WHO ARE MAYBORN?

tommee tippee®

2020 revenue £225m

No 1 baby acc brand in UK & AU

NOW A TRUE MULTI CATEGORY BABY BRAND

We innovate across all categories and every innovation is designed
to help parents enjoy the rollercoaster of parenting

OUR DIGITAL TRANSFORMATION JOURNEY

2007
Opened UK AMZ account £50k in year