

Case Study

Skrouz Marketplace Onboards 32 Vendors in 8 Months with Convert Group's Data Monetization Program

INTRODUCTION

Skrouz, the #1 marketplace in Greece, recognized a significant opportunity within its first-party and marketing data. This case study explores how Skrouz, in collaboration with Convert Group, capitalized on this potential to generate impressive additional revenue within just 8 months. By making strategic decisions—such as choosing to partner rather than develop in-house and focusing on a retail media insights framework—this collaboration demonstrates a practical approach to accelerating revenue growth through strategic partnerships.

SKROUTZ IN NUMBERS

- GMV: ~€1 billion
- Monthly Unique Visitors: Over 5.5 million
- Registered User Accounts: 6 million
- Monthly Sessions: 45 million
- Products Listed: ~34 million (redirection and marketplace combined)
- Products in marketplace: 23,8 million
- Deliveries: 13 million
- Year-over-Year Growth: 45%

CHALLENGE

Despite its success, Skrouz faced a significant challenge: an ever-growing demand for insights from brands coupled with limited resources to meet these needs. The primary obstacles included:

- **Expanded Capacity:** Needing additional resources to efficiently handle the growing volume of insights requests.
- **Strategic Insights:** Urgently seeking guidance on identifying, prioritizing, and monetizing insights effectively, tailored to specific brand partners and market segments.
- **Enhanced Expertise:** The challenge demanded not just an increase in manpower, but a specialized skill set in strategizing which insights to monetize, how to do so effectively, and at what price. Additionally, these teams needed to excel in educating brands unfamiliar with this type of insights collaboration.

To address these challenges efficiently, Skrouz recognized that developing an internal solution would be time-consuming and resource-intensive. Therefore they sought a partner who had in place the people, process and technology to fully capitalize on this opportunity.

SOLUTION

Within a mere 4 weeks, they deployed a solution that optimized data handling and streamlined the onboarding of supplier partners. Additionally, by prioritizing an insights-led approach to retail media, Skrouz secured an incremental marketing investment as well. This agile approach not only laid a solid foundation for future success but also fostered effective collaboration and continuous innovation across 8 diverse industries.

RESULTS

The collaboration between Skrouz and Convert Group delivered impressive results:

- **Agreed Partnerships:** A total of **32 accounts** were successfully onboarded onto the platform, including **22 suppliers** and **10 distributors** (managing over 120 brands). This surpassed expectations and laid a robust foundation for future growth.
- **Industries:** The platform garnered widespread adoption across more than **8 industries**, including Pharmacy, Grocery, Toys, Fashion, Consumer Goods, DIY & Furniture, Household Appliances, and IT/Tech, underscoring its broad applicability and relevance.
- **Retail Media Advantage:** Enhanced data transparency led partners to adopt data-driven advertising strategies, optimizing their marketing efforts. This shift not only resulted in more effective marketing outcomes for brands but also secured substantial additional marketing investments for Skrouz.

KEY SUCCESS FACTORS

- **Strategic Partnership Savings:** Opting for partnership saved Skrouz significant time and resources that would have been spent on internal platform development.
- **Retail Media Advantage:** Leveraging enhanced data transparency, Skrouz strategically utilized retail media, enhancing profitability and strengthening brand partnerships.
- **Customer Success Support:** Convert Group's robust support and training ensured effective platform utilization, driving partner satisfaction and maximizing value.
- **Knowledge Sharing:** Tactical online and physical webinars and workshops were organized to share knowledge on data utilization and eCommerce growth strategies, fostering a collaborative learning environment.



Our collaboration with Convert Group has been truly transformative. The eRetail Audit Marketplace not only unlocks the full potential of our data but also ensures that insights and actionable strategies go hand in hand. The results are remarkable: we've seen exponential revenue growth, cultivated a robust pipeline brimming with opportunities, and achieved a level of operational efficiency that sets the industry standard. I'd like to extend a special mention to the Convert Group team. It's not just about the exceptional product; it's the supportive and dedicated team at Convert Group that truly sets them apart. They're more than partners; they're trusted colleagues, working alongside us every step of the way.

Yiota Tzavara, Head of Partner Success

