



Welcome to the 17th CMO goes TECH meetup

The future of E-commerce

Event starts at 17.00 CEST

May 18th, 2022

The 16th meetup

Building sustainable brands



Mathias Wikström,
CEO, Doconomy



Maria Wetterstrand,
CEO, Milton Europe



Kaj Török,
CSO, MAX Burgers

SIME 2022

CMO goes TECH on
Marketing and Tech + Next level leadership



CMO goes TECH

Chairman of the Jury – This years Disruptor

ÅRETS
MARKNADSCHEF
2022
CHALLENGER BRANDS



Program, the future of e-commerce

- 17.00 Welcome to the 17th CMO goes Tech-meetup; the future of e-commerce
- 17.05 Google - Prepare for the future of Analytics with GA4
Patrick Kool, Measurement Specialist at Google
- 17:25 James Edition - meeting the future of eCommerce at the world's luxury marketplace
Karl Norling, Chief Marketing Officer James Edition
- 17:45 Panel discussion
- 18:00-19:00 Mingle at the Google office



Patrick Kool

Measurement specialist at Google

Next gen Google Analytics: GA4

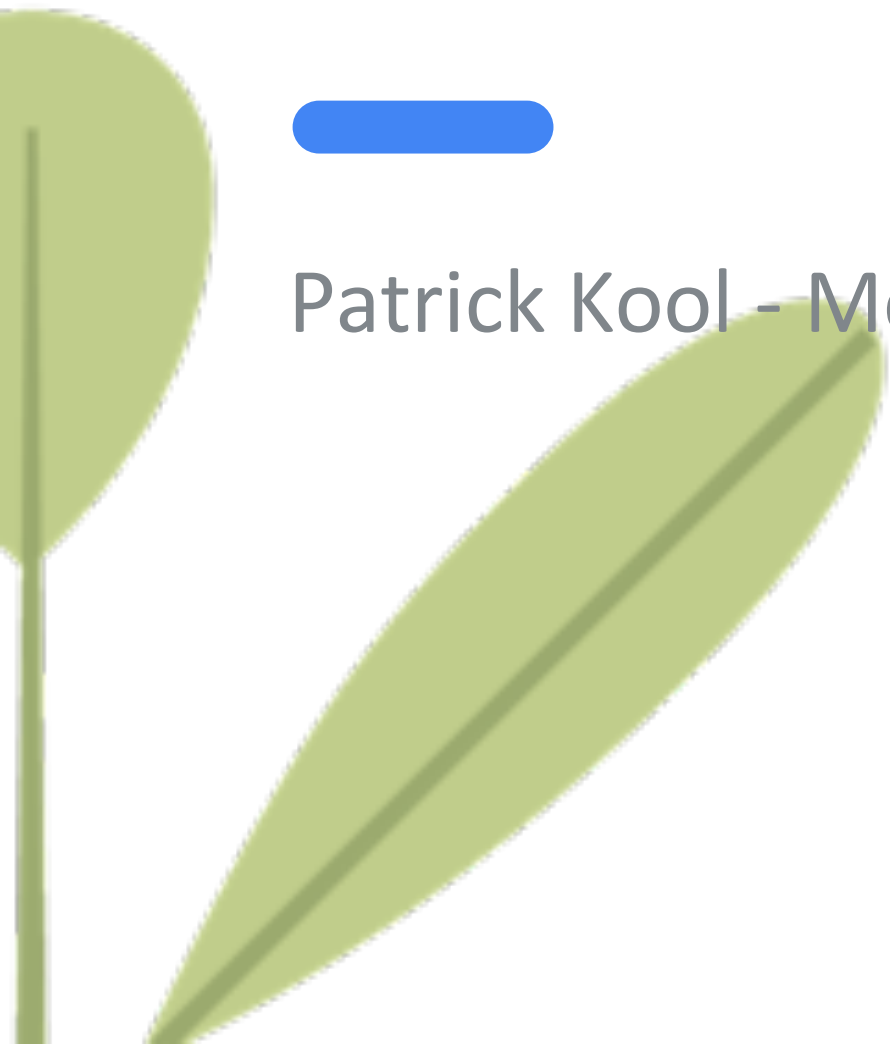


Google Analytics 4:

Set the right foundation for the future



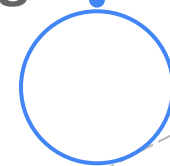
Patrick Kool - Measurement specialist @Google



We are entering a new Era

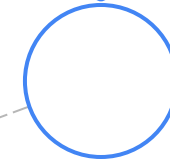
Broadcast Era

Reach and engage your customers more effectively by bringing digital measurement to your **Broadcast advertising**.



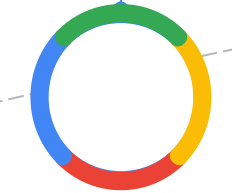
Precision Era

Target the right customers at the right time with **Programmatic advertising**.



Predictive Era

Sophisticated algorithms, artificial intelligence and machine learning to anticipate consumers' needs and interests.





