

SHOPPING TODAY



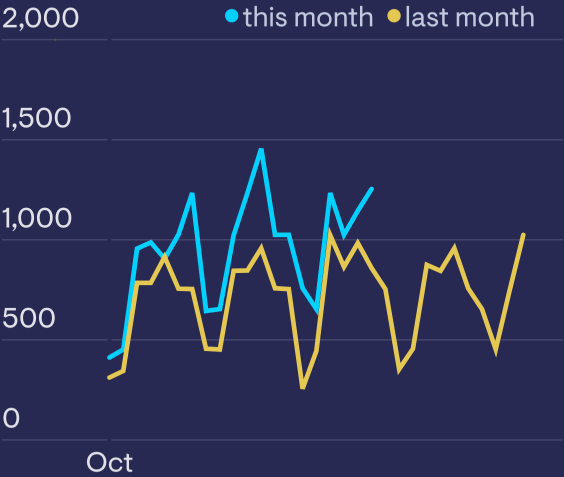
Total sales

\$1,254

Today

▲ \$229 vs same day last week

Sales volume



Sales by location

United States	\$15.1K
Canada	\$3.6K

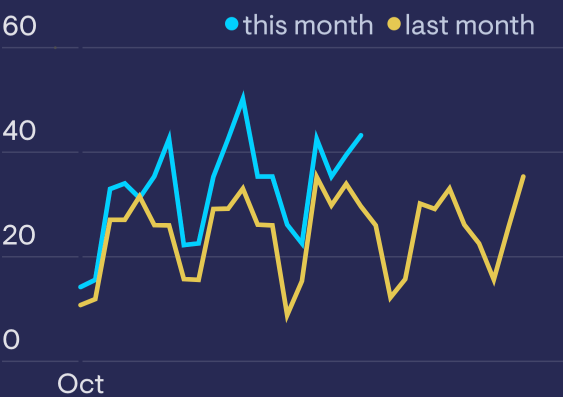
Orders

43

Today

▲ 8 vs same day last week

Order volume



Orders by channel

Marketplace	123
Shop	102
Store	99

Net profit

\$11.27k

This month

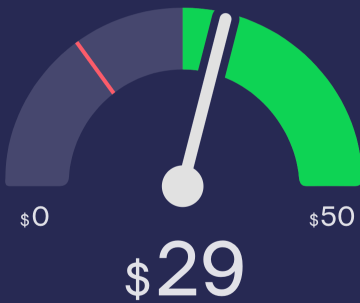
▲ \$2.02k vs last month

59%

Net profit margin

