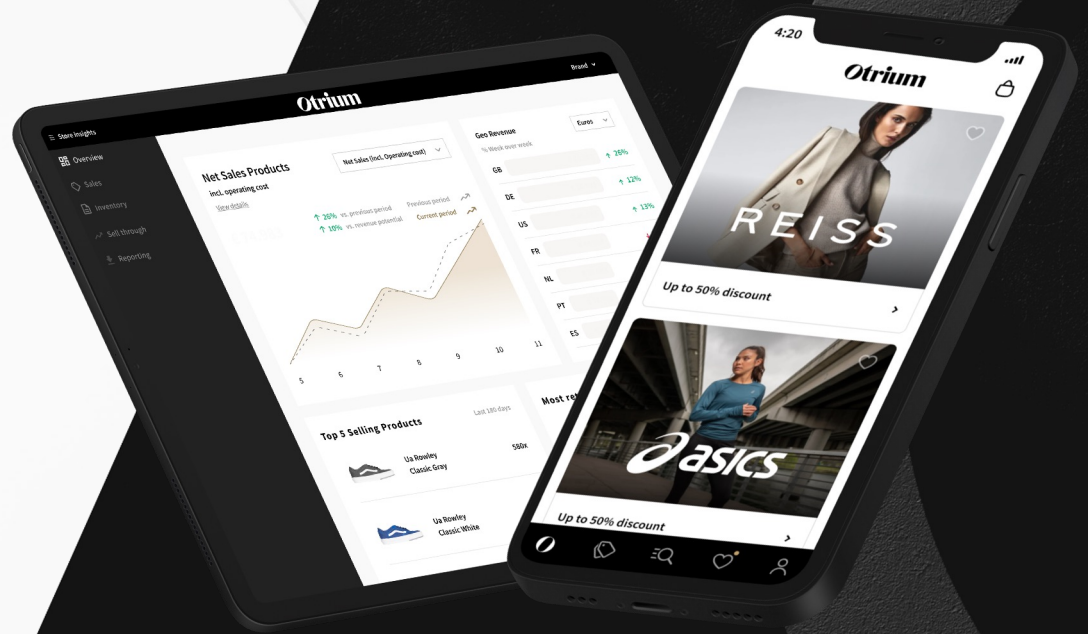


Otrium

Multi-market PPC strategy

FRIENDS
FSEARCH

BY **DDMA** | **iab**



REISS

asics

BELSTAFF

PUMA

Alexander McQUEEN

BALENCIAGA

adidas

TOMMY HILFINGER

KARL LAGERFELD

Introduction

Philip Sonneveldt - Lead Paid Search at Otrium

- 10+ years online marketing experience
- Strong background in performance marketing
- Padel, kitesurfing and cycling



“Fun” fact:

Friends of Search 2021 awards: finalist (Albert Heijn omnichannel case)

Our purpose



All clothing
should be worn



The state of fashion



12 %
of fashion
stays unsold

These unworn items end up at stock buyers for cents on the dollar, in landfills or get burned. An unacceptable waste for the resources that went in and for the people who miss out.

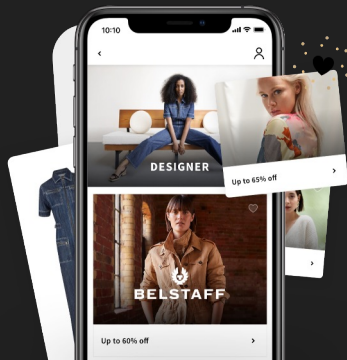


Our northstar

Otrium is set to become the gateway for off-price fashion



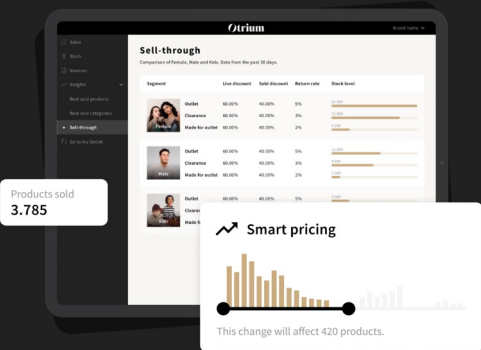
For customers



Most personalised off-price fashion shopping experience

Physical outlet stores replaced with a bespoke digital outlet in everyone's pocket.

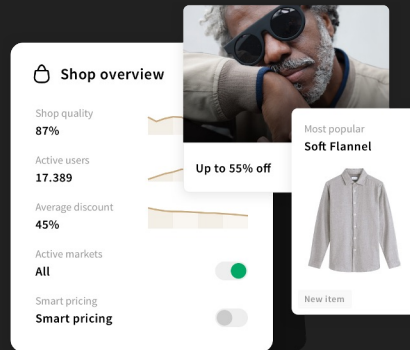
For designers



Leading marketplace for managing unsold inventory B2C

Fewer resources wasted because every item produced finds an owner.

