



SALESUPPORT

# Let's to RUSSIA

+ **Logistics** & **Marketing** solutions for e-commerce

Logistics | Strategy | Marketing consulting | Promotion |  
TV | Radio | Direct Marketing | Data hub and analytics |  
Brand communities | Leads generation | E-commerce |  
Web-mining | Mobile apps | Gamification | Customer  
experience | Social media | Social Network | Research |

# GO





## Why us?

We build the connecting point between you, your products and your customers.  
Our experts will create indisputable advantages for your brand and secure its promotion in the  
challenging market conditions of Russia.

Our vision is to provide market advantages to our clients and to improve market efficiency of  
their businesses.

We know how to **reduce business risks** in Russia and to **increase your profits**



## Key Factors

15  
years

Independent and dynamic Logistics and Marketing company offering Logistics, Business Development solutions, marketing and creative solutions for cross-border international clients.

Ford  
Media-Markt  
KupiVip  
Megafon  
JustBeFit

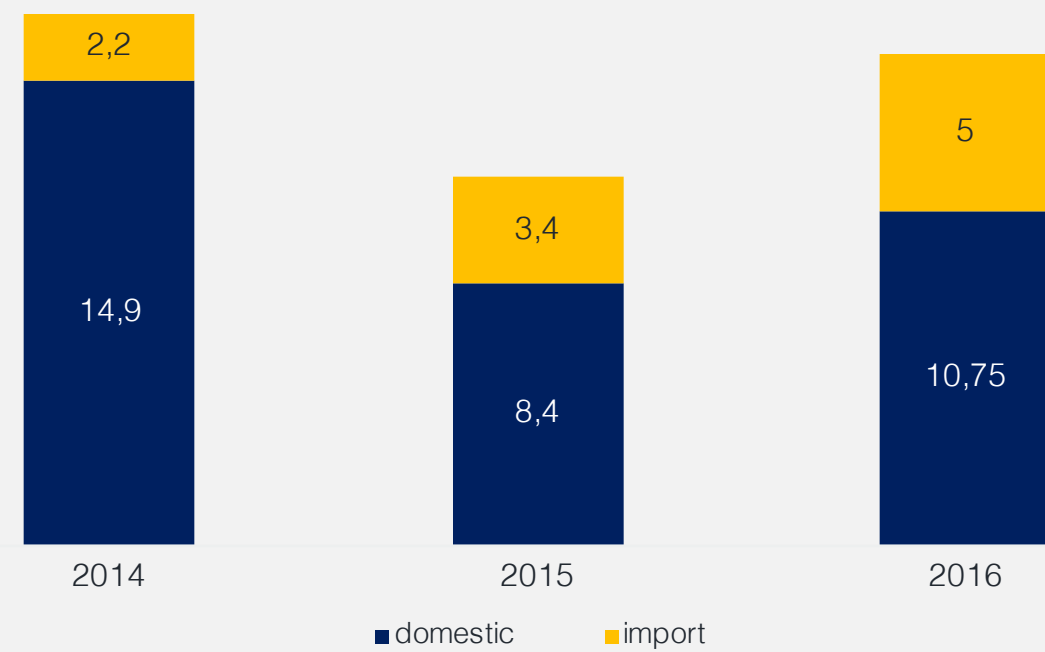
Combining every dimension, linking social, mobile, offline and online media, generating emotions and trust, and building powerful connections between brands and individuals.

Effective  
channels

Providing expert knowledge of the Russian market, Logistics and advanced marketing technologies.