▲ 2% vs last month

Avg. order value

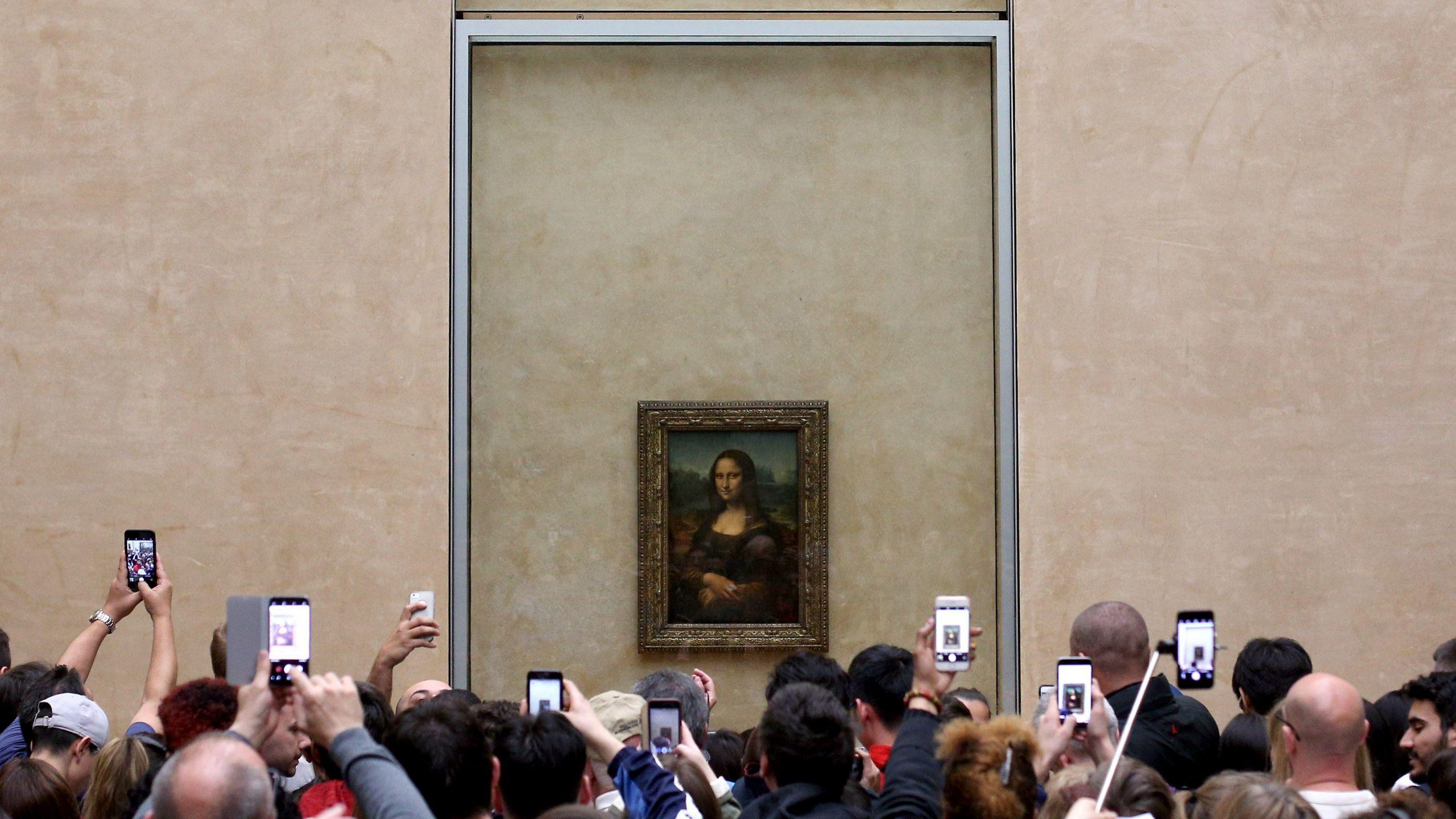


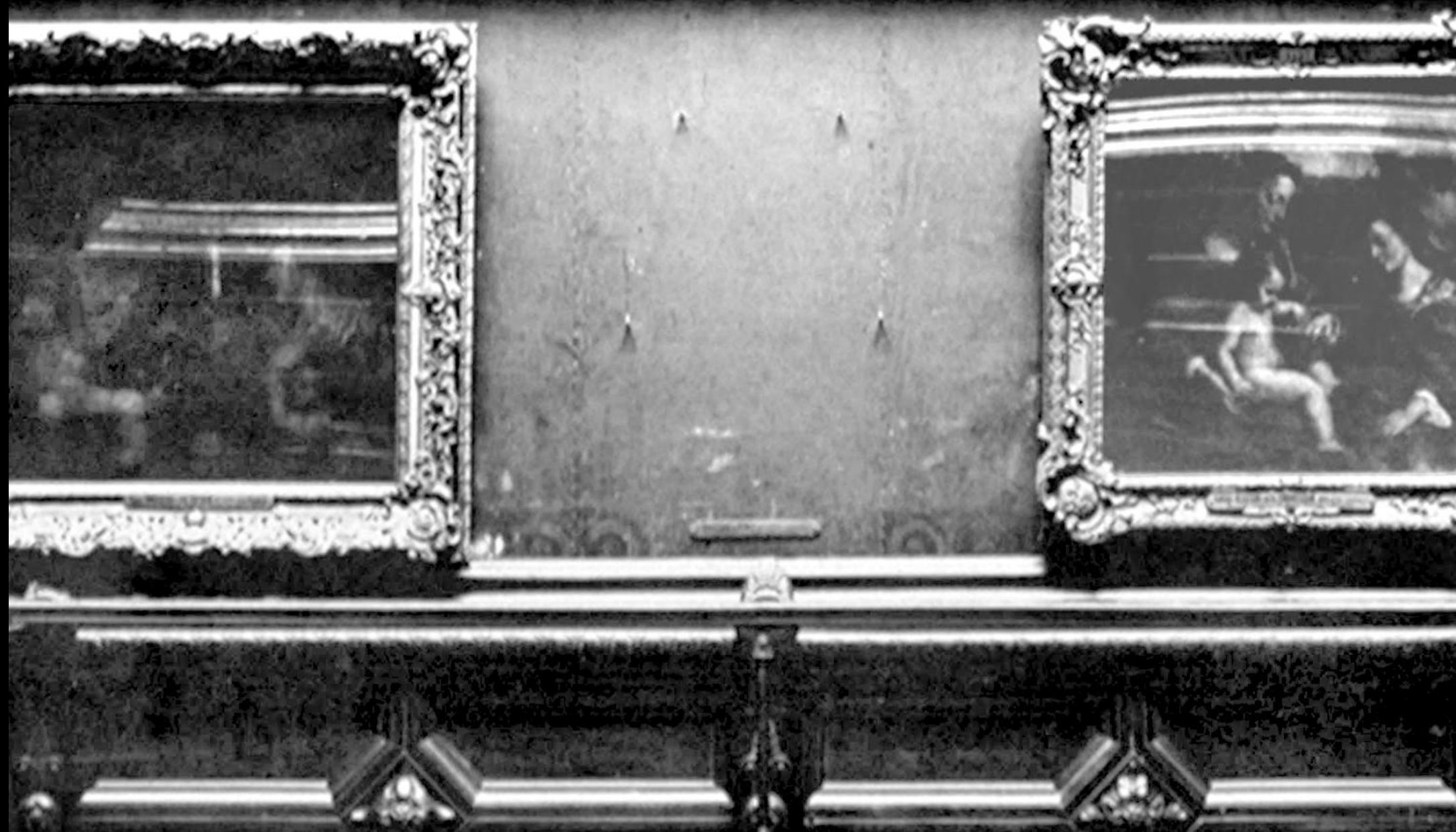
P&L statement - last month

Sale price	\$22K
Referer cut	\$259
Packaging costs	\$380
Shipping costs	\$1,140
Warehouse costs	\$912
Paypal transactions	\$441
Total costs	\$3,131

Sales by referer

No value	\$15.3K
https://rawes.com	\$1,124
https://robht.biz	\$958
https://rgh.com	\$546
https://herman-rolks.com	\$213







Het Mona Lisa Effect.



