

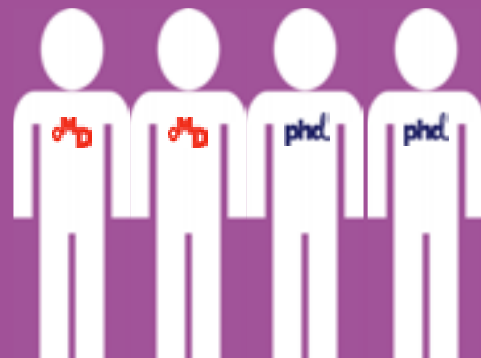


SEMETIS YOUR DATA AGENCY

“ WE CONNECT DIGITAL ADVERTISING &
 BUSINESS INTELLIGENCE WITH DATA ”

COMMITTED TO DATA SINCE 6 YEARS

“ BORN WITH THE IDEA THAT DATA WOULD BRIDGE THE GAP BETWEEN SEA AND WEB ANALYTICS, SEMETIS IS NOW A **PREMIUM** UNIT OF OMNICOM MEDIA GROUP





proximus

Google



belgacom



STRONG DIGITAL EXPERTISE



DECATHLON

BRICO

COLRUYT GROUP



WE ARE DEDICATED TO OUR CLIENTS. OFFERING THEM THE BEST SERVICE AVAILABLE IS OUR FOCUS.



