Demystifying 5 Myths of Performance Marketing for Managers

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Consumatorii nostri nu stau online. Nu cauta pe Google. Nu stau pe Facebook. Nu folosesc smartphone-ul. Online sunt doar tinerii, pustii.

Consumatorii nostri nu cumpara online. Hainele nu se cumpara online. Romanii nu cumpara online pentru ca vor sa vada produsele inainte.

E suficient ca ne facem reclama la TV.

Banii bagati in marketing sunt o cheltuiala inutila asa ca ne axam pe vanzari.

CONSUMATORII NOSTRI NU SUNT ONLINE

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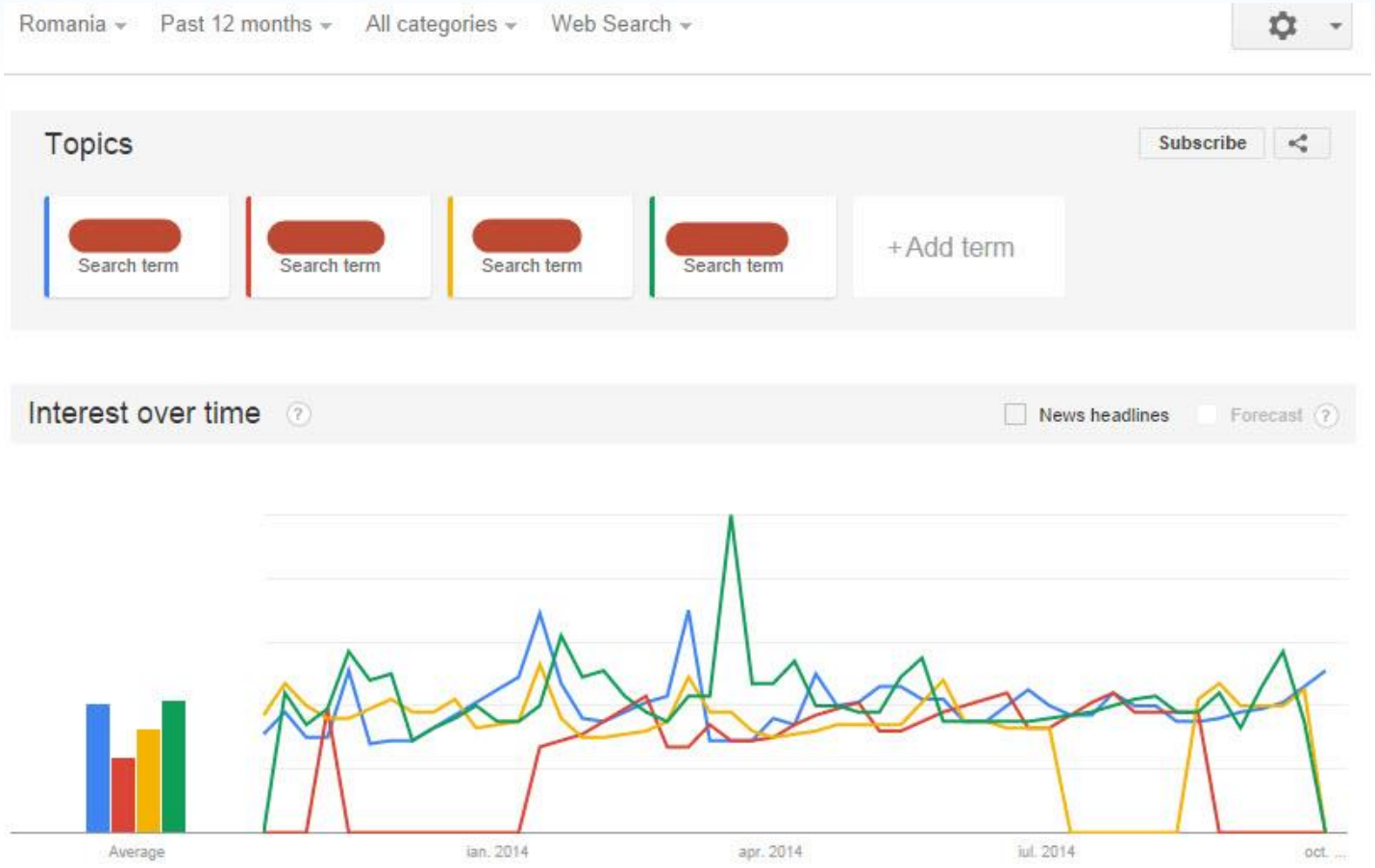
Clientii nostri se uita la TV



Sursa: Google Trends

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Am putea sa ne uitam la date

Suntem 19,942,642 milioane de romani.

- **10,000,000 sunt online**
- **86% din romanii online intra pe Google**
- **7,200,000 de conturi de Facebook**
- **1 miliard de € piata de ecommerce**
- **61.8% dintre romani acceseaza netul de pe mobile**

Surse: INS, Wall Street, Internet World Stats, Gemius Online Landscape South-East Europe, Facebrands, ecommerce-europe.eu, ANCOM

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Sau am putea sa facem un test

Care este primul lucru pe care il faceti dimineata cand va treziti?

