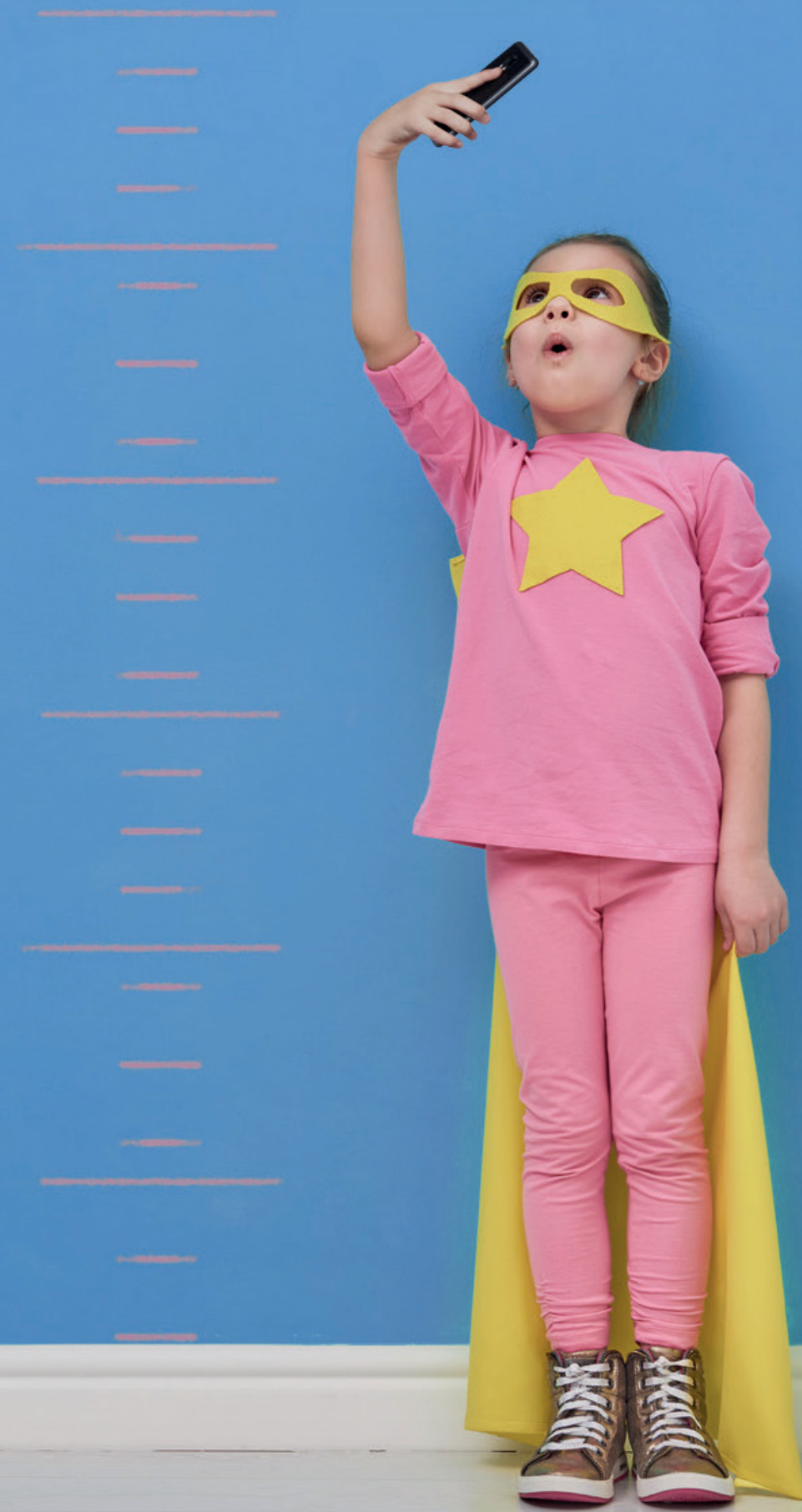


**MOYO Success Story:
How to Get into the Top-10
Ukrainian E-commerce Projects**



 promodo



This case study is prepared in cooperation with 

Client

MOYO is one of the most dynamically growing players in the Ukrainian market of retail electronics and home appliances. Currently, the retail network consists of 48 stores.



Challenge

- To increase sales by focusing on the broadest potential audience with a high commercial interest while having conversion cost limitations.



