

siroop – Digital Marketers 2017

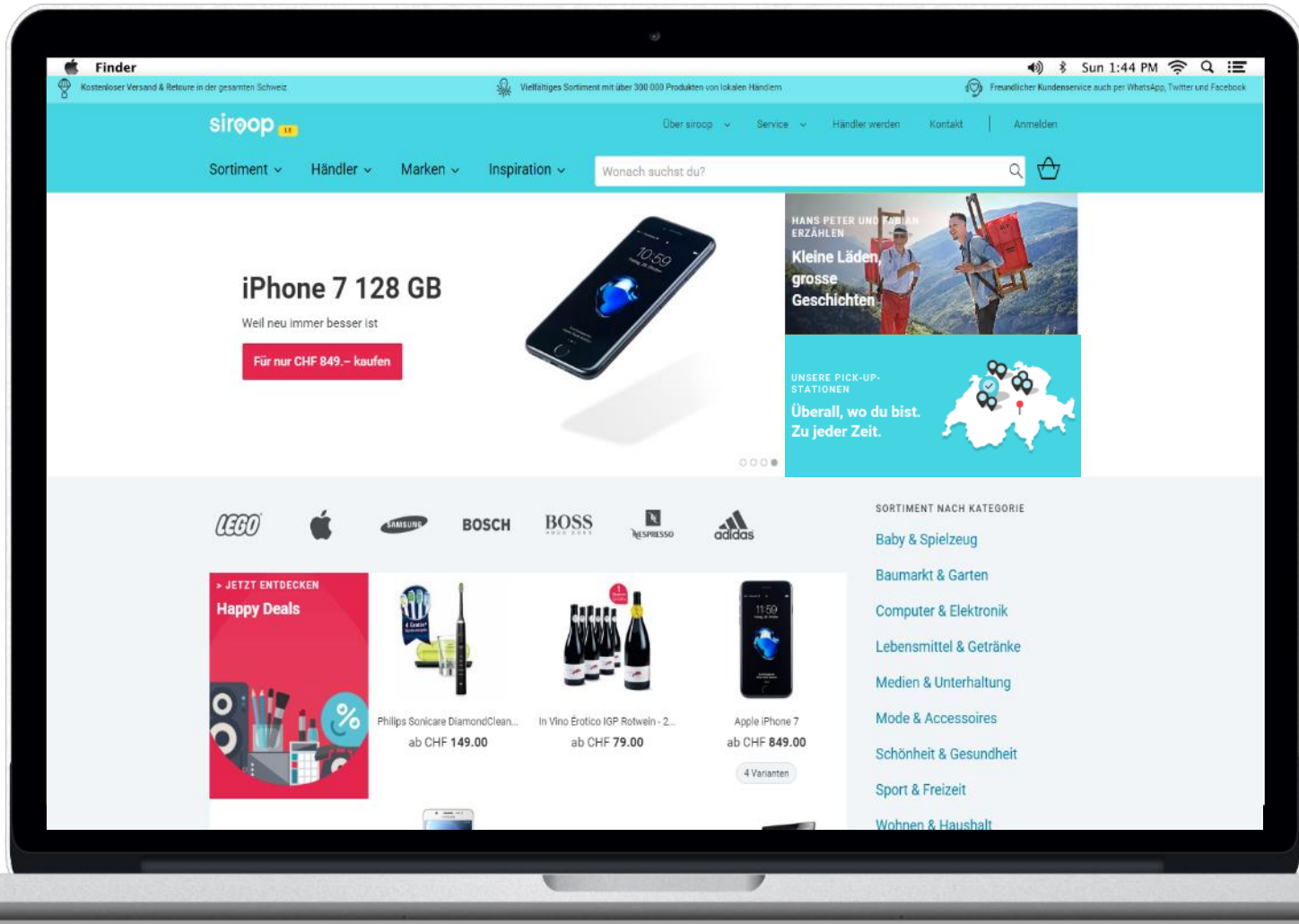


Von der Vision zum ersten offenen Online-Marktplatz der Schweiz

>500'000
alltägliche &
besondere
Produkte.

