

## B2B & margin-based bidding

TRKKN supported Metro Markets in increasing the digital maturity through analytical support in BigQuery, architecture design to connect the Google Cloud and Google Marketing Platform and evaluating Metro Market's preferred implementation option.

### The challenge

Metro Markets wants to optimize their marketing spend towards attracting B2B customers. However, at the outset of the project, ad cost wasn't linked to B2B. Therefore, Metro Markets wanted to better understand their customer groups' lifetime value, including product margin, ad cost and revenue. Further, Metro Markets would then need to find a way to better target their preferred customer segment.

### The solution

TRKKN split the delivery into 4 phases: 1. An analysis testing the hypotheses that Metro Markets & TRKKN defined at the outset of the project 2. An implementation assessment that determined the optimal implementation method of the developed model 3. Development of KPIs to determine the value of customers & products 4. A monitoring dashboard that tracked the performance of the implementation

### The result

It proved correct that B2B customers were more profitable in regards to margin & ROAS. Metro Markets & TRKKN decided to target them via the SFBO approach. The output allows the user to gain insights on B2B share & margin in order to create targeted campaigns. Additionally, a dashboard allows to monitor the performance of each campaign regarding transactions & margin.

“ TRKKN helped us with analysing our web analytics data with a focus on B2B shares and margins to reaffirm our strategic focus on these highly valuable customers. TRKKN also came up with an end-to-end solution tailored to our B2B customers that helped us to not only act on those insights, but also to monitor the solution put in place. ”

Markus Nutz, Data Engineering & Science Lead, Metro Markets GmbH



#### About Metro Markets GmbH

Metro Markets is a B2B e-commerce platform designed to cover all needs of professional customers from a one-stop shop: hospitality professionals can source everything they need through a single platform. It is currently live in 6 markets (Germany, Spain, France, Portugal, Italy, Netherlands).

Vertical/horizontal solution: Retail & Wholesale

Primary project location: Germany



#### About Trakken GmbH

Trakken is a cloud and marketing technology partner, specialized in services for Google Marketing Platform and Google Cloud.



### Products

Google Cloud Platform