For designers



The premier destination for buying "Data Made Fashion"

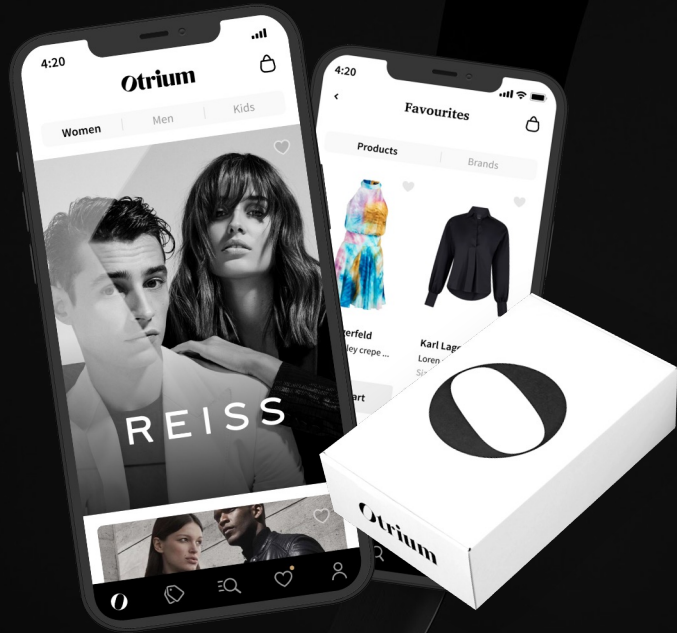
Hit & miss trend-forecasted production superseded by data & demand-driven production.

We are growing rapidly



B2C USAGE

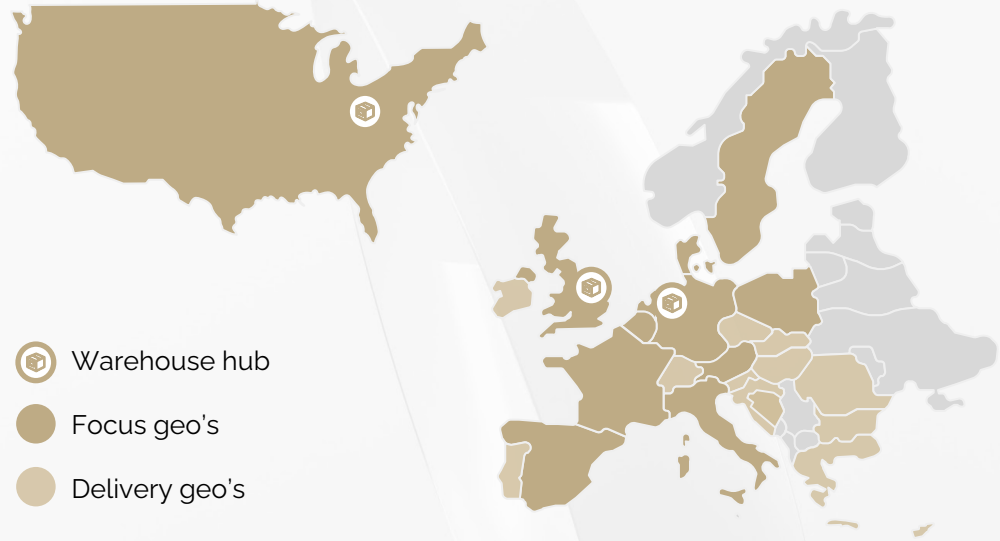
B2B USAGE



4.6/5
42k+ reviews

Active in 9 core markets

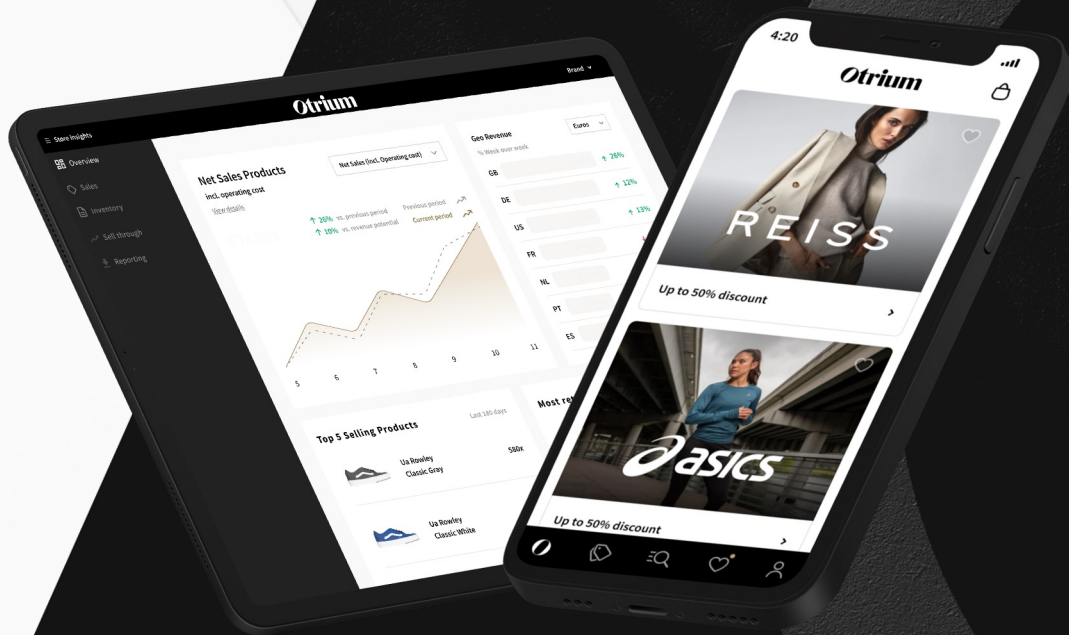
-  **The Netherlands**
-  **Belgium**
-  **Luxembourg**
-  **Germany**
-  **United States**
-  **France**
-  **UK**
-  **Denmark**
-  **Poland**
-  **Austria**
-  **Spain**
-  **Italy**
-  **Sweden**



Let's talk about PPC

FRIENDS FSEARCH

BY **DDMA** | **iab**



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Alexander McQUEEN

BALENCIAGA

adidas

TOMMY HILFINGER

KARL LAGERFELD



Paid Search is challenging at Otrium

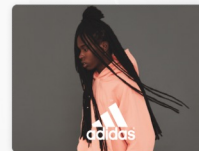
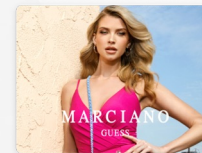
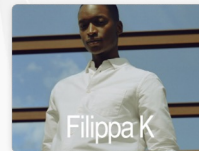
Designers are demanding