Excel

File

Edit

View

Insert

Format

Tools



Home

Insert

Page Layout

Formulas

Tools

Window



Paste



Cut



Copy



Format

Calibri (Body)

B

I

U

A1



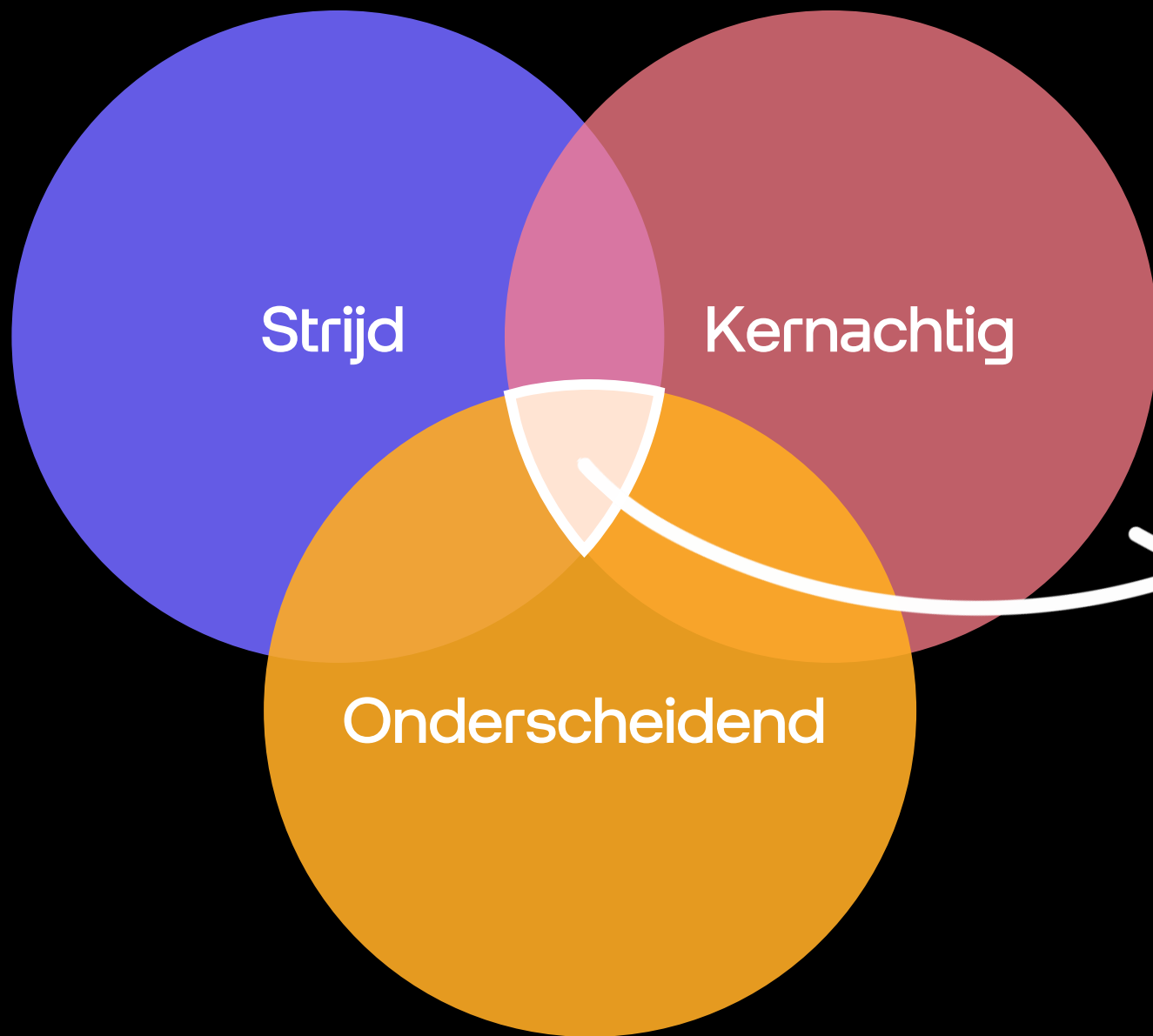
fx

“people will forget what
