



Denmark vs. Norway

What is wrong with the Danish market?

TEAM 6





Executive summary

The [REDACTED]'s European online sales, key insights from Norway and Denmark:

- Comparing Revenue: Norway vs. Denmark (April 1st - September 24th, 2023)
- Similar User Acquisition Strategies
- The Impact of Google Ads
- Referrals and Revenue
- Focus Groups vs. Abandonment Rates
- Content Alignment Challenge
- Increasing Conversions through User Interests

These findings offer potential strategies for future work and optimization.

What is wrong?

Audiences: Audience			Custom 1 Apr - 24 Sept 2023				
Audience	Country		↓ Users	Sessions	Views per session	Average session duration	Total revenue
			639,008 100% of total	773,452 100% of total	1.12 Avg 0%	3m 05s Avg 0%	kr4,569,618.40 100% of total
2 All Users	Norway		41,478	55,073	2.72	2m 42s	kr753,698.64
3 All Users	Denmark		38,857	42,631	1.60	1m 20s	kr123,082.54

THIS



Traffic acquisition summary

User acquisition

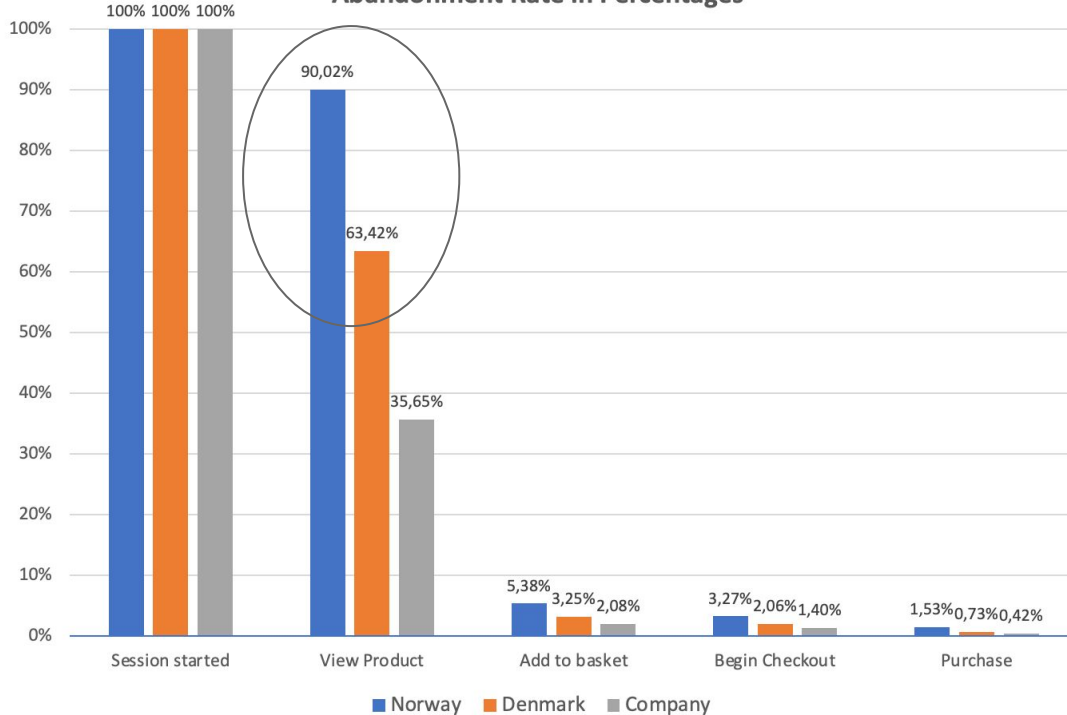
- Over 50% of Denmark's user acquisition comes from a non-trackable source
- Google ads leads to the majority of users in both countries, followed by google organic and facebook ads

Revenue

- Google ads lead to a high % of revenue in Norway than Denmark
- Opportunity to use referrals from magazines like *bomagasinet*, it leads to a substantial part of revenue in Denmark
- The untrackable source does not transfer to revenue

Purchase Journey

Abandonment Rate in Percentages





Key takeaways


- The abandonment rate in Norway/Denmark is better than the overall numbers of the European market, throughout the purchase journey.
- 90% of visitors view products in Norway, but only 5% of them add products to basket.
- The high number of visitors viewing products can indicate that the Norwegian users are directed straight to products.

