

metapeople

Effective Online-Marketing



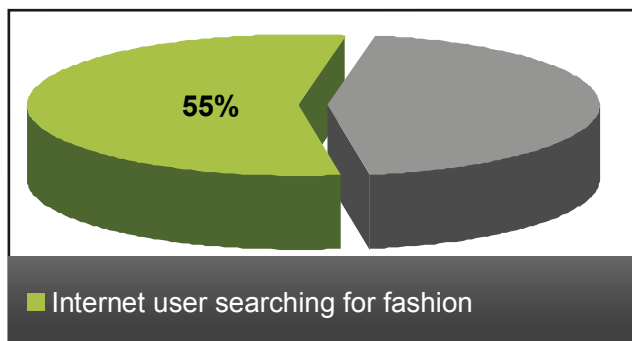
Performance-Marketing for the fashion industry

**Characteristics, experiences and lessons
from metapeople**

Due to the fact that especially the mail order in the fashion industry has increasingly moved away from the catalogue business to the internet, there is a growing competition in the online fashion market. Price comparisons and shopping clubs increase the pressure on established fashion houses and brands. Well-known fashion labels are in principle also in a good position online, still the acquisition of new customers is still more difficult on the internet than offline. What is the reason for that and what mistakes can be avoided, you can read about it here:

The German fashion and textile industry for example included about 1,300 enterprises in 2008 and recorded around 20 billion Euro turnover.¹ In 2009, the industry as a whole, however, was struggling with revenue losses.² For many the growing online market seems to be the saving anchor, especially in Germany there is a particularly high interest in online information about fashion compared to other European countries.³

The online-only sales of the German fashion industry were in 2009, approximately 5.2 billion Euros and therefore represents the largest sales group of online mail-orders. Hence the online business of the consignors has overrun the catalogue business, and meanwhile represents approximately 54% of the mail orders in Germany. The lion's share of the online mail order is still in hands of the companies that come from the traditional catalogue business. But the exclusive online mailers are on the rise.⁴ Mail order on the internet is growing steadily and the online fashion market is growing with it.



The internet offers the opportunity to the fashion industry to dramatically increase their reach. Nearly two thirds of German internet users are interested in fashion, more than half of them actively go online searching for clothes and one third of all users buy fashion on the internet.⁵ More than half of the users,

who do online-research about fashion, are ultimately buying on the internet. Especially in the field of women's wear, the conversion rates of around 63% are higher than the average.⁶ The internet is thus used by a large group of people, both for research and to an increasing extent also to the purchase of fashion. But who are the fashion-conscious internet users?

According to the Federal Statistics Office of Germany meanwhile 73% of German households have internet access and 70% of the internet users operate with the medium every day.⁷ The German internet community is growing steadily and is therefore increasingly becoming a mirror of the population. Yet with a slight lead, the young male users still prevail. In recent years, however, the percentage of women and the number of people over 60 considerably grew. Regarding the fashion-conscious internet users, women do already clearly dominate. Women's fashion and shoes are the best sellers of online fashion, men's clothing after all, still makes about one third of the fashion sales. Therefore, the fashion-conscious audience is predominantly female, to a large extent under 49 years old, mainly employed and earning a good income.⁸



Search- and purchase-process

Although comparisons are gaining importance, search engines are at the centre of fashion research. The online search process in the fashion segment usually lasts from the initial search to purchase an average of 32 days. At least 6 queries in search engines are preceded by over 50% of the purchasing decisions. On average, 12 questions are typed in Google before a final purchase is made in the fashion segment.⁹ About 60% of users click through more than 10 pages until the actual purchase. At the average users visit 24 pages before they decide to buy a fashion product.¹⁰ The searches before making

1* Gesamtverband textil+mode

2* German Fashion Modeverband Deutschland

3* ins infratest 2010

4* Bundesverband des deutschen Versandhandels (bvh) „Versand und Online-Handel 2009 (B2C)“

5* AGOF Branchenbericht internet facts 5/2009 Mode/Schuhe^A

6* OVK Online-Report 1/2010

7* Statistisches Bundesamt 12/2009

8* AGOF Branchenbericht internet facts 5/2009 Mode/Schuhe

9* GfK Web Efficiency Panel DE 2008

10* Google comscore panel UK „Such- und Kaufverhalten 2007“

a purchase in the fashion industry are thus more intensive than in most other business divisions. Even in the credit card segment, where users do quite intensive research, an average of only 7 queries goes ahead of a sale. Once a client, users do usually remain relatively true to the shop. With more than 70%, the vast majority of shoppers only buy at familiar stores.¹¹ The acquisition of new customers thus requires special efforts.

