

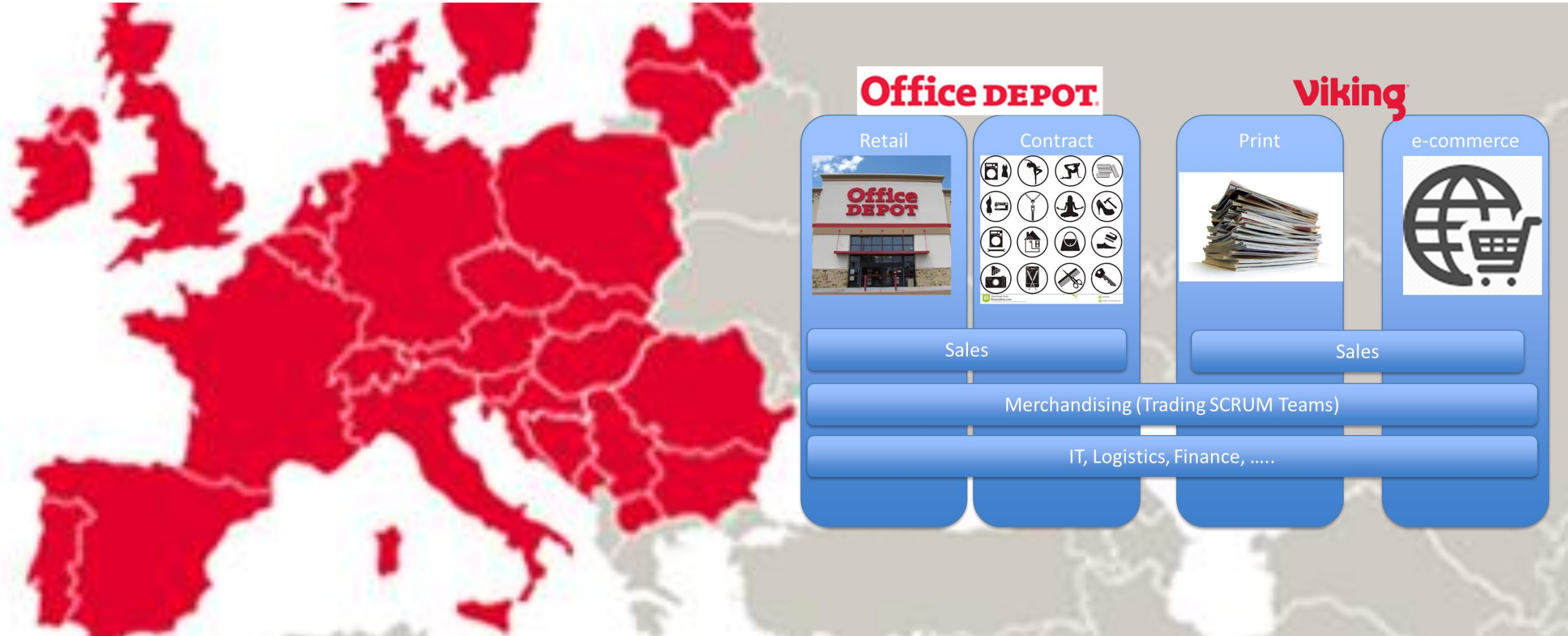
Your Total Business Solutions Provider