Landing page

Denmark

+ Landing page: Landing page  +					
Landing page		Country 	×	↓ Sessions	Users
				42,631 5.51% of total	38,857 6.08% of total
1	(not set)	Denmark		8,849	8,006
2	/k/te-kaffe	Denmark		1,657	1,541
3	/	Denmark		1,613	1,473
4	/p/bageplade-ind-med-ovn-safe-gitter-kvartark-naturals-nordic-ware	Denmark		579	489
5	/k/madlavning	Denmark		544	516
6	/p/bakform-i-silikon-madeleine-martellato-	Denmark		413	414

Norway

+ Landing page: Landing page  +					
Landing page		Country ▾	×	↓ Sessions	Users
				55,073 7.12% of total	41,478 6.49% of total
1	(not set)	Norway		4,845	3,823
2	/	Norway		4,098	3,467
3	/p/ho-ho2_var-2	Norway		1,097	942
4	/p/1532-22145	Norway		928	880
5	/p/bakeplate-inn-med-ovn-safe-rutenett-kvartark-naturals-nordic-ware	Norway		843	695
6	/p/eggdeler-i-ovnfast-porselen-100-chef	Norway		791	739

Top Categories

Denmark

<i>Item category translated</i>	Denmark
Cooking	210
Table setting	86
Kitchen appliances	30
Baking	16
Bar & wine	7
Grill, stoves & ovens	6
Tea & coffee	3
Kitchen interior	3
Chef	1

Norway

<i>Item category translated</i>	Norway
Cooking	1037
Table setting	364
Baking	155
Bar and wine	67
Tea and coffee	55
Grill, stoves & ovens	54
Kitchen appliances.	50
Kitchen interior	27
(not set)	7

Landing page

Denmark

Landing page: Landing page

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Why has only three products been sold from this category?



Problems and solutions

Top categories in Denmark

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Cooking	210
Table setting	86
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Kitchen interior	3
Chef	1



Hypothesis

Based on all this,

We believe that redirecting the danish users to products from categories that they are actually interested in will cause more *users* to become *customers*.

We will see a potential difference in customers when this theory has been put to the test through AB-tests or different marketing strategies to push the top categories in the country.

This will be good for customers, partners and the business because the website will be easier to navigate when users are directed straight to what they are interested in. This model can then easily be utilised in the rest of Europe to target users with specific interests.

- 1) Directing traffic to tea and coffee is a missed opportunity because this client base is more interested in cooking, table setting and kitchen appliances.
- 2) (Additional theory based on revenue acquisition for Denmark) [REDACTED] might have a price advantage because of the swedish krona being weak. This can be backed up because you have revenue from pricerunner in Denmark. Here it's up to you, do you want an increased revenue or an increased number of customers?
- 3) (Additional theory) Increase the relationship with magazines like bomagasinet as these referrals already lead to almost 9% of revenue.

Q&A

Thank you!

Summary

User Acquisition: Over 50% of Denmark's users came from direct (none) sources, indicating a potential issue with tracking. After excluding untrackable sources, the user acquisition methods in Norway and Denmark appeared similar.

Revenue Sources: Google Ads played a crucial role in revenue generation for both countries, but they contributed to a higher percentage of revenue in Norway compared to Denmark.

Referrals: Denmark had a significant number of referrals from a site called "bomagasin" (<https://bomagasinet.dk/om-os/>), contributing to revenue, whereas this was less prominent in the Norwegian market.

Purchase Journeys: Both focus groups (Norway and Denmark) showed better performance regarding abandonment rates throughout the purchase journey compared to the overall dataset. However, Norwegian users exhibited a higher rate of product views (90%) compared to Danish users (63%).

Landing Pages: Norwegian users were directed straight to products, while Danish users were directed to both products and categories. This may explain the difference in product views.

Product Categories: Despite similar top categories, there was a mismatch between the landing page and actual sales, especially evident in the tea and coffee category in the Danish market.