Success Story

Maxim
Levchenko

Director of the "Internet
Project" Department
at MOYO

“ We have started to dynamically develop the MOYO brand in 2013; experimented with the formats and approaches; and the Promodo team quickly responded to changes, offering winning solutions. We are very pleased with the fruitful cooperation and expertise of the Promodo team, with which we have become one. ”

Constantine
Neskoromny

Project Manager

“ We have been partners with the MOYO team since 2013, when they decided to go online. Together, we have come a long way from a small online store to one of the prominent leaders in the market. We maintained a balance between experiments and proven effective solutions. The team used advanced solutions, such as Doubleclick campaigns.

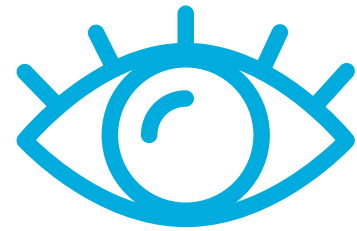
We also improved the quality of the data gathered for analysis, and based on this, we used additional tools and improved the current ones. Close cooperation with the strong team of Moyo.ua, their unique offering in the form of round-the-clock stores gave them an opportunity to increase the market share to 2.2% in 2016 (according to GFK data). ”



Strategy

This project was started in June 2013. The Promodo team developed the basic structure of promotional accounts and worked with categorical and model campaigns. At the end of the year, the first results were obtained to evaluate the effectiveness of all instruments used.

We chose the **SEE-THINK-DO-CARE** approach as the main strategy for the online promotion of MOYO as a brand in 2014. This strategy allowed us to contact the various types of users in a comprehensive and timely manner, regardless of the stage at which they were making a purchase.



SEE

the broadest potential audience



THINK

the broadest potential audience, which has some commercial interest



DO

the broadest potential audience, which has a high commercial interest



CARE

the current clients

With the engagement of the broader audiences, the use of this strategy allows not only to focus on already developed demand (DO), which is usually under the careful examination of other competitors in the market but also build the knowledge of the target audience about the brand. This approach allows additional engagement of those who are not yet searching for a product or service, but who are potentially interested (SEE), as well as those who are in the process of making a decision, choosing categories, etc. (THINK).

The benefit of this model is the fact that it can be applied to the content of the site, its marketing, and evaluation of the KPIs. When analyzing information relevant to your site, consider that it will be visited by different kinds of audiences, so it's important to place the appropriate blocks of information.



SEE

For users at this stage, it is important to provide topical, inspirational content, which encourages visitors to shop, share information about the brand, and subscribe.

THINK

For users at this stage, it is necessary to provide categorical offers, benefits, a wide selection of options, and opportunity for comparison.

DO

For this segment, it makes sense to inform your visitors about the most appropriate discounts, hot offers, best options for payment and delivery.



The Year 2014 – Focus on the DO Audience

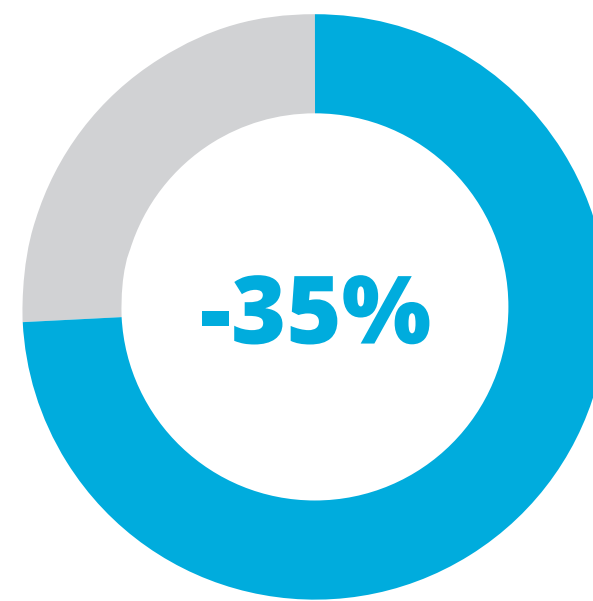
The team optimized campaigns and ensured low conversion rates within limited budgets.

The unstable exchange rate of the national currency in 2014 and the reduction in demand led to the need for detailed optimization for all keywords, as well as defining successful product models and the constant optimization of rates.

The team also launched a test GDN campaign that targeted the visitors of the top categories of products and all the site visitors. The categories of products and banners were provided by the MOYO team.



