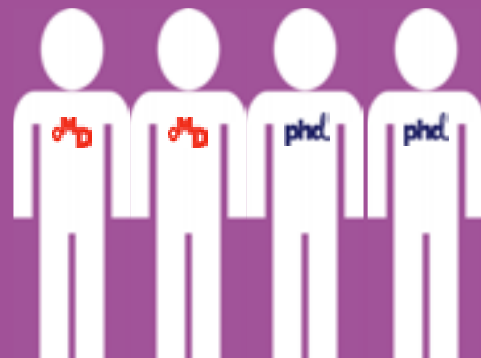# SEMETIS YOUR DATA
AGENCY

" WE CONNECT DIGITAL ADVERTISING & BUSINESS INTELLIGENCE WITH DATA

COMMITED 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

STRONG DIGITAL EXPERTISE

" We are dedicated to our clients. Offering them the best service available is our focus.

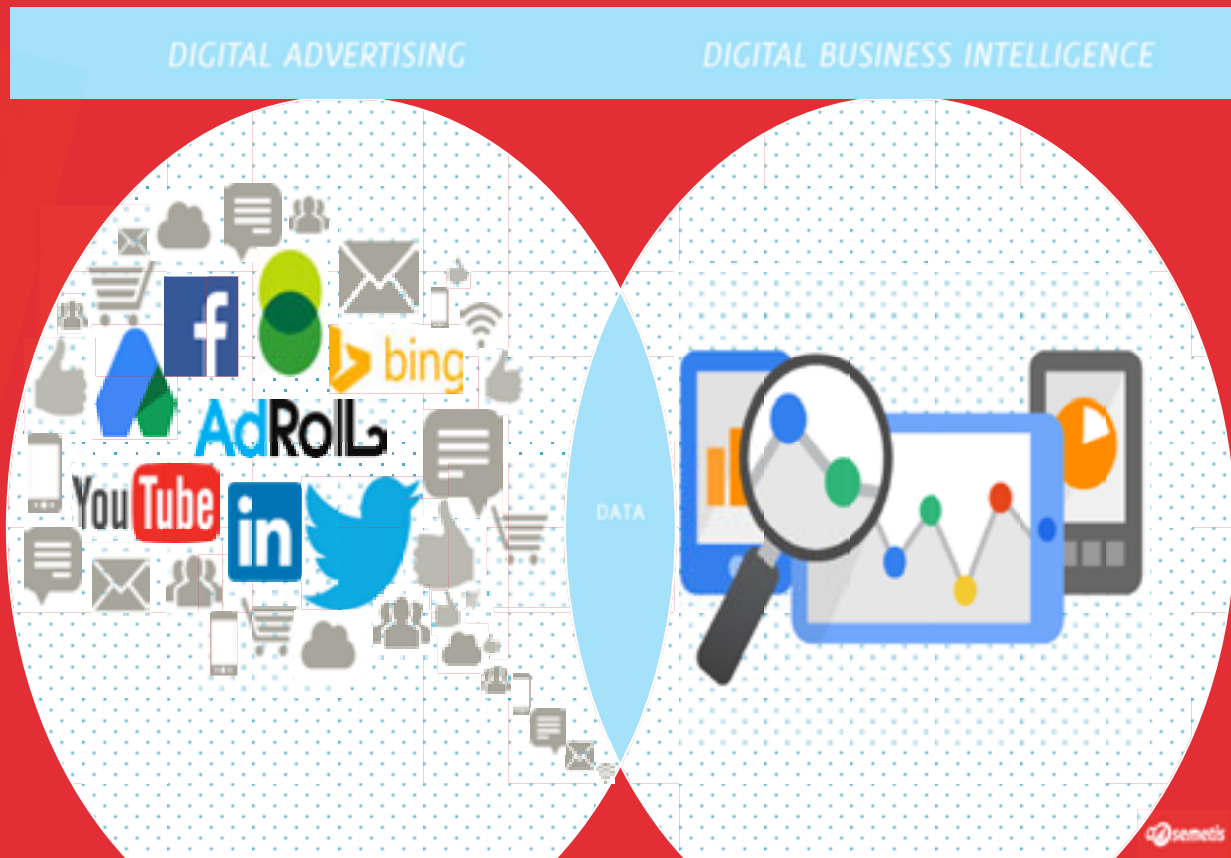# STRONG DIGITAL EXPERTISE

" 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

DIGITAL ADVERTISING | DIGITAL BUSINESS INTELLIGENCE

DATA

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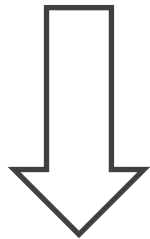
How Advertising & Technology did help us all along this Digital Path ?

