





ROI DRIVEN INTERNET
MARKETING AGENCY



&

JUSTLEASE.NL

DAT IS SLIM GEREGELD!

Intro Speaker

- › **Kasia Meerman**
- › **Senior account manager**
- › **11 years of online experience**
- › **A mother of two**



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Intro Speaker

- › **Sebastiaan van de Greef**
- › **Data Marketeer**
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- › **Training fanatic**



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Intro Yonego

ZONNEPANELEN
VERGELIJKER

Vergelijk 6 zonnepanelen bedrijven uit uw regio!



Bespaar 40%

Je vergelijkt meer dan 121




ZONNEPANELENVERGELIJKER.NL AANMELDEN ALS ZONNEPANEELBEDRIJF

SCHILDER
VERGELIJKER

Vergelijk 6 schilders in uw regio



Je vergelijkt meer




SCHILDERVERGELIJKER

NOTARISSEN
VERGELIJKER

Vergelijk 6 notarissen in uw regio

Vergelijk & Bespaar nú

Uw postcode:

Ga

Vergelijk offertes voor je beslist!

NOTARISSENVERGELIJKER.NL AANMELDEN ALS NOTARIS INFORMATIE CONTACT PRIVACY & COOKIE POLICY YONEGO B.V.

Intro Yonego

A banner for Wonen.nl with a maroon header and a light-colored background image of a bathroom.

 **Wonen.nl** | Waar wonen, bouwen en verbouwen begint

 vraag offertes aan  vergelijk  bespaar geld

Bouwen, verbouwen of verhuizen?
Meer dan 10.000 adviezen over wonen!

Tips | Bedrijf aanmelden | Bedrijf beoordelen

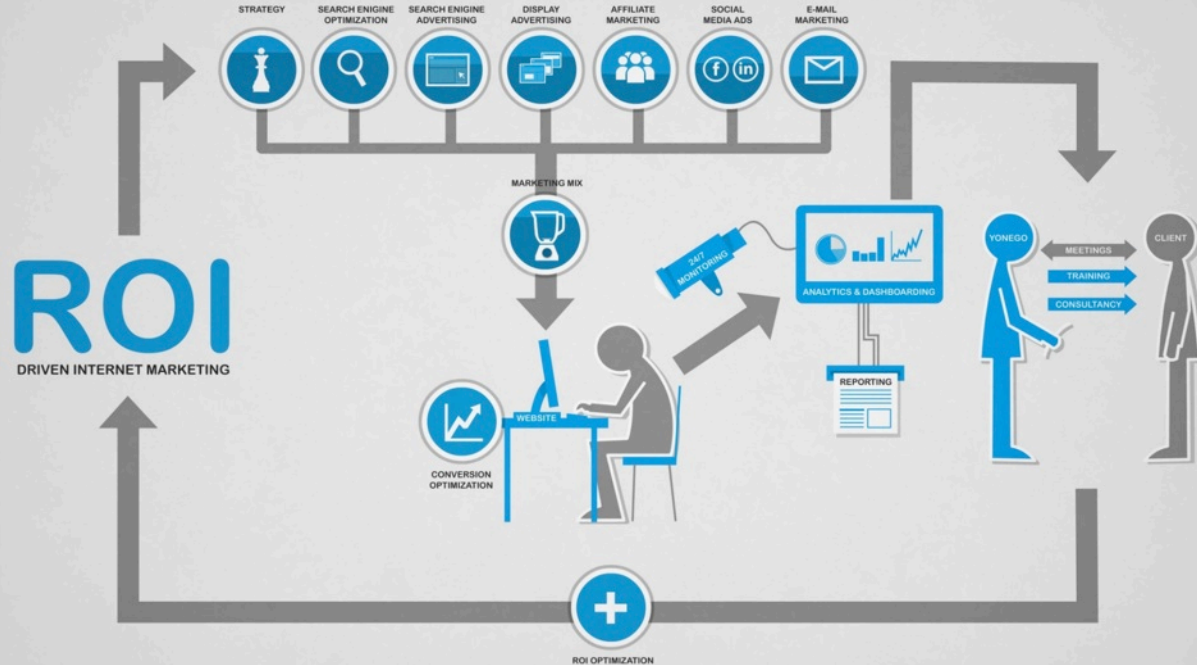
A banner for Sinterklaasgedichten.net with a red background and a silhouette of Sinterklaas on a horse.

 **Sinterklaasgedichten.net**

- ✓ Ontvang 5 originele gedichten
- ✓ Volledig gepersonaliseerd
- ✓ In 2 minuten klaar!

Sinterklaasgedichten maak je simpel, snel en origineel!