Marketplace dynamics

Business objectives

Way of working

Each designer (400+) has their own set of rules and promotion settings (per market): **we have to play by the book**





Paid Search is challenging at Otrium

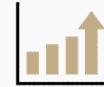
Designers are demanding

Marketplace dynamics

Business objectives

Way of working

Constant battle between product availability and stock



200.000+ SKU's



400+ designers



Rapidly changing stock + low stock depth



9 core markets



Paid Search is challenging at Otrium

Designers are demanding

Marketplace dynamics

Business objectives

Way of working



1. Maximize GMV
2. Improve sell-through %
3. Growing **new** customer base



Paid Search is challenging at Otrium

Designers are demanding

Marketplace dynamics

Business objectives

Way of working

Because of the complexity, the required control and a **low quality feed** a lot of work was done manually





Because of the high level of required control we can't leverage Smart Shopping and Performance Max campaigns

~~Smart Shopping~~

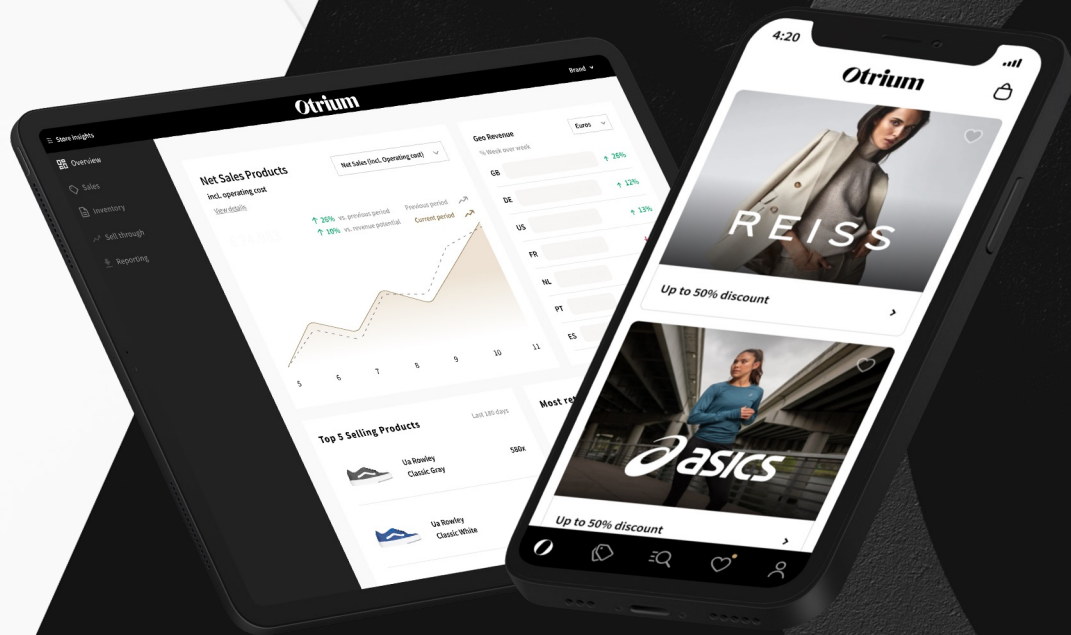
~~Performance Max~~

Our 2.0 strategy

**FRIENDS
OF SEARCH**

**ROOTS
NETWORK**

BY **DDMA** | **iab**



REISS

asics

BELSTAFF

PUMA

Alexander McQUEEN

BALENCIAGA

adidas

TOMMY HILFIGER

KARL LAGERFELD



Key pillars for our multi-market strategy: automation, control & data-activation



Automation (!)

- Text campaigns
- Shopping campaigns
- Page feed DSA
- Negative lists
- Quality checks



Full control

Tight control over search term visibility and ad-copy for each individual designer, per market



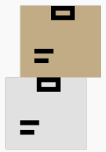
Data-activation

Steering our campaigns on the right data to align with our business objectives



The ecosystem we had in mind: using our product feed, Channable and custom scripts

Productfeed



Channable



Automated campaigns

GUESS Wild Dream Maxi Wild Dream Wild Dream Outlet... £137.00 Otrium UK By Producthero	HOBBS Regina Dress Sapphire Blue Midi Dresses Outle... £44.99 Otrium UK By Producthero	Adrianna Papell Mikado Midi Dress Ocean Dream Midi... £43.99 Otrium UK By Producthero	Phase Eight Sable Embroidered Dress Cameo ... £60.00 Otrium UK By Producthero	HOBBS Lauren Dress Sapphire Multi Midi Dresses Outle... £36.99 Otrium UK By Producthero



Automated negatives

- -hilfiger
- -one step
- -ikks
- -etc.

Ad · <https://www.otrium.co.uk/dresses/outlet>

Otrium.co.uk - Dresses Sale: up to 75% off - Otrium fashion outlet

Shop **dresses** with up to 75% off. Take advantage of the best deals at Otrium! We have 250+ designer and cult brands, all in one place, at the lowest prices! Top designer fashion. Member discounts. Search conscious brands. Exclusive fashion outlet. Free returns.

