



## About Rozetka

- Ukraine's leading online retailer
- based in Kiev, Ukraine
- Google Analytics Premium customer
- [www.rozetka.ua](http://www.rozetka.ua)

## Goals

- provide relevant product recommendations to consumers
- improve data quality by integrating information from an existing Enterprise Resource Planning (ERP) system
- increase the average order value and revenue per customer from every email

## Approach

- collected data using a Google Tag Manager data layer
- used Related Products in Google Analytics to make calculations
- imported Related Products data into Google BigQuery
- added customer relationship data and processed it in BigQuery

## Results

- direct marketing revenue increased by 18%
- average order value increased by nearly 9%

## Step by step implementation:

1. Set up the **Enhanced Ecommerce** module to capture customer shopping behavior
2. Collect data using a **Google Tag Manager** Data Layer
3. Collect unsampled Google Analytics data in Google BigQuery using **OWOX BI Streaming**
4. Use **Related Products in Google Analytics** to make calculations
5. Import Related Products data into **Google BigQuery**
6. Create **direct marketing lists** with improved email recommendations

# Rozetka increases direct marketing revenue by 18% using Related Products in Google Analytics

## Challenge

Rozetka constantly implements new functionality to increase sales volumes. As the market leader, the company's customer database offers huge potential for monetisation through repeat sales. Meanwhile, thanks to the site's variety of products and significant visitor numbers, they have a large database that can serve as a source for recommendations based on user behaviour and transactions.

With the goals of increasing revenue per user and average order value, Rozetka needed help with product bundling, merchandising, product recommendations and email campaigns. Supported by OWOX analytics specialists, the company implemented a product recommendation system based on data from Google Analytics Related Products functionality. This data could then be used for direct marketing in user emails.

## Solution

The first step was to implement a system in Google Analytics to gather structured data about user interactions with products from all touchpoints, including:

- the desktop site (via Google Tag Manager for web)
- the mobile-optimised site (via Google Tag Manager for web)
- apps (via Google Tag Manager mobile apps SDK)
- the call centre (via operator extension and Google Tag Manager for web)

The second step was to export the product relations data from Google Analytics using Core v3 Reporting API, then import it into BigQuery. This increased the quality of recommendations data by:

- verifying the product availability status
- excluding goods from incompatible categories
- excluding goods that users had already purchased

The final step was to create direct marketing lists with improved email recommendations.

## Results:

Overall, direct marketing revenue increased by 18% and the average order value increased by nearly 9%. After the initial success in the direct marketing channel, Rozetka decided to launch the same algorithm for recommendation blocks on the website.