IKEA

Club Med

ixina
NINOVE - WETTEREN - LOCHRISTI

Electrabel
GDF SUEZ

rtbf .be

NMBS

STRONG DIGITAL EXPERTISE



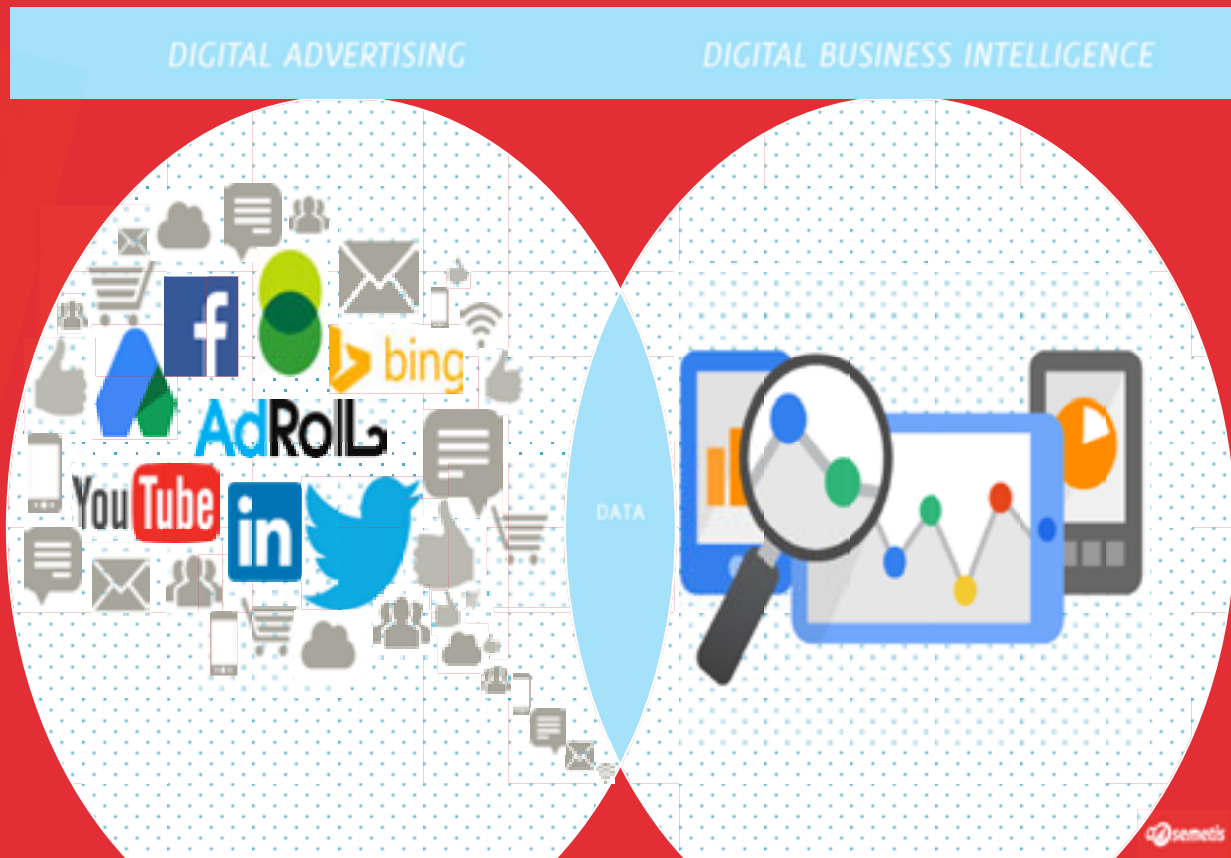
A TEAM OF CERTIFIED AND EXPERIENCED PROFESSIONALS



OUR SERVICES



WE OFFER UNIQUE CAPABILITIES IN THE MANAGEMENT OF DIGITAL ADVERTISING & DIGITAL BUSINESS INTELLIGENCE, DATA BEING THEIR CONNECTOR



PRACTICAL CASE

How Torfs capitalized on Google Tools and leveraged technology to reinforce its Digital Strategy beyond Google.

Fact and Figures 'Schoenen Torfs'

Family Company Pur Sang

→ Since 1948, 3rd – 4th generation

Shoe chain store

→ 73 shops, 580 employees

Revenue 2012: 107M

→ Doubled turnover 2006-2012

→ Online shop since March 2012



Ecommerce by Torfs

- Best Startup Webshop  2012
- Best **Usability**Awards 2013
- Best **WEBSHOP AWARDS** 2013
in the category Shoes



**BRAND
STRATEGY**



ACQUISITION



**ENGAGEMENT
& RETENTION**



1. Brand Strategy - Message & Objectives



1. Brand Strategy - Message & Objectives



2. Acquisition – Channels & Devices



3. Engagement – Audience – Site Engagement & Sales

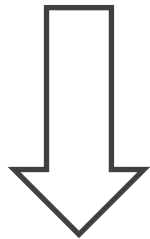




How Advertising & Technology did help us all along this Digital Path ?

51% of visits came in Organic Search.

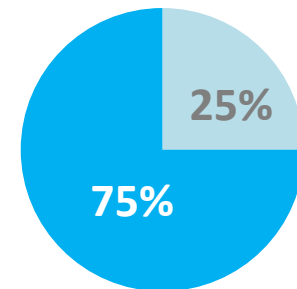
24% of visits came through Paid Search.



Search is very important for Torfs

Website Traffic

Other Search



Cross Channel

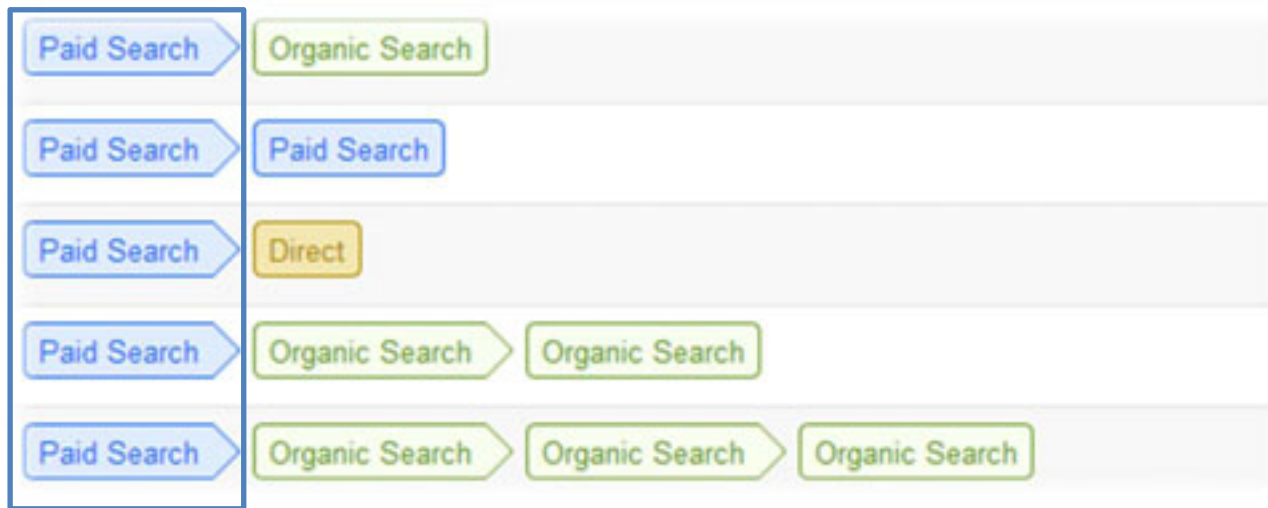
“The Multi-Channel Funnels-reports answers how your marketing channels work together to create sales and conversions.”

