

Spread a little happiness



your  surprise

# Slovakia

Strategy and action plan

**your  surprise**

# Focus countries

| <b>Country Lead</b> | <b>Focus Country</b> | <b>Ondersteuning</b> | <b>Non focus countries</b> |                 | <b>Regio 1 / Marit</b> | <b>Regio 2 / Nicole</b> |     |        |
|---------------------|----------------------|----------------------|----------------------------|-----------------|------------------------|-------------------------|-----|--------|
| Marit               | NL                   | Lieke                | ES                         | Lieke           | NL                     | Marit                   | DE  | Nicole |
| Nicole              | DE                   | Maxine               | LU                         | Lieke           | BE                     | Mariolein               | CH  | Nicole |
| Mariolein / Marit   | BE                   | Lieke                | HU                         | Lieke           | IT                     | Feliscia                | AT  | Giulia |
| Hugues              | FR                   | Maxine               | CZ                         | Laura P         | PT                     | Tiago                   | DK  | Giulia |
| Nicole / Hugues     | CH                   | Maxine               | NO                         | Laura P         | UK                     | Laura/ Tiago            | SE  | Kat    |
| Giulia              | AT                   | Laura                | FI                         | Jessica / Jasan | IE                     | Laura/ Feliscia         | FR  | Hugues |
| Giulia              | DK                   | Laura                | SK                         | Laura P         | EU                     | Lieke                   |     |        |
| Katarzyna           | SE                   | Laura                | COM                        | Maxine          |                        |                         |     |        |
| Laura / Tiago       | UK                   | JasonJot             | PL                         | Kat             | ES                     | lieke                   | CZ  | Laura  |
| Laura / Feliscia?   | IE                   | JasonJot             | IS                         | Maxine          | LU                     | lieke                   | NO  | Laura  |
| Tiago               | PT                   | JasonJot             | CA                         | Maxine          | HU                     | lieke                   | COM | Maxine |
| Feliscia            | IT                   | Jasonjot             | AUS                        | Maxine          | RO                     | Jasan                   | PL  | Kat    |
| Lieke               | EU                   | Maxine               | SG                         | Maxine          | SL                     | Jasan                   | IS  | Maxine |
|                     |                      |                      | RO                         | Jasan           | BR                     | Jasan                   | CA  | Maxine |
|                     |                      |                      | SL                         | Jasan           | FI                     | Jasan                   | AUS | Maxine |
|                     |                      |                      | BR                         | Jasan           |                        |                         | SG  | Maxine |

# Approach Focus - Non focus

|          | Tasks  | Focus countries  | Non focus countries   | Impact             |
|----------|--|--|---|--------------------|
| Gifts    | New Gifts - share gift ideas for planning                    | Yes (new gift ideas from focus countries)                    | No  |                    |
| Gifts    | New Gifts - introduction on website + translations new gifts | Yes, translating and introduction new gifts.                 | No, only translate and introduce new gifts if we have native speaker inhouse                          | Besparing bij Text |
| Gifts    | New Gifts - Introduction follow up + evaluation              | New gifts check on website (pages, editor, designs, grammar) | No, only check if we have native speaker inhouse.   |                    |
| Gifts    | Existing Gift improvement and optimizations.                 | Yes  | No, only check if we have native speaker inhouse.   |                    |
| Channels | SEO (moments / categories)                                   | Yes, write SEO texts   | SEO text big moments only (Christmas, Black Froday, Valentine, Father's day and Mother's day)         | Besparing bij Text |
| Channels | Blogs  | Yes, write Blogs   | No blogs  |                    |
| Channels | Newsletter   | Sent newsletters on a regular base.                          | Newsletter once a month or less and only 2 with a big moment, or standard automated email flow.       | Check with Lilian  |
| Channels | Facebook (organic)   | Organic social posts (if native speaker available)           | No organic social posts   |                    |
| Channels | Facebook (ads)   | Yes, FB advertisement  | Facebook ads, only ongoing retargeting  | Check with Christi |
| Channels | Affiliates;  | No proactive role for content marketeers                     | No proactive role for content marketeers  |                    |
| Channels | Collaborations, Influencers, New Socials.                    | Yes, active search for new collaborations.                   | No new collaborations.  |                    |
| Channels | Marketplaces   | Marketplaces   | Make sure marketplace is profitable.  |                    |
| Website  | Algolia  | Optimize with algolia  | No algolia optimization (EA ranking, synoniemenYes / No). Big moments like Christmas. No suggestions. |                    |
| Website  | Homepage   | Country specific homepage                                    | One general homebox group / one general home page banner. Four big moments (1 moment of optimization) |                    |
| Website  | Menu   | Individual menu  | General menu (later, automatisch menu)  |                    |
| Website  | Moment Theme pages.  | Algolia, manual product push if necessary                    | Algolia   |                    |
| Website  | Grey Bar   | Grey bar   | No grey bar. (only countdown, last chance in peak period)   |                    |
| Website  | Visuals language   | Name and text in native language / country specific.         | General name and text.  |                    |
| Website  | KeyWordAnalyses  | Yes, KWA   | No KWA  |                    |
| General  | Competitor analysis  | Yes  | No  |                    |
| General  | Time spend on focus / non focus countries (estimated)        | 4,5 days   | 0,5 days  |                    |