Performance Marketing Channels

The attempt to transfer the offline marketing campaign one to one on the internet is the most common mistake in Online Marketing. The internet works differently than other advertising platforms, and therefore requires a customized Online Marketing strategy. Online fashion consignors mostly want to raise the sales and to promote the acquisition of new customers as the obvious target of Performance Marketing. It is therefore appropriate to look for a sensible mix of the individual Performance Marketing Channels. For each channel by itself can provide an added value for the performance of an online shipper, only the skillful combination of the channels, however, allows a decisive advantage towards the competition.



SEO & Social Media Marketing

Due to the central importance of search engines in the search and buying process of fashion products, an optimization of the internet presence is always recommendable. It appears that online fashion shops frequently skimp SEO measures and their visibility in search engines, therefore, is often unsatisfactory. Nevertheless three quarters of the online shops consider Search Engine Optimization as an important

marketing measure.¹² With simple arrangements can help to lift the shops to higher ranks. A better positioning in search engines means a better visibility to potential customers and thus has a direct impact on increasing sales.

A first step therefore is for example, the optimization of the URLs to the point of a speaking, search engine friendly URL design. The URLs should be as short as possible and usually also contain the relevant keywords respectively the appropriate subcategory of the page. In addition to the URL the title of an html document is a key element for optimizing a page. In no case should a general title serve for all files, but rather be adapted to each of the contents of the corresponding file. Important keywords can then be integrated albeit economically, in the title. This then appears in the search engine results as a header. Beneath the "title tag", "meta tags" give more specific information to the page content. These should be attractive, succinctly worded and literally invite the user to the page. The page itself must then also keep what the result promises. This means that the keywords do not show up pointless but instead find themselves in meaningful semantics in the headlines, image texts and other content. Issue-specific single-pages are better to be structured as topic-mix pages, and help by the way to create thematic structures.

In addition to optimizing the pages under SEO aspects, a simple and user-friendly usability of the stores is generally important. Campaigns and supplementary services on the pages can increase the interest in the shop additionally, attract new customers, and provide incentives for a customer to return to the page and then patronize the shop. The online business is, especially in this respect, doing unlike the off-trade. On the internet, the user plays the active part. This does not mean that online stores are condemned to passivity, but they need to attract users via additional services such as information, activities or games. Particularly the fashion industry should take advantage of these possibilities of the web.

The customer's reputation, mainly in the clothing sector is of great importance and users do increasingly seek advice of other customers before buying online.¹³ Social Media Marketing is therefore outstandingly suitable in the field of fashion. Social networks like Twitter and Facebook can be used specifically to target on another channel, the corresponding customer group. With product information, special offers or announcements of new products a trademark or a shipper may be put

11* PayPal E-Commerce Studie 2009

12* ibi research 2009: E-Commerce Leitfaden

13* Allensbacher Computer- und Technik-Analyse (ACTA) 2009

suitable for this purpose.

The rule therefore is: the more specific the banner is tailored on the target group and the more views are broadcasted to this fashion interested group, the more sales can be generated. In order to increase brand awareness, and thus in particular the number of new customers, a wider distribution of banner campaigns is reasonable.

Affiliate

The great advantage of Affiliate Marketing for the fashion industry is to open up particularly well to niches. With the Affiliates, who for example operate fashion forums or blogs, the industry can focus specific target groups with their ads, so that wastages are lower in Affiliate than in Bannering. Since, as mentioned above, users more and more catch up on fashion and exchange, increasingly, online, such information, or review sites become progressively more important regarding the search and purchase decision. In Affiliate, articles of clothing do perform particularly well, that appeal to target a specific audience. Whether it is maternity wear, large sizes or children dirndl, the more specific the product range and the more accurate the affiliate sites are tailored to it, the higher the conversion rates are. A precisely definition of the target group, is therefore among the first steps in the affiliate. In addition to specific fashion blogs and forums, specialized SEA-pages convert very well. Experience shows that inexpensive fashion articles are best communicated over the price and therefore is sold in the affiliate at discount and coupon sites like hot cakes. The cancellation rate here is not different from other fashion segments. However, encashment problems may be more common.

