
About Mumzworld

- Middle East's largest shopping site for all things Mother, Baby and Child and the one-stop online marketplace for all mumz needs.
- Headquarters: Dubai, United Arab Emirates
- <http://www.mumzworld.com>

Goals

- Increase online sales and repeat buyers
- Lower the cost for acquisition and purchase
- Be more data-driven with channel investment
- Enhance inventory management on-site and reduce out of stock product views

Approach

- Implemented Google Analytics Enhanced Ecommerce for deeper consumer shopping behavior insights
- Used Analyze.ly to enable cost related metrics from non-Google advertising platforms
- Used remarketing to re-engage top user segments across multiple channels, including Remarketing Lists for Search Ads
- Created automated reports for out-of-stock products day over day to immediately fix inventory restocking

Mumzworld uses Enhanced Ecommerce and Data Import to empower Marketing Operations and obtain 300% return on advertising spend.

With thousands of products and hundreds of thousands of website visitors annually, Mumzworld has no shortage of data. Advertising across multiple platforms to acquire and re-engage consumers and ensuring the best product catalog is available for consumers is at the core of Mumzworld's operations. To do these activities efficiently and quickly was a challenge, as advertising spend was often used without insight into the ROI and products availability. In order to empower their marketing operations with data insights, Mumzworld turned to Google Analytics Certified Partner InfoTrust, which specializes in data integration projects, particularly with online retailers and ecommerce businesses.

Driving Insights through a powerful Enhanced Ecommerce implementation

The Mumzworld team started by implementing Google Analytics Enhanced Ecommerce, including custom data attributes around products and channels, which provided deeper insights about top channels driving the most profit. For example, Mumzworld began to capture out-of-stock products seen by users as a custom metric, allowing the inventory management team to make quick decisions on what to restock. By comparing the volume of product detail views, add to cart actions and out of stock custom metric count day-over-day with automated reports, Mumzworld was able to pinpoint specific products that were suddenly out of stock from the previous day's activity; this ensured top brands were always available to consumers.

The Enhanced Ecommerce implementation allowed Mumzworld to see rich product data along with shopping behavior that was impacting sales. For example, Mumzworld began to leverage the promotion tracking reports to understand the top banners and offers on their homepage as they drove engagement and ultimately higher average order value. This included a free shipping initiative for smaller, lightweight products launched across local markets. InfoTrust and Mumzworld took it one step further to segment the shopping behavior funnel by country and understand where certain country users were dropping off and abandoning the funnel and why. They uncovered insights into different regions and free shipping's effectiveness in markets where smaller, lightweight products were more readily purchased compared to the larger markets where heavier products were the norm.

"InfoTrust was able to quickly clean up our Google Analytics tracking to allow us to better capture key data in dashboards and dissect the information that is relevant for actionable business improvements. They worked with us closely to identify KPIs to watch for and automated reports to allow us to measure and react to these KPIs."

MONA ATAYA

CEO and Founder - Mumzworld FZ-LLC

Driving Action, While Focusing On The Bottom Line

Through the additional data collection and reporting capabilities unlocked by the Enhanced Ecommerce implementation and the channel cost data integration, InfoTrust built custom dashboards and reports to highlight top performing channels around profit, not just revenue. Overlaying cost data allowed for ROAS-based

Results

- 11% increase in ecommerce conversion rate, 19% increase in total purchases and 9% increase in total revenue from advertising channels over 3 month period.
- 300% return on advertising spend (ROAS) across top 3 paid channels.
- Increased visibility of cost data for all paid media channels within Google Analytics
- 48-hour turnaround on restocking product inventory compared to 2+ weeks with daily out-of-stock product list automated report