| A           | B  | C  | D | E | F | G |
|-------------|--|--|---|---|---|---|
| <b>Name</b> | <b>Question / Remark</b>   |  |   |   |   |   |
| Patrick     | Good idea, no remarks! ;-)   | Great  |   |   |   |   |
| Kat         | By BE do you mean both NL and FR pages?  | Yes  |   |   |   |   |
| Giulia      | "Organic social posts (if native speaker available)" do we still do no native speaker focus countries with deepl or no posts at all? | Yes we do  |   |   |   |   |
| Feliscia    | I think for no focus countries we can still do SEO texts with Deepl like we do now   | Only if we have time, first focus fully on focus countries                 |   |   |   |   |
| Feliscia    | Maybe we can add something about linkbuilding as well?   | We can, but would only be for focus countries. Maybe you can explain more? |   |   |   |   |
|             |  |  |   |   |   |   |
|             |  |  |   |   |   |   |

# Profitability country

## Conclusions about profitability

### **Question 1: What is the influence of your assortment mix on the gross margin?**

The most popular product with highest revenue is definitely Mega Milka, this product has double sold items compared to the second most popular (chocolate bonbons). Compared to last year it is doing very similar, but a lot of other products suffered significant decrease. Same goes for article groups, compared to last year Slovakia is doing worse and the articles are not sold as much. The total revenue is a little bit more than half of last year.

### **Question 2: What are the main drivers that have a negative influence on your profitability?**

- for SK relatively high shipping
- low ROAS
- SEO

### **Question 3: What are the specific actions that you will take to improve the performance of these drivers?**

- improve campaigns

# Assortment mix

## Assortment focus

**Question 1: Which 3 assortments are most dominant in terms of revenue and do we get everything out of it? Is there something else that catches your attention?**

- Mega Bars (mega milka is the most popular product that gets the highest revenue, but as an article group there was a drop in revenue)
- Glasses with text (drop in revenue)
- Chocolate printed (50% drop in revenue)

**Question 2: Which 3 assortments are having the biggest revenue drop YoY (min. -20%)? Is there something else that catches your attention?**

- first of all, only 3 assortments actually have a revenue growth
- the highest drops are books (77%), suitcases (65%), clothing (63%), pillows (61%). rest of the assortment has a drop between 2-58%

**Question 3: Which assortment grew the most YoY and how can we get even more revenue out of it?**

- pet accessories, but this is only thanks to the fact we increased prices as the amount of items purchased is the same
- bathroom gifts - promote more the gift sets

# Customer journey

**Question: Choose two assortments for which you have strong competition from one of your Top 3 competitors.**

⇒ Walk through the YourSurprise customer journey for this specific assortments. Experience this journey like you are a customer that starts searching in Google to the final check-out. What are your findings?

## Cutting Board

A lot of competitors don't offer preview of personalized product. Giftmarket.sk is similar to our editor and offers lot of designs. Shipping costs are cheaper from competitors (GM app. 3€, YSP app. 8€), cart of YSP and Giftmarket are both easy to navigate, but GM offers more payment methods (google pay, apple pay).

⇒ Walk through the competitor's customer journey for this specific assortments. Experience this journey like you are a customer that starts searching in Google to the final check-out of your competitor. What are your findings?