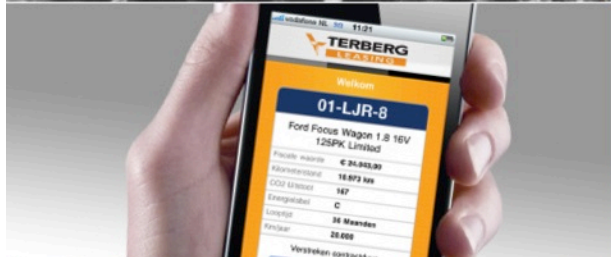
Intro Yonego



YONEGO

 CASE:

JUSTLEASE.NL
DAT IS SLIM GEREGLD!



WeCar(e)

JUSTLEASE.NL

Automotive industry

7,9 million passenger cars

507 thousands passenger lease cars

A person drives on average 11.800 km/year

A car is used 4 out 10 times for traveling

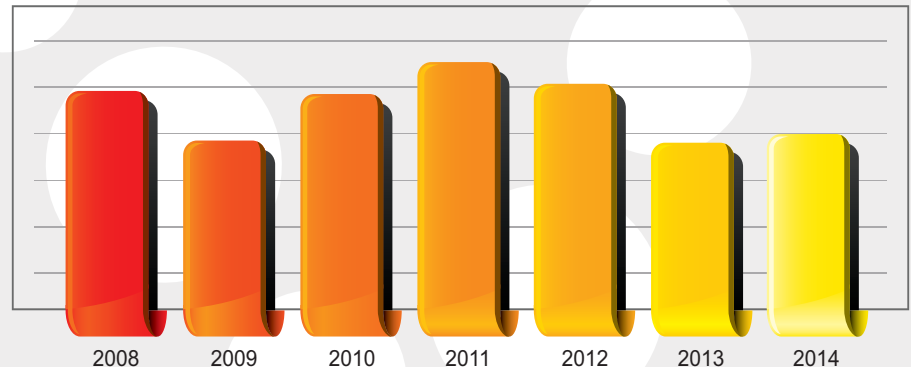
New car sales have dropped by 30%

Lease market share has dropped 25 -> 20%



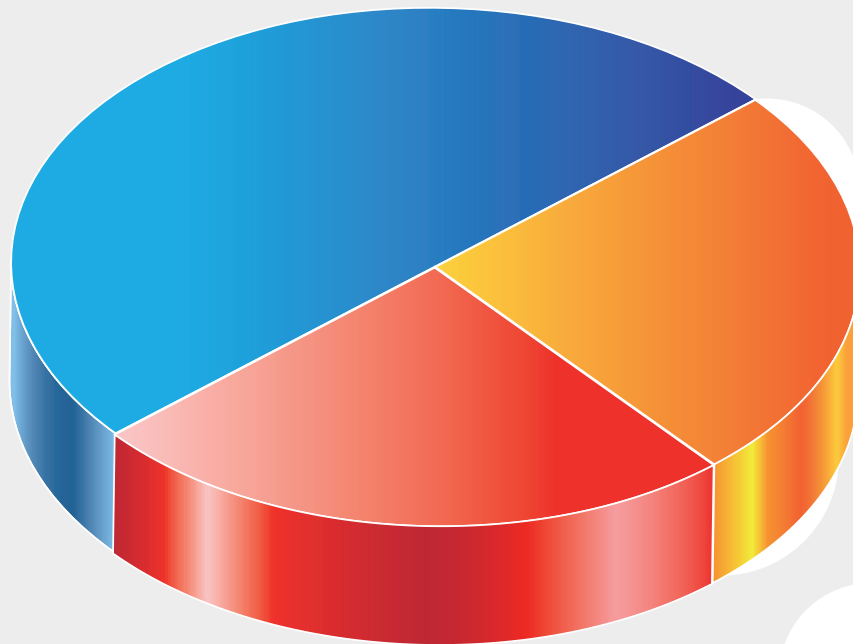
Aantal
personenauto's

600.000
500.000
400.000
300.000
200.000
100.000





Marketshare car sales



● **Privaat 50%**

● **Zakelijke koop 25%**

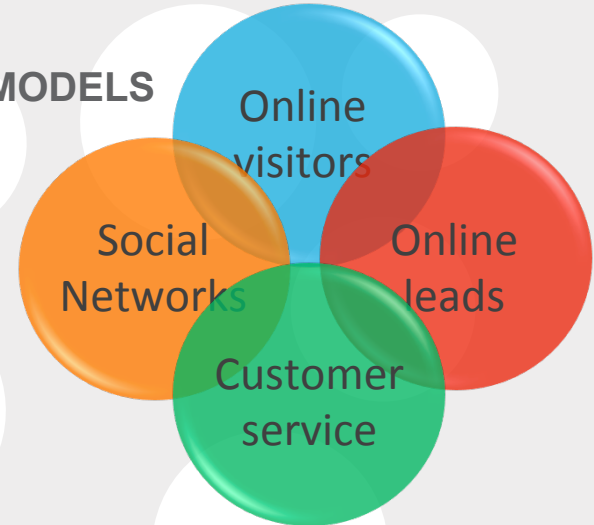
● **Leasing 25%**

Shifting sales models

OLD SALES MODELS



NEW SALES MODELS



Why private lease?



