

What we learned from Ecommerce

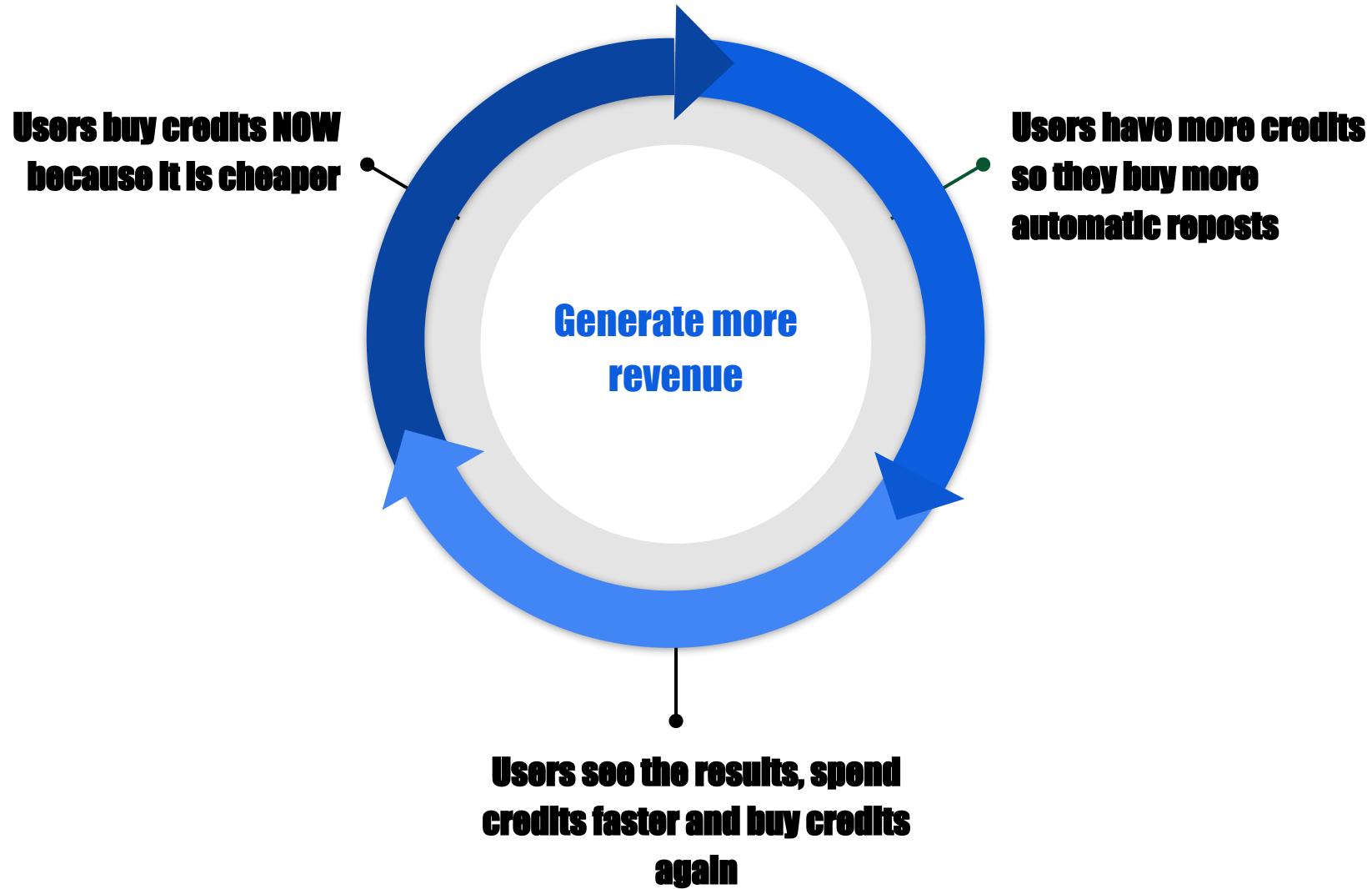


*publi*24

Content

1. Goals
2. Types of campaigns
3. Marketing campaign calendar
4. Target audience & days
5. Challenges & concerns
6. Marketing tools
7. Product development
8. Best vs. worst performing campaign
9. What we learned

How do we sell more credits?