Primary Dimension: MCF Channel Grouping	Source / Medium	Source	Medium	Other	Channel Groupings
<input type="checkbox"/> MCF Channel Grouping					
<input checked="" type="checkbox"/> 1. Organic Search					
<input checked="" type="checkbox"/> 2. Direct					
<input checked="" type="checkbox"/> 3. Display					
<input checked="" type="checkbox"/> 4. Paid Search					
<input checked="" type="checkbox"/> 5. Email					
<input checked="" type="checkbox"/> 6. Referral					
<input checked="" type="checkbox"/> 7. Social Network					

Columns: Assisted Conversions, Assisted Conversion Value, Last Click or Direct Conversions, Last Click or Direct Conversion Value, Assisted / Last Click or Direct Conversions

Cross Channel

Funnel to conversion:

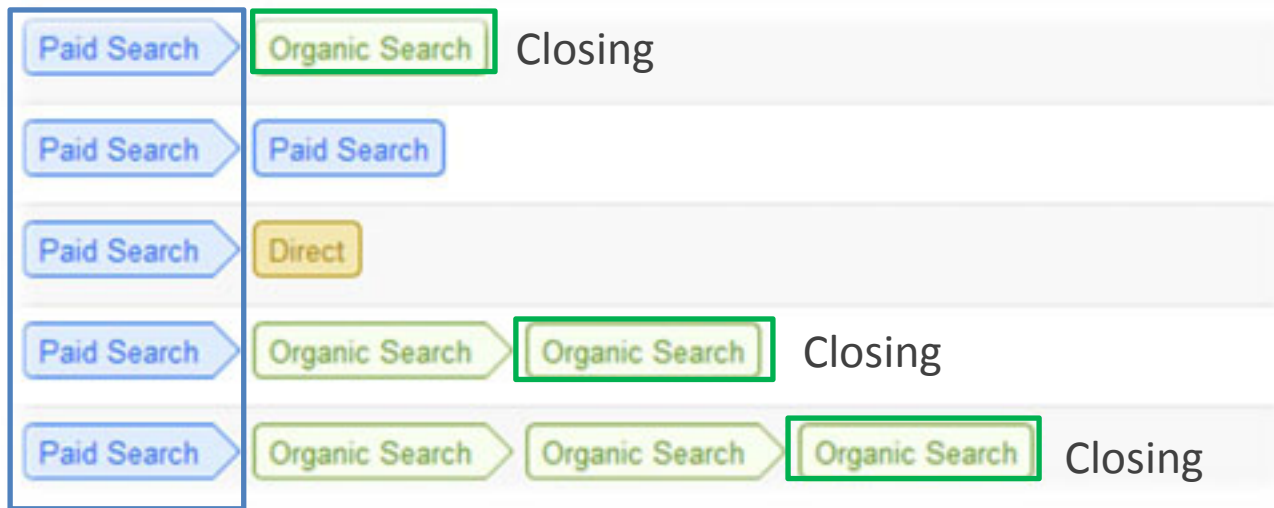


Assisting

People have several visits before buying shoes. In this example Paid Search is first in this conversion funnel, Paid Search is assisting the other visits.

