Eforb

Project launch strategy
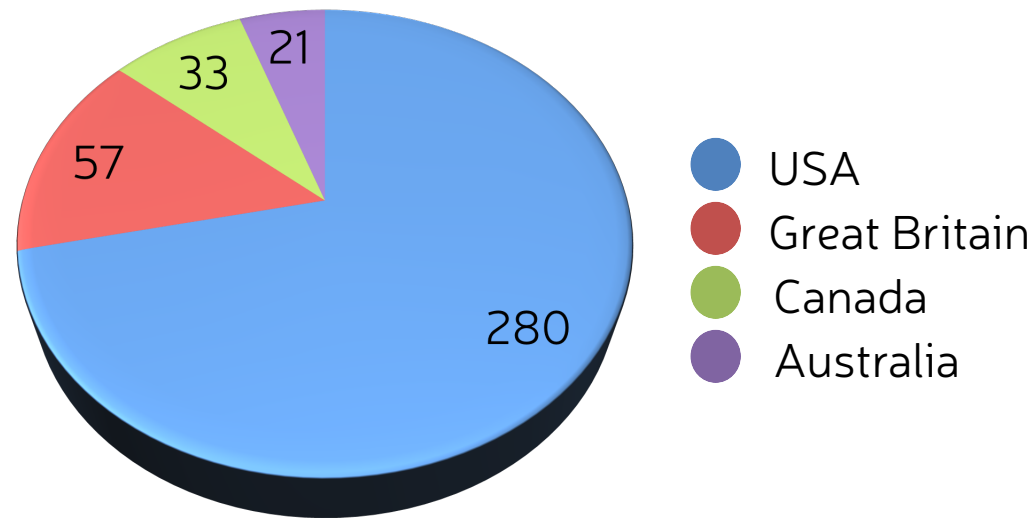
Presentation structure

Analysis of the market and competitors
- Analysis of the US market
- Competitor analysis
- Best Practices

Strategy
- TA
- Targets
- Tools

Product Placement Tactics
- Tools
- Media Plan
- Analytics
- Testing
- Conversion ratio

Results
- Action Plan
- KPI

WANTED
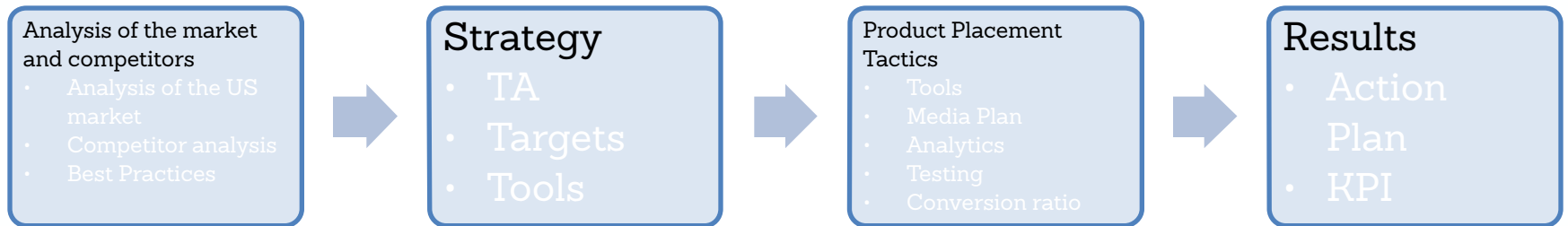
Analysis of the market and competitors

Number of Internet users in English-speaking countries

The total number of Internet users in English-speaking countries: 391 million, which is our TA at later stages. In the first stage we will use the US audience of 280 million.

WANTED

USA online shoppers

Number of digital shoppers in the United States from 2010 to 2018 (in millions)
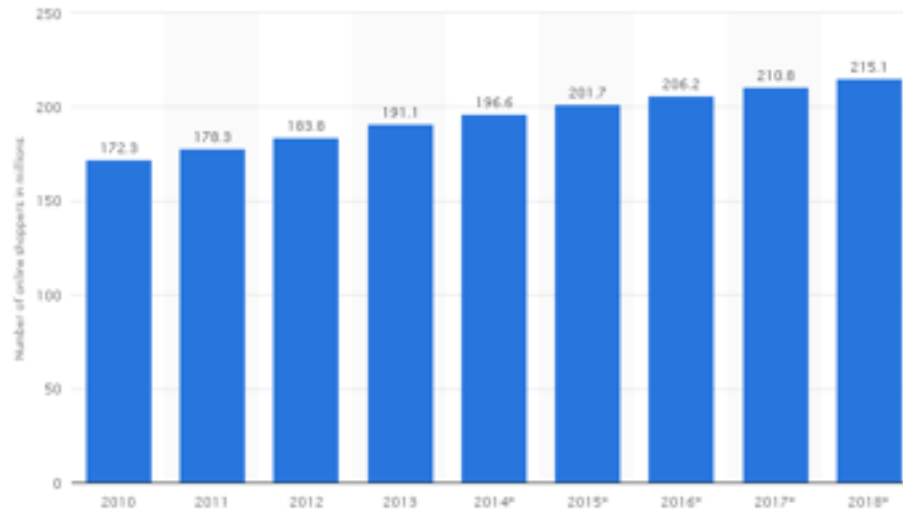
Source:
© Statista 2014

In 2013 the 191 million of US citizens were digital shoppers – they searched for products, compared prices, and bought products online at least once.

