Otrium

Multi-market PPC strategy

FRIENDS FSEARCH









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Alexander McQUEEN

ON OVERVICE

BALENCIAGA

Otrium

Top 5 Selling Products

Net Sales Products

incl. operating cost Very desile



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Euros

A 128

Up to 50% discount

Up to 50% discount

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4:20

Otrium

KARL LAGERFELD

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Introduction

Philip Sonneveldt - Lead Paid Search at Otrium

- 10+ years online marketing experience
- Strong background in performance marketing
- Padel, kitesurfing and cycling



"Fun" fact: Friends of Search 2021 awards: finalist (Albert Heijn omnichannel case)

Our purpose





All clothing should be worn















The state of fashion



These unworn items end up at stock buyers for cents on the dollar, in landfills or get burned. An unacceptable waste for the resources that went in and for the people who miss out.



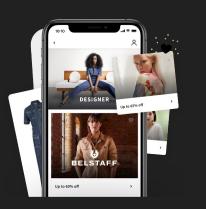


*Source; Fashion Impact Report '20 & Business of Fashion

Our northstar

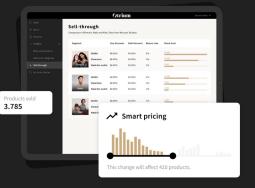
Otrium is set to become the gateway for off-price fashion

For customers



Most personalised off-price fashion shopping experience Physical outlet stores replaced with a bespoke digital outlet in everyone's pocket.

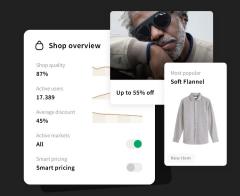
For designers



Leading marketplace for managing unsold inventory B2C

Fewer resources wasted because every item produced finds an owner.

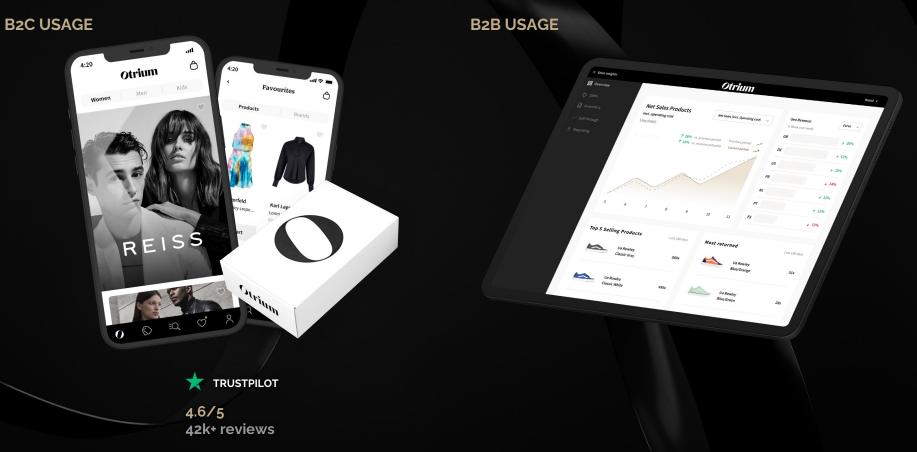
For designers



The premier destination for buying "Data Made Fashion"

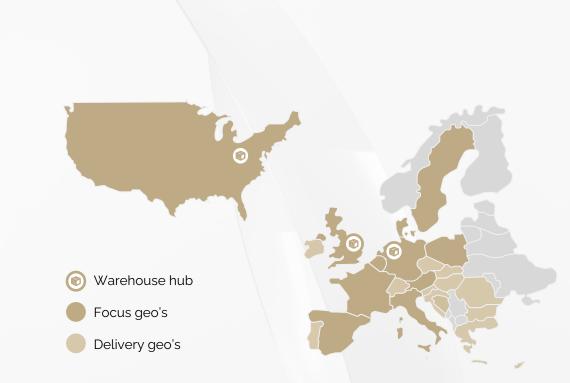
Hit & miss trend-forecasted production superseded by data & demand-driven production.