Cross Channel

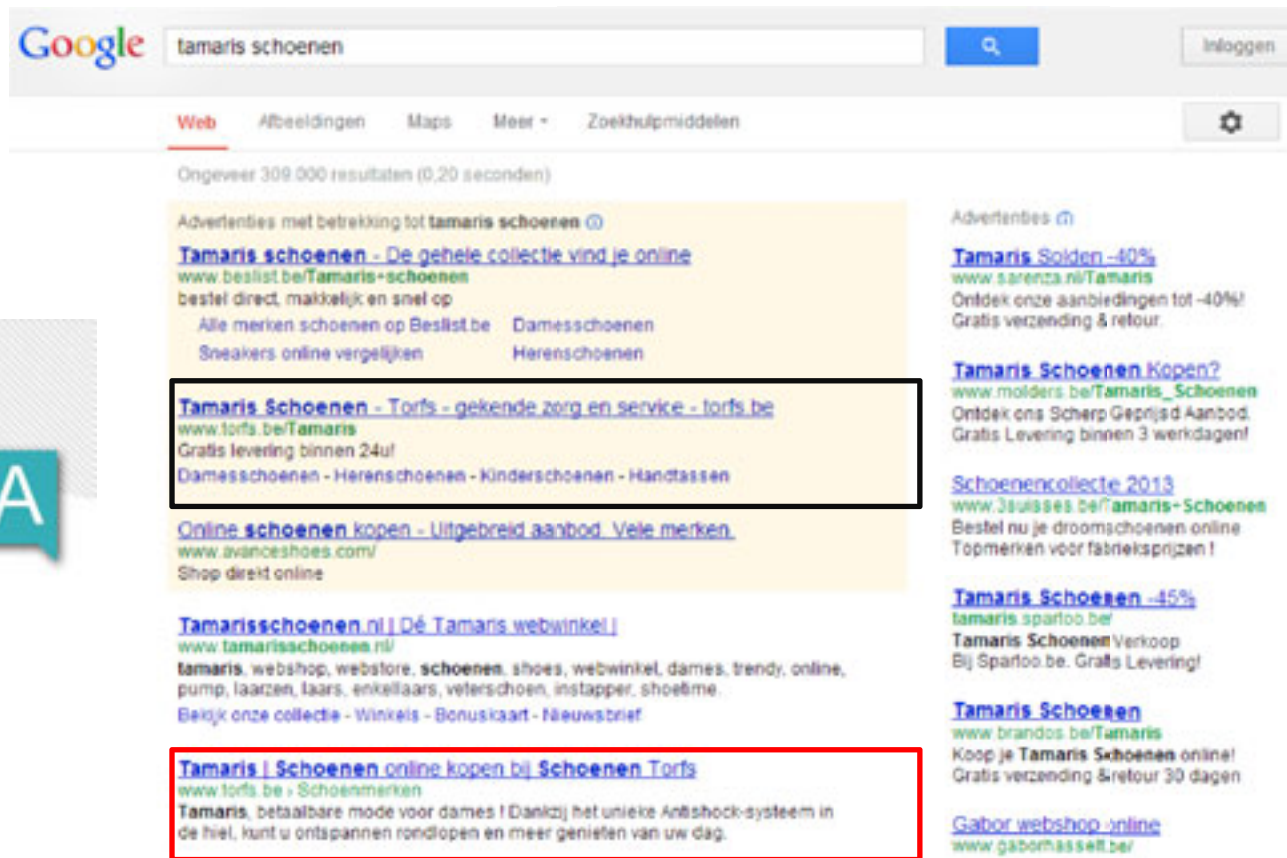
Funnel to conversion:



Assisting

Organic Search is often last in the customer purchase journey and closes the conversion.

Cross Channel



Google search results for "tamaris schoenen". The search bar shows "tamaris schoenen" and the results page displays several advertisements and organic search results. Two results are highlighted with red boxes: "Tamaris Schoenen - Torfs - gekende zorg en service - torfs.be" and "Tamaris | Schoenen online kopen bij Schoenen Torfs".

Google search results for "tamaris schoenen".