>200
Pick-up
Stationen.

Einfache
Integration für
grosse & kleine
Händler.



>2'200 Händler
in der Anmelde-
pipeline

NPS
über
50

>320 grosse
& kleine
Händler.

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Happy Shopping



**Wir sind viele Shops.
Von Make-up bis Hightech.**

Entdecke kleine und grosse Schweizer Läden
im neuen Onlineshop.

**Kultiges von
kleinen Läden.**
Gibt's bei uns.

z. B.
Lederball Copa,
Football-Legends*

CHF 59.90



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Happy Shopping

**Populäres von
grossen Shops.**
Gibt's bei uns.



z. B.
Narciso Rodrig
Eau de Toilette

CHF 74.90

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Happy Shopping

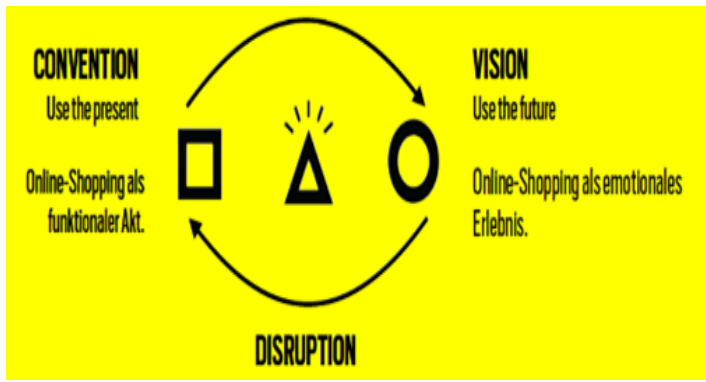
Zentrale Treiber eines Onlinemarktplatzes



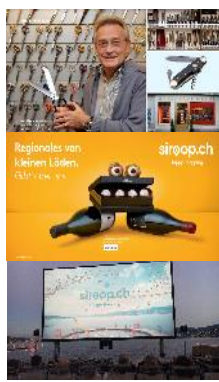
Marketingkonzept

Strategie

Trade
(funktional)



Brand
(emotional)



Ziele

Activation | Absatz fördern
(Performance Online + Print)

Engagement | Begeisterung wecken (SoMe + Event)

Brand | Markenbekanntheit aufbauen (TV, OOH, Print, PR, Display-, Video-, SoMe-Branding)

Kanäle

Kanäle	Brand Awareness	Traffic Generation	Sales Generation	Story-telling
TV	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
OoH	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Print	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SEM	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Display	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Social Performance	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Online Video	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
eMailing / CRM	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Social Community	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Optimierung Marken- und Kundenerlebnis

Kanäle

Feed-Mgmt

Display Remarketing, Prospecting

Social Remarketing, Prospecting, Mgmt/Monitoring

Paid Search Shopping/PLA, Text

Organic Search SEO

CRM E-Mailmarketing Sales, CS

Shop UX, CRO

Tools

productsup



Adobe Target

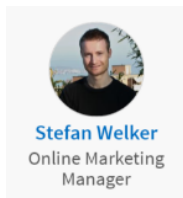


Adobe Creative Cloud



Das Team - Profile und Aufgaben

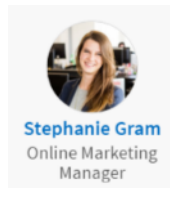
Feedmanagement
Produktdatenmarketing



Stefan Welker
Online Marketing Manager

Digital Media Analyst (Spree7/Mediamath)
Digital Media Consultant (Spree7/Mediamath)

- Mediaplanung und -einkauf
- Werbemittelseup und -management
- Partnerschaften mit Publishern, SSPs, Data Providern und Technologieanbietern
- Kampagnensetup, -aussteuerung und -optimierung
- Reporting und Controlling



Stephanie Gram
Online Marketing Manager

Consultant SEA (Webrepublic)
Verantwortliche Kommunikation (Comitas)