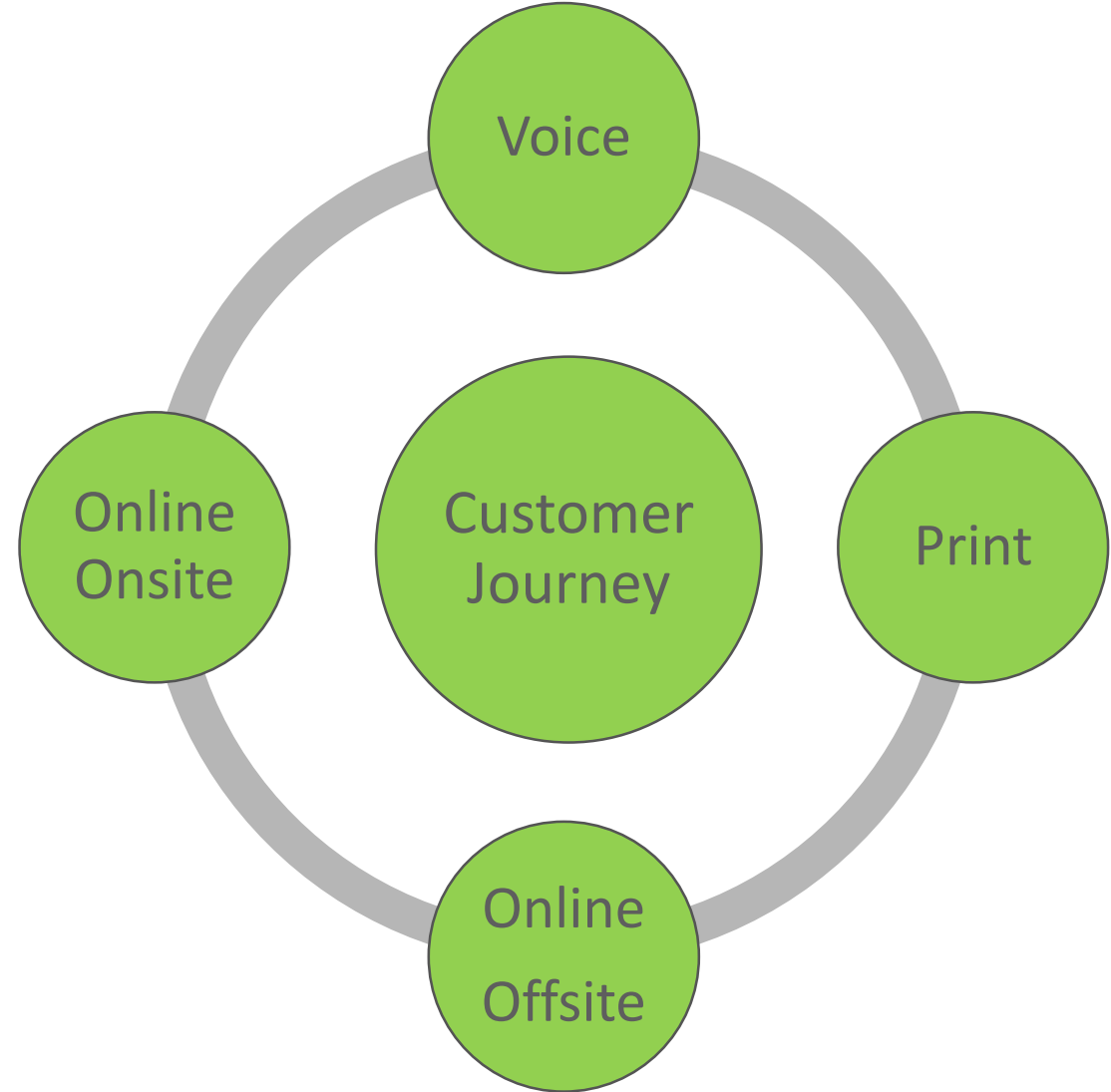
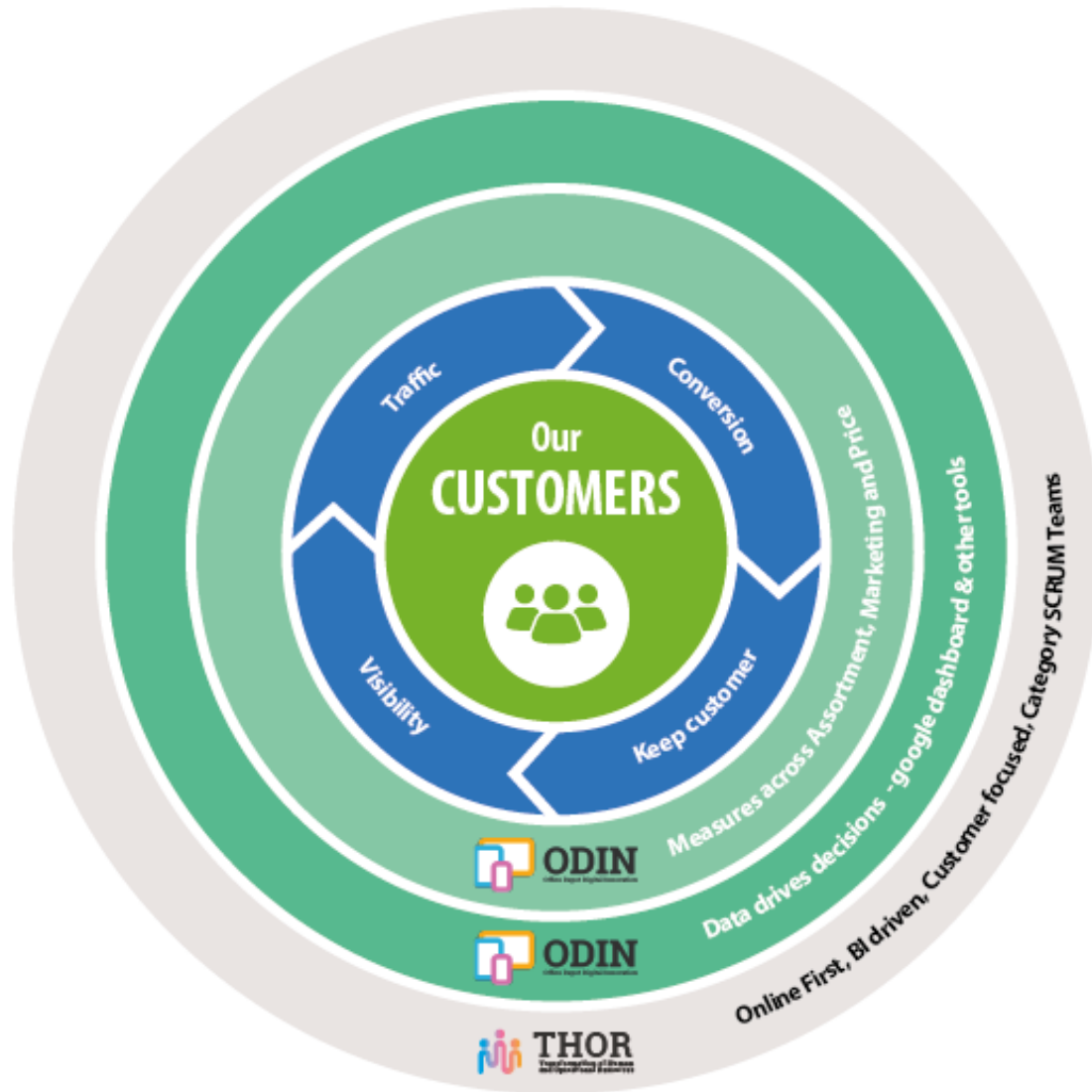
Oliver Klinck
Chief Sales Officer Direct, Chief Merchandising Officer
d3con, Hamburg, April 2018