We are growing rapidly



Active in 9 core markets





Let's talk about PPC



BY DDMA iab.







Alexander McQUEEN

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Otrium

A 26% V

Net Sales Products

incl. operating cost

Net Sales linch. Operation

Top 5 Selling Products

Ua Rowley Classic White



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Euros

+ 12%

Up to 50% discount

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Up to 50% discount

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Otrium

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Designers are demanding

Marketplace dynamics

Business objectives

Way of working

Each designer (400+) has their own set of rules and promotion settings (per market): **we have to play by the book**













Designers are demanding

Marketplace dynamics

Business objectives

Way of working

Constant battle between product availability and stock



200.000+ SKU's



400+ designers



9 core markets

Designers are demanding

Marketplace dynamics

Business objectives

Way of working

1. Maximize GMV

2. Improve sell-through %

3. Growing **new** customer base

Designers are demanding

Marketplace dynamics

Business objectives

Way of working

Because of the complexity, the required control and a **low quality feed** a lot of work was done manually



Because of the high level of required control we can't leverage Smart Shopping and Performance Max campaigns



Performance Max

Our 2.0 strategy

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BY DDMA iab.





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Up to 50% discount

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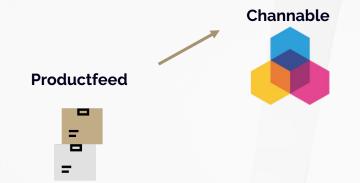
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Key pillars for our multi-market strategy: automation, control & dataactivation

	Res I	
Automation (!)	Full control	Data-activation
 Text campaigns Shopping campaigns Page feed DSA Negative lists Quality checks 	Tight control over search term visibility and ad-copy for each individual designer, per market	Steering our campaigns on the right data to align with our business objectives

The ecosystem we had in mind: using our product feed, Channable and custom scripts





Automated negatives

- -hilfiger
- -one step
- -ikks
- -etc.

Ad · https://www.otrium.co.uk/dresses/outlet *

Otrium.co.uk - Dresses Sale: up to 75% off - Otrium fashion outlet

Shop dresses with up to 75% off. Take advantage of the best deals at Otrium! We have 250+ designer and cult brands, all in one place, at the lowest prices! Top designer fashion. Member discounts. Search conscious brands. Exclusive fashion outlet. Free returns. New in - Womenswear · Otrium's Conscious Brands · New in - Menswear · Kids Clothing Because there were so many exceptions per designer: this would lead to hundreds of rules which had to be adjusted frequently

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	Or	□ brand_id ♦ III 3148714	
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	Or	□ brand_id ♦ Contains € 2435095	
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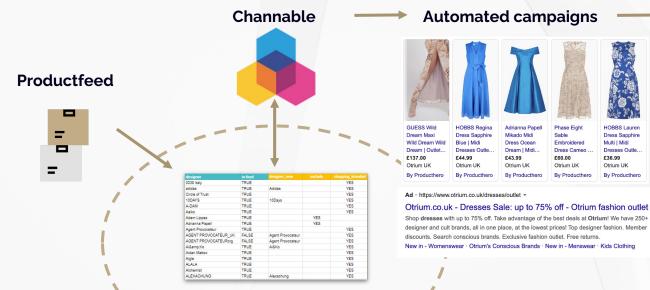
Save rule

Excluding too much (missed opportunities)

Excluding too little (unhappy designers)

Very time costly + prone to errors

We introduced the **O**-view



-etc.

Phase Eight

Embroidered

Dress Cameo

By Producthero

Sable

£60.00

Otrium UK

HOBBS Lauren

Dress Sapphire

Dresses Outle.

