



E96 
CASE STUDY

Campaign performance optimization by product categories and clients' cities



CPO decrease by
main channels

33%

CPO decrease by
retargeting
channels

73%

Working hours
saved

25 hours

E96.ru is a Russian online-hypermarket, based in Yekaterinburg, operating in the Urals, Siberia and the Volga region. The franchising network includes more than 100 partners from various regions of the country: from Khabarovsk region to Crimea.



About the company



The company was founded in 2006 in Yekaterinburg and five years later became the largest online store in its region. At the end of 2015 E96.ru took the 37th place in the E-Commerce Index TOP-100 of the largest online stores in Russia and the 7th among national online-hypermarkets:

- Annual turnover 2016 is more than 3 billion rubles
- More than 277 thousand orders for the year,
- Geography of delivery is more than 500 settlements,
- Assortment of over 185 thousand items in more than 300 categories.

Due to regional specialization digital marketing E96.ru had several needs:

- for the incoming online traffic distribution by region,
- for the marketing budget planning by region.

The web analytics systems used did not allow to solve these problems because of:

- Inoperative updates of the data flow,
- Loss of accuracy during sampling.

This was the reason of the beginning of cooperation with TrackAd in April 2016.

Challenges

1 Grouping of incoming traffic by categories of goods and cities

2 Collection and distribution of marketing costs by categories of goods and cities

3 Development of an automatic report template with statistics of traffic sources and cities

Solutions

Specially for the client's requests, TrackAd functionalities were improved and expanded

1. The **system was improved** with the ability to automatically grouping by utms according to the specified parameters. Now the **grouping of incoming traffic** in TrackAd is **automatic by cities and by product categories**.
2. New **features and sections were added** in the interface:
 - **New section “Category” with data by order categories**, number of ordered products, turnover and margin and with the possibility of filtering on them
 - For each order ID, now it's possible **to see all product IDs purchased**, their prices, margin, quantity and product category
3. To transfer and display the exact costs for each category of goods in TrackAd, **robots were rebuilt** for costs collection. This was done for sources: Yandex Direct, Google Adwords, Yandex Market and Criteo. The **costs** for these sources are now **collected** in TrackAd **for each utm** separately allowing to **calculate their real CPO and ROI**.

For traffic sources where TrackAd collected marketing costs for the whole campaign, module **Attribute cost was developed**. With the help of this module, it was also **possible to distribute the campaign costs by utms** based on the number of visits and **to estimate the CPO and ROI** for each utm.
4. On the basis of the provided template from E96.ru, an **automatic report template was developed and integrated in TrackAd**, to automate the process and save working time. Now this report is available for download.

“TrackAd saves time for collecting and processing the data. Thanks to TrackAd we can understand the effectiveness of free and paid channels and track the CPO growth at the right time. The solution helps us to combat poor-quality traffic from webmasters.

TrackAd, in conjunction with other tools, has made marketing costs more transparent for the top-management and commercial department. ”

Irina Chikisheva,
Head of Paid traffic Department
E96.ru



Results

With the daily use of TrackAd with its new functionalities, E96.ru managed to achieve the following results **just in 1 month**:



-33%

CPO decrease for the main channels



-73%

CPO decrease for problematic retargeting channels



25
hours

Monthly saving of working hours for reporting