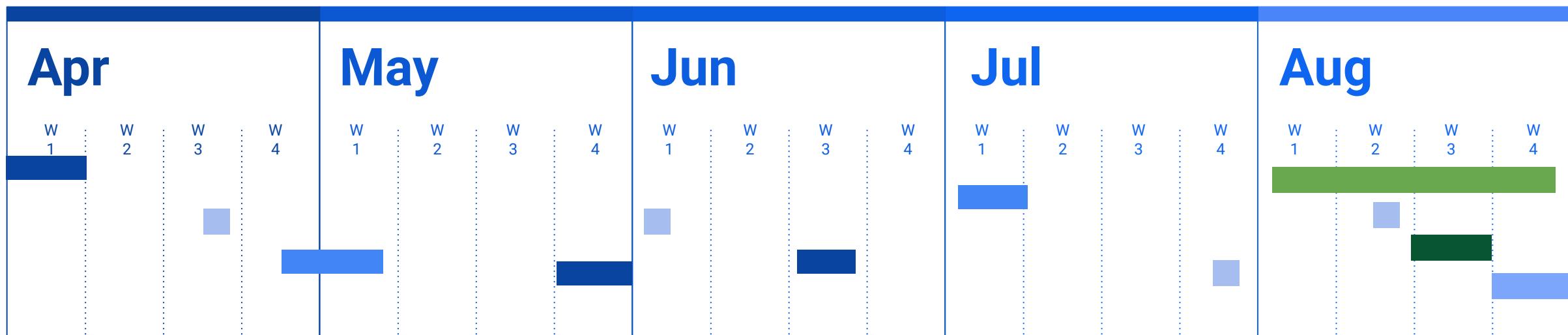
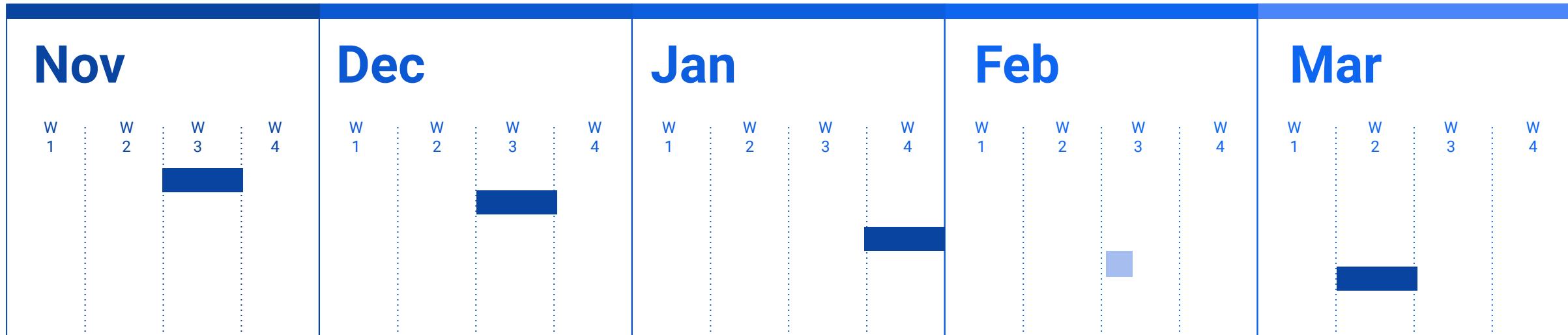
6 Types of campaigns (17 campaigns in 10 months)