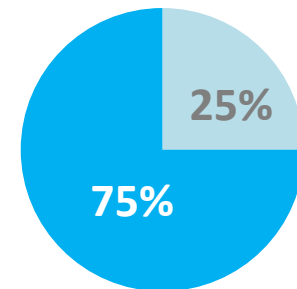**51%** of visits came in Organic Search.

24% of visits came through Paid Search.

Search is very important for Torfs
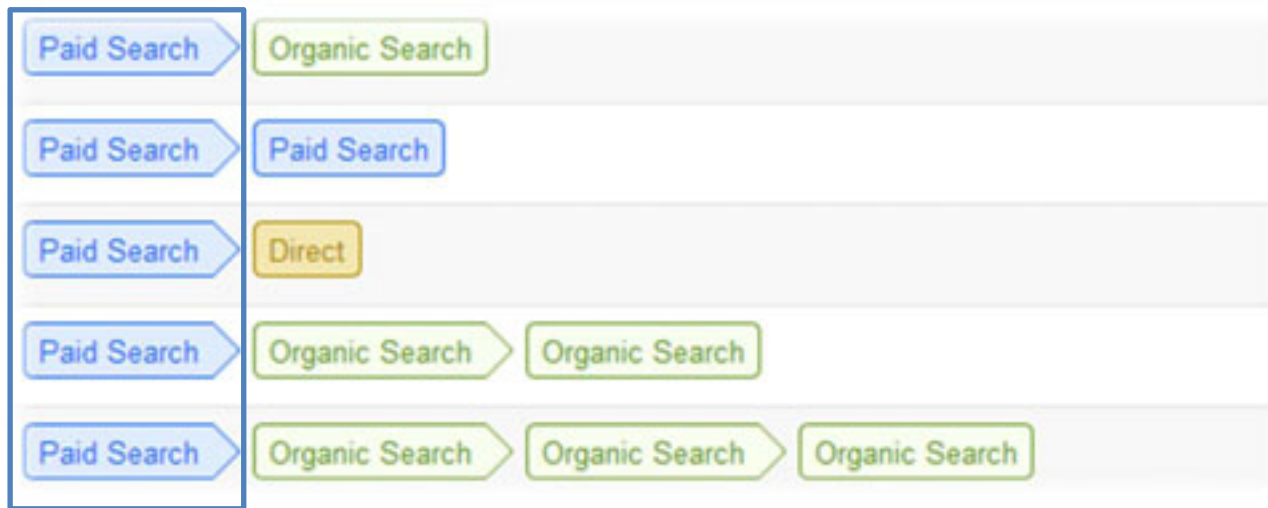
Website Traffic

■ Other ■ Search

25%

75%

Cross Channel

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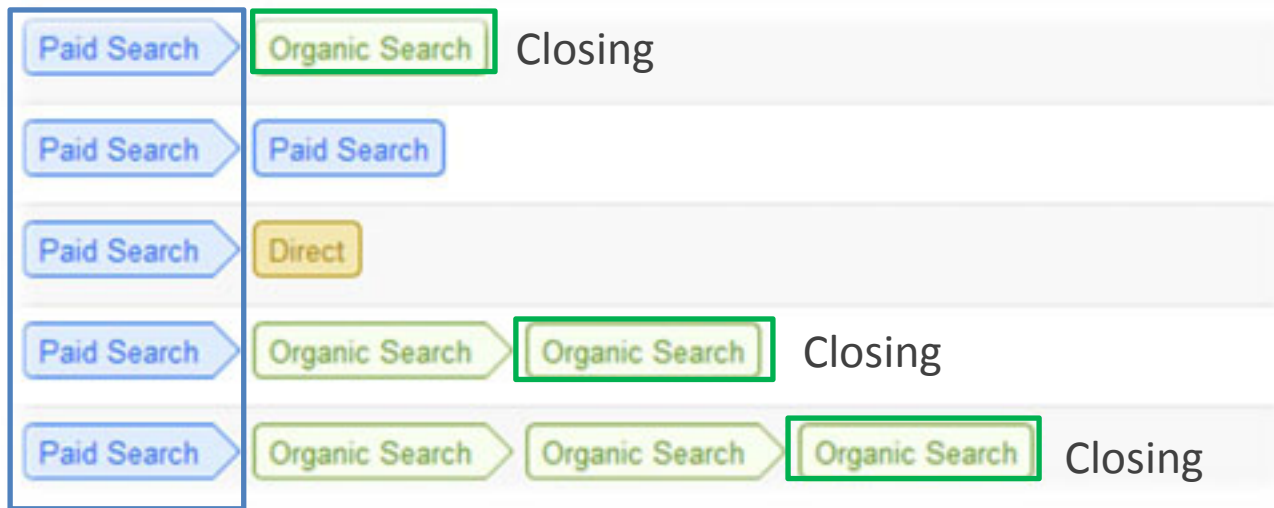
Cross Channel

