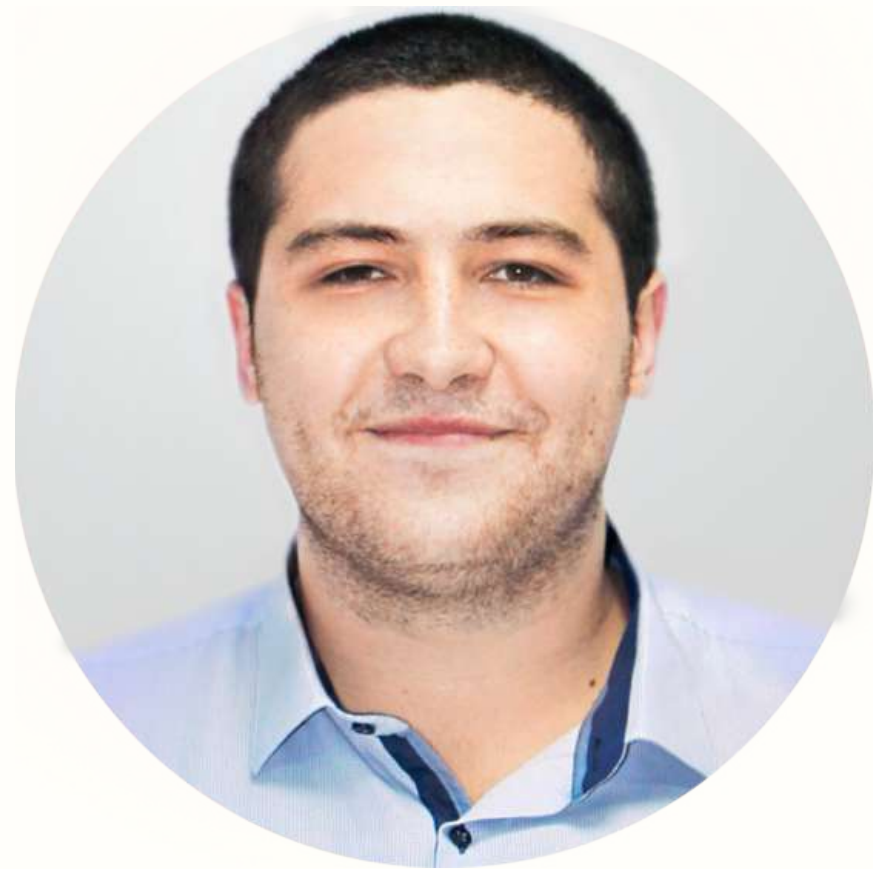
Oleksandr Ruban
CEO

 [LinkedIn](#)



Oleksandr Maksymeniuk
CVO

 [LinkedIn](#)



Kostiantyn Cherviakov
COO

 [LinkedIn](#)



Alex Kiselyov
Marketing Director

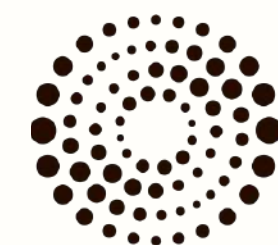
 [LinkedIn](#)

Easy-to-use website auditing tools



Netpeak Software offers two desktop SEO tools for professional search marketing specialists: **Netpeak Spider** (spots SEO issues on site) and **Netpeak Checker** (aggregates data from top SEO services and collects results from SERP).

They have **over 100,000 users from 170 countries**, including companies such as Thomson Reuters, Shopify, Ignite Visibility, Template Monster, and OLX.