Understand your **site and app**

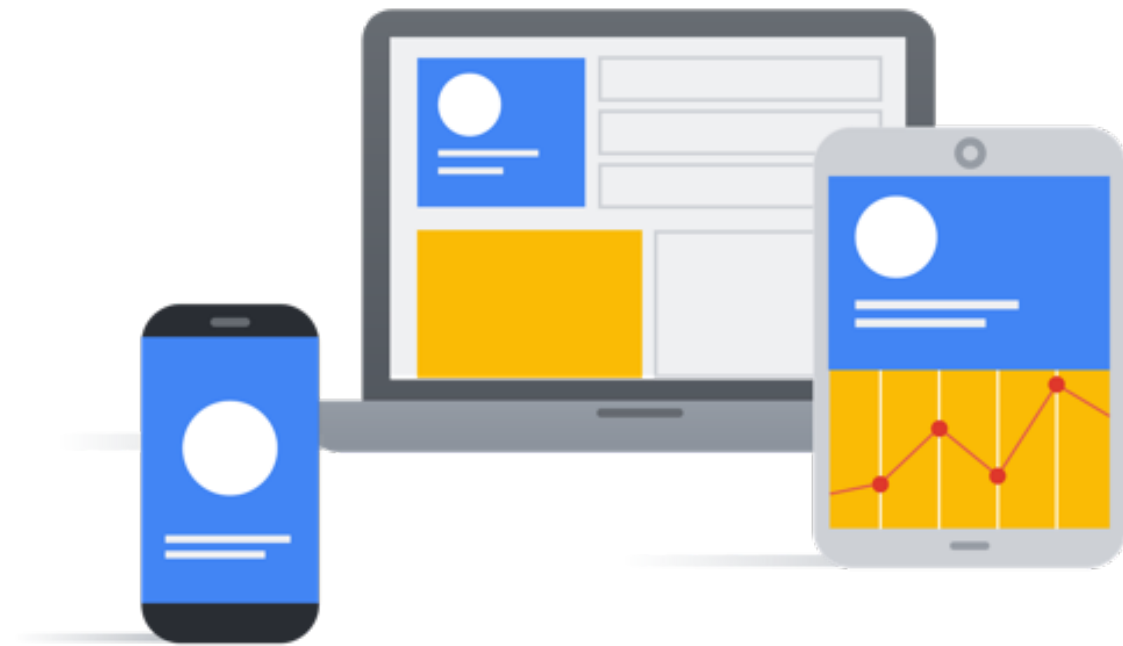
Get **Automated insights**

Act on your **data**





Cross device

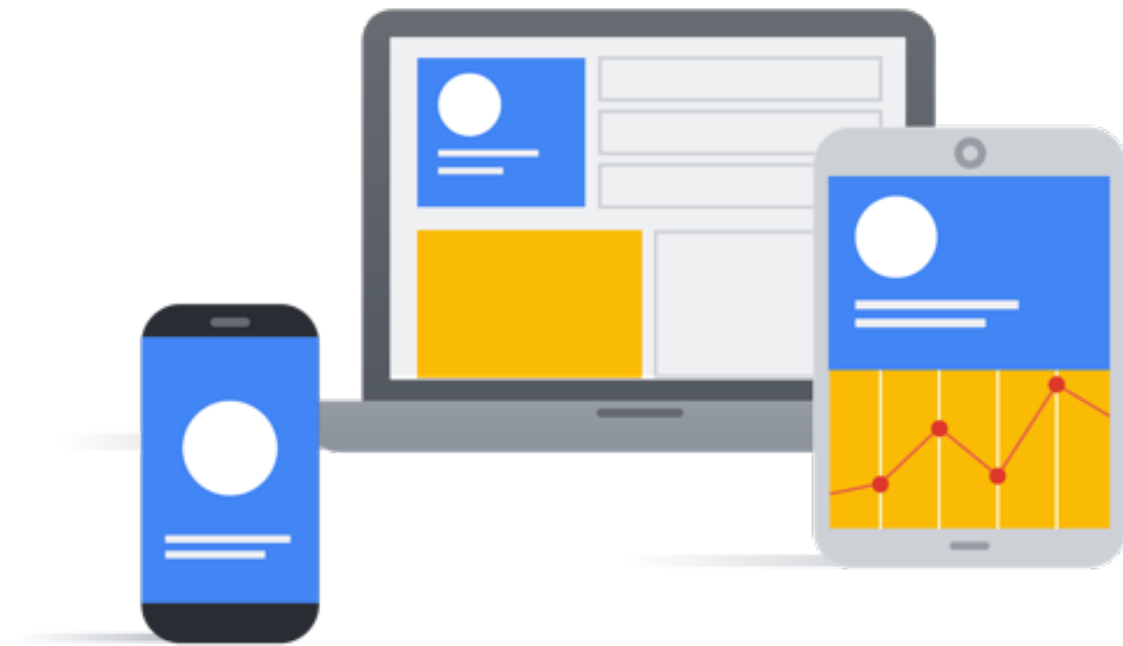


What does
this mean?

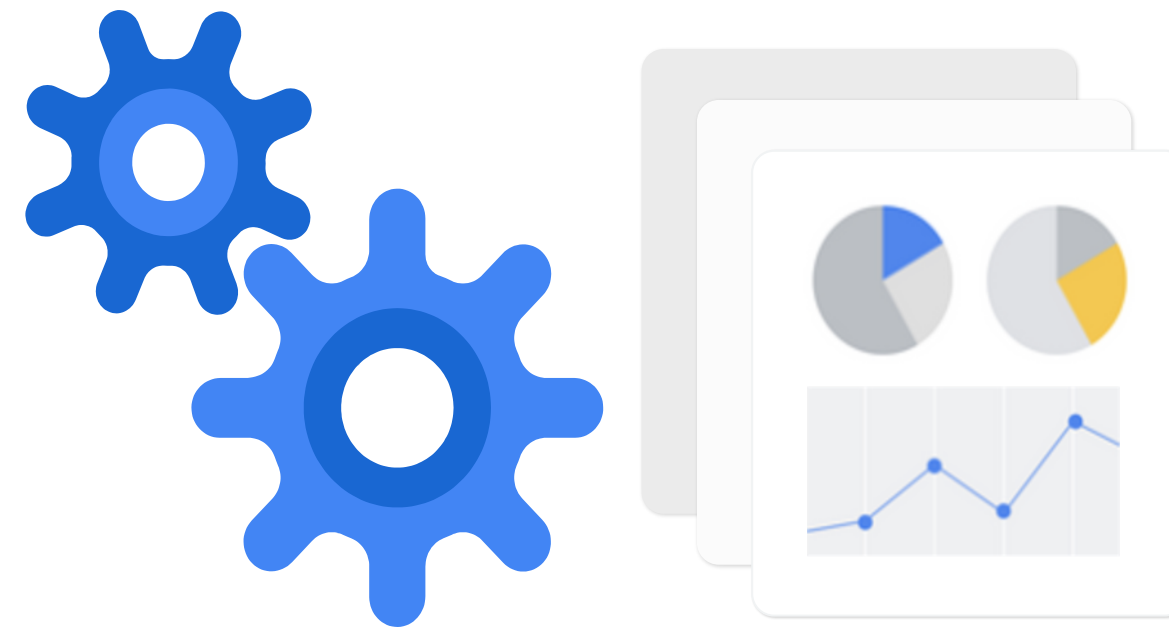
- Mobile
- Desktop
- Tablet
- TV
- ...



Cross device



Cross platform



What does this mean?

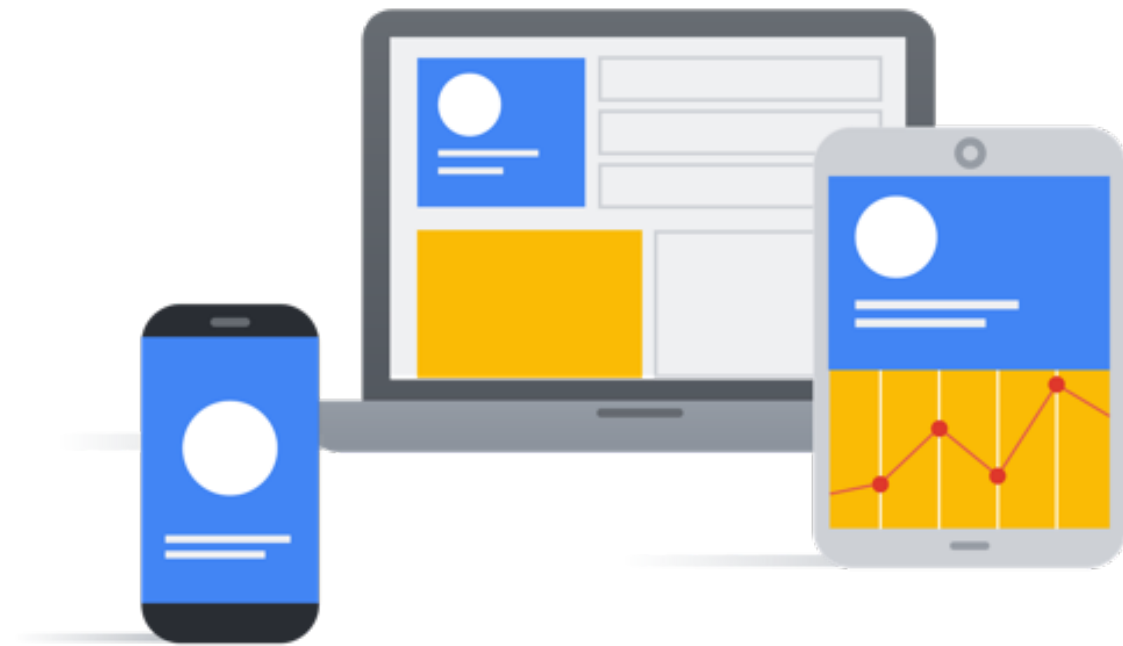
- Mobile
- Desktop
- Tablet
- TV
- ...

- SEO
- SEA
- Facebook
- Youtube
- Direct
- Emails
- ...

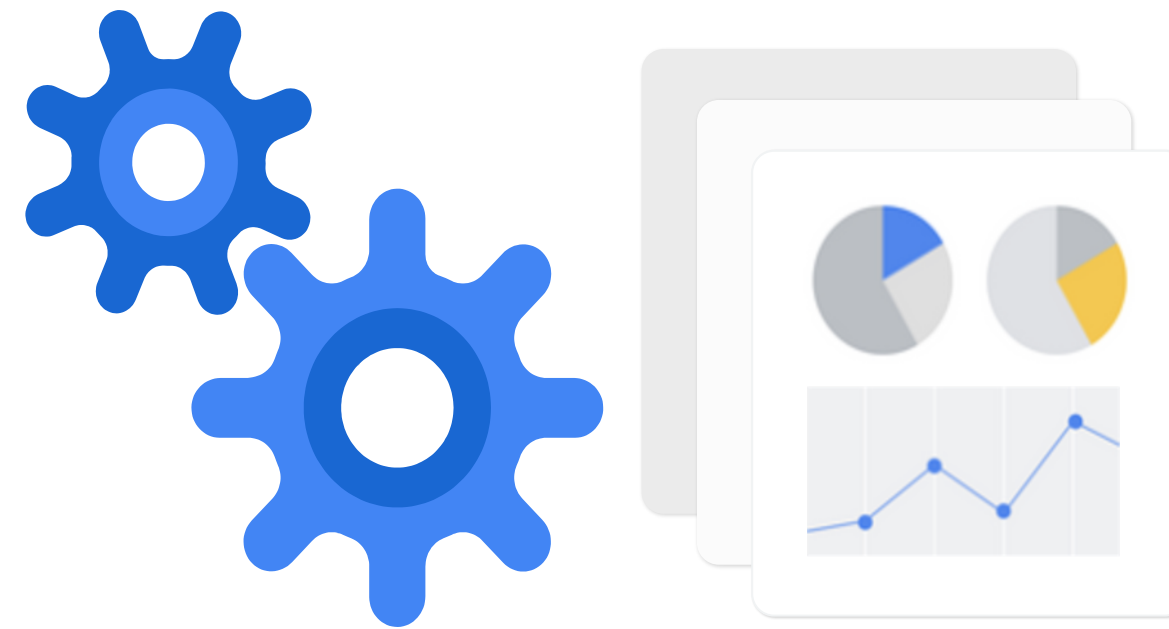


Google Analytics

Cross device



Cross platform



Privacy safe



What does this mean?