By Producthero

Multi | Midi

Otrium UK

£36.99

Automated negatives -hilfiger -one step -ikks

O-view provides us granular control over 400+ designers

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	214 TRA, ORSS	TRUE	2022-06-09-04 21:04			27198		YES		YES	115					
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paaled	415 Whisters	TRUE	2022-06-09-04.21:04			37667				YES	165	YES				
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	427 MARC O POLO erg	FALSE	2022-05-19-04 21-15		Marc Othelo	32023				YES	YES	YES				
	431 Revel Rey	FALSE	2022-05-19-04 21:15													
	47 LOIS US	FALSE	2022-05-19-04 21-15													
	411 Lui Fame	FALSE	2022-05-19-04 21.15													

Filled in to transform and specify visibility: pushed live after each new crawl

O-view also gives us the possibility to enrich and map missing variables

brand	≂ In last feed? ≂	Last Seen Timestamp	≂ des_new	des_id_new	des_exclude	shopping_freelisting_exclude	shopping_paid_exclude =	shopping_branded	= shopping_generic =	shopping_des
0039 Italy	TRUE	2022-03-09 05:21:03		31635		YES		YES	YES	YES
10Days	TRUE	2022-03-09 05:21:03		34215		YES		YES	YES	
A-DAM	TRUE	2022-03-09 05:21:03		43733		YES		YES	YES	
Aaiko	TRUE	2022-03-09 05:21:03		14055		YES		YES	YES	
Adam Lippes	TRUE	2022-03-09 05:21:03			YES					
Adidas	TRUE	2022-03-09 05:21:03		39543		YES		YES	YES	YES
Adidas by Stella McCartney	TRUE	2022-03-09 05:21:03		41614		YES		YES	YES	YES
Adrianna Papell	TRUE	2022-03-09 05:21:03			YES					
Agent Provocateur	TRUE	2022-03-09 05:21:03		34190		YES		YES	YES	
AGENT PROVOCATEUR_UK	TRUE	2022-03-09 05:21:03	Agent Provocateur	34190		YES		YES	YES	
Ai and Ko	TRUE	2022-03-09 05:21:03	Ai&Ko	14672		YES		YES	YES	
Aidan Mattox	TRUE	2022-03-09 05:21:03			YES					
Aigle	TRUE	2022-03-09 05:21:03				YES		YES	YES	YES
Alchemist	TRUE	2022-03-09 05:21:03		14133		YES		YES	YES	
ALEXACHUNG	TRUE	2022-03-09 05:21:03	Alexachung	33507		YES		YES	YES	YES
Alexander McQueen	TRUE	2022-03-09 05:21:03		37593		YES		YES	YES	
Alix the Label	TRUE	2022-03-09 05:21:03		14340		YES		YES	YES	YES
AllSaints Org	TRUE	2022-03-09 05:21:03	AllSaints	39164		YES		YES	YES	YES
America Today	TRUE	2022-03-09 05:21:03		14588		YES		YES	YES	
Anecdote	TRUE	2022-03-09 05:21:03		13119		YES		YES	YES	
Ange Clothing	TRUE	2022-03-09 05:21:03	An'ge	41154		YES		YES	YES	YES

- Mapping missing variables (!)
- Transform variables
- Overwrite ad-copy if necessary
- Enrich individual Shopping feed items

For Shopping we use the O-view to enrich and overwrite SKU's to increase relevancy

Before

After

Title:

Adidas Crazychaos Shoes Black - Women - Size: 40

Description:

Otrium is a fashion outlet platform up to 75% off. We've got hundreds of designer labels and cult brands all in one place. So enjoy exclusive access to premium and luxury brands with the best deals and unbeatable prices. Otrium offers free returns within 60 days of receiving your order. We give end-of-season fashion a new start. Lots of fashion stays unsold. For the resources that went in and for the people who miss out, it's such a shame. We're here to fix this, together with our partner brands.

Color: -

Images:



Title:

Adidas Crazychaos Shoes Black | Sneakers Outlet | Women | Size: UK 6.5 / EU 40 | Black-Grey

Description:

Running-inspired trainers that rebel against the expected. A runner look fuelled by confidence. These shoes show off uncompromising style in a bulky, retro-inspired build. The smooth leather upper is contrasted with textured suede overlays. Plush cushioning ensures a smooth, comfortable ride. The Crazychaos is a regular fit with large closure and leather upper with suede overlays. The highlights are: superior cushioning, everyday durability and outstanding grip. Otrium is a fashion outlet platform up to 75% off. We've got hundreds of designer labels and cult brands all in one place. So enjoy exclusive access to premium and luxury brands with the best deals and unbeatable prices. Otrium offers free returns within 60 days of receiving your order. We give end-of-season fashion a new start. Lots of fashion stays unsold. For the resources that went in and for the people who miss out, it's such a shame. We're here to fix this, together with our partner brands.