[New in - Womenswear](#) · [Otrium's Conscious Brands](#) · [New in - Menswear](#) · [Kids Clothing](#)

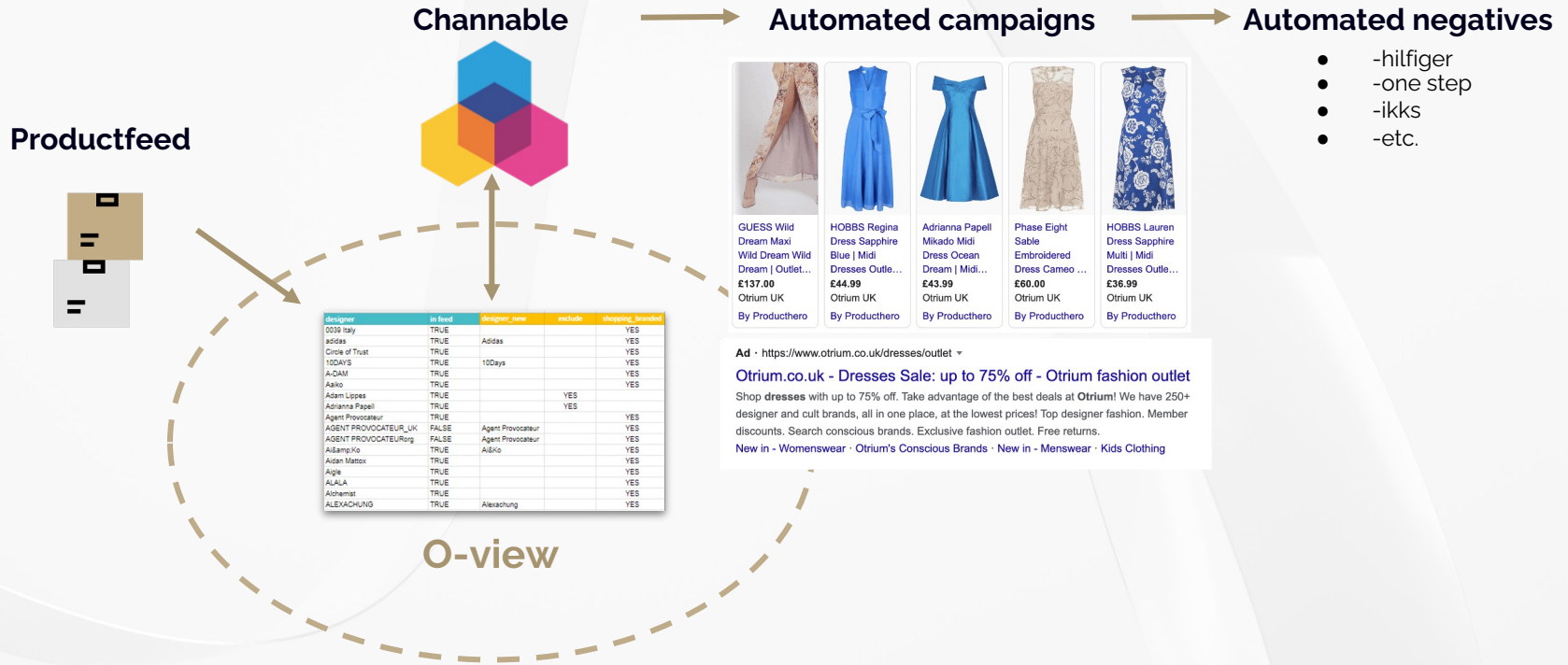


Because there were so many exceptions per designer: this would lead to hundreds of rules which had to be adjusted frequently

If	<input type="text" value="brand_id"/>	<input type="text" value="contains"/>	<input type="text" value="2435095"/>
Or	<input type="text" value="brand_id"/>	<input type="text" value="contains"/>	<input type="text" value="3148714"/>
Or	<input type="text" value="brand_id"/>	<input type="text" value="contains"/>	<input type="text" value="1624825"/>
Or	<input type="text" value="brand_id"/>	<input type="text" value="contains"/>	<input type="text" value="2306738"/>
Or	<input type="text" value="brand_id"/>	<input type="text" value="contains"/>	<input type="text" value="1772786"/>
Or	<input type="text" value="brand_id"/>	<input type="text" value="contains"/>	<input type="text" value="2649953"/>
Or	<input type="text" value="brand_id"/>	<input type="text" value="contains"/>	<input type="text" value="1725294"/>
Or	<input type="text" value="brand_id"/>	<input type="text" value="contains"/>	<input type="text" value="2435095"/>
Then	take <input type="text" value="all fields"/>	and <input type="text" value="exclude"/>	
<input type="button" value="Save rule"/>			

- ! Excluding too much (missed opportunities)
- ! Excluding too little (unhappy designers)
- ! Very time costly + prone to errors