A) Ma spal pe dinti
B) Fac dus
C) Imi verific telefonul

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Within the first 15 minutes of waking up, 4 out of 5 smartphone owners are checking their phones.

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IDC
Analyze the Future

Prin urmare…

- Romanii sunt online, cauta pe Google, cumpara online, se informeaza online, socializeaza pe Facebook sau pe alte retele, folosesc emailul, citesc presa, se joaca, verifica cursul valutar, vremea sau horoscopul etc.
- Intrebarea corecta care se pune nu este: Dar are sens sa targetez pe cineva care abia s-a trezit din somn? ☺
- Ci, mai degraba:

Cum, cand si in ce fel ii gasesc online pe consumatorii produselor mele?

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E suficient sa fac doar performance marketing.
Cumpar afisari in sistem de performance.
Vreau o campanie de performance prin care sa ating 1,000,000 de clienti.
Pe internet poti masura orice.
B2B nu functioneaza in performance.
In performance marketing platesc doar ultimul/primul canal care mi-a adus vanzarea.

ACUM, ORICE CAMPANIE PE INTERNET ESTE DE PERFORMANCE

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Performance marketing

Conditii pentru ca o campanie sa fie de performance (conform IAB):

- **Obiectivul campaniei este de a convinge consumatorul sa faca o actiune**
- **Relatia dintre campania de advertising si actiunea consumatorului poate fi clar masurata**
- **Advertiserul poate optimiza campania in timp real bazadu-se pe masurare**
- **In cele mai multe cazuri modelul de plata este strans legat de actiunea facuta de utilizator**

Sursa: IAB.net

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Exemple de campanii de performance

- **Auto:**

✓ **Campanie: lansarea unui nou model auto**
✓ **Actiune: completare formular pentru inscriere la drive test**
✓ **Model plata: CPA (plata fixa pentru fiecare completare de formular)**

- **Banking**

✓ **Campanie: atragere clienti potentiali produs credit de consum**
✓ **Actiune: click pe reclame Google pentru cautare de tipul "credit rapid"**
✓ **Model plata: CPC (plata la click in sistem de licitatie)**

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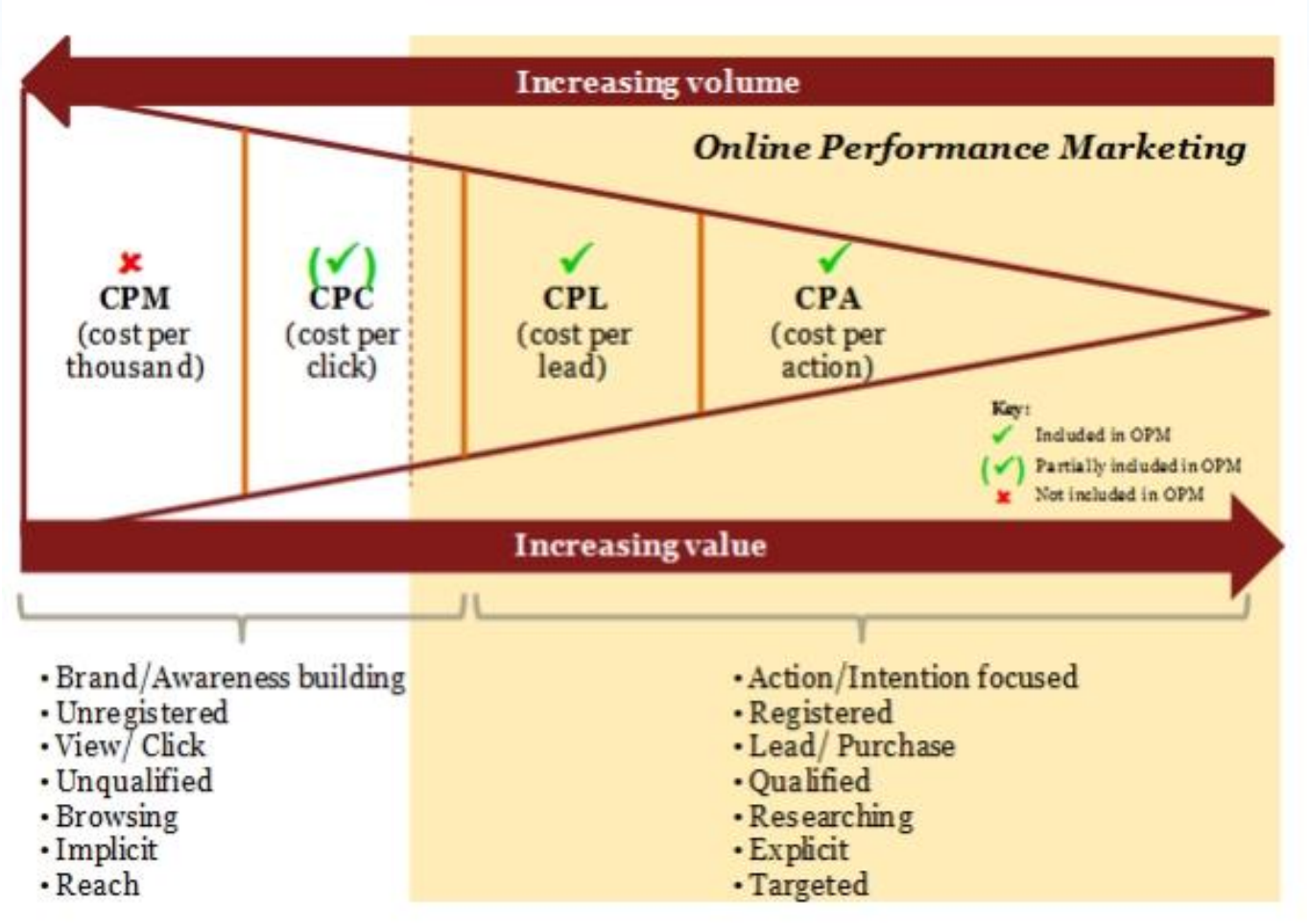
Performance marketing



