

# Igor IVITSKIY

## Doctor Ads

- ▶ Ph.D. and Young Scientist of the Year in Ukraine. Pioneering the use of mathematics to optimize Google Ads since 2006.
- ▶ Awarded "Europe's Best PPC Speaker" by Adworld Experience. One of the world's foremost Google Ads experts.
- ▶ Professional educator who has empowered over 4,000 entrepreneurs to significantly increase their sales through his courses.
- ▶ Practicing expert. Clients generate \$50 million in monthly profit from Google Ads under his guidance.

YOUTUBE

**40K**

(@IVITSKIY)

TIKTOK

**26K**

(@IVITSKIY)

LINKEDIN

**3K**

(@IVITSKIY)

INSTAGRAM

**5K**

(@IVITSKIY)

## PROPRIETARY METHODOLOGIES & APPROACHES

- ◆ **Mathematics at the Heart of Marketing:** Leverages scientific principles and statistical methods to revolutionize advertising strategies.
- ◆ **Laser-Focused Scaling Expertise:** Over 18 years of experience managing advertising budgets from \$500 to \$5 million per month across diverse industries.
- ◆ **Methodology for Sustainable Success:** Implements systematic processes to achieve consistent and predictable advertising results.

## UNIQUE PRESENTATION STYLE

- **Master of Simplifying Complexity:** Transforms intricate advertising and mathematical concepts into clear, accessible insights using straightforward examples and analogies. Adapts content to match the audience's level of understanding.
- **Seasoned Educator and Trainer:** 8 years as a university professor and over 5 years as a business trainer. Creates programs that empower participants to immediately apply new knowledge in practical settings.
- **Audience-Centric Adaptability:** Conducts thorough audience analysis to ensure maximum relevance. Flexibly adjusts delivery and content based on real-time audience feedback and engagement levels.

# PRESENTATION TOPICS

## FOR BEGINNERS

### The New Era of Google Advertising: Adapt or Die as a Business

Discover how the latest changes in Google Ads impact businesses and what you need to do to stay competitive.

## INTERMEDIATE LEVEL

### Click Fraud and Fake Leads: How to Stop Wasting Money on Bots and Scale Your Advertising

Effective strategies to combat fraudulent activities and confidently scale your advertising campaigns.

## ADVANCED LEVEL

### Decoding Google Ads with Mathematical Precision: A Scientific Approach to PPC Optimization

Deep analysis and optimization of advertising campaigns using mathematical models and statistical methods.

## TESTIMONIALS



Bestselling author and renowned marketing expert.

### Perry Marshall

"Igor is a computer science professor who quit his university job to build a digital marketing business. He's become one of the leading Google Ads experts in the world. His methods are impressive and deliver real results."



Organizer of ADworld Experience, the largest PPC and CRO conference in Europe.

### Gianpaolo Lorusso

"Igor Ivitskiy is a speaker capable of captivating any audience. His presentations are filled with practical insights and innovative advertising approaches. We value his contribution to our conference."



Organizer of the largest advertising conference in Ukraine (7,250 offline and 32,000 online).

### Oles Timofeyev

"Igor is a speaker who excellently adapts complex topics to the level of our diverse audience. His ability to convey valuable information makes his presentations unforgettable."



Founder of the Board business community with branches in 30 countries.

### Petro Synehub

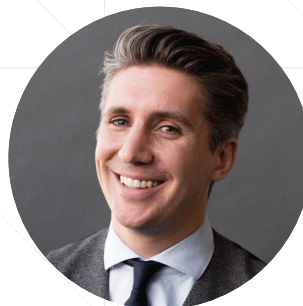
"Collaborating with Igor always brings high value to our entrepreneurs. His expertise and unique teaching approach help our participants reach new heights."



One of the world's top experts on online business strategy.

### Rich Schefren

"Collaborating with Igor always brings high value to our entrepreneurs. His expertise and unique teaching approach help our participants reach new heights."



Speaker and founder of Viewability

### Tom Breeze

"I love the way Igor thinks. Maths, Marketing, and AI—that's an explosive combination! His ability to simplify complexity and provide practical recommendations makes him an indispensable speaker for any conference."

## CONTACT INFORMATION

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