## Chocolate

In personalized chocolate we have a big competition, because in Slovakia there is a very good chocolate factory, which is very popular. They offer chocolate photo gifts, text on chocolate and also very different chocolate products, such as chocolate smartphone or chocolate football, gameboy, etc .. They offer chocotelegram - for this product, they also offer nice designs for one piece of chocolate (this is later on calculated as extra cost; it is not really clear while personalising, so it was a surprise in the cart), while we only have text. They also offer the possibility to change the packaging. Shipping is the same price and they offer one extra payment method.

Price for the product is the same (without the extra individual chocolates) for the amount of chocolates in telegram.



# On-site performance

## Theme pages

**Question 1: Which 2 theme pages are having more bounce (at least 10% more)?**

**Investigate how this is possible (from which channels is the traffic coming,**

**how is the page looking, which gifts are on the page, is the conversion really good or is it also bad? et cetera)**

- milacik (valentine gifts) - 11.39%
- Bounce Rate is not a big problem in SK, in most cases BR is dropping and if there is an increase it is up to 3%
- Average BR is around 20%

**Question 2: Which 3 theme pages are having the biggest conversion drop? Make sure the pages you look at are having enough traffic. Investigate how this is possible in the same way as the previous question.**

- CR - 13.82%
- the CR drops are very low (around 1%), but for almost all pages
- Pages are having a lot of traffic (sometimes more than compared to LY)

**Question 3: Which category- or theme page is your best performing page? How can we get even more revenue out of this? Is there something else that catches your attention?**

Ntb

# Algolia / Search performance

**Question 1: How are the 3 busiest pages running via Algolia performing? Use the metrics that lead to your answer in your explanation.**

**CR:** Average conversion rate is 1.56% compared to 1.85% - conversion rate for Slovakia is low in general. The slight decrease can be attributed to lower sessions (-27.05%).

**Chocolates:** 2.36%

**Engraved glasses:** 1.82%

It is important to look in which steps we are losing the most customers - more in funnel analysis

**Question 2: How can we improve the search functionality for your country even more?**

Explained on the following slides

| Searches ⓘ |                  |        |        |            |                  |               | Search for a query | 20 items per page | 📄 | 📄 |
|------------|------------------|--------|--------|------------|------------------|---------------|--------------------|-------------------|---|---|
| Query      | Count            | CTR    | CVR    | Click Pos. | % Total Searches | Opportunities |                    |                   |   |   |
| 1          | <empty search> ⓘ | 41,658 | 16.38% | 4.26%      | 23               | 93.47%        | -                  |                   |   |   |
| 2          | klucenka         | 64     | 59.38% | 34.38%     | 4                | 0.14%         | -                  |                   |   |   |
| 3          | ponozky          | 43     | 53.49% | 23.26%     | 2                | 0.10%         | -                  |                   |   |   |
| 4          | diar             | 39     | 56.41% | 23.08%     | 1                | 0.09%         | -                  |                   |   |   |
| 5          | kalendar         | 38     | 44.74% | 15.79%     | 2                | 0.09%         | -                  |                   |   |   |
| 6          | pivo             | 32     | 37.50% | 12.50%     | 12               | 0.07%         | -                  |                   |   |   |
| 7          | hrncek           | 31     | 58.06% | 38.71%     | 8                | 0.07%         | -                  |                   |   |   |
| 8          | hodiny           | 31     | 54.84% | 25.81%     | 2                | 0.07%         | -                  |                   |   |   |
| 9          | pohar            | 28     | 39.29% | 21.43%     | 8                | 0.06%         | -                  |                   |   |   |
| 10         | deka             | 27     | 59.26% | 25.93%     | 3                | 0.06%         | -                  |                   |   |   |
| 11         | pohare           | 22     | 54.55% | 22.73%     | 16               | 0.05%         | -                  |                   |   |   |
| 12         | vankus           | 19     | 10.53% | 5.26%      | 6                | 0.04%         | -                  |                   |   |   |
| 13         | vino             | 18     | 27.78% | 16.67%     | 5                | 0.04%         | -                  |                   |   |   |
| 14         | penazenka        | 18     | 55.56% | 27.78%     | 2                | 0.04%         | -                  |                   |   |   |
| 15         | pono             | 18     | 55.56% | 55.56%     | 1                | 0.04%         | -                  |                   |   |   |
| 16         | sviecka          | 18     | 72.22% | 22.22%     | 3                | 0.04%         | -                  |                   |   |   |
| 17         | mentos           | 16     | 37.50% | 18.75%     | 3                | 0.04%         | -                  |                   |   |   |
| 18         | roho             | 16     | 75.00% | 43.75%     | 1                | 0.04%         | -                  |                   |   |   |
| 19         | zupan            | 14     | 35.71% | 28.57%     | 1                | 0.03%         | -                  |                   |   |   |
| 20         | kl               | 13     | 76.92% | 53.85%     | 2                | 0.03%         | -                  |                   |   |   |

Algolia results are in the period of 1. October - 15. December

Used by YSP shortly, comparison to PY is not possible.