Shrinking
economy...



Shrinking
pensions...



Mortgage costs
increasing...



Money and
savings can only
be spent once...

JUSTLEASE.NL

ONLINE



CASE:

JUSTLEASE.NL
DAT IS SLIM GEREGELD!

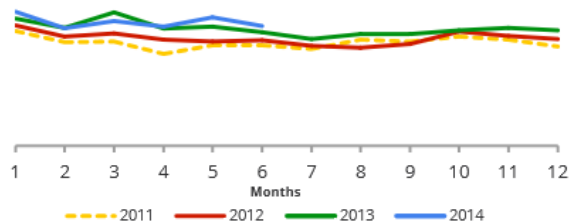
Taking the company to the next level

Queries grew by **5%** in **Q2 2014** in the Cars & Trucks Category

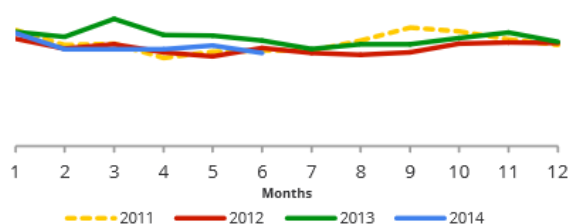
Desktop queries **declined by -7%**, while **Mobile** queries **grew by 43%** and **Tablet** searches **grew by 7%** YoY in the same period

Cars & Trucks: Q2 2014 Auction Metrics Update

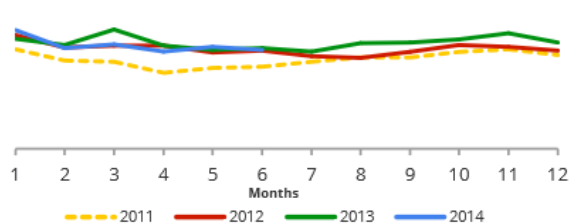
Queries (Q2 2014 Y/Y: 4.99%)



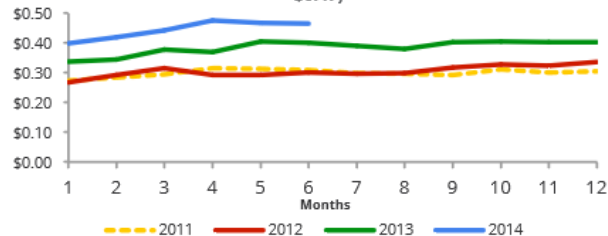
Impressions (Q2 2014 Y/Y: -11.29%)



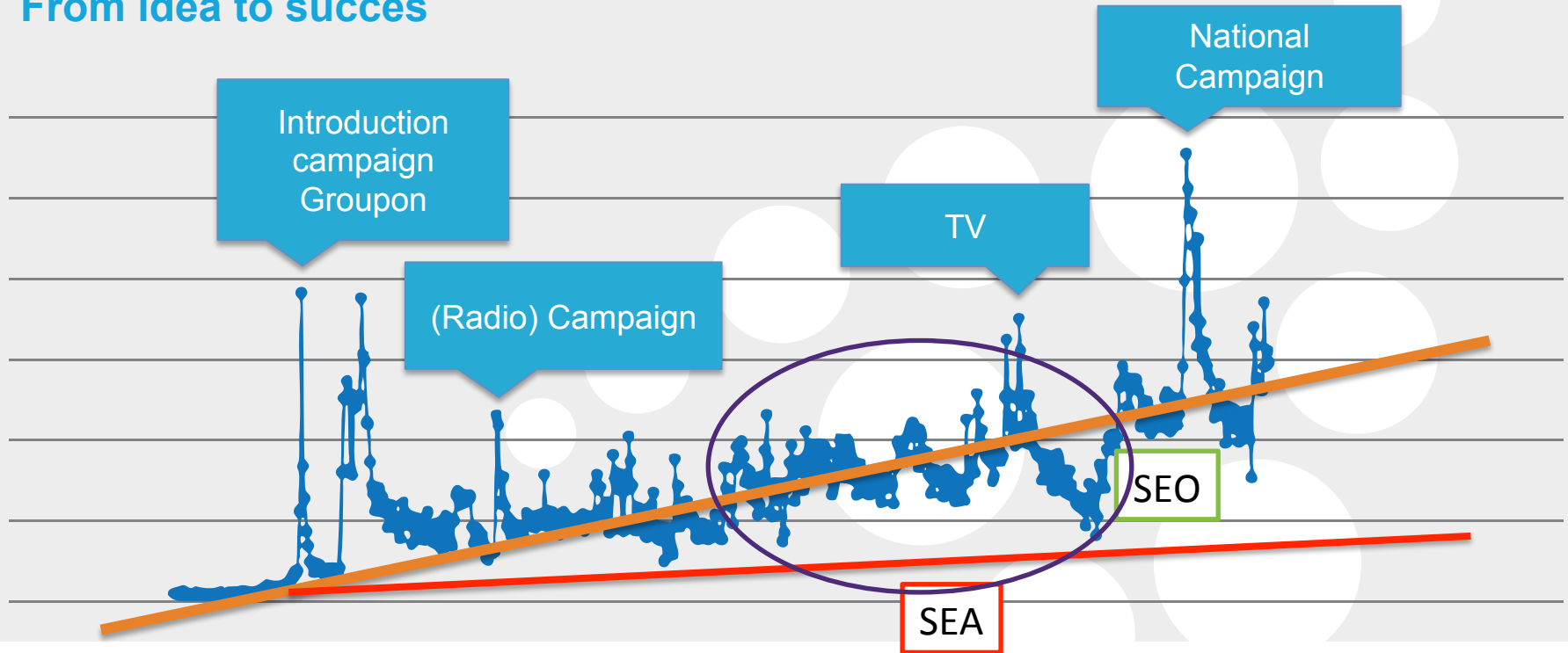
Clicks (Q2 2014 Y/Y: -1.54%)