Conversion rate



Conversion cost



Income generated
by e-commerce

According to the yearly results, the conversion rate increased by 120% as compared to 2013, and the cost of conversion decreased by 35%. The revenue of MOYO generated by e-commerce grew by 110%, given that budgets remained the same.



The Year 2015 – Focus on the DO and THINK Audiences

It was important to show the users that MOYO could offer a wide range of products.

Together with the MOYO team, we have developed a new working strategy that included:

- **Increasing conversion level;**
- **Working with all categories of electronics;**
- **Start tracking the ad impressions and increasing these in certain categories.**

The specialists set up remarketing and dynamic remarketing for categories and individual products that helped to return users, and later convert them into buyers by 11.5% cheaper as compared with the traffic from search campaigns. Remarketing generated about 4% of total revenue from the Google's paid channel.

The Samples of Ad Banners

We set up Google Analytics to collect additional statistic data that were then used for campaign optimization and assessment of media placement effectiveness.

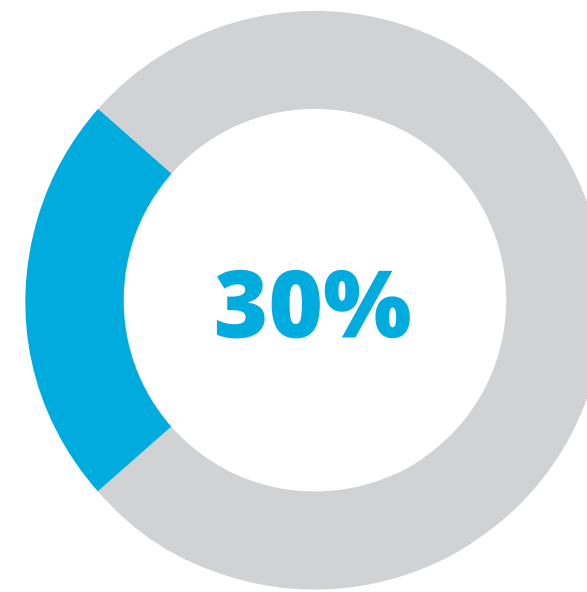


In the fall of 2015, MOYO opened a round-the-clock (24hr) offline store in Kiev, for which a separate model campaign targeting on Kyiv was developed. The established communication allowed the users to make purchases and receive their goods at any time convenient for them.

After MOYO's competitors began to advertise on similar search queries, a campaign with branded queries was added to retain their own traffic.



Expenses on advertising campaign



Income, data by Google CPC

At a cost of 1.5% of the total budget, the advertising campaign brought 30% of revenue for Google CPC in 2015.

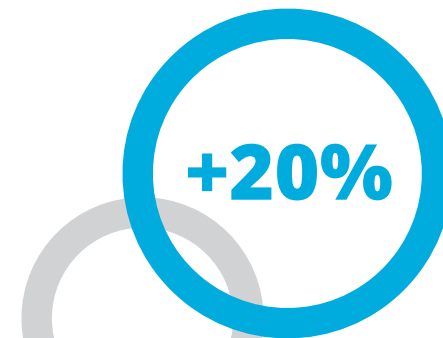
The GSP ads displayed in Gmail were also employed. This type of targeting used not only category keywords but also a name of the competitor's store. This allowed for additional traffic to be gained to the site.

<input type="checkbox"/>	<input checked="" type="checkbox"/>	Keyword	Group of ads
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Smartphone	Smartphones
<input type="checkbox"/>	<input checked="" type="checkbox"/>	rozetka.ua	Fryers
<input type="checkbox"/>	<input checked="" type="checkbox"/>	allo.ua	Processors
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Phone	Fixed telephony
<input type="checkbox"/>	<input checked="" type="checkbox"/>	allo.ua	Fryers
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Video cards	Video cards
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Notebook	Notebooks

Such a strategy helped to increase traffic to the site by 1400%, transaction coefficient by 20%, as well as the number of sales by 1650%.



Traffic



Transaction coefficient



Number of sales



By the end of the year, MOYO reached a 1.6%-share of the market, occupying the 11th place.