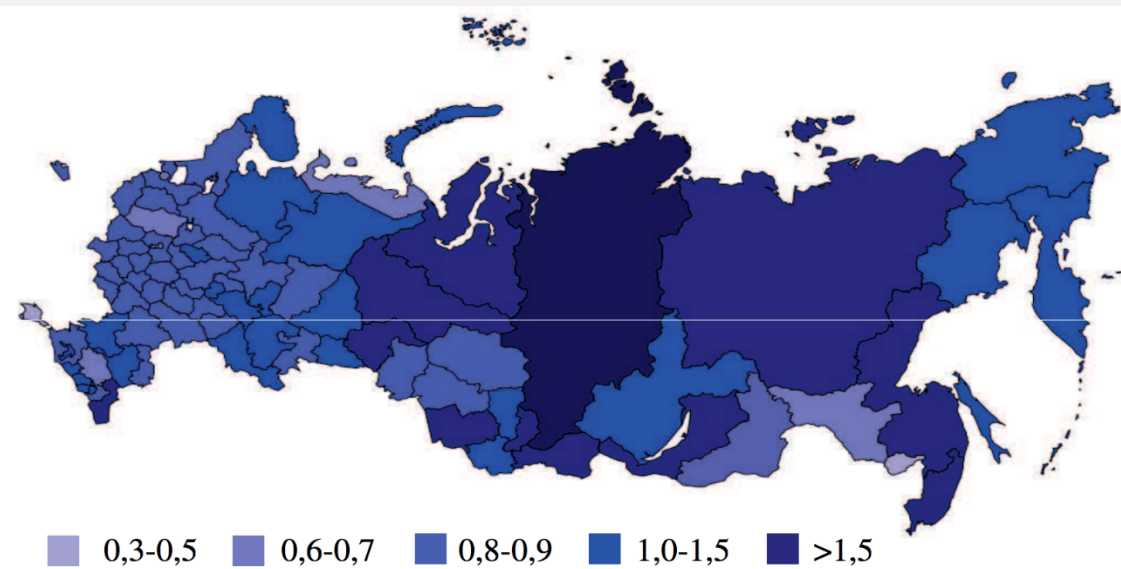


## Russian Market in figures (in billion \$)



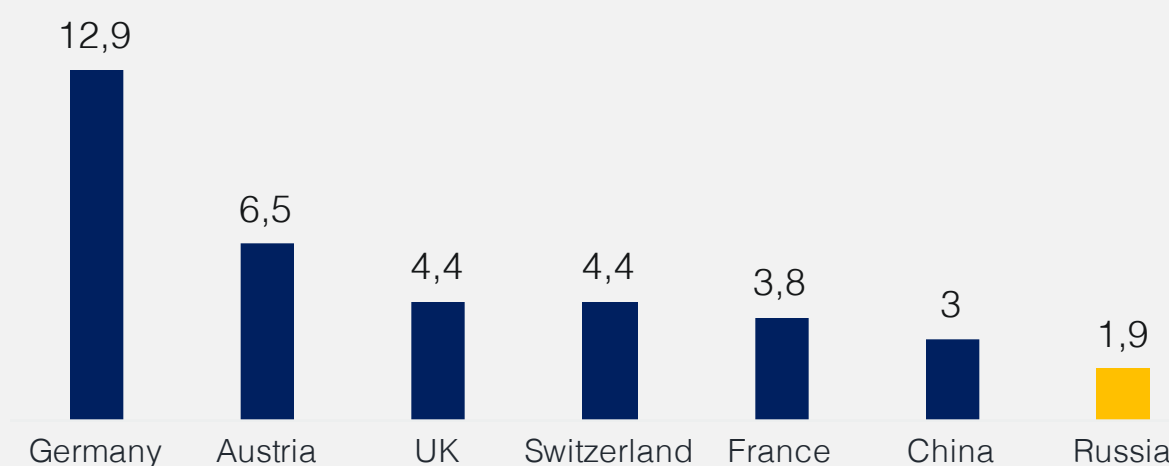
## Regional Overview:

Quantity perches per person



most active cross-border shoppers are not rich and residents of small localities of Russia

## Returns: cross-border (in %)



## Russian market entry expertise

- Business process analyses
- Business solutions development

## Research and Analytics

- Market study and research
- Competition monitoring
- Supply situation monitoring

## Digital

- Creating a community in social networks
- Creating mobile applications for iOS and Android

## Website localization and development

- E-commerce
- Landing page
- Cross-platform system
- Translation
- Legal Audit

## E-commerce logistics solutions

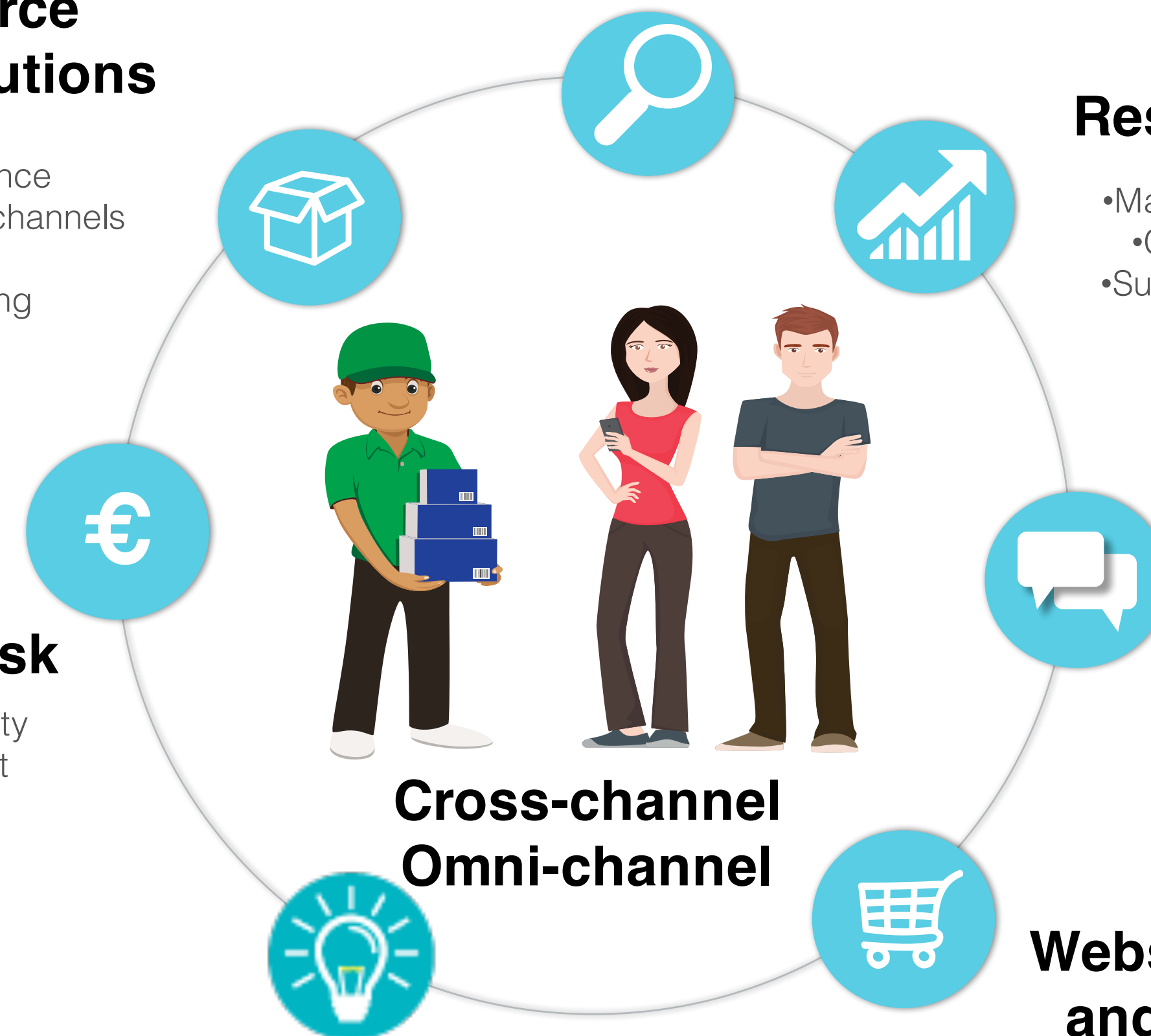
- Customs clearance
- Optimizing delivery channels
- Fulfilment
- Returns handling
- Track&Trace