**Office
DEPOT.**

one company, two brands, four sales channels

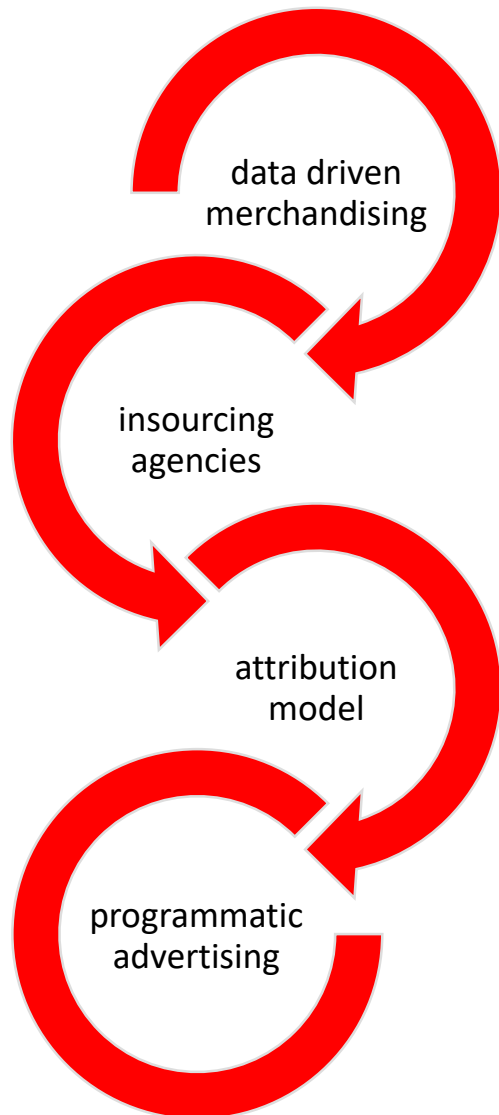


Two big projects drive the transformation of our business



ODIN & THOR / B2B – Office Supply Market

ODIN – data driven approach starts before advertising



- From Vendor / People to Customer / Data driven decisions.
- THOR – 7 SCRUM Trading Units using big data to build assortment
 - Search Volume and trends
 - Visibility against peer groups
 - Pricing and Competition

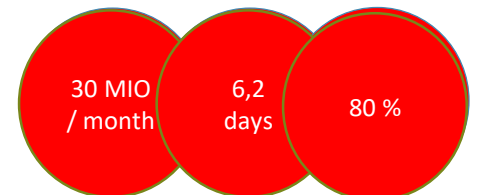
- Insource business relevant expertise
 - Performance marketing needs to stay close to Trading SCRUM teams.
 - Close (data driven-) alignment between the various areas of customer touchpoints (Voice, Print, Online)

- Optimize ADEX Spend on true customer journey
 - Challenge: good integration of Voice and Print
 - Shift of marketing budget between channels , countries and categories

- Aim:
 - Identify B2B customers online
 - Product
 - Search Pattern
 -

increase customer relevancy
consider online marketing
opportunities

increase relevant
impressions, traffic and
conversion



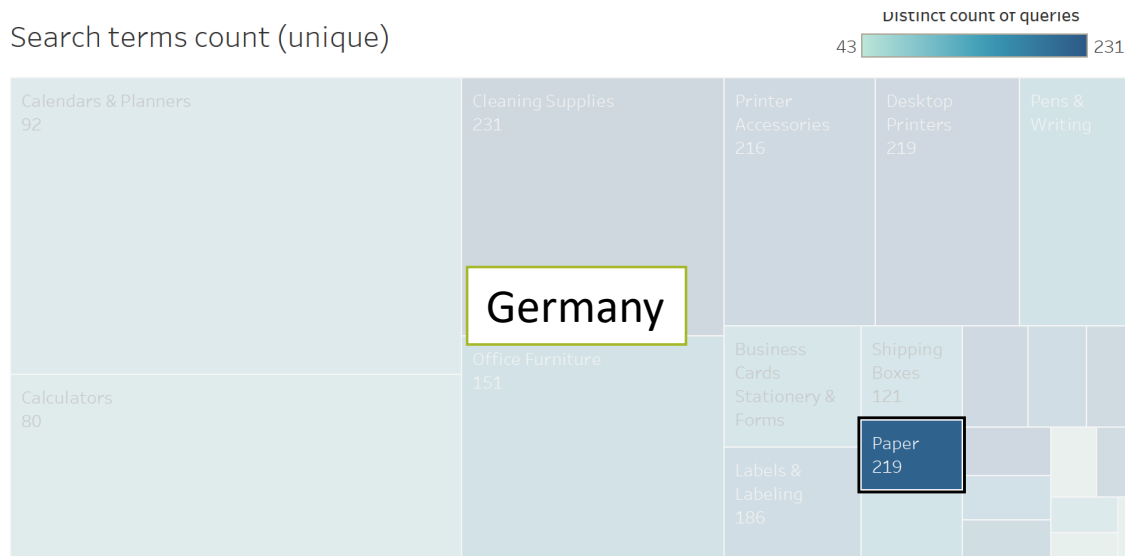
+ some mio. in Voice and Print

Offline Acquisition (catalog)
has been stopped and fully
replaced by online with much
lower cost