Searches without Results ⓘ

Search for a query

20 items per page



| Query                                   | Count | % Total Searches | Opportunities |
|---|-------|------------------|---------------|
| 1 <empty search> ⓘ of which 57 filtered | 57    | 0.13%            | -             |
| 2 usb                                   | 7     | 0.02%            | -             |
| 3 trenky                                | 4     | 0.01%            | -             |
| 4 popolnik                              | 4     | 0.01%            | -             |
| 5 gender reveal                         | 3     | 0.01%            | -             |
| 6 magnetk                               | 2     | 0.00%            | -             |
| 7 kamion                                | 2     | 0.00%            | -             |
| 8 yamaha                                | 2     | 0.00%            | -             |
| 9 jans                                  | 2     | 0.00%            | -             |
| 10 teplaki                              | 2     | 0.00%            | -             |
| 11 eiffel                               | 2     | 0.00%            | -             |
| 12 sd                                   | 2     | 0.00%            | -             |
| 13 magnetka                             | 2     | 0.00%            | -             |
| 14 odznaky                              | 2     | 0.00%            | -             |
| 15 kinder                               | 2     | 0.00%            | -             |
| 16 tyzdenny                             | 2     | 0.00%            | -             |
| 17 krigel                               | 2     | 0.00%            | -             |
| 18 ploskacka                            | 2     | 0.00%            | -             |
| 19 eiffe                                | 1     | 0.00%            | -             |
| 20 medovnik                             | 1     | 0.00%            | -             |

some searched terms without result: USB, boxers, ashtray, gender reveal, magnets, truck, yamaha, sweatpants, badge, kinder, beer mug

From those terms we do offer boxers, gender reveal sweets and beer mug

# Product pricing

Behave like a customer while searching for the following gifts in Google: photo keyring, printed mug, engraved wine glass, engraved cutting board, personalised wine bottle.

**Question 1: What do you think of our pricing? Is YSP priced expensive/normal/competitive? Would you like to test/change something? Is there something else that catches your attention?**

There is not a lot of competition for keychain in Slovakia, it is mostly very small or home based businesses. The differences in prices for this product are really big, and it can go from 3 euro up to 20 or more, so YourSurprise is somewhere in the middle.

There is also not a big competition on photo mugs, most of them are focused on text only. The prices vary between 3.8 up to 25 euros. I think YSP price is very reasonable.

Also not a big competition for engraved wine glass. Slovakia does not have a lot of competitors in terms of personalization, we should take more advantage of this.

There is more competition for the cutting board but the prices are very similar. Depends on the size of the cutting board mostly.

For the wine bottles competitors are cheaper, but we have much more assortment, easier personalization and ordering process-

# Shipping

Get to know your 5 biggest competitors (use the internal competitor analysis or ask the SEA marketer responsible for your country). Check and write down the shipping prices they have for both big and small gifts.

**Question 3: Are the shipping costs of YourSurprise competitive? Would you like to test/change something? Is there something else that catches your attention?**

- we are more expensive than competition. Average shipping price amongst competitors is between 3-4 euros. I think we could test having an overview of shipping costs on website, which would explain why is the shipping costs as high as it is. I see multiple people on FB asking “why that high shipping?” etc.

**Question 4: Are these competitors offering free shipping from a certain cart value? If yes, from which value?**

- giftmarket - free delivery over 60€
- darcekovy-raj free delivery over 80€
- uzasnedarceky.sk free over 40€

**Question 5: Would you be interested to also test with free shipping or do you think it will ruin the profitability of your country?**

- I would test only for high orders, starting at 60 or 70€, or aimed at business customers first.

# Funnels

## **Question 1: In which funnel-step are we currently losing the highest amount of visitors?**

Home > Product category = -12.5%

Home > Product = -15%

Theme > Product = -13.7%

We are generally losing in the steps leading towards the product. A further analysis is needed to see why is this happening. Is there something unclear for the customers? Bad translations of the products?