These figures are projected to exceed 200 million in 2015.

WANTED

Online video in the United States

View video Online is one of the most popular activities on the web. According to the data of 2013, the video content is consumed by about 92% of the world's Internet users (viewed on all kinds of devices).

YouTube is the most popular video platform in the United States capable of attracting at least 150 million American users per month (about 1 billion unique users per month across the world).

Digital video viewers in the United States from 2012 to 2017 (in millions)
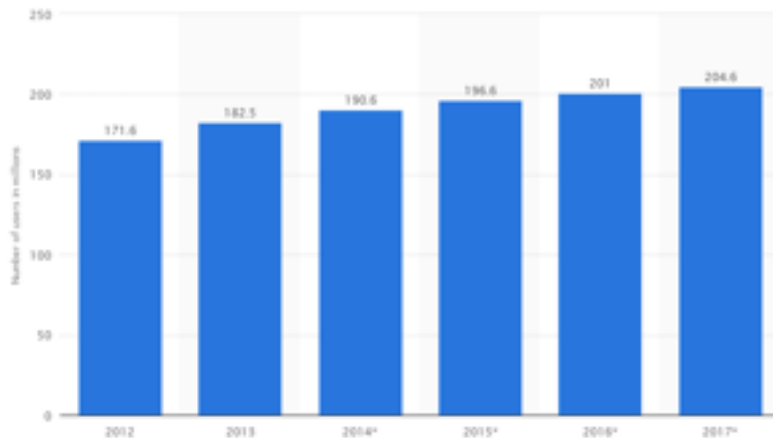
The total number of US users who regularly watch videos online: 190 million.

WANTED

Competitor analysis

Website / Metrics	Amazon	eBay	Craigslist	Alibaba	LinkedIn	Fancy	Svpply
Visits / month (million)	970	720	400	104	550	680	2,3
Bounce rate	35%	28%	12%	49%	32%	52%	48%
Depth	7,69	11,32	21,36	5,33	5,76	3,07	4,68
Time	07:17	10:04	12:49	05:21	06:25	04:18	03,21

WANTED

Features

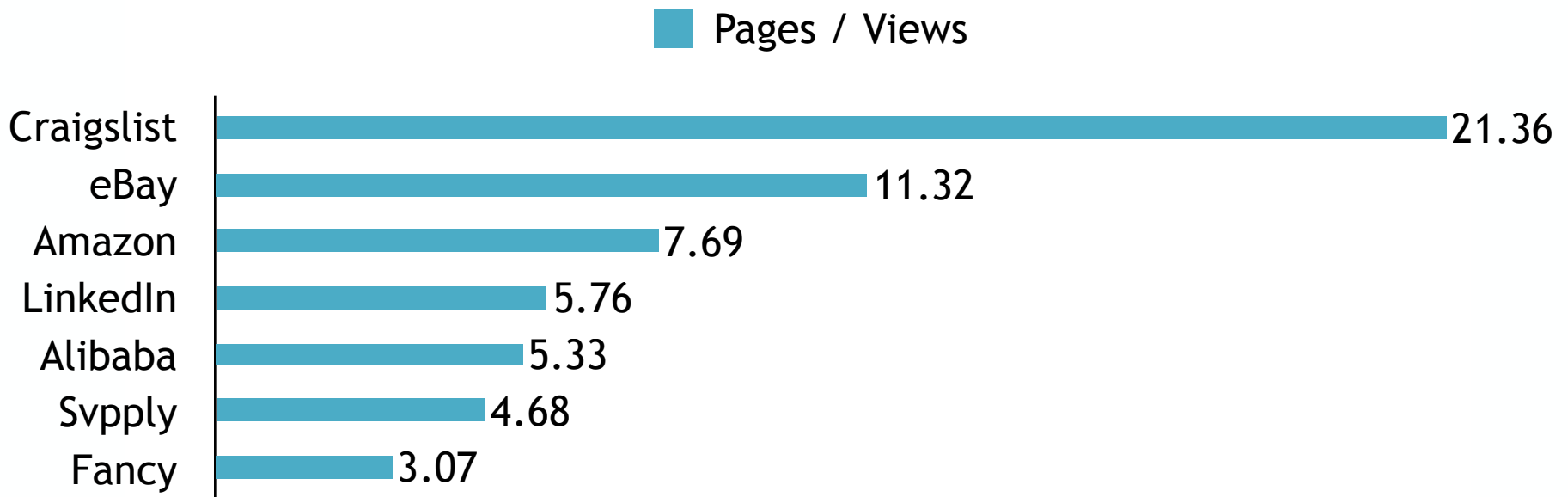| Website / Metrics	Amazon	Craigslist	Alibaba	LinkedIn
Unique features	• "Deal of the day" • «Wish list» • «Amazon network» (network of regional and specialized sites)	• Positioning • Map	• Latest requests / responses field • Prices / orders calculator	• Tags system "skills and endorsements" • Recommendations • Gradation of personal contacts of different levels

