



Building a successful E-Commerce strategy in the EU

MontMedia AG

H&M

Recycling Campaign

Split-Test

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This holiday season, let's find joy and inspiration by sharing what we love with each other.



Sharing is always
in season

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HM.COM
Inspiration is everywhere
Sharing is always in season

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Sharing is always in season. Van de overkant van de straat tot aan de andere kant van de wereld, overal vind je stijlinspiratie.



Sharing is always
in season

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Sharing is caring
Inspiratie is overal te vinden

[Learn More](#)



 **H&M**
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We vieren de feestdagen allemaal anders - maar dingen delen waar we van houden, brengt ons allemaal dichterbij elkaar.



Sharing is always
in season

H&M

HM.COM
Inspiration is everywhere
Delen is altijd in

[Learn More](#)



The EU is not one market!

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It is 27 psychological markets.

**If your creative does not match the
buying trigger,**

your media strategy cannot fix it.

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01

How do we start?



**Who is my target
audience?**

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Persona ≠ Market Readiness

The same 35-year-old female customer in Germany and Spain may:

- Have different awareness levels
- Different category maturity
- Different trust barriers



Do a thorough market research

Building a successful E-Commerce strategy in the EU

Market Research



Building a successful E-Commerce strategy in the EU

Market Research

Get the fundamentals right

- Understand the **language & culture**
- e.g. humour isn't universal either
- Tip: Look for a local partner, who is familiar with the culture & the market
- Target countries that are similar, have the same language or a regional neighbours



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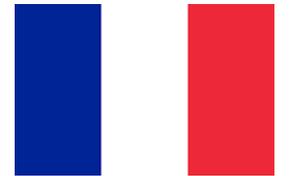
Market Research

Legalities & regulations

- Are there restrictions?
- E.g. Beverages, food, vehicle modifications, etc.



No taurine in France until 2008



**Stimule le corps
et l'esprit.®**

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Market Research

Economics

- Recession or growth?
- How expensive is the market in those countries?
- Are there taxes and fees on your business?

➔ **Economic timing is important**



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Market Research

Demographics

- Older or younger demographics
- Buying power of potential clients



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02

**International
Marketing**



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International Marketing Research

How can we advertise in other countries?

- **Start with 1-2 markets max**
- Define clear validation KPIs
- Use the targeting options of the digital platforms
- Let the algorithm do the work to find a target group
- A/B test to see which creatives are working and collect data



Google Ads

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Market Research

Group countries in your campaign

- Don't group high quality traffic countries with low quality traffic
- Don't pair big countries with small ones
- Differentiate by language
 - E.g. English-speaking community in Germany, Luxembourg and UK
 - D-A-CH



Google Ads

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Market Research

Test → Validate → Adapt → Scale

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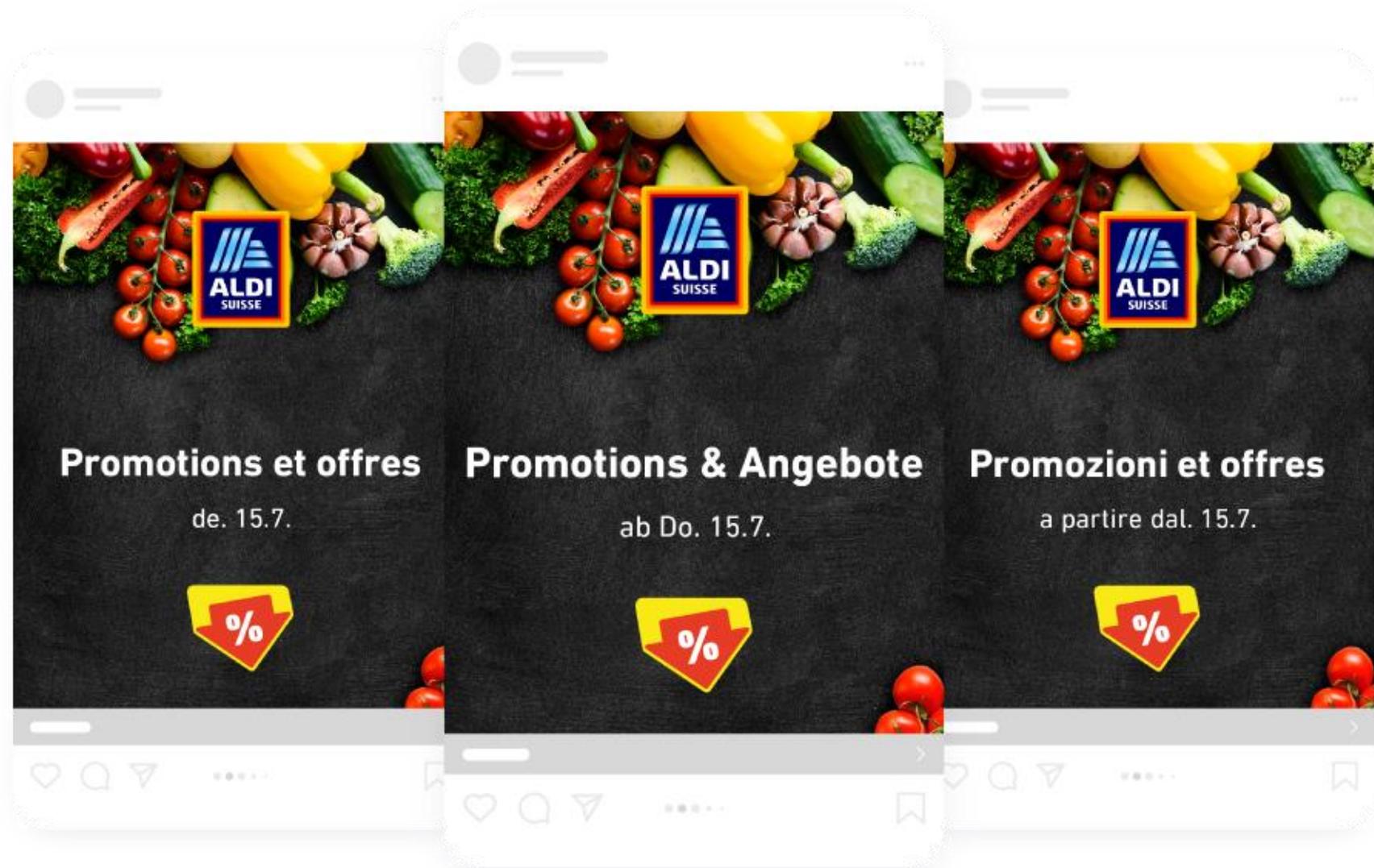
03