Ongeveer 309.000 resultaten (0,20 seconden)

Advertenties met betrekking tot tamaris schoenen

Tamaris schoenen - De gehele collectie vind je online
www.beslist.be/Tamaris-schoenen
bestel direct, makkelijk en snel op
Alle merken schoenen op Beslist.be | Damesschoenen
Sneakers online vergelijken | Herenschoenen

Tamaris Schoenen - Torfs - gekende zorg en service - torfs.be
www.torfs.be/Tamaris
Gratis levering binnen 24u!
Damesschoenen - Herenschoenen - Kinderschoenen - Handtassen

Online schoenen kopen - Uitgebreid aanbod. Vele merken.
www.avanceshoes.com/
Shop direct online

Tamarisschoenen.nl | Dé Tamaris webwinkel |
www.tamarisschoenen.nl
tamaris, webshop, webstore, schoenen, shoes, webwinkel, dames, trendy, online, pump, laarzen, laars, enkellaars, veterschoen, instapper, shoetime.
Beijk onze collectie - Winkels - Bonuskaart - Nieuwsbrief

Tamaris | Schoenen online kopen bij Schoenen Torfs
www.torfs.be - Schoenenmerken
Tamaris, betaalbare mode voor dames | Dankzij het unieke Antishock-systeem in de hiel, kunt u ontspannen rondlopen en meer genieten van uw dag.

Advertenties

Tamaris Solden -40%
www.sarenta.nl/Tamaris
Ontdek onze aanbiedingen tot -40%!
Gratis verzending & retour.

Tamaris Schoenen Kopen?
www.molders.be/Tamaris_Schoenen
Ontdek ons Scherp Geprijsd Aanbod.
Gratis Levering binnen 3 werkdagen!

Schoenencollectie 2013
www.3euisjes.be/Tamaris-Schoenen
Bestel nu je droomschoenen online
Topmerken voor fabrieksprijzen!

Tamaris Schoenen -45%
tamaris.sparfoo.be/
Tamaris Schoenen Verkoop
Bij Sparfoo.be. Gratis Levering!

Tamaris Schoenen
www.brandos.be/Tamaris
Koop je Tamaris Schoenen online!
Gratis verzending & retour 30 dagen

Gabor webshop online
www.gabormassell.be/

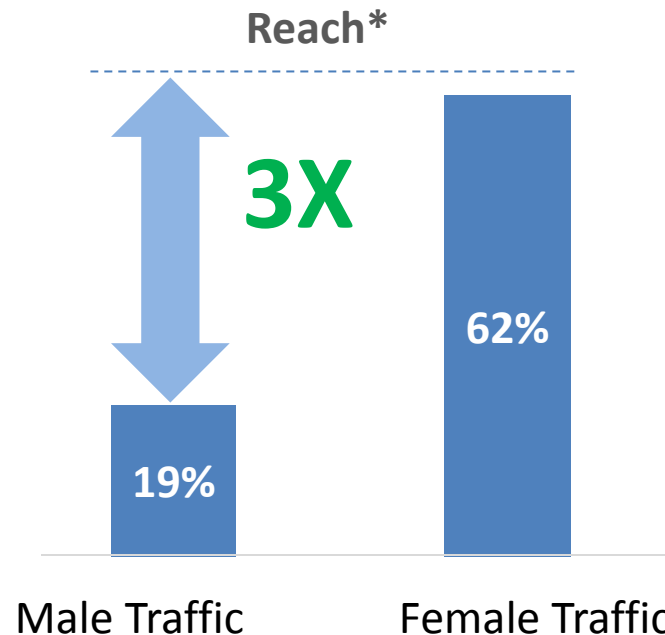


Acquisition

- Focus on **New Prospects**.
- We did an **Acquisition Analysis** on the behaviour of **Male Traffic**. Male Traffic is less present compared to Female Traffic.

Acquisition

The market share of Woman Traffic is 3 times higher compared to Male Traffic.



Opportunity to close the gap between the market share of Woman and Male Traffic.

Acquisition

Male target profile behaves differently:

- Higher conversion rate **(+39%)**
- Less brand oriented
- Straight to the point
- More price sensitive

How to reach male researchers and make them buyers ?

Acquisition

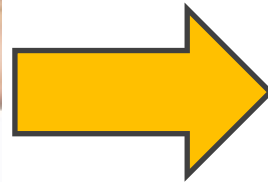
Focus on male researchers traffic acquisition:

- Seperate Male centric campaign (Search & Display)
- Media targeting adapted to Male
- Website / Landing Pages Adaptation
- Mailing & Choez magazine

Male Traffic increased by **33%** year on year!