## Reduce Financial Risk

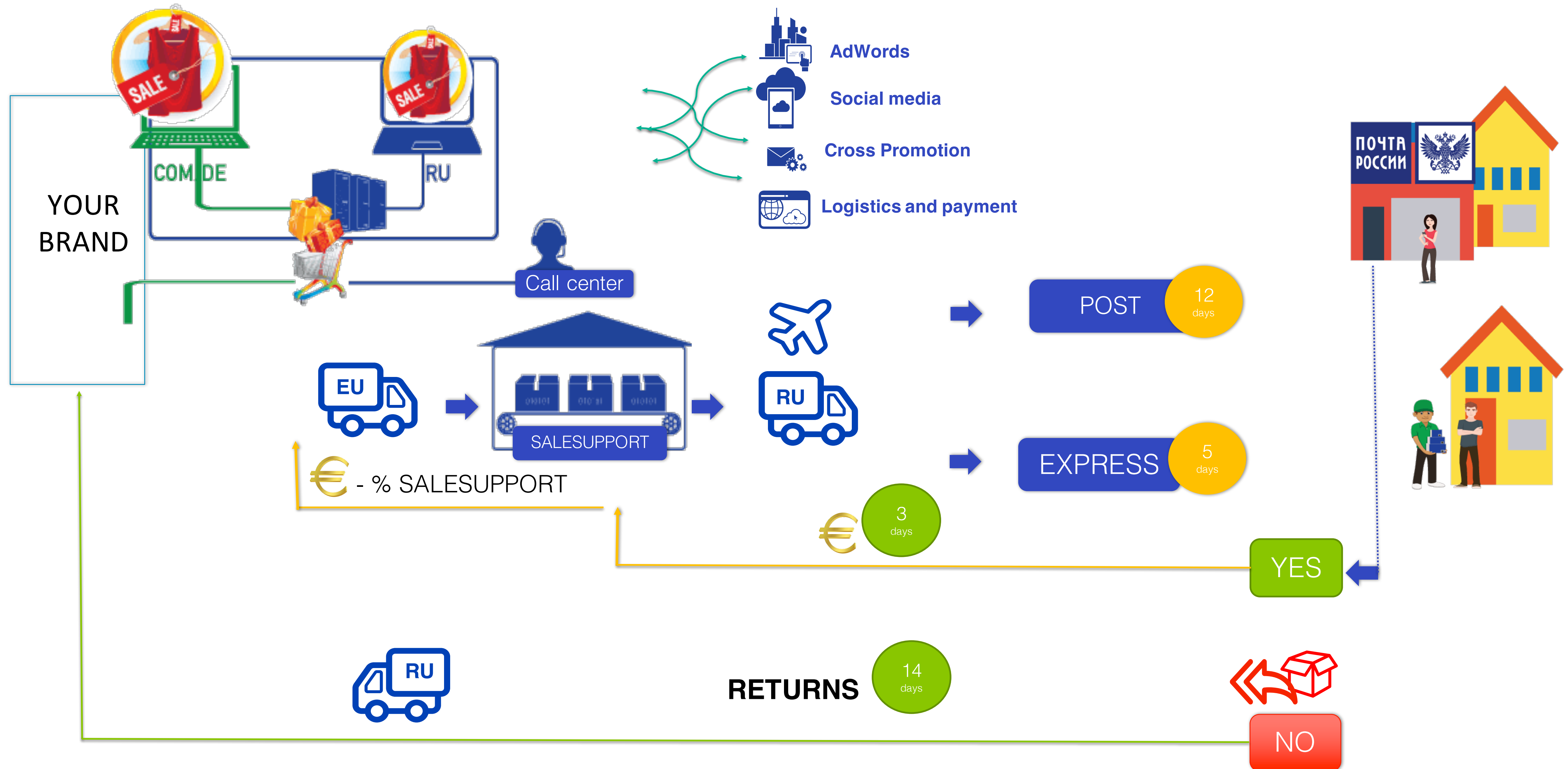
- Financial guaranty
- Escrow account
- Insurance
- COD