- Mobile
- Desktop
- Tablet
- TV
- ...

- SEO
- SEA
- Facebook
- Youtube
- Direct
- Emails
- ...

- Default IP anonymization
- Delete user data
- Built with modelling at the foundation



As cookies become more scarce, Google Analytics 4 will offer solutions that support developments in Google advertising products and preserve behavioral measurement while respecting user privacy



Conversion measurement



Conversion Modeling



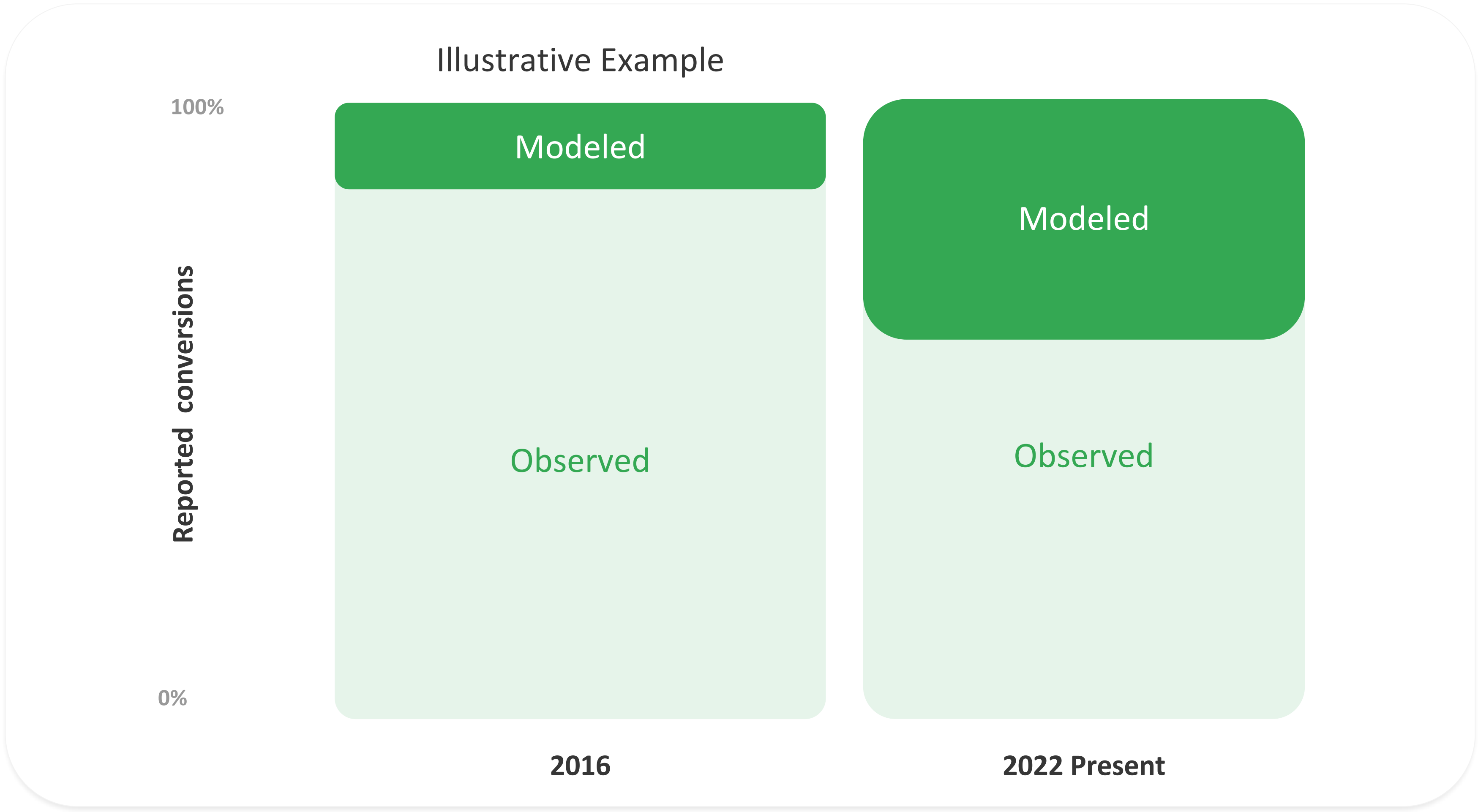
Audience activation

Similar Audience Modeling



User journey measurement

Behavior Modeling

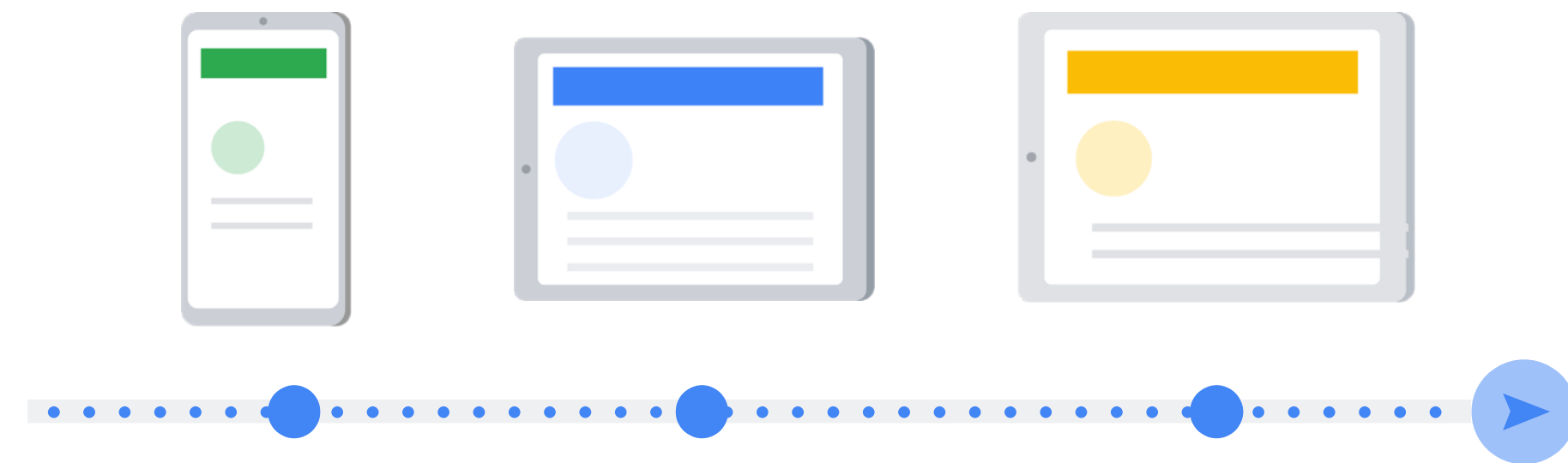


Highlighted features in GA4

Data Driven Attribution for everyone

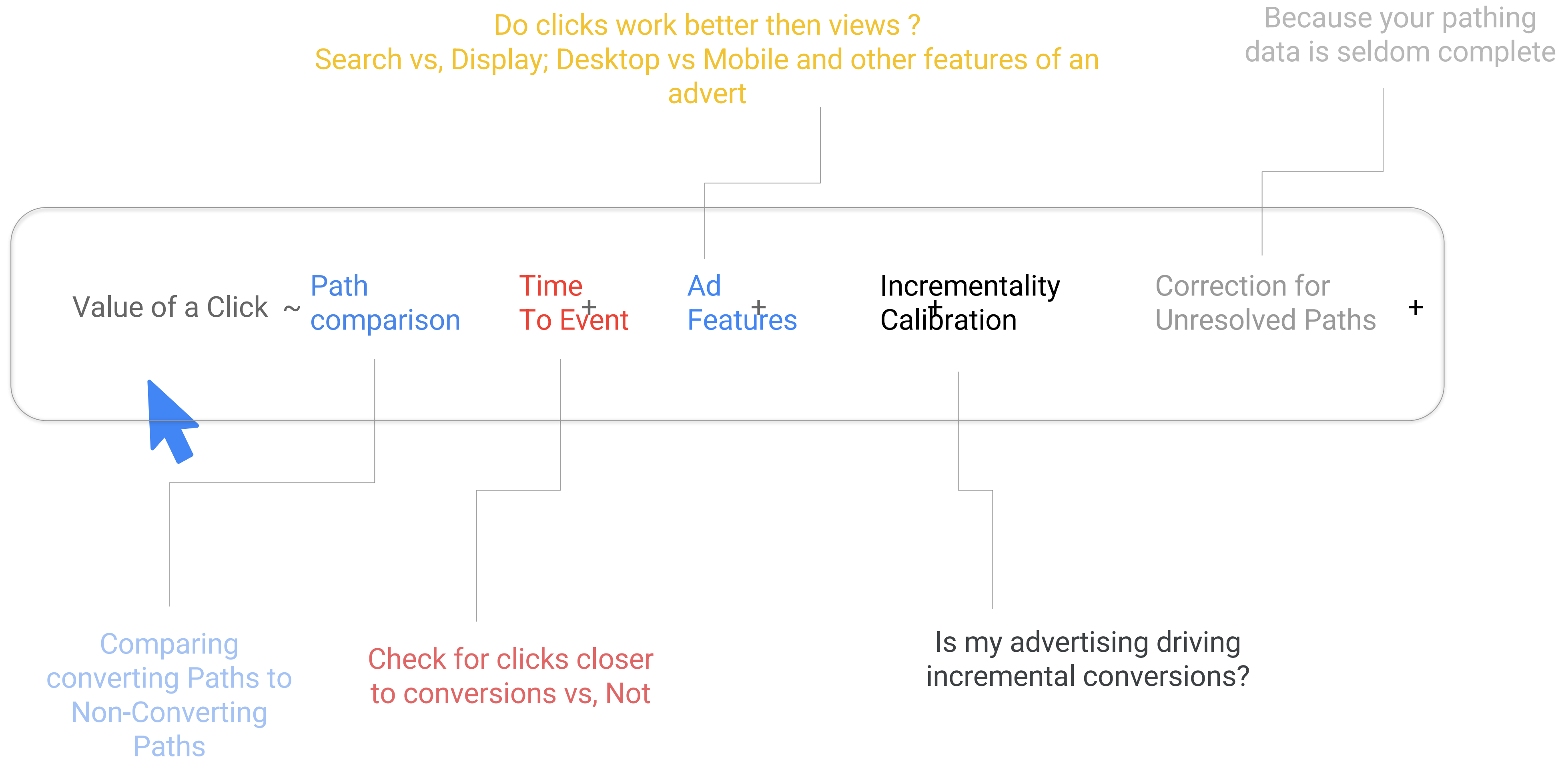
Attribution is the act of **assigning credit for conversions** to different ads, clicks, and factors along a user's path to completing a conversion.

An Attribution model can be a rule, a set of rules, or a data-driven algorithm that determines how credit for conversions is assigned to touchpoints on conversion paths.

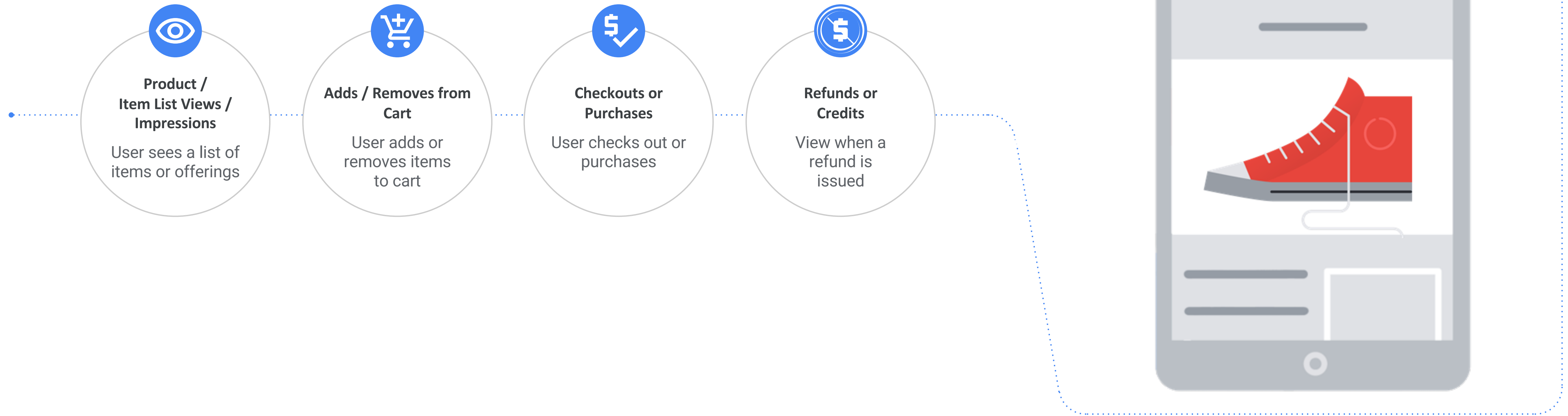


How does our DDA model work?

These factors can be loosely explained as.....



Understand how customers are engaging with content on your site





5% more click-throughs. 9% less drop-offs. Gymshark achieves new personal best, with GA4.

GYMSHARK

Online fitness apparel and accessories brand
Solihull, England • gymshark.com



*Results achieved during the campaign period from May to July, 2021.

About Google Marketing Platform: Google Marketing Platform is a unified advertising and analytics platform that helps enterprise marketers make better decisions faster. With Google Marketing Platform, you're in control of every campaign, so you have the flexibility to adapt to the needs of your business and your customers. Learn more at g.co/marketingplatform.