Price King - Example

Find the right products and how to market it

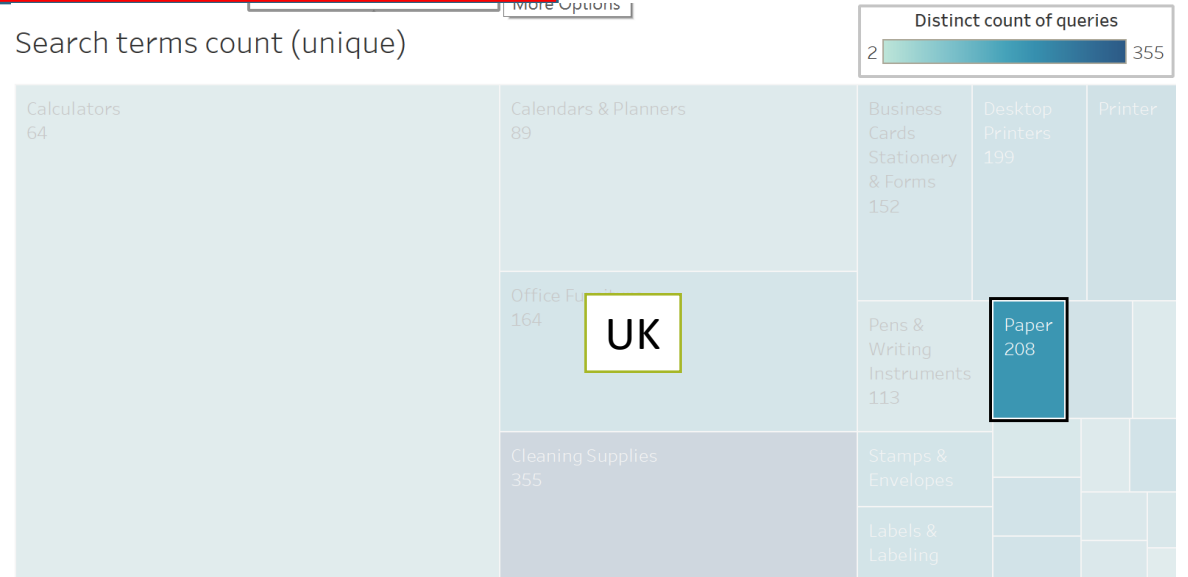
Search terms count (unique)



Terms by category

		Query Volume
Paper	paper	80,000
	papier	80,000
	druckerpapier	40,000
	kopierpapier	40,000
	transparentpapier	30,000
	fotopapier	20,000
	pergamentpapier	20,000
	fotokarton	11,000
	kopierpapier a4	10,000

