



How to build from a startup  
successful business

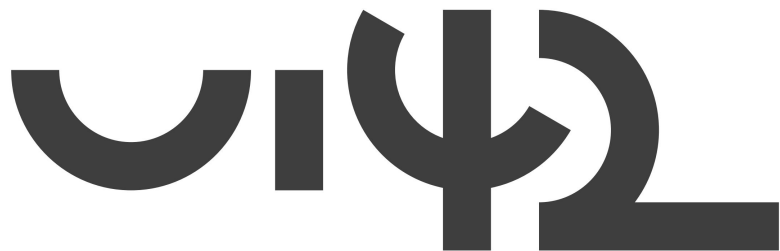
**eyerim**



# Samuel Ondrišák

*PPC team leader*

*Google Partners Certified Trainer  
for Export*



E - C O M M E R C E   A C C E L E R A T O R



20 years of experience (est.1997)



50+ professionals



200+ satisfied clients



Over 500 projects



Lab for testing User Experience



CMS – Buxus (1<sup>st</sup> Slovak CMS)







# ui42

export partner

e-commerce ecosystem

supercloud of specialists

technology agregator





**MastersGate**  
E-SHOP AKCELERÁTOR

PREMIER

Google  
Partner



SLOVENSKÁ  
USER EXPERIENCE  
ASOCIÁCIA



Richard  
Certification



Peter  
Digitálna garáž



Samuel  
Export



Michal  
Nonprofits



Marián  
Mobile  
Advertising

# Na koľko trhov plánujete vstúpiť?

Average number of markets for large Google clients		DE	CZ	SK	UK	US	FR	IT
Retail		7	3.5	4	9.5	10	6	6.5

Priemer v ui42:

4,8

# 56%

Klientov Google tvrdí, že im chýbajú dostatočné informácie pre expanziu ich podnikania na nové trhy

# *designer eyewear e-shop*

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## **everything under one roof**

more than 20.000 unique sunglasses, prescription glasses and ski goggles

- collections from all major players (Luxottica, Safilo, Marchon, Marcolin)
- independent manufacturers

## **effortless shopping**

24/7 convenience from the comfort of your home

- free shipping, 30 day no-questions-asked return policy
- 2 year in-house product warranty
- 15 websites, 14 languages, 7 currencies

## **global player**

eyerim was created for rapid expansion

- repeatedly proven ability to enter new markets and reap results within 30 days
- aspiring to be active on 3 continents by the end of 2018





# geography

---

## the strategy

to become a **key global player** after establishing itself as an early mover in Europe

- eyerim targets Europe's **peripheral markets** characterized by booming ecommerce segment and growing purchasing power, which are not yet serviced by any major competitor
- centralized product database connected to multiple front-ends allows for **seamless roll-out in additional regions** globally
- repeatedly, eyerim has proven the capability to launch in new countries and reap results instantly



## phase 1

healthy combination of mature and emerging economies

- **Nordics (Sweden, Denmark, Finland, Norway)**  
49% of lifetime revenue  
Mecca of fashion ecommerce in Europe
- **CEE (Poland, Czech Republic, Slovakia, Hungary)**  
45% of lifetime revenue  
EU's fastest growing online shopping population

## phase 2

boosting growth by replicating our knowledge

- **Romania, Estonia**  
entry into the unsatiated Balkan & Baltic regions
- **South (Spain, Portugal, Greece)**  
hedging for the cold Winter months
- **The Netherlands, UK**  
rich, avid online shoppers

## phase 3

exciting possibilities

- **Middle East?**  
intimate knowledge of regions business landscape  
hunger for authentic luxury goods, lifted sanctions

## key metrics & figures

---

35%

### average MoM revenue growth

throughout twelve months in between peak seasons  
(March 2015 to March 2016)

<19%

### marketing efficiency ratio

constantly optimizing campaigns  
calculated budget allocation across marketing channels

35%

### average market share

among top 5 choices across all active markets  
(CEE & Nordics) in the industry

+1m

### unique visitors

more than half of which is through mobile  
and tablet

23

### months on the market

during which eyerim grew from core team of 4  
to international team of 21

15

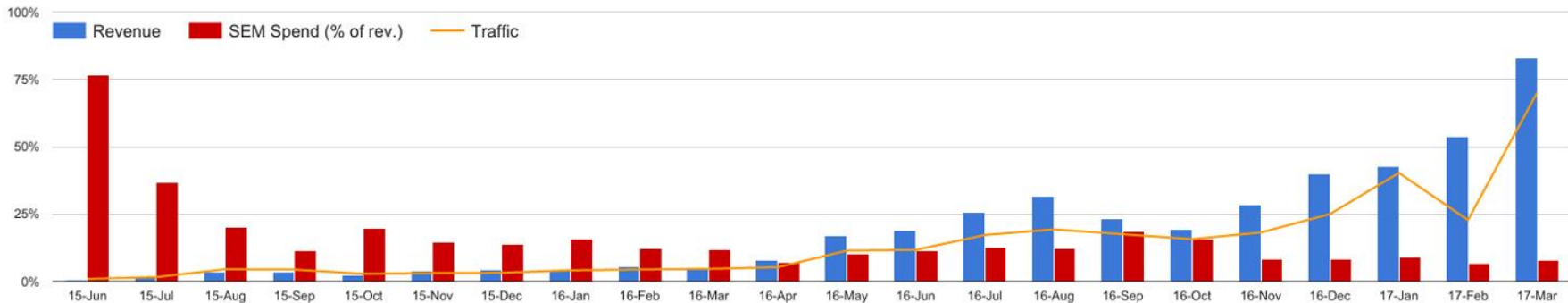
### active countries

intuitive shopping experience with access to  
over 60 internationally recognized brands



# marketing timeline

Revenue vs. SEM Spend (% of rev.)



5 markets

9 markets

15 markets

**zanox.**

affiliate  
SE DK FI

**G affiliate**  
by CONVERSANT

affiliate  
SK CZ PL COM

SEM & price comparisons  
SK CZ PL



affiliate  
NL ES UK FI PL  
**webgains**

SEM & price comparisons  
SK CZ PL SE DK FI RO HU



# Aké sú najčastejšie príčiny strachu z objednania tovaru z cudzej krajiny?

- 28 % predpokladá, že bude ťažšie vrátiť tovar
- 22 % si myslí, že doručenie bude trvať príliš dlho
- 21 % má strach o kvalitu zákazníckeho servisu

(Data z UK)

V Nemecku navyše neveria cudzím webom!



**Skontrolujte ako prvú!**

## Predvýber krajín

10 - 15 zemí  
+  
1-2 krajiny, ktoré  
poznáte

## Štatistické dáta

HDP/capita

## Dáta o trhu

Objem  
vyhľadávania +  
CPC +  
Trendy  
vyhľadávania +  
Konkurencia +  
Špecifiká trhu

# Porovnanie krajín

	Google Search volume	Google CPC	GDP PPP	# of competitors
Poland	301 200	0.16	1003.46	33
Netherlands	362 865	0.39	831.41	19
Denmark	100 250	0.37	264.8	20
Sweden	195 920	0.40	498.1	36
Norway	79 100	0.51	364.7	18
Finland	64 500	0.30	230	13
Czechia	113 200	0.28	350.9	25
Hungary	95 500	0.14	267.6	12
Romania	100 640	0.08	441.4	3

# Google Search Volume

- AdWords KeyWord Planner
- Collabim
- Google v lokálnom jazyku
  - Návrhy ďalších slov
- Problém cudzieho jazyka

# Ako sa vysporiadať s jazykom

1. Ideálne lokálni/inhouse prekladatelia - drahšia no najkvalitnejšia voľba
2. Gengo.com - viac profi
3. Fiverr.com - slabá kvalita za veľmi malé peniaze
4. GoogleTranslate v Spreadsheetsoch
5. Lokálna konkurencia

# Problém s prekladmi? Menší ako si myslíte

Preklady:

- Pre začiatok postačí Google Spreadsheet s funkciou GoogleTranslate
- Ak je k dispozícii, tak natívny človek kvôli insightom

```
=GOOGLETRANSLATE(E14, "sk", "pl")
```

```
GOOGLETRANSLATE(text,  
[source_language], [target_language])
```

	cs	pl	da	sv	nl	ro	hu
glasses	brýle	okulary	briller	glasögon	bril	ochelari	szemüveg
sunglasses	sluneční brýle	okulary sloneczne	solbriller	solglasögon	zonnebril	ochelari de soare	napszemüveg
prescription glasses	předpis brýlí	okulary na receptę	briller med styrke	receptbelagda glasögon	voorgeschreven bril	ochelari	szemüveget
polarised glasses	polarizované brýle	okulary polaryzacyjne	polariserede briller	polariserade glasögon	gepolariseerde bril	ochelari polarizati	polarizált szemüveg
ray-ban glasses	ray-ban brýle	Okulary Ray-Ban	ray-ban briller	ray-ban glasögon	ray-ban bril	ochelari Ray-Ban	Ray-Ban szemüveg
oakley glasses	Oakley brýle	okulary Oakley	oakley briller	oakley glasögon	oakley bril	ochelari Oakley	Oakley szemüveg



# Google v lokálnom jazyku



## Searches related to glasögon

glasögon **herr**

glasögon **på nätet**

glasögon **dam**

glasögon **erbjudande**

glasögon **herr 2016**

glasögon **smarteyes**

glasögon **wikipedia**

glasögon **specsavers**



Targeting ?

- Slovakia ✎
- All languages ✎
- Google ✎
- Negative keywords** ✎

Date range ?

Show avg. monthly searches for: last 12 months ✎

Customise your search ?

- Keyword filters** ✎
- Keyword options** ✎
- Show broadly related ideas
- Show keywords in my account
- Show keywords in my plan
- Show adult ideas
- Keywords to include** ✎

Enter keywords

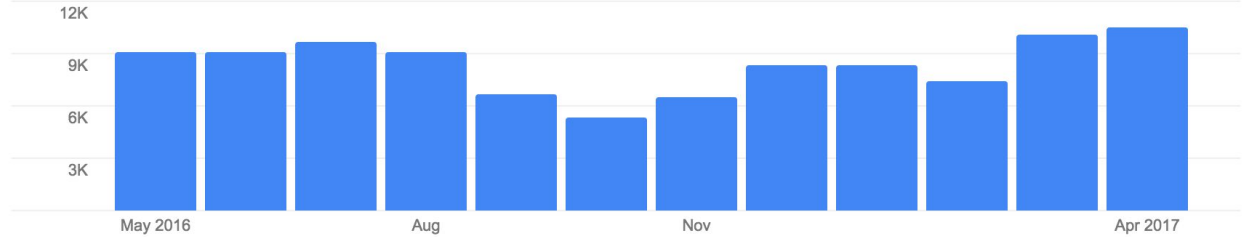
ray-ban, oakley, polaroid, bolle

Get search volume

Modify search

Search volume trends ▾

Average monthly searches



[Ad group ideas](#)
[Keyword ideas](#)

[Columns ▾](#)
[📈](#)
[Download](#)
[Add all \(4\)](#)

Keyword (by relevance)		Avg. monthly searches <span>?</span>	Competition <span>?</span>	Suggested bid <span>?</span>	Ad impr. share <span>?</span>	Add to plan
ray ban	📈	4,400	Medium	€0.21	–	ACCOUNT
oakley	📈	1,300	Medium	€0.21	–	ACCOUNT
polaroid	📈	2,400	Low	€0.08	–	»
bolle	📈	320	Low	€0.08	–	»

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# CIA Factbook

- <https://www.cia.gov/library/publications/the-world-factbook/>
- Akým jazykom sa hovorí v danej krajine?
- Aké je GDP PPP, GDP per capita v danej krajine?
- Aký je rast GDP v krajine?

## **GDP - real growth rate:**

5% (2016 est.)

3.8% (2015 est.)

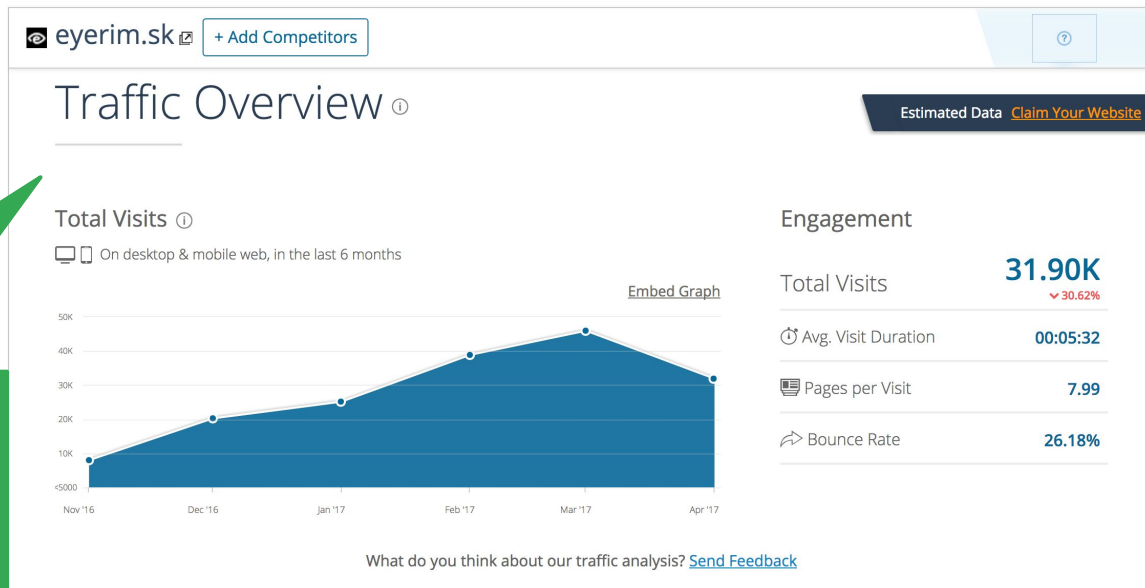
3% (2014 est.)

