

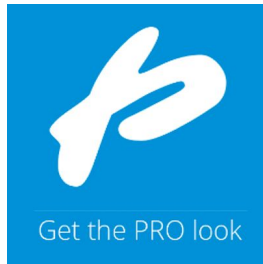
Dimitris Bachtsevanis
Head of Paid Media

{deventum}

Three cases

1

The one that **had to**
go global



2

The one that **was easy** to
go global

RENTALS UNITED
MORE BOOKINGS. LESS WORK.

3

The one that was **super hard**
to go global



We are on the same boat

Develop
the campaigns



Localize
the offer

Assess
the opportunities

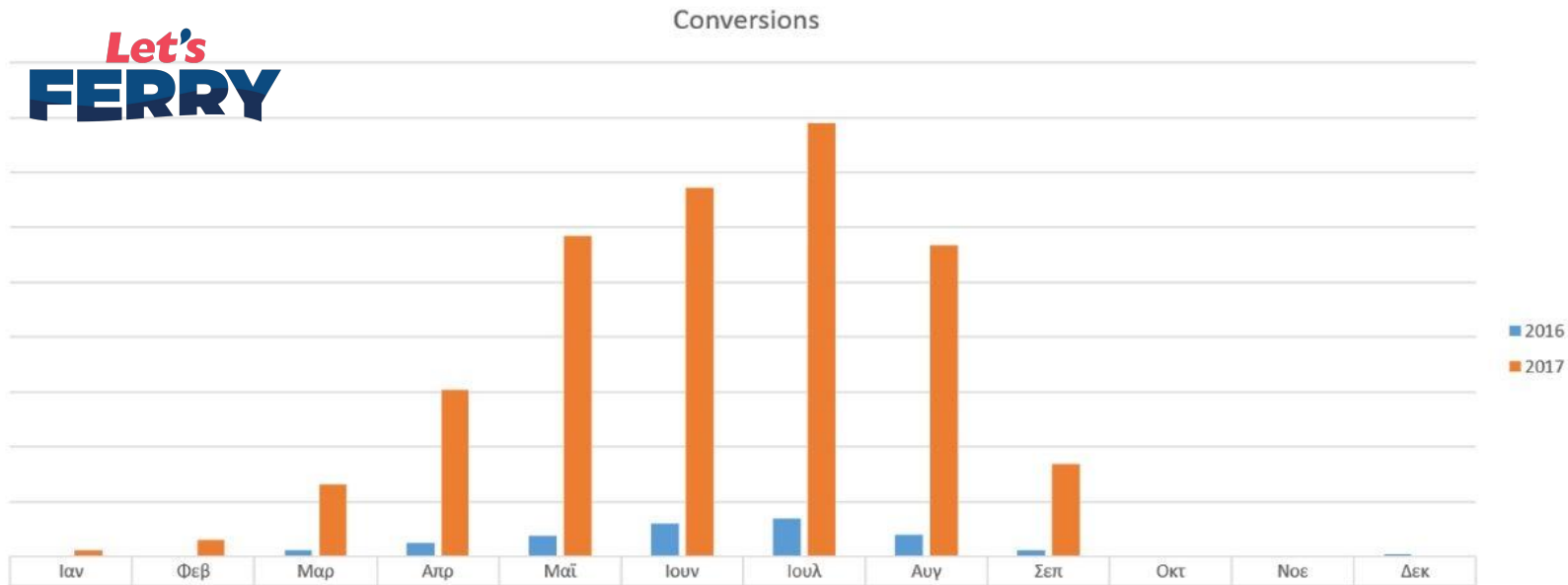
Analyse
the markets

Information is King...

56%

of Google's customers say that lack of insights is prohibitive to expanding their business to new markets

Information is King...



...and Customers the Queen

Customer Expectations

Website and product localization

Payment methods

Customer service

Shipping and delivery

Local warehouse and local support

Legal and regulatory issues

What happens in real life!!!

Question of the year

“How much does each click cost in the UK?”

Oversimplifying things... leads to failure

What happens in real life!!!

Danger



Opportunity



Oversimplifying things... leads to failure

Where does success lie?