WANTED

Site visits

Visitors per month (million)

Site	Visitors per month (million)
Amazon	940
eBay	720
LinkedIn	550
Craigslist	400
Alibaba	104
Svpply	2
Fancy	1
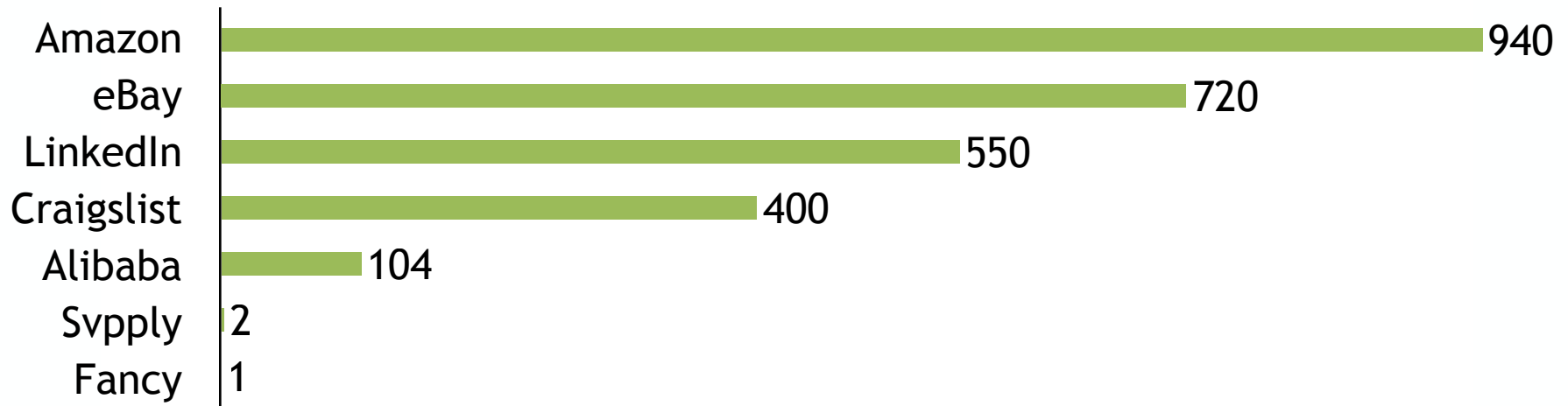
Amazon, eBay, LinkedIn and Craigslist are the leaders on visits and capitalization on the US market. Visually-oriented social services Svpply and Fancy have much more modest rates. The first one was closed in August, the second one according to SimilarWeb has 680 thousand of visitors (per month). It should be taken into account that Amazon and eBay have their own network of online resources. Given the total number of visitors of all network resources.

WANTED

Page depth

Pages / Views

| Site	Pages/Views
Craigslist	21.36
eBay	11.32
Amazon	7.69
LinkedIn	5.76
Alibaba	5.33
Svpply	4.68
Fancy	3.07

According to SimilarWeb, Craigslist still encourages people to search 22 pages. Average for the giants is for a user to visit about 6-8 pages, which is a normal depth to compare prices and suppliers.

Svpply and Fancy are more focused on a newsfeed.