Actual CPC (Q2 2014 Y/Y: 19.82%, Avg: \$0.47)



From idea to succes



Maximising ROI

- › Traffic (media budget)
- › Generate leads (cost per lead)
- › Generate sales (cost per sale)



Maximising ROI from cost to profit

- Traffic media budget
- Cost per lead € 20,-
- Cost per sale €100,-



Maximising ROI per channel

➤ Start with your cost and conversion

Channel	Cost per sale	Transactions	Total cost	Revenu	Cost vs Rev	Avg revenu per
All channels	€ 100,00	700	€ 70.000,00	€ 2.800.000,00	2,5%	€ 28.000,00

Maximising ROI per channel

➤ Start with your cost and conversion

Channel	Cost per sale	Transactions	Total cost	Revenu	Cost vs Rev	Avg revenu per
Search	€ 50,00	500	€ 25.000,00	€ 2.000.000,00	1,3%	€ 40.000,00
Affiliate	€ 100,00	100	€ 10.000,00	€ 400.000,00	2,5%	€ 4.000,00
Display	€ 200,00	100	€ 20.000,00	€ 400.000,00	5,0%	€ 2.000,00
Total	€ 78,57	700	€ 55.000,00	€ 2.800.000,00	2,0%	€ 35.636,36

Maximising ROI X-channels

► Start with your cost and conversion

Channel	Cost per sale	Transactions	Total cost	Revenu	Cost vs Rev	Avg revenu per
Search	€ 50,00	500	€ 25.000,00	€ 2.000.000,00	1,3%	€ 40.000,00
Affiliate	€ 100,00	100	€ 10.000,00	€ 400.000,00	2,5%	€ 4.000,00
Display	€ 225,00	200	€ 45.000,00	€ 800.000,00	5,6%	€ 3.555,56
Total	€ 100,00	800	€ 80.000,00	€ 3.200.000,00	2,5%	€ 32.000,00

Additional Revenu € 400.000,00

Basic profit formula



The diagram illustrates the basic profit formula using icons and text. It shows the calculation of profit by multiplying the number of customers by the average order value, then subtracting the investment. The final result is the profit.

$$\begin{array}{ccccccc} \text{Icon: Person} & \times & \text{Icon: Price Tag} & \times & \text{Icon: Percent} & - & \text{Icon: AdWords Logo} & = & \text{Icon: Dollar Sign} \\ 16 \text{ new} & & \$300 \text{ average} & & 50\% & & \$1,280 \text{ AdWords} & & \$1,120 \\ \text{customers} & & \text{order value} & & \text{gross margin} & & \text{investment} & & \text{profit} \end{array}$$

	CPC Bid	Total Sales	Value per Sale	Cost per Sale	Total Value	Total Investment	Total Profits
Baseline performance	\$6	16	\$150	\$80	\$2,400	\$1,280	\$1,120



Shift in Mind-Set

The only way to make the most from a profit-driven strategy is with an aggressive shift from measuring in silos to analyzing the entire path to purchase and understanding the value of the different points along that path. Not being able to do so means your core advantage as a digital marketer—financial accountability—will suffer.

