

Case study PromoFarma.com :

Measure the impact of TV campaigns on an e-commerce website sales



"EULERIAN allows us to have data from all of our customer acquisition campaigns, **grouped together in a single tool**, gathering the investments, sales, CPA and income for each of them. In addition, it gives us **a very detailed vision of each user's marketing history**. In other words, we can see all of the channels through which they passed before making their first purchase. As a result, **we can establish the best suited attribution strategy to our needs.**"

Camille Canale & Alba Salvador, Traffic Acquisition Team at PromoFarma.com.

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How does PromoFarma measure and incorporate its TV campaigns into its digital strategy?

PromoFarma.com, the leading portal for the online sale of parapharmacy products in Spain in 2014, has decided to reinvent his model of online shop. The objective was to shift into a marketplace, involving new channels, new needs and, in the end, taking the leap into TV campaigns. With these developments, he was absolutely necessary for PromoFarma.com to be able **to measure – with certainty** – the impact and the effectiveness of each of its channels, both on- and offline. It was also necessary to gather and have access to all of the results on **the same platform**. Each marketplace shares a same challenge: **having a clear vision of the**

results of customer acquisition campaigns in real time and correctly defining attribution models. This is especially true when not all of a company's ad campaigns are online like PromoFarma.com.



PromoFarma.com

In the space of four years, PromoFarma.com has transformed itself into a reference for online sales in Spain, particularly in the parapharmacy sector. It currently offers more than 20,000 products from more than 250 partner pharmacies nationwide.

Starting point: objectives and challenges

PromoFarma.com had already launched SEM (Search Engine Machine), emailing, display and referral campaigns, with different partners. To carry out its new online strategy, the site has launched new marketing campaigns via new acquisition channels. But in order to do so, **it was essential for PromoFarma.com to have a tool that would centralize the results for all of its channels campaigns onto a single platform.** With the tools that had been used in the past, it was particularly difficult to determine, at any given time, which channels had an impact, i.e. which of them led to a sale.

In addition, PromoFarma.com's new marketing strategy included an ambitious project: for the first time ever, it was going to launch TV ad campaigns. In this new context, the main challenge was to be able to measure, as accurately as for its online campaigns, the impact of television campaigns on the sales of its site.

The solution: EULERIAN' Data Decision Platform

In September 2014, PromoFarma.com began its implementation of the **Data Decision Platform (DDP)**, of **EULERIAN integrated suite**. Two elements were decisive in the choice of the Spanish site: the possibility to see all of its campaigns using the same tool and, essentially, being able to deduplicate its sales figures.

More specifically, the company implemented the analytics and attribution modules. The first one **analyzed all sources of data**, offering strategic attribution models, simplified measurement, high-quality summaries, and returns on investments (ROI). The second basically make it possible to **assign and adjust partner remuneration**, in function of their precise contributions to sales.

Based on those two tools, Eulerian designed a measurement solution for PromoFarma, with the aim of empowering its marketing team to manage the campaigns in complete autonomy. Given PromoFarma's specific requirements, it also had to be more operationally- than technically-oriented.

Measuring the impact of TV campaigns

Because PromoFarma.com wanted to be able to effectively measure the results of its first TV campaigns, it needed to monitor the times of its broadcasts, so that it could measure the immediate effects. For this purpose, it asked EULERIAN if it would be possible to track offline campaigns.

The first step was defining the commercials' broadcast times, tracking them more by ad than by network. Over the course of one month, the average number of website visits per minute was calculated during the defined time slots. Each visit over and above the average number of visits typically observed during that time frame was attributed to the TV campaign. As a result, PromoFarma's managers were the ones who, at the end of the day, decided whether or not each visit was actually the result of the campaign. For example, and in light of its own experience using the tool, visits occurring in the 10 minutes following the ad could be attributed to the campaign. Visits 40 minutes after were attributed to a mention on a program. In this sense, Eulerian adapted to the client's needs and managed the data in two ways: first, recording visits at the time when the ad was broadcast, and second, attributing visits occurring at intervals defined by PromoFarma.com as corresponding to one action or another.

This told PromoFarma.com the number of visits and sales that were generated by each ad and enabled it to integrate its offline results with its online campaign figures. This provided a clear and global view in real time of how all of its campaigns were performing. PromoFarma.com determine which of them were worth continuing and which were not. This had previously been a difficult task, due to a lack of precise information.

The data are then pulled into a series of reports on the different ad formats, by campaign and by media. From 80 to 100 KPIs are available, which can be associated with the tracking and connected to browsing patterns, sales, etc. This data also includes organic components: social media, co-marketing, reputation marketing, and so on. Additionally, and most importantly, Eulerian's tools make it possible to deduplicate sales figures. They identify the exact path taken by each user before a sale (including offline channels) and can assign each sale to the appropriate channel, based on the attribution model defined in advance.

Main results

In less than a year of using EULERIAN¹ Data Decision Platform, PromoFarma.com recorded the following results:

X3

- **The number of visits on its marketplace** had increased by 300%;



- **Customer acquisition campaigns were optimized**, with a global vision provided of the attribution models, all on the same platform and in the same view;



- **Better decision-making**: for example, PromoFarma.com now knows that Saturday is not a good day for advertising on TV, because although it generates visits, those are less likely to be converted into sales. By contrast, Mondays tend to work much better. In addition, the company can now see effectiveness according to the type of broadcast, which channels, which program or which time slots;

X6

- **Referral visits** – recorded as a combination of different channels – increased by a factor of six;



- **Less dependence on its technical department** for the activation of new campaigns and, in return, greater autonomy for the marketing department.

Future projects

PromoFarma.com has renewed its collaboration with **EULERIAN** for another two years. On one hand, it will continue with the solutions currently used, which allows to evaluate **the campaigns**, both **on- and offline**, while considering the adoption of new functionalities and tools – for example, **to work better with CRM, RTB, and mobile marketing**, among others. On the other, it launched new campaigns at the end of summer, including "Back to School" and "Black Friday," which make arise the new challenge of including both TV and radio ads. They are even more difficult to track and measure since ad scheduling on radio is not an exact science.

To learn more about
EULERIAN¹ solutions,
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After four years in operation, PromoFarma.com has become the leading online health and beauty sales portal in Spain, offering more than 20,000 products from more than 250 partner pharmacies nationwide. The company employs a marketplace strategy, with a comprehensive catalogue of products offered directly by those same drugstore professionals. With more than 30,000 visits each day, more than 130,000 customers, 174,000 Facebook followers and another 12,000 on Twitter, the company's objective is to continue to revolutionize the pharmacy sector by offering more products and services each day that are of use to online consumers, as well as more conveniences for pharmacies positioning themselves for online sales. In full rollout with the current TV campaign in 2015 and 2016, PromoFarma.com is building the reputation of this revolutionary marketplace, targeting e-consumers concerned with their families' health and wellness.



Founded in 2002, EULERIAN is the French leader in e-marketing campaign analytics and real-time optimization. The independent firm became a leader in its market, thanks to its innovative data marketing suite and its longstanding partnerships with major advertisers.

The EULERIAN suite is based on exhaustive data compilation and comprises two modules: the Data Decision Platform, which covers analytics and attribution, and the Data Management Platform, for data management and activation.

EULERIAN' clients include well-known retailers such as Voyages-SNCF, Corsair, Carrefour, Audi, 3 Suisses, Sarenza, Canal +, Galeries Lafayette, Photobox, BrandAlley, TGV Europe, Voyage Privé Group, and the list goes on.

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