Affiliate agencies in this regard have the ability to counteract specifically. For this purpose the partner sites should be selected very carefully. Sites that lure users, for example, explicitly with the promise that a special verifying of the user's creditworthiness is not necessary, should be avoided. In general, the professional selection and support of the affiliates by an experienced agency is literally worth a mint. As Affiliate-Marketing is faced with two basic problems: firstly, fraud, in all shapes, can cause financial loss and secondly, untrustworthy partner sites may harm an image damage that will hardly be recompensed. By provisioning according to the clear value, thus after the contract cancellation period, fraud can be quite successfully countered. Protection from reputational damage may only serve experienced agencies that choose their affiliates carefully, know

them well and keep in touch with them. Basically, it is important that a thematic relation of partner sites is given. Banner networks or email-partners cannot guarantee this.

Tracking-Technology

Performance Marketing offers the decisive advantage to make the success of a campaign measurable. But this requires appropriate technologies. Thanks to the unique metalyzer technology, metapeople may show up the performance across all channels and use it specifically for continuous optimization of the campaigns.

Creative-Tracking

By the creative tracking, for example, the conversions of individual ads can be accurately reproduced. Thus, running ad campaigns can be continuously optimized. Due to the landing page A/B testing, the best keywords and keyword clusters can be determined and in the course of the campaign can be constantly adjusted. It can be accurately tracked by using the keyword history tracking, which keyword-chains dominated the search process and ultimately led to purchase or also led to premature termination. This allows to clear possible barriers in the buying process, to be able to analyze the search process better and to further optimize the keywords. In addition, the impact of each keyword on the sale can be made visible. Keywords, which played a crucial role in the discovery process, but had only an indirect influence on the sale, can in this way be captured and pushed.

Retargeting

By selectively retargeting existing customers can be re-advised to buy and users, who canceled during their buying process, can be further encouraged to purchase. By marking the customer or the drop-out with a cookie, the user can be reminded of the online store during the weeks after the initial contact. Retargeting can be done through email campaigns or via the broadcasting of targeted banners. Broadly distributed newsletter campaigns often provoke the anger of potential customers, specific "memorization mails" with specific special offers may, however, provide a welcome opportunity to revisit the shop. Similarly bannering works very well as a further incentivisation. If a user visited an online fashion store during his search process, banner ads of the store can be broadcasted well-directed to the

fashion-interested user in the following weeks. Since, fashion has an increased product relevance to the user searching for clothes, the broadcasting of targeted impulses to buy, may now be particularly effective.

Banner-Performance

The performance of banner campaigns can be measured as well. Thus, as a crucial advantage of banner campaigns over traditional marketing channels, their impact on the ROI can be tracked. On the one hand the clicks on the banner can be tracked, and also on the other hand the views can be measured. Post-view tracking provides a mixture of both. With the help of runtime cookies even banner-views that have led to a conversion even after days, can then be reconstructed.

