



Data Driven tools to shape digital & business decisions





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PARTNER & MANAGING DIRECTOR





”
The world's
most valuable
resource is
no longer oil,
but data.

Source: The Economist

The background of the image is a blurred, close-up view of the YouTube logo, which is a red rounded rectangle with the word "YouTube" in white. The logo is slightly tilted and out of focus, creating a sense of depth.

59%

of audience skip YouTube ads

A vibrant photograph of a group of young people at an outdoor festival. In the foreground, a woman with long brown hair and sunglasses is taking a selfie with a pink smartphone. She has colorful paint splatters on her face and is wearing a green fabric wristband. Behind her, several other people are smiling and also have colorful paint on their faces. One man in the background is wearing a blue t-shirt with the word "LAZING" and a palm tree graphic. The background is filled with green trees and other festival-goers, creating a lively and festive atmosphere.

2 out of 3

millenials block ads



92%

of consumers trust influencers more than brands

A WHOLE NEW ERA

OMNICHANNEL

Impatience

judgemental

demanding

5 IMPORTANT PILLARS

1.
WEB

2.
SEO

3.
SOCIAL

4.
INFLUENCERS

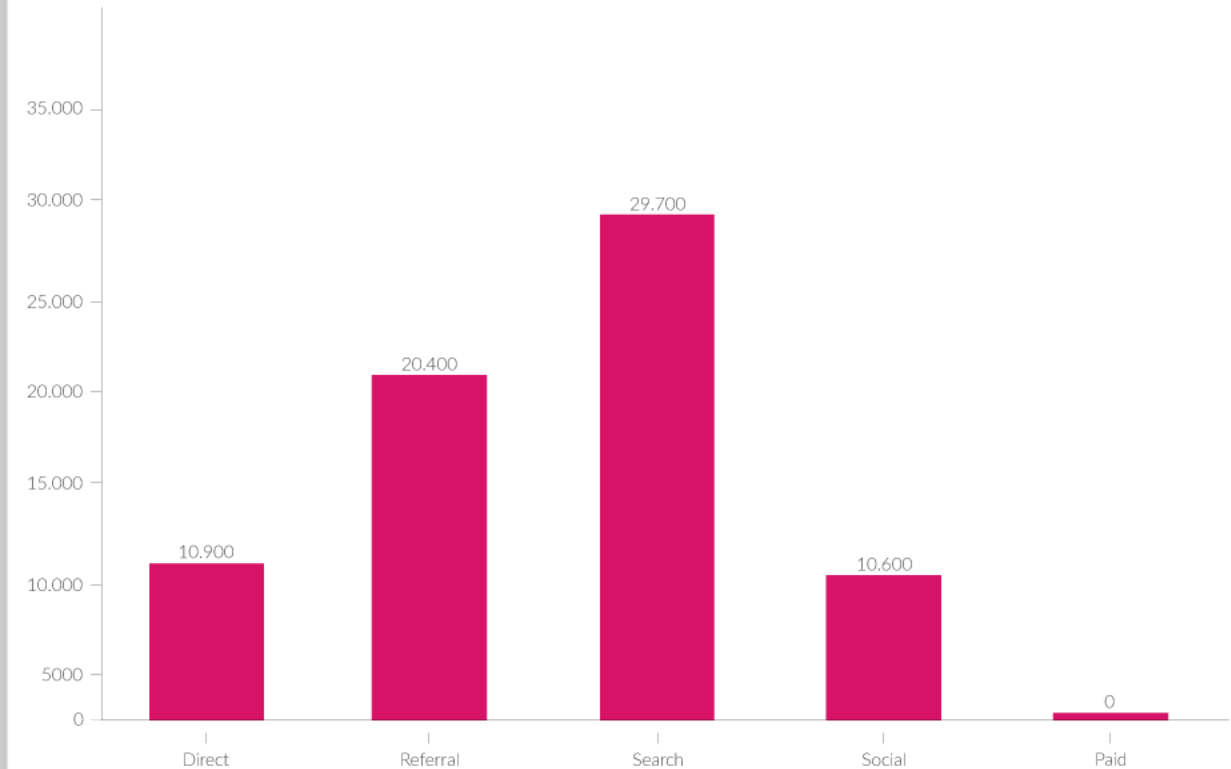
5.
EMAIL

Traffic Analytics

Company	Brand B	Brand C
Visits	52.700	138.200
Unique Visitors	38.100	95.700
Pages/Visit	4,49	3,75
Avg. Visit Duration	03:06	04:05
Bounce Rate	43,52%	51,65%

Sources of Traffic

Sources of Traffic



Source: SemRush

web

seo

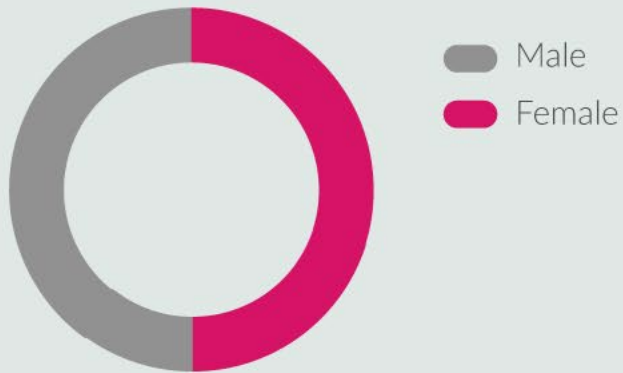
social

influencers

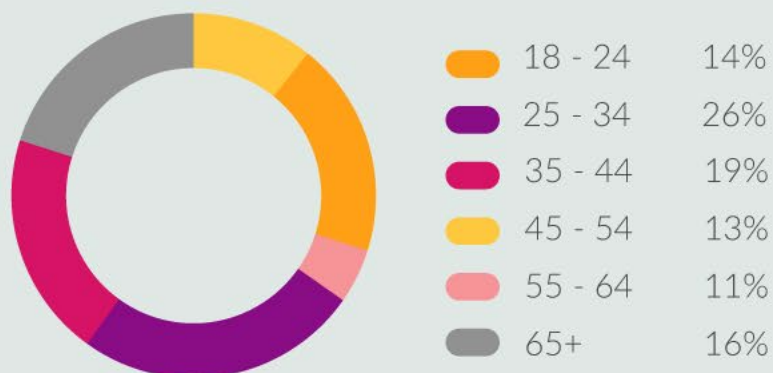
email

Display Advertising

< Audience Tageting: Gender >



< Audience Tageting: Age >



< Top Audience Interests >

Interest	Percentage
Technology	97%
Media & Entertainment	89%
News & Politics	12%
Travel	11%
Lifestylies & Hobbies	10%