you said, people will forget
what you did,

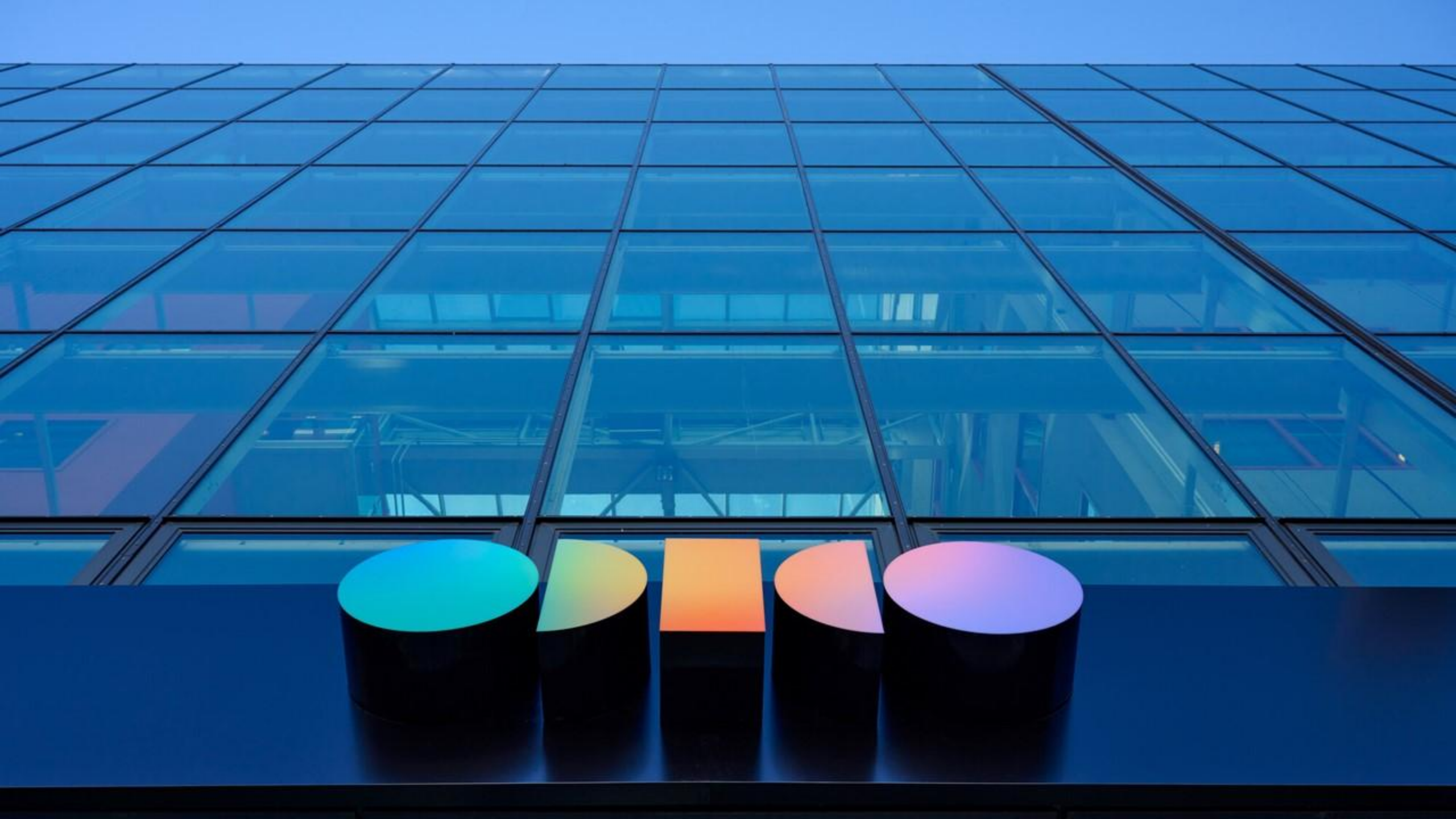
but people will never forget
how you made them feel.”

Maya Angelou





**Sterk
Effectief
Verhaal.**



simpel

Budget

Ben[®]