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The challenge

To provide their shoppers with a more personalised experience, Gymshark planned to launch a **new ecommerce app**. To do that though, they first needed a product analytics platform capable of delivering key data points that could be quickly integrated, and turned into actionable decisions.

The approach

Gymshark began by implementing the **global site tag** across their ecommerce website and new app to collect observable first party data. Next, they replicated their tracking structure across both platforms to gain a consistent view of customer performance. To further improve the data quality, the team created a series of rich data points by adding custom parameters to certain data sets. Lastly, in-house analysts leveraged the flexible and customisable features of the **new Explore section** to reveal fresh insights, and uncover key pain points in user journeys.

Partnering with 55

Working closely with data specialists, 55, gave Gymshark the necessary tools, support and training to successfully implement Google Analytics 4 (GA4) – and achieve the best possible insights and results.

The results

GA4 has allowed the team to reduce the number of data processing tools and platforms from five to just one. They're also spending 30% less time conducting user journey analysis. What's more, the ease and fluidity of using GA4 means the number of custom dimensions that enrich Gymshark's data has since doubled. New insights derived from the **GA4 User Explorer report** and other ecommerce reports have also helped reduce checkout drop-offs by 9%, and boost product page click-throughs by 5%.

“Google Analytics 4 was the perfect choice in understanding and improving our new ecommerce app.”