We introduced the O-view





O-view also gives us the possibility to enrich and map missing variables

brand	In last feed?	Last Seen Timestamp	clicks	des_new	des_id_new	des_exclude	shopping_freelisting_exclude	shopping_paid_exclude	shopping_branded	shopping_generic	shopping_des
0039 Italy	TRUE	2022-03-09 05:21:03			31635			YES	YES	YES	YES
10Days	TRUE	2022-03-09 05:21:03			34215			YES	YES	YES	
A-DAM	TRUE	2022-03-09 05:21:03			43733			YES	YES	YES	
Aaiko	TRUE	2022-03-09 05:21:03			14055			YES	YES	YES	
Adam Lippes	TRUE	2022-03-09 05:21:03				YES					
Adidas	TRUE	2022-03-09 05:21:03			39543			YES	YES	YES	YES
Adidas by Stella McCartney	TRUE	2022-03-09 05:21:03			41614			YES	YES	YES	YES
Adrianna Papell	TRUE	2022-03-09 05:21:03				YES					
Agent Provocateur	TRUE	2022-03-09 05:21:03			34190			YES	YES	YES	
AGENT PROVOCATEUR_UK	TRUE	2022-03-09 05:21:03		Agent Provocateur	34190			YES	YES	YES	
Ai and Ko	TRUE	2022-03-09 05:21:03		Ai&Ko	14672			YES	YES	YES	
Aidan Mattox	TRUE	2022-03-09 05:21:03				YES					
Aigle	TRUE	2022-03-09 05:21:03						YES	YES	YES	YES
Alchemist	TRUE	2022-03-09 05:21:03			14133			YES	YES	YES	
ALEXACHUNG	TRUE	2022-03-09 05:21:03		Alexachung	33507			YES	YES	YES	YES
Alexander McQueen	TRUE	2022-03-09 05:21:03			37593			YES	YES	YES	
Alix the Label	TRUE	2022-03-09 05:21:03			14340			YES	YES	YES	YES
AllSaints Org	TRUE	2022-03-09 05:21:03		AllSaints	39164			YES	YES	YES	YES
America Today	TRUE	2022-03-09 05:21:03			14588			YES	YES	YES	
Anecdote	TRUE	2022-03-09 05:21:03			13119			YES	YES	YES	
Ange Clothing	TRUE	2022-03-09 05:21:03		An'ge	41154			YES	YES	YES	YES

- Mapping missing variables (!)
- Transform variables
- Overwrite ad-copy if necessary
- Enrich individual Shopping feed items

For Shopping we use the O-view to enrich and overwrite SKU's to increase relevancy

Before

Title:

Adidas Crazychaos Shoes Black - Women - Size: 40

Description:

Otrium is a fashion outlet platform up to 75% off. We've got hundreds of designer labels and cult brands all in one place. So enjoy exclusive access to premium and luxury brands with the best deals and unbeatable prices. Otrium offers free returns within 60 days of receiving your order. We give end-of-season fashion a new start. Lots of fashion stays unsold. For the resources that went in and for the people who miss out, it's such a shame. We're here to fix this, together with our partner brands.

Color: -

Images:



After

Title:

Adidas Crazychaos Shoes Black | **Sneakers Outlet** | Women | Size: **UK 6.5** / EU 40 | **Black-Grey**

Description:

Running-inspired trainers that rebel against the expected. A runner look fuelled by confidence. These shoes show off uncompromising style in a bulky, retro-inspired build. The smooth leather upper is contrasted with textured suede overlays. Plush cushioning ensures a smooth, comfortable ride. The Crazychaos is a regular fit with large closure and leather upper with suede overlays. The highlights are: superior cushioning, everyday durability and outstanding grip. Otrium is a fashion outlet platform up to 75% off. We've got hundreds of designer labels and cult brands all in one place. So enjoy exclusive access to premium and luxury brands with the best deals and unbeatable prices. Otrium offers free returns within 60 days of receiving your order. We give end-of-season fashion a new start. Lots of fashion stays unsold. For the resources that went in and for the people who miss out, it's such a shame. We're here to fix this, together with our partner brands.

Color: **Black/Grey**

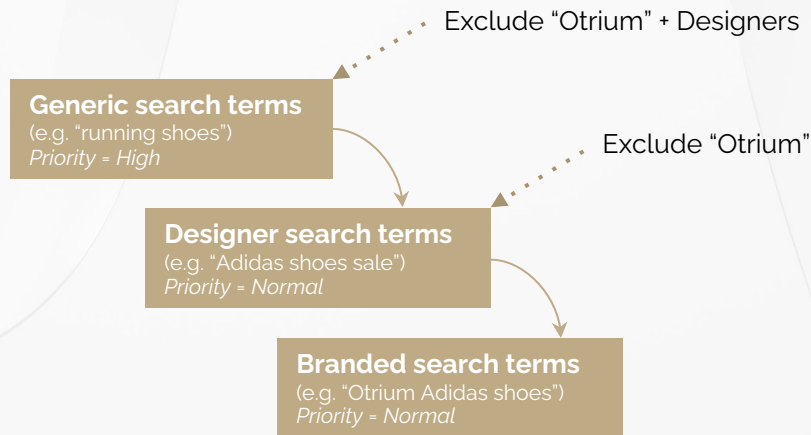
Images:





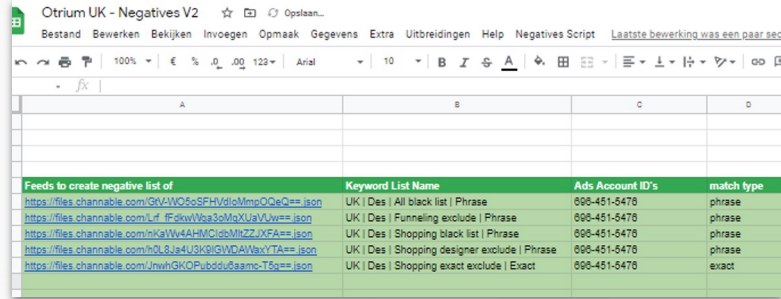
For Shopping we use a “waterfall” structure to guarantee control

brand	In last feed?	Last Seen Timestamp	clicks	des_new	des_id_new	des_exclude	shopping_freelisting_exclude	shopping_paid_exclude	shopping_branded	shopping_generic	shopping_des
0039 Italy	TRUE	2022-03-09 05:21:03			31635		YES		YES	YES	YES
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Adrianna Papell	TRUE	2022-03-09 05:21:03				YES					
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AGENT PROVOCATEUR_UK	TRUE	2022-03-09 05:21:03		Agent Provocateur	34190		YES		YES	YES	
Ai and Ko	TRUE	2022-03-09 05:21:03		Ai&Ko	14672		YES		YES	YES	
Aidan Mattox	TRUE	2022-03-09 05:21:03				YES					
Aigle	TRUE	2022-03-09 05:21:03					YES		YES	YES	YES
Alchemist	TRUE	2022-03-09 05:21:03			14133		YES		YES	YES	
ALEXACHUNG	TRUE	2022-03-09 05:21:03		Alexachung	33507		YES		YES	YES	YES
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AllSaints Org	TRUE	2022-03-09 05:21:03		AllSaints	39164		YES		YES	YES	YES
America Today	TRUE	2022-03-09 05:21:03			14588		YES		YES	YES	
Anecdote	TRUE	2022-03-09 05:21:03			13119		YES		YES	YES	
Ange Clothing	TRUE	2022-03-09 05:21:03		An'ge	41154		YES		YES	YES	YES