## Marketing Support

- Online marketing
- Offline marketing

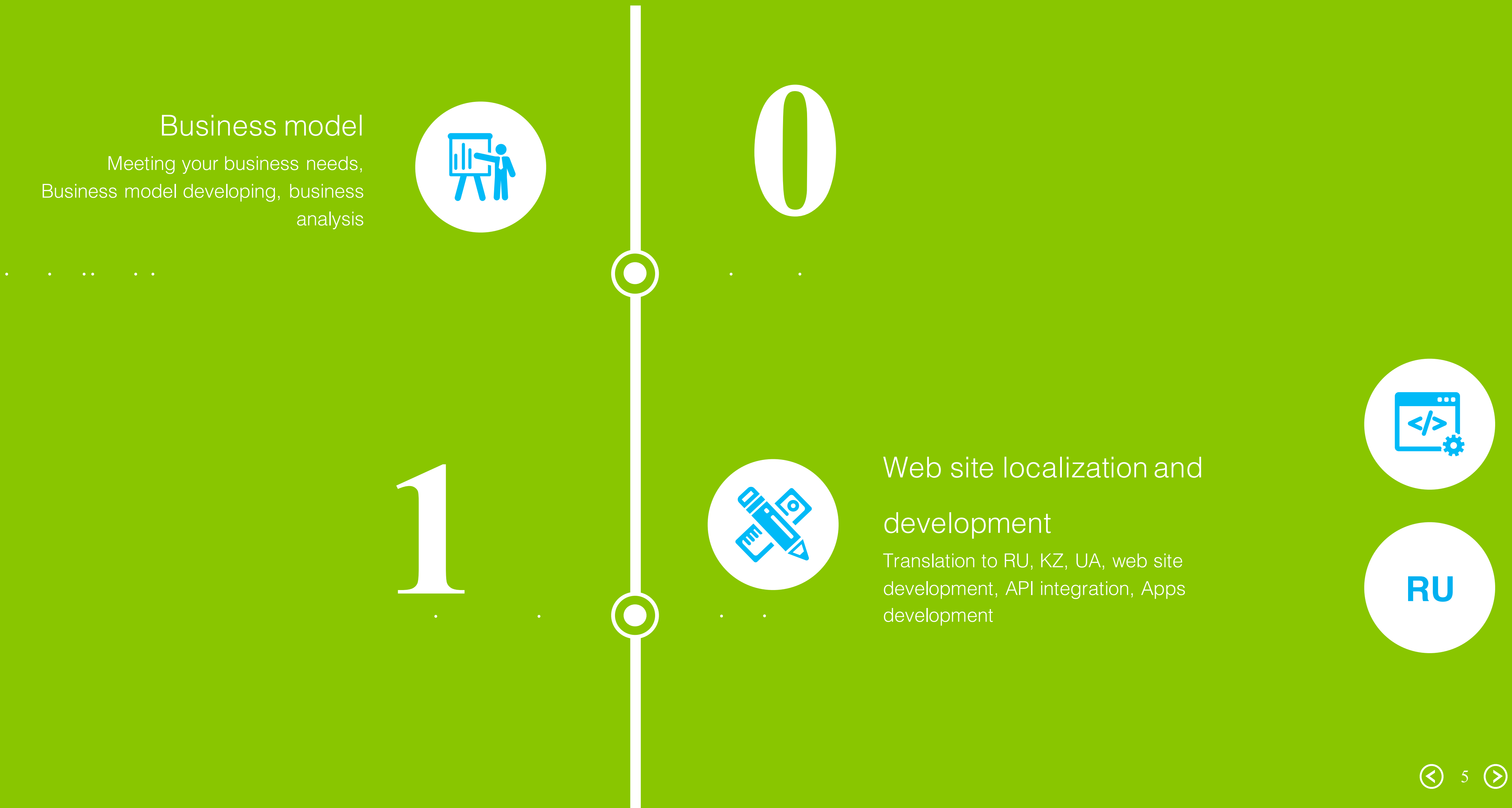


## PROCESS AT A GLANCE



# Process

Partner business model





Lead generation  
AdWords, Social media,  
Cross Promotion, PR



2

3



Process

Making order, data transferring to your  
system from Ru platform



Order

You prepare order to parcel



4

Zero mile

You need to provide date transferring file and manifest



5



SaleSupport Warehouse

Labeling, fulfilment operations, financial guaranty

6



7

Transportation to Russia

We organize delivery process to recipient



COD



Customs  
Clear customs clearance



8

9



Delivery to recipient (last mile)  
Courier delivery, postal delivery, Lockers, COD,  
Returns, proof of delivery