—Maxwell Petitjean, Head of Product Insights, Gymshark

30%

Less time analysing user journeys

9%

Fewer drop-offs at checkout

5%

More product page click-throughs


Google Marketing Platform

55 the data company











Predictive Audiences

Suggested audiences

Additional audience suggestions for you to consider

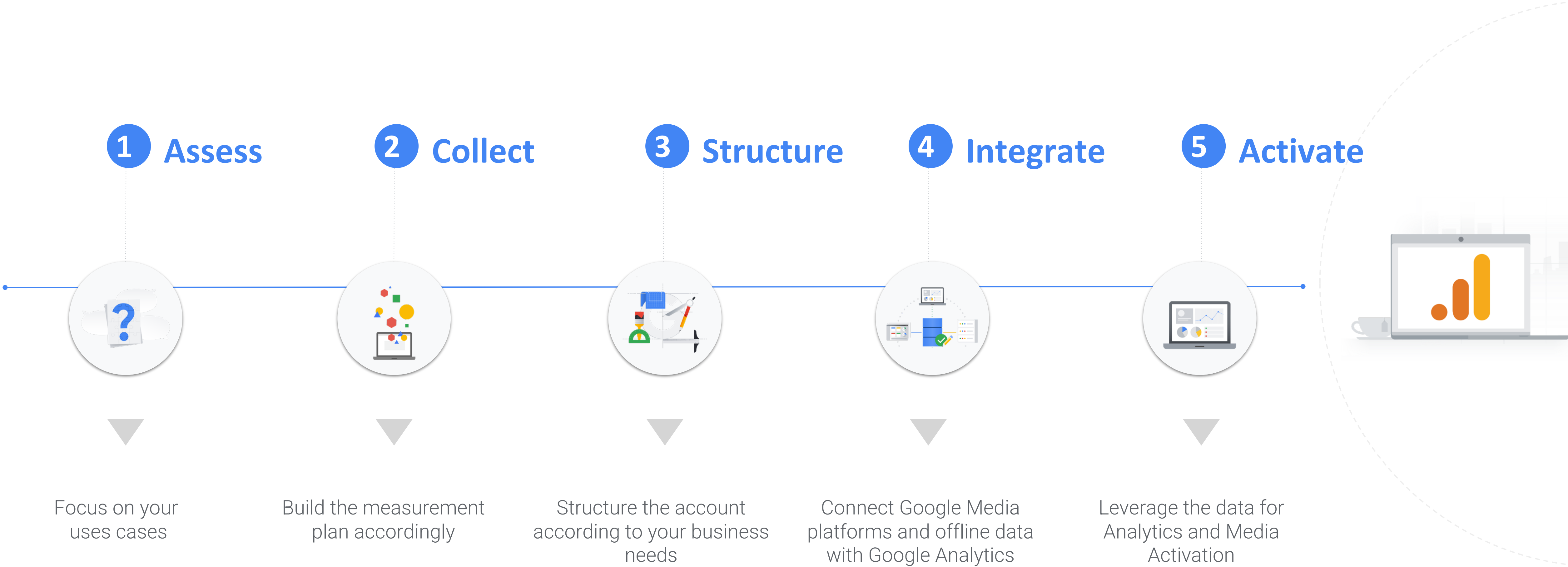
RETAIL/ECOMMERCE GENERAL TEMPLATES  **PREDICTIVE** NEW

Analytics builds predictive audiences based on behaviors such as buying or churning. [Learn more](#)

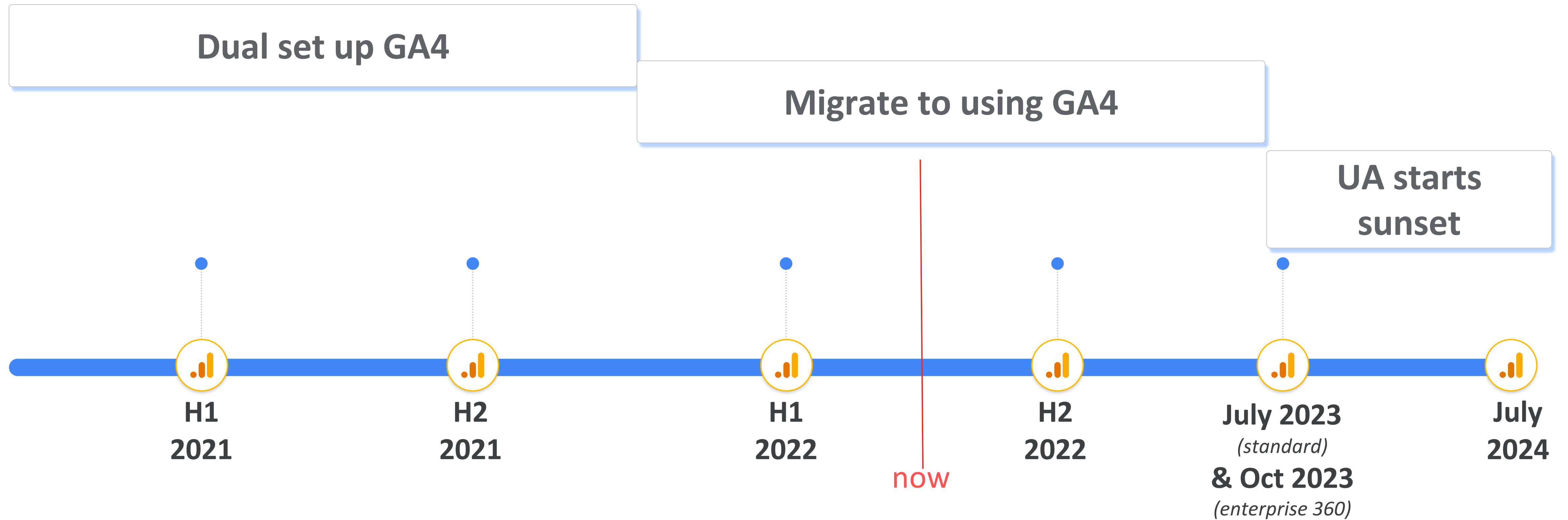
 Likely 7-day purchasers Users who are likely to make a purchase in the next 7 days.	 Likely 7-day churning users Active users who are likely to not visit your property in the next 7 days.	 Predicted 28-day top spenders Users who are predicted to generate the most revenue in the next 28 days.
ELIGIBILITY STATUS  Ready to use ⓘ	ELIGIBILITY STATUS  Ready to use ⓘ	ELIGIBILITY STATUS  Ready to use ⓘ
 Likely first-time 7-day purchasers Users who are likely to make their first purchase in the next 7 days.	 Likely 7-day churning purchasers Purchasing users who are likely to not visit your property in the next 7 days.	
ELIGIBILITY STATUS  Ready to use ⓘ	ELIGIBILITY STATUS  Ready to use ⓘ	

Getting started

Move to Google Analytics 4 one step at a time



Sunset Timeline



What does this mean?

Having GA4 properties running **along side** of UA properties

Activate the same features in GA4 that you were using in UA

No longer collect data in UA and then no longer **view data** in UA

Key takeaways

- Review your measurement plan and data strategy
- Prioritize the migration to GA4
- Consider partnering with a technology partner to jumpstart the migration



Thank you

Karl Norling **Chief Marketing officer James Edition**

The world's marketplace for luxury





JAMES EDITION

Meeting the future of eCommerce at the world's luxury
marketplace



JAMES^EDITION

Meeting the future of eCommerce at the world's luxury marketplace

This is JamesEdition

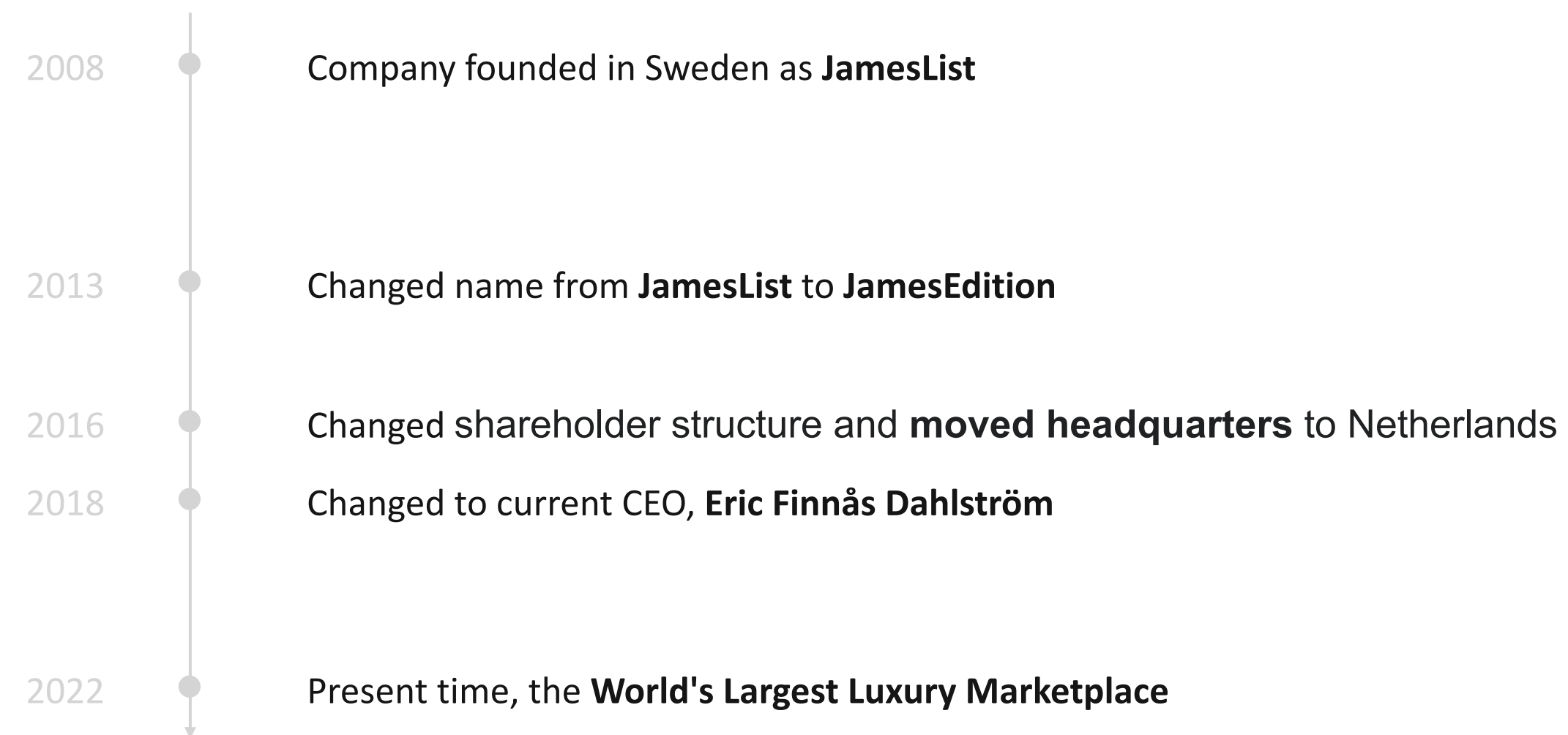
ABOUT

JamesEdition is a Global and Multi-vertical, lead generation marketplace covering items niched for an (U)HNWI audience.