BONUS	<ul style="list-style-type: none">● 3X Bonus	<ul style="list-style-type: none">● One day campaign● 1x per month● usually on the day with the most transactions (Friday in our case)
BONUS	<ul style="list-style-type: none">● 2X Bonus	<ul style="list-style-type: none">● 3-7 day campaigns● 1x per month
VOUCHER	<ul style="list-style-type: none">● Discount Vouchers for Credit recharge	<ul style="list-style-type: none">● 3-7 days● 20-30% sale for credit recharge● can be applied for specific values● can be user targeted
VOUCHER	<ul style="list-style-type: none">● Discount Vouchers for Promo	<ul style="list-style-type: none">● 3-7 days● 20-30% sale for buying Promo● can be applied for specific categories & target certain users
PRICE	<ul style="list-style-type: none">● Limited price drop	<ul style="list-style-type: none">● can be done in specific categories● we are still experimenting with this type of campaign
DELIVERY	<ul style="list-style-type: none">● +1 FREE delivery/user	<ul style="list-style-type: none">● can be done in specific categories● we are still experimenting with it, the no. of deliveries increased

Marketing campaign calendar - 10 months

■ Bonus 2x ■ Bonus 3x ■ Voucher ■ Delivery ■ AutoRepost

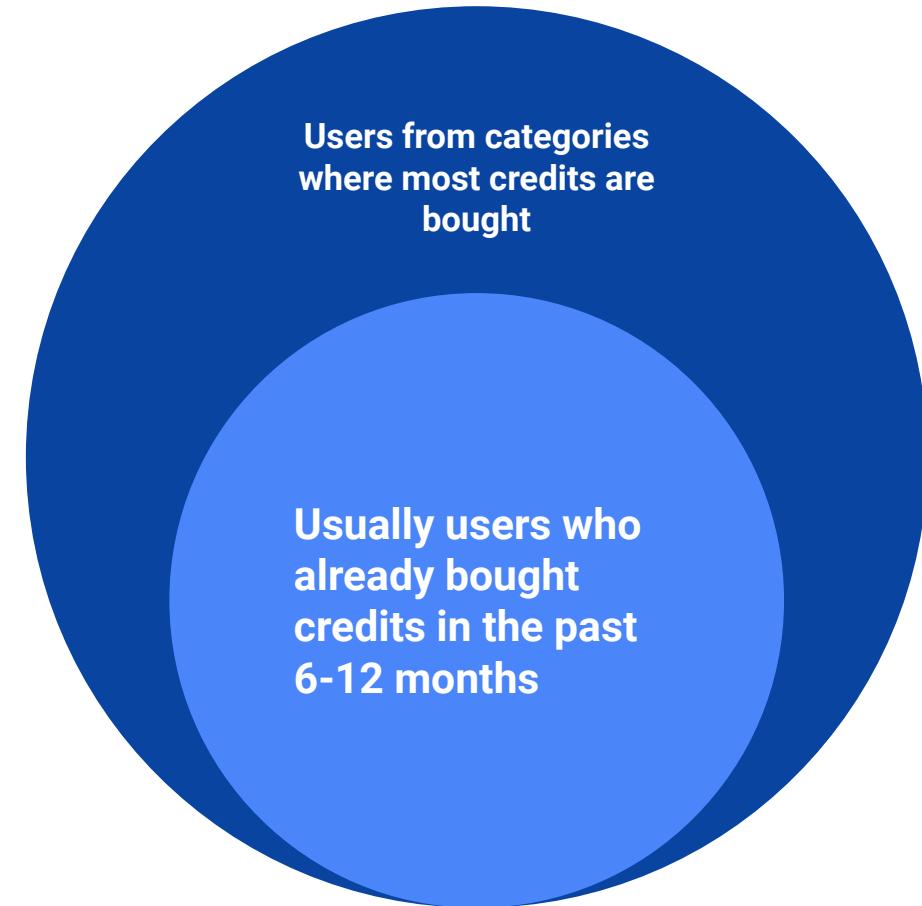
*type of campaign



Target days



Target audience



Challenges & concerns

01

Avoiding the hoarding effect

- There is a risk that users might choose to buy more credits when they are cheaper and hoard them (no flywheel)

02

Avoiding campaign dependency

- After seeing that we have campaigns regularly, some users might choose to wait for the next campaign to buy credits at a lower price

03

Publi24 credit devaluation

- With these campaigns we devalue our cost per credit. If over time we devalue it too much it can result in revenue loss