In Shopping we use a custom script to automatically add or delete negatives

1. In a Spreadsheet, we specify which negative lists have to be created

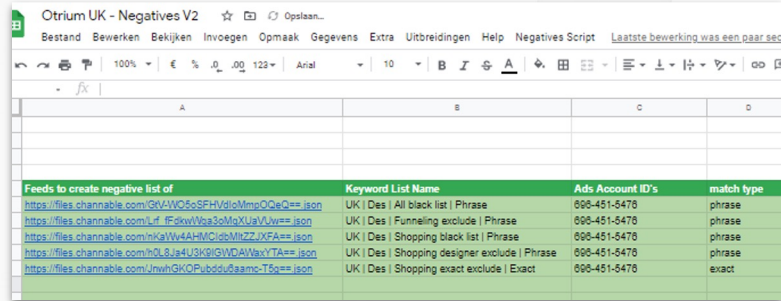


The screenshot shows a spreadsheet with the following data:

Feeds to create negative list of	Keyword List Name	Ads Account ID's	match type
https://files.channable.com/GW-WC5sSFHVloMmeOQeQ==.json	UK Des All black list Phrase	000-451-5476	phrase
https://files.channable.com/L_d_IFskwWaa3oMoXUaVUw==.json	UK Des Funneling exclude Phrase	000-451-5476	phrase
https://files.channable.com/nKaWv4AHMCIdbMIZZjXFA==.json	UK Des Shopping black list Phrase	000-451-5476	phrase
https://files.channable.com/hDL8Jg4U3K9lGWDAlWkYTA==.json	UK Des Shopping designer exclude Phrase	000-451-5476	phrase
https://files.channable.com/JnwhGKOPubddu3aamc-T5o==.json	UK Des Shopping exact exclude Exact	000-451-5476	exact

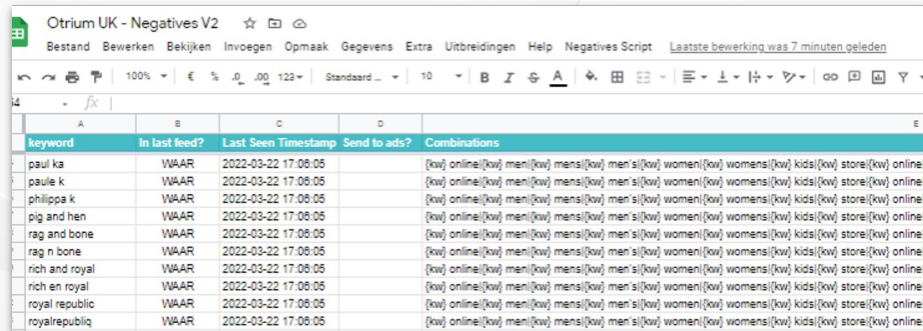
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Feeds to create negative list of	Keyword List Name	Ads Account ID's	match type
https://files.channable.com/GVWC5sSFHVdloMmeOQaQ==.json	UK Des All black list Phrase	000-451-5478	phrase
https://files.channable.com/L_d_IFskwWaa3oMoXUaVUw==.json	UK Des Funneling exclude Phrase	000-451-5478	phrase
https://files.channable.com/nkxWv4AHMCIdbMkZ7XFAs==.json	UK Des Shopping black list Phrase	000-451-5478	phrase
https://files.channable.com/h0L8j4tU3K9lGWD4WxyTA==.json	UK Des Shopping designer exclude Phrase	000-451-5478	phrase
https://files.channable.com/JnwhGKOPubdduJgaMs-T5o==.json	UK Des Shopping exact exclude Exact	000-451-5478	exact

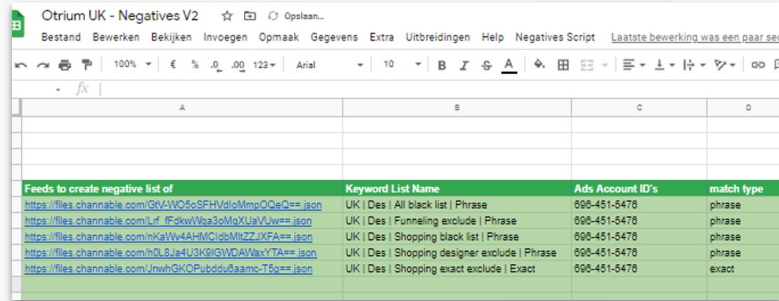
2. The negatives are then loaded into a separate tab; in here we specify if certain combinations have to be created