Our premier collection across ten different categories includes homes, jets, yachts, cars, jewellery and even private islands.

JamesEdition provides a singular destination for the international, ultra high-end luxury enthusiast.

TIMELINE



Our Network

1 500 000

Monthly Visits

215 000

Listings

120

Countries

9 200

Businesses

Cartier



Sotheby's



WORTH AVENUE
YACHTS



CHRISTIE'S



BARNES
INTERNATIONAL REALTY

Luxury Marketplace specifics



GLOBAL MARKET

Regional Fragmentation
No single dominating service

MARKETPLACE DYNAMICS

Matching Buyers and Sellers
Competition and cooperation
Crosslisting

LUXURY LEADGEN

Expensive goods
Slow cycles
Slim margins
Final conversion off-site

Meeting the future of eCommerce at the world's luxury marketplace

Ecommerce trend 1:

RISING ACQUISITION COSTS

Situation: Increased competition for consumer attention by DTC brands.

Complication: CPM and CPC rates go up, efficiency go down.

Resolution: Know your LTV, build on brand, avoid losing a known customer

Ecommerce trend 2:

DEATH OF THIRD-PARTY COOKIES

Situation: Global tech giants are phasing out cookies along with stricter regulation.

Complication: Limited targeting and tracking, decreased efficiency

Resolution: Direct communication, build community, Creative is best lever

Ecommerce trend 3:

SOCIAL COMMERCE

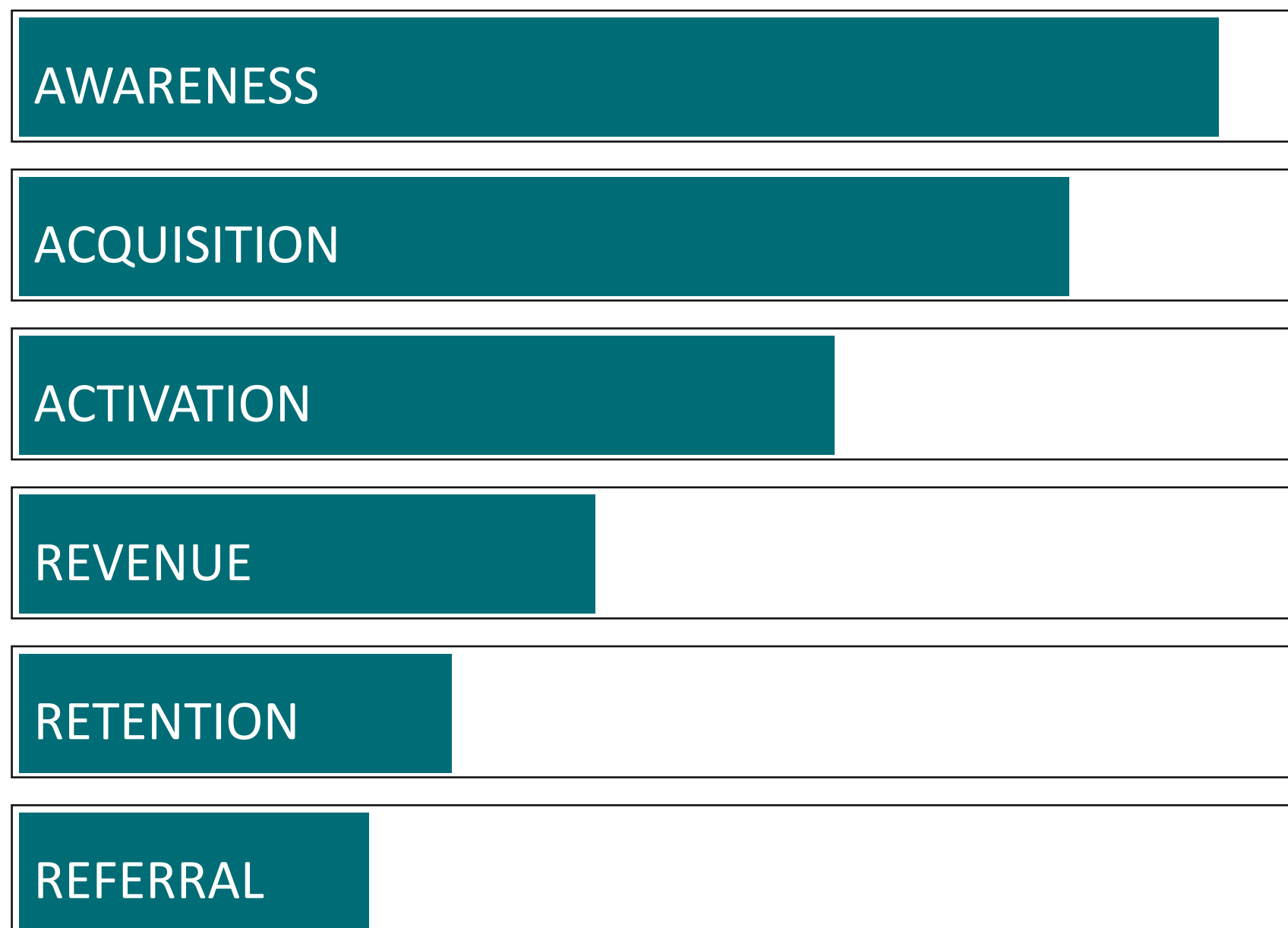
Situation: Ecommerce is migrating to social media with video and live as native tactics.

Complication: Expensive production and management of creative in social

Resolution: Automate creative production, Seize opportunity in new channels & formats