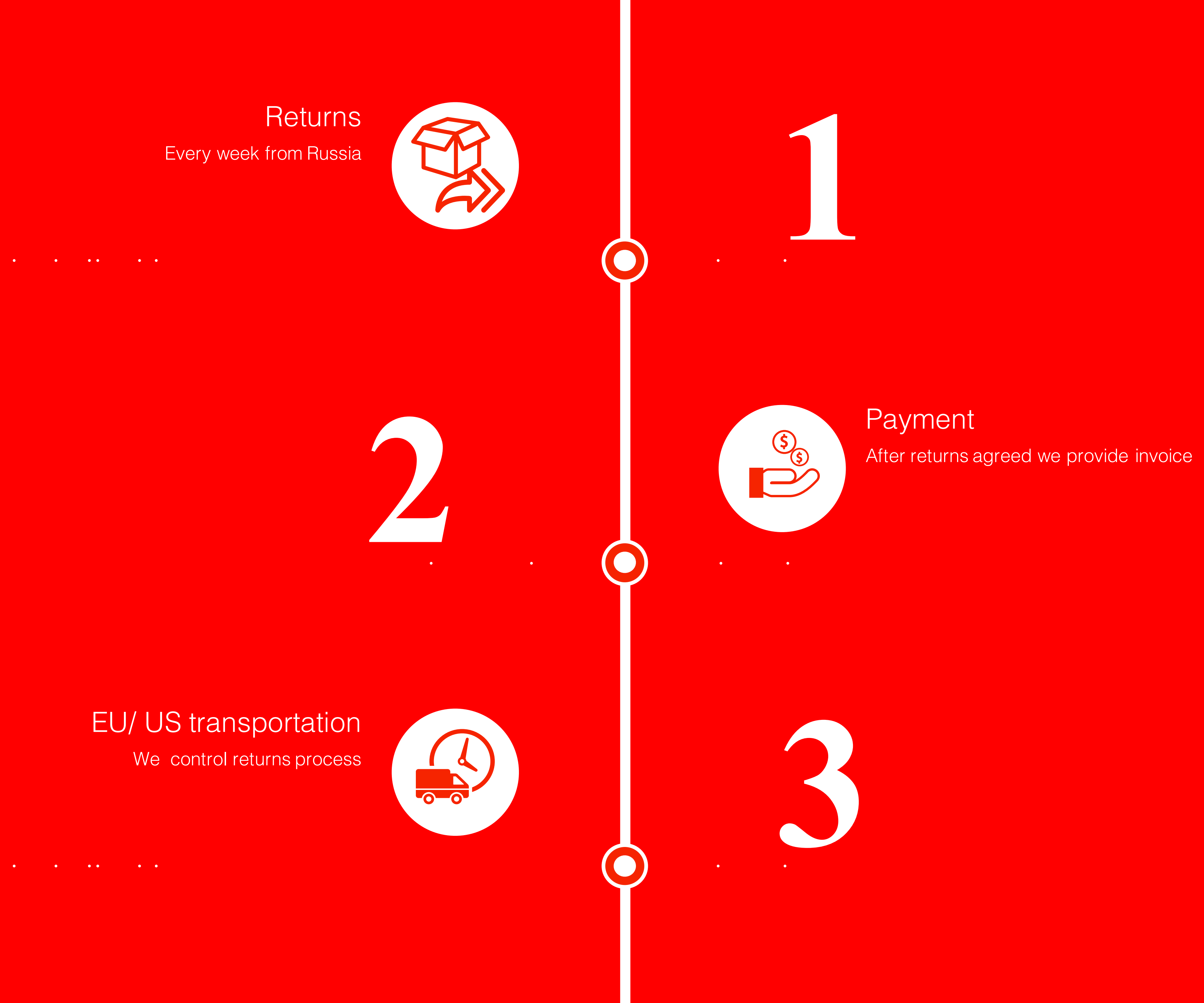


Money transfer  
Secreting transaction,



10





**Launch**  
We offer to you a contract



1



## Benefits

- ✓ reduce costs
- ✓ increase conversion
- ✓ increase marginality
- ✓ reduce business risks in Russia