# Porovnanie krajín

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# Konkurencia

Na Similarweb.com sa dozviete kto sú konkurenti a akí sú veľkí



# Konkurencia

- Porovnávače tovaru
  - Kvalitný zoznam konkurencie a prehľad konkurencieschopnosti cien

PriceRunner Kategorier  wupti Log ind Registrer

PriceRunner > Tøj & tilbehør > Accessories > Solbriller > Ray-Ban Aviator Classic RB3025 L0205 Solbrille [Giv os feedback eller rapportér fejl](#)

Sammenlign priser:  
**Ray-Ban Aviator Classic RB3025 L0205**  
**Bedste pris: kr 646**  
Stelfarve: Guld, Glasfarve: Grøn, Model: Pilot, Herre solbrille, Dame solbrille  
★★★★★ [Læs anmeldelser](#)

[PRODUKTINFORMATION](#) [GEM](#) [PRISALARM](#)

Prisudvikling  
kr 750  
kr 700  
kr 650  
kr 600  
kr 550

Udvalgte priser **LENSON** kr 960 **COOLSHOP** kr 859 **edel-optics** kr 827

Sammenlign priser Internationale priser Produktinformation Anmeldelser Fysiske butikker Pris inkl. fragt

På denne side kan du finde priser fra udenlandske butikker. [Læs her hvorfor.](#)

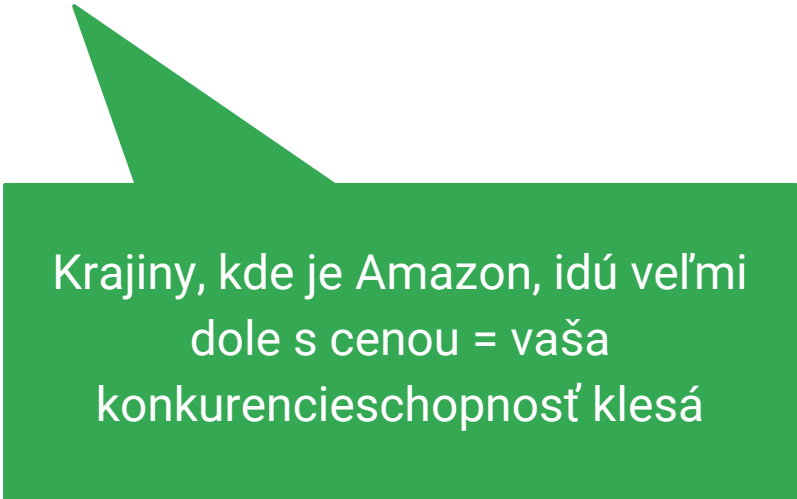
Forhandlere	Produkt	Tilgængelighed	Pris	Vis internationale priser
<b>Alensa</b> ★★★★★ 3 anmeldelser	RB3025 - L0205	× Ukendt 120 Dage	kr 646 inkl. fragt kr 646 ekskl. fragt	<input checked="" type="checkbox"/>
<b>UVX STARS</b> ★★★★★ 0 anmeldelser	Ray-Ban Aviator Large Metal (RB3025 L0205) gold,grün Metall, Miner...	× Ukendt 5 - 7 Dage	kr 647 (€ 87) inkl. fragt kr 647 (€ 87) ekskl. fragt	<input checked="" type="checkbox"/>
<b>eyerim</b>	Ray-Ban Aviator Classic RB3025 L0205, 23...		kr 679 inkl. fragt	

Andre besøgende kiggede også på

 Ray-Ban Erika RB4171 622/8G ★★★★★ kr 588	 Ray-Ban New Wayfarer Classic ★★★★★ kr 631
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# Konkurencieschopné ceny

- Rozdiely medzi nami a konk.
- DK, SK, CZ, RO, HU - rozdiely min. ceny do 5%
- Španielsko - rozdiel min. ceny až do 15%



Krajiny, kde je Amazon, idú veľmi dole s cenou = vaša konkurencieschopnosť klesá

# Zoznam porovnávačov cien po krajinách



Použite pre porovnanie cien

17 krajín

+70 porovnávačov

<https://goo.gl/WAjPLM>



# Porovnanie krajín

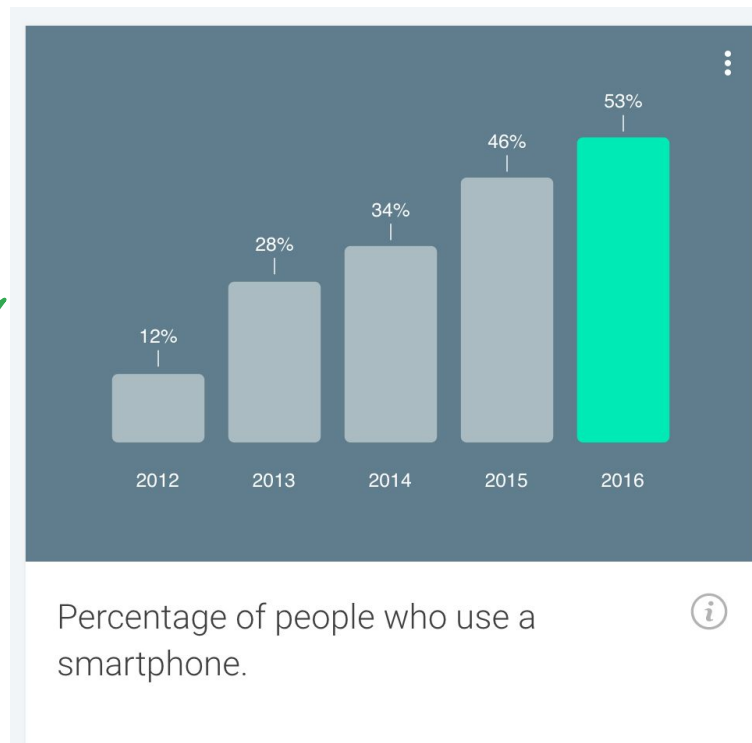
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# Trend mobilných návštev

- Pozor na mobilný web a rasty mobilu
  - Rumunsko - viac ako 57% trhu!
  - Švédsko, HU, NL - viac ako 50% trhu!

Zdroj: consumerbarometer.com

S nepoužiteľným mobilným webom na "mobilný trh" radšej počkajte



## Here are the scores for [www.eyerim.ro](http://www.eyerim.ro)

MOBILE FRIENDLINESS

**100**/100  
GOOD

MOBILE SPEED

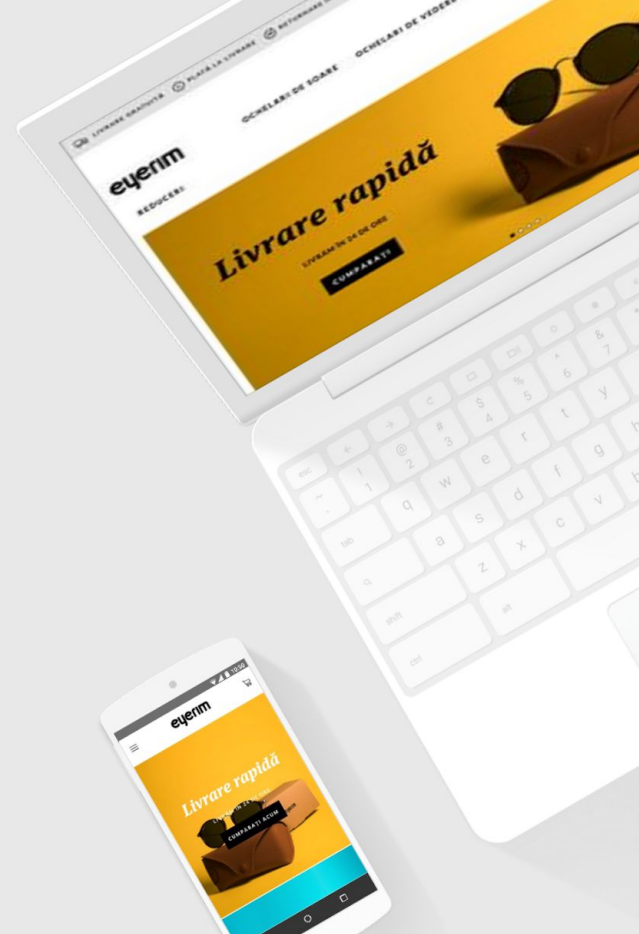
**46**/100  
POOR

DESKTOP SPEED

**51**/100  
POOR

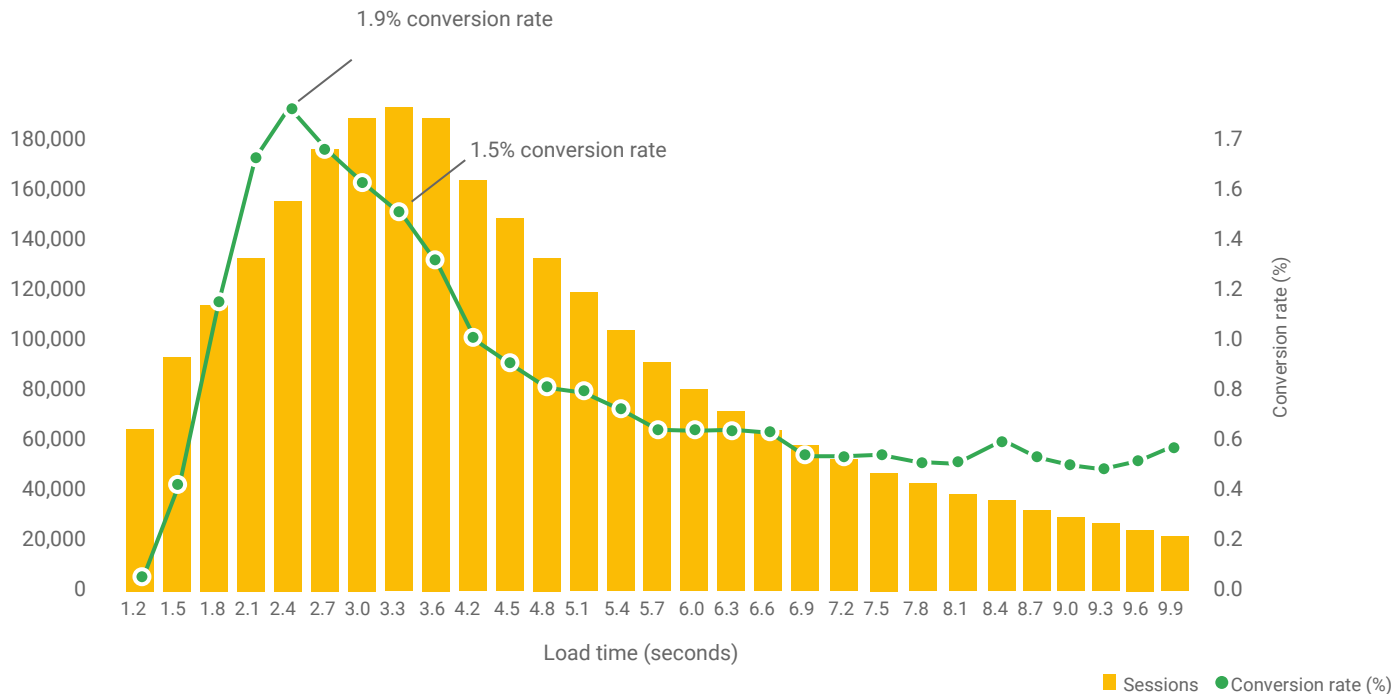
It looks like your site could use improvement. We'll send you a detailed report on what to fix — you may want to share with your webmaster.