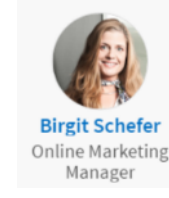
- Management PLA & GSN
- Datenanalyse und Kampagnenoptimierung
- Bid Strategy, Management
- Kampagnenautomatisierung (Inventarkampagnen, Scripts)



Chris Ackermann
Online Marketing Manager

Head of SEM / SEO (Digital Marketing Schweiz)
PPC Account Manager (MedicAnimal)

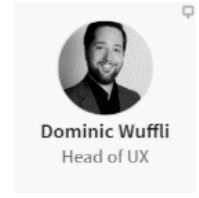
- Onpage- und Content-Optimierung
- Technische Optimierung, neue Features
- Linkbuilding und Linkaudit



Birgit Schefer
Online Marketing Manager

Senior Account Manager (Blogwerk)
Senior Projectmanager (Nemuk)
CRM Campaign Manager (Swisscom)

- E-Mail-Marketing (Newsletter B2C/B2B, Flashsale, Lifecycle)
- Segmentierung und Personalisierung
- A/B-Testing
- CRM Projekte



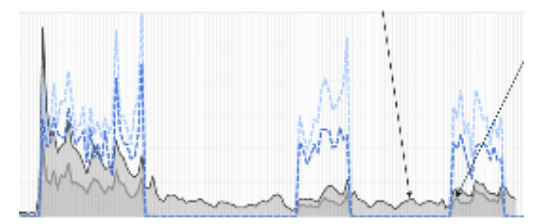
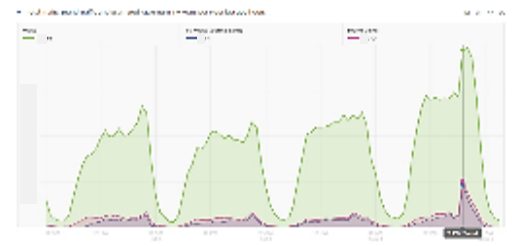
Dominic Wuffli
Head of UX

Information Designer (Unic)
Interaction Designer (milani design & consulting ag)

- Verantwortung User Experience (UX)
- Verantwortung User Research
- UX Konzeption
- Zusammenarbeit Front End

Analyse

Product	Revenue	Profit	Units	...
1. Computer & Tablets	48,123.12	12,345.67	1,234	...
2. Software & Services	32,456.78	8,901.23	567	...
3. Mobile & Wearables	21,345.67	5,678.90	345	...
4. Baby & Kids	15,678.90	4,012.34	234	...
5. Sports & Fitness	10,901.23	2,789.01	156	...
6. Music & Entertainment	8,234.56	2,056.78	123	...
7. Books & Comics	6,567.89	1,642.34	98	...
8. Automotive & Parts	5,890.12	1,473.45	87	...
9. Health & Beauty	4,123.45	1,030.89	65	...



#analytics-alerts

email APP 10:22 PM uploaded this email

noreply@omniture.com
Adobe Analytics : Google Shopping to Category L3 H

email APP 11:22 PM uploaded this email

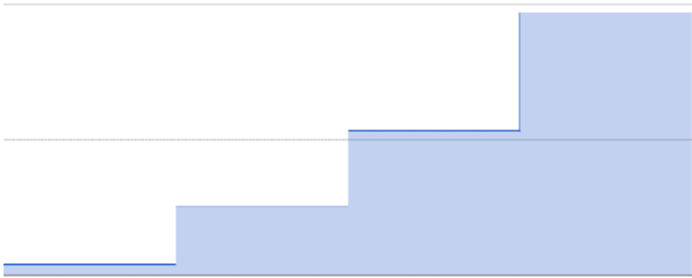
noreply@omniture.com
Adobe Analytics : Google Shopping to Category L3 H