REUTERS

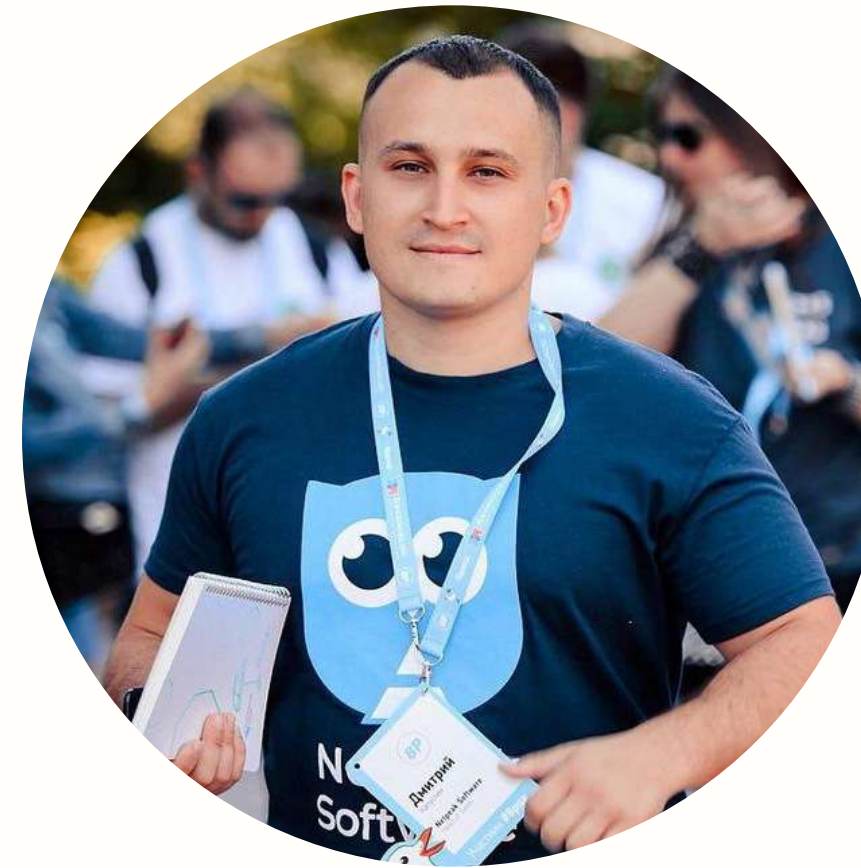
[Visit a website](#)

Meet the Team of **Netpeak Software**



Alex Wise
CEO

 [LinkedIn](#)



Demetrio Kapustin
Head of Business Development

 [LinkedIn](#)



Ivan Kutas
Head of Products

 [LinkedIn](#)



Dennis Chikalov
CMO

 [LinkedIn](#)

Tonti Laguna is a digital media company that **creates and promotes a handful of projects.**

Tonti Laguna currently owns 482 projects: from **technology news websites** and **affiliate marketing websites** to mobile apps and an ASO analytics tool.

25+ million unique users visit Tonti Laguna websites every month.

A digital media company



Visit a website

| Meet the Team of **Tonti Laguna**



Alex Borshch
CEO

 [LinkedIn](#)



Yelyzaveta Cherednychenko
COO

 [LinkedIn](#)



Alexander Timoshenko
CTO

 [LinkedIn](#)