#1 Vision to become a global company

#2 Choose Wisely the target market

#3 Competitive Advantage in the new market

#4 Realistic Expectations for each phase

Case Study



Get the PRO look



The product

Project Goals

- Decrease CPA
- Increase sales





The Problem...

...non specific target group!



1. Bicycle & Accessories



2. Mobile Phones


3. Cameras

Rebranding

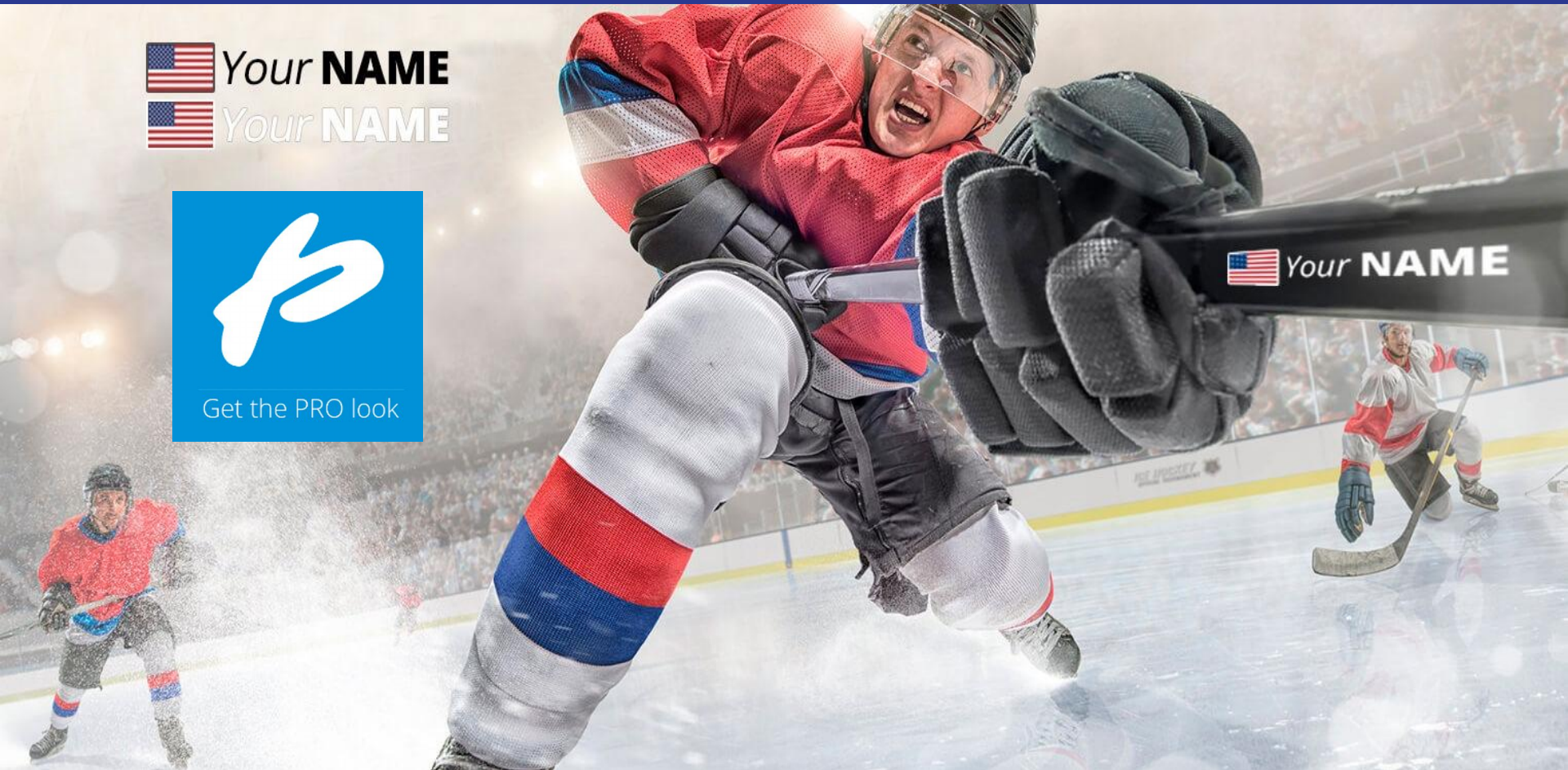
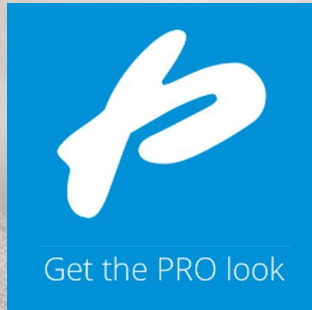
pegatin[®]
Stick your name EVERYWHERE!