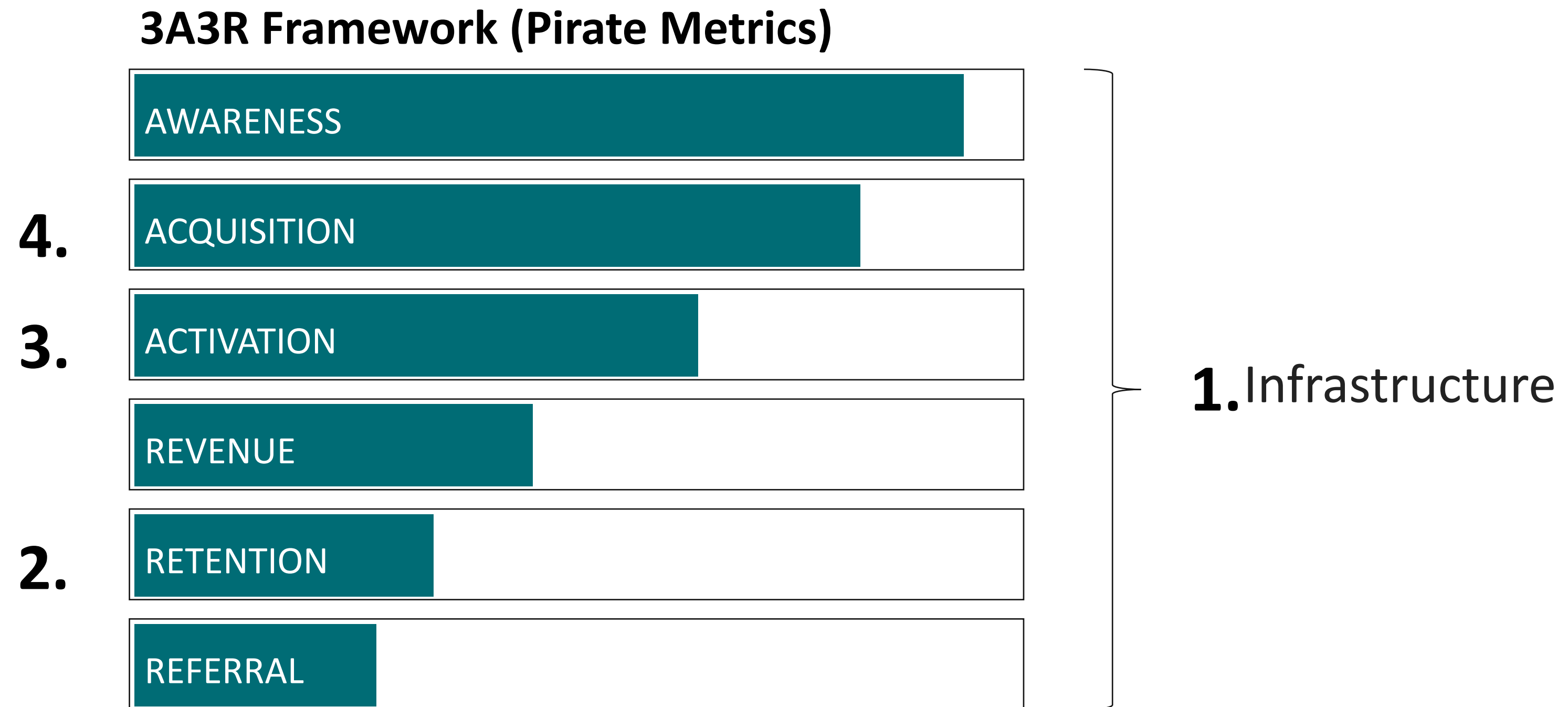
This is how growth is achieved

3A3R Framework (Pirate Metrics)



Infrastructure

This is my order of priority



Getting to work: Build Marketing Infrastructure

1. INFRASTRUCTURE
2. Retention
3. Activation
4. Acquisition

Set up connected Marketing Tech & Data Infrastructure



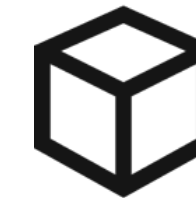
CUSTOMER DATA PLATFORM

ID management
Event tracking
Consent



MARKETING AUTOMATION

Email & SMS
Push & In-app
Ad audiences



PRODUCT INFO MANAGEMENT

Stock levels
Performance
Copy & Assets
Feed management



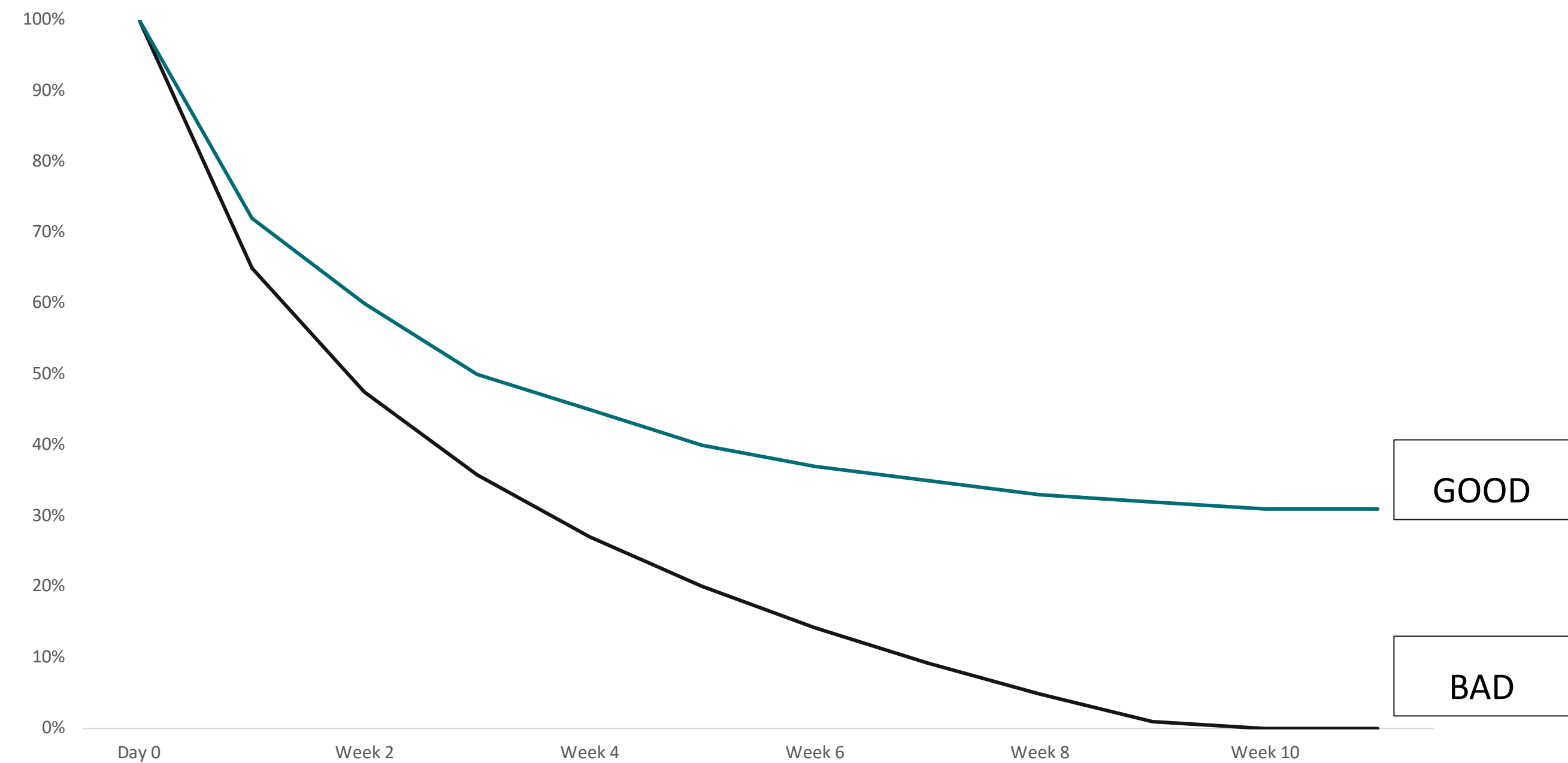
CREATIVE MGMT PLATFORM

Design from feed
Render Ads
Ad serving

Getting to work: Fix User Retention

Review and understand when and where we lose contact with our customers, infer why we lost them.

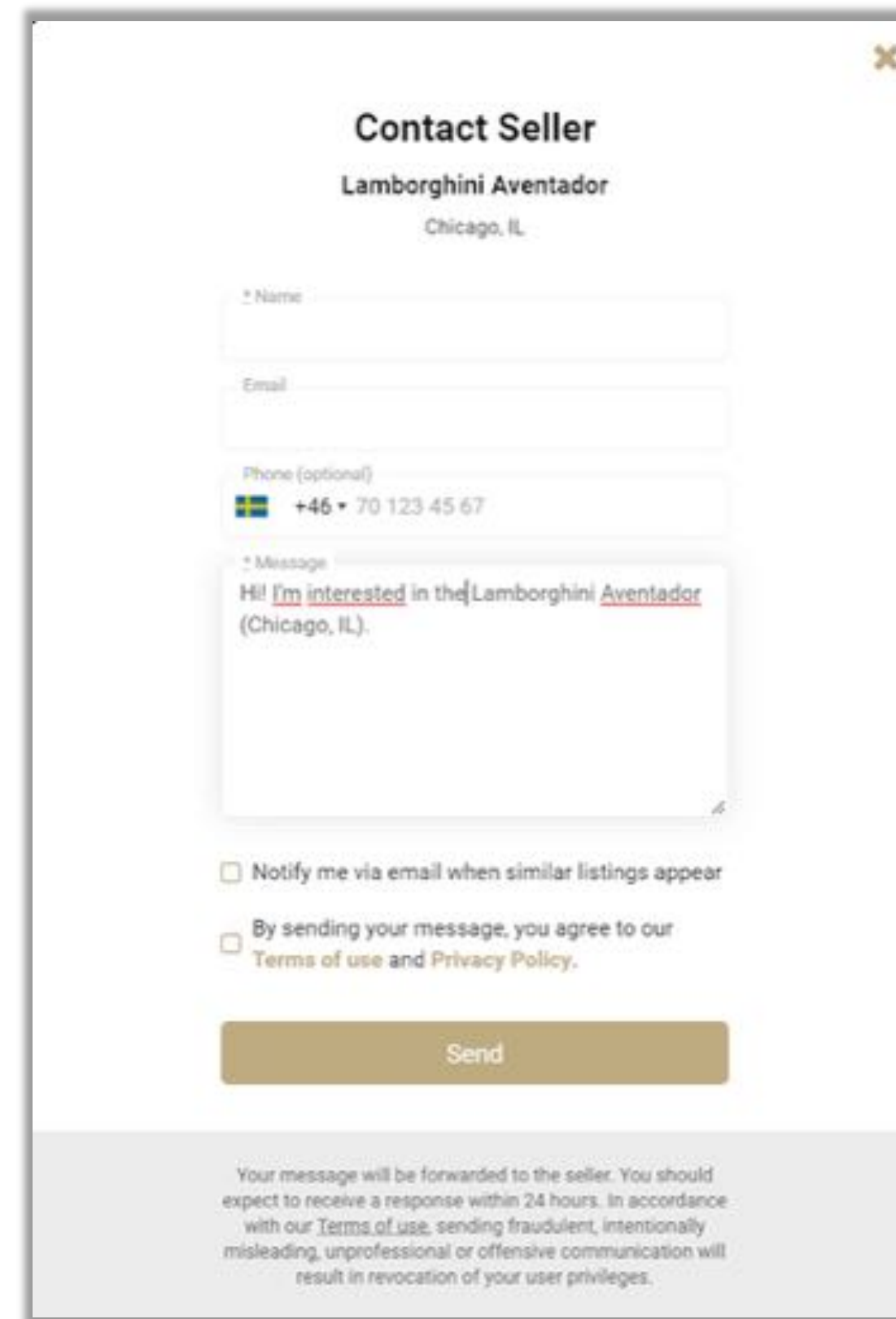
1. Infrastructure
- 2. RETENTION**
3. Activation
4. Acquisition