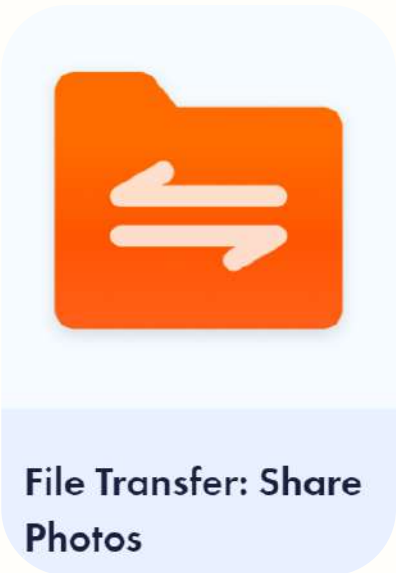


Dmitriy Mazuryan
Head of Tonti Laguna Bing

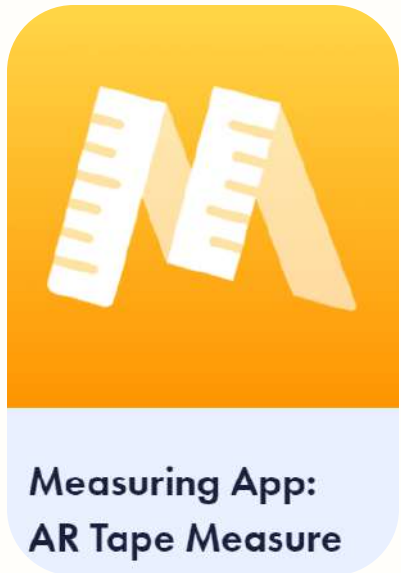
Mobile apps developers



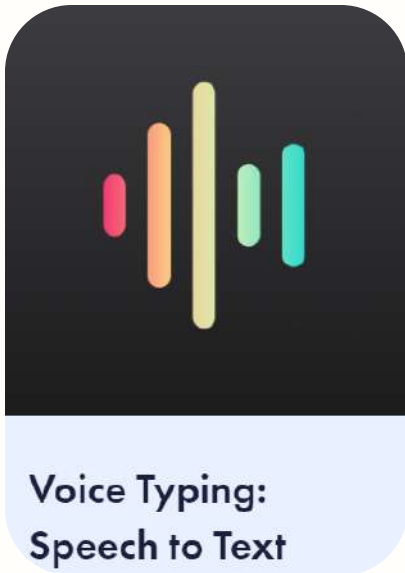
Tonti Laguna
Mobile



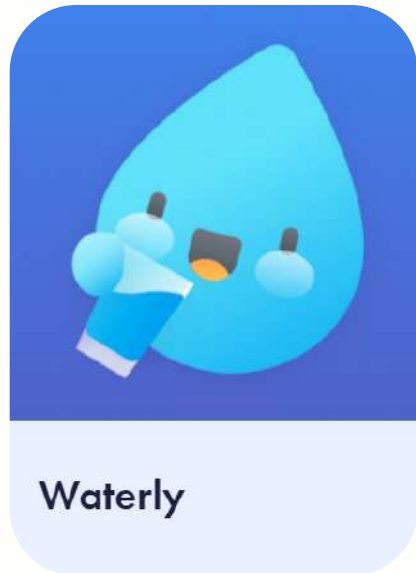
File Transfer: Share
Photos



Measuring App:
AR Tape Measure



Voice Typing:
Speech to Text



Waterly

Visit a website



Saldo Apps develops simple mobile-first all-in-one software solutions for SMEs’ sales and accounting automation.



[Invoice Generator on Product Hunt](#)

Visit a website

| Meet the Team



Radomir Novkovich
Founder of TLM & Saldo Apps
CEO at Saldo Apps

 [LinkedIn](#)



Dmytro Lola
CEO at TLM

 [LinkedIn](#)



Ivan Burban
CMO at Saldo Apps

 [LinkedIn](#)



Oleh Tsyhankov
Software Developer

 [LinkedIn](#)

Octopus Events is a team of IT conference organizers **coordinating events in Ukraine and abroad.**

The general mission of these conferences is to enhance the competence of companies from CIS countries and help them become more competitive in international markets.

Over the past 10 years, Octopus Events has organized 20 conferences in Ukraine, Bulgaria, and Kazakhstan, which were attended by more than **15,000 participants** from Ukraine, Bulgaria, the US, Great Britain, France, and Germany.

Among the participating companies are **Grammarly, Facebook, Depositphotos, Oracle, and Microsoft.**

Octopus Events are successful because of their systematic approach, clear planning, and thoughtful preparation.

IT conference organizers



[Online Advertising Bulgaria 2022](#)



| Meet the Team of **Octopus Events**



Igor Yazdan
CEO



Artem Barabash
Head of digital marketing



An online university

choice 31

Choice31 is an online university of **current knowledge and vocations**.

We create a safe space where you can self-search, acquire new skills or obtain a new profession.

We teach online.

The key is motivation, not location.

Online, but from real world.

We are practitioners

Choice31 is created by a real business – a group of companies Netpeak. We operate in the market and hence profoundly understand type of people it needs.

We are confident on what is to be taught. In the last 15 years, Netpeak nurtured more than 1500 specialists. It is your turn to become a professional.



Visit a website

Meet the Team of **Choice31**



Evgeniya Glizer
CEO



Den Deogen
COO



Liliia Markunas
Head of PMO



Uliana Movchan
Head of Marketing



Corporate Social Responsibility

Except for developing businesses, Netpeak Group also invests in social projects:

- **My City** is a crowdfunding platform for solving local urban problems. During last 6 years more than 100 projects have been completed, 50+ of which are still operating today.
- **GladPet** is one of My City's projects that is a platform which helps homeless cat and dogs find loving families.



Create a strong & efficient **team** for your **business**

We have been working with [Netpeak Group](#), which includes 14 businesses, for years. This challenge became too simple. **Now we are ready to find talents for your company.**

recruiting.netpeak.group/en



We cooperate with SaaS-businesses, tech product companies, creators of content projects, and mobile apps developers

We can find a wide range of technical experts, for example **Developers (Java, JS, PHP, iOS, Python), UI/ UX Designer, DevOps, QA Engineer, VoIP Engineer** and so on. Not to mention managers of any level and specialization.



