



*MediaMarkt* CASE STUDY

# TrackAd - multitask analytical tool



Detected orders  
with  
cookie-dropping

**48%**

Saved  
marketing  
budget

**53%**

Saved  
working  
time

**20%**

**MediaMarkt - one of the leading retailers of household appliances and electronics in Russia, is a part of the international holding Media-Saturn, which is the leader of the retail Electric Household Appliances market in 15 European countries.**

## About the company



Since 2006, MediaMarkt has opened 54 stores in 26 cities in Russia: Moscow, St. Petersburg, Volgograd, Krasnodar, Yekaterinburg, Novosibirsk, Krasnoyarsk, and others.

Since 2014, MediaMarkt has been developing a multi-channel platform, which forms a "seamless" consumer experience in all sales channels such as offline stores and the website that is adapted for all types of devices. More than 100,000,000 people visit the MediaMarkt website and stores in Russia every year.

**In 2016, MediaMarkt was ranked in the TOP-20 of the overall rating of E-commerce Index Top-100 and got place in the TOP-10 of the "Electronics and Technology" category.**

The cooperation between MediaMarkt and TrackAd began in August 2015. MediaMarkt was the first who integrated TrackAd technology among players of the Electric Household Appliances market.



# Objectives



# Solution

**1** Fraud protection from affiliate webmasters

**2** Collection and calculation of key performances

**3** Getting accurate and regular analytics

1. During the first month after the launch, **TrackAd detected cases of fraud** by some unscrupulous webmasters. This consisted of changing the user's cookie in the browser - **cookie dropping**. After checking and cleaning the traffic using TrackAd, cases of cookie-dropping were no longer detected. Now **closing of orders with Affiliates** and the **fraud detection process are performed automatically** by the tool. This **allows to save monthly marketing budget**, paying only for real orders, and **working time** of MediaMarkt team.
2. Functional and technical **features of TrackAd allow to aggregate data from different traffic sources**: from Google Analytics - web analytic data about the traffic, from internal systems of the company - order statuses and type of clients, and marketing costs from paid traffic sources accounts thanks to the built-in module TrackAd Cost Collection. Thanks to this, MediaMarkt **marketing team receives** all the necessary **aggregated statistics daily** through the user-friendly TrackAd interface:
  - **Marketing Costs** by acquisition channels and campaigns
  - Calculation of **effective Marketing budget and real Revenue**
  - Calculation of actual CPO, CPC, ROI thanks to TrackAd Cost Collection, Additional costs and Attribute costs modules
3. Specifically, by the request of MediaMarkt, **the functionality of TrackAd was extended**:
  - It was added a calculation of new statistics – **Cost of Sales (COS)**. Now COS is calculated automatically
  - It was developed and integrated the first **individual report template**, which is generated automatically through the Automatic Reports module.



“  
The volume of fraud online are constantly growing, and we are very pleased that there is a tool that allow to identify it and save advertiser's budget. We are glad for our joint cooperation and we are going to develop it in the future. ”



Vitaly Panarin,  
Digital-marketing Director  
Media-Saturn Russia



“  
MediaMarkt became the first TrackAd client among the players of the Electric Household Appliances market. We are glad that during the first month of work the results exceeded expectations, and MediaMarkt team appreciated the effectiveness of our tool. ”

Maximilien Jacquet,  
CEO  
TrackAd



# Results

MediaMarkt uses most of the functionalities of TrackAd and solves its multiple digital tasks with it: protection against poor-quality traffic, marketing costs control across all channels, analysis of each traffic source performance, marketing budgets optimization.

After the first month of work, the results exceeded expectations, and the effectiveness of the tool was proven.



48%

Detected orders with cookie-dropping



-53%

Saved marketing budget for 1 month



-20%

Saved working time for CPO Closing and Reporting