What tools we use to communicate

	BANNERS on our sites		<ul style="list-style-type: none">• CANVA & Photoshop for design• every campaign has a theme
	EMAIL MARKETING		<ul style="list-style-type: none">• Sendinblue• at least 3 emails/campaign
	SMS MARKETING		<ul style="list-style-type: none">• at least 1 sms/campaign• target only users who had made a payment in the last 6 months• most targeted
	WEB PUSH		<ul style="list-style-type: none">• Firebase for web and app• we have our own web push service - used mostly for web• very effective in terms of clicks
	SOCIAL MEDIA	 	<ul style="list-style-type: none">• Instagram & Facebook posts and occasionally ads• in the future: youtube, tiktok & spotify
	SHOPPING CART for credits		<ul style="list-style-type: none">• Push and email reminders for credits left in the shopping cart



Banner/ Email header



*Oferta este valabilă conform regulamentului companiei

Mobile preview

Email templates

publi24.ro

Salut {{ contact.FULLNAME }}

20% REDUCERE

CODUL TAU DE REDUCERE ESTE:

AUGUST20

OPERA VALABILA IN PERIOADA 22-26 AUGUST, LA INCARCAREA CONTULUI PUBLI24.RO CU CARDUL.

Între 22-26 august primești 20% discount la încărcarea de credite pe Publi24.ro!

Aplică codul "AUGUST20"!

Încarcă-ți contul Publi24 cu cardul până pe 26 august folosind codul de voucher "AUGUST20" și primești 20% reducere!

Aplică codul "AUGUST20"

Introdu și aplică codul de voucher în câmpul dedicat acestuia în pagina de Detalii comandă sau în Coșul de cumpărături.

Cu prietenie,
Echipa publi24.ro

*Oferta este disponibilă conform Regulamentului [campaniei promotionale](#).

Descarcă aplicația **Publi24**

GET IT ON Google Play Download on the App Store

Urmărește-ne și pe conturile noastre de social media:

Mesaj generat automat, te rugăm nu da reply.
Pentru a te dezabona fă un click [aici](#)

Descarcă aplicația **Publi24**

publi24.ro

Salut {{ contact.FULLNAME }}

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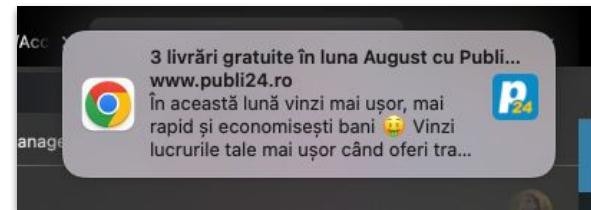
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Web Push notification & our own web push service