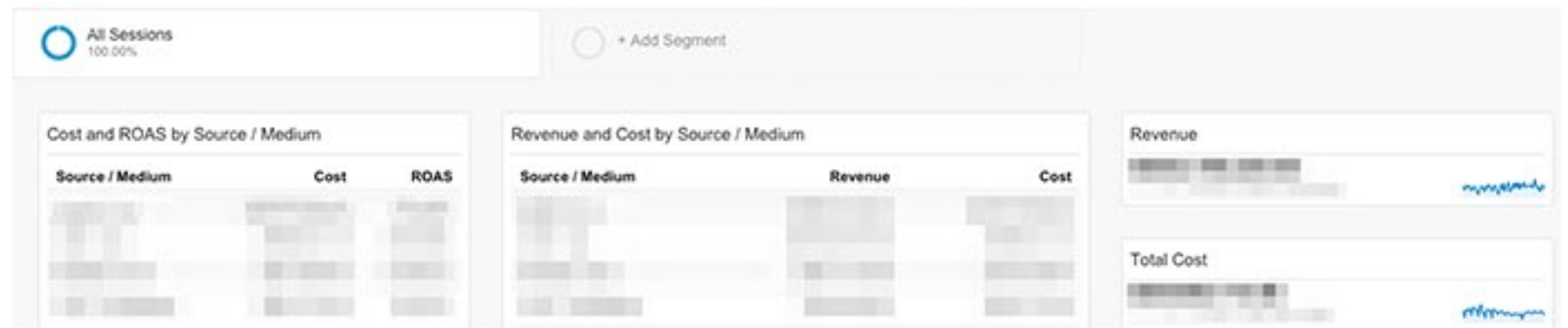


About InfoTrust

- InfoTrust helps businesses and organizations analyze and improve their digital marketing efforts
- They are Google Analytics Certified Partners, Google Analytics Premium Authorized Reseller, Google Tag Manager Certified Partners and Google Adwords Partners
- Regional office in Dubai, United Arab Emirates and headquarters in Cincinnati, United States of America.
- <http://infotrustllc.com>

optimization for campaigns and keywords, enabling the company to maximize margin.

Based on several analyses, the company decided to invest more heavily in Google Remarketing, particularly Remarketing Lists for Search Ads, and other paid social campaigns, while reducing the investment in low-performing channels. The Remarketing Lists for Search Ads were created leveraging the Enhanced Ecommerce segments targeting users who engaged with various sections and types of products on the site but did not convert.



While campaigns and off-site marketing activity was being optimized for ROAS and driving profits, ensuring top products were available for consumers was also a major part of the new data-driven model at Mumzworld. Using a newly configured custom metric that exposed stock metrics, the marketing team monitored products that were not available due to a spike in purchases, all this on a daily basis. This allowed the team to optimize advertising campaigns and ensure there was no wasted ad spend on out-of-stock products.

Results

Following the implementation and analysis period, nearly all ecommerce related metrics were increased by double digit percentages. Ecommerce conversion rate increased by 11%, as more relevant and available products were shown to potential purchasers. In addition, the time to react and restock inventory of top brands and product categories was significantly decreased to less than 48 hours, as opposed to over 2 weeks prior to the work performed.

Marketing spend was also optimized through additional remarketing channels and campaigns, leading to a 128% increase in revenue for remarketing in the first 3 months. With a similar overall spending, all top marketing channels achieved and maintained a minimum of 300% ROAS.

Mumzworld has become increasingly data-driven in all marketing decisions from channel investment, to site design and product placement or inventory. The entire organization has adopted analytics to empower decision making at all levels.

“Leveraging all the capabilities with Google Analytics such as enhanced ecommerce, cost data import and custom dashboards along with automating the external data integration with Analyze.ly, made understanding the top performing channels and campaigns according to profitability easy. What took hours or days before aggregating data from multiple sources into a massive Excel now happens in the background and allows for all the time to be spent on analysis and optimization. Not only that, ensuring the right products are always in stock makes Mumzworld’s consumers more likely to keep shopping and promotes long-term loyalty.”

AMIN SHAWKI

Regional Managing Director - MENA, InfoTrust