Color: Black/Grey

Images:





For Shopping we use a "waterfall" structure to guarantee control

brand	= In last feed? =	Last Seen Timestamp	\Xi clicks 👘	des_new	≂ des_id_new ≂	des_exclude	shopping_freelisting_exclude	= shopping_paid_exclude =	shopping_branded	= shopping_generic =	shopping_des
0039 Italy	TRUE	2022-03-09 05:21:03			31635		YES		YES	YES	YES
10Days	TRUE	2022-03-09 05:21:03			34215		YES		YES	YES	
A-DAM	TRUE	2022-03-09 05:21:03			43733		YES		YES	YES	
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Adidas	TRUE	2022-03-09 05:21:03			39543		YES		YES	YES	YES
Adidas by Stella McCartney	TRUE	2022-03-09 05:21:03			41614		YES		YES	YES	YES
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Agent Provocateur	TRUE	2022-03-09 05:21:03			34190		YES		YES	YES	
AGENT PROVOCATEUR_UK	TRUE	2022-03-09 05:21:03		Agent Provocateur	34190		YES		YES	YES	
Ai and Ko	TRUE	2022-03-09 05:21:03		Ai&Ko	14672		YES		YES	YES	
Aidan Mattox	TRUE	2022-03-09 05:21:03				YES					
Aigle	TRUE	2022-03-09 05:21:03					YES		YES	YES	YES
Alchemist	TRUE	2022-03-09 05:21:03			14133		YES		YES	YES	
ALEXACHUNG	TRUE	2022-03-09 05:21:03		Alexachung	33507		YES		YES	YES	YES
Alexander McQueen	TRUE	2022-03-09 05:21:03			37593		YES		YES	YES	
Alix the Label	TRUE	2022-03-09 05:21:03			14340		YES		YES	YES	YES
AllSaints Org	TRUE	2022-03-09 05:21:03		AllSaints	39164		YES		YES	YES	YES
America Today	TRUE	2022-03-09 05:21:03			14588		YES		YES	YES	
Anecdote	TRUE	2022-03-09 05:21:03			13119		YES		YES	YES	
Ange Clothing	TRUE	2022-03-09 05:21:03		An'ge	41154		YES		YES	YES	YES



In Shopping we use a custom script to automatically add or delete negatives

1. In a Spreadsheet, we specify which negative lists have to be created

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Feeds to create negative list of	Keyword List Name	Ads Account ID's	match type
https://files.channable.com/GtV-WO5oSFHVdIoMmpOQeQ==.json	UK Des All black list Phrase	696-451-5476	phrase
https://files.channable.com/Lrf_fFdkwWqa3oMqXUaVUw==.json	UK Des Funneling exclude Phrase	698-451-5478	phrase
https://files.channable.com/nKaWv4AHMCIdbMltZZJXFA==.json	UK Des Shopping black list Phrase	696-451-5476	phrase
https://files.channable.com/h0L8Ja4U3K9IGWDAWaxYTA==.json	UK Des Shopping designer exclude Phrase	696-451-5476	phrase
https://files.channable.com/JnwhGKOPubddu8aamc-T5g==.json	UK Des Shopping exact exclude Exact	696-451-5476	exact

In Shopping we use a custom script to automatically add or delete negatives

1. In a Spreadsheet, we specify which negative lists have to be created

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Feeds to create negative list of	Keyword List Name	Ads Account ID's	match type
https://files.channable.com/GtV-WO5oSFHVdIoMmpOQeQ==.json	UK Des All black list Phrase	696-451-5476	phrase
https://files.channable.com/Lif_fFdkwWqa3oMqXUaVUw==.json	UK Des Funneling exclude Phrase	696-451-5476	phrase
https://files.channable.com/nKaWv4AHMCIdbMltZZJXFA==.json	UK Des Shopping black list Phrase	696-451-5476	phrase
ttps://files.channable.com/h0L8Ja4U3K9IGWDAWaxYTA==.json	UK Des Shopping designer exclude Phrase	698-451-5476	phrase
https://files.channable.com/JnwhGKOPubddu6aamc-T5g==.json	UK Des Shopping exact exclude Exact	696-451-5476	exact