Sursa: Affiliates4u.com

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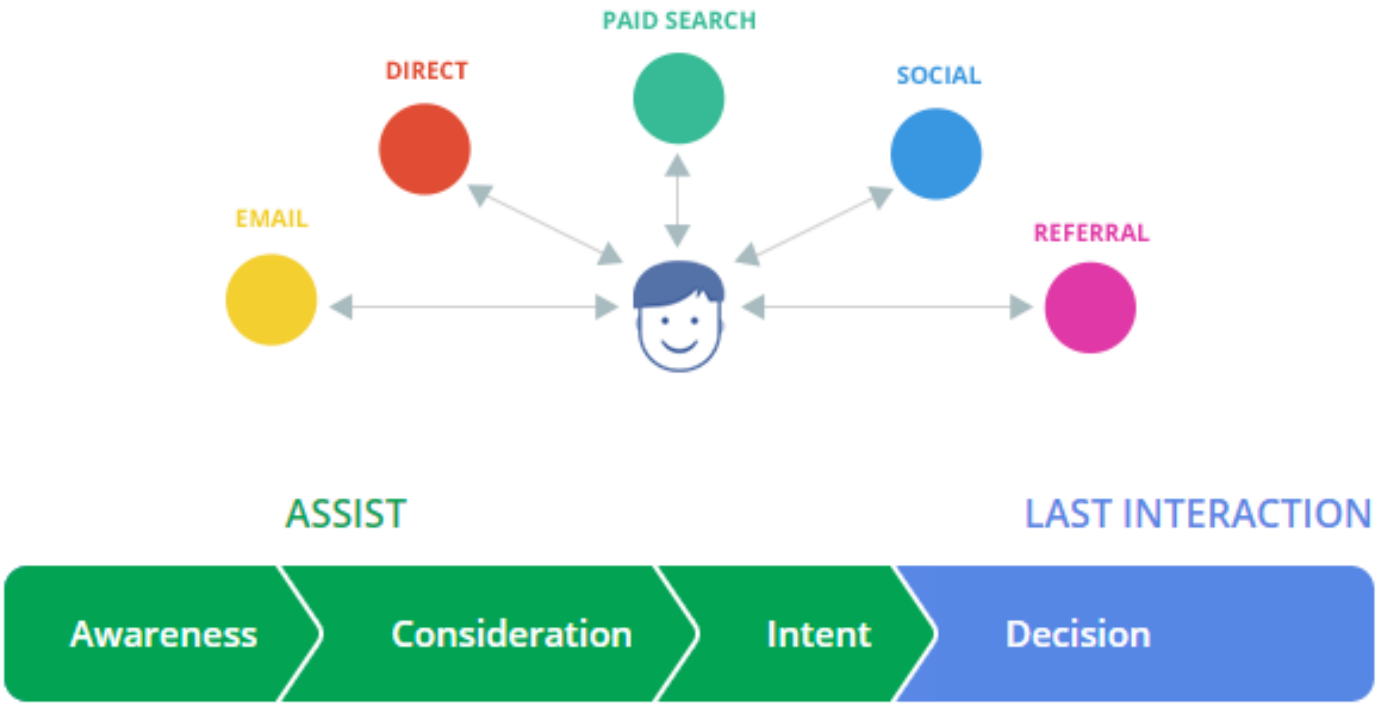
Cum afecteaza fiecare canal decizia de achizitie?