 GET MY FREE REPORT



# Rýchlosť webu

## Zrýchlením o 1s sa v priemere zlepší CR o 27%



# Porovnanie rýchlosti stránky voči načítaniu za **1 sekundu**

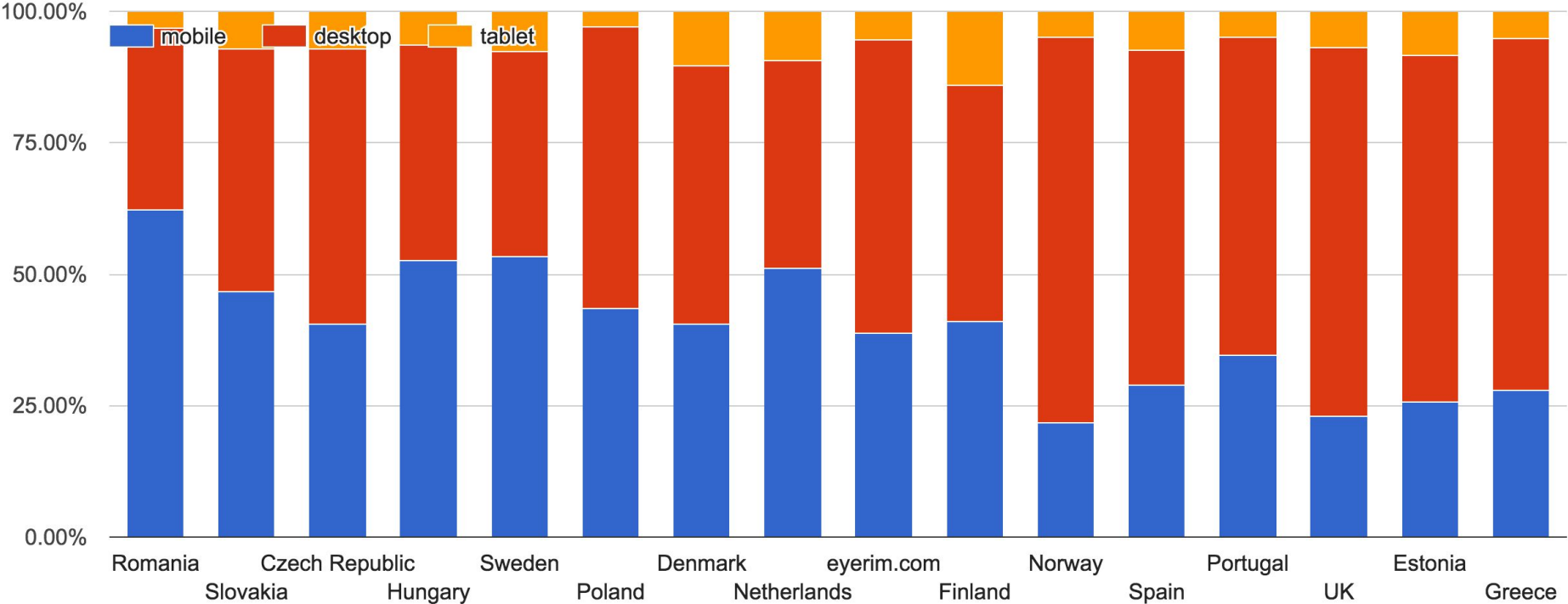


**-22%**  
pageviews  
**-22%**  
conversions  
**+50%**  
bounce rate

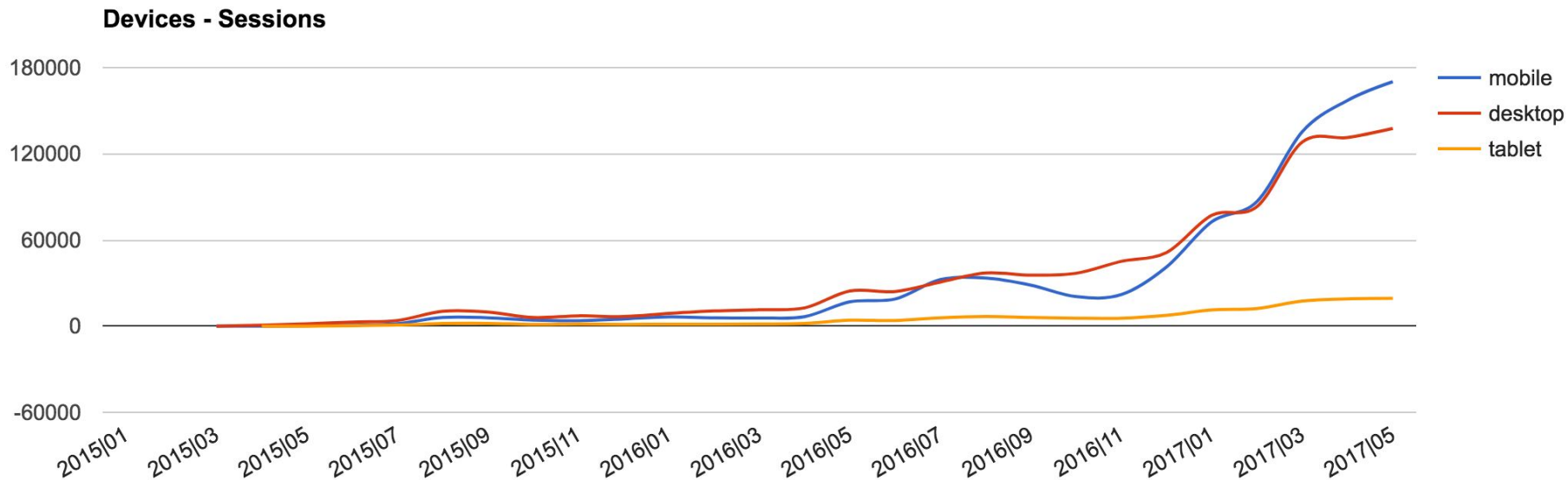


**-35%**  
pageviews  
**-38%**  
conversions  
**+105%**  
bounce rate

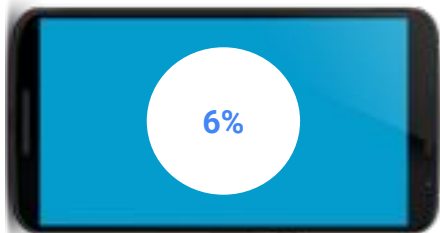
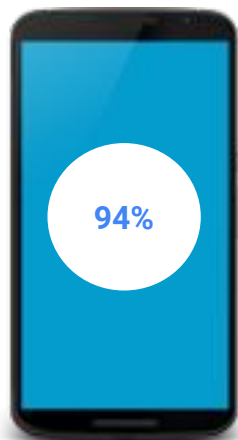
Devices by country 01/17 - 03/17



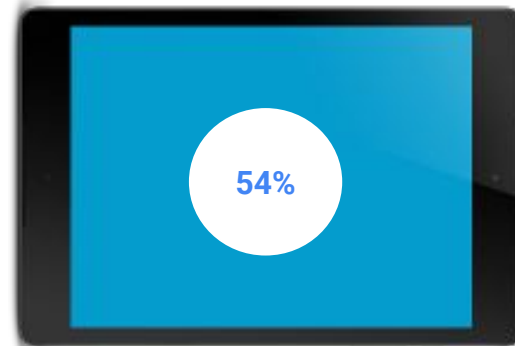
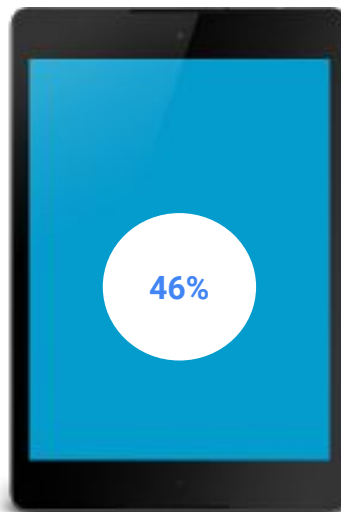
# Mobil je už celkovo väčší ako desktop



# Orientácia zariadenia



Mobil



Tablet

Fínsko: 14% tabletov, Dánsko: 10,5% tabletov

Priemer: 7% tabletov



# Dosah jedným prstom

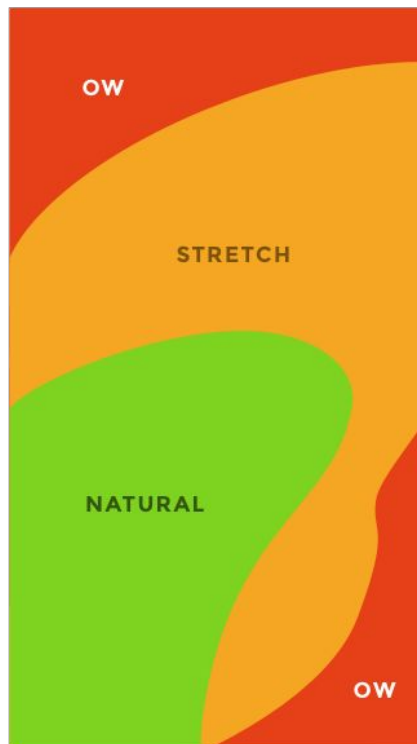
IPHONE TO IPHONE 4S



IPHONE 5 TO 5S



IPHONE 6



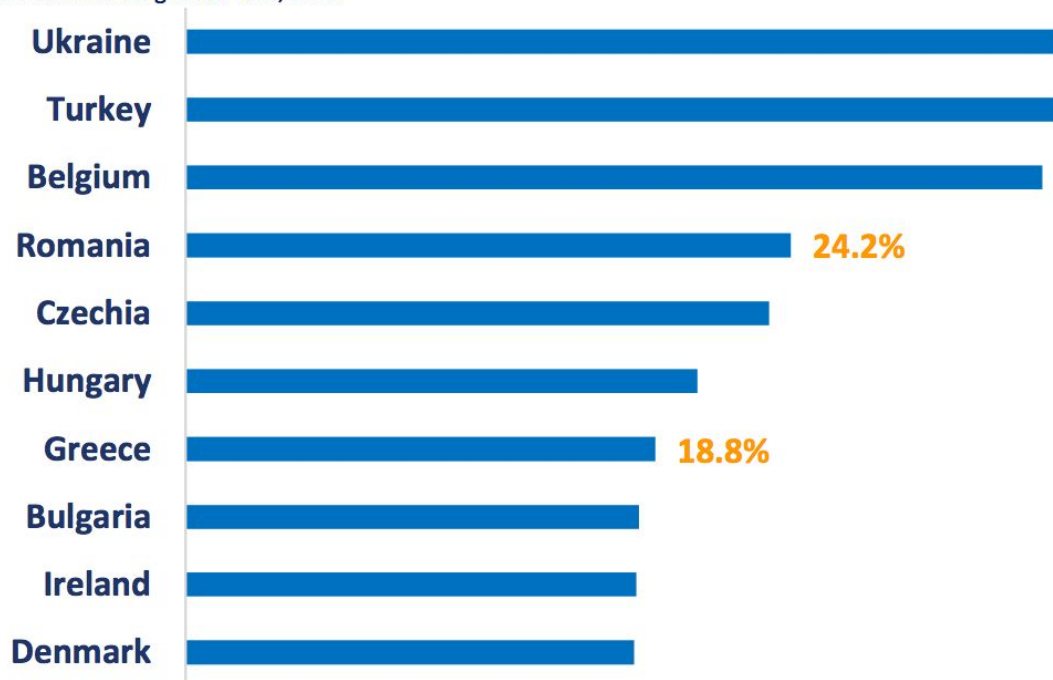
# Mobil: ToDos

- Žijeme v mobile first svete! Robme podľa tohto hesla
- Spravte si štatistiky návštevnosti podľa zariadení a krajiny
- Stavajte mobilný web na prvé miesto!
  - Ak to nerobíte, pozrite si svoje štatistiky medziročného rastu mobilu v Google Analytics
- Po pridaní novej funkcionality skontrolujte mobil aj tablet!
- Po zmene na webe skontrolujte aj mobil a tablet!
  - Nestane sa tak, že po zmene banneru zabudnete na zlý odkaz na mobile :)