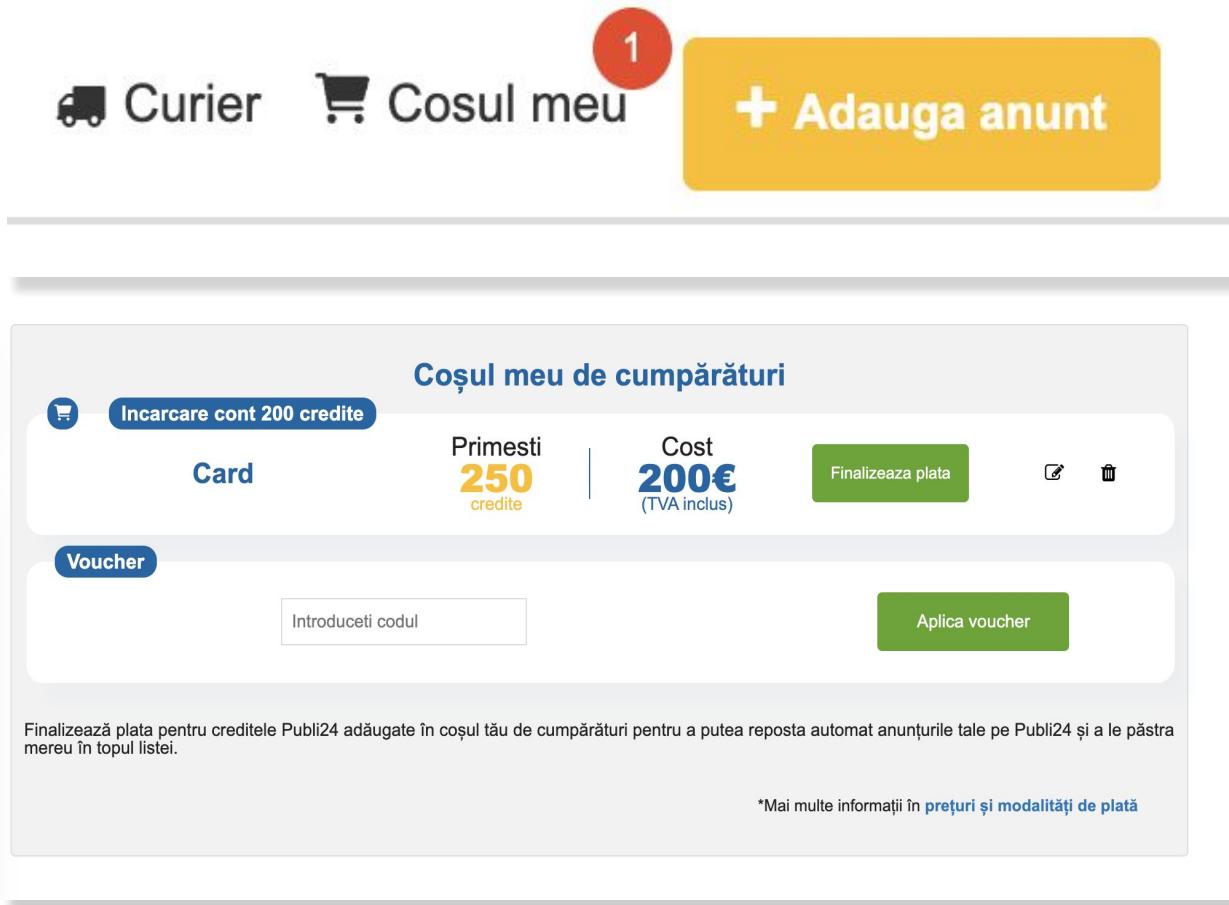
Send notification campaign

Campaign id	Test septembrie
Select device	Web
Select provider	Unknown
Select tenant	publi24
Select notification category	Campaign
UserEmails	bianca.osvat@gmail.com
Title	3 livrări gratuite în luna August cu Publi24 🚚
Body	În această lună vinzi mai ușor, mai rapid și economisești bani 😊 Vinzi lucrurile tale mai ușor când oferi transport prin gratuit Publi24.ro
WebUrl	https://www.publi24.ro/comanda-curier
LocationPath	/more-links/my-account/notifications
Expire time for notification	1 Hours

Queue notification campaign Cancel

RUSSmedia

Shopping cart



For every item abandoned in the shopping cart we send emails & push notifications.

Voucher system for credits or promo

Voucher type
Value eg.: discount 5 euro/credits
Percentage eg.: discount 20%

Target of vouchers
General (all users)
Specific user
All values
Specific values

Usability
Reusable
Non-reusable (one time only)

Voucher field in Payment summary

Modalitate de plată

Card online
Plătești imediat, fără costuri suplimentare.

Alege un card pentru plată

Test 1

Plătește cu alt card

9****5098 Expiră în ianuarie 2024

VISA MasterCard G Pay

Voucher

Introduceti codul

Aplică voucher

Incarcare cont 200 credite

Primești **300** credite | Cost **200€** (TVA inclus)

Continuă către plată

* Vei fi redirectat către o pagină de plată pentru a finaliza tranzacția.