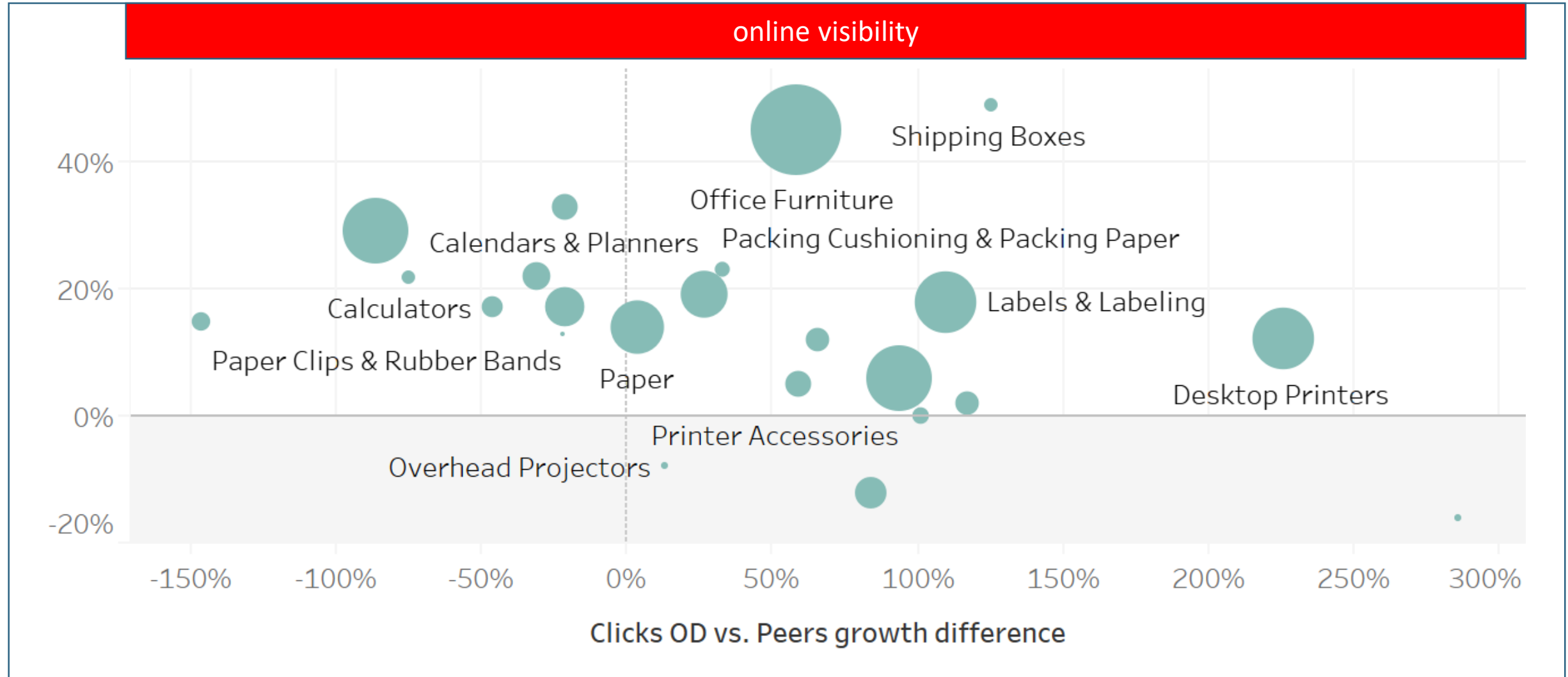
Search terms count (unique)