Funnel to conversion:

Assisting

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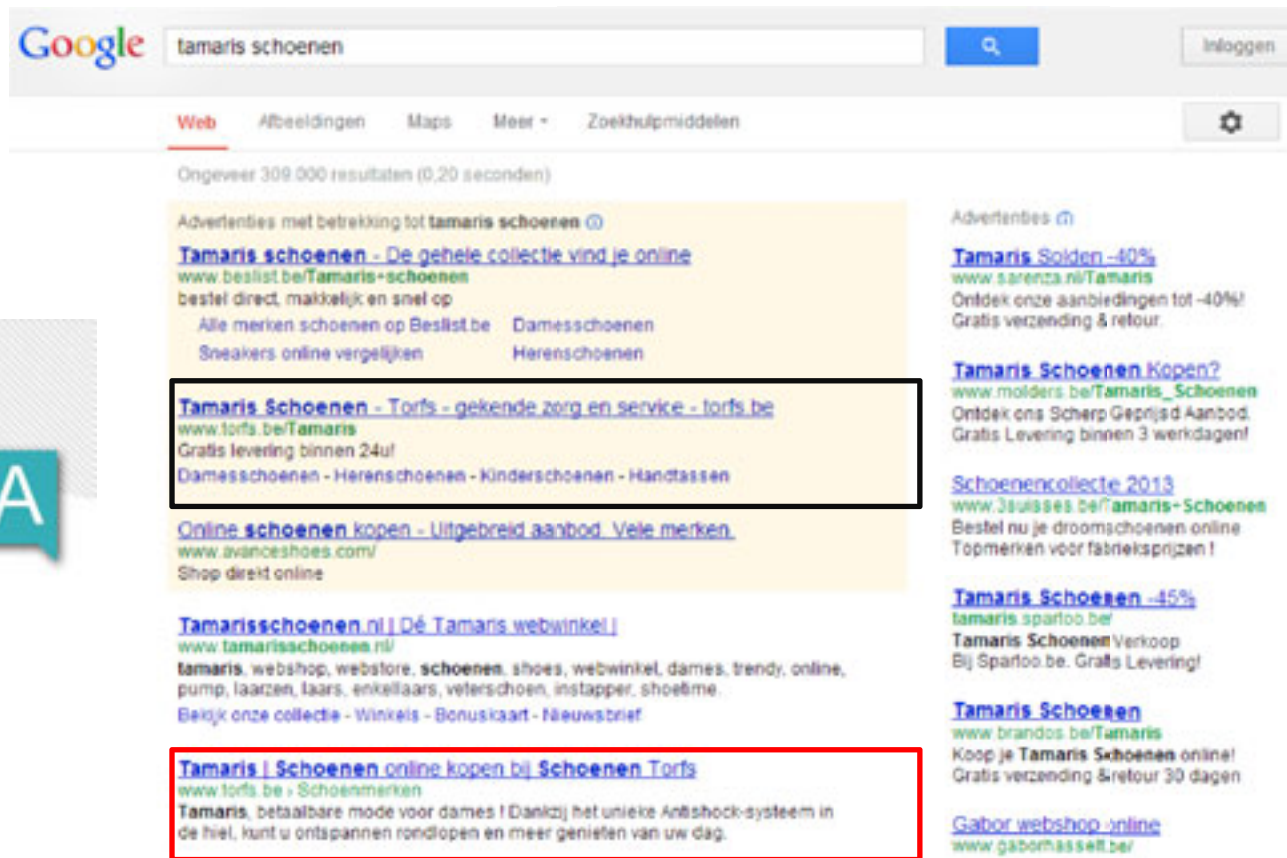funnel, Paid Search is assisting the other visits.