Send Feedback



Days seen: 1
300 x 250



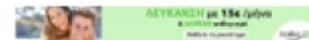
Days seen: 9
300 x 250



Days seen: 1
300 x 250



Days seen: 1
300 x 250



Days seen: 1
468 x 58

- Audience Gender
- Audience Age
- Interests
- Publishers

Source: SemRush

web

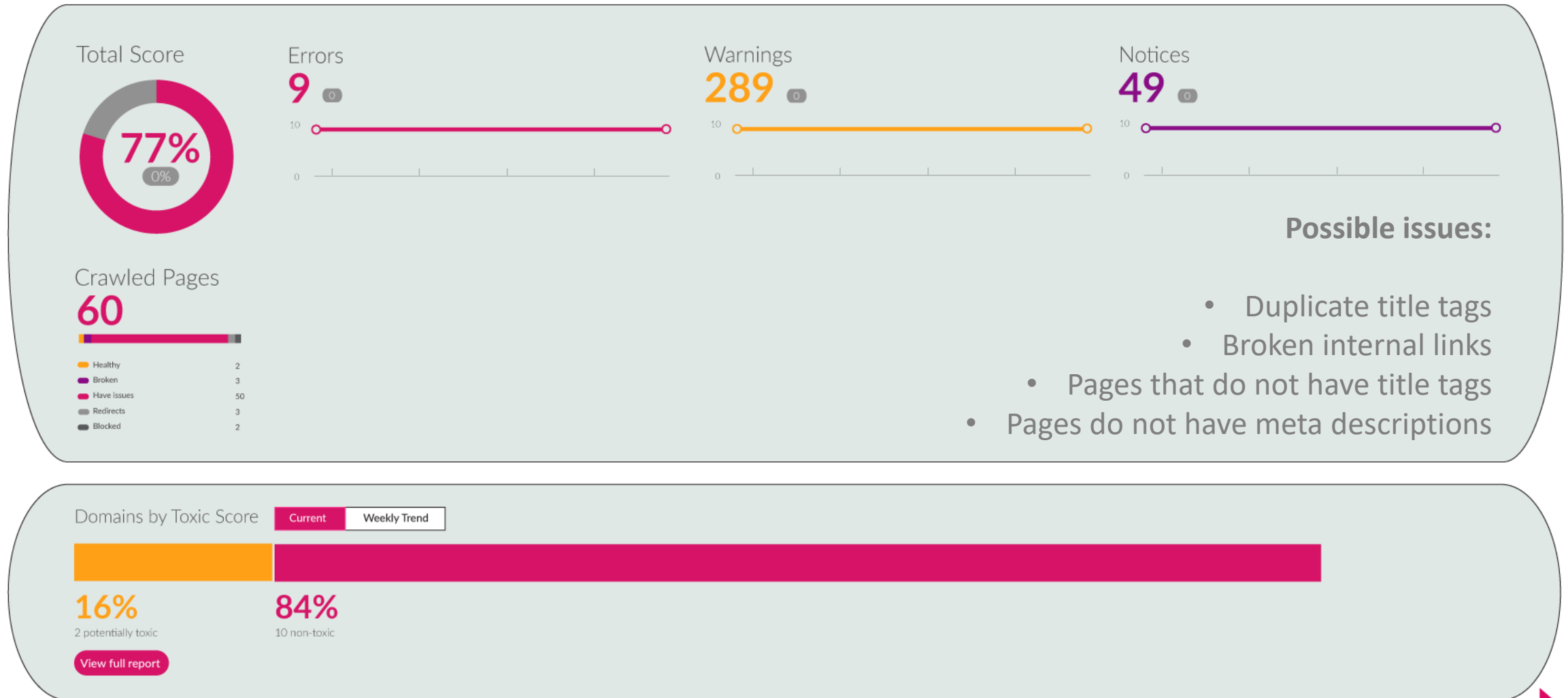
seo

social

influencers

email

Detect and fix website's issues