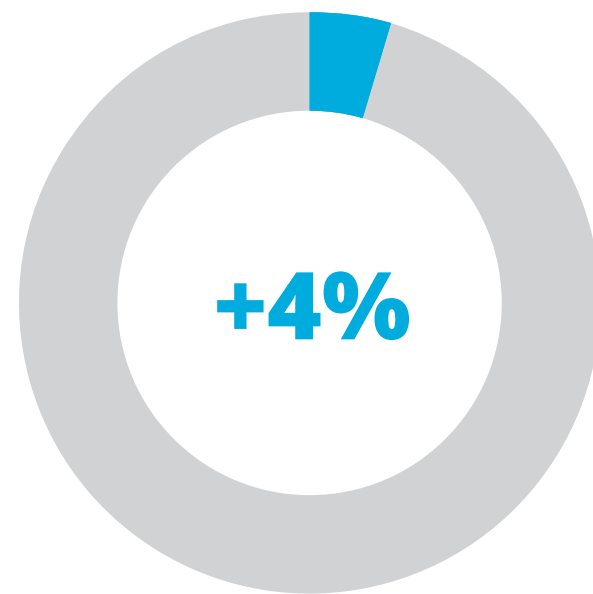
The Year 2016 – Focus on the DO and THINK Audiences and Testing SEE Campaigns

Working with part of the DO and THINK campaigns, specialists launched DoubleClick remarketing.

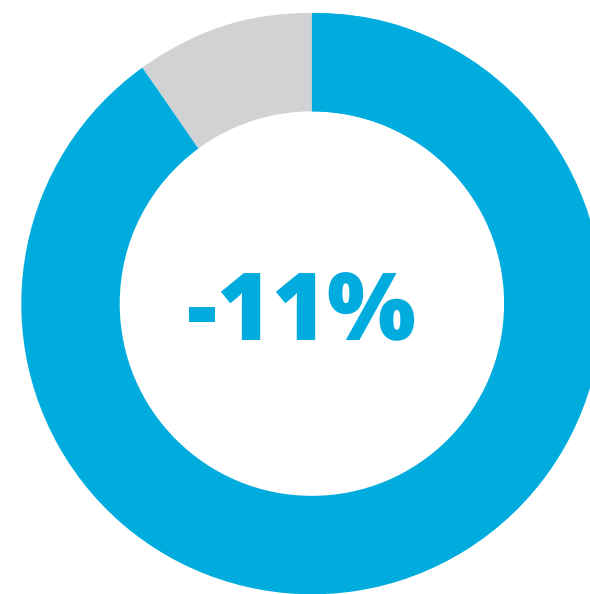
The core of the targeting audiences were the audiences from 1 to 7 days, divided by product, category, cart, and ordering procedures.

<input type="checkbox"/>	<input checked="" type="checkbox"/>	Audience	Group of ads
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Smartphone Apple 40 ad	Apple Smartphones
<input type="checkbox"/>	<input checked="" type="checkbox"/>	TVs ad 30	TVs//old
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Tablets 60 ad	Tablets//old
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Notebooks 30 ad	Notebooks//old
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Smartphones ad 40	Smartphones//old

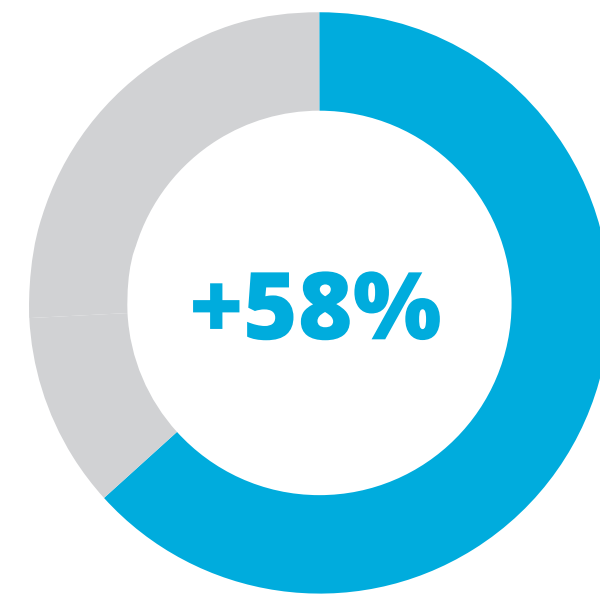
This allowed the team to gain an additional 4% of all conversions in AdWords or 4.3% of the turnover. Meanwhile, conversion cost decreased by 11%, while conversion level grew by 58% as compared with dynamic remarketing.