Adding offline value

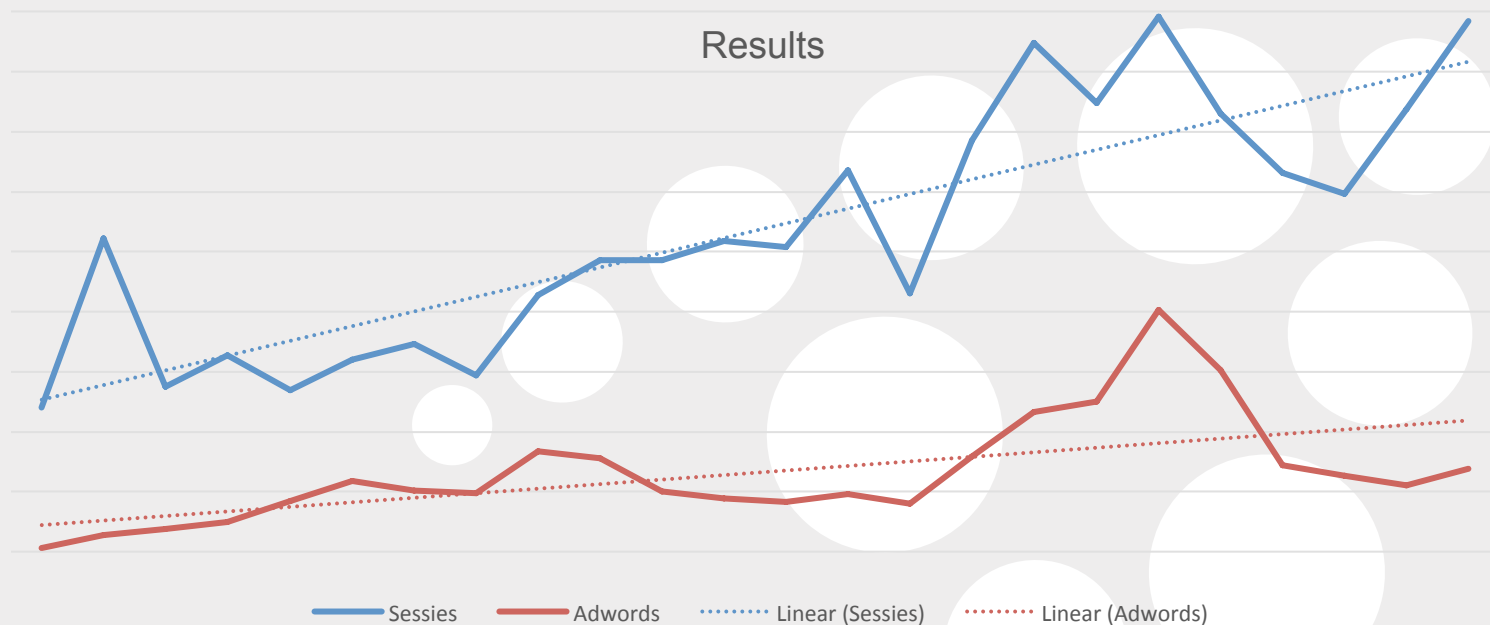
$$\begin{array}{ccccccc}
 \text{30 new customers} & \times & \$300 \text{ average order value} & \times & 1.25\text{x offline multiplier} & \times & 50\% \text{ gross margin} & - & \$2,400 \text{ AdWords investment} & = & \$2,100 \text{ profit}
 \end{array}$$

	CPC Bid	Total Sales	Value per Sale	Cost per Sale	Total Value	Total Investment	Total Profits
Baseline Performance	\$6	16	\$150	\$80	\$2,400	\$1,280	\$1,120
 Recognize Value	\$8	30	\$150	\$80	\$4,500	\$2,400	\$2,100

Advertiser X achieved an **88% boost in profits** by recognizing offline sales driven by search. The effect is more than just an increase in profits on paper. The improvement leads the search team to realize that its profit-maximizing bid is actually \$8—driving more sales and improving the advertiser's position on the search engine results page.