Source: SemRush

web

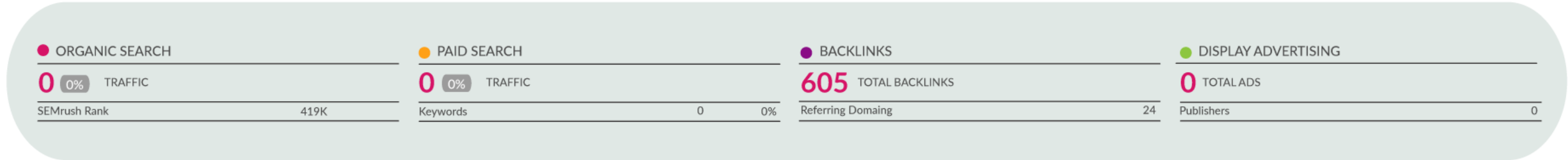
seo

social

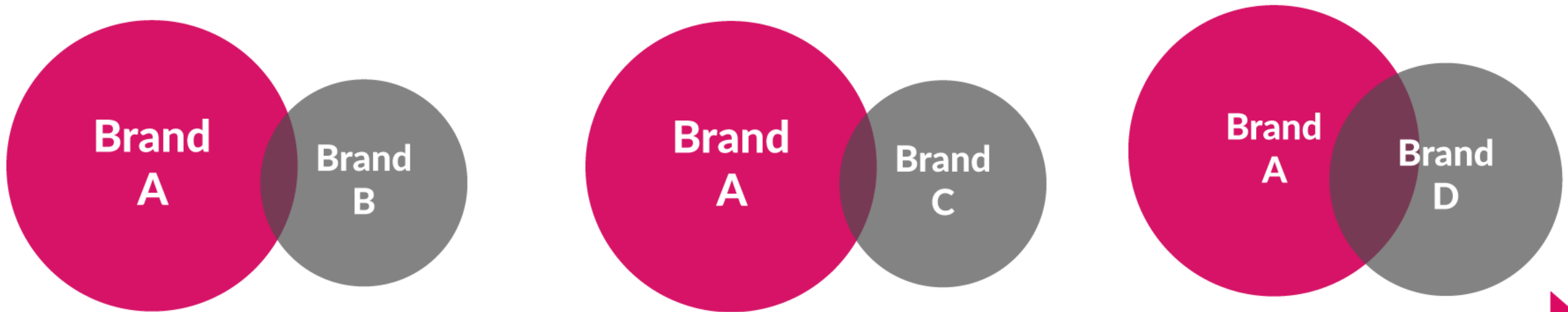
influencers

email

Number of backlinks



Audience Overlap



Source: SemRush

web

seo

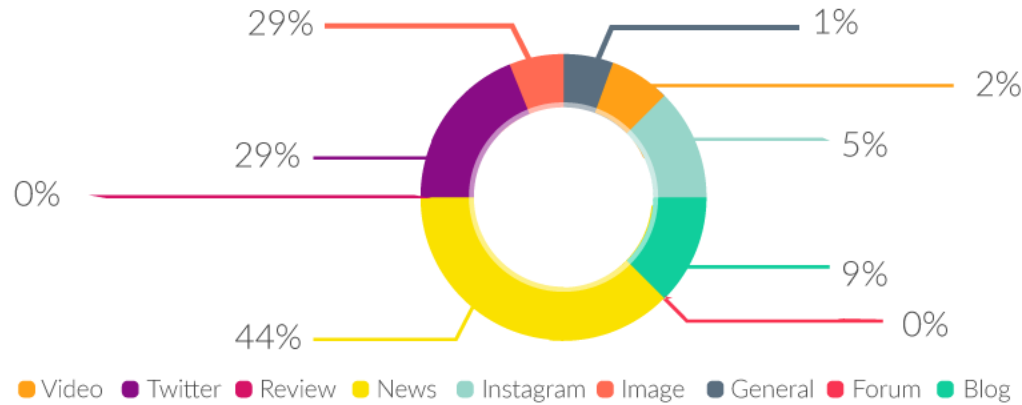
social

influencers

email

Sentiment Analysis

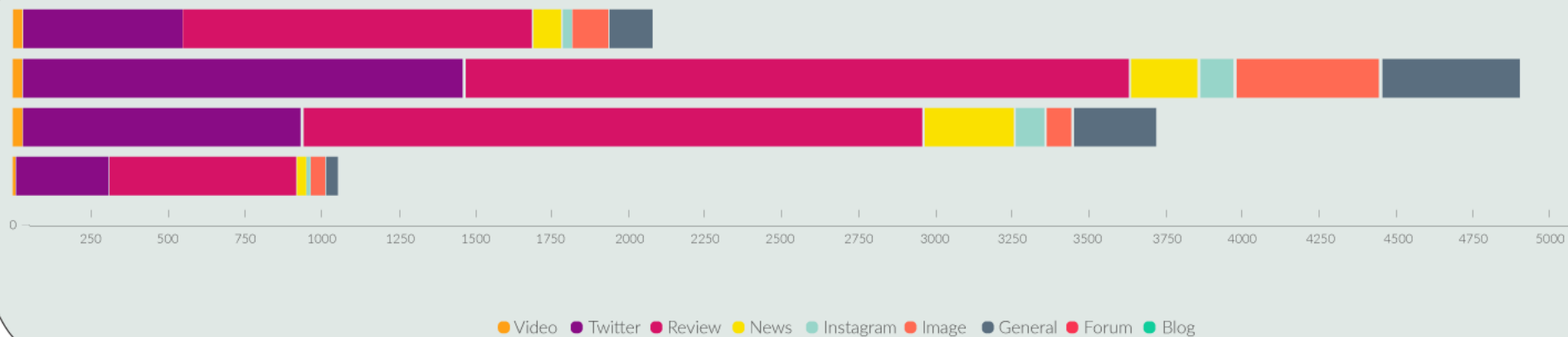