Sursa: http://www.thinkwithgoogle.com/

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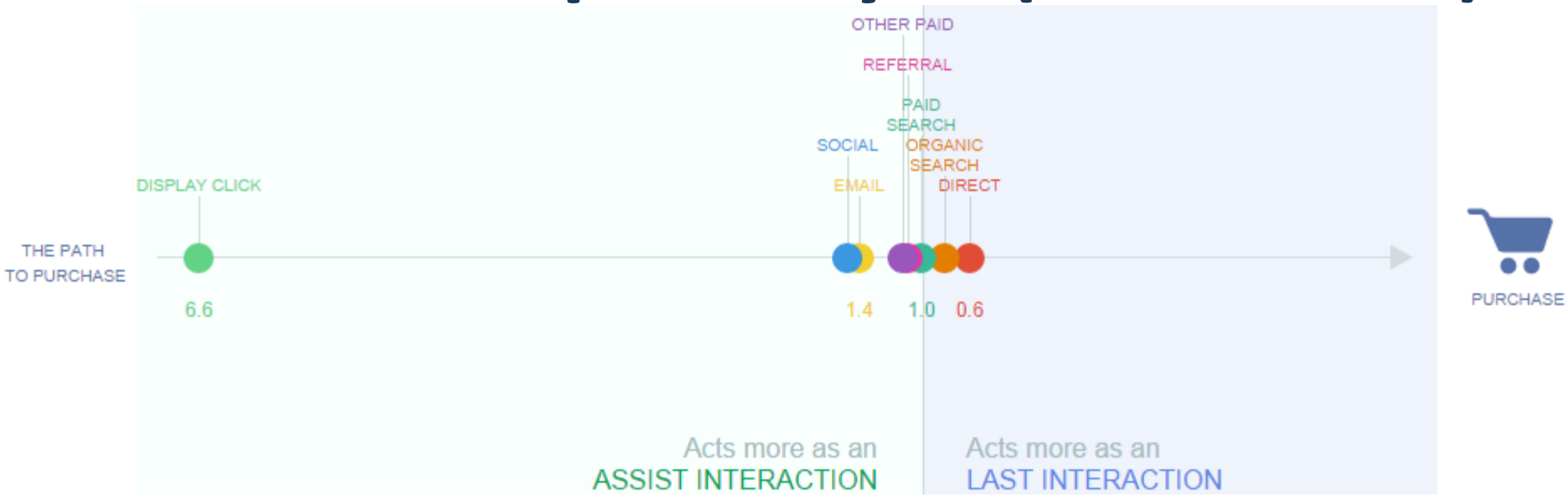
Conversion path myth (Reatail UK)



- **Sa consideram ca in exemplul de mai sus e descris comportamentul unui utilizator care a cumparat un laptop**
- **Cui ii atribuim vanzarea? Primului click adus de un banner sau consideram ca utilizatorul a intrat Direct pe site?**

De fapt:

- **Fiecare vizualizare de banner, click sau completare de formular contribuie si aduc utilizatorul mai aproape de vanzare**

Google stie doar sa-mi ia banii. Cunosc *un baiat* care stie AdWords. SEO este gratis. Costul pe conversie din AdWords este prea mare. Facebook e mai ieftin decat AdWords.

GOOGLE ADWORDS ESTE SCUMP

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Pozitia #1 in Google

Cati din voi a cumparat ceva in ultima luna pornind de la o cautare pe Google?

Cati din voi ati cautat pe Google, ati dat click pe prima reclama, ati ajuns pe pagina destinatie si ati cumparat fara sa va uitati si la celalte rezultate?

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Pozitia #1 in Google

1. Nevoia consumatorului este mai mare daca ajunge pe pagina doi din Google
2. Un click pe o reclama inferioara inseamna ca utilizatorul nu a gasit ce cauta la concurenta

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Exemplu de campanie performanta de pe o pozitie joasa

Campaign	Campaign type	Campaign subtype	Budget	Status	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Converted clicks	Cost / converted click	Click conversion rate
RM	Display Network only	Remarketing	RON10.00/day	Eligible	3,320	1,312,971	0.25%	RON0.56	RON1,874.27	1.2	167	RON11.22	5.03%
S	Search Network only	All features	RON100.00/day	Eligible	2,271	61,084	3.72%	RON0.59	RON1,332.97	7.1	327	RON4.08	14.40%
S	Search Network only	All features	RON100.00/day	Eligible	1,675	25,811	6.49%	RON0.52	RON873.59	5.9	216	RON4.04	12.90%
D	Display Network only	All features	RON25.00/day	Eligible	614	586,545	0.10%	RON0.68	RON419.89	1.4	24	RON17.50	3.91%
S	Search Network only	All features	RON20.00/day	Eligible	236	9,996	2.36%	RON0.82	RON192.48	6.3	19	RON10.13	8.05%
S	Search Network only	All features	RON100.00/day	Eligible	31	184	16.85%	RON1.08	RON33.61	1.2	6	RON5.60	19.35%