# Trendy - kto mešká, má smolu

## TOP 10 COUNTRIES IN TERMS OF B2C E-COMMERCE GROWTH RATE

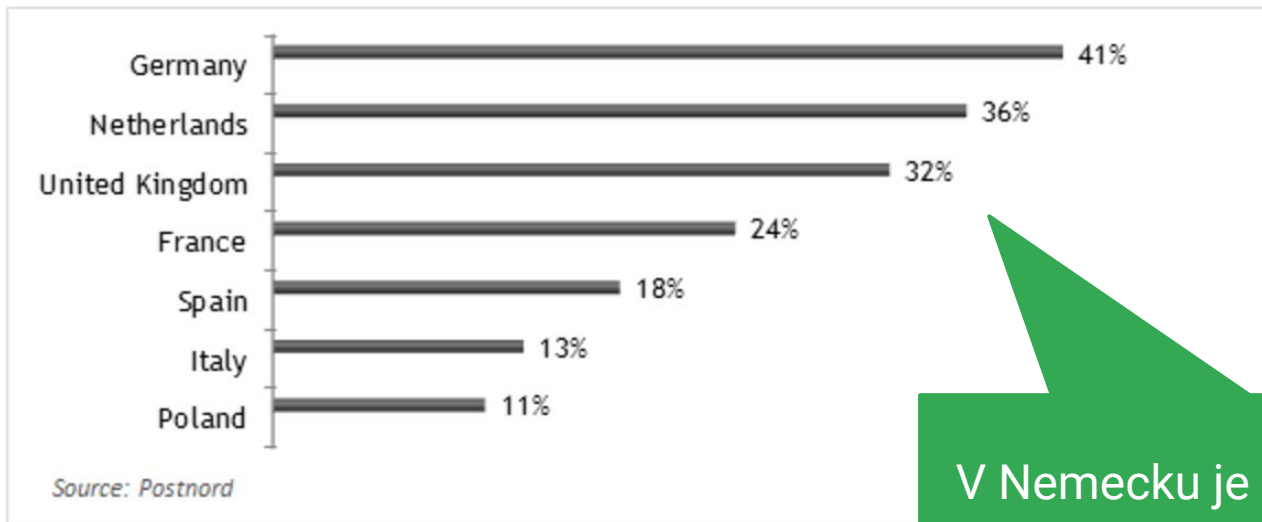
B2C e-commerce growth rate, 2015



Source: Ecommerce Foundation, 2016



# Každá krajina má svoje špecifiká

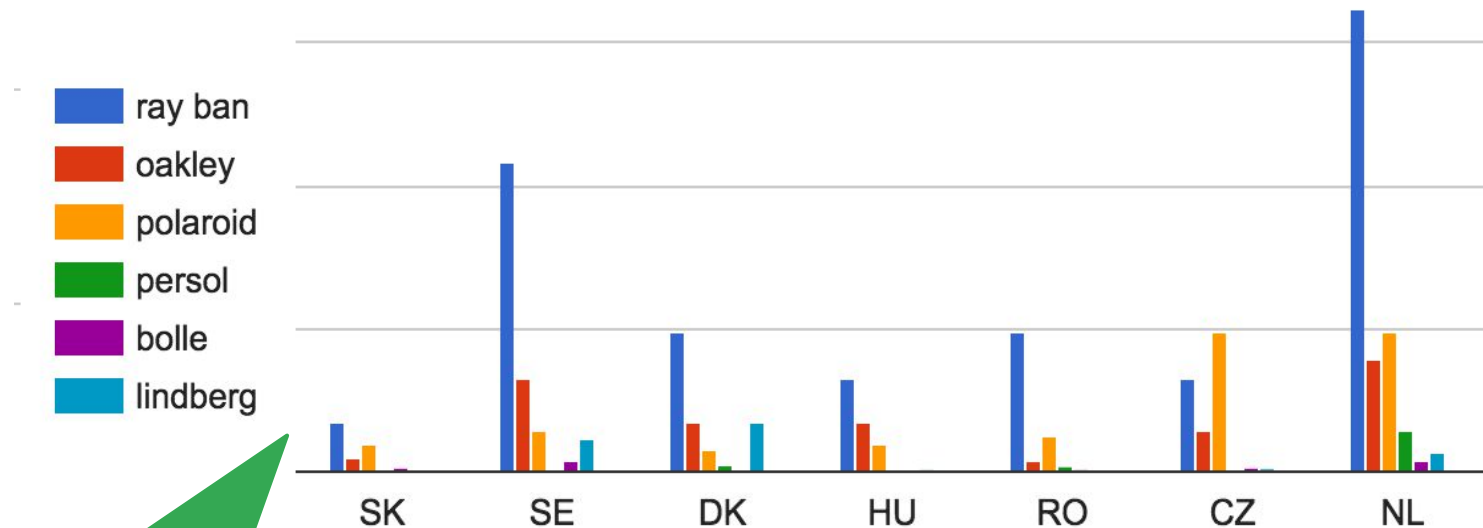


V Nemecku je percento vráteného tovaru najvyššie (od 10 % v elektronike, až po 70 % v móde)

# Kvalitné zdroje informácií o trhoch

- [EcommerceFoundation.org](https://ecommercefoundation.org), [EcommerceWiki.org](https://ecommercewiki.org), [EcommerceNews.org](https://ecommercenews.org)
- [consumerbarometer.com](https://consumerbarometer.com)
- Eurostat
- Konkurencia, veľkí hráči na trhu
- Lokálne ecommerce weby/agentúry
- Weby platobných brán a služieb

# Lokálne preferencie značiek



V Dánsku 2. TOP značka  
Lindberg - info pre klienta  
pre doplnenie sortimentu

Metrika: Objem vyhľadávania  
Zdroj: AdWords Keyword Planner

# SEO + Market research: Collabim.CZ

**eyerim.sk**

Přehled Odkazy **Klíčová slova** Konkurence Stránky Site finder Reporty Nástroje Finance Uživatelé a oprávnění

**Klíčová slova** (6) [+ Přidat nová klíčová slova](#) [250 záznamů/stránka](#)

Hledat klíčová slova  štítky ([seznam](#))  [+ další filtry](#)  nebo [vymazat filtry](#)

<input type="checkbox"/>	Klíčové slovo	Hledanost Google volná shoda	Pozice Google SK	<a href="#">+ Více</a>
<input type="checkbox"/>	☆ ray ban clubmaster	160	6 (+3)	
<input type="checkbox"/>	☆ clubmaster	61	26 (-2)	
<input type="checkbox"/>	☆ ray ban clubmaster okuliare	24	17 (+0)	
<input type="checkbox"/>	☆ clubmaster optical	5	3 (+0)	
<input type="checkbox"/>	☆ ray ban clubmaster aluminum	4	7 (+0)	

# SEO + Market research: Collabim.CZ

**eyerim.dk**

Přehled Odkazy **Klíčová slova** Konkurence Stránky Site finder Reporty Nástroje Finance Uživatelé a oprávnění

**Klíčová slova** (5) [+ Přidat nová klíčová slova](#) 250 záznamů/stránka

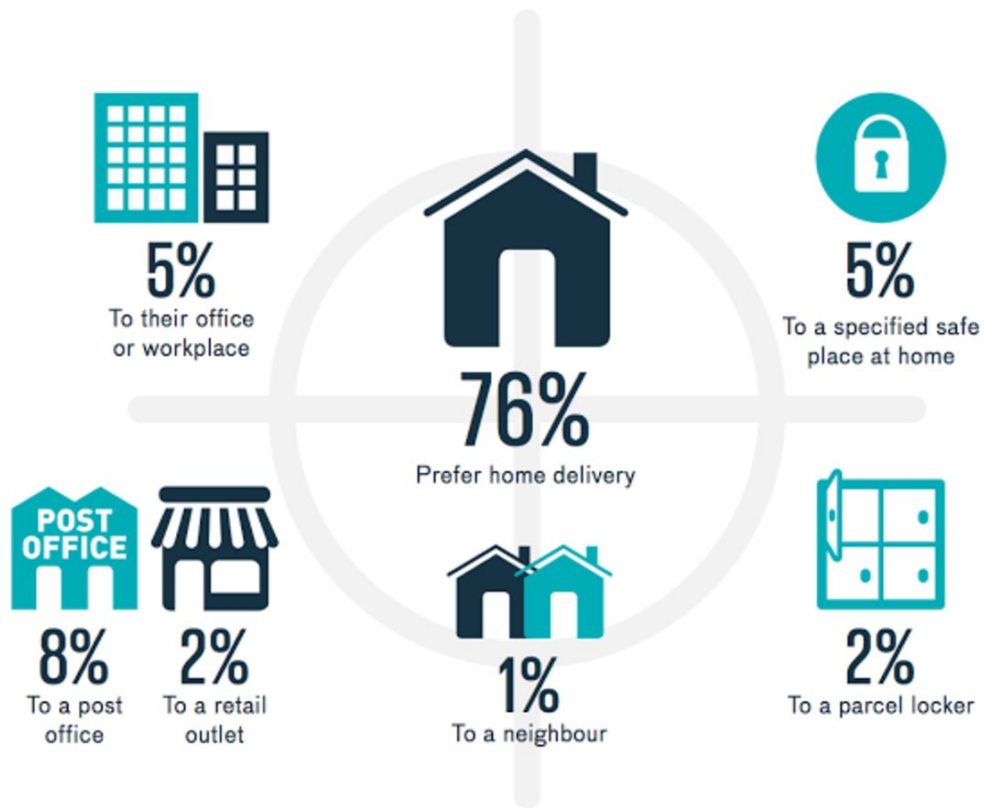
Hledat klíčová slova  štítky ([seznam](#))  [+ další filtry](#)  nebo [vymazat filtry](#)

<input type="checkbox"/>	Klíčové slovo	Hledanost Google minulý měsíc, volná shoda	Pozice Google DK	<a href="#">+ Více</a>
<input type="checkbox"/>	★ ray ban clubmaster	1600	16 (-1)	
<input type="checkbox"/>	★ clubmaster	320	Zpracovávám	
<input type="checkbox"/>	★ clubmaster solbriller	170	35 (+0)	
<input type="checkbox"/>	★ clubmaster ray ban	110	Zpracovávám	
<input type="checkbox"/>	★ ray ban clubmaster briller	30	19 (+1)	





# Doprava tovaru



# Nordické krajiny

- Pôvodné zameranie eyerimu
- Ako rýchlo v priemere chcú zákazníci mať tovar doma:
  - **Škandinávia: 3,9 dňa**
  - Švédsko: 3,9 dňa
  - Dánsko: 3,4 dňa
  - Nórsko: 4,1 dňa
  - Fínsko: 4,4 dňa
- Realita pre Škandináviu trvala 5 dní (DK) - 8,5 (NO) dní od odoslania tovaru zo skladu.
- Dodanie trvalo o 7 dní dlhšie ako bolo uvedené na webe.

# Očakávania vs. realita

- Zákazníci dajú svoju nespokojnosť vedieť online
- Hodnotenie pod 90% je vážny problém
- Na webe uvádzajte čo najreálnejšie doby dodania

## Anmeldelser af Eyerim

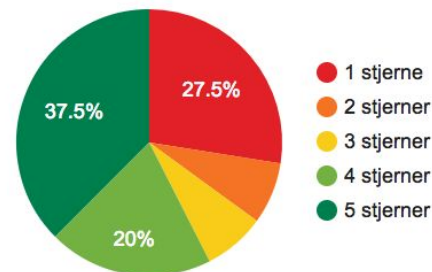
Middel **5.6** fra 0 - 10



Bedøm virksomhed

40 anmeldelser på Trustpilot

 Inviterer ikke



# Dánsko - krajina rýchlej dopravy

## Highest expectations concerning delivery times

>> When you order a product online, what are your expectations concerning the delivery time, i.e. what is the maximum number of days you are prepared to wait to receive your goods? (Q1, %)

Base: Have made purchases online during the quarter

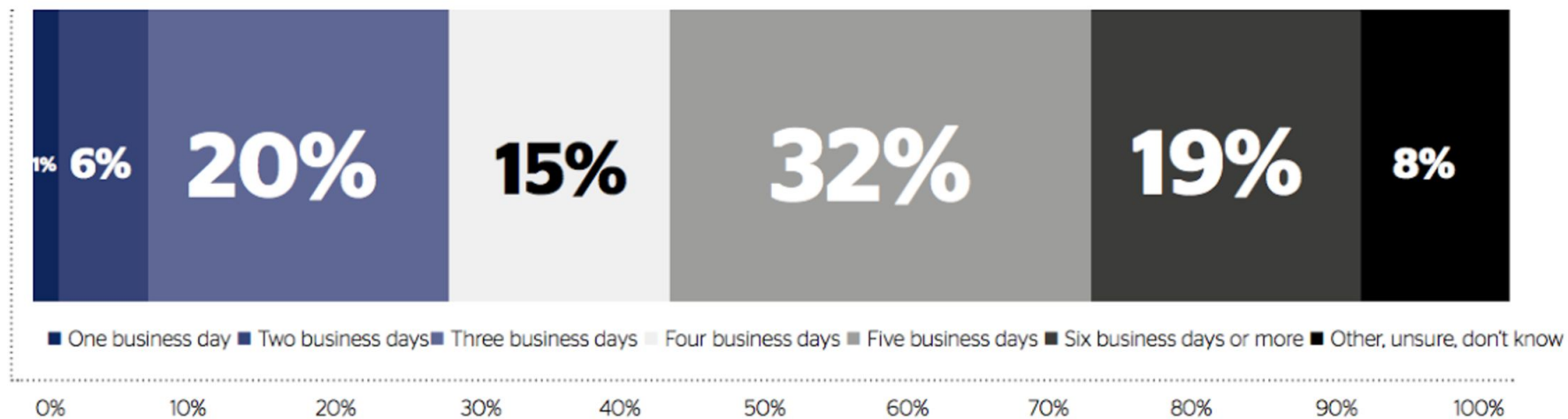


# Fínsko - symbol trpezlivosti

## The most patient Nordic consumers

>> When you order a product online, what are your expectations concerning the delivery time, i.e. what is the maximum number of days you are prepared to wait to receive your goods? (Q1, %)

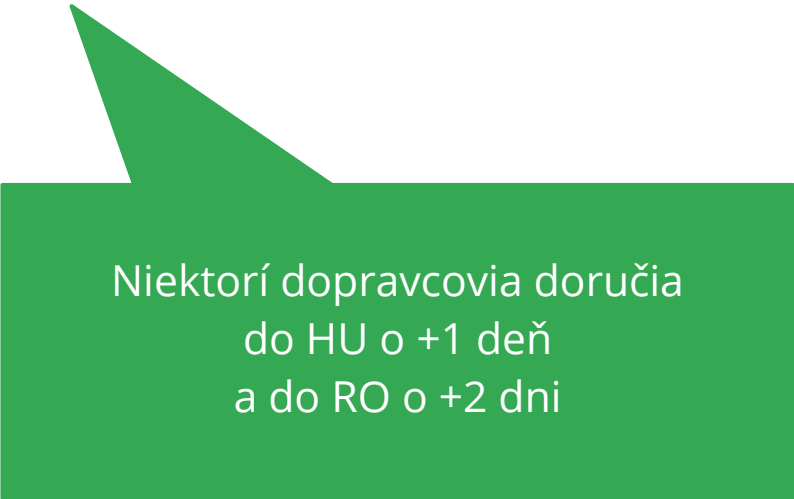
Base: Have made purchases online during the quarter



# Logisticky dostupné krajiny

Dodanie do SK, CZ, RO, HU je relatívne rýchle

- SK: 1,7 dňa
- CZ: 1,6 dňa
- PL: 1,9 dňa
- HU: 2,3 dňa
- RO: 4,5 dňa

A green callout box with a pointer pointing towards the list of countries. The text inside the box is white and provides additional delivery information for Hungary and Romania.

