

Attribution and deduplication of sales in real-time: The 3Suisse.fr case

Activity sector: Fashion and Home

3Suisse is the third leading e-commerce group in France and the tenth leading group in Europe (2012 Internet retailer ranking based on revenue). 3Suisse France is the second leading Fashion & Home site in France



The customer journey of Internet users, both on and off the site, are getting more complex every day; the volumes of data collected belong to the Big Data era. Present on all the acquisition channels, 3Suisse.fr invests a significant part of its budget on affiliate and retargeting campaigns. 3Suisse.fr must centralize and automate tag management in order to obtain a comprehensive and detailed picture of the actual performance of each of its inbound marketing partners and thus maximize its investments.

Target: Women, 25-49 years old

Objectives:

- Provide the marketing team with more autonomy
- Improve the technical performance of the 3suisse.fr site
- Optimize marketing investments

► Proposed solution

Strategic idea

3Suisse.fr must centralize its third-party tags in order to optimize their management, and also improve its investments by sharing information with its partners in a win-win strategy.

The full relevance of the centralized tag management solution proposed resides in the automated deduplication of sales in real-time. This enables each sale to be allocated to the actual inbound marketing partner. The attribution of sales in this regard, is designed to respond to the economic model and to the margin structure of 3Suisse.fr.

Innovative aspects and differentiation

- Multi-criteria conditioning of triggering rules for third-party tags
- Control of information provided to the partners
- Securing customer data sharing
- Short implementation turnarounds

The KPIs

- Time saving for the teams
- Reduction of site loading times
- Reduction of traffic acquisition costs
- Increase in turnover

► Operational implementation

Duration: One month

Configuration of the solutions

- Optimization of the tagging strategy

All the tags are grouped together in a universal tag placed on the pages of 3Suisse.fr's site. Only this unique tag is integrated in the source code of the site's pages, considerably reducing it. 3Suisse.fr brings navigation comfort to its visitors and respects good SEO practices by optimizing the source code and loading time of the pages.

Advertiser: 3Suisse.fr
www.3suisse.fr

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- ▶ real-time
- ▶ traffic acquisition
- ▶ deduplication

- **Archiving of ad-centric variables**

Tracking is performed by redirection, which is wholly transparent for Internet users.

It is also far more reliable than the transmission of parameters.

The marketing history of Internet users has been fully pictured together and the marketing teams may therefore browse through 40 points of contact, namely the post-click, the post-view and revisits.

Tailored attribution rules

The third-party tags are pre-configured and the marketing team has only to select from a large library of tags which it wishes to put into place on the 3SuisseS.fr site. The deduplication of sales is based on the attribution rules pre-defined by the 3SuisseS.fr site, thereby aligning them with its own marketing needs. With regard to the affiliate and retargeting campaigns, 3SuisseS.fr opts for a “last paid channel excluding SEO branding” attribution, among the attribution views: first channel, first paid channel, last channel... To this rule and based on each inbound marketing partner, conditions may be added: not call the tag if the payment is not received in cash, but on credit, call the tag in the last paid channel « of the visit » in order to exclude the remuneration of couponing sites visited by the customer during his/her visit to 3 SuisseS.fr...

Deployment on the 3SuisseS.fr site

Once the sound implementation of third-party tags has been assured, via the acceptance testing mode, they are activated. The tags will only be called when they respond to the personalized attribution rule. The sales generated by affiliation and retargeting will be automatically deduplicated and thereby attributed to the correct marketing partner without the risk of double remuneration.

Optimization of the marketing performances

Since sales are automatically deduplicated, the manual reprocessing of sales attributions is no longer necessary, and the marketing team will now devote its time to optimizing its campaigns. Via its scoreboard, the marketing team may segment each tag call issued to reach a very precise level of details.

The optimizations are accordingly made on several levels:

- Adjustment of the remuneration model via the attribution rule
- Prioritization of the most profitable inbound marketing partners
- Variable remuneration based on the customer profile (existing/new)
- Refinement of views, the attribution rules are no longer limited to the last paid channel but are able to browse through the marketing history of the customer

3SuisseS.fr is thereby refining the ROI of each campaign, partner, sales triggering site...

Sharing intelligent data with the partners

Communication with the inbound marketing partners is transparent with the implementation of personalized reports in which the latter have access to the number of calls issued and configuration of the tags. The transmission of dynamic parameters is also implemented with the performance partners. This enables the partners to ascertain the amount and reference arising from the 3SuisseS.fr sales generated by their programs. Accordingly, they may impact their programs in a win-win strategy. The traffic sent towards 3SuisseS.fr is qualified upwards.

▶ **Results**

- Time saved by the marketing teams
- Site page-loading time reduced
- Improved performance of customer acquisition budgets

“The automated deduplication of sales put an end to the double attribution of the conversions from the acquisition to the performance. At equivalent campaign volumes, it enabled us to considerably optimize the budget.

Furthermore, the improved quality and quantity of data enabled our partners to attain an enhanced qualification of the traffic sent towards 3SuisseS.fr, giving rise, at equivalent budget, to an increase in qualified traffic.”

Sami Bouguerra, Head of Digital Marketing, 3 SuisseS.fr