Smart Shopper

TELE2



Premium

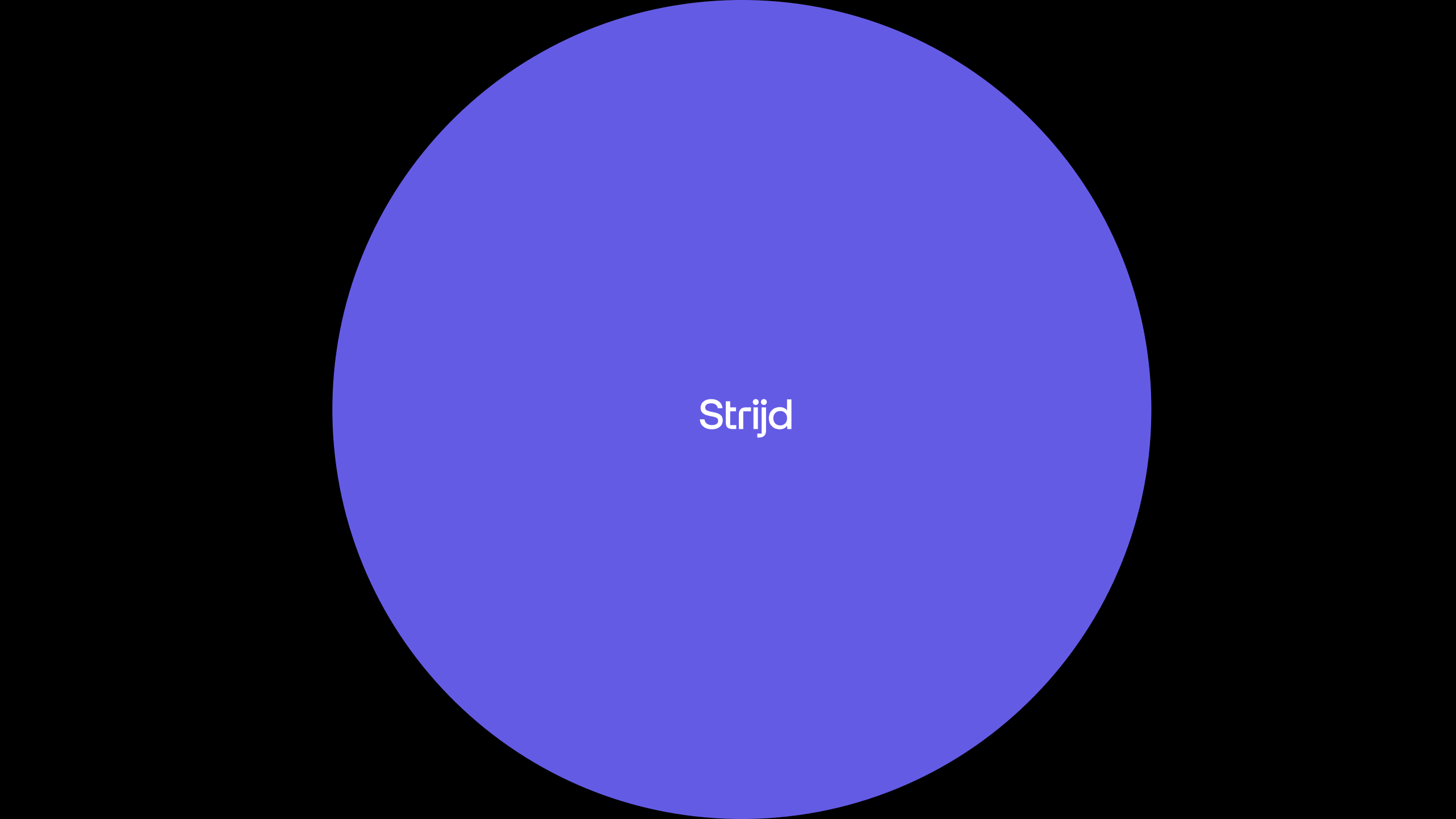


Met Ief.



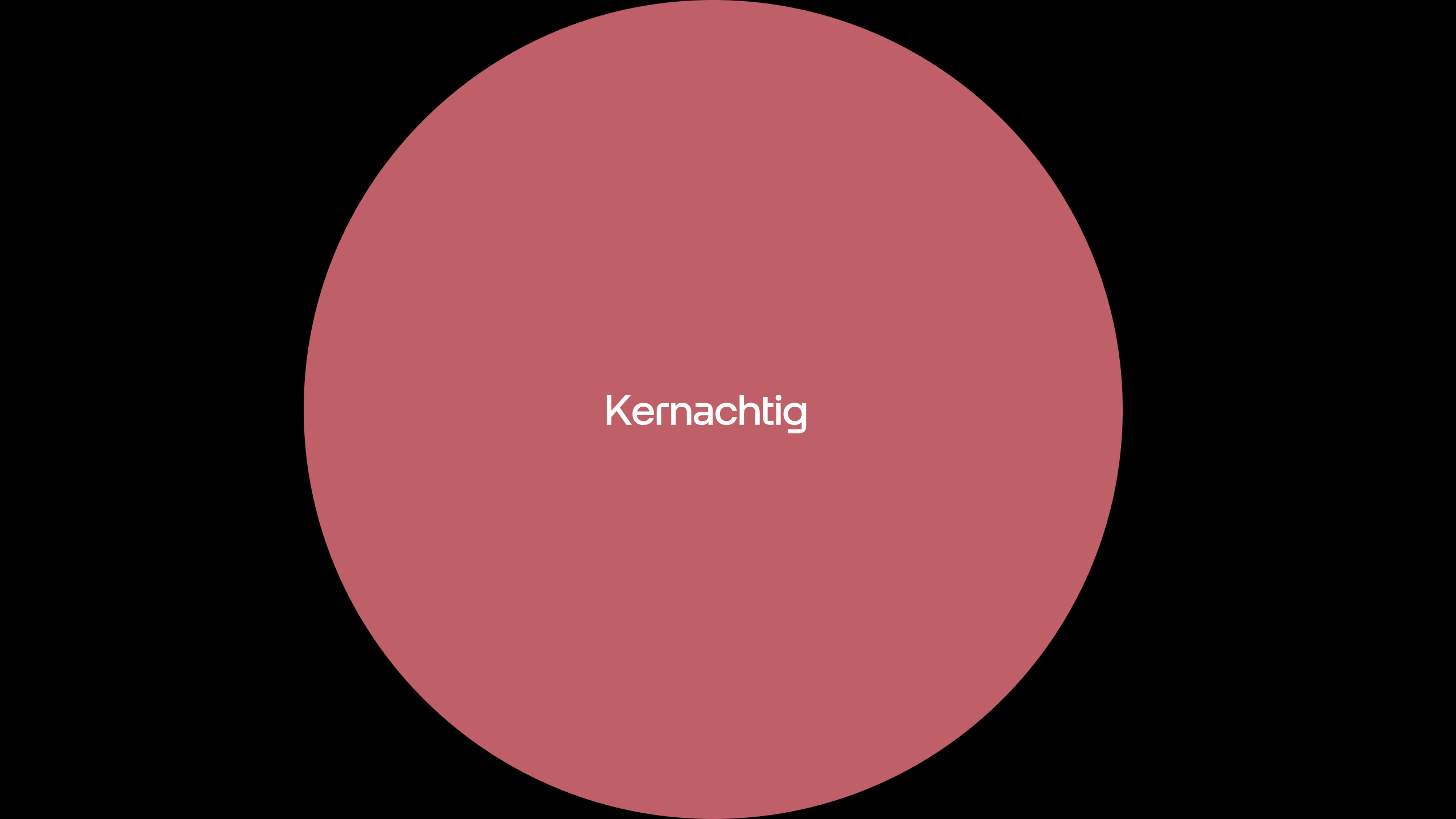
Big Bang Strategie.

