

WHY & how to **PROFITS** ARE GOING DOWN
GET BACK on track

Ioannis Karalis

The answer is simple
and maybe you already know it!

PLATFORMS ADVERTISING COST INFLATION

is the main reason

According to **MarketingWeek**

Cost-per-click (CPC) regarding search had the **highest rise**,
reaching **23% YoY** at 0,71\$,
while the cost per million impressions on social (CPM)
also **moved up 22%**, reaching new record at 9,13\$

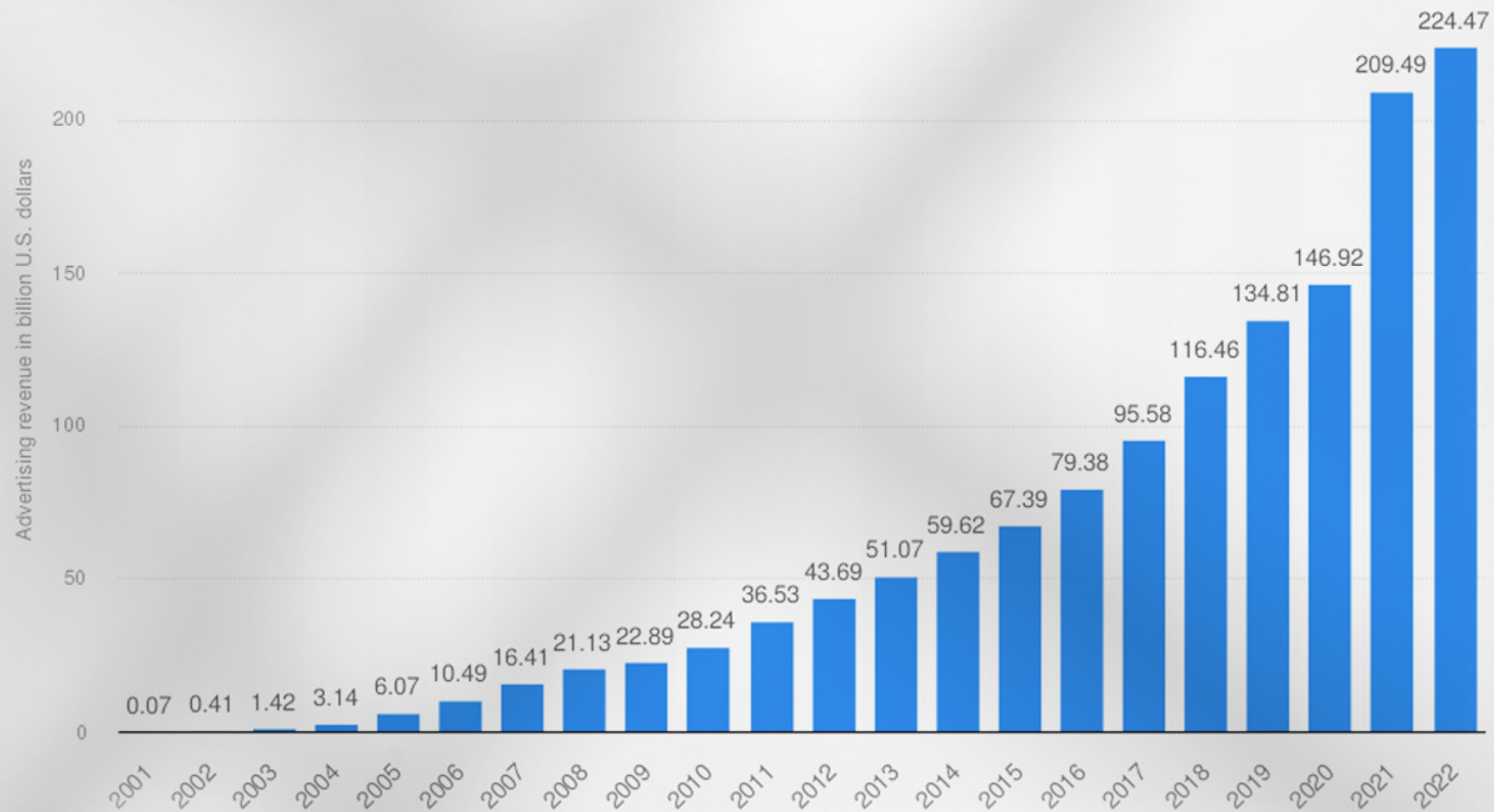
According to **Forbes**

According to a recent report, the major digital advertising platforms have each increased CPM significantly:

- Facebook ad costs have increased by **89%**.
- TikTok's CPM has increased by **92%**.

According to **statista** 

advertising revenue on 2022 Exceeded 220 Billion USD



When advertising costs was low....
it was a

GOOD STRATEGY

to focus on orders' KPIs

Now,
it's time to change
THE WAY YOU USE
advertising platforms

Acquire customers
not transactions....

START THINKING OF CUSTOMER-CENTRIC

advertising strategies



DEFINE RFM CUSTOMER SEGMENTS

Did you know that Whale customer segment
have a CR up to 30%
(while your eshop has up to 2%)?



Identify likely
to churn customers

LEAKY BUCKET LOSS

You are paying
a lot for these customers,
so do something
not to lose them

Reactivate

"NOW GONE CUSTOMERS"

Did you know that you can get 10%
of your lost customers back today?

Stop doing just...

PERFORMANCE MARKETING.

Connect to

NETSTEPS COMMERCE INTELLIGENCE PLATFORM

& start getting back on track

CONNECT WITHIN HOURS...

& start getting back on track

- Platform agnostic
- Historical Data
- RFM Analysis
- Life Time Value
- Identify customer source
- Campaign evaluation
- Coupon Lovers
- Product analysis
- Order Analysis
- Churned Customers



Request a demo today

NCI.NETSTEPS.GR

& get **1 month free**

INVEST IN YOUR OWN ASSETS...

1. your Data
2. your Brand
3. your SEO

Thank you