Cross Channel

Funnel to conversion:

Paid Search	Organic Search			Closing
Paid Search	Paid Search			
Paid Search	Direct			
Paid Search	Organic Search	Organic Search		Closing
Paid Search	Organic Search	Organic Search	Organic Search	Closing

Assisting

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

Cross Channel

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.

Reach*

3X

62%

19%

Male Traffic
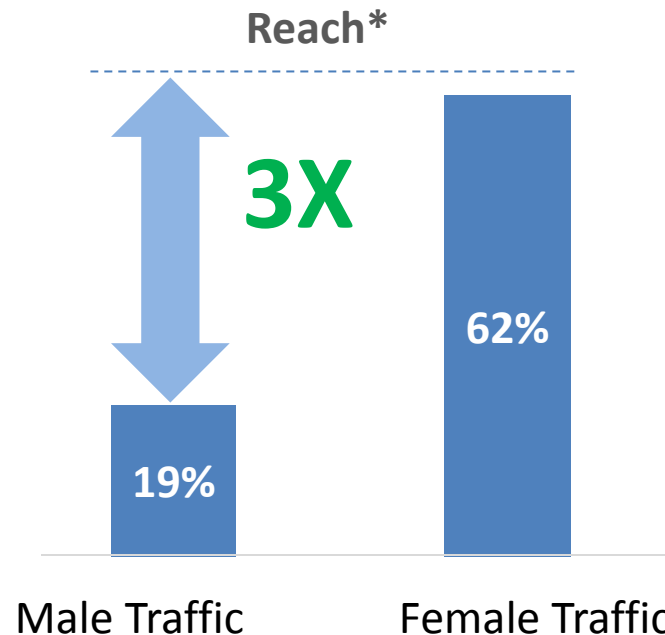
Female Traffic

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

*Reach on an approximate yearly basis

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!

23

Acquisition

e.g. Banner optimization
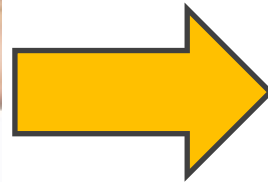
Cross – Device Measurement