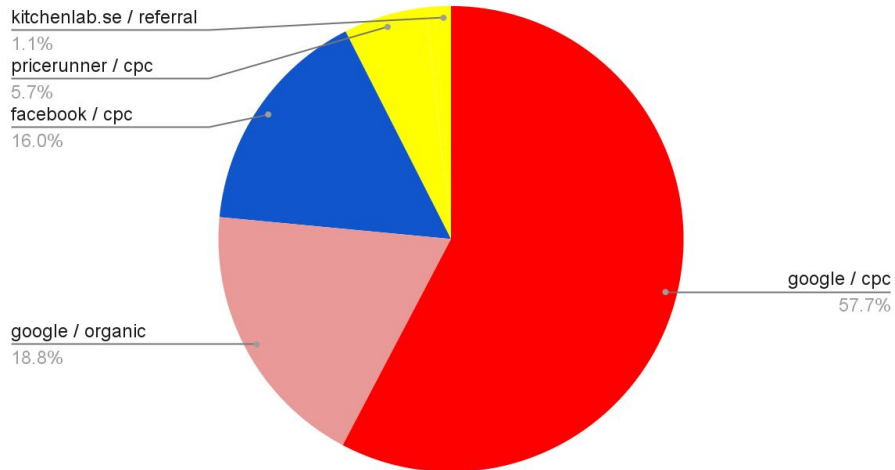
The presentation concluded with a strong hypothesis: Redirecting Danish users to products from categories aligned with their interests could lead to higher conversion rates, transforming more users into customers.

