



E-COMMERCE
Sector



3 DAYS
to implement



8%
exposition



400 000
visitors exposed



+15%
newsletter
subscriptions

EXPERT PERSONALIZATION

PRICEMINISTER Pretargeting

PRICEMINISTER

FINDINGS AND GOALS

- PriceMinister is France third-largest e-commerce site, and number in sale-and-purchase transactions between individuals.
- Its customer surveys demonstrated that it had a high level of recognition for new products, but less so for used products.
- Logically, one of its marketing goals was to increase its profile in the second-hand market.

KPIs

- Primary:
 - ▶ increase in the number of subscriptions to its newsletter within the target group.
- Secondary:
 - ▶ number of pages viewed
 - ▶ time spent on the site.

TARGETING

- Visitors who had previously visited websites for buying and selling used products.

FEATURES USED

- Pretargeting: identifying the user's prior browsing activities in relation to buying and selling used products.
- Predefined template library to display the banner.



François DUPRAT,
Project Manager at PriceMinister

“ In average, we carry out around ten A/B tests and personalization exercises each month. We therefore know our visitors fairly intimately, but the Kameleoon platform offers an extremely wide range of targeting options, allowing us to perform personalization exercises that bring even greater added value to our business. ”

RESULTS AND LESSONS LEARNED

- Displaying the new banner («Your new and used products») as soon as the visitors from the desired target group landed on the website, made a significant difference to user engagement.
- User engagement was measured primarily by reference to the sign-up rates for the newsletter, which is strongly correlated with the likelihood of new visitors making purchases in the future. In this case, it increased by 15%.

The screenshot shows the PriceMinister website interface. At the top, there's the Rakuten group logo and the PriceMinister brand name. Below that, a navigation bar includes links for 'Inscription', 'Parrainage', 'Vendre', and 'Aide'. A search bar is present with the placeholder text 'Rechercher : mot clé, code-barres, pseudo vendeur...'. To the right of the search bar are icons for 'Super Points', 'Mon compte', and 'Mon panier'. Below the search bar is a horizontal menu with various product categories like 'Livres BD', 'Musique CD', 'DVD Blu-Ray', etc. The main banner area features a prominent 'BACK to school' promotion with the text 'Les essentiels pour la rentrée' and 'Distribué dans classes'. Below this, there's a sub-banner for 'Astuces pour alléger mon budget' and a 'JE REVENDS' section. The bottom part of the banner displays a 'LISTE DE FOURNITURES SCOLAIRES ESSENTIELLES' with a list of items such as 'Cahiers', 'Classeurs', 'Crayons de couleur', etc.