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You know you're not the first,
but do you really care ?
ASTON MARTIN
ASTON MARTIN
PRE OWED
used.astonmartin.com
You know you're not the first,
but do you really care ?
ASTON MARTIN
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Posibile surse de trafic

1.	google / organic	1,100	€159,177.81	2.35%	Cat % reprezinta brand searches?
2.	google / cpc	832	€131,239.76	1.85%	Cea mai mica rata de conversie
3.	(direct) / (none)	328	€47,527.68	2.05%	Vizitatori care intra direct pe site
4.	facebook.com / referral	289	€31,463.76	2.00%	Fani de pe Facebook
5.	facebook / post	194	€27,931.22	2.98%	Fani de pe Facebook
6.	/ email	170	€24,663.40	4.63%	Abonati la NL
7.	/ email	196	€15,854.81	4.64%	Abonati la NL
8.	us-mg6.mail.yahoo.com / referral	84	€12,848.16	2.49%	Abonati la NL
9.	l / email	101	€11,410.98	2.57%	Abonati la NL
10.	yahoo / organic	43	€10,710.19	5.05%	Cat % reprezinta brand searches?

Cu ce comparam de fapt AdWords cand spunem ca e scump?

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Intrebari

1. Cat % din traficul organic reprezinta cautarile de brand?
2. Care sunt canalele de promovare cele mai profitabile?
3. Vrei sa fii pe locul 1 in Google sau vrei vanzari la cost mic?
4. Cat de specifice sunt cuvintele cheie pe care licitezi?
5. Esti sigur ca masori corect conversiile venite din AdWords?

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Eu nu vreau branding si awareness, vreau conversii. Nu am bani de YouTube. Eu dau tot timpul *skip ad*, nu se uita nimeni la reclamele de pe YouTube. YouTube nu ajuta la vanzari. YouTube fac doar *cei care au reclama la TV.*

YOUTUBE ESTE SCUMP SI NU MA AJUTA

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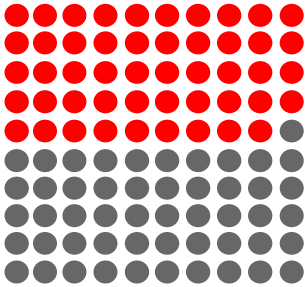
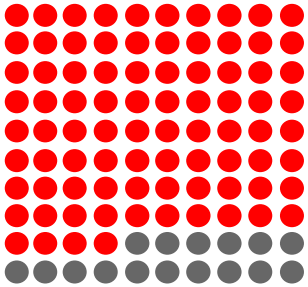
YouTube reach in Romania

Good reach of YouTube amongst Romanian population. With approx. 50% of internet usage there is room for further growth.

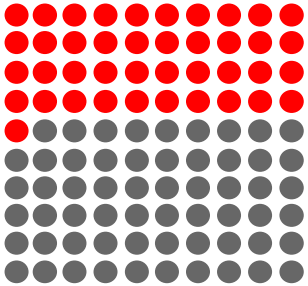
Internet usage in Romania (source: GFK, 2012)



YouTube usage amongst Romanian onliners



YouTube usage within Romanian population 16+ years



49%

Internet usage in Romania

84%

Of onliners in Romania use YouTube

41%

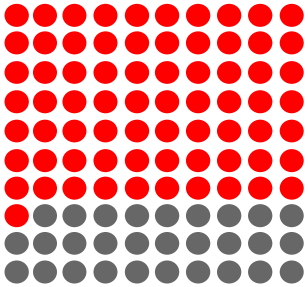
Of the Romanian total population 16 years or older can be reached via YouTube

QM2: Enumeration study: Frequency of Site visits for Personal Reasons
Q6 Enumeration study: Frequency of Internet Usage for Personal Reasons, Base (weighted): Total n=491

YouTube reach in Romania

Very good reach of YouTube amongst the younger Romanian population. With approx. 70% of internet usage room for further growth.

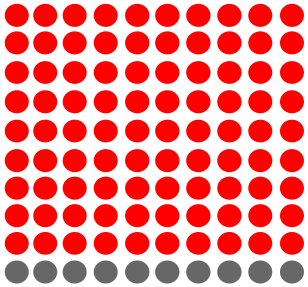
Internet usage in Romania 16-44 years (source: GFK, 2012)



71%

Internet usage in Romania

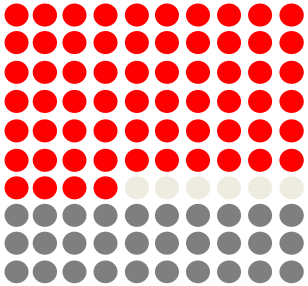
YouTube usage amongst Romanian onliners 16-44



90%

Of onliners 16 to 44 in Romania use YouTube

YouTube usage within Romanian population 16-44 years



64%

Of the Romanian total population 16 to 44 years can be reached via YouTube

QM2: Enumeration study: Frequency of Site visits for Personal Reasons
Q6 Enumeration study: Frequency of Internet Usage for Personal Reasons, Base (weighted): Total n=491

Doua beneficii puternice pe care le are DOAR YouTube

Ai siguranta ca ai transmis un mesaj catre audienta ta

Plata este de tip CPV pentru *True View*

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Exemplu de reclame YouTube

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Cat costa de fapt si ce platesti pe YouTube?