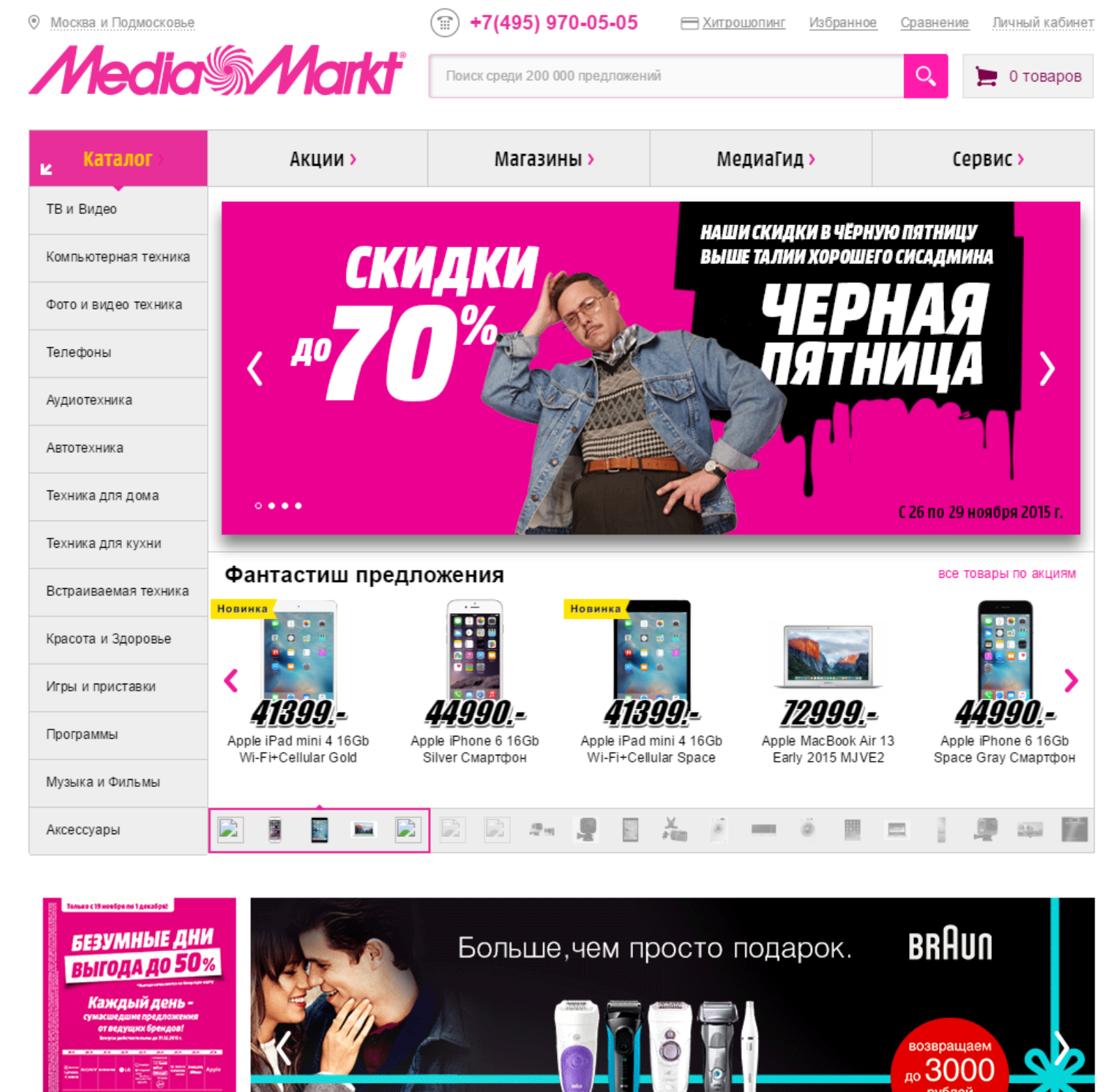
- PR actions and events (Online, Offline)
- CPC, CPM target advertising companies
- SMM: creation, branding and development of the communities in social networks Sale through push notifications
- Mobile advertising through aggregators: DFP, iAd, Apptracator ant others
- Branding and development of brandbook
- E-mail marketing (working with CRM-System, targeted Mailings)



# MediaMarkt

## Basic cases

- Contextual advertisement company in Yandex Direct and Google AdWords with monthly budget above 50 000 EU, average ROI about 160-175%
- Search Engine Optimisation: montly publication of 30-50 articles in the biggest thematical Internet mass media
- SMM: promotion of the communities on Facebook and Vkontakte, response rate ~ 18-25%
- Work with PPS and CPS platforms (including Yandex Market and Admitad), ROI ~ 137-152%