Charts and lists

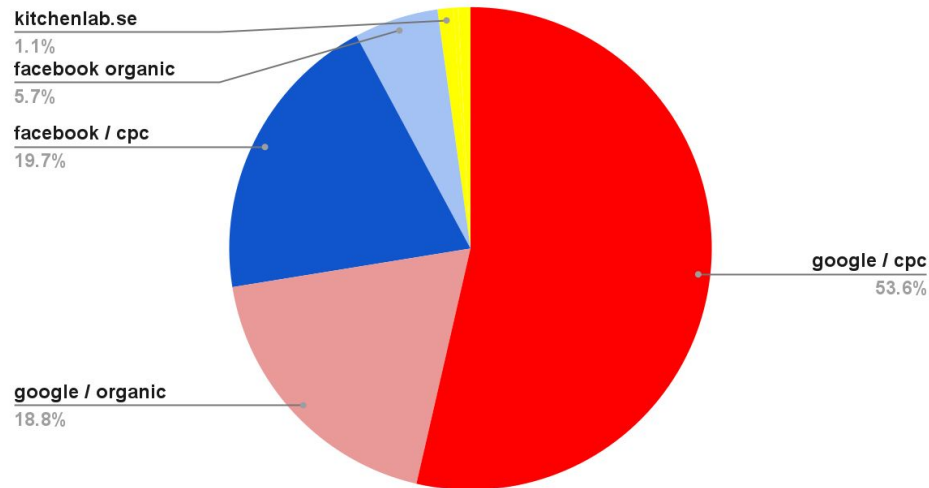
Traffic Acquisition

Users

Denmark- user



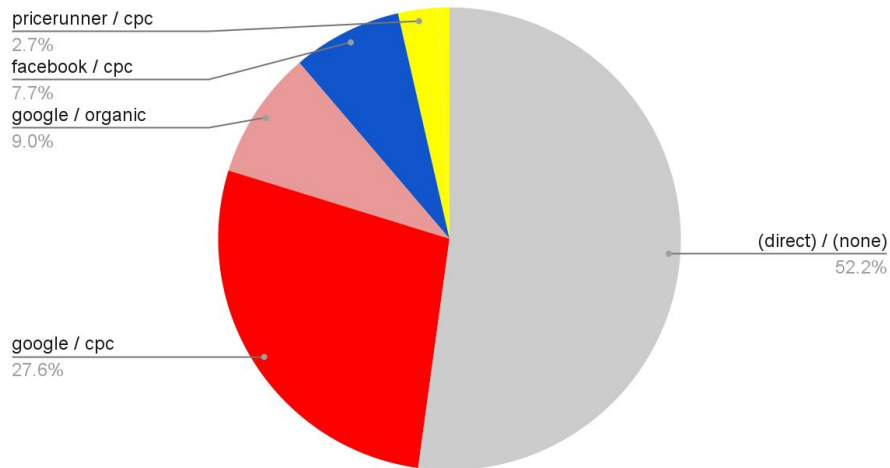
Norway- user



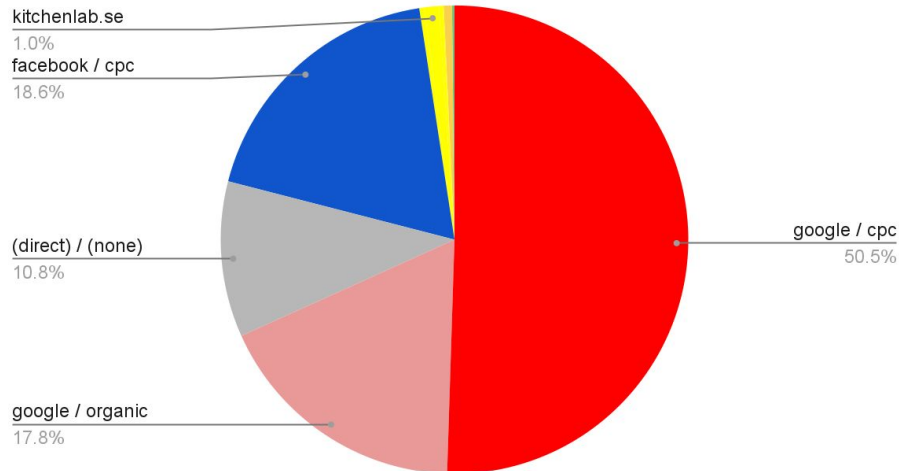
Traffic Acquisition

Users with direct (none)