Unique viewers	Impressions	Views	Avg. CPV	Total cost	Clicks	Video played to:			
						25%	50%	75%	100%
96,943	326,793	116,555	RON0.03	RON3,150.34	4,827	72%	43%	36%	32%

Unique viewers	Impressions	Views	Avg. CPV	Total cost	Clicks	Video played to:			
						25%	50%	75%	100%
112,704	404,108	145,590	RON0.02	RON3,046.44	5,835	77%	45%	37%	34%

Unique viewers	Impressions	Views	Avg. CPV	Total cost	Clicks	Video played to:			
						25%	50%	75%	100%
259	13,506	3,689	RON0.01	RON53.80	306	80%	36%	28%	24%
275	10,714	2,462	RON0.01	RON35.46	202	81%	33%	25%	21%
—	0	0	RON0.00	RON0.00	0	0%	0%	0%	0%
—	0	0	RON0.00	RON0.00	0	0%	0%	0%	0%
—	**24,220**	**6,151**	**RON0.01**	**RON89.26**	**508**	**80%**	**35%**	**27%**	**23%**
525	**24,220**	**6,151**	**RON0.01**	**RON89.26**	**508**	**80%**	**35%**	**27%**	**23%**

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Facts

1. Poti face o reclama pentru YouTube si cu doar 1,000Euro

Ne gasesti usor daca nu stii nici “un baiat” care face asta ☺

2. Poti plati chiar si 0.01 RON pe True View

3. Daca brandul sau mesajul tau apare in primele 5 secunde atunci numara si afisarile, CPV < 0.01 RON

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Marktingul afiliat nu functioneaza in .RO.
Majoritatea afiliatilor sunt bloggeri.
Marketingul afiliat e doar pentru ecommerce.
Platesc doar pentru conversii si e tot ceea ce trebuie sa fac.
Bugetul de marketing afiliat face parte din bugetul de marketing.

MARKETINGUL AFILIAT ESTE…

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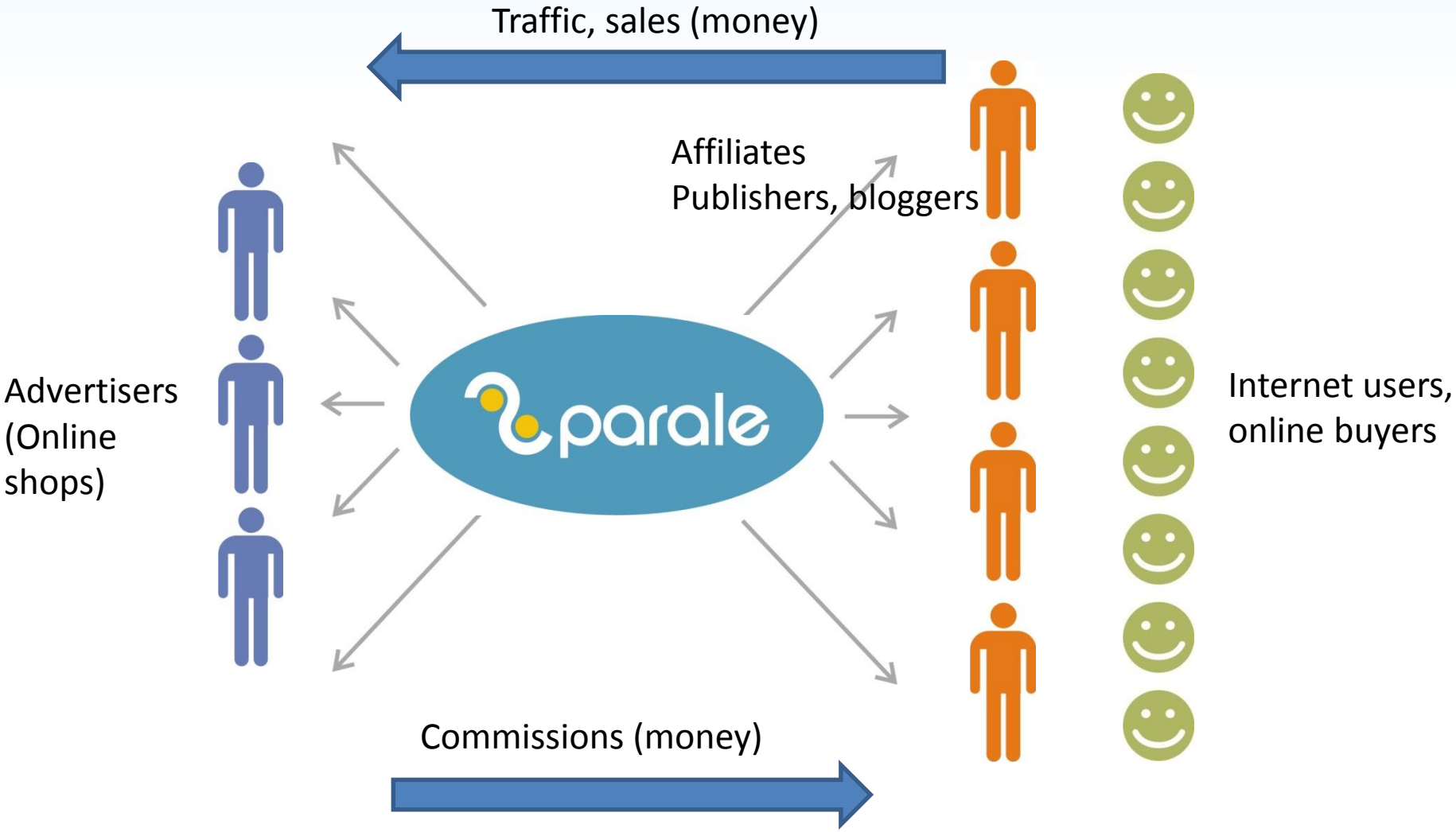
Marketingul afiliat