Niektorí dopravcovia doručia  
do HU o +1 deň  
a do RO o +2 dni

# Porovnanie krajín

	Google Search volume	Google CPC	GDP PPP	# of competitors
Poland	301 200	0.16	1003.46	33
Netherlands	362 865	0.39	831.41	19
Denmark	100 250	0.37	264.8	20
Sweden	195 920	0.40	498.1	36
Norway	79 100	0.51	364.7	18
Finland	64 500	0.30	230	13
Czechia	113 200	0.28	350.9	25
Hungary	95 500	0.14	267.6	12
Romania	100 640	0.08	441.4	3



ray ban 3449



[Wszystko](#)

[Grafika](#)

[Zakupy](#)

[Filmy](#)

[Mapy](#)

[Więcej](#)

[Ustawienia](#)

[Narzędzia](#)

Okolo 352 000 wyników (0,81 s)

## Kup „ray ban 3449” w Google

Sponsorowane ⓘ



Ray Ban  
RB3449  
**199,99 zł**  
trof.pl



Ray-Ban  
RB3449 ...  
**454,00 zł**  
Eyerim PL



Ray Ban RB  
3449 001/2Y  
**529,00 zł**  
eyewear24.net



Ray Ban RB  
3449 003/30  
**529,00 zł**  
eyewear24.net



Ray-Ban  
RB3449 ...  
**454,00 zł**  
Eyerim PL



[Wyświetl  
wszystkie](#)





# PL tips summary



1. Cash On Delivery works
2. Ceneo.pl + Skapiec.pl (price comparisons work)
3. Google Shopping: only product specific campaigns work
4. Native speaker is not enough
5. SEO analysis + UX view on the web is essential

Okulary przeciwsłoneczne dla mężczyzn

okulary przeciwsłoneczne dla kobiet

VS.

okulary przeciwsłoneczne męskie

okulary przeciwsłoneczne damskie

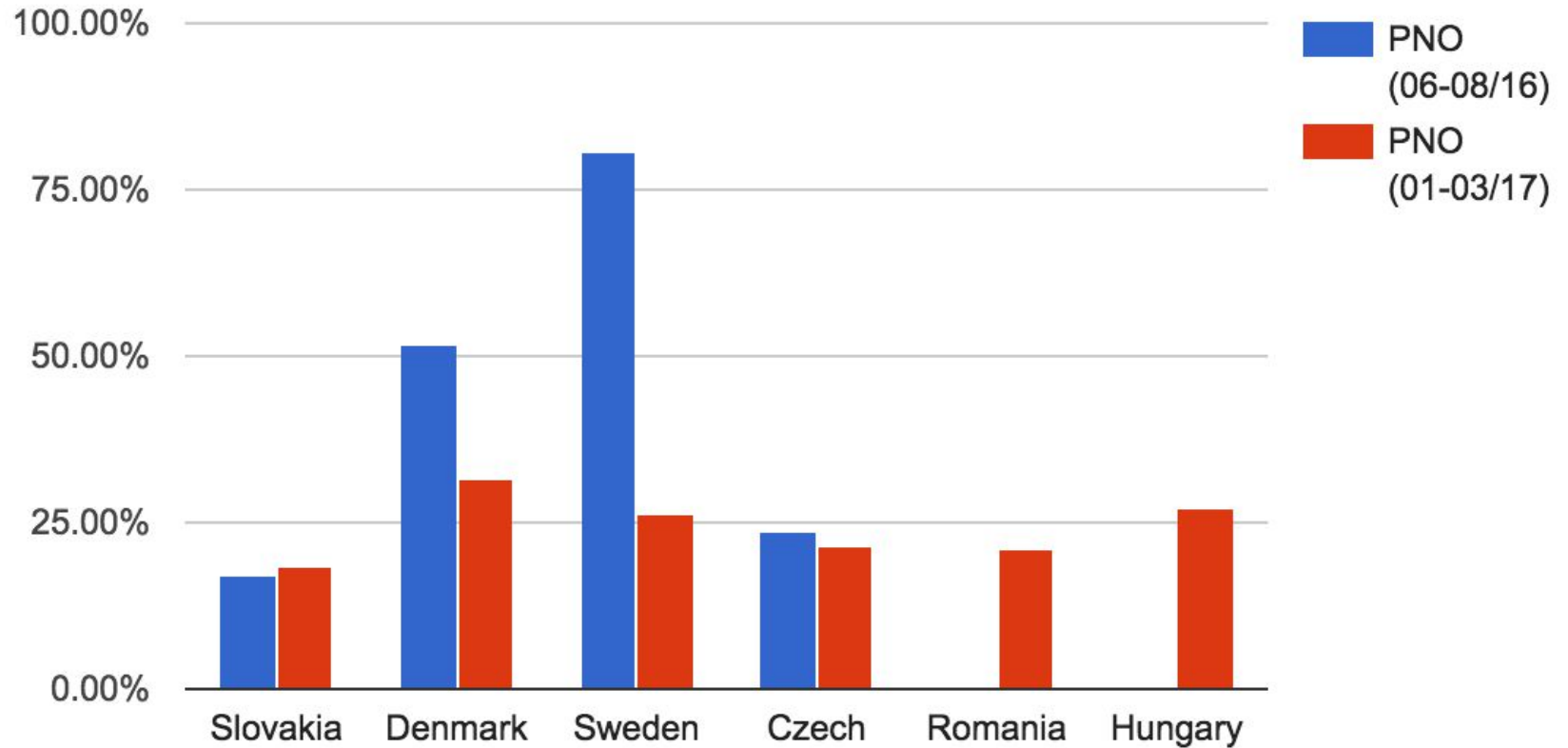


Pôvodné preklady	
Okulary przeciwsłoneczne dla mężczyzn	20
okulary przeciwsłoneczne dla kobiet	8

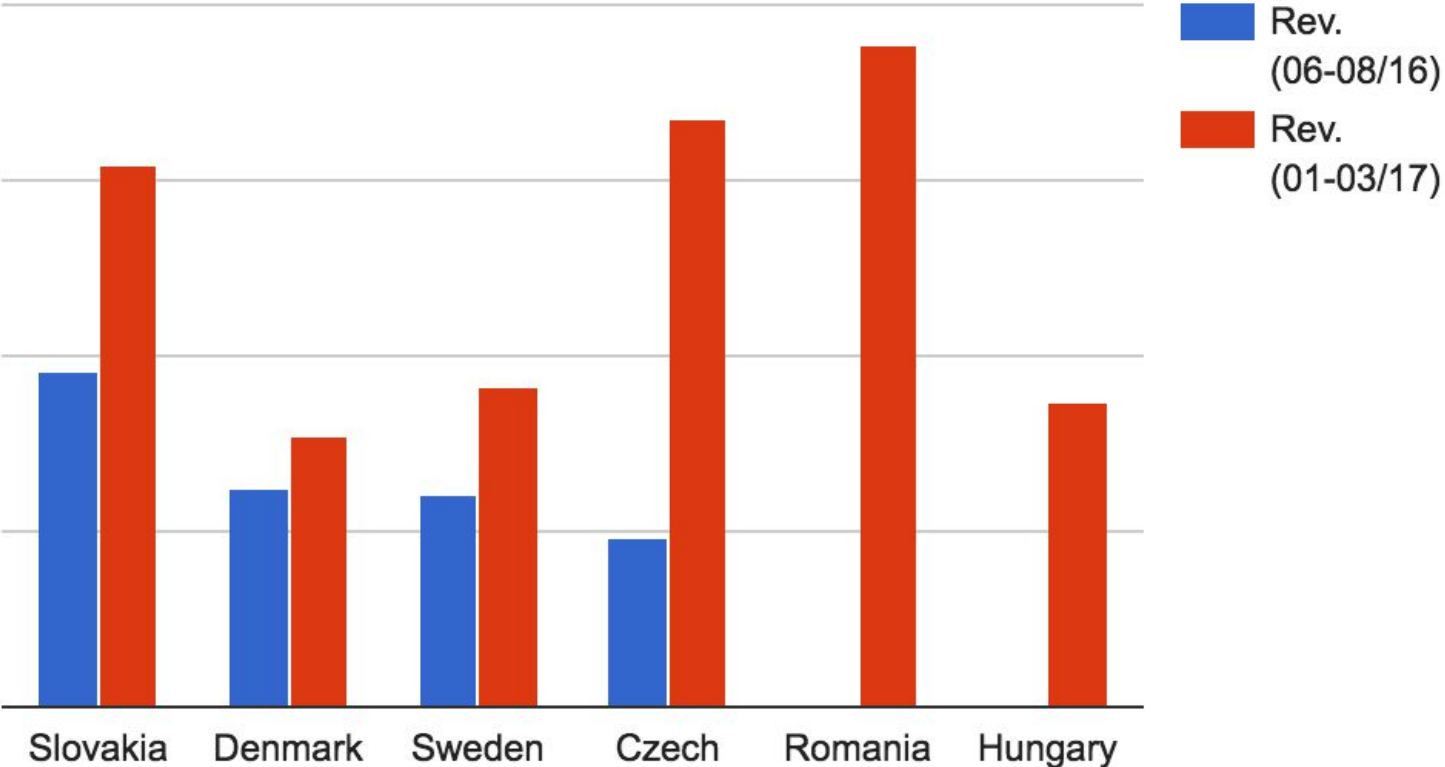


Správne podklady	
okulary przeciwsłoneczne męskie	5 400
okulary przeciwsłoneczne damskie	2 900

## PNO (06-08/16) and PNO (01-03/17)



# Rev. (06-08/16) and Rev. (01-03/17)



## SK + CZ tips



1. We implemented Shopping campaigns in CZ
2. Separated “brand” adgroups to “brand + model” adgroups
3. Launched DSA campaigns (product specific)
4. Launched dynamic remarketing

# RO tips

1. Cash On Delivery > 90%
2. Counties instead of Postal Codes
3. Select boxes
4. 2-year warranty rocks!
5. Sales - best is percentual discount badge in image



# Where is Google shopping, there we go...





# Postup zakládania kampaní

- Shopping (blooMarty)
  - Produktové výrazy (40 % plánovaných investíc) “ray-ban aviator rb3025”...
  - Modelové výrazy (25 % plánovaných investíc) “ray-ban clubmaster”
  - Brandové výrazy (25 % plánovaných investíc) “ray-ban brýle”
  - Všeobecné výrazy (10 % plánovaných investíc) “sluneční brýle”
- Scripty členiace štruktúru Google Shoppingu
- Produktové výrazy
- Značky
- DSA
- Všeobecné výrazy

Približný počet výsledkov: 18 000 (0,50 sekúnd)

1.

### Okuliare Persol - Skvelé zľavy. Doprava zadarmo - eyerim.sk

Reklama [www.eyerim.sk/](http://www.eyerim.sk/) ▼ 0915 774 755

Široký sortiment originálnych **okuliarov** svetových značiek. Akcie každý deň.

Poštovné Zadarmo · Iba originálne modely · Vratenie do 30-tich dní · Akcie a zľavy každý deň

Každý deň nové Zľavy · Doprava Zadarmo až k Vám

2.

### Okuliare Persol - kodano.sk

Reklama [www.kodano.sk/](http://www.kodano.sk/) ▼

100% originálne **okuliare**. Výmena a náhrada zadarmo. Kup Ted!

pánske modely · dámske modely

Akcia · Novinky · Kontakt · Zadarmo výmena

3.

### Slnčné okuliare Persol - heureka.sk

Reklama [slnecne-okuliare.heureka.sk/](http://slnecne-okuliare.heureka.sk/) ▼

Kde predávajú **okuliare** lacnejšie? Vyberajte najnižšie ceny na Heuréke

Porovnajte kým nakúpite · Garancia nákupu · Hodnotenia e-shopov · Nakupujte s prehľadom

Tip: Snehové reťaze · Tip: Oblečenie na moto · Tip: Pneumatiky · Tip: Alkohol testery · Tip: Tuning

4.

### Okuliare online od 39,90 € - Skúšajte cez virtuálne zrkadlo - opti24.sk

Reklama [www.opti24.sk/online-okuliare](http://www.opti24.sk/online-okuliare) ▼

Záruka vrátenia peňazí. Široký výber, nemecká kvalita, dodanie Zdarma nad 60 €.