< 315 αρνητικές > < 77 θετικές > < 4907 αναφορές >



Πού έγιναν
News: 2170
Twitter: 1433
Forum: 473
Blogs: 455
Instagram: 225
General: 116
Video: 33
Image: 1
Review: 1



Share of Voice



Source: BrandWatch

Source: BrandWatch

Το περιεχόμενο των αναφορών ανά brand και ανά μέσο.

web

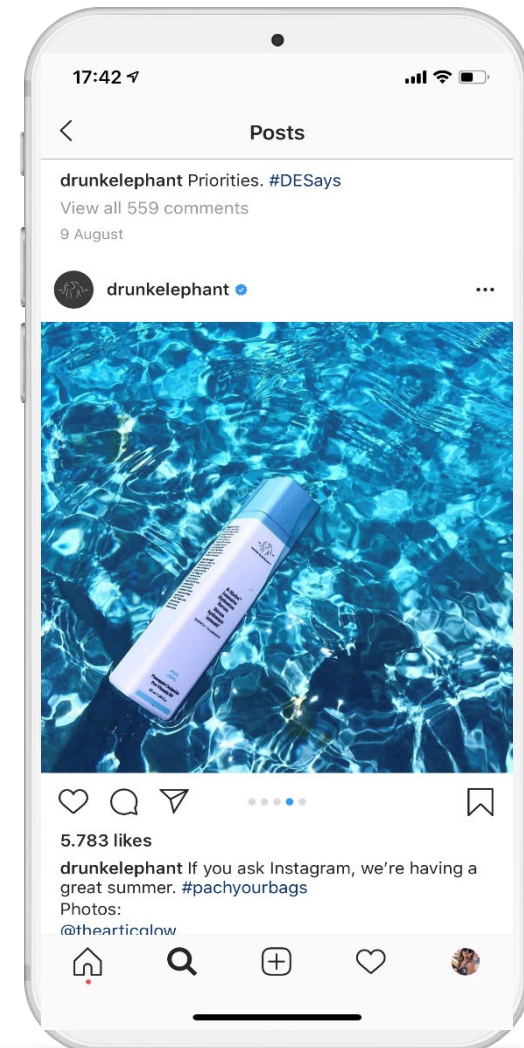
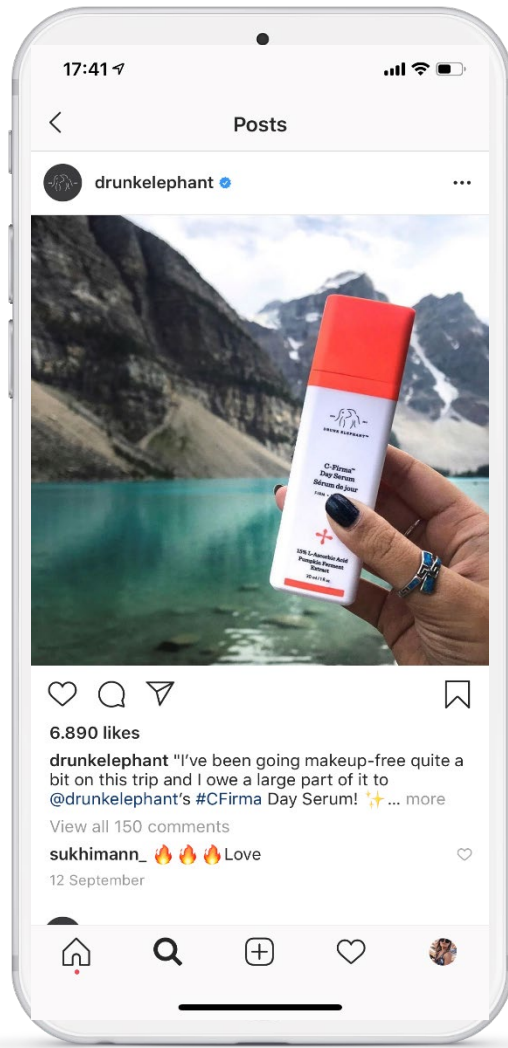
seo