Denmark- user



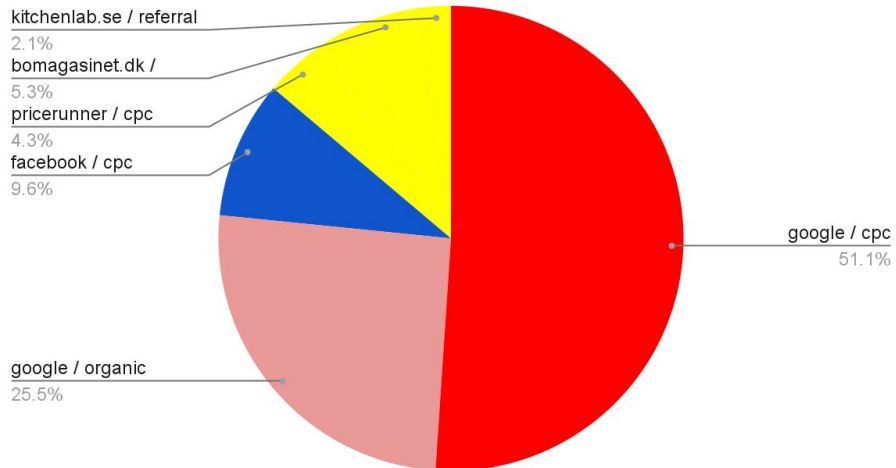
Norway- user



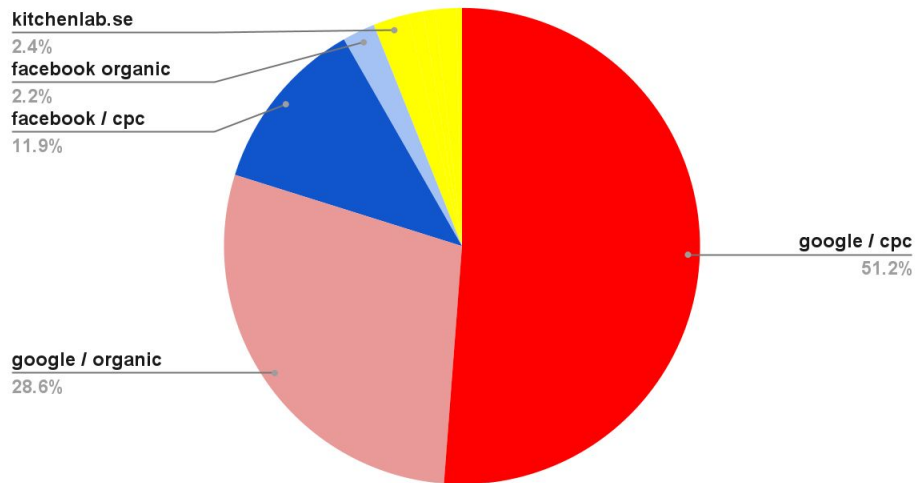
Traffic Acquisition

Conversion

Denmark- conversion



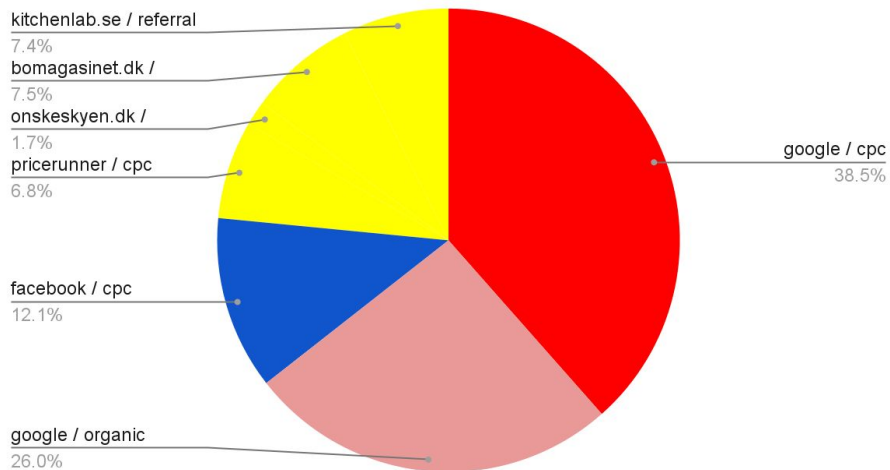
Norway- conversion



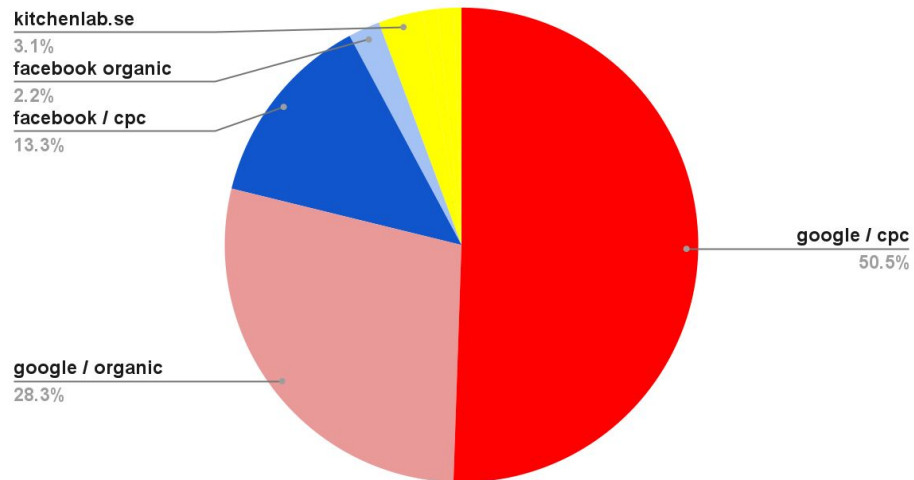
Traffic Acquisition

Revenue

Denmark- revenue



Norway- revenue



Top 10 Items

Denmark

<i>Item name translated</i>	Denmark
Tumbler Gigogne 22cl - Duralex	30
Plastic wrap, 150 meters - ninjaplast	29
Unie Tumbler, drinking glass - Duralex	23
Low Manhattan glass 31cl - Duralex	18
Cream cartridges 10 -PAK	16
Baking tray with oven safe grid - Nordic Ware	15
Profboard cutting board, refill	12
Colored lids to pacojet cups	12
Dressing bottle with cork, drip -free - 100% chef	7
Bird flute to boiler - Alessi	6

Norway

<i>Item name translated</i>	Norway
Baking sheet in with oven safe grid - Nordic Ware	71
Rifled vacuum bags, 50 pcs. - Finnvacum	43
Plastic wrap, 150 meters - ninjaplast	37
Dressing bottle transparent - Patina	33
Knife Liper with Magnetic Support - Horl	28
Gastro spoon/Serving spoon	28
Plastic Pitcher - Patina	27
Profboard cutting board, refill	25
Dressing bottle with cork, drip -free - 100% chef	25
Picardy Tumbler, 22 cl - Duralex	24