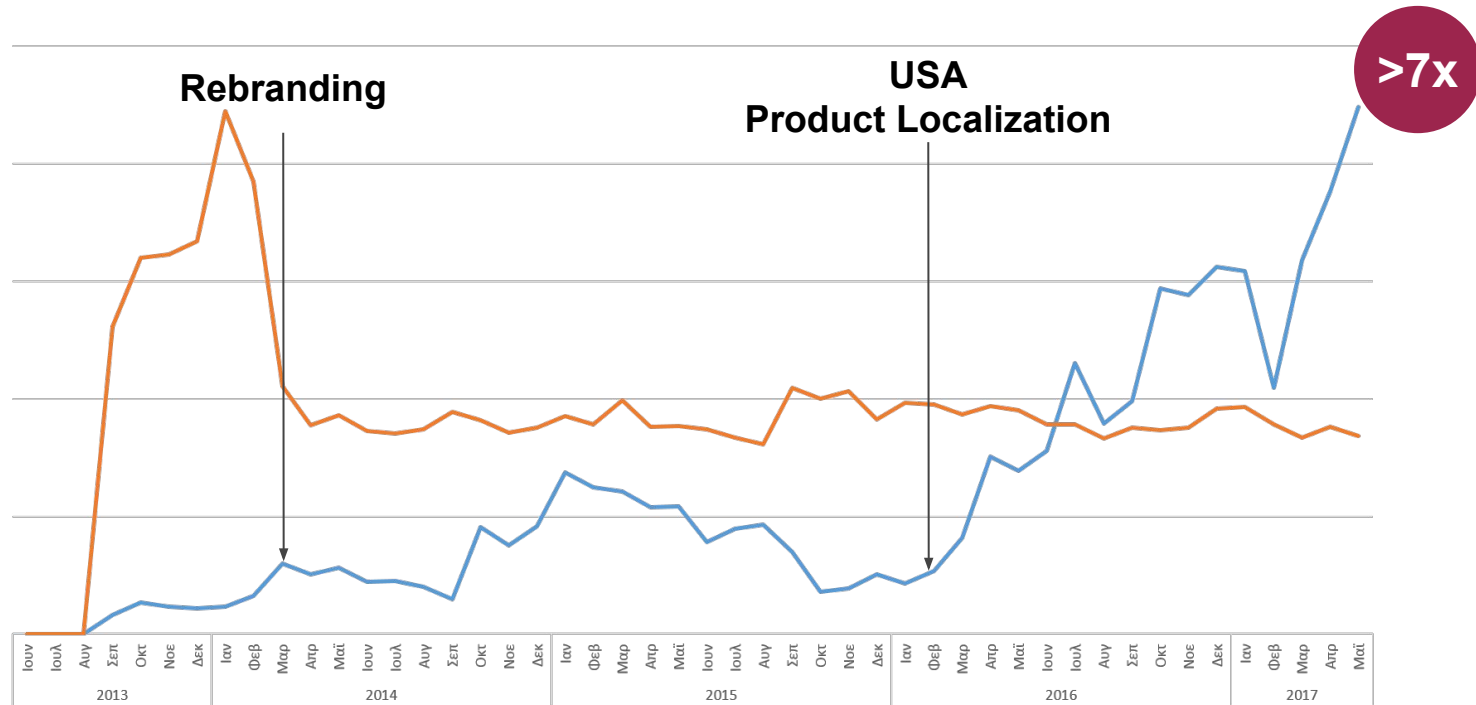
USA Product Localization

 *Your* **NAME**

 *Your* **NAME**



Results



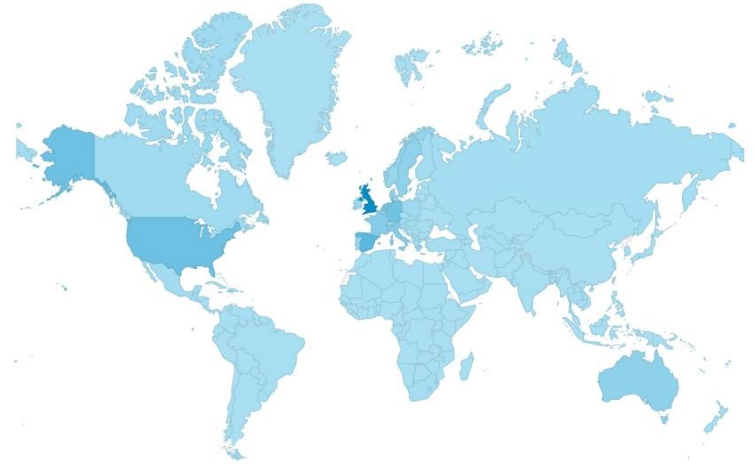
- CPA
- Conversions

Sky is the limit...

Before



After



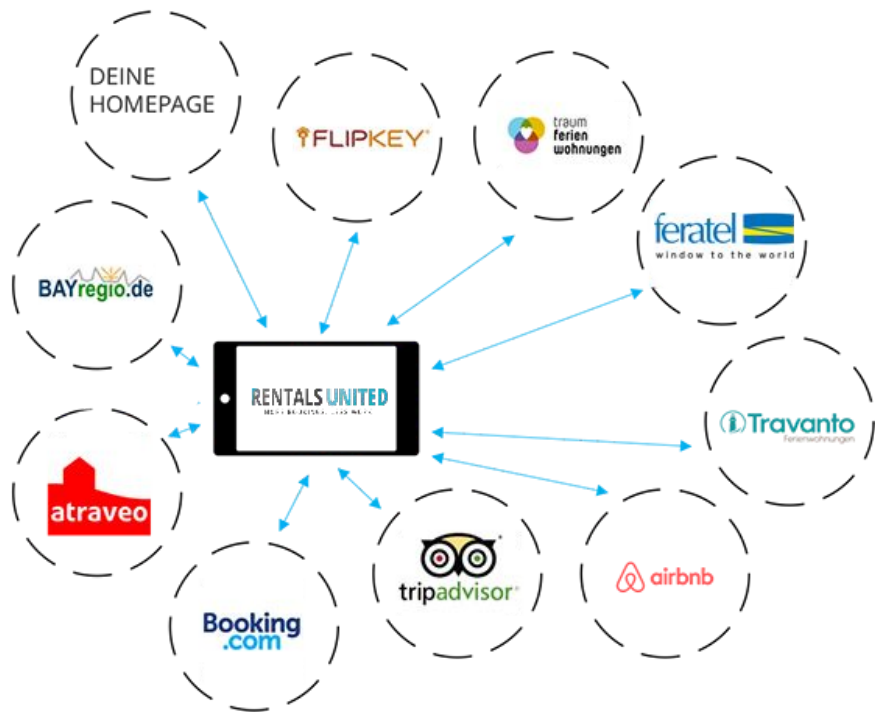
How hard was it?

Website and product localization	<input checked="" type="checkbox"/>
Payment methods	<input checked="" type="checkbox"/>
Customer service	<input type="checkbox"/>
Shipping and delivery	<input checked="" type="checkbox"/>
Local warehouse and local support	<input type="checkbox"/>
Legal and regulatory issues	<input type="checkbox"/>



Case Study

RENTALS UNITED
MORE BOOKINGS. LESS WORK.



The service

Project Goals

- Increase leads within tCPA
- Maintain lead quality



Where does success lie?