Acquisition

e.g. Banner optimization



Cross – Device Measurement

Measurement with Client ID

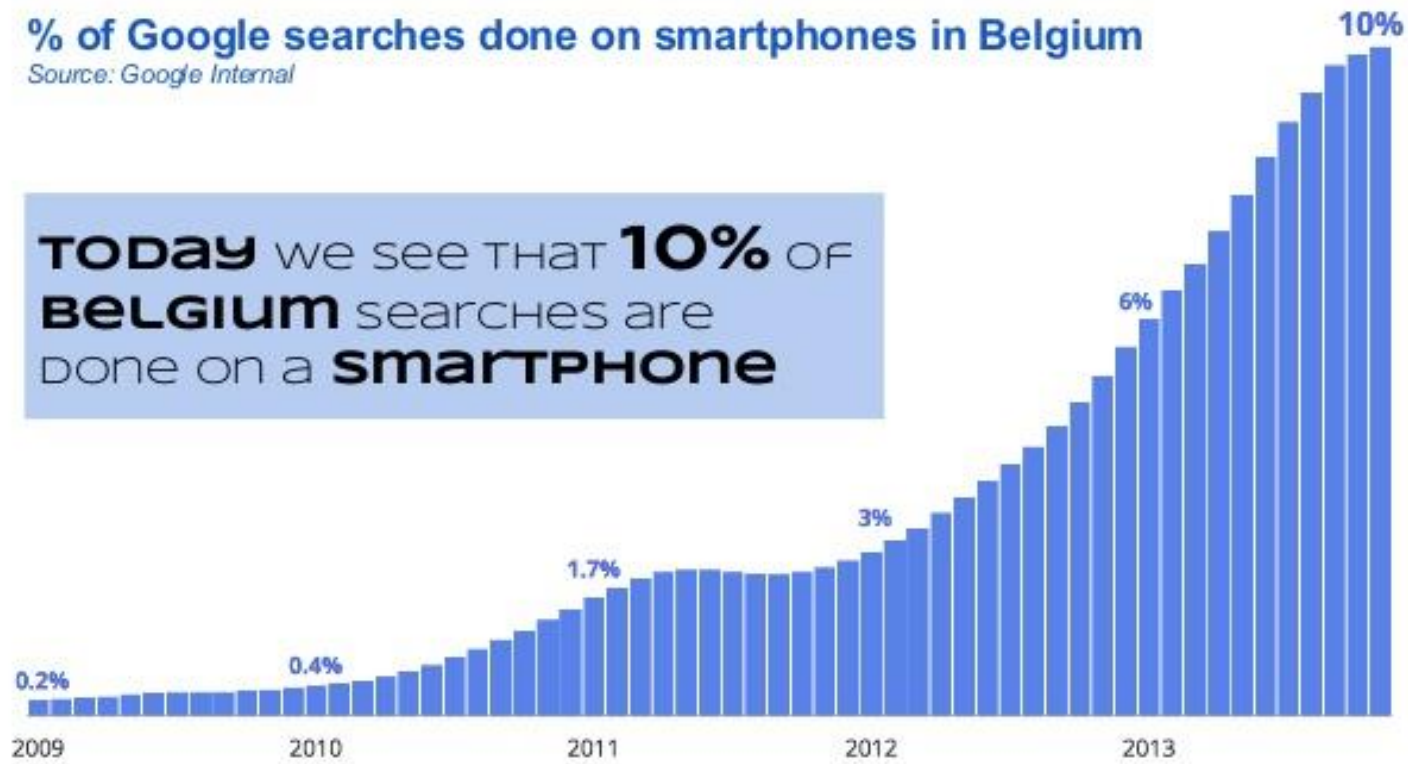


Trends

BUT maybe IT'S NOT WORTH THE EFFORT...YET?

% of Google searches done on smartphones in Belgium

Source: Google Internal



Actions based on Business Intelligence:

- Mobile specific communication
e.g. app extensions to promote choez 2.0.
- Mobile bidding adaptations
- Improved mobile Website



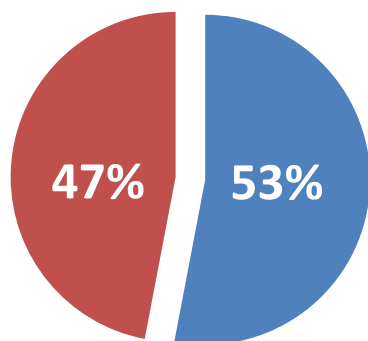
What did we do?

