



STROSSLE

"WE WOULD DEFINITELY
RECOMMEND STROSSLE"

ŠIMON RADIL

INTERNET MARKETING MANAGER
MÖBELIX

CASE STUDY:

MÖBELIX

Performics

HOW PERFORMICS EXECUTES A CONTENT MARKETING STRATEGY FOR MÖBELIX

BACKGROUND

Performics is a performance marketing agency that provides marketing solutions to a variety of Fortune 500 and smaller clients. They have won a number of awards worldwide and are one of the fastest growing performance marketing agencies in the world. Performics developed a digital marketing strategy for the furniture retailer Möbelix in order to increase engagement and reach new target groups.

Möbelix is a furniture retailer and a part of the XXXLUTSZ Group. The group has an annual turnover of about €4.2 billion and is one of the largest furniture retailers in the world. With over 190 departments in 5 countries across Europe it is one of the 20 fastest growing enterprises in Europe. Over 20,000 people are employed throughout the group.

ANNUAL TURNOVER OF

€4.2
BILLION

CHALLENGE & SOLUTION

The furniture market is expected to amount to 254 billion Euro in Europe 2018. At the same time the industry is going through a number of changes right now. Most notably it is trying to adapt their offers to multiple generations. On top of this, online retailing is growing rapidly, increasing the competition in an already fierce market.

Performics has developed a long-term strategy for Möbelix to handle these changes. By moving Möbelix away from the image of an ordinary furniture shop, they now want to inspire their audience to a certain way of life. The main target group for this brand positioning is a younger audience. The idea is to engage these groups with inspiring content with tips and tricks on how to furnish their homes.

Performics was looking for a partner that could help them to find new ways to increase the brand awareness. Usually, an article on the blog has a lifetime

of about two days, but by distributing the content to a wider audience it can be extended a lot.

They decided to collaborate with Strossle on the distribution. By using Strossle's native platform, content can be distributed in a premium environment across relevant markets to find the right audience. In this case, it was for the Slovak and Czech Republic market.



DANIEL ZAICEK

BUSINESS DEVELOPMENT DIRECTOR
SLOVAKIA & CZECH REPUBLIC, PERFORMICS

“WE LOVED WORKING WITH STROSSLE, THE RESULTS ARE GREAT AND THE SERVICE FAST.”

RESULTS

A STROSSLE VISITOR SPENT 65% MORE TIME ON THE SITE. THE LIFETIME OF ARTICLES WAS ALSO PROLONGED DRASTICALLY BY OVER 700%, EXTENDING FROM TWO DAYS TO OVER TWO WEEKS.

With Strossle, Performics can execute their plans in an efficient way. It was a smart method to build Möbelix lifestyle brand by doing more than just promoting the products. The number of visitors to the **Möbelix blog increased by 400% in the Czech Republic and 500% in Slovakia**. Moreover 89,5% of these were new unique users.

The quality of the traffic was better than that of direct traffic during the same period. A Strossle visitor spent 65% more time on the site. The lifetime of articles was also prolonged drastically by over 700%, extending from two days to over two weeks.

On top of this, Möbelix could reach new user groups. Adblock has a huge impact on traditional banner advertising: According to Page Fair's 'Ad-Block report 2017', over 600 million devices now use adblock. Strossle's native distribution on the other hand, is not affected by this. The content is not blocked, and is distributed to all relevant users on every website.

**“OUR PRIMARY TARGET AND
THUS EXPECTATION FROM STROSSLE WAS
TO PROLONG LONGEVITY OF ARTICLES.
USUALLY ARTICLE LASTS FOR 1-2 DAYS,
BUT THANKS TO COOPERATION
WITH STROSSLE WE’VE BEEN ABLE
TO PROLONG IT TO 2 WEEKS.”**



ŠIMON RADIL
INTERNET MARKETING MANAGER,
MÖBELIX

THE CASE IN NUMBERS

CAMPAIGN DATE - DECEMBER 2017

INCREASE WITH STROSSLE:

TIME SPENT: **+65%**

ARTICLE LIFETIME: **+700%**

VISITORS SLOVAKIA: **+500%**

VISITORS CZECH REPUBLIC: **+400%**

UNIQUE USERS: **89,5%**

2017:

600

MILLION

devices use adblock, Strossle's native distribution is not affected by this!