

All things Digital

Creating Business Strategy built
around analytical data and results

DIGITAL CHANNELS

SEM | SEO
Content



PR Newswire
United Business Media

Google
AdWords

Traffic Drivers | Referral

Affiliate
Marketing



Soft/Middleware




Operations



STRATEGY & USP's | CASE STUDY

CASH FLOW



TEST
PROOF
AUTOMATE

Owned Website

MAINTAIN
ANALYSE
UPDATE

AUTOMATION

INVENTORY
PRICING
POSTAGE
STOCK ORDERING



INVENTORY
PRICING
POSTAGE
STOCK ORDERING



AUTOMATE ADDITON OF MORE CHANNELS



amazon.fr

amazon.de

ebay

Rakuten

Google Shopping

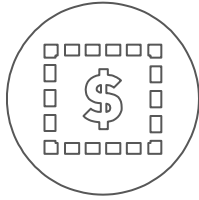
PriceRunner

ANALYTICS & KPI's

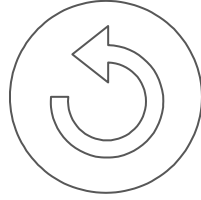
E-commerce



traffic



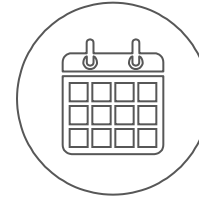
ABV



conversion



CAR



margin

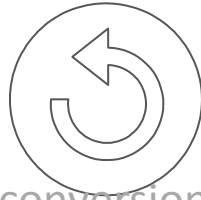
Amazon



traffic



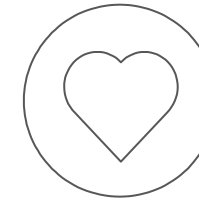
ABV



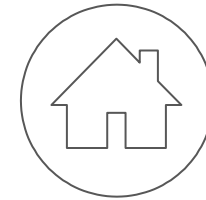
conversion



delivery



feedback



stock



margin

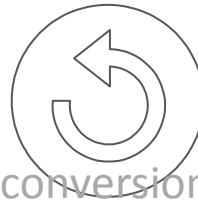
NATO | John Lewis – Brand Reputation Management



traffic



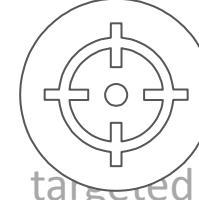
ABV



conversion



research



targeted



sentiment

MARKET PLACES & BRAND REPUTATION MANAGEMENT



Protect brand/product integrity

Ghost Sellers: Know who's selling



Control the content, images & longevity

Engage with product level feedback

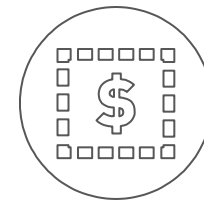


Limit sales through these market places

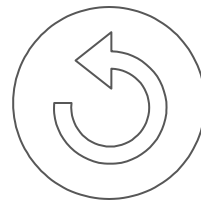
Address on Market places & to resellers



LIBERIS.CO.UK CASE STUDY



ABV



conversion

We're **liberating lending** for small businesses

- ▶ Pay back through your card transactions
- ▶ Business Cash Advance of £4,000 - £300,000
- ▶ No fixed monthly payments to worry about

[Get a quote](#)



Improves quality of leads

Manages expectations

Promotes Trust

Offers a choice of communications

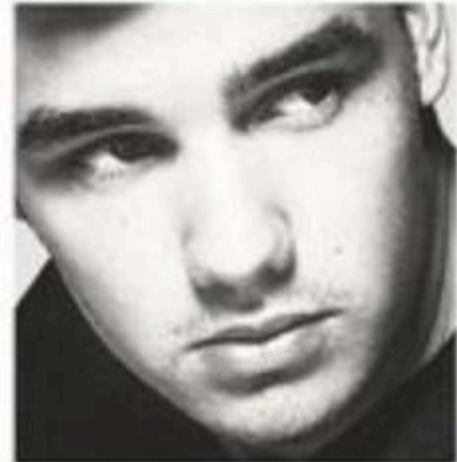
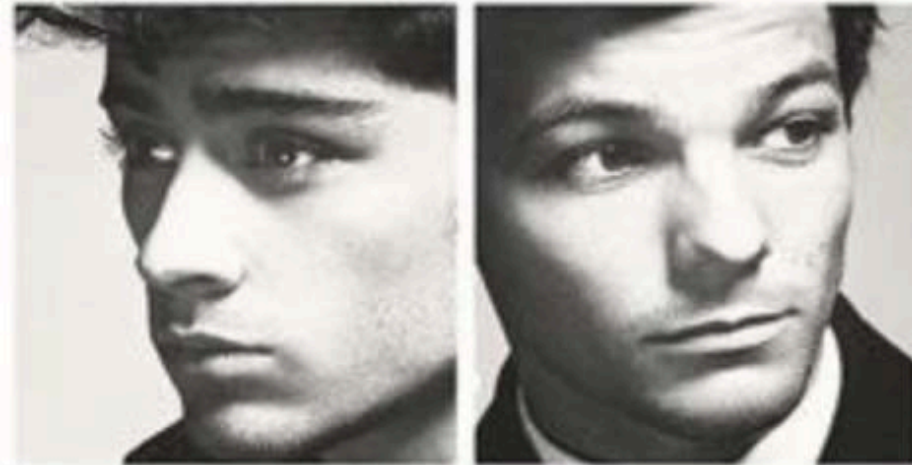
 **0330 017 4166**