Trends

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

% of Google searches done on smartphones in Belgium
Source: Google Internal

10%

TODAY we see THAT **10%** OF **BELGIUM** searches are done on a **SMARTPHONE**

6%

3%

1.7%

0.4%

0.2%

2009   2010   2011   2012   2013
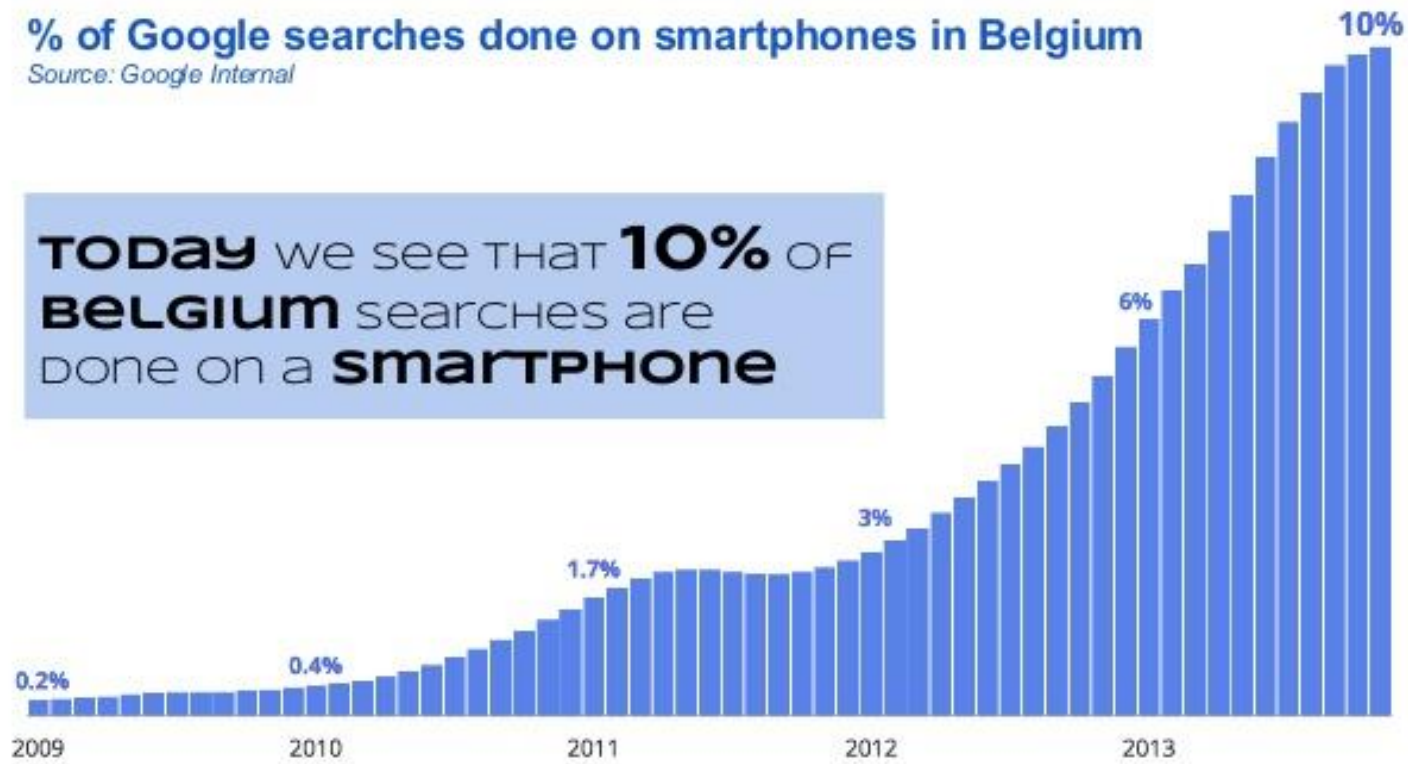
Actions based on Business Intelligence:

- 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.

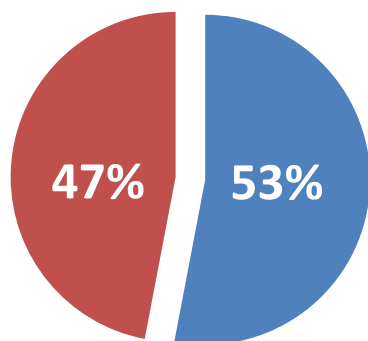**Product page Interaction**

■ 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.
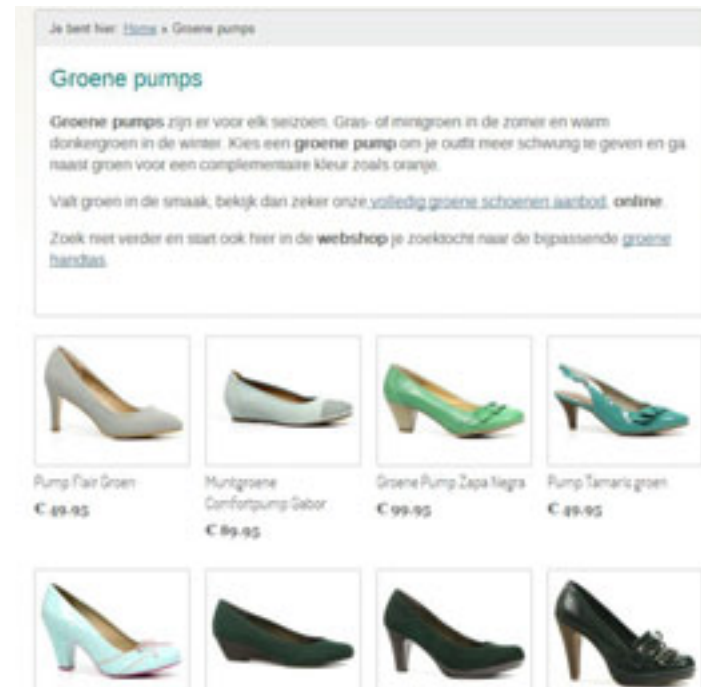
Advertising Technological Platform

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.