Multifokálne okuliare · Značkové okuliare · Nové modely 2017 · Slnčné dioptrické

Search

All campaigns

All drafts

All experiments

Campaign groups

Shared library

Bulk operations

- Automated rules
- Scripts
- Bulk edits
- Bulk uploads

Labels

October 17, 2016 at 9:56:22 AM UTC+2 <i>Ran in 30 mins</i>	projekty - bidding	✔ No changes or logs
October 17, 2016 at 9:41:07 AM UTC+2 <i>Ran in 30 mins</i>	elektronick-star.cz - bidding / Shopping	✔ 53 successful <a href="#">Details</a>
October 17, 2016 at 9:02:36 AM UTC+2 <i>Ran in 7 secs</i>	elektronick-star.cz - startovanie - kontrola a labels	✔ No changes or logs
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October 17, 2016 at 8:37:24 AM UTC+2 <i>Ran in 30 mins</i>	Shopping Campaign Structure eStar	✔ No changes or logs
October 17, 2016 at 8:33:16 AM UTC+2 <i>Ran in 20 secs</i>	Shopping - Negative KeyWords	✔ No changes or logs
October 17, 2016 at 8:03:48 AM UTC+2 <i>Ran in 25 mins</i>	Shopping Structure manage	✔ No changes or logs
October 17, 2016 at 8:02:36 AM UTC+2 <i>Ran in 5 secs</i>	elektronick-star.cz - startovanie - kontrola a labels	✔ No changes or logs
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October 17, 2016 at 7:27:40 AM UTC+2 <i>Ran in 30 mins</i>	Shopping Structure manage	✔ No changes or logs

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**Magic** *ScriptBidding*

**2179 zmien cien klikov**

...len za minulú noc

5  
Tools  
You can  
Use  
Tomorrow



# hotjar



**RECRUITERS**



**SURVEYS**



**POLLS**



**FORMS**



**FUNNELS**

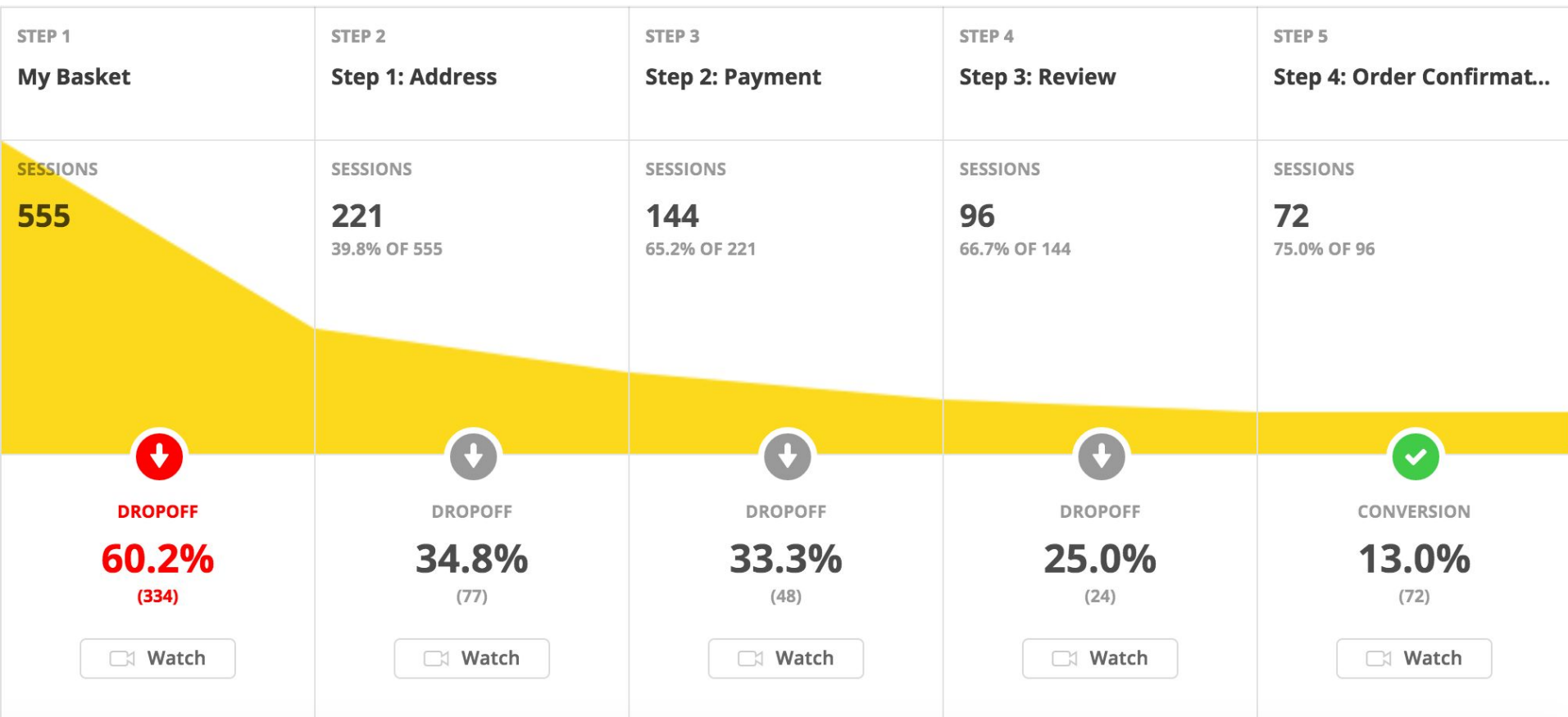


**RECORDINGS**



**HEATMAPS**







eyerim



OTRZYMAĆ DODATKOWĄ ZNIŻKĘ 5%

Okulary przeciwsłoneczne  
Dior



Popularność



FILTRY

Aktywne filtry

Marka: Dior



Usuń wszystkie filtry

**Dior**

Reflected M2P/SF



POLARYZACYJNE

1.144 PLN

**Dior**

Reflected 321/OR



POLARYZACYJNE I WYSYŁKA DO.

1.144 PLN



1x

Skip Pauses

0:00 / 1:30

CURRENT PAGE: <https://www.eyerim.pl/sunglasses/brand/dior/>



Autoplay





## Ray-Ban

ERIKA RB4171 622/8G

Frakt: **GRATIS**

Uppskattad leveranstid: **7 - 14 arbetsdagar**

Ångerrätt: **30 dagar**

Storlek (?)

M (54/18/145)

**849,00 SEK**

~~1.150 SEK~~

 | LÄGG I VARUKORGEN

DEN HÄR MODELLEN I ANNAN FÄRG

DETALJER

BESKRIVNING

STORLEK

0.5x

Skip Pauses

0:03 / 8:06

CURRENT PAGE: <https://www.eyerim.se/ray-ban-rb4171-erika-622-8g-6856/?gclid=...>

Autoplay

# heatmaps or visual storytelling

## measure clicks or attention

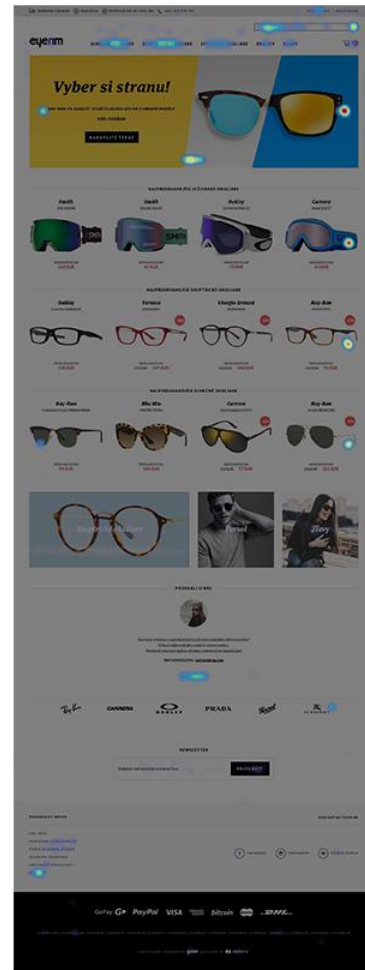
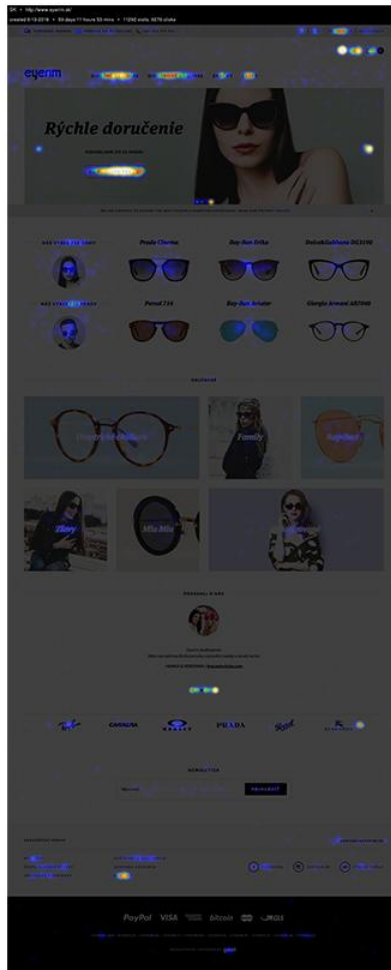
both types of heatmaps provide valuable information on how visitors interact with your site, your landing pages and your content

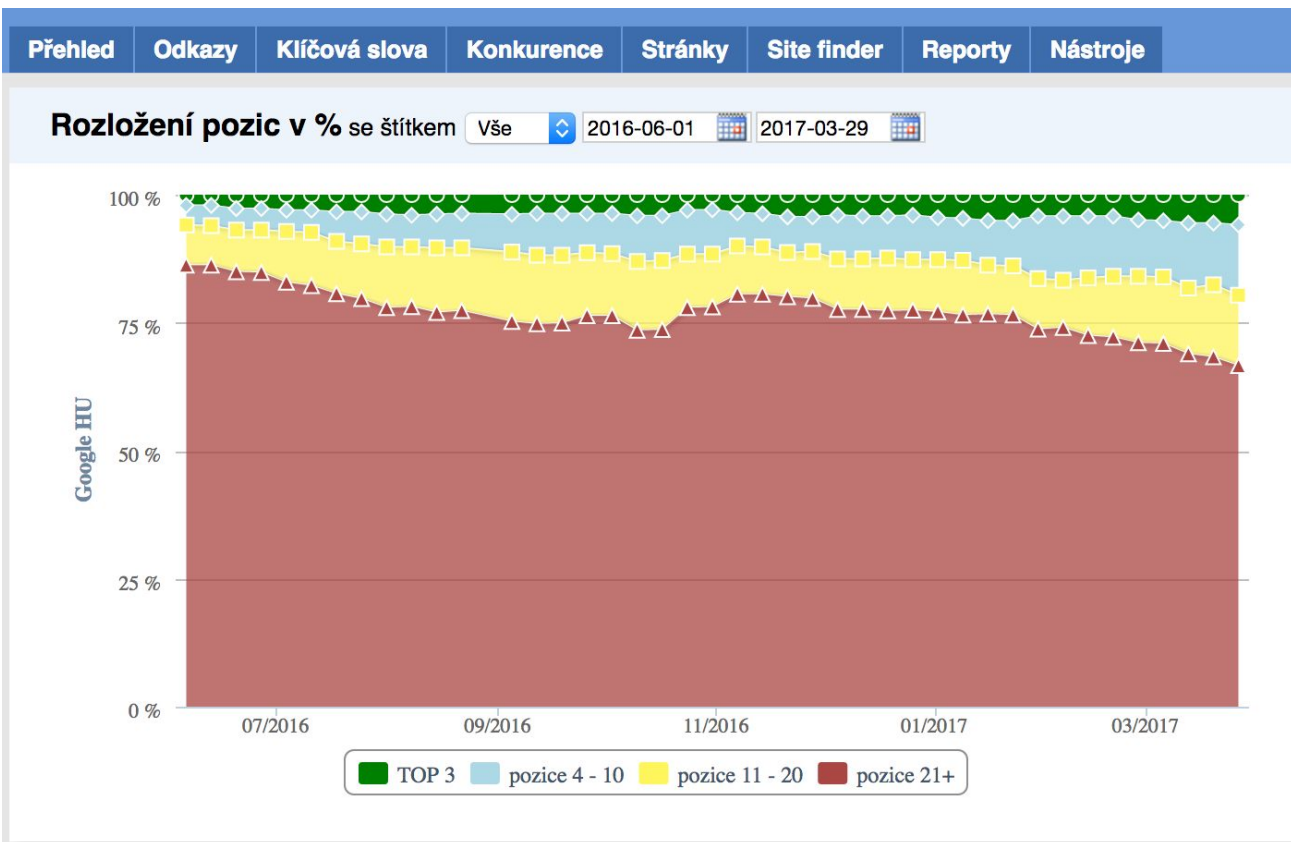
- which headlines draw visitors in and make them click
- what distracts visitors from your core content
- if people can locate search options easily
- whether they are reading your content and how much of it