social

influencers

email

Brand Advocates Creating UGC



web

seo

social

influencers

email

Influencers' stats



@amberfillerup United States

AMBER FILLERUP CLARK

Hair Salons

contact@barefootblonde.com

Followers

1.4M

ER ?

3.39%

Track growth

PDF

Add to List

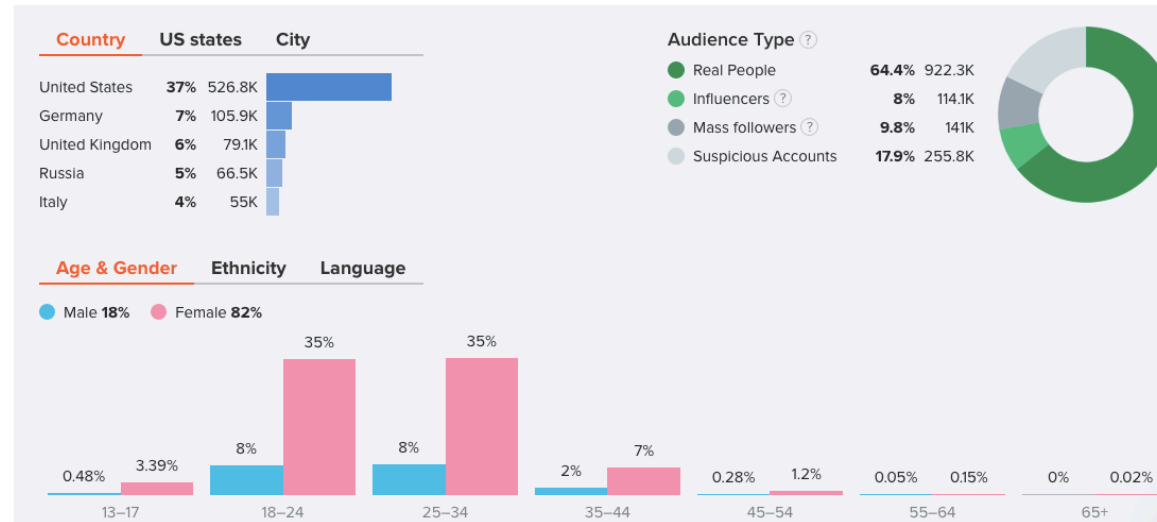
Report generated on 23 Sep 2019

Global Rank
Worldwide 7,988

Country Rank
United States 3,397

Category Rank
Beauty & Fashion in United States 1,113

Audience



Engagement

Compared to average values for similar accounts