2. The negatives are then loaded into a separate tab; in here we specify if certain combinations have to be created

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	philippa k	WAAR	2022-03-22 17:08:05		{kw} onlinel{kw} ment{kw} ment{kw} ments{kw} ments{kw} woment{kw} woment{kw} kidst{kw} store{kw} online
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In Shopping we use a custom script to automatically add or delete negatives

1. In a Spreadsheet, we sp	ecify which negativ	e lists hav	e to be created
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Feeds to create negative list of	Keyword List Name	Ads Account ID's	match type
https://files.channable.com/GtV-WO5oSFHVdIoMmpOQeQ==.json	UK Des All black list Phrase	696-451-5476	phrase
https://files.channable.com/Lrf_fFdkw/Wga3oMgXUaVUw==.json	UK Des Funneling exclude Phrase	698-451-5476	phrase
https://files.channable.com/nKaWv4AHMCIdbMltZZJXFA==.json	UK Des Shopping black list Phrase	698-451-5476	phrase
https://files.channable.com/h0L8Ja4U3K9IGWDAWaxYTA==.json	UK Des Shopping designer exclude Phrase	698-451-5476	phrase
https://files.channable.com/JnwhGKOPubddu8aamc-T5g==.json	UK Des Shopping exact exclude Exact	698-451-5476	exact

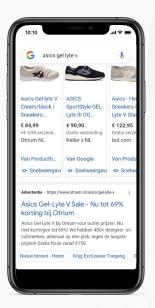
2. The negatives are then loaded into a separate tab; in here we specify if certain combinations have to be created

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	A	в	c	D	
	keyword	In last feed?	Last Seen Timestamp	Send to ads?	Combinations
	paul ka	WAAR	2022-03-22 17:08:05		{kw} online!{kw} men!{kw} mens!{kw} men's!{kw} women!{kw} womens!{kw} kids!{kw} store}{kw} online
	paule k	WAAR	2022-03-22 17:08:05		{kw} online {kw} ment{kw} ment{kw} ments{kw} ments{kw} woment{kw} kids{kw} store{kw} online
	philippa k	WAAR	2022-03-22 17:08:05		{kw} onlinei{kw} meni{kw} mensi{kw} mensi{kw} womeni{kw} womensi{kw} kidsi{kw} storei{kw} onlinei
	pig and hen	WAAR	2022-03-22 17:08:05		{kw} online {kw} meni{kw} meni{kw} menis {kw} menis {kw} women {kw} womens {kw} kids {kw} store {kw} online
	rag and bone	WAAR	2022-03-22 17:08:05		{kw} onlinei{kw} meni{kw} meni{kw} menis{kw} menis{kw} womeni{kw} womens{kw} kidsi{kw} store{kw} onlinei
	rag n bone	WAAR	2022-03-22 17:08:05		{kw} online {kw} meni{kw} meni{kw} menis {kw} menis {kw} womeni{kw} womens {kw} kids {kw} store {kw} online
	rich and royal	WAAR	2022-03-22 17:08:05		{kw} onlinel{kw} ment{kw} ment{kw} ments{kw} ments{kw} woment{kw} woment{kw} kidst{kw} storel{kw} online
	rich en royal	WAAR	2022-03-22 17:08:05		{kw} onlinei{kw} meni{kw} mensi{kw} mensi{kw} men'si{kw} womeni{kw} womensi{kw} kidsi{kw} storei{kw} onlinei
	royal republic	WAAR	2022-03-22 17:08:05		{kw} onlinei{kw} meni{kw} mensi{kw} mensi{kw} men'si{kw} womeni{kw} womensi{kw} kidsi{kw} storei{kw} onlinei
	royalrepublig	WAAR	2022-03-22 17:08:05		{kw} online{{kw} meni{kw} meni{kw} meni{{kw} meni{{kw} online{{kw} kids}{kw} store{{kw} online{{kw} kids}{kw} store{{kids}{kw} store{{