... en in het
diepste
geheim!”



Strijd

Kille Tech vs Menselijk

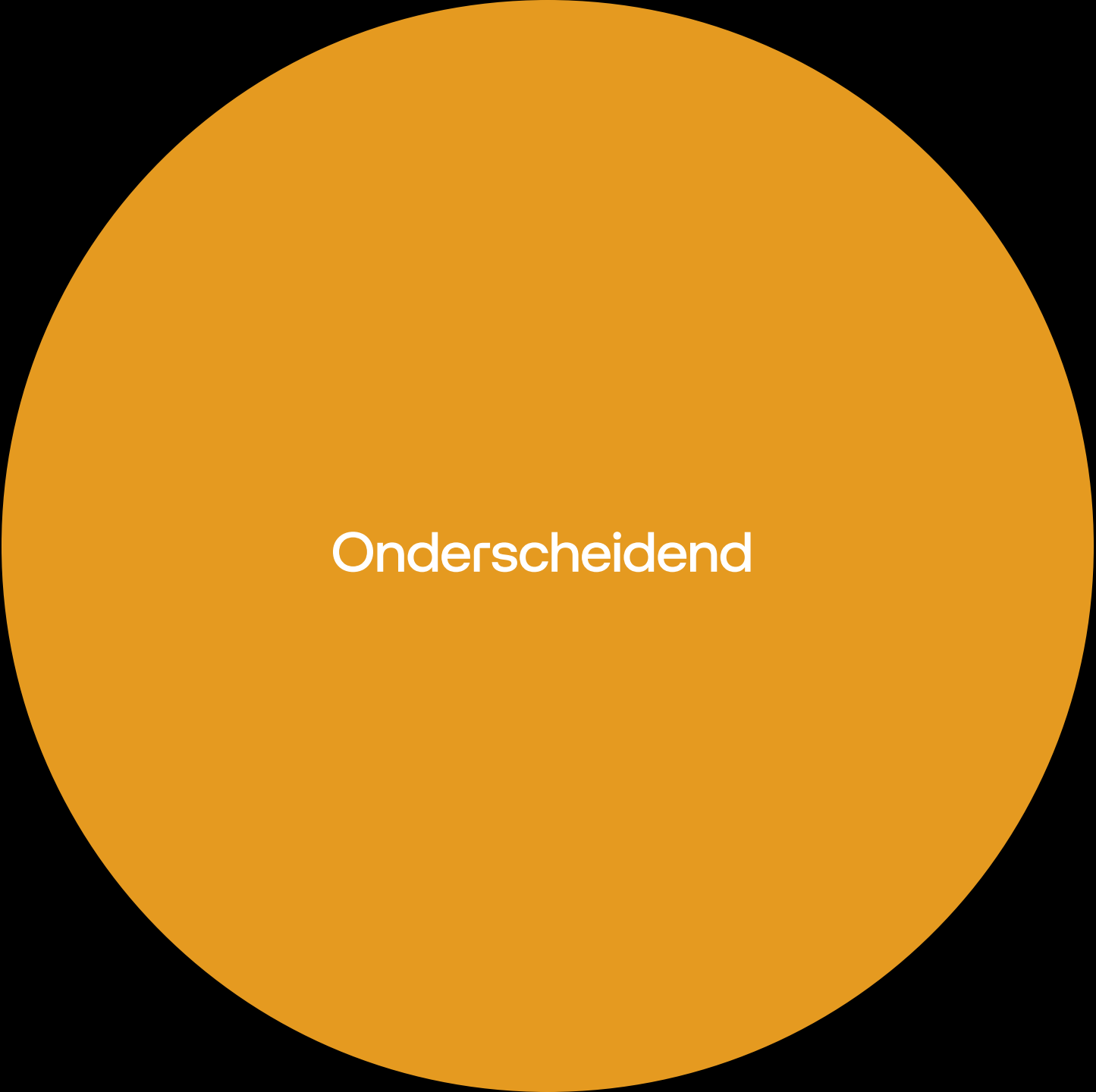


Kernachtig

A woman with dark, curly hair is shown from the chest up, wearing a bright green sweater. She has her eyes closed and a joyful smile, with her hands near her face. The background is a clear, solid blue sky. Two text boxes are overlaid on the image: a white one with a black border and a black one with white text.