- Landing pages analysis
- Search Engine Optimisation (technical, on the page,...)
- Advanced Keyword analysis (brand keywords, Torfs keywords, generic keywords)
- Navigation Behavior analysis

Navigation Behaviour

Product page behaviour analysis while tracking the different buttons.

Product page Interaction



■ No engagement
■ Engagement



53% of product page visits had **No Interaction** with the product pages

- After analysis we discovered that some elements/buttons/tools were not used a lot (not clear, not at the right place or not interesting for the user).

Navigation Behaviour

- Some interaction elements are below the fold.



Directly Visible

Navigation Behaviour

- Some interaction elements are below the fold.



Directly Visible

New to scroll – Below the fold

Navigation Behaviour

- From the used elements it were mostly pictures that engaged people.



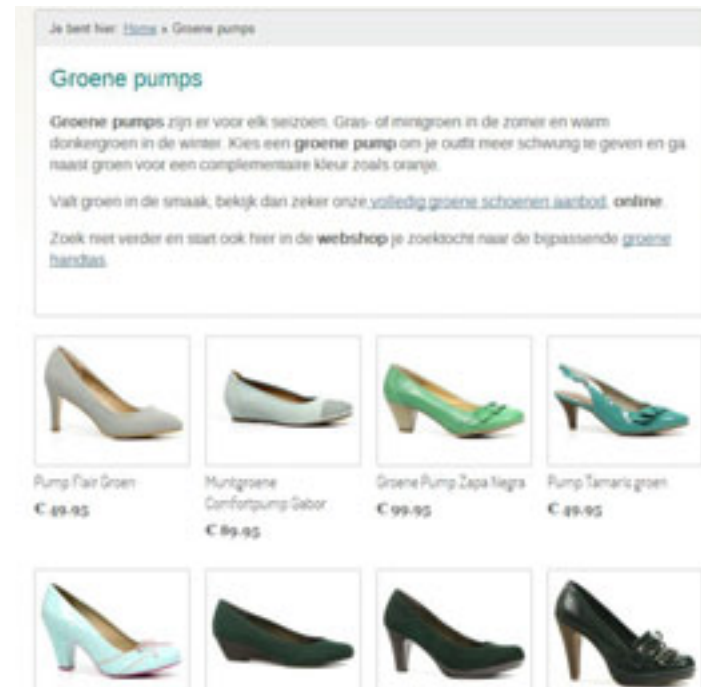
Navigation Behaviour

- From the used elements it were mostly pictures that engaged people.
- Interaction with product pages increased conversion rate with up to **247%**.



User Experience Improvements

- Matched **Landing pages** and created Optimised landing pages for SEO results.
- Created specific landing pages for keywords that had a high bounce rate.
- Improved funnel flow and website structure based on navigation analysis.



Advertising Technological Platform



Advertising Technological Platforms

Benefits

Integration

Reach

Single
Cookies

Efficiency

Social Retargeting

The **social dimension** cannot be skipped anymore and is an integral part of any digital strategy.

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a dark blue rectangular background.The Twitter logo, consisting of the word "twitter" in white lowercase letters followed by a white bird icon on a light blue rectangular background.The LinkedIn logo, consisting of the word "Linked" in black uppercase letters followed by the word "in" in white lowercase letters inside a dark blue rounded square.

User-centric data: Universal Analytics

Main advantage: Unique Identifier (**UID**)

3 unique visitors → 1 (logged) unique visitors



Tag Management Tool

How does it work?



No more several tags on several pages

Remarketing Tag, Analytics Tag, E-commerce Tag, Doubleclick Pixel, etc.