Prin 2Parale

125.467.990.95
lei generati din vanzari
pentru magazinele online care s-au inscris in reteaua 2Parale

35.645
afiliati specializati,
experti in online marketing, SEO, PPC (Google AdWords, Facebook, etc). Toti acesti experti iti vor promova produsele si tu vei plati DOAR pentru performanta!

115 milioane
de click-uri livrate

615.864
de leaduri generate

791.869
de vanzari generate

2parale

Recordul afiliatilor nostri

Valoarea comisioanelor realizate de un singur afiliat 2Parale intr-o luna.

€ 29,528.78

BONUS: Cum faci peste 10.000 de euro/luna din afiliere– Matei Pavel (CautaReduceri.ro): http://blog.2parale.ro/2012/07/cum-faci-peste-10-000-de-euroluna-din-afiliere-in-ro-matei-pavel-cautareduceri-ro/

2parale

Putem lucra cu (tipuri de advertiseri)

- Magazine online
- Campanii pe sale (fara limita de timp) cu comision procentual fix sau variabil (in functie de categorie)
- Campanii pe lead (cu/fara limita de timp) pentru abonare newsletter, deschidere cont, inscriere la promotii etc. – cu cost fix/lead
- Site-uri de reduceri colective – sale/lead (similar cu magazinele)
- Firme din turism – sale/lead (similar) – rezervari, bilete avion, abonari, newsletter etc.
- Orice advertiser cu prezenta online avand ca obiectiv o actiune online pentru care exista thank you page – campanii per lead.

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Exemple advertiseri

350 de advertiseri:

- Vodafone – 15-150 lei /vanzare
- Elefant.ro – 7% /vanzare
- Avon – 15 lei /vanzare
- F64 – 2% /vanzare
- evoMAG – 3-5% /vanzare
- TinaR – 12% /vanzare
- OTP Bank – 14 lei /lead
- Fashion Days – 2-10% /vanzare
- Provident – 10 lei /lead
- Miniprix – 3% /vanzare
- Clickshop – 3.5% /vanzare
- Topshop – 10% /vanzare
- Leonardo – 8% /vanzare
- Card Avantaj – 95 lei /client

