

Rozetka increases direct marketing revenues by 18% with Google Analytics 360

Google Analytics 360 and Google BigQuery enable Rozetka to deliver better product recommendations



About Rozetka

- Rozetka is the Ukraine's leading online retailer.
- Headquarters: Kiev, Ukraine
- www.rozetka.ua

Goals

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

Approach

- Collected data using Google Tag Manager 360 data layer
- Used related products in Google Analytics 360 to make calculations
- Imported related products data into Google BigQuery
- Added customer relationship data and processed it in BigQuery

Results

- 18% increase in direct marketing revenue
- Nearly 9% increase in average order value

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

The company constantly implements new functionality to grow sales volume. Rozetka's customer database offers huge potential for monetisation through repeat sales. Meanwhile, the site's large number of products and purchasers offers quantities of data about users' behaviour and transactions that can drive product recommendations.

With the goals to increase revenue per customer and average order value, Rozetka needed help with product bundling, merchandising, product recommendations, and email campaigns.

Data offers the answer

Supported by analytics specialists OWOX, Rozetka implemented a product recommendation system with data from Google Analytics 360, part of the Google Analytics 360 Suite. Using the Analytics 360 related products feature, site data could be used to conduct direct email marketing.

The first step was to use Google Tag Manager 360 to implement a system in Analytics 360 to gather structured data about users' interactions with products from all touchpoints. Touchpoints included the desktop and mobile-optimized site, apps, and call center.

The second step was to export product relations data from Analytics 360 into Google BigQuery. This increased the quality of recommendations data by verifying product availability, excluding products from incompatible categories, and excluding goods that customers had already purchased.

**About OWOX**

- OWOX is a provider of analytics services and solutions for ecommerce and multi-channel businesses.
- Headquarters: Los Angeles, California
- www.owox.com

"We shared our business goals with OWOX and they helped us to find a solution using Google Analytics 360, BigQuery, and integration with our ERP. It allowed us to send more relevant product recommendations to our customers. As a result, direct marketing revenue increased by 18%."

—Vladyslav Chechotkin
CEO,
Rozetka

The final step was to create direct marketing lists with improved email recommendations enabled by the integration. Overall, Rozetka saw direct marketing revenue increase by 18% and average order value increase by nearly 9%. With initial success in the direct marketing channel, Rozetka decided to launch the same algorithm for recommendation blocks on the website.

About the Google Analytics 360 Suite

The Google Analytics 360 Suite offers powerful and integrated analytics solutions for today's biggest enterprises. Measure, see, and improve the impact of your marketing across every screen, channel and moment in today's customer journey. It's easy to use, and makes data accessible for everyone so the "aha" moments are simple to discover and share. Move from insight to impact faster with the Google Analytics 360 Suite, and as a result, make the most of every consumer connection. For more information, visit google.com/analytics/360-suite