WANTED

Bounce rate

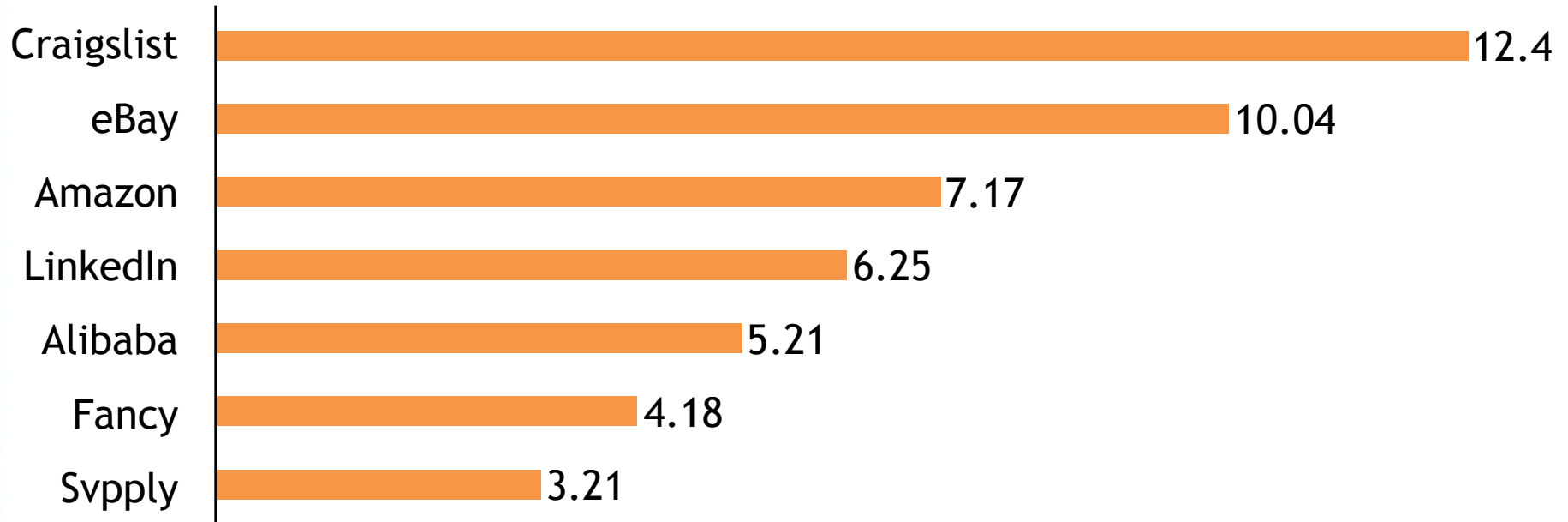|	
Craigslist	12%
eBay	28%
LinkedIn	32%
Amazon	35%
Svpply	48%
Alibaba	49%
Fancy	52%
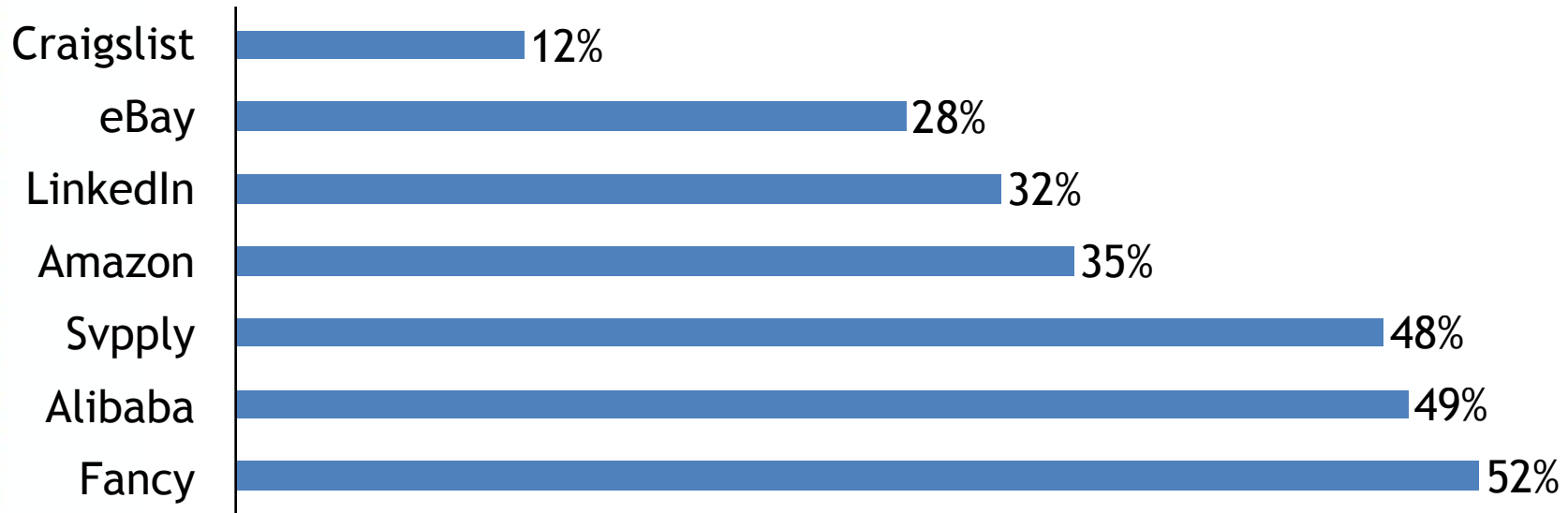
On Craigslist the users go to rummage knowingly and rummage a lot.
30% for the giants of the US market is a very good indicator
Industry standards require bounce rate at the level of 50-60%