Tracking the shopping basket

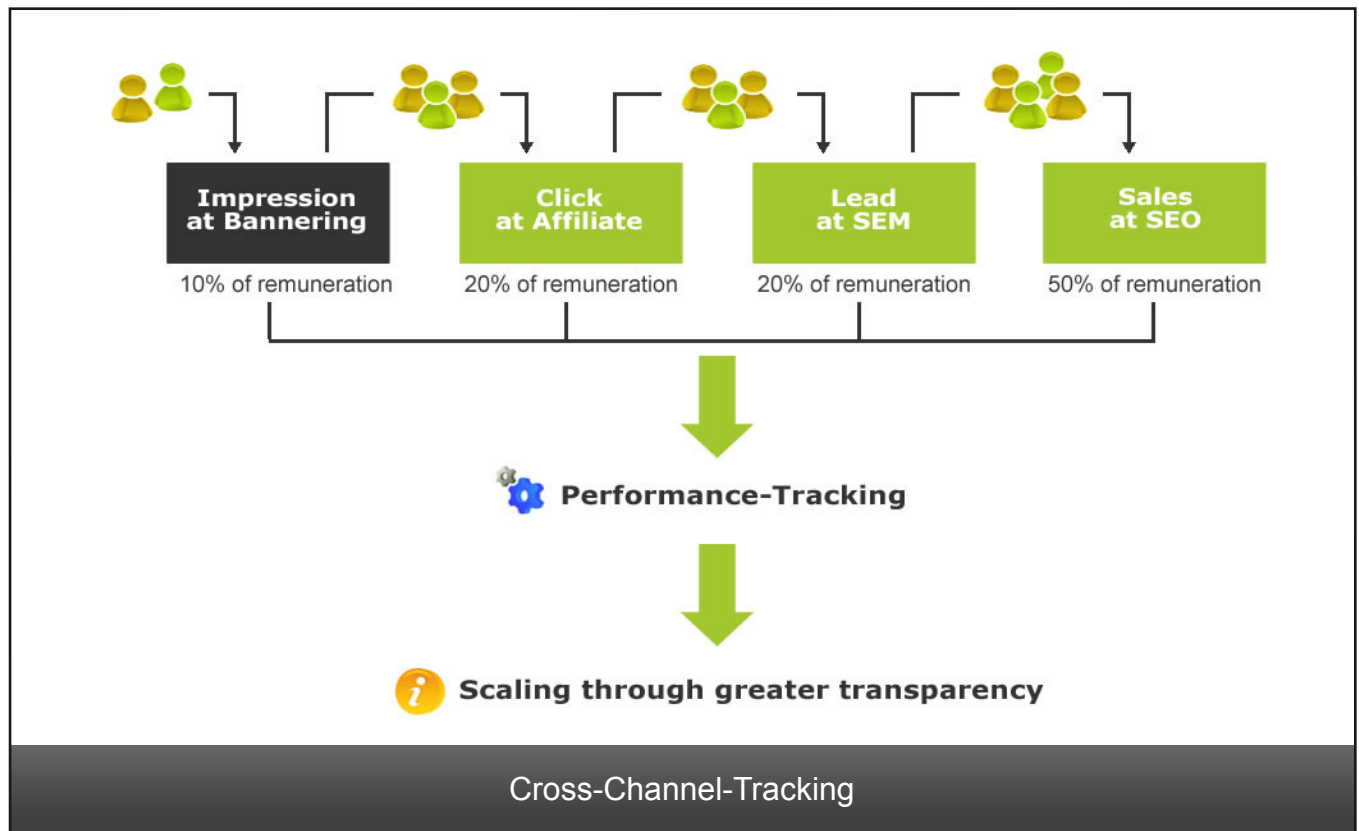
Another useful way to identify the key performance indicators better, is the tracking of the shopping baskets. The possibility to measure what is in the baskets, offers significant benefits to the further optimization of the marketing strategy. This allows pushing further those keywords that led to a high turnover and switching off those, which, for example,

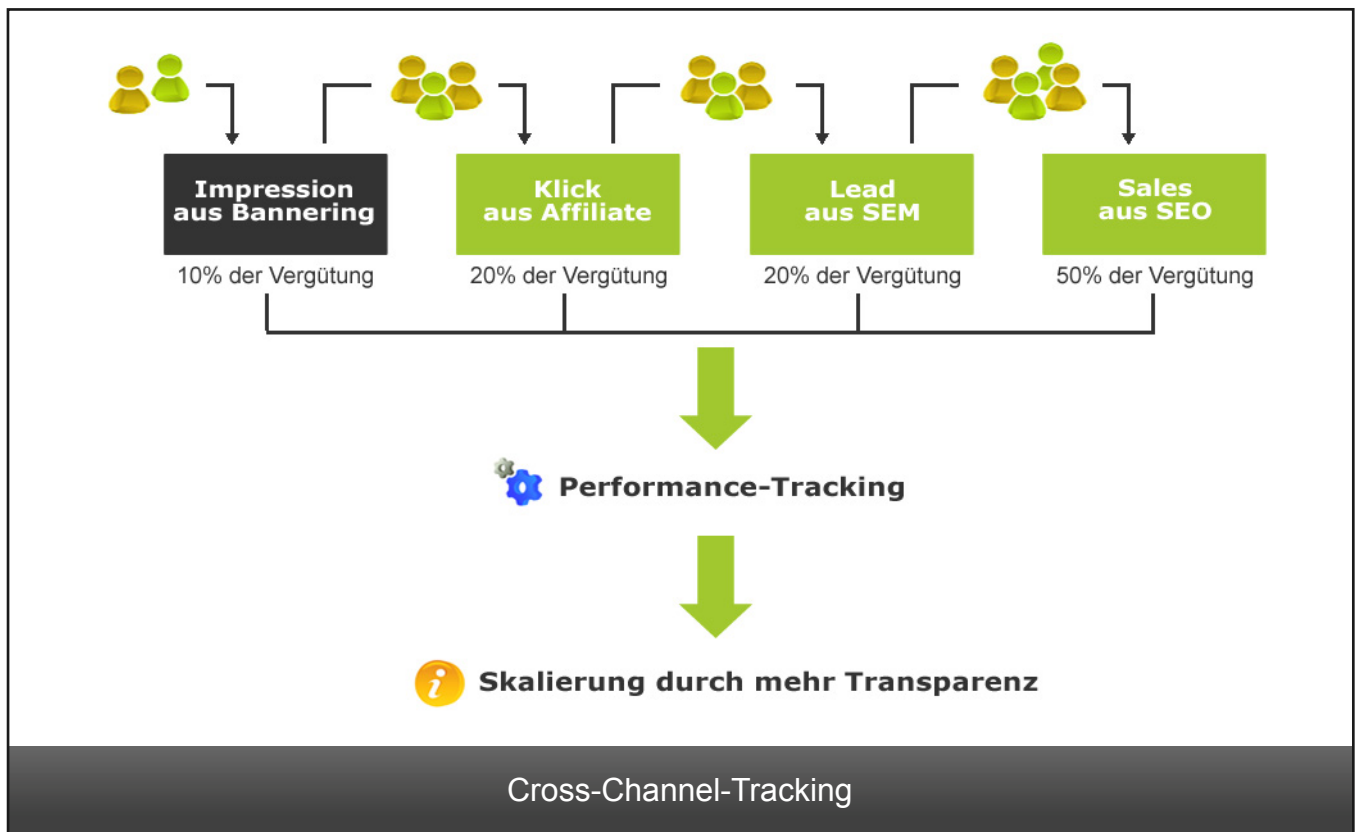
produced particularly returns. As the return rate is especially in the fashion segment, with some above 50% extremely high, the tracking of the shopping basket provides a useful tool to reduce the number of wrong orders too. The tracking of the shopping baskets thus contributes significantly to the efficiency of the campaign and the entire online store.