## use heatmaps effectively

be clear about what you are trying to achieve on particular pages. Heatmaps also work well with other analytics tools

- use clickmaps with A/B testing tools for maximum effectiveness
- improve your local visibility in Google and elsewhere
- use heatmaps on your FAQ
- don't forget about mobile & tablet





Přehled Odkazy Klíčová slova Konkurence Stránky Site finder Reporty Nástroje

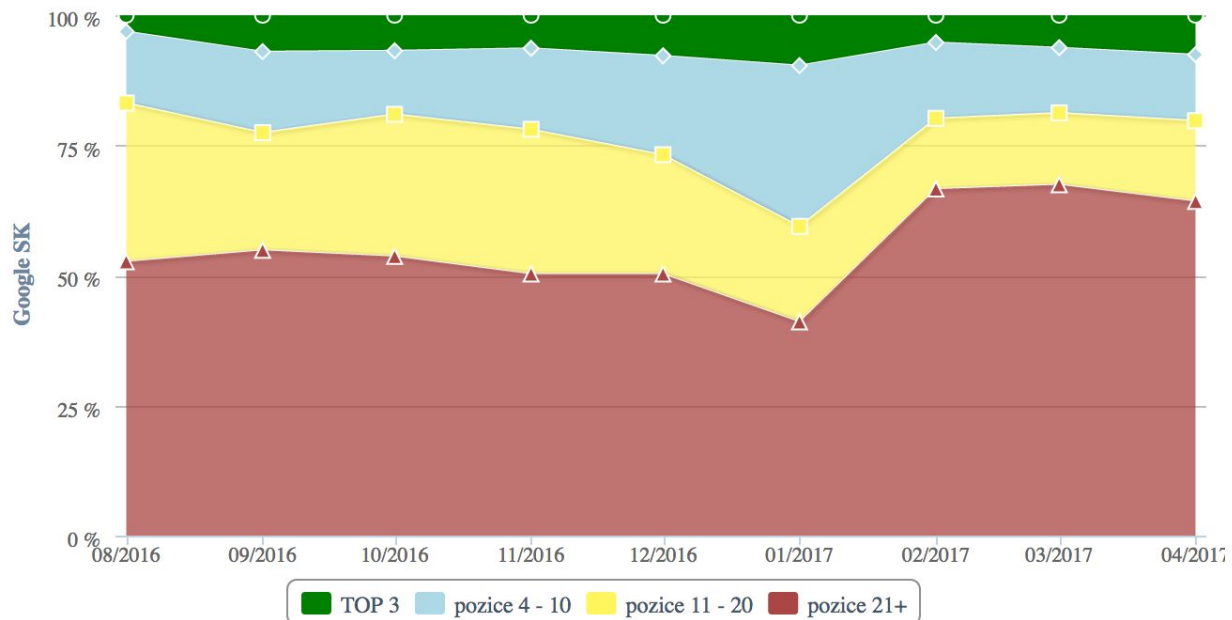
### Rozložení pozic v % se štítkem

Vše

2016-01-01



2017-04-05



**eyerim**

SLUNEČNÍ BRÝLE

DIOPTRICKÉ BRÝLE

LYŽAŘSKÉ BRÝLE

ZNAČKY

SLEVY



## Sluneční brýle



Seřadit podle: **Oblíbenost** ▾

### KATEGORIE

- Odesláni do 24h
- Polarizační
- Sport

### KOLEKCE

- Ženy

**Ray-Ban**

Original Wayfarer RB2140 901

-35%



**Jarní výprodej!**

Slevy až do 40% na jarní kolekci.

**Nakupujte teď**



Powered by GetSiteControl






●	spring sale 19.3.	PLUS	Promo
1.9K impr.	73 hits	3.73 ctr %	20 days
ID - 157904			
Edit	Preview	Statistics	A/B
			Clone
●	MOBILE spring sale 23.3.	PLUS	Promo
11K impr.	251 hits	2.28 ctr %	13 days
ID - 160878			
Edit	Preview	Statistics	A/B
			Clone

✕

## Forårs tilbud

Op til 40% rabatt på vores kollektion



Shop nu

**Polo Ralph Lauren**  
PH11531 9289



2 689 CZK

**Ray-Ban**  
RVN20 E110

**Polo Ralph Lauren**  
PH2083 5001



**Ray-Ban**  
Clubmaster Optical PV1E4 0010

**Ray-Ban**  
Round Fleck Optical RX2447V 5494



✕

### Slevy až do 40% na dioptrické brýle!

Nakupujte z pohodlí domova dioptrické brýle nyní za skvělé ceny.

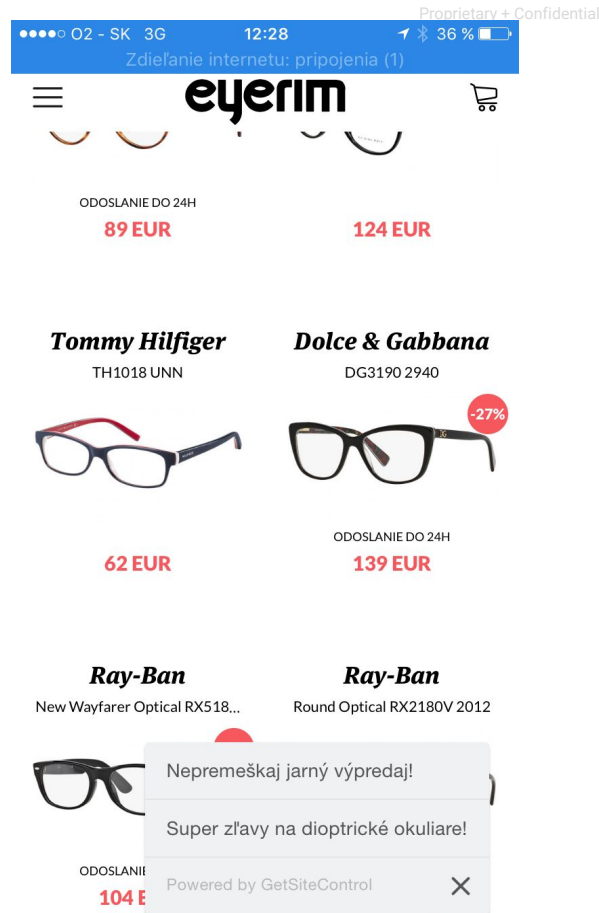
Nakupujte teď







+25%  
Conversion Rate  
On Mobile



Proprietary + Confidential



# Potenciál obratu = Miera dokončenia košíku

Completion rate	Checkout Completion Rate	Step 1 (Content)	Step 2 (Address)	Step 3 (Payment)	Step 4 (Review)	Potential in orders
Sweden	12%	46%	62%	60%	73%	52.0
Romania	19%	40%	72%	82%	78%	21.0
Netherlands	13%	38%	68%	54%	91%	13.0
Poland	16%	39%	72%	76%	77%	7.0
Finland	19%	47%	74%	54%	101%	3.0
Denmark	23%	39%	78%	85%	89%	0.0
Norway	20%	40%	74%	61%	111%	2.0
Czech Republic	25%	46%	82%	80%	83%	
Hungary	24%	47%	75%	83%	84%	
Slovakia	24%	42%	81%	78%	89%	



Pozor na lokálne zvyklosti: Vyžadujte Kraj spolu s PSČ

Completion rate	Checkout Completion Rate	Step 1 (Content)	Step 2 (Address)	Step 3 (Payment)	Step 4 (Review)	Potential in orders
Sweden	12%	46%	62%			
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Denmark			78%	85%	89%	0.0
Norway			74%	61%	111%	2.0
Czech Republic			82%	80%	83%	
Hungary			75%	83%	84%	
Slovakia			81%	78%	89%	

PSČ bez kraja je najbežnejšie v ČR a SR

V Rumunsku je bežné v košíku zadávať názov kraja namiesto PSČ



Vo Švédsku je bežný  
1-krokový košík

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Norway	20%	40%	78%	85%	111%	2.0
Czech Republic	25%	40%	78%	85%	83%	
Hungary	24%	40%	78%	85%	84%	
Slovakia	24%	40%	78%	85%	89%	

Pozor na preklady  
a UX košíka

# Pozor na UX v košíku



Krok 1  
**MŮJ KOŠÍK**



Krok 2  
**ADRESA**



Krok 3  
**SPŮSOB PLATBY**



Krok 4  
**SPOLU**

**chýba krok č. 5:  
potvrdenie objednávky**



Platba na faktúru vo  
Švédsku: 30 % trhu

Completion rate	Completion Rate	Step 1 (Content)	Step 2 (Address)	Step 3 (Payment)	Step 4 (Review)	Potential in orders
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Denmark	23%	39%	78%	85%	89%	0.0
Norway	20%	40%	71%	61%	77%	1.0
Czech Republic	25%	46%	72%	80%	85%	0.0
Hungary	25%	46%	75%	81%	85%	0.0
Slovakia	25%	46%	71%	70%	77%	0.0

Platba cez internet  
banking vo Fínsku:  
19% trhu

Platobná metóda iDEAL v  
Holandsku: 45 % trhu

# Platba V4 + Rumunsko

Nezaobídete sa bez platby na dobierku!

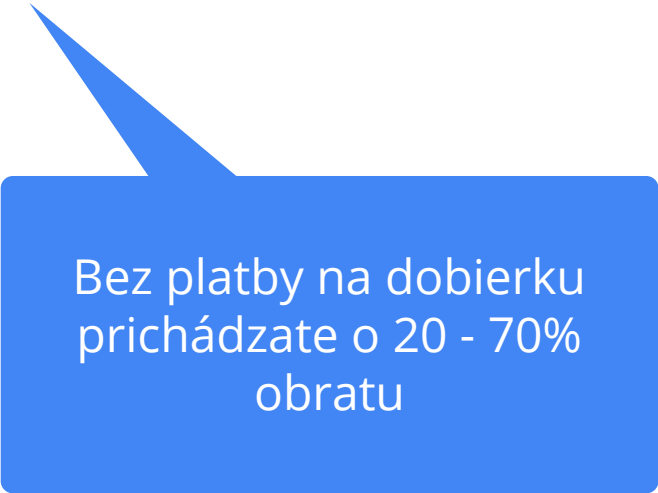
SK: 80%

RO: 74%

HU: 64%

CZ: 49%

PL: 27%



Bez platby na dobierku  
prichádzate o 20 - 70%  
obratu

# Dashboards

1. Majte dáta každý deň pod kontrolou
2. Merajte, vyhodnocujte, identifikujte chyby včas
3. Porovnávajte jednotlivé krajiny a hľadajte slabé miesta naprieč nimi