Campaign Examples



Aldi

Same template – different languages



Fjällräven - Sweden

AI – tool changes the ad according to the weather

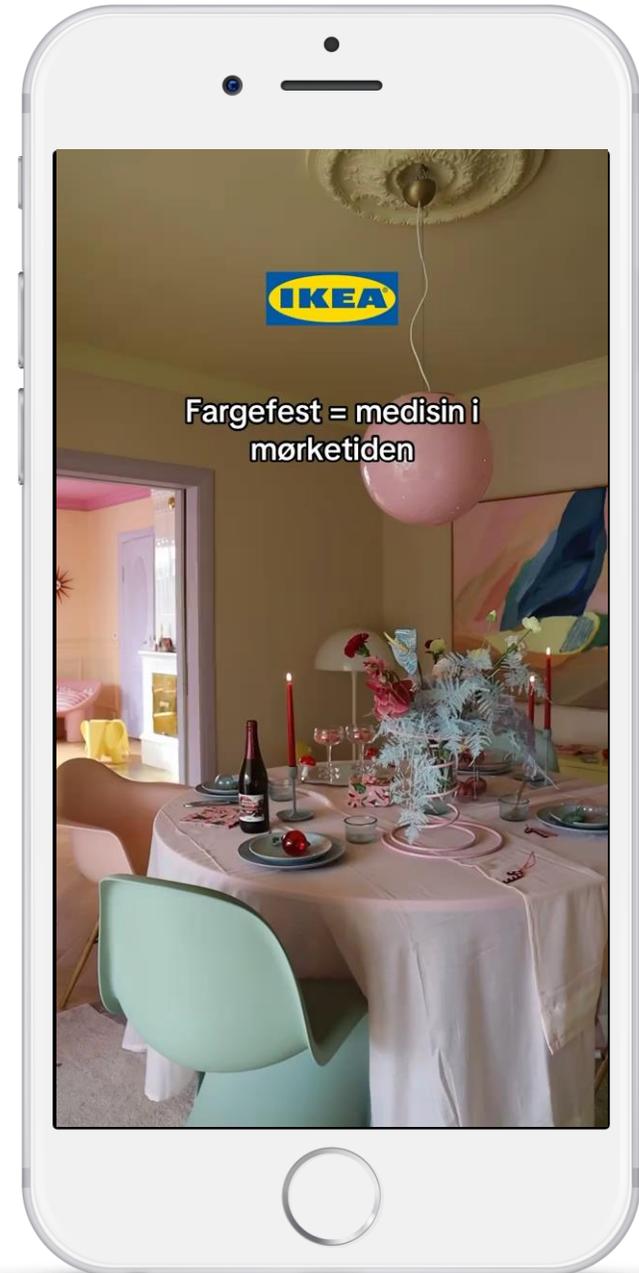


IKEA – Norway

Local approach



Fargegaten - Stavangers



Nike - Paris

Local approach



Q&A



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