Furthermore, this opens up the possibility to pay commission for sales and thus offers a further budgeting option. This especially makes sense if, for example, in one channel the primary target is to increase turnover and in another channel mainly the branding is in the foreground.

Availability-API

Thanks to the automated availability-API, for example, promotions, inventory, or seasonal activities can be quickly and easily integrated into the ongoing campaign and broadcasted at the service provider. This ensures the topicality of the ads, and changes can be quickly entered into the system. Moreover, in this way remnants or an artificial shortage of supply can be advertised especially.





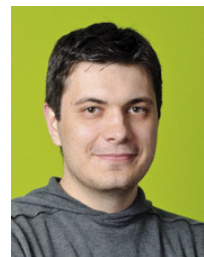
Marketing-Strategie bietet das Cross-Channel-Tracking auch einen Benefit in punkto Budgetierung der Leistungen. So können etwa nach der Logik „last cookie wins“ Abschlüsse den jeweiligen Kanälen zugeordnet werden, in denen die letzte Berührung vor dem Sale stattfand. Wurde die Marke gebucht, gilt hingegen die Logik „first cookie wins“. Hierfür bietet das Cross-Channel-Tracking zudem die Möglichkeit die Anzahl der Sales, den prozentualen Anteilen an der Gesamtanzahl der Sales, den Ordervalue und den prozentualen Anteilen am Ordervalue den Kanälen zuzuweisen, die nach der Logik „first cookie wins“ den Erstkontakt mit dem Kunden generiert haben. So können die einzelnen Aktivitäten in den Kanälen optimal aufeinander abgestimmt werden und die Leistungen der einzelnen Kanäle exakt abgerechnet werden.

Da sich insbesondere für die Modebranche ein ausgewogener Mediamix anbietet, führt kaum ein Weg an der Cross-Channel-Technologie vorbei. metapeople & metaapes sind Spezialisten in den Performance-Marketing-Kanälen, verfügen über die nötige Tracking-Technologie und können dank langjähriger Erfahrung in der Modebranche Versendern im Mode-Bereich einen entscheidenden Vorsprung

auf dem Onlinemarkt verschaffen. Denn wir haben umfangreiche Erfahrungen in der Modebranche in zahlreichen Märkten und Sprachen gesammelt. Profitieren Sie von unserer Erfahrung und unserem Know-how im Performance-Marketing für die Modebranche.

Kontakt & Information

Für weitere Informationen stehe ich Ihnen gerne persönlich zur Verfügung!



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