Terms by category

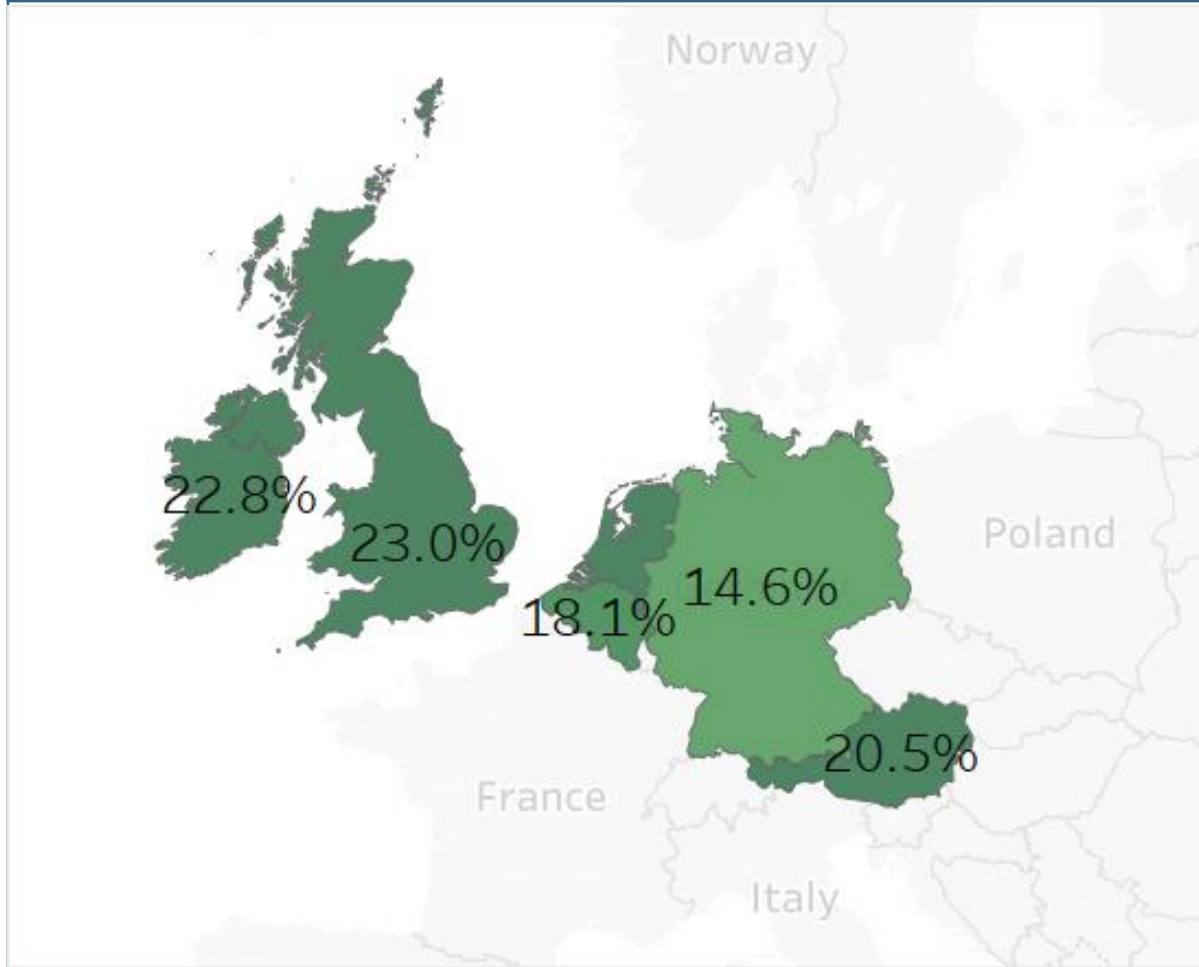
		Query Volume
Paper	paper	140,000
	a3 paper	40,000
	a3 paper size	40,000
	a4 paper	40,000
	a4 paper size	40,000
	parchment paper	40,000
	papier	30,000
	vellum	20,000

Price King - Example



Price King - Example

accounts against PY



... measured by channel, product group, ...

Last Click Marketing Channels

SEA

Direct Load

Natural Search

Other

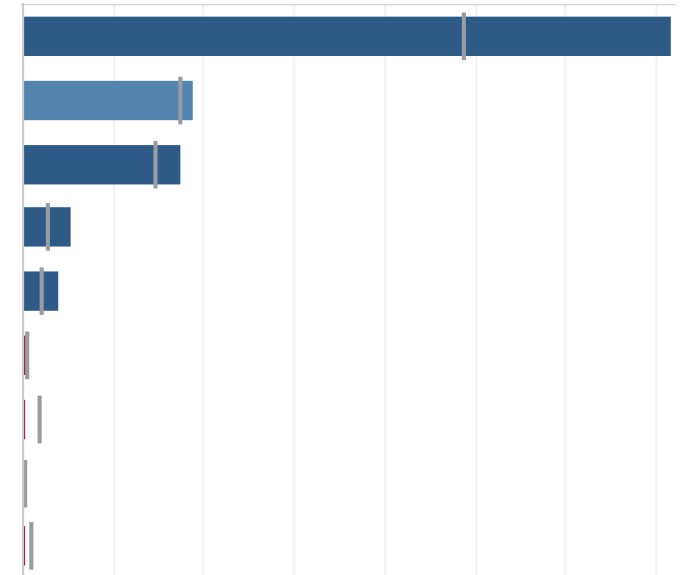
Email

Retargeting

Affiliate

Display

Shopping Portals





Your Total Business Solutions Provider