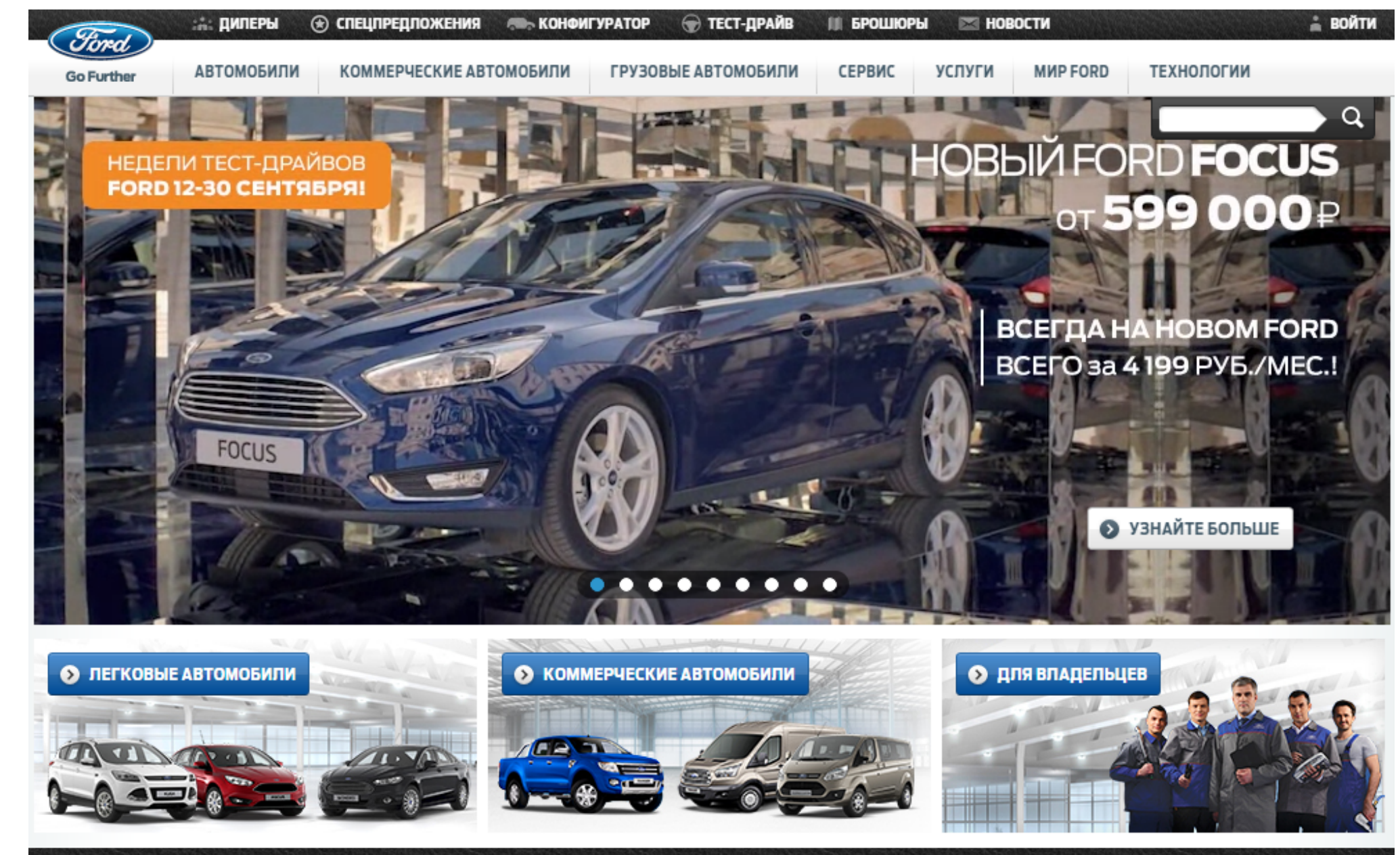




# Ford Motor Company

## Basic cases

- Contextual advertisement company for dealers in Yandex Direct and Google AdWords (GDN, mobile advertisement), ROI ~ 123-128%
- CrossPromotion: organization of offline-promo events with online-component for the increase of awareness of the target audience
- SMM: : promotion of the communities on Facebook and Vkontakte, response rate ~ 35-40%
- Work with PPS and CPS platforms (AdCity, Admitad), ROI ~ 116-120%