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

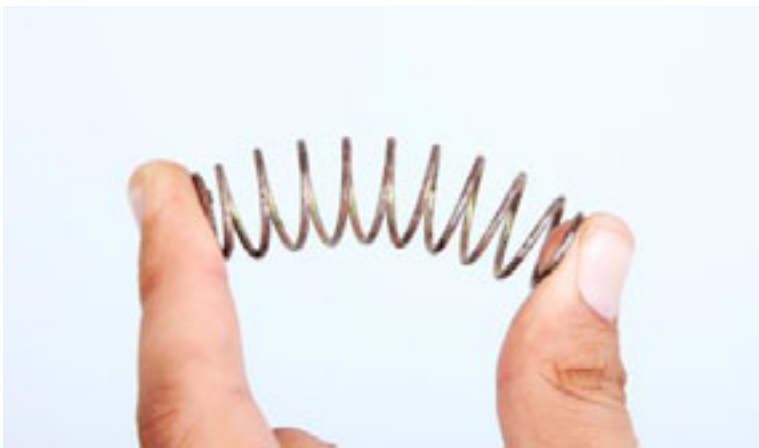Remarketing Tag, Analytics Tag, E-commerce Tag, Doubleclick Pixel, etc.

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
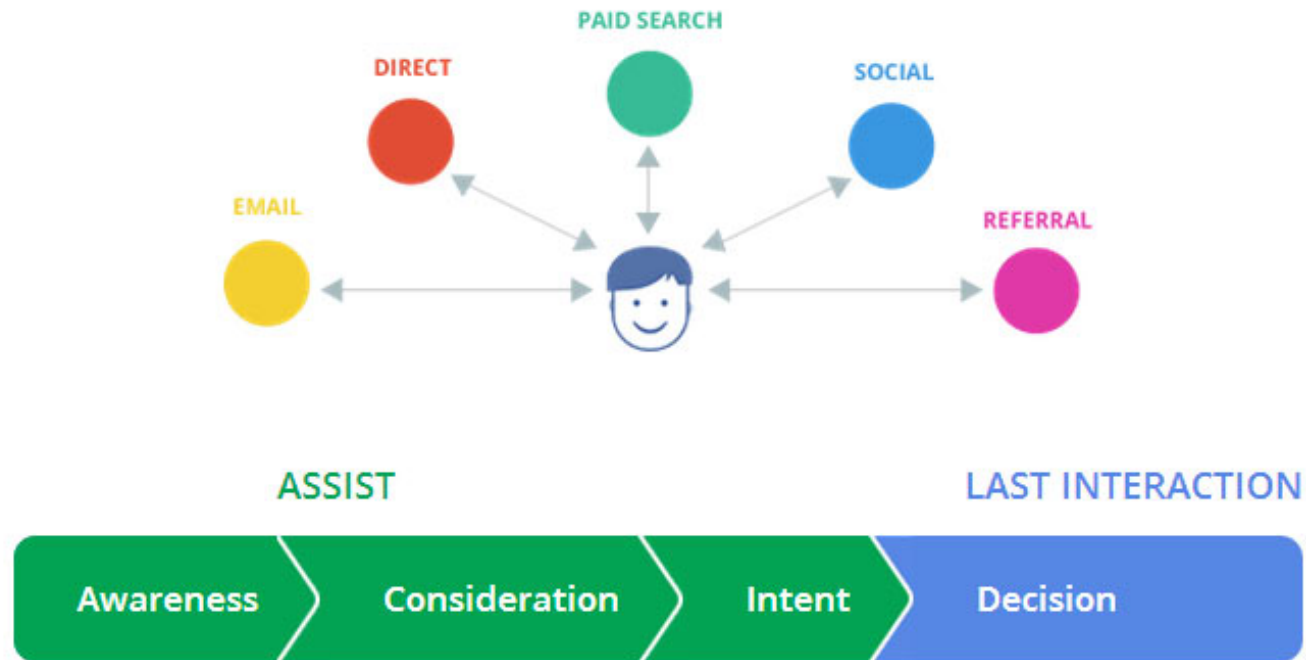
Tag Management Tools :

- 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.