



About Rozetka

- Based in Kiev, Ukraine
 - Ukraine's leading online retailer
 - Google Analytics Premium customer
 - www.rozetka.ua
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About OWOX

- Provider of analytics services and solutions for ecommerce and multichannel businesses
 - Google Analytics Certified Partner and Premium Reseller
 - www.owox.com
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Goals

- Provide relevant product recommendations to consumers
 - Improve data quality by integrating information from existing Enterprise Resource Planning (ERP) system
 - Increase average order value and revenue per customer from every email
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Approach

- Collected data using a Google Tag Manager data layer
 - Used Related Products in Google Analytics to make calculations
 - Imported Related Products data into Google BigQuery
 - Added customer relationship data and processed it in BigQuery
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Results

- Direct marketing revenue increased by 18%
 - Average order value increased by nearly 9%
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Rozetka increases direct marketing revenue by 18% using Related Products in Google Analytics

By market share and brand recognition, Rozetka is Ukraine's leading online retailer and the most visited online store in the Commonwealth of Independent States. The wide product range includes appliances, electronics, home goods, clothing, shoes, jewellery and even flight and railway tickets.

The company constantly implements new functionality to increase sales volumes. As market leader, Rozetka's customer database offers huge potential for monetisation through repeat sales. Meanwhile, thanks to the site's variety of products and significant visitor numbers, a large amount of data exists that can serve as a source for recommendations based on users' behaviour and transactions.

With the goals of increasing revenue per user and average order value, Rozetka needed help with product bundling, merchandising, product recommendations and email campaigns. Supported by analytics specialists OWOX, the company implemented a products recommendation system based on data from Google Analytics Related Products functionality. This data could then be used for direct marketing in user emails.

The first step was to implement a system in Google Analytics to gather structured data about users' interactions with products from all touchpoints, including:

- The desktop site (via Google Tag Manager for web)
- The mobile-optimised site (via Google Tag Manager for web)
- Apps (via Google Tag Manager mobile apps SDK)
- The call centre (via operator extension and Google Tag Manager for web)

The second step was to export product relations data from Google Analytics using Core v3 Reporting API, then import it to BigQuery. This increased the quality of recommendations data by:

- Verifying product availability status
- Excluding goods from incompatible categories
- Excluding goods that users purchased earlier

About Google Analytics

- Google Analytics Premium is the enterprise-class analytics solution that gives companies rich insights into their digital audiences and marketing effectiveness. With features that are powerful, flexible, and easy-to-use, companies large and small can measure engagement to create more effective marketing initiatives, improve user experience, and optimize their digital strategies. Sophisticated conversion attribution and experimentation tools help savvy marketers determine the best allocation of media and resources to drive results.

- For more information visit:
google.com/analytics
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The final step was to create direct marketing lists with improved email recommendations enabled by the integration. Overall, direct marketing revenue increased by 18% and average order value increased by nearly 9%. After the initial success in the direct marketing channel, Rozetka decided to launch the same algorithm for recommendation blocks on the website.

“We shared our business goals with OWOX and they helped us to find a solution using Google Analytics Premium, BigQuery and integration with our ERP. It allowed us to send more relevant product recommendations to our consumers. As a result, direct marketing revenue increased by 18%.”

— Vladyslav Chechotkin, CEO, Rozetka