WANTED

Time on site

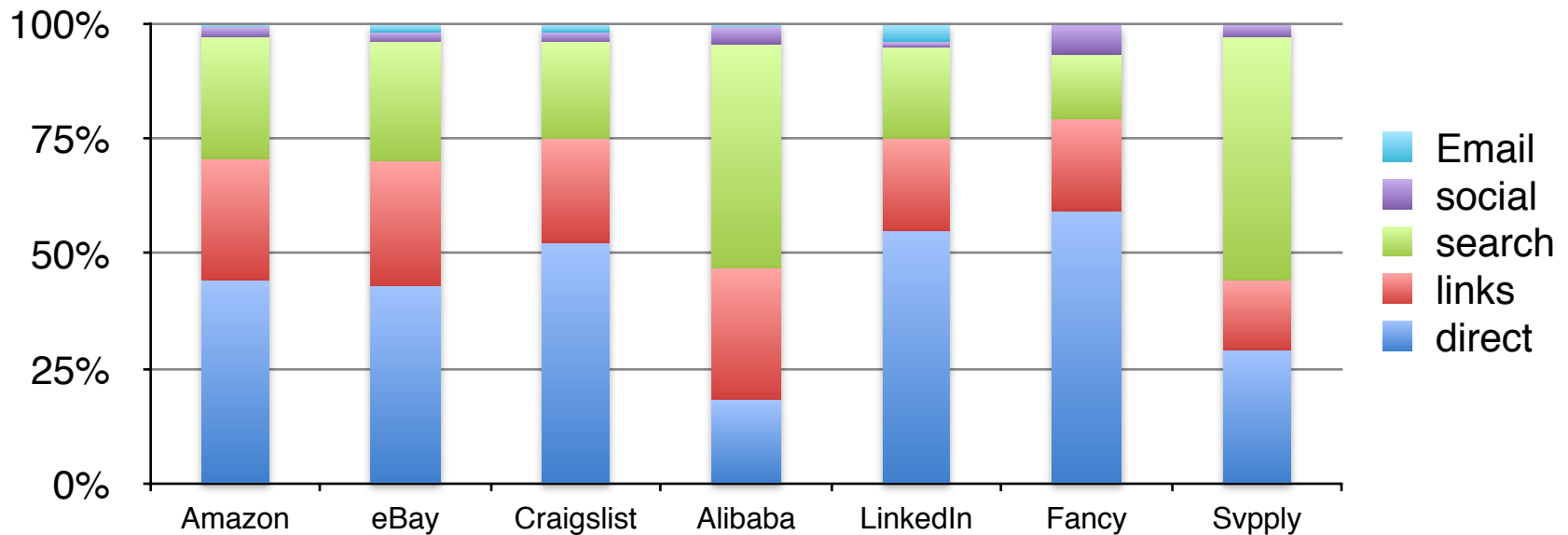| Site	Time
Craigslist	12.4
eBay	10.04
Amazon	7.17
LinkedIn	6.25
Alibaba	5.21
Fancy	4.18
Svpply	3.21

On Craigslist people search.

Average for e-commerce sites is 5-7 minutes

About 4 minutes for Fancy and Svpply. This is normal for a product site.

WANTED

Traffic sources

The main source of traffic for a majority of sites is direct and referral. In general, it is like that for the most of the resources we mentioned.

Exceptions:
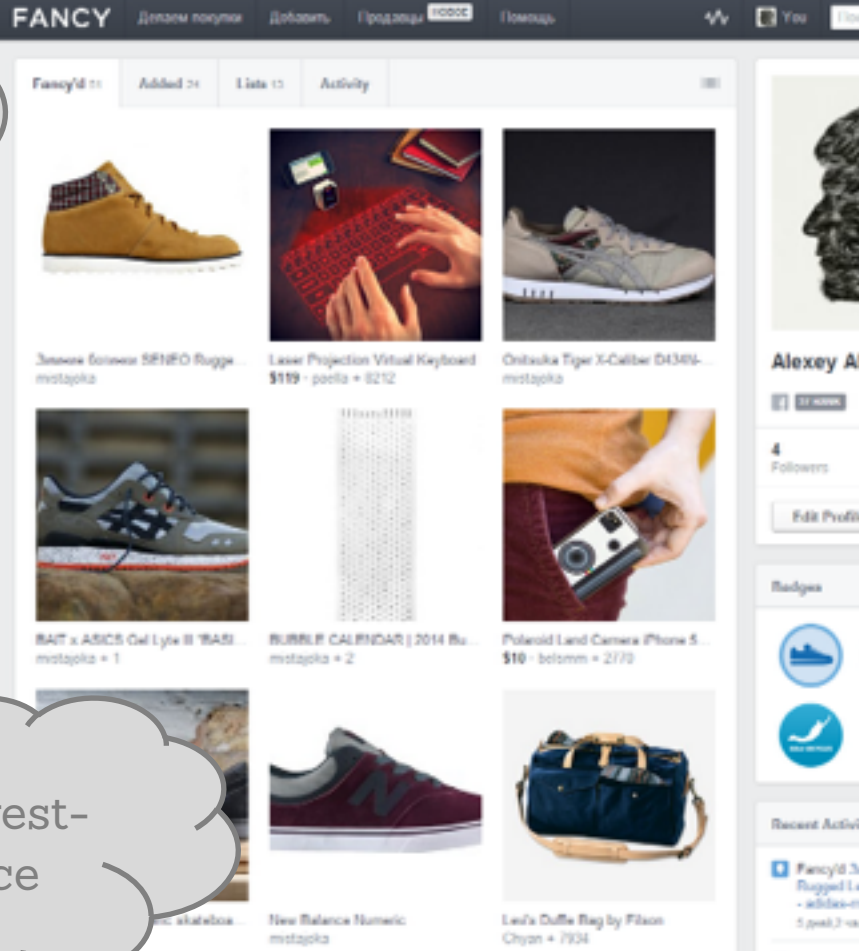
- Alibaba. Uses contextual advertising -> large percentage of redirections from the search engines.
- Concerning Svpply, they say that many users are confusing a character in the title and redirected to the site from the search engines.
- Social networks have a very low rate: 6.1%
- Nevertheless, for visually oriented sites like Fancy (6%) and Svpply (4%) it is a significant source of traffic.