Maximising ROI Effects



Maximising ROI per customer journey



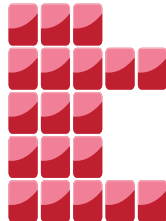
Henk



The thinker and researcher with thorough approach



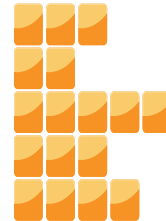
Rozanne



Impulsive and quick decision maker



Lodewijk

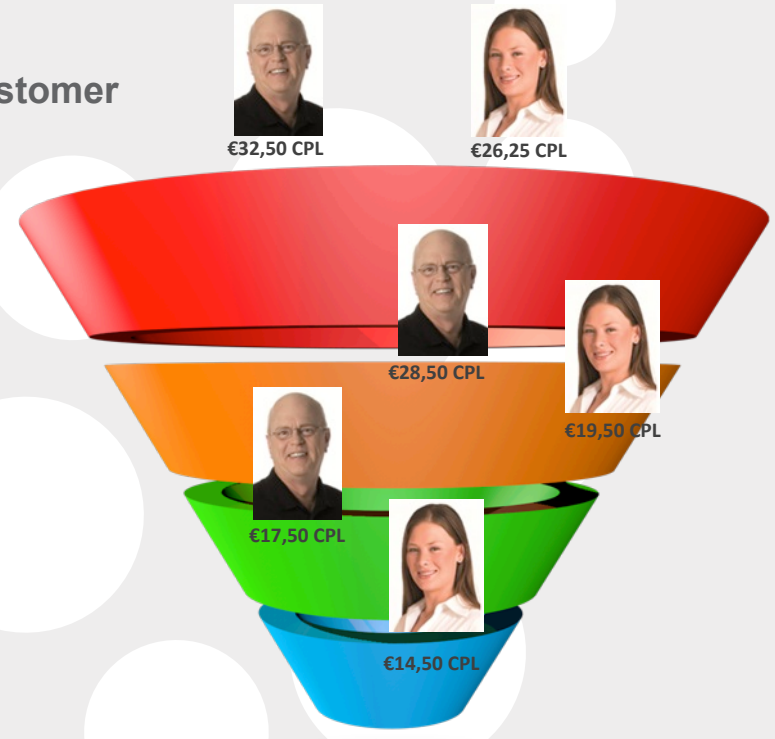
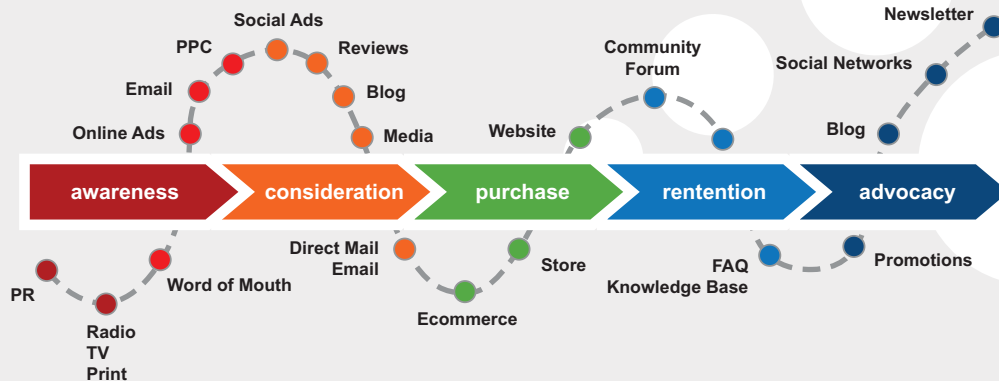


Comfort and ease seeker with money to spend

Your customer journey

Identify what your customer is worth through out his customer journey and choose the right channel

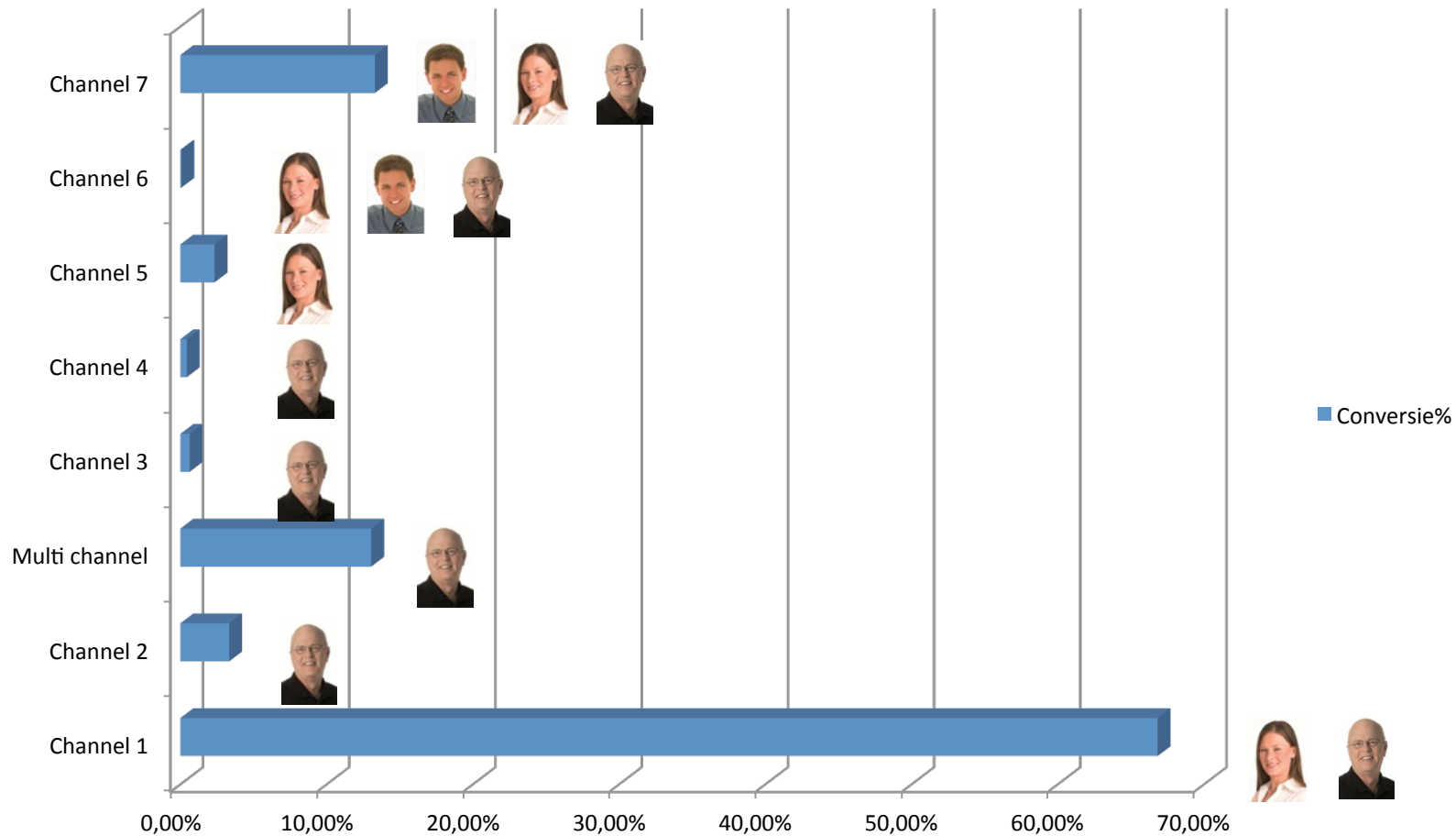
- Overall CPL: €20,-
- CPL Henk: €21,50
- CPL Rozanne: €18,25