- Tag Management, Data Layer
- Automated Campaign Data Import
- TV-Tracking
- Advanced E-Commerce
- Campaigns: From Cost to Refunds
- KPIs
- Custom Dimensions
- Brand Lift Studies
- Dashboards, Workspaces, Alerts
- Custom Channel Grouping
- NPS Surveys
- E-Mail Targeting based on Analytics Segments
- Crosschannel Analysis
- A/B Testing and Targeting
- Attribution Modeling
- User Research
- Actionable Customer Feedback Integration

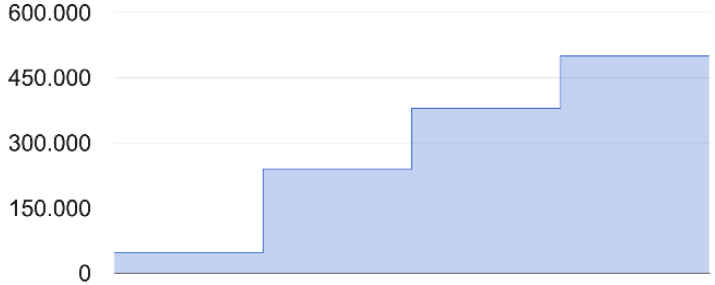
Rückblick 2016

Visits



Die **Traffic-Zahlen** liegen bereits wenige Monate nach dem Launch auf sehr **hohem Niveau**.

SKU



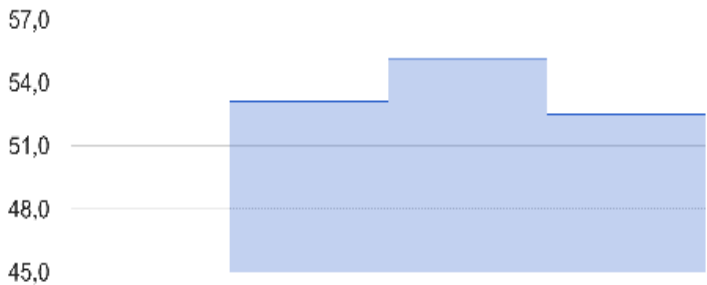
500'000 Produkte aus **9 Kategorien** waren per Ende 2016 bei siroop online verfügbar.

Transaktionen



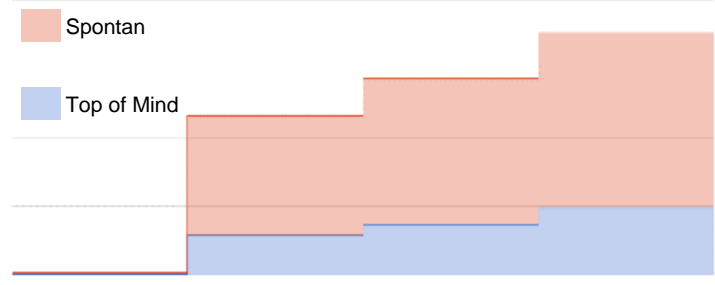
Das Feedback der Kunden ist überwältigend. Die Anzahl **Transaktionen steigen stetig** an.

NPS



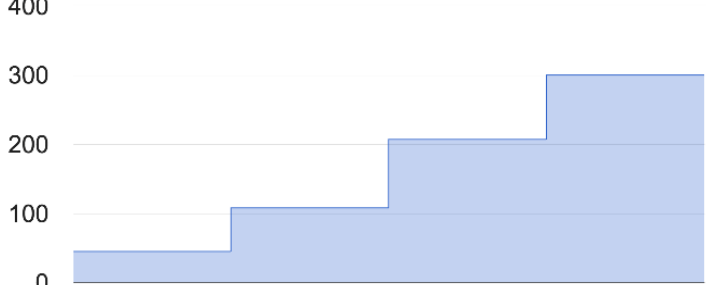
Der **NPS** liegt seit Marketing Go-Live stabil bei **über 50**.

Top of Mind & spontane Bekanntheit



Die **Bekanntheitswerte** (Top of Mind & spontan) **überzeugen** bereits in den ersten Monaten und steigen weiter an.

Händler



Über **300 Händler** waren bis Ende 2016 mit ihren Produkten auf siroop verfügbar.



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Happy Shopping