We also help companies operating in the areas of digital and E-commerce technologies

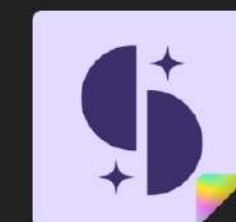
It's about SEO, PPC та Content Marketing Specialists, Sales Development Representative, Project Manager, C-Level Managers, etc.

| New projects: **Kiss My Apps**



[Kiss My Apps](#) is a co-founding company that helps to build new products from idea to worldwide launch and growth together.

In cooperation with ambitious founders, we are creating mobile apps loved by millions of users.



SERENE

2+ MILLION HAPPY USERS

Serene is helping people get to know themselves better, gain self-confidence and motivation thanks to the unique combination of the astrological knowledge, modern psychology, and innovative technologies



BOTAN

170 000+ PLANTS SAVED

Botan is an AI-based pocket plant expert who helps thousands of enthusiasts grow and keep their houseplants alive or design gardens that are pleasing to the eye



Why us

Ukrainian IT industry is remarkably progressive and successful.

You have probably heard about Grammarly and GitLab, which also were listed as one of the best companies to work for in the US for 2021 according to The American magazine Inc. Ukrainians excite the world with their startups.

Despite the war, we didn't lose our expertise and passion to learn.

We are still helping brands worldwide lead the way.

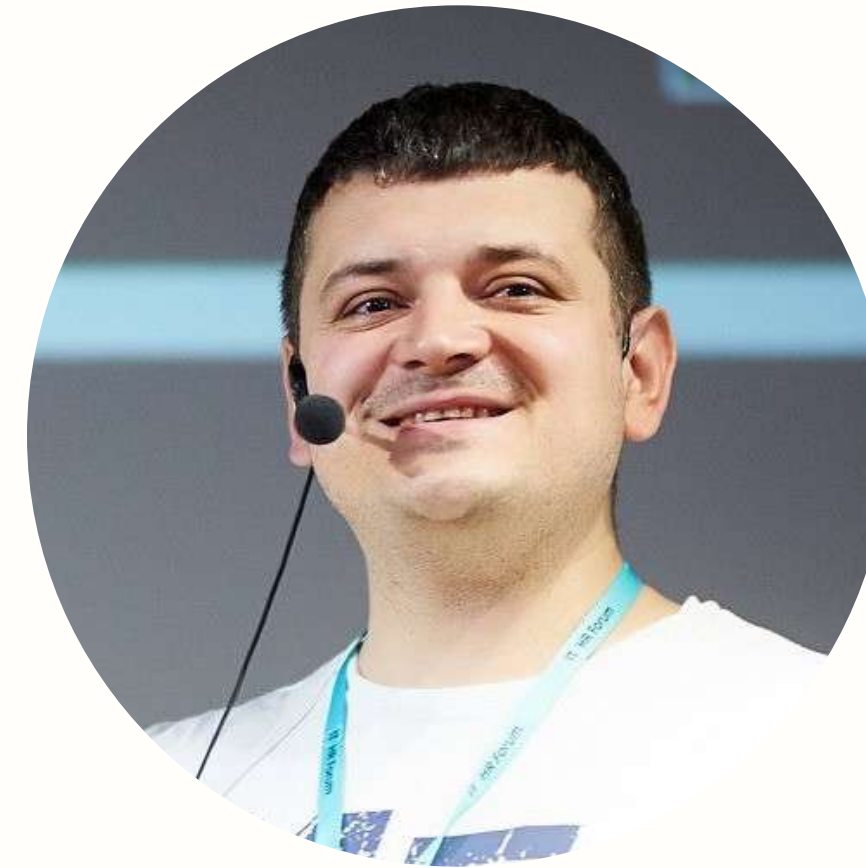
You can join thousands of companies around the world that have been already using Ukrainian software to grow their business.

| People who make **Netpeak Group**



Artem Borodatyuk
Founder of Netpeak Group

 [LinkedIn](#)



Serhii Sauta
CSO at Netpeak Group

 [LinkedIn](#)



Elena Skuratovich
HRD at Netpeak Group

 [LinkedIn](#)



Olga Pachesnaya
Managing Partner

 [LinkedIn](#)

For general requests, please contact

Business Development Manager

Denys Kiiashko

d.kiiashko@netpeak.group

PR manager at Netpeak Group

Natalia Popova

na.popova@netpeak.group



Proudly made in Ukraine



Thank you!