keyword	In last feed?	Last Seen Timestamp	Send to ads?	Combinations
paul ka	WAAR	2022-03-22 17:08:05		{kw} online {kw} men {kw} mens {kw} men's {kw} women {kw} womens {kw} kids {kw} store {kw} online
paule k	WAAR	2022-03-22 17:08:05		{kw} online {kw} men {kw} mens {kw} men's {kw} women {kw} womens {kw} kids {kw} store {kw} online
philippa k	WAAR	2022-03-22 17:08:05		{kw} online {kw} men {kw} mens {kw} men's {kw} women {kw} womens {kw} kids {kw} store {kw} online
pig and hen	WAAR	2022-03-22 17:08:05		{kw} online {kw} men {kw} mens {kw} men's {kw} women {kw} womens {kw} kids {kw} store {kw} online
rag and bone	WAAR	2022-03-22 17:08:05		{kw} online {kw} men {kw} mens {kw} men's {kw} women {kw} womens {kw} kids {kw} store {kw} online
rag n bone	WAAR	2022-03-22 17:08:05		{kw} online {kw} men {kw} mens {kw} men's {kw} women {kw} womens {kw} kids {kw} store {kw} online
rich and royal	WAAR	2022-03-22 17:08:05		{kw} online {kw} men {kw} mens {kw} men's {kw} women {kw} womens {kw} kids {kw} store {kw} online
rich en royal	WAAR	2022-03-22 17:08:05		{kw} online {kw} men {kw} mens {kw} men's {kw} women {kw} womens {kw} kids {kw} store {kw} online
royal republic	WAAR	2022-03-22 17:08:05		{kw} online {kw} men {kw} mens {kw} men's {kw} women {kw} womens {kw} kids {kw} store {kw} online
royalrepubliq	WAAR	2022-03-22 17:08:05		{kw} online {kw} men {kw} mens {kw} men's {kw} women {kw} womens {kw} kids {kw} store {kw} online

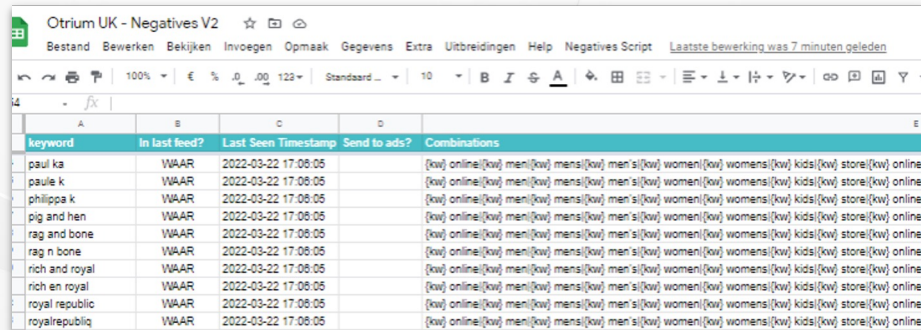
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1. In a Spreadsheet, we specify which negative lists have to be created



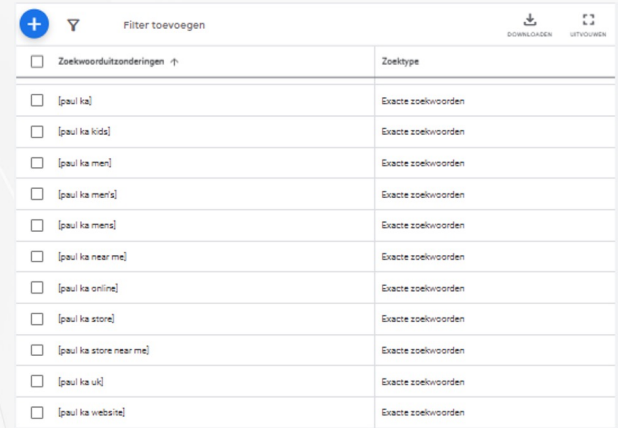
Feeds to create negative list of	Keyword List Name	Ads Account ID's	match type
https://files.channable.com/GVWC5s5FHVdioMmeOQaQ==.json	UK Des All black list Phrase	000-451-5478	phrase
https://files.channable.com/L_d_IFskwWas3oMoXUaVUw==.json	UK Des Funneling exclude Phrase	000-451-5478	phrase
https://files.channable.com/nkqWw4AHMCIdMzZXFAs==.json	UK Des Shopping black list Phrase	000-451-5478	phrase
https://files.channable.com/h0L8j4dU3K9IGWDAWxYTA==.json	UK Des Shopping designer exclude Phrase	000-451-5478	phrase
https://files.channable.com/JnwhGKOPubdu0aams-T5o==.json	UK Des Shopping exact exclude Exact	000-451-5478	exact

2. The negatives are then loaded into a separate tab; in here we specify if certain combinations have to be created



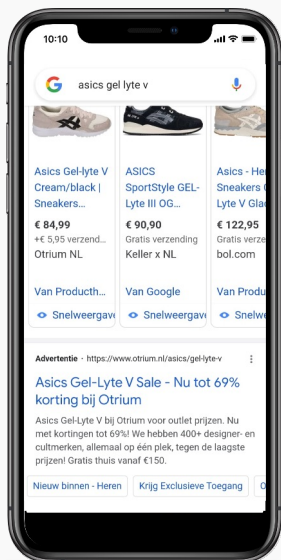
keyword	In last feed?	Last Seen Timestamp	Send to ads?	Combinations
paul ka	WAAR	2022-03-22 17:08:05		{kw} online {kw} men {kw} mens {kw} men's {kw} women {kw} womens {kw} kids {kw} store {kw} online
paule k	WAAR	2022-03-22 17:08:05		{kw} online {kw} men {kw} mens {kw} men's {kw} women {kw} womens {kw} kids {kw} store {kw} online
philippa k	WAAR	2022-03-22 17:08:05		{kw} online {kw} men {kw} mens {kw} men's {kw} women {kw} womens {kw} kids {kw} store {kw} online
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rag and bone	WAAR	2022-03-22 17:08:05		{kw} online {kw} men {kw} mens {kw} men's {kw} women {kw} womens {kw} kids {kw} store {kw} online
rag n bone	WAAR	2022-03-22 17:08:05		{kw} online {kw} men {kw} mens {kw} men's {kw} women {kw} womens {kw} kids {kw} store {kw} online
rich and royal	WAAR	2022-03-22 17:08:05		{kw} online {kw} men {kw} mens {kw} men's {kw} women {kw} womens {kw} kids {kw} store {kw} online
rich en royal	WAAR	2022-03-22 17:08:05		{kw} online {kw} men {kw} mens {kw} men's {kw} women {kw} womens {kw} kids {kw} store {kw} online
royal republic	WAAR	2022-03-22 17:08:05		{kw} online {kw} men {kw} mens {kw} men's {kw} women {kw} womens {kw} kids {kw} store {kw} online
royalrepubliq	WAAR	2022-03-22 17:08:05		{kw} online {kw} men {kw} mens {kw} men's {kw} women {kw} womens {kw} kids {kw} store {kw} online