Conversion increase



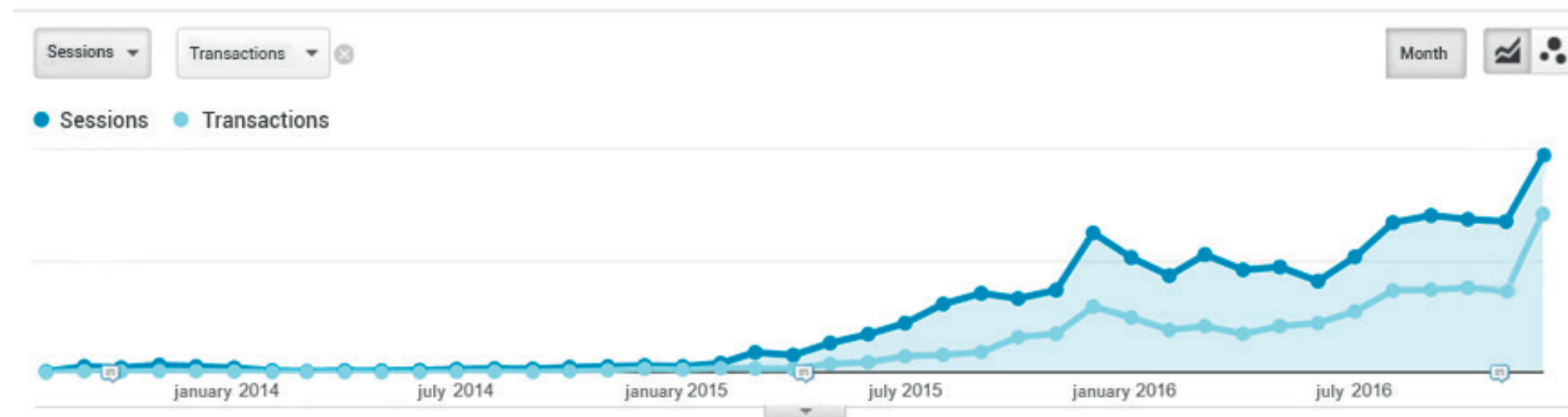
Conversion cost



Conversion coefficient increase

Using BrandLift

Having limited resources, the project team used a BrandLift tool on YouTube, during a media campaign for the most effective communication with the SEE-audience. This allowed to analyze customer feedback on the video and evaluate the impact of video content on brand awareness. The results of the research confirmed the need for a wider and larger media campaign.

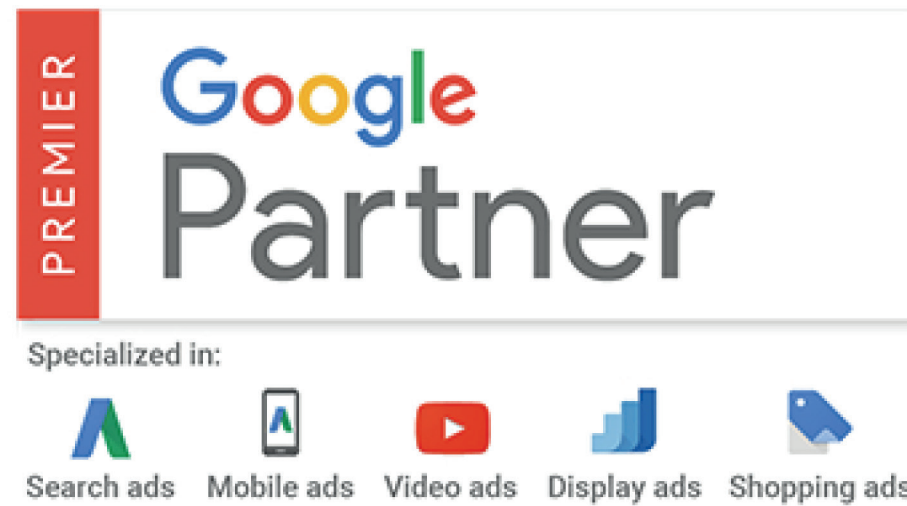


Such decisions helped to increase the volume of traffic to the site by 156%, transaction coefficient by 42%, and the number of sales by 263%.



**By the end of 2016,
MOYO reached a 2.2%-share of the gadget
market, occupying the 9th place among the
Ukrainian e-commerce projects.**

Promodo Awards



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