Best Practice for UI

Wish list

Built-in online store

"Fancy it" browser extension (a possibility to quickly add an item to wishlist)

Gift Certificates

Simple Pinterest-like interface

The reward system (badges, ranks etc.)

WANTED

Best practice for promotion

Google My Business is a new set of tools for small businesses, designed to significantly improve the ecosystem of a small business and related Google products.

At the moment to promote a new product, Google uses all available domestic instruments: edutainment video describing the benefits of the product is available on YouTube; contextual ads during the search and branding ads on the content network; an app for Android devices is promoted in Google Play.

The campaign is accompanied by a strong PR support on network and offline resources (due to increased interest in the novelties of the search giant).

https://www.google.com/business/
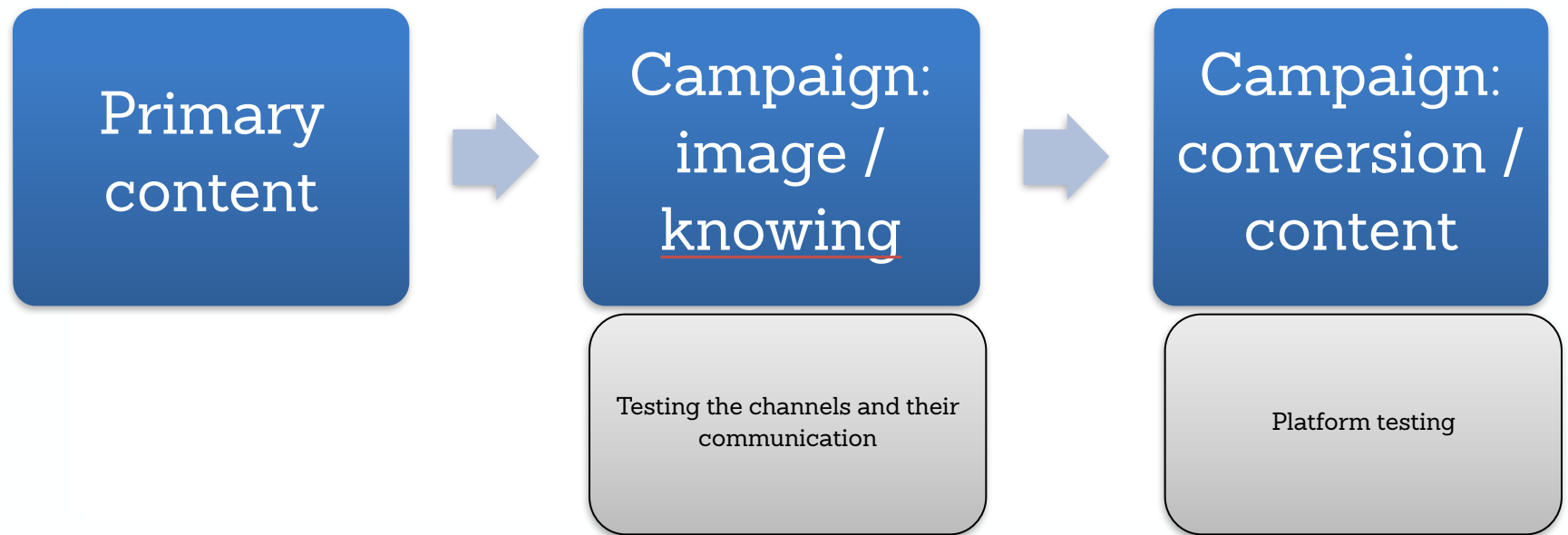
WANTED

Strategy

Targets

- To achieve the maximum coverage of the target audience

- Provide knowledge about the project, its features and benefits

- Highest quality users acquisition (registration, refunds, adding content)

Tasks

- Determine the optimal parameters for promotion

- Identify behavior patterns of the TA

- Test the platform for the transition to organic growth

WANTED

Promotional stages

To properly introduce our service to the audience and to conveniently track targets at each project stage, the launch of the project will be divided into three waves, the first of which will be technical, and the next 2 will be supported by media.

Primary content	→	Campaign: image / knowing	→	Campaign: conversion / content
		Testing the channels and their communication		Platform testing

WANTED

1st promotional wave - the image

- The wave is aimed to build knowledge of the service, its features and benefits
- Task: to get the maximum number of high quality TA contacts
- Term: 6-8 weeks
- KPI measurement:
- % of audience coverage
- The number of videos views
- Number of deep involving on site (30+ seconds)
- Number of PR materials views
- % views of videos till the end
- CTR banners

WANTED

2nd promotional wave - conversions

- The wave is aimed at getting database of customers and suppliers

- Task: to get the maximum number of registrations

- Term: 8 + weeks

- KPI measurement:
  - The number of registrations
  - Conversion rate
  - Registration cost
  - Qualitative indicators of the site
  - Return rate

WANTED

Profiling of TA

Customer – 80%

- Needs quality products recommended by friends

- Appreciates the recommendations on the products of interest and the social component

- The key message – "Do you want to find services and products you can trust? Try eforb"