Het kan ook zo

Odido

A large, solid orange circle is centered on a black background. The circle occupies most of the frame.

Onderscheidend

De leidende levenslustige.

Menselijk

Empathisch,
behulpzaam en
sociaal.

Vooruitstrevend

Ambitieuus,
innovatief en
grensverleggend.

Optimistisch

Opgewekt,
toekomstgericht
en energiek.

Klik & Klaar

Plug & Play.
Geen wachttijd.
Maandelijks opzegbaar.
Overal te gebruiken in NL.



Het kan ook zo

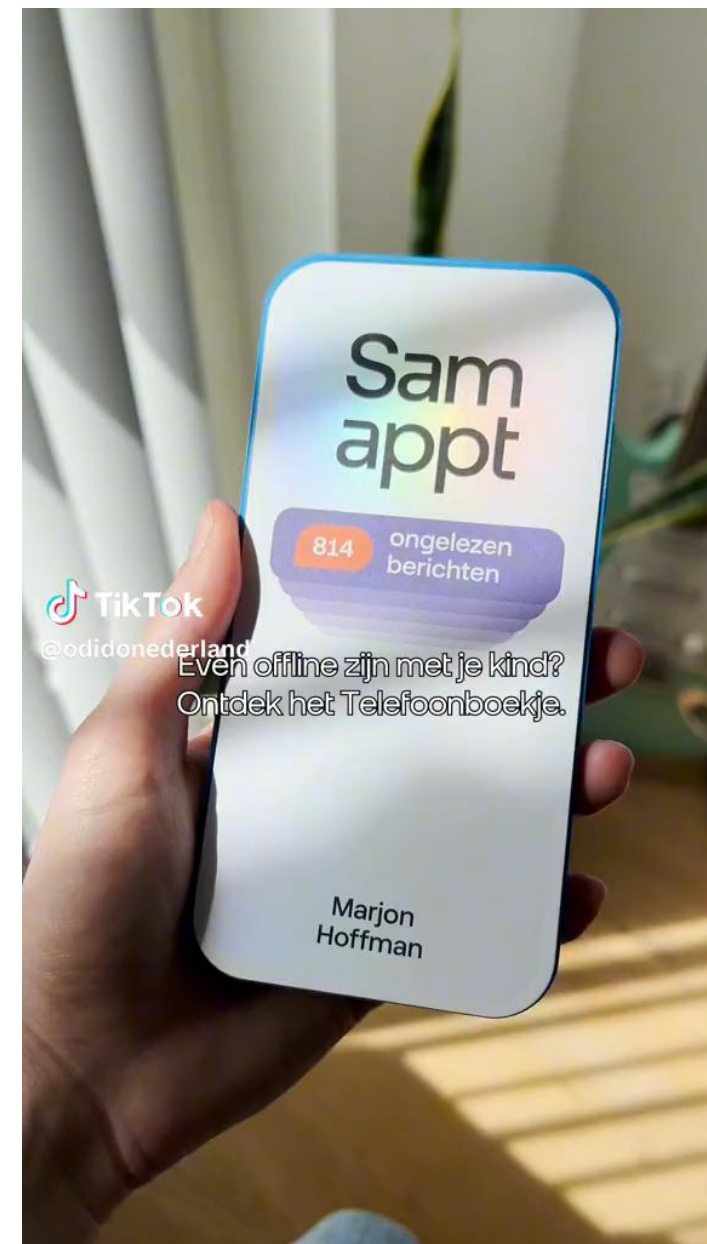
Odido



Het Telefoonboekje.

Het eerste boek dat het soms even wint van je telefoon.

Samen met bekende kinderboekenschrijver Marjon Hoffman en de CPNB hebben we speciaal voor basisschoolleerlingen van groep 6 t/m 8 het eerste leesboek in de vorm van een smartphone ontwikkeld.



TikTok

@odidonderland

Even offline zijn met je kind?
Ontdek het Telefoonboekje.

- 1 **BOOKING.COM**
- 2 **HEINEKEN**
- 3 **ING**
- 4 **PHILIPS**
- 5 **KPN**
- 6 **ACTION**
- 7 **RABOBANK**
- 8 **ZIGGO**
- 9 **SPAR**
- 10 **ABN AMRO**
- 11 **ODIDO**
- 12 **JUST EAT TAKEAWAY.COM**
- 13 **ALBERT HEIJN**
- 14 **AMSTEL**
- 15 **COOLBLUE**
- 16 **RITUALS**
- 17 **BOL**
- 18 **NATIONALE-NEDERLANDEN**
- 19 **BASIC-FIT**
- 20 **JUMBO**
- 21 **KLM**
- 22 **ASR**
- 23 **HEMA**
- 24 **SENSEO**
- 25 **HERTOG JAN**

SALE

AN
0.8
1.0



LONG
BIG
CREATIVITY
INTUITION
PURPOSE
TOP FUNNEL
BRAND
MEANING
INTANGIBLE
SALIENCE
STORIES
MAGIC
CRAFT
LESS
DIRECT SOLD
MASS
REACH
RESEARCH
AGENCY

VS.

