

Spread a little happiness



your  surprise

Slovakia

Strategy and action plan

your  surprise

Focus countries

Country Lead	Focus Country	Ondersteuning	Non focus countries		Regio 1 / Marit	Regio 2 / Nicole		
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 Friday, 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 Christ
Channels	Affiliates;	No proactive role for content marketers	No proactive role for content marketers	
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, synonymen Yes / 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	



Focus ▾

Remarks / Questions ▾

Verkennen

A	B	C	D	E	F	G	
Name	Question / Remark						
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

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

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

Searches ⓘ

Q

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%	-

←

1

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...

50

→

Searches without Results ⓘ				<input type="text" value="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%	-					
				<div><div>←</div><div>1</div><div>2</div><div>3</div><div>4</div><div>5</div><div>6</div><div>7</div><div>8</div><div>9</div><div>→</div></div>				

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? →

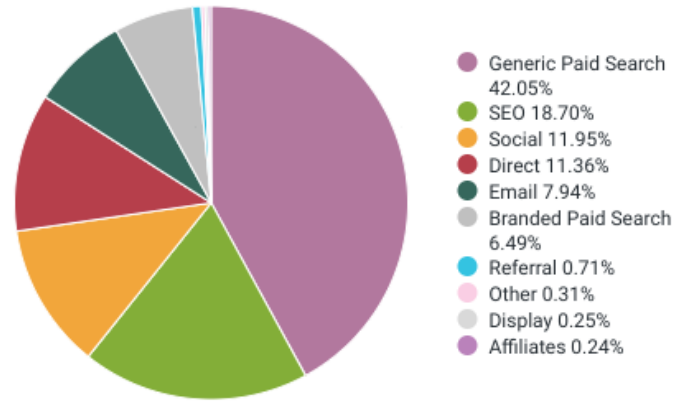
Question 2: Name at least 2 potential channels/websites where YourSurprise isn't active for your country but where you believe is more potential.

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 then 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	

Confrontation matrix

Opportunities	Threats
1 Work with influencers	1 Competitors have better knowledge of the country
2 Add extra payment options	2 More shipping options + cheaper shipping by competition
3 Research and put focus into big moments for SK	3 Bad reviews on social media
4 Be present on marketplaces	4 Economic situation
5	5

Strengths					Weaknesses					
1	2	3	4	5	1	2	3	4	5	
Big assortment not a big competition for personalized products easy to navigate website and user friendly editor fast and innovative production long and expensive delivery Weak CS in Slovak Weak SEO and lot of grammar mistakes High dependency on one assortment (chocolate)										
	+	++	+	+		0	0	0	+-	
	0	0	+	0		0	+-	0	0	
	+	++	+	0		0	0	+-	+-	
	+	++	0	+		0	0	+-	+-	
	-+	-+	0	0		0	-	--	0	
	-+	-+	0	0		--	0	0	0	
	-+	-+	-+	0		--	--	--	0	
	-+	-+	0	0		--	0	0	0	