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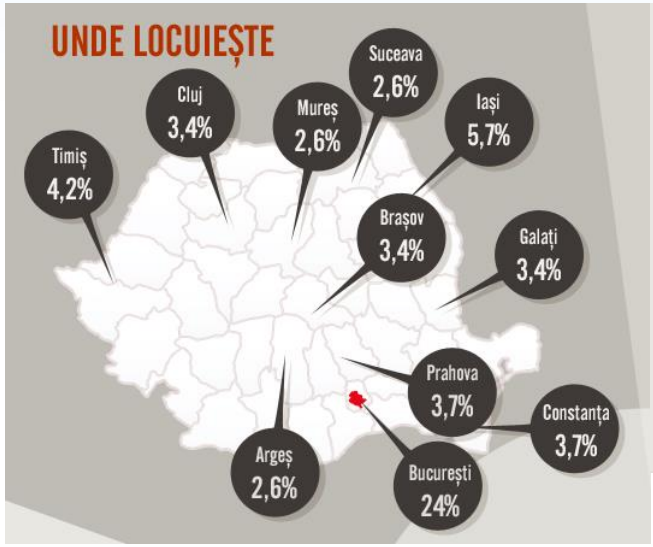
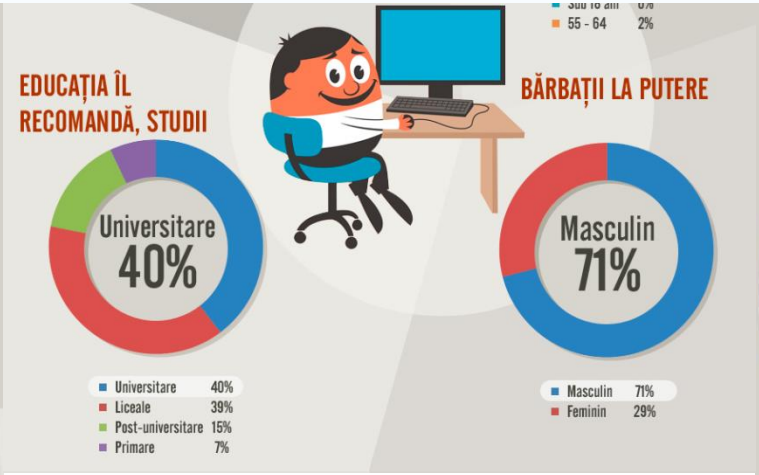
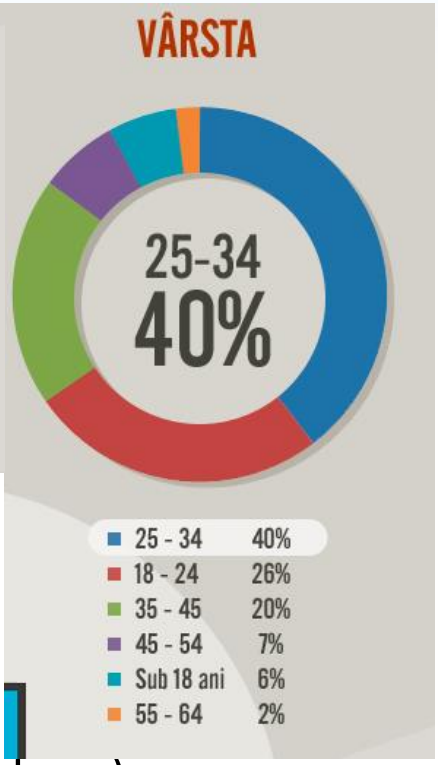
Cine sunt afiliati (Infografic 2Parale)







- Publisheri
- Forumuri, comunitati, siteuri Q&A
- Bloguri
- Proiecte dedicate (cashback, comparatoare de preturi, vouchere)
- Internet marketeri (experti in Google AdWords, Facebook, email marketing etc.)

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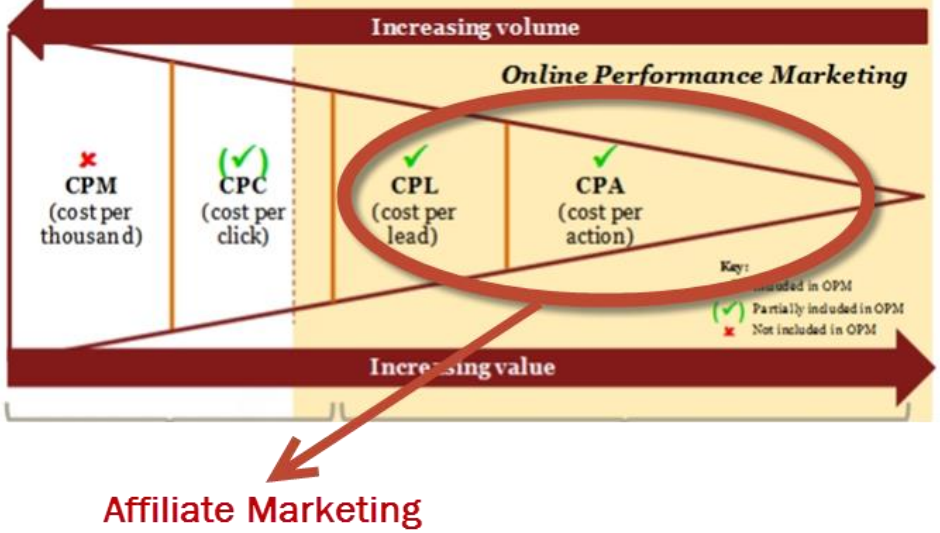
Affiliate Marketing



	Awareness	Performance
Obiectivul campaniei	Trafic /Reach	Actiuni /Conversii
Cine “se vinde”?	Publisherii / Afiliati	Advertiserii
Cine decide?	Planning (Advertiserii)	Publisherii / Afiliati
Cine risca?	Advertiserii	Publisherii / Afiliatii
Cine castiga?	Joc cu suma 0	Win - Win

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Principalele mituri din afiliere

- Platesc doar pentru conversii (Adevarat)
- Marketingul afiliat este scump (Fals)
- Majoritatea afiliatilor sunt bloggeri (Fals)
- Marketingul afiliat e doar pentru ecommerce (Fals)
- Bugetul de marketing afiliat este parte componenta a bugetului de marketing (Partial adevarat)

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“Marketingul se democratizeaza„

— parale —