Quality Audience
1M

Authentic Engagement
35.1K per post

Avg Likes

48.4K

Avg Comments

413

Engagement Rate

3.39% Excellent

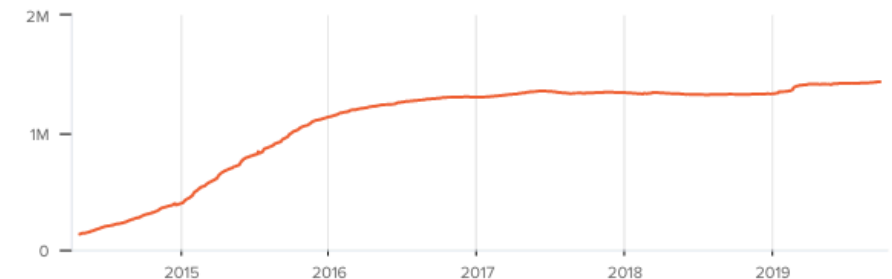
What's that ?

3.39% of audience like or comment the content, similar accounts receive 1.27% engagements

Followers & Following

+9,068 followers last 4 weeks +0.63%

Followers



Source: HypeAuditor

web

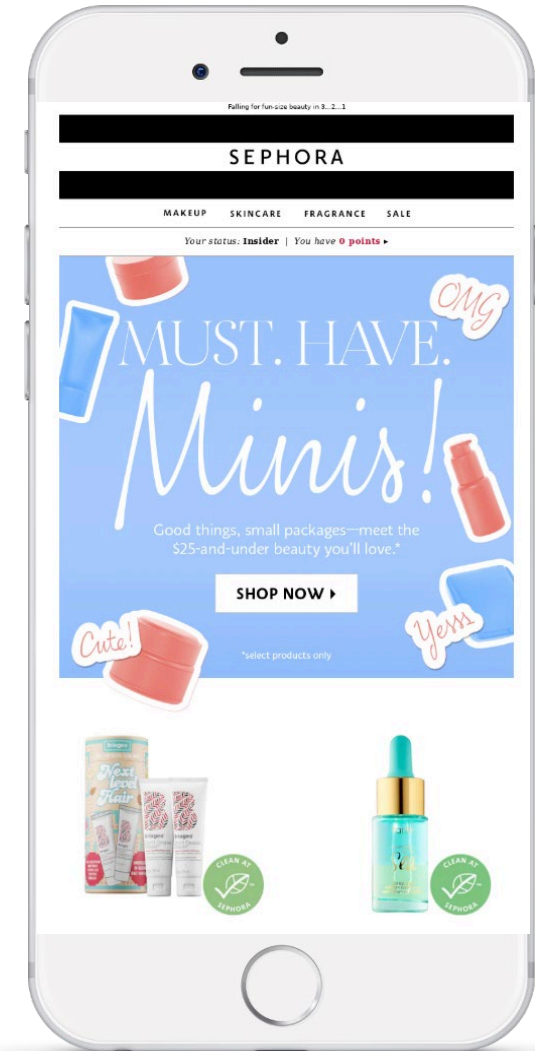
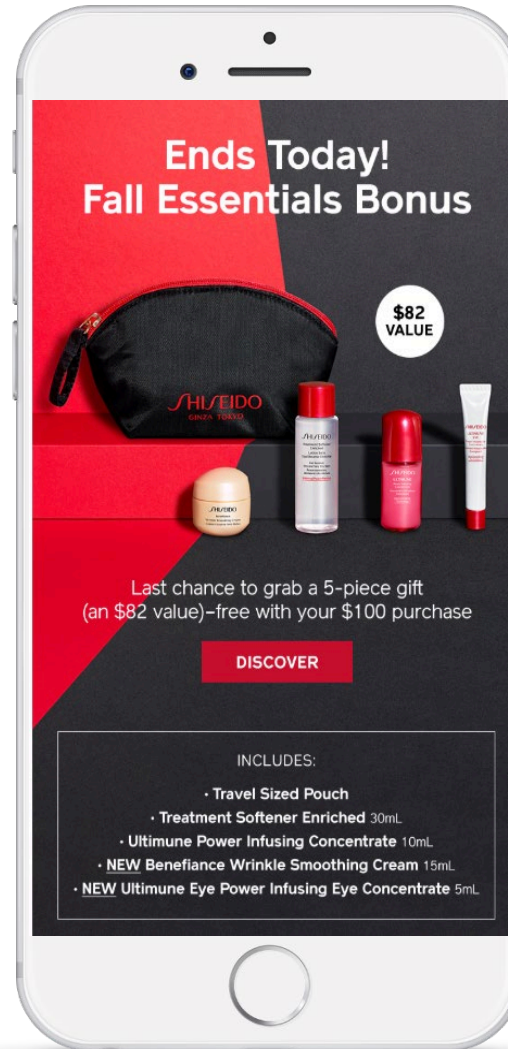
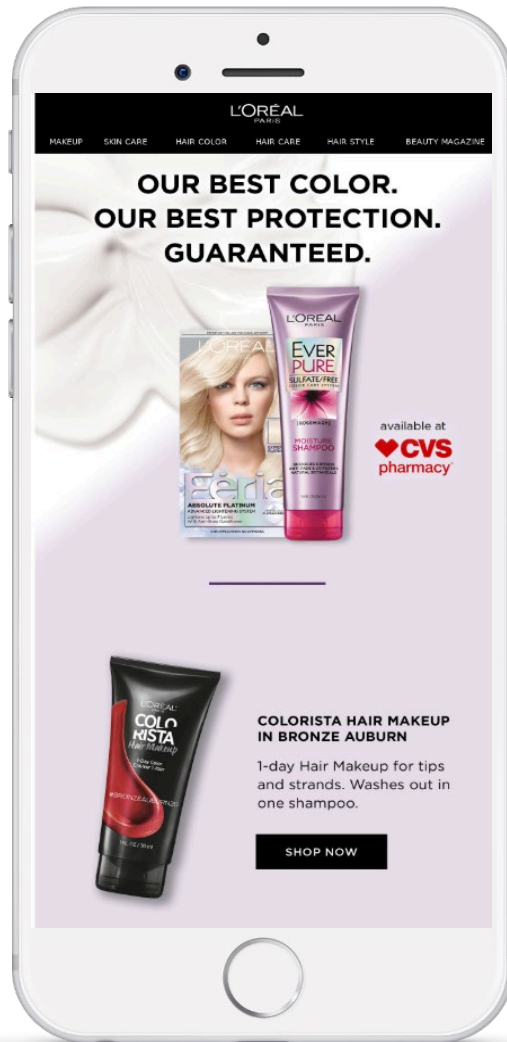
seo