iChat



MUSIC KPI

Case study



KASABIAN CASE STUDY

STRATEGY:

- To Sell 5,000 Signed CDs
- Increase ABV where possible
- Work collaboratively with Label
- Omni-channel marketing activation



CHALLENGE:

- Only able to secure standard signed CD

RESULTS:

- Acquiring additional t-shirt to create bundle
- Vinyl sourced and added
- Upgrade My Order resulted in increased ABV
- Strong MyPlay promotion performance
- Sold Out of all Signed CDs



RESULTS:

Traffic: XXXXXX

ABV: \$XX

ABV increase: \$XX

Campaign Conversion Rate: 11.7%

D2C -XX% | Amazon XX% | iTunes XX%

MyPlay email Conversion Rate 26% and \$XXK revenue

KASABIAN CASE STUDY II



Facebook/Smart URL

Conversion Rate: 17.8%

\$XXK in sales

ABV \$XX

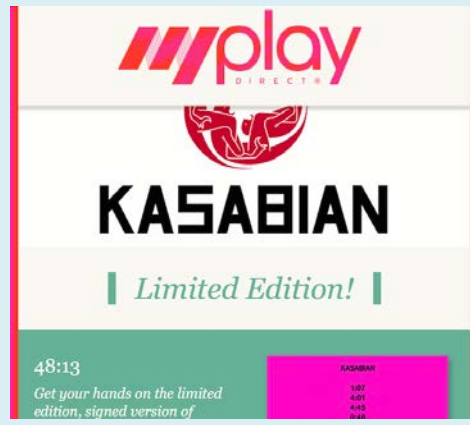


MyPlay Newsletter

Conversion Rate: 25.6%

\$XXK in sales

ABV \$XX



Newsletter

Conversion Rate: 27.5%

\$XXK in sales

ABV \$XX



Twitter/Smart URL

Conversion Rate: 17.8%

\$XXK in sales

ABV \$XX

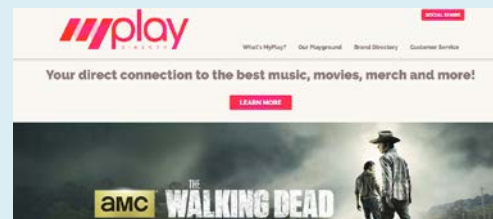


MyPlay Store

Conversion Rate: 43.5%

\$XX in sales

ABV \$XX



Artist Site

Conversion Rate: 16.8%

\$XXK in sales

ABV \$XX



ONE DIRECTION CASE STUDY

STRATEGY:

- To sell Personalised Print within 3wks of pre-order
- To sell as many Four albums (pre-orders) as possible
- Omni-channel marketing activation
- To achieve optimum Traffic, ABV and Conversion Rate for product offering



CHALLENGE:

- Access and inclusion in label marketing
- Communicating offering to the fans

RESULTS:

- Sold 13,966 Units within 4wks
- Sold 7,944 Personalised Prints within 4wks
- When Omni-channel marketing with clear Communication of product offering resulted in: traffic conversion 'to store' +21.3% and 'store conversion rate' by +4.3%



RESULTS:

Store Traffic XX

ABV: \$XX

MyPlay Conversion Rate: 18.9%

Campaign Conversion Rate: 3.93%

Conversion Rate > from 2.7% to 7%

D2C – Majority of albums sold V other retailers

MyPlay Revenue contribution \$XXK | units 1,166

QUESTIONS?



Relton Associates