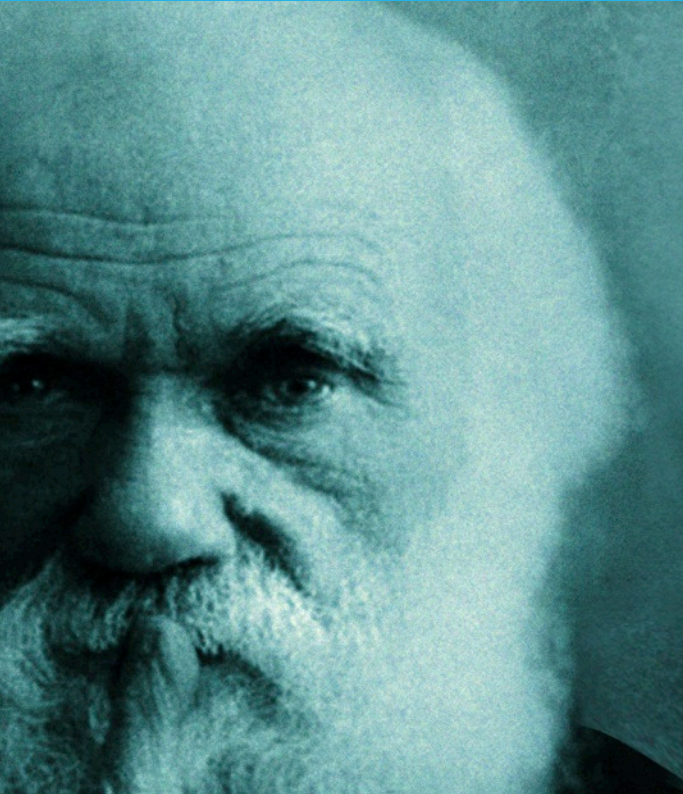


From Leads to Sales

- **Henk**
→ $1 / 21\% * €21,50 = €102,-$ CPO
- **Rozanne**
→ $1 / 17\% * €18,25 = €107,-$ CPO





A close-up, black and white portrait of Charles Darwin, showing his face from the nose up. He has a full white beard and mustache, and his eyes are looking slightly to the left. The background is dark and out of focus.

“It is not the
strongest of the
species that
survives, nor the
most intelligent,
but the one most
responsive to
change.”