X-AXIS Google Query Growth (yearly) Y-AXIS Google CPC SIZE Google Query Volume

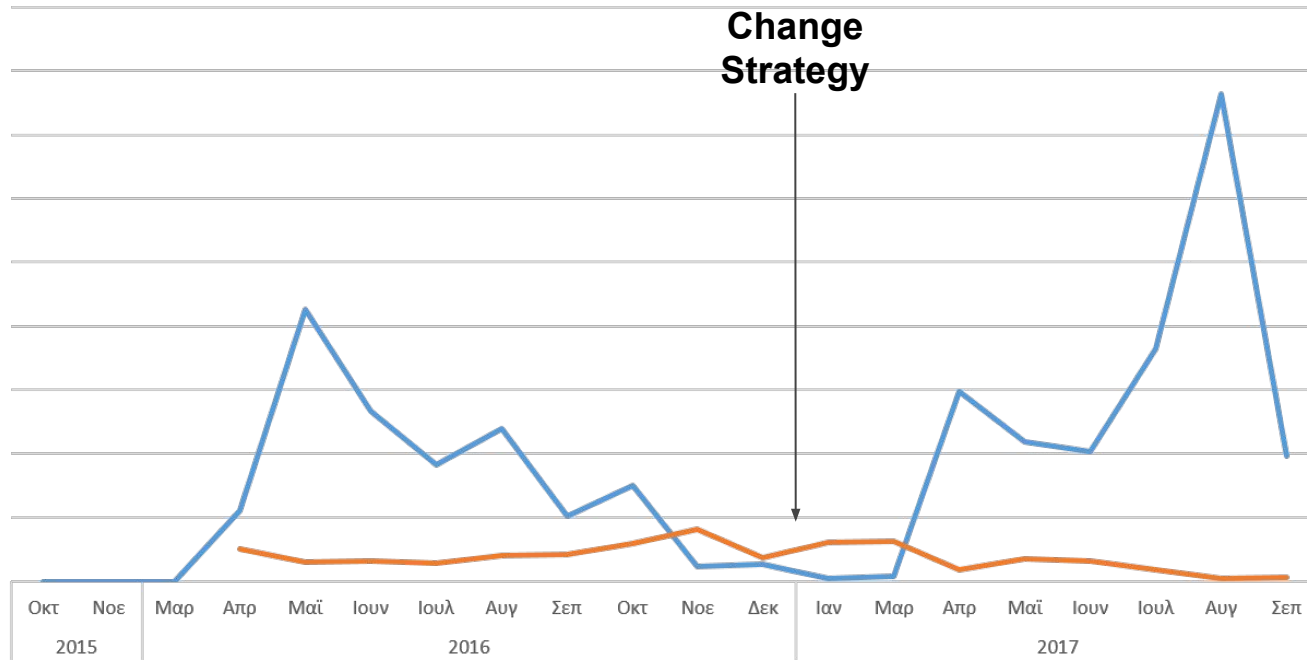
Correlation between Google Query Growth (yearly) (%), Google CPC (\$), Google Query Volume (indexed)
Bubble size: Google Query Volume (indexed)



Smaller stars!

Growth champion?

Results



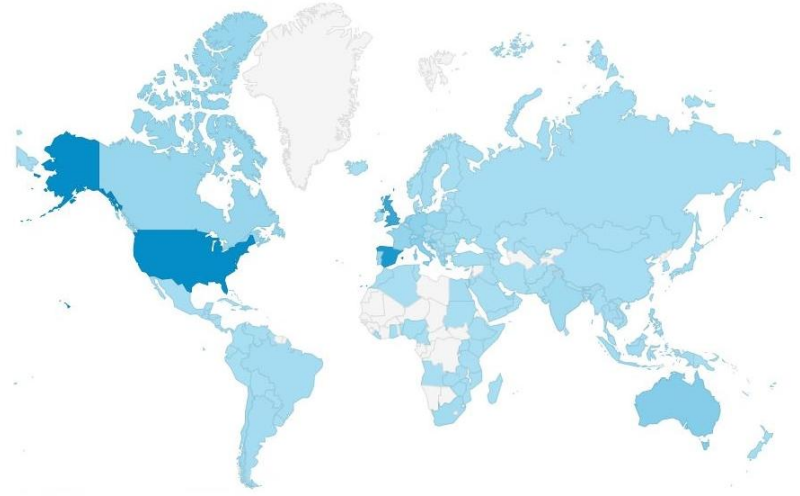
- CPL
- Leads

Sky is the limit...

Before



After



How hard was it?

Website and product localization	<input type="checkbox"/>
Payment methods	<input checked="" type="checkbox"/>
Customer service	<input checked="" type="checkbox"/>
Shipping and delivery	<input type="checkbox"/>
Local warehouse and local support	<input type="checkbox"/>
Legal and regulatory issues	<input checked="" type="checkbox"/>

Let's Export