

Winning the bol flywheel

PRIMO Elektro

group*m*

bol. Gold partner



PRIMO

147% sales
increase
in 10 weeks



Introduction

Q

Who is PRIMO Elektro?

P

PRIMO Elektro, a Belgian consumer electronics brand, is selling their products on marketplaces across multiple countries in Europe. Their products range from refrigerators, to vacuum cleaners and air conditioning units.

Q

Who are we?

G

GroupM is a full-service marketing agency for fast moving companies that outperform the market. We are a proud part of WPP. Our dedicated team of E-commerce & Retail Media specialists have helped clients in multiple verticals win on marketplaces.

Challenge & Objective

CHALLENGE

Due to COVID-19 the container shipping costs increased by 300% combined with factory closures, this resulted in significant supply chain challenges. PRIMO Elektro faced a deteriorating market position leading to 57% sales (revenue) decrease compared to the previous year.

OBJECTIVE

Increase weekly sales with **50%** and create a **healthy profit margin** to cover the increased costs.

“*GroupM conducted a thorough analysis of our products and provided feedback in a clear manner. They changed the content of our stick vacuums and launched a sponsored products campaign, which resulted in a significant increase in sales that we achieved together.*”

Michael Vleugels
E-commerce Manager, PRIMO Elektro





The flywheel is a well-known phenomenon on marketplaces where you combine retail, content & advertising in an ongoing cycle to continuously increase your sales.

Solution & implementation

To activate the flywheel effect, we maximized the potential of the three key components of E-commerce: product/retail offering, content, and media. For this, we used our own GroupM best practices.



Our focus

Strengthen retail pillar

To strengthen the retail pillar, the stick vacuum cleaners were added to Logistics via bol and the Select program

Operations & demand planning

We focused on improving operations & demand planning with improved stock forecasting through business management tooling.

Automatic Mailing

An automatic mailing was set up with external tools to generate additional reviews. Finally, products were priced strategically to improve margins.



Content

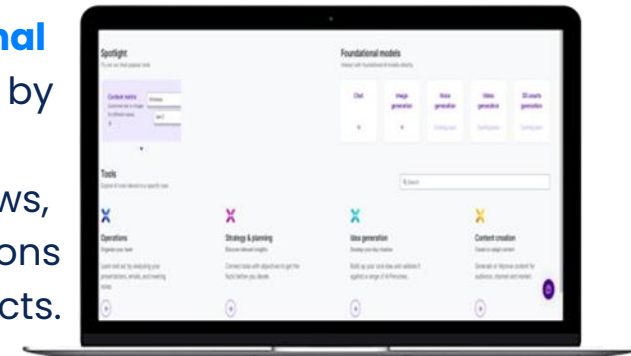
Our focus

Keywords & SEO

All product titles and texts were completely rewritten from scratch with SEO keywords from bol and Google. The product texts were filled with product information, user tips, user questions, customer feedback, benefits of buying via bol, and a clear call-to-action.

Optimizing content using AI

We leveraged our **own internal closed loop AI-tool** powered by OpenAI's GPT to analyze the existing 150+ customer reviews, customer feedback & questions across PRIMO Elektro's products.





Our focus

A key part of our strategy was leveraging Pacvue Marketplaces advertising tooling to measure the share of digital shelf.

Phase 1

We ran two offensive auto campaigns for four weeks, aimed at generating as many clicks as possible. This accelerated the flywheel effect and worked as a catalyst on the product ranking.

Phase 2

The optimized content showed that the achieved growth could be continued organically. We optimized for a healthy ACOS-percentage and supplemented the sponsored product campaigns with Exact Keyword campaigns to maximize sales with an improved profit margin.

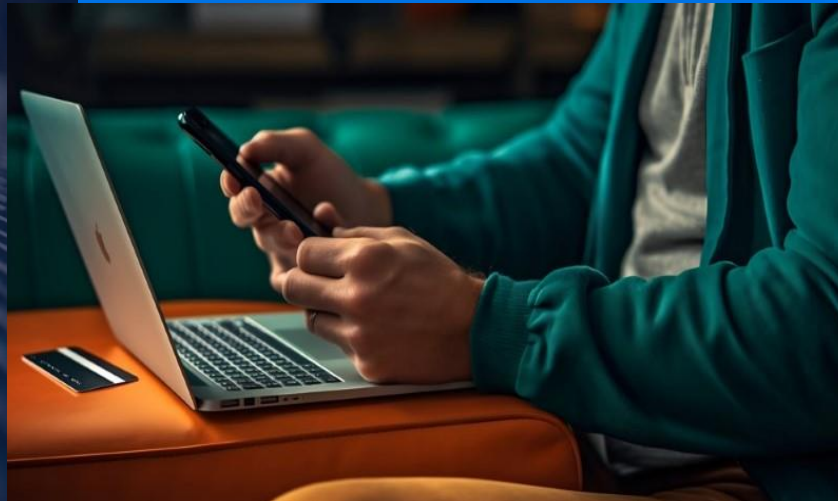
Results

Using a
2-phase
sponsored
products
advertising
campaign

Increase share of digital shelf **+12%**

Results

Our strategy proved to be the perfect method to “mastering the flywheel”



+130%
Units sold
per week

+10%
Gross
margin

+4
Products 1st
page organic
ranking

Results

147%
sales increase
in 10 weeks



Get in touch

GroupM Netherlands

Emmasingel 11
5611 AZ Eindhoven
www.groupm.com
ecommerce@groupm.com