SHORT
SMALL
TECHNOLOGY
DATA
PROFIT
BOTTOM FUNNEL
PRODUCT
PERFORMANCE
TANGIBLE
DIFFERENTIATION
SERVICES
SCIENCE
SPEED
MORE
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PERSONALISED
TARGETING
MACHINE LEARNING
IN-HOUSE

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TARGETING
MACHINE LEARNING
IN-HOUSE

FALSE

BOTH.ISM

“the rare capacity to not only see the value of both sides of the marketing story, but actively consider and then co-opt them into any subsequent marketing endeavor in an appropriate mix”

Mark Ritson



LONG
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IN-HOUSE

“Performance marketing is a laser. It can light up a corner of a room. You don’t want to use a bunch of lasers to light up an entire room. You should use a chandelier. And that’s what brand marketing is.”

Brian Chesky



MERK vs PERFORMANCE

MERK + PERFORMANCE

MERK **x** PERFORMANCE

SALE

AN
0.8
1.0

BRANDED TRANSACTION ZONES



RITUALS...



CREATED WITH THE WORLD'S BEST PERFUMERS

New Private Collection

DISCOVER NOW



SIGNATURE SCENTS FOR YOUR HOME

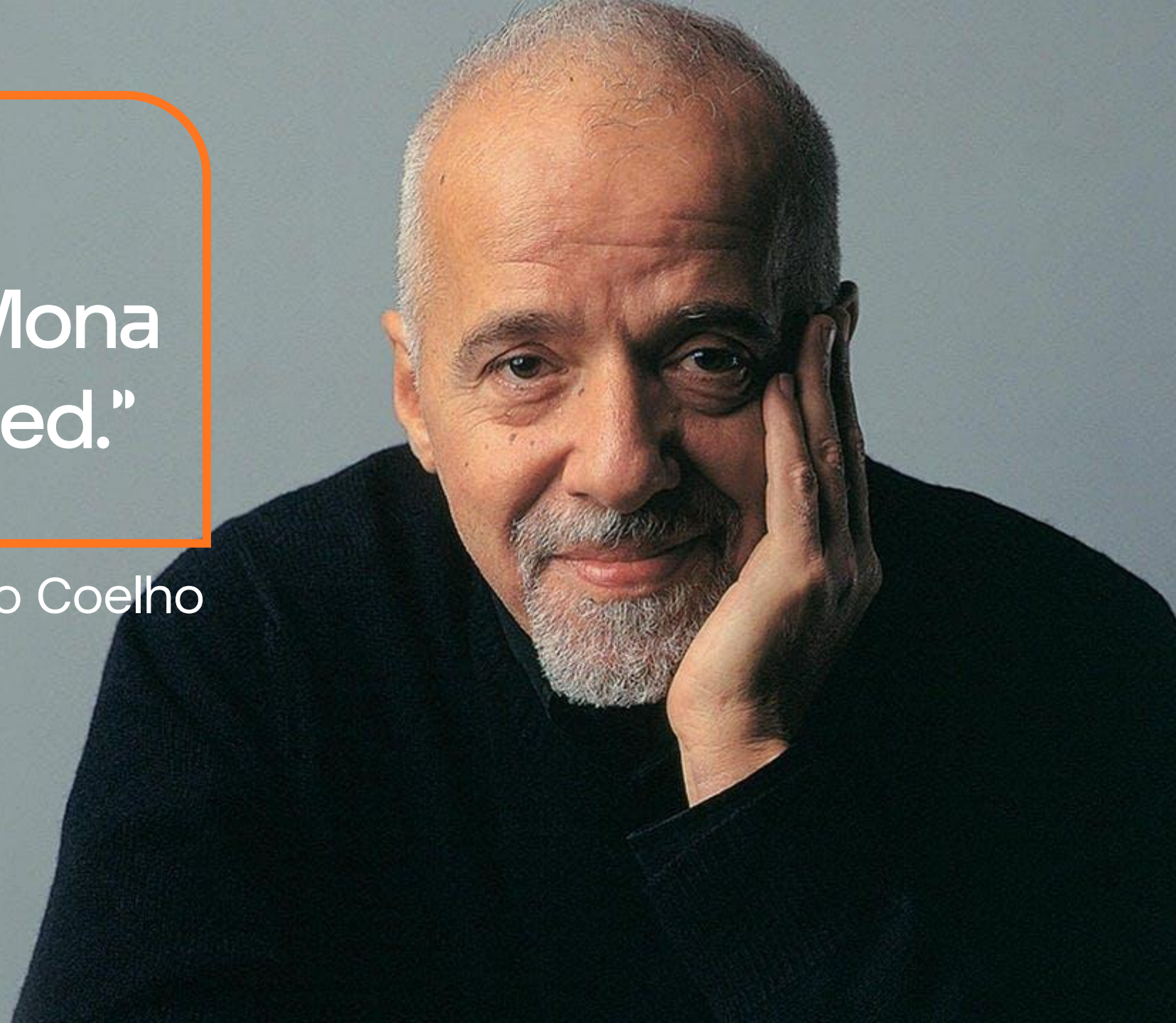
New Private Collection

Get that from-house-to-home feeling with our new scents, designed to wow you and your guests — one wick at a time.



“With all due respect, the Mona Lisa is overrated.”

Paulo Coelho





Het
Mona
Lisa
Effect.