# Kontrola obratu

Revenue 15D-MovAvg 380D-Range



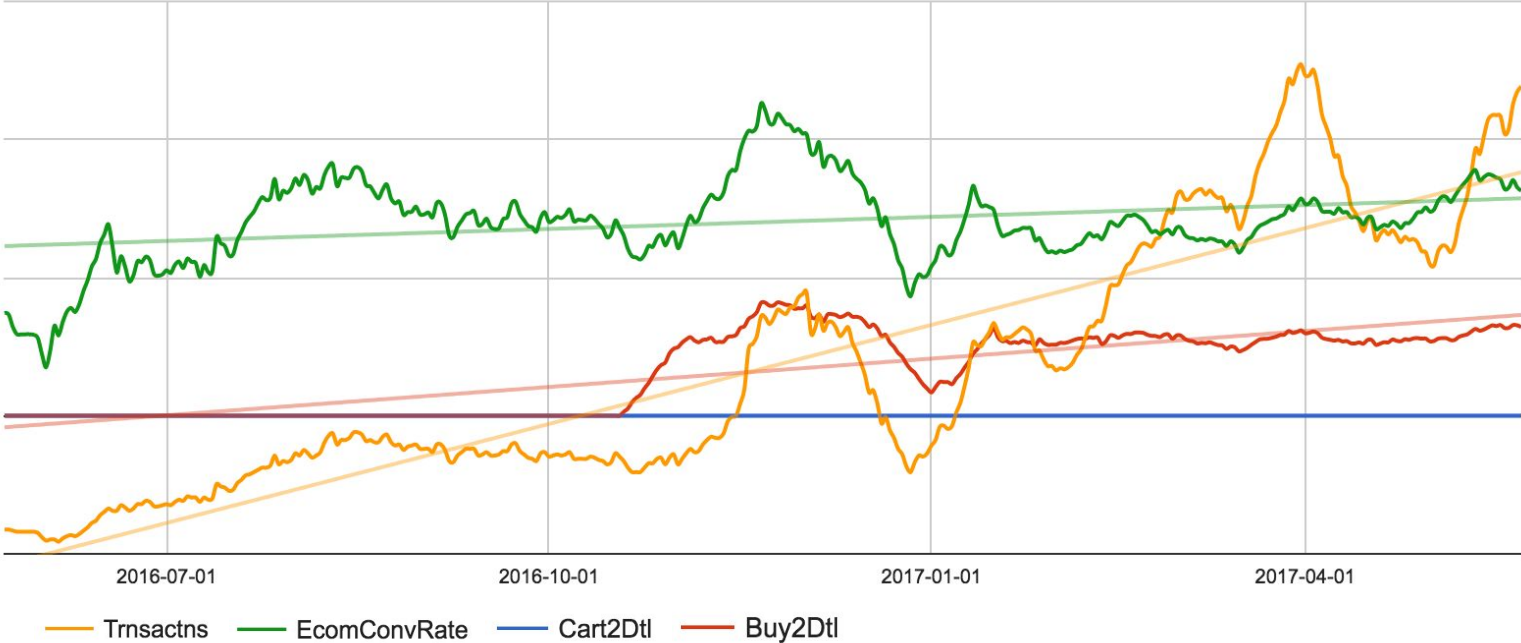
# Priemerná hodnota objednávky

**AvgOrderVal 15D-MovAvg 380D-Range**



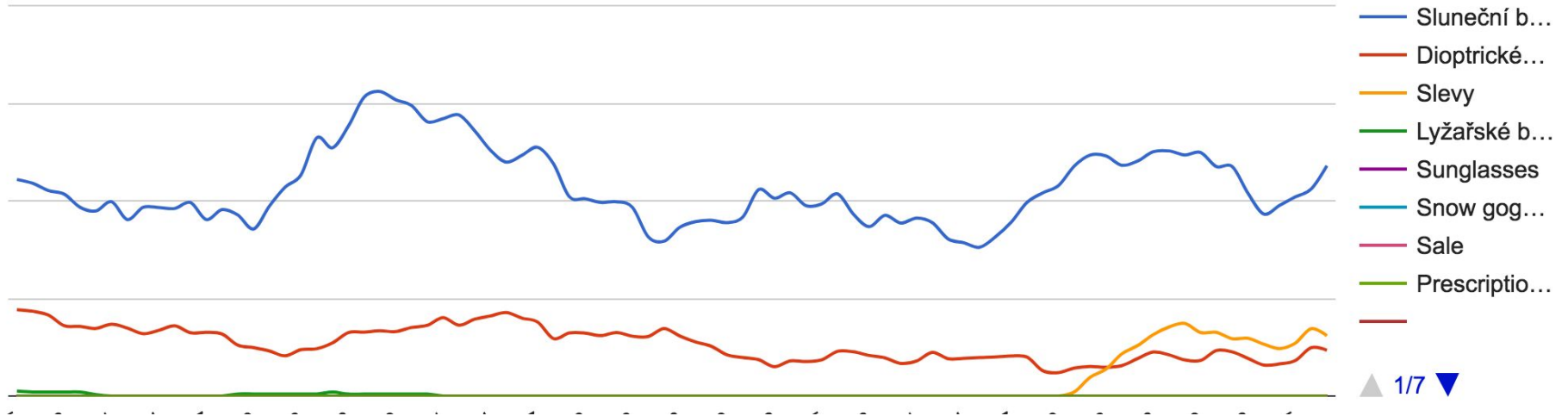
# Ecommerce data

Cart2Dtl, Buy2Dtl, EcomConvRate 15D-MovAvg 380D-Range



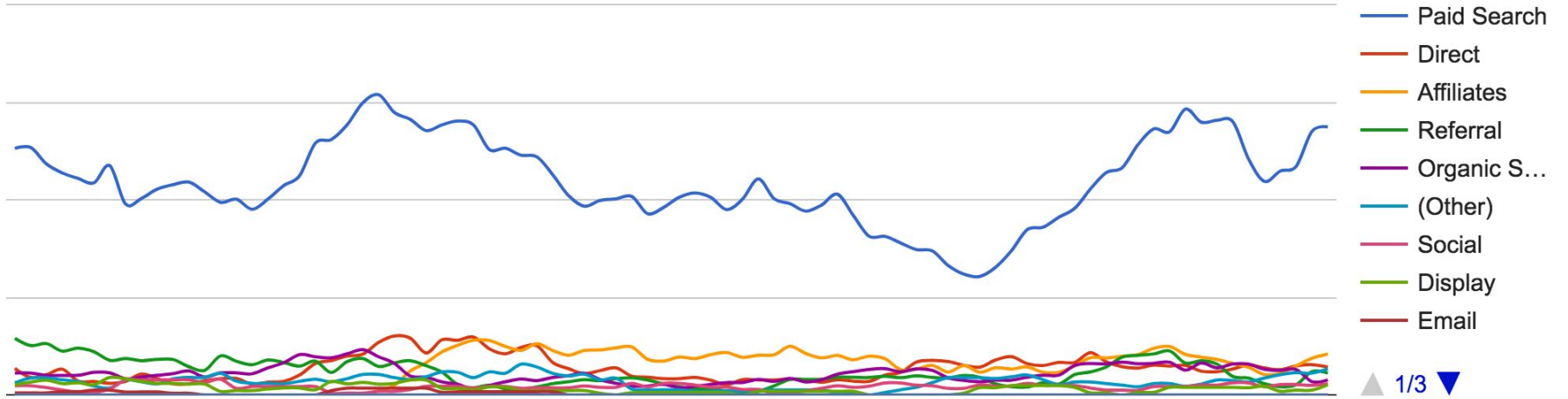
# Prehľad kategórií

Category Revenue 7D-MovAvg 90D-Range



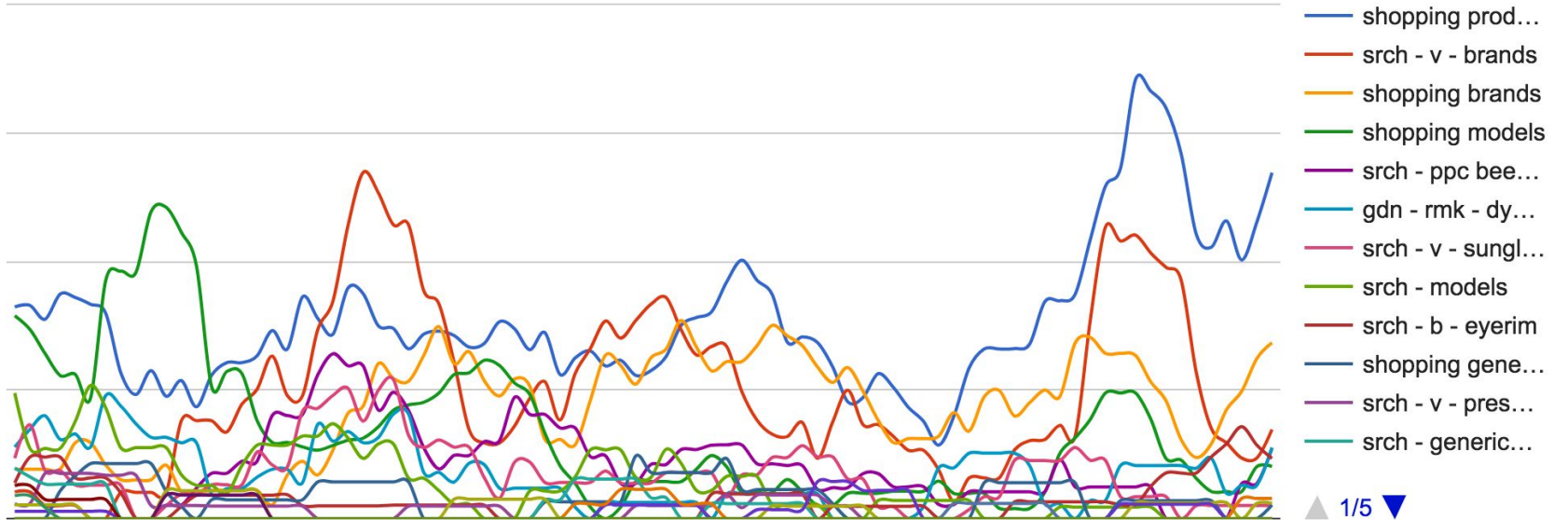
# Kanály obratu

Channel Revenue 7D-MovAvg 90D-Range



# Kategórie v AdWords

AdWords Revenue 7D-MovAvg 90D-Range



# Potenciál naprieč kategóriami a krajinami

	Prescription Glasses	Sunglasses	Winter goggles
Czech Republic	25.10%	73.57%	1.34%
Denmark	5.00%	90.63%	4.37%
Finland	8.86%	89.60%	1.54%
Hungary	12.88%	86.45%	0.67%
Netherlands	7.05%	91.14%	1.81%
Norway	5.62%	93.45%	0.93%
Poland	33.87%	65.33%	0.79%
Romania	27.21%	71.88%	0.91%
Slovakia	18.65%	80.08%	1.27%
Sweden	7.70%	88.55%	3.75%



# Potenciál v dioptrických okuliaroch

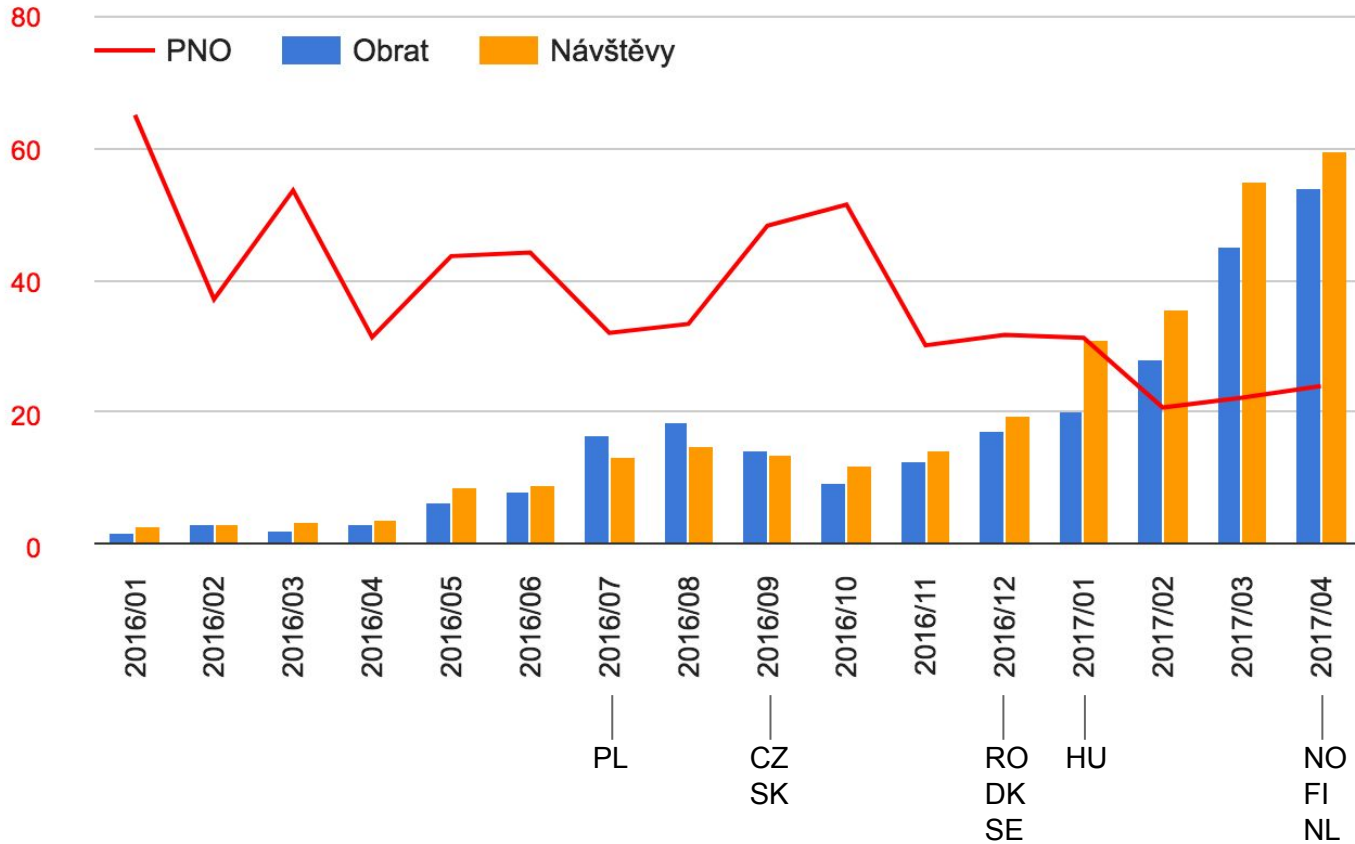
	Prescription Glasses	Sunglasses	Winter goggles	Potential in Prescription Glasses
Czech Republic	25.10%	73.57%	1.34%	0
Denmark	5.00%	90.63%	4.37%	28
Finland	8.86%	89.60%	1.54%	8
Hungary	12.88%	86.45%	0.67%	24
Netherlands	7.05%	91.14%	1.81%	8
Norway	5.62%	93.45%	0.93%	4
Poland	33.87%	65.33%	0.79%	0
Romania	27.21%	71.88%	0.91%	0
Slovakia	18.65%	80.08%	1.27%	24
Sweden	7.70%	88.55%	3.75%	26



# Q1: Medziročne obrat + 1443%

## Zníženie PNO o 48%

Proprietary + Confidential



ui42  
startup  
20 years  
ago:)





OSLAVUJEME **20** ROKOV

# Ďakujem

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