Supplier – 20%

- Needs a convenient platform to sell products

- Appreciates the flexibility of adding products, the ability to understand the demand and a large flow of customers

- The key message – «People and products social market»

Geography: United States for the image campaign + Canada, Great Britain and Australia for the conversional wave // Age: 18-44 years old, both sexes

WANTED

Targets on TA

For convenience of results measurement, the campaign targets will be divided by the TA and promotional waves

Wave / TA	Customer	Supplier
Branding Coverage	Contacts	n/a
Conversional	Registrations	Registrations and content

WANTED

Traffic map

Image
- Video
- PR placement
- Banner

Platform testing

Testing the channels and their communication

Conversion
- Video
- Banners
- Search
- CPA instruments

WANTED

Placement Tactics
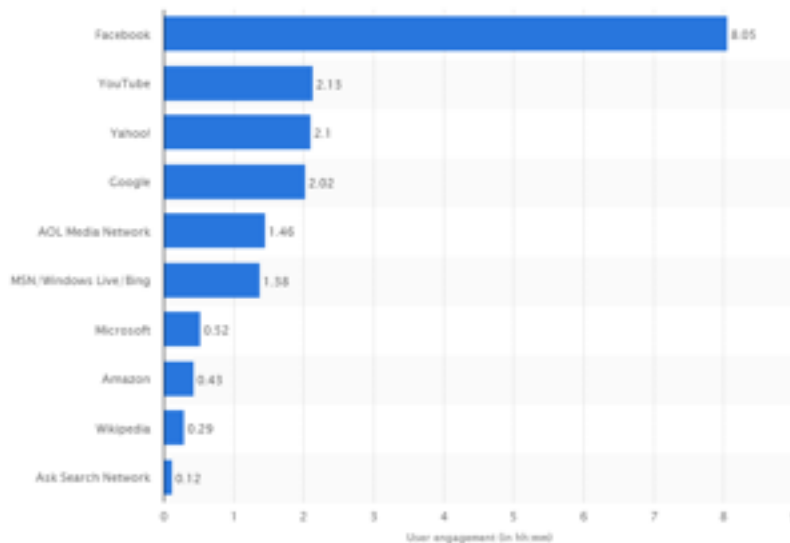
YouTube in US

YouTube is one of the most visited sites in the United States and, according to alexa.com, at the moment it is among the top three in the list of the most popular websites with more than 150 million visitors a month..

Most visited websites in the United States in April 2014, ranked by user engagement (in hours and minutes)

Website	User engagement (in hh:mm)
Facebook	8.05
YouTube	2.15
Yahoo!	2.1
Google	2.02
AOL Media Network	1.46
MSN /Windows Live /Bing	1.58
Microsoft	0.52
Amazon	0.43
Wikipedia	0.29
Ask Search Network	0.12

User engagement (in hh:mm)

Source:
© Statista 2014

Also, YouTube is the second after the Facebook social network in the most engaging websites on the web, where an average American user spends about 2 hours per month (according to statista.com)

WANTED

Youtube video advertising

Since video placement is the best way to introduce the service, and YouTube is the most popular video service in the US, it will be our main tool for the 1st branding wave.

Placement tactics

- Create a branded channel with all the videos
- Use the model of CPV (cost-per-view)
- Use TrueView in-stream ads - skippable after 5 seconds video ads
- Place the key message in the first 5 seconds of the video ad
- Use and test segmenting by demographics (age, gender), interests

WANTED

Banner ads

Using Banner ads it is easy to test key messages and targeting without such considerable investments as required for video placements.

Google Display Network is the largest ad network in the US with the average prices for the bid so in order to optimize the testing efforts, Google Display Network is preferable with other ad networks added during the 2nd conversional wave.

Placement tactics

- Create a branded channel with all the videos
- Use the model of CPV (cost-per-view)
- Use TrueView in-stream ads - skippable after 5 seconds video ads
- Place the key message in the first 5 seconds of the video ad
- Use and test segmenting by demographics (age, gender), interests

Media plan (1 wave, test)

Метрика / Канал	Google Display Network	Youtube	Итого / среднее
Инструмент	Баннера (8 форматов)	Пре-роллы In-Display	Баннеры, видео
Модель оплаты	CPC	CPV	CPC, CPV
Бюджет	**50,000**	**250,000**	**300,000**
Доля бюджета	17%	83%	100%
Стоимость за клик/просмотр	1.20	0.45	0.83
Клики	41667	16667	41667
Визиты сайта	**39583**	**15833**	**39583**
Просмотры видео	n/a	555,556	555,556
CTR	0.07%	3%	1.54%
Показы	59,523,810	18,518,519	36,192,544
Охват ЦА	8,503,401	6,172,840	14,676,241
Охват ЦА (%)	**10.00%**	**7.26%**	**17%**

According to the test plan, we reach 17% of the target audience and get 39,000 visits, which will allow us to find the best carriers and targeting for a complete Flight

WANTED

Media plan (1 wave, Flight)