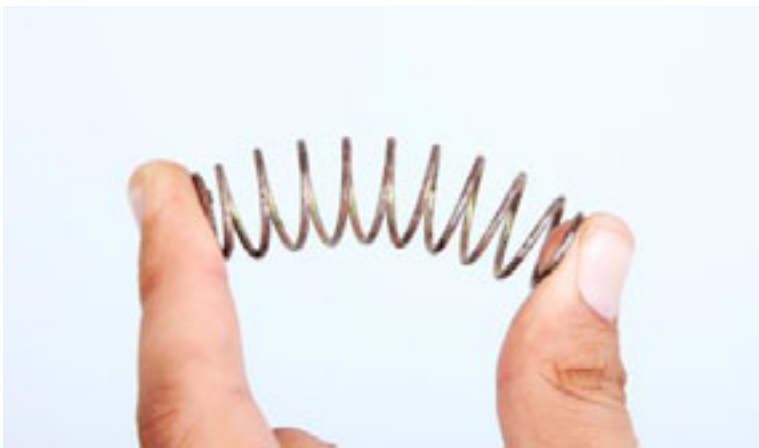
Only one container tag on all pages

The container integrates the information about all the others. The implementation of the other tags is managed through the Tag Management Tool interface.

Tag Management Tool

Benefits

Flexibility



- Only one tag = container of all tracking
 - We can create new events / tracking with only a few clicks
 - We can fastly add/modify tags (ie: remarketing)
- It gives a broad flexibility and saves a lot of time

Tag Management Tools :

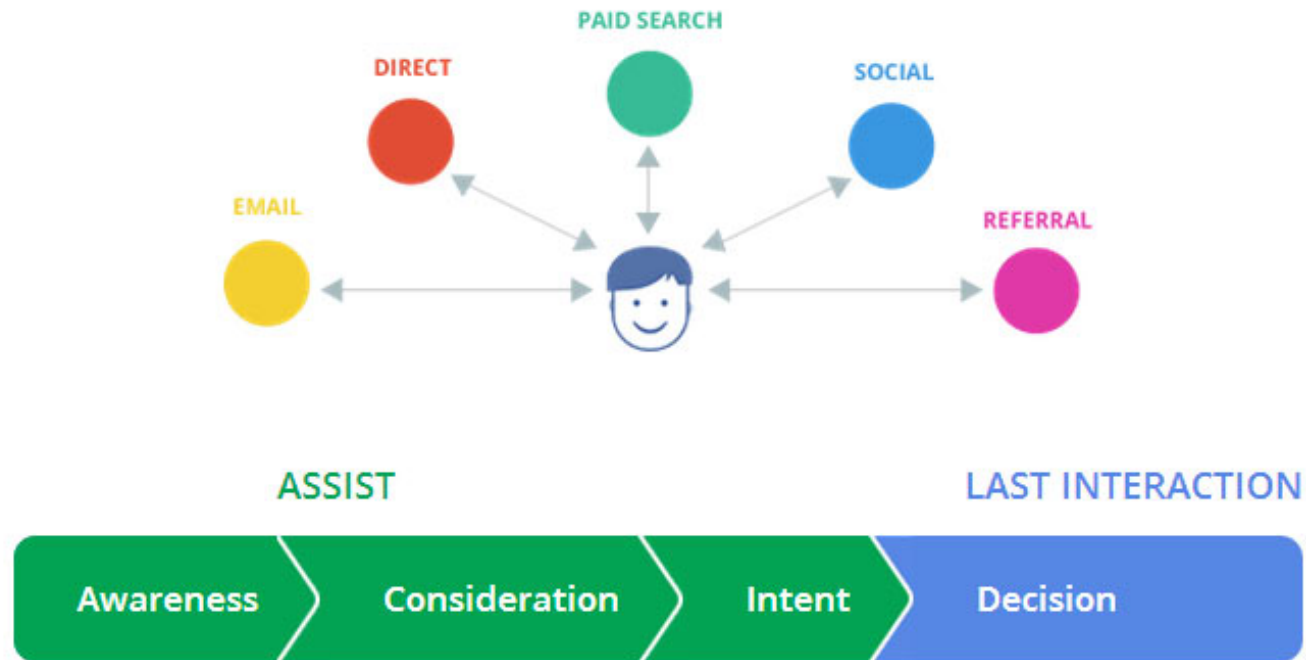


Adobe® TagManager



What's in it for me ?

- Digital path is complex
- Consumer is fast & fickle



How to face that situation ?

- **Technology** allows you digital **understanding & concrete improvement** based on robust analysis.
 - Traffic Acquisition
 - User Segmentation (profiling, purchase funnel)
 - User Engagement

- BUT due to the environment complexity you need **specialist & project managers.**