3. The negatives are then automatically pushed to Google Ads: including combinations!

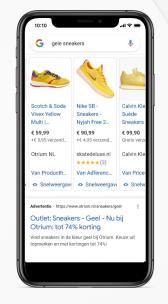
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[paul ka website]		Exacte zoekwoorden	

It all comes down to maximizing relevancy and increasing visibility



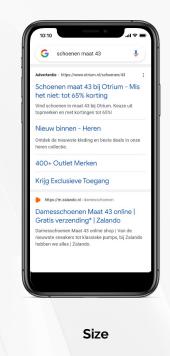
Product-lines

Product-lines were missing in the feed → mapped in the O-view



Colors

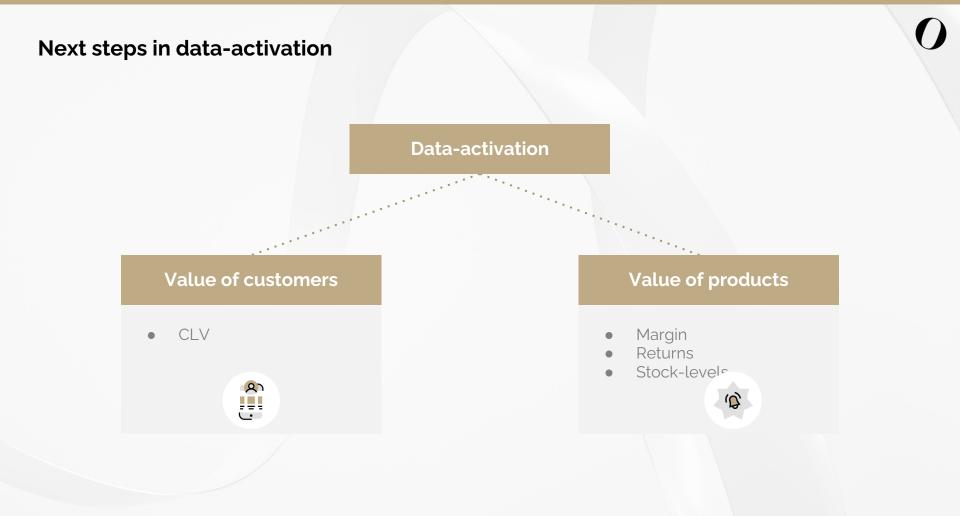
Colors were missing in the feed \rightarrow mapped in the O-view



Sizes are used from the feed and synonyms added if necessary (e.g. XS = Extra Small) Our new strategy led to very impressive results straight after implementation



- Quick time to market for new designers
- We are in full control and increased our visibility
- Saving a lot of manual labor
- Increased relevancy (positive impact on all key-metrics: e.g. CTR, CVR, QS, CPC)



Value of Customers: Conversion value rules are used to steer more towards new customers

Audiences are created via Customer Match and the tool Segment (CDP):

Audiences:	Loyal customers	Entry customers	Dorment customers	New customers
Conversion Value rules:	0,5	0,7	0,9	1
	The hiddi	na algorithm will now pus	h harder for new customer	c

The bidding algorithm will now push harder for new customers



Value of Products - tROAS targets determined by profitability of the stock

	Profitability		ROAS target
	Margin	Returns	
NA-KD	%	%	Low
Adidas	%	%	Low
Scotch & Soda	%	%	Medium
Daily Paper	%	%	Medium
Karl Lagerfeld	%	%	High
Reiss	%	%	High



Requiring very tight control, does not have to be in the way of automation!

Don't be discouraged by a (really) bad feed when you want to automate, plenty of options left: be pragmatic!

Use the right tools for specific tasks in automation, for the remaining 20% build custom scripts!

Examine if pMax (new campaign-types) fits in your strategy; it could be that it does not fit at all

Thank you! Questions?



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