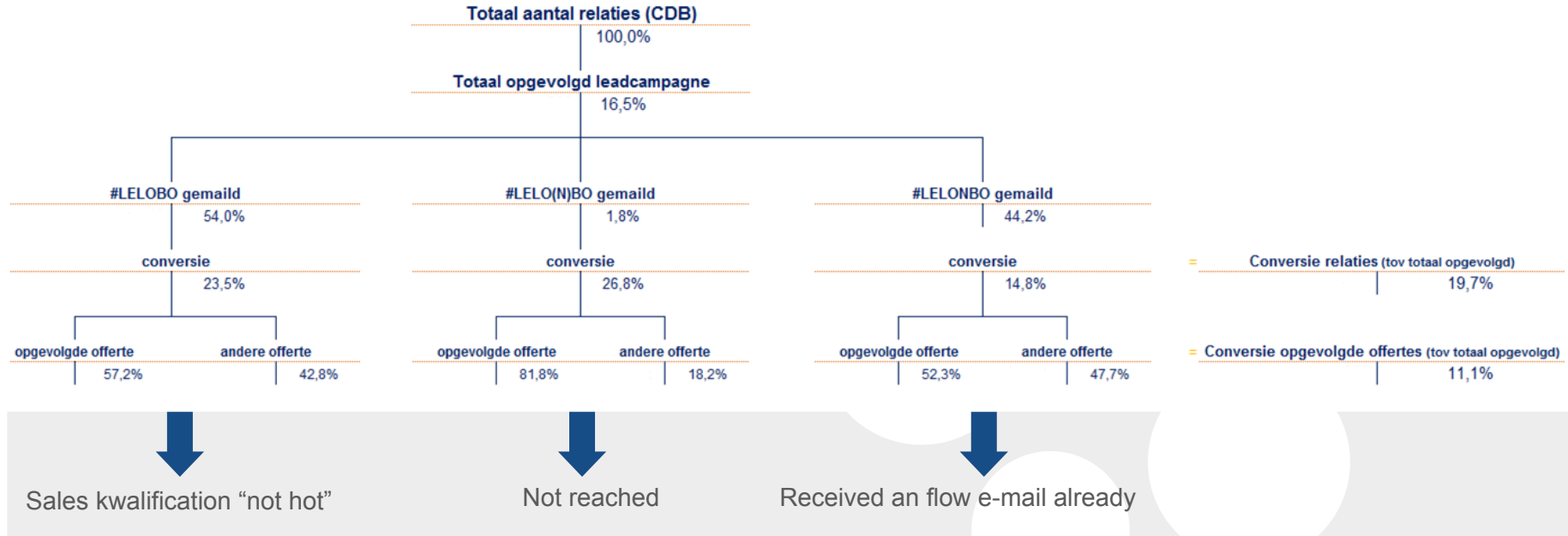
~Charles Darwin, 1809

TIPS

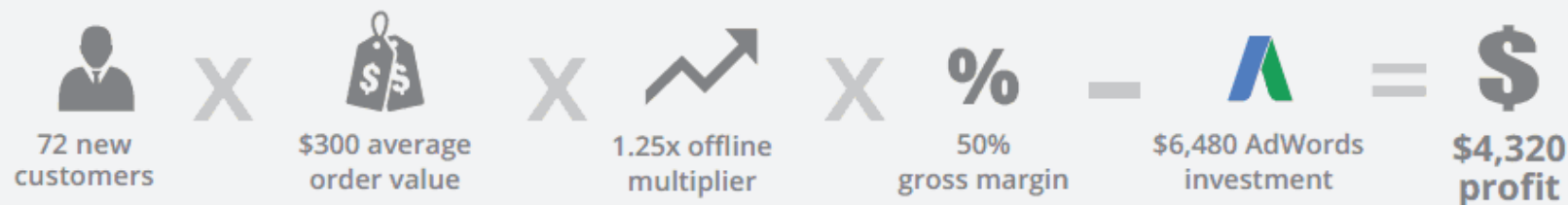
Solid and Flexible IT



Bring all your processes and customer touch points in view



Upcapping budgets



		CPC Bid	Total Sales	Value per Sale	Cost per Sale	Total Value	Total Investment	Total Profits
	Target Outcomes	\$9	55	\$150	\$90	\$8,250	\$4,950	\$3,300
	Capture Demand	\$9	72	\$150	\$90	\$10,800	\$6,480	\$4,320

By adopting flexible budgets, Advertiser X **boosted profits by 31%**. Top-performing search teams do their best to forecast total demand at the beginning of a quarter, but they're also empowered and encouraged to spend beyond their forecast if they find more profitable demand than expected.

Work with External expertise

- › Don't reinvent the wheel if you do not have to
- › You cannot be an expert in everything





1

Recognize Value

The best business outcomes require a precise understanding of the value of your media investment. Profit-driven marketers have a healthy obsession with measuring the full value of digital.

2

Target Outcomes

Profit-driven marketers evaluate the performance of digital investments directly against their business goals. They're willing to sacrifice efficiency if they can drive better overall outcomes.

3

Capture Demand

Today's customers reach out to brands when they're ready, on their own terms. The profit-driven marketer is there for every profitable customer and is not constrained by fixed budgets.



CASE:

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Align your organization

To make profit-driven marketing a reality, align your organization's business objectives. Build a shared set of KPIs, and look for ways to assign value to customer interactions across all channels.

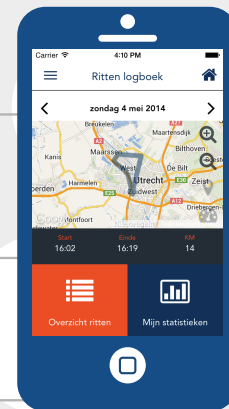
Build a metrics roadmap

When planning your strategy, first map out any measurement gaps such as offline attribution. Then, work with your team to build a plan that looks for new opportunities and value in those gaps.

Plan for the long haul

A holistic understanding of the customer helps marketers adjust media buys as needed. Measurement techniques will always be in flux, but be patient and give experiments time to work.

Company culture



YONEGO
ROI Driven Internet Marketing

KISS
keep it simple stupid™





THANK YOU