## **Question 2: Which funnel-step is performing worse than the average and the countries with a similar size as yours?**

Home > Product

Theme > Product

In other steps Slovakia is average, and in some steps Slovakia performs really well compared to the rest of the countries.

## **Question 3: Is something else remarkable about the funnel performance of your country?**

No

# Channels

**Question 1: Identify at least 1 opportunity and 1 threat for every channel**

## **SEA GPS**

**Opportunity:** Possibility to optimize the text and images of ads

**Threat:** competition

## **Social**

**Opportunity:** lot of room for growth, more FB, focus on specific Slovak things and products

**Threat:** bad reviews

## **Email / Newsletter**

**Opportunity:** have only automated e-mails for the big moments that are Slovakia focused - there is Sinterklaas celebration but different than Netherlands, celebration of namedays

**Threat:** time consuming + high cost if there is no native in the house

# Channels

**Question: Identify at least 1 opportunity and 1 threat for every channel**

## **Affiliates**

**Opportunity:** influencer marketing

**Threat:** not a high turnover

## **Marketplaces**

**Opportunity:** new brand recognition, build brand awareness, seem more “trustworthy” on the different marketplaces

**Threat:** cost

## **SEO**

**Opportunity:** research big moments in Slovakia and use keywords in new and different blogs

**Threat:** time management

# Channels

**Question 1: Which percentage of the revenue is coming from paid channels (Marketplaces, Generic Paid Search, Social) for your country? What is your opinion on this? →**

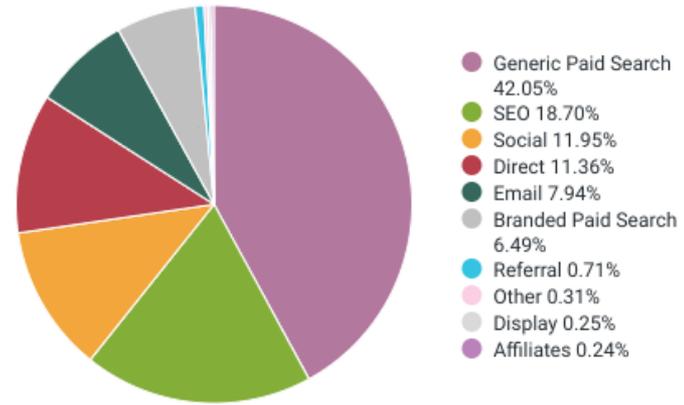
**Question 2: Name at least 2 potential channels/websites where YourSurprise isn't active for your country but where you believe is more potential.**

YSP should definitely invest into newsletter and influencer marketing. At this moment neither of those is present for the country.

**Question 3: Which 2 channels are deserving the most time and focus in the coming period in your opinion? Base this on the 2022 YTD results.**

Affiliates and Social, there is a lot of potential to make these channels grow and make the most out of them. It would also look good for the brand trustworthiness.

Revenue share per channel



Channel "None" is excluded from this diagram

**Question 4: Are there, in your opinion, channels where we should temporarily stop putting effort in so that we could put more time and effort in the channels you mentioned in question 3? If so, which channels are those? none**

# SWOT

## SWOT Analysis

| Strengths |   | Weaknesses |  | Opportunities |  | Threats |  |
|-----------|---|------------|--|---------------|--|---------|--|
| 1         | big assortment, offering more at one place than competitors | 1          | Long and expensive delivery  | 1             | Work with influencers  | 1       | Competitors have more knowledge about moments or more typical words      |
| 2         | not a big competition for personalized products             | 2          | Weak CS in Slovak (lot of people don't speak english and we have only 2 part time students for help) | 2             | Add extra payment options (GoPay, ApplePay)  | 2       | More shipping options and cheaper shipping costs provided by competition |
| 3         | easy website and user-friendly editor                       | 3          | Weak SEO and lot of grammar mistakes on website  | 3             | put more focus into big moments for Slovakia (Mikuláš, something like Sinterklaas, but it is very popular in | 3       | Bad reviews on social media  |
| 4         | fast and innovative production                              | 4          | dependency on Mega Milka and chocolates printed  | 4             | Push more marketplaces   | 4       | Economic situation   |
| 5         |   | 5          |  | 5             |  | 5       |  |