Метрика / Канал	Google Display Network	Youtube	Итого / среднее
Инструмент	Баннера (8 форматов)	Пре-роллы In-Display	Баннеры, видео
Модель оплаты	CPC	CPV	CPC, CPV
Бюджет	**150,000**	**550,000**	**700,000**
Доля бюджета	21%	79%	100%
Стоимость за клик/просмотр	1.20	0.45	0.83
Клики	125000	36667	125000
Визиты сайта	**118750**	**34833**	**118750**
Просмотры видео	n/a	1,222,222	1,222,222
CTR	0.07%	3%	1.54%
Показы	178,571,429	40,740,741	79,623,598
Охват	25,510,204	10,185,185	35,695,389
Охват ЦА (%)	**30.01%**	**11.98%**	**42%**

According to a preliminary planning of the main flight we reach 42% of the target audience and get 118,000 visits, which will allow us to fully test the message and a platform to enter the conversional wave

WANTED

Test Strategy

Testing will be conducted for all promotional waves to identify the best channels, messages, landing pages and their combinations.

	Landing Page	Media Channels	Advertisements
What do we test?	Conversion rate, time on site, page depth	The potetial of a media channel (cost per visit, percentage of effective visitors) and targeting	Ad performance (CTR, clicks, deeply involve), the best combination of ad and landing page
How do we test?	Test 2-3 variants of landing pages	Testing different channels and targeting 3-4 weeks	Testing different types of advertising 3-4 weeks
What do we get?	Find the most attractive landing page	The most effective channels and targeting	The most effective text, visual and video ads
What do we do after the test is run?	Mention the remaining sections of the site on the landing page (не уверена в переводе)	Reallocate the budget and only use channels with better efficiency	We use only the most effective advertisements

WANTED

Platform analytics

Google Analytics will be the main tool for analytics, Yandex.Metrica will be used to understand the behavior of people on the pages.

	Google Analytics	Yandex.Metrica
Functionality	Deep website analytics	Map and video of user behavior on site
Important metrics	Visits and visitors, time on site, page depth, bounce rate, traffic sources, conversion rate	Barriers to conversion, user's flow
The purpose of use	Analysis of the website, engagement, user actions, conversions, investment and effectiveness of the media	Reduce the barriers to conversion

WANTED

Search advertising (2nd wave)
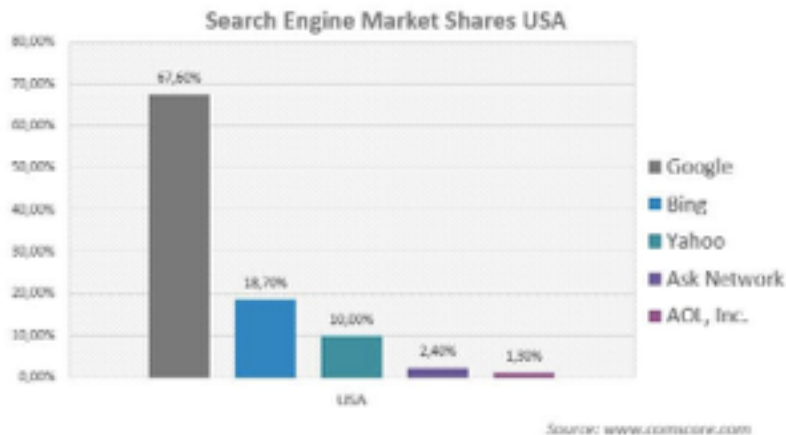
Search advertising will allow to bring the best quality audience at the time of search for specific goods or services.

According to ComScorem 67% of the search in United States falls on Google, which is why it will be our main tool of search advertising.

Placement tactics

- Use broad match, product, brand name and competitive keywords
- To apply the tactics of "switching" using competitors brand name as a keyword
- Break down the campaign into ad groups - for customers and suppliers
- Test Ad Groups sorted by messages and keyword types

WANTED

CPA Instruments (2nd wave)
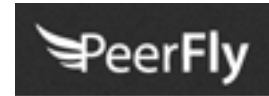
CPA tools will result in a guaranteed registration on a conversion wave. We will use 5 largest global CPA networks.

Placement tactics

- Split campaigns by type – for customers and suppliers
- Provide large creative formats (banners, video) and a custom for large webmasters
- Motivate suppliers by bonuses to speed up the results

WANTED

Results

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Action plan

	Instrument / week	1-2	3-10	11-20
	Configuring landing pages, analytics test	✔		
Image	Brand Content Plan and social networks	✔	✔	✔
	Preparation of brand campaign	✔		
	Videos		✔	✔
	PR		✔	✔
	Banners		✔	✔
Conversions	Preparation of conversional RK (?)		✔	
	Video			✔
	Search			✔
	CPA instruments			✔
	Banners			✔

WANTED

Key Performance Indicators

Image

% of target audience reach 59%	The number of video views> 1.77 million	% View the video to the end> 60%	Number of quality visits (30+ seconds)> 100 thousand	CTR banners > 0.05%

Conversion

The number of registrations	Conversion rate	Cost of registration	More than 1 minute on site	Page depth > 3 pages	Bounce rate < 50%	% of Returns > 40%

WANTED