3. The negatives are then automatically pushed to Google Ads: including combinations!



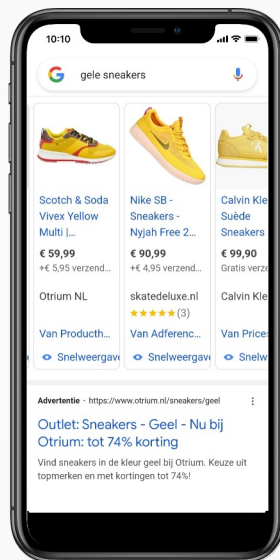
<input type="checkbox"/>	Zoekwoorduitsonderingen ↑	Zoektype
<input type="checkbox"/>	{paul ka}	Exacte zoekwoorden
<input type="checkbox"/>	{paul ka kids}	Exacte zoekwoorden
<input type="checkbox"/>	{paul ka men}	Exacte zoekwoorden
<input type="checkbox"/>	{paul ka men's}	Exacte zoekwoorden
<input type="checkbox"/>	{paul ka mens}	Exacte zoekwoorden
<input type="checkbox"/>	{paul ka near me}	Exacte zoekwoorden
<input type="checkbox"/>	{paul ka online}	Exacte zoekwoorden
<input type="checkbox"/>	{paul ka store}	Exacte zoekwoorden
<input type="checkbox"/>	{paul ka store near me}	Exacte zoekwoorden
<input type="checkbox"/>	{paul ka uk}	Exacte zoekwoorden
<input type="checkbox"/>	{paul ka website}	Exacte zoekwoorden

It all comes down to maximizing relevancy and increasing visibility



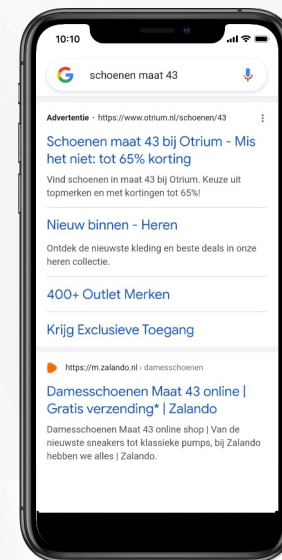
Product-lines

Product-lines were missing in the feed → mapped in the O-view



Colors

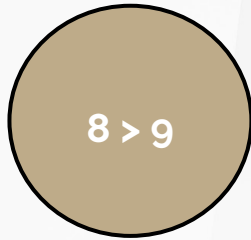
Colors were missing in the feed → mapped in the O-view



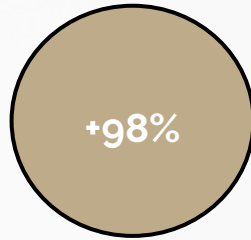
Size

Sizes are used from the feed and synonyms added if necessary (e.g. XS = Extra Small)

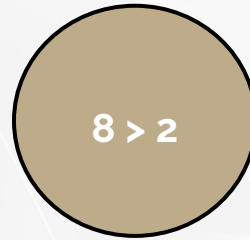
Our new strategy led to very impressive results straight after implementation



Quality Score
(non-branded)



ROAS



Required FTE

- Quick time to market for new designers
- We are in full control and increased our visibility
- Saving a lot of manual labor
- Increased relevancy (positive impact on all key-metrics: e.g. CTR, CVR, QS, CPC)



Next steps in data-activation

Data-activation

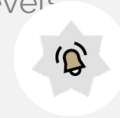
Value of customers

- CLV



Value of products

- Margin
- Returns
- Stock-levels





Value of Customers: Conversion value rules are used to steer more towards new customers

Audiences are created via Customer Match and the tool Segment (CDP):

Audiences:

Loyal customers	Entry customers	Dorment customers	New customers
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Conversion Value rules:


0,5	0,7	0,9	1
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The bidding algorithm will now push harder for new customers





Value of Products - tROAS targets determined by profitability of the stock

	Profitability		ROAS target	
	Margin	Returns		
NA-KD	... %	... %	Low	
Adidas	... %	... %	Low	
Scotch & Soda	... %	... %	Medium	
Daily Paper	... %	... %	Medium	
Karl Lagerfeld	... %	... %	High	
Reiss	... %	... %	High	



Take-away of our approach

Requiring very tight control, does not have to be in the way of automation!

Don't be discouraged by a (really) bad feed when you want to automate, plenty of options left: **be pragmatic!**

Use the right tools for specific tasks in automation, for the remaining 20% build custom scripts!

Examine if pMax (new campaign-types) fits in your strategy; it could be that it does not fit at all



Thank you! Questions?



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