Getting to work: Gate Activation Moment

Find our users AHA!-moment, the moment they get our Value proposition, make it a gate.

1. Infrastructure
2. Retention
3. **ACTIVATION**
4. Acquisition



Contact Seller
Lamborghini Aventador
Chicago, IL

Name

Email

Phone (optional)
+46 • 70 123 45 67

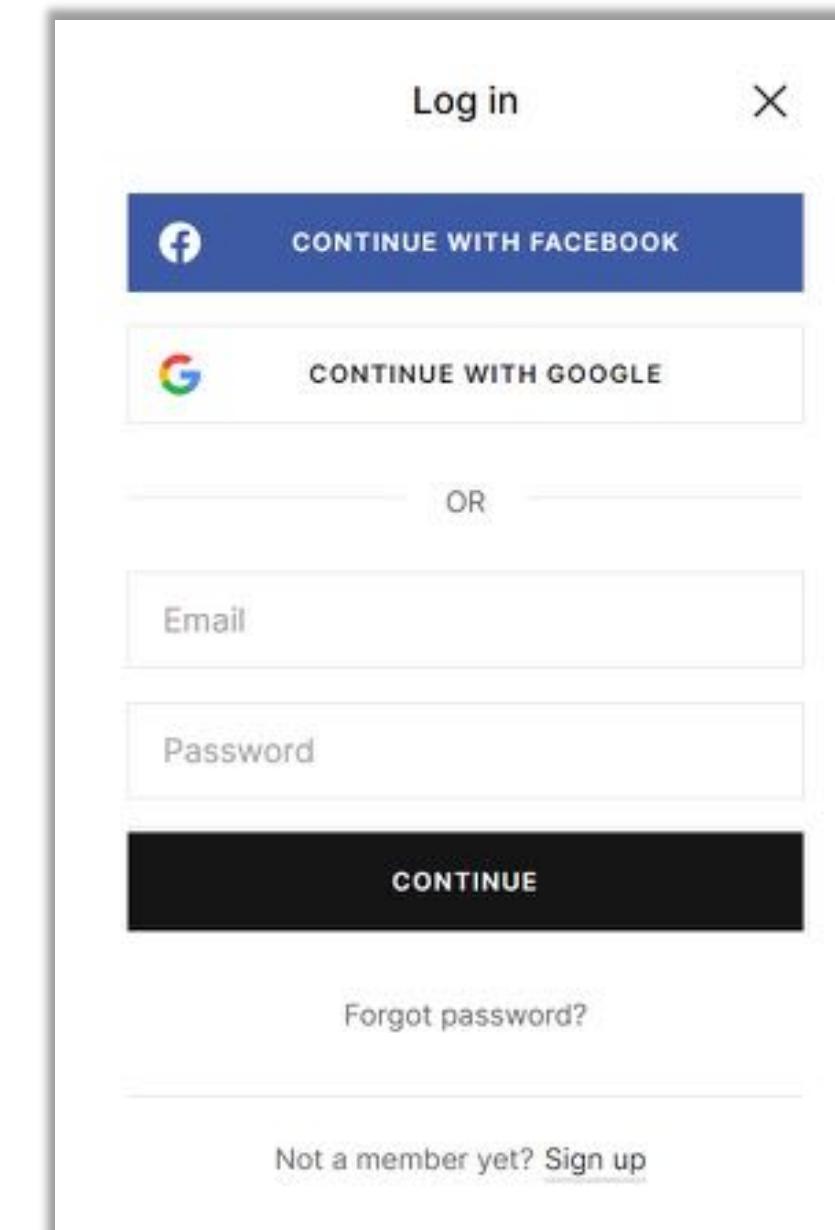
Message
Hi! I'm interested in the [Lamborghini Aventador](#) (Chicago, IL).

Notify me via email when similar listings appear

By sending your message, you agree to our [Terms of use](#) and [Privacy Policy](#).

Send

Your message will be forwarded to the seller. You should expect to receive a response within 24 hours. In accordance with our [Terms of use](#), sending fraudulent, intentionally misleading, unprofessional or offensive communication will result in revocation of your user privileges.



Log in

CONTINUE WITH FACEBOOK

CONTINUE WITH GOOGLE

OR

Email

Password

CONTINUE

Forgot password?

Not a member yet? [Sign up](#)

Getting to work: Accelerate Acquisition

Set up performance marketing optimized to the ACTIVATION event with performance based CREATIVE

1. Infrastructure
2. Retention
3. Activation
4. **ACQUISITION**

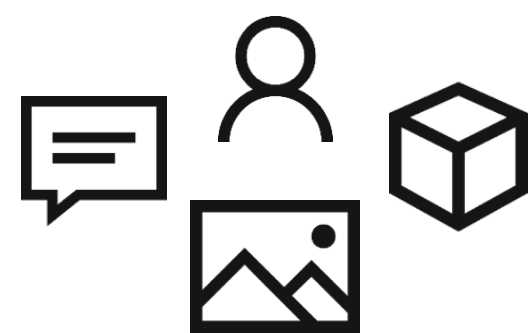


Recap

Community
Management

Building Brand
Equity

Personalized
Copy & Creative



**BUILD MARKETING
INFRASTRUCTURE**

LTV

**FIX USER
RETENTION**

Sign Up

**GATE ACTIVATION
MOMENT**



**ACCELERATE
ACQUISITION**



My Top 5 tips

- Automate everything
- Creative is your #1 lever
- See your customers as subscribers
- Marketing is a process, don't look for perfection
- Give the complex solution a chance



JAMES EDITION

The World's Luxury Marketplace

Panel Discussion



Patrick Kool
Google



Karl Norling
JamesEdition



Gül Heper-Jämterud
CMO goes TECH



Ulf Kruse
CMO goes TECH



New Martech report coming

Martech 2022

Ökad kunskap, nya insikter
och värdefulla verktyg om
Martech från svenska
marknadsförare

ODYSSEY

WIRAYA

SWEDMA

 CMO
GOES
TECH

TOP THREE CHALLENGES 2021

(# from 2020)

1

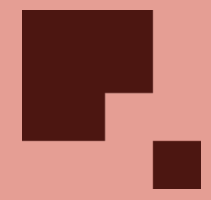
System
integration
25% (33%*)

2

Time
20% (13%*)

3

Competence
19% (19%*)



Thank you!

Next meet up in September

See you in September when we will talk about the newly released Martech report of 2022.

Update yourself and invite members on www.cmogoestech.com where you also find recording of this and previous events.

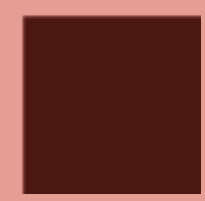
Have a great summer!

Gül & Ulf

CMO goes TECH



After event



mingle