social

influencers

email

Track successful marketing campaigns



Source: Email Charts

web

seo

social

influencers

email

Create your own Benchmark

	Web Performance (Unique Visitors, Avg. Visit Duration, Bounce Rate, Backlinks)	Influencers	General Visibility (number of mentions)
Brand A	401	43	121
Brand B	318	94	97
Brand C	782	102	81

1. Choose the KPIs (website traffic, SEO, Instagram, Facebook)
2. Choose the tools
3. Create your own benchmark based on your **OWN NEEDS**.
4. Design your marketing plan
5. Measure, analyze and constantly improve.

Business Model Canvas

Key Partners

ADDO Digital Team
In-house Team



Offerings

Telephone order
Free Shipping
Pay on Delivery

Key Channels

E-shop



Value Propositions

Natural, Organic,
Cruelty Free, Vegan,
Certified Products

Cretan Culture
and Heritage

Vertical unit,
family business

Scientific knowledge
and research

Influencers

Micro Influencers
Macro Influencers



Channels

Facebook Ads
Instagram Ads
Google Ads



Customer Segments

Katerina, 20years
Eleni, 42 years
Marios, 35 years



Focus

Website visits
SEO Visibility
Reach
Cost Per Conversion



Assets

Inspirational Videos,
Canvas, Carousel, Instagram Stories,
Facebook & Insta Posts



Campaigns that matter





THANK YOU