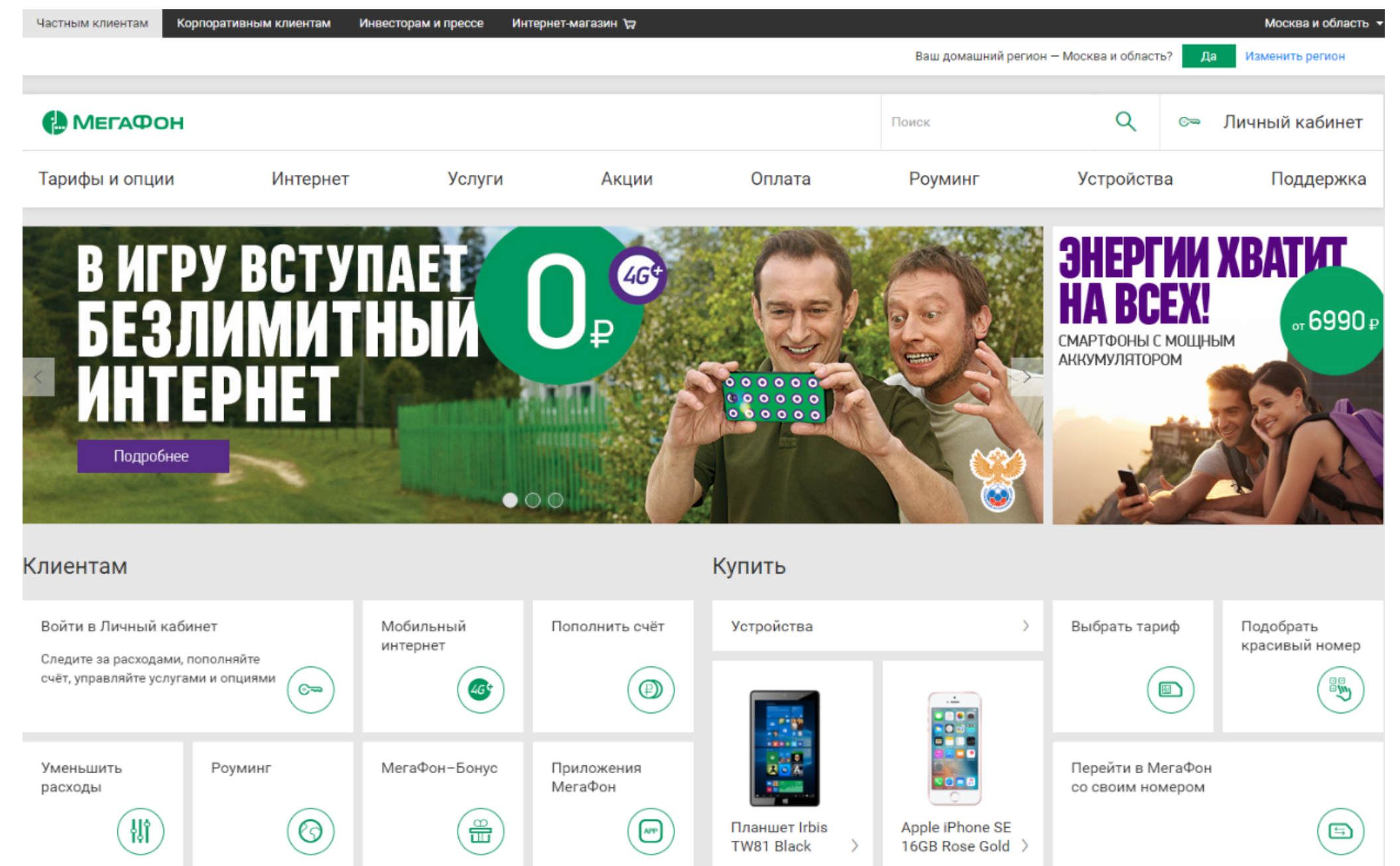




## Megafon

### Basic cases

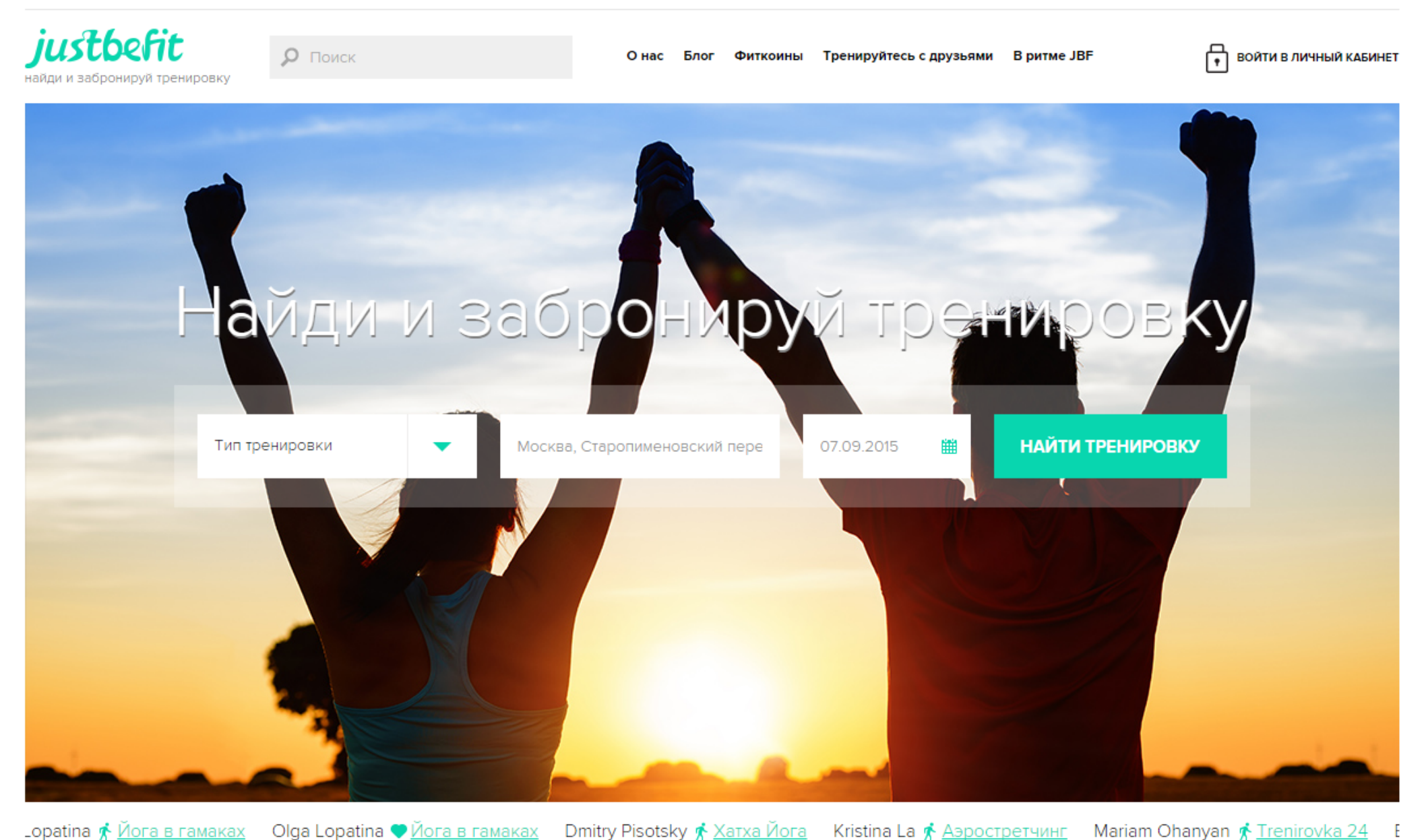
- Contextual advertisement company in Google AdWords (GDN, mobile advertising), ROI ~ 147-155%
- Sale through video-bloggers, who film reviews of devices and rates, ROI ~112-116%
- SMM: sale through Facebook, Instagram and Vkontakte, ROI ~ 130-140%
- Sale of outside products through preinstall on devices under the brand name Megafon



## Justbefit

### Basic cases

- Contextual advertising in Yandex Direct (PCЯ) and Google AdWords (GDN), ROI ~193-197%
- SMM: sale through targert advertising on Facebook, Instagram and Vkontakte (MyTarget), ROI ~ 165-170%
- SEO: writing articles, calling in bloggers and celebrity as authors for blog-project, work with mass media (reposts, links, publications)
- Sale through mobile agregators – iAd, Apptractor, Google AdWords, ROI ~ 140-146%



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