Voucher field in Shopping cart

Coșul meu de cumpărături

Card

Primesti **300** credite | Cost **200€** (TVA inclus)

Voucher

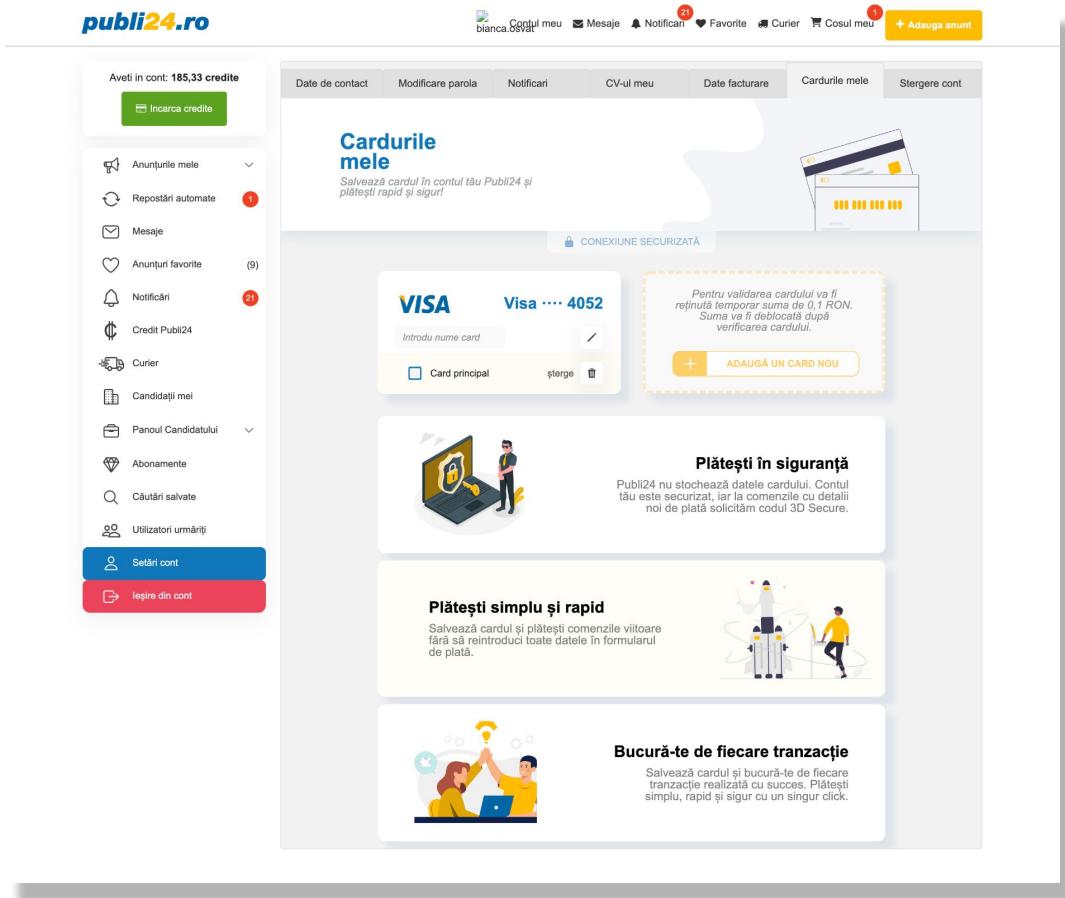
Introduceti codul

Aplica voucher

Finalizează plată pentru creditele Publi24 adăugate în coșul tău de cumpărături pentru a putea reposta automat anunțurile tale pe Publi24 și a le păstra mereu în topul listei.

* Mai multe informații în [prețuri și modalități de plată](#)

Saved cards for easier payments



**Over 60% of transactions are done with saved cards.
Users can buy credits in less than 10 seconds with one single click.**

Best vs. worst performing campaign

Valentine's day

+115%

1 day campaign



- First x3 bonus credits campaign
- First one day campaign

Black Friday

+22%

5 day campaign



- First campaign ever
- People like to spend money in the Black Friday period

Christmas

+5%

7 days campaign



- Close to Christmas
- Maybe too many days
- Probably that week would have been worse without the campaign
- 7 days might be too much for this type of campaign

*compared to the previous week

What we learned after 10 months of constant campaigns

- **The Best campaign** had an increase of: 115% (first 1 day campaign) *
- **The Best days of the week** for campaigns: Friday, Tuesday is second best
- **The Worst day of the week** for campaigns: Sunday
- **The Best campaign lengths:**
 - for a big sale: 1 day to create urgency;
 - for an average sale: 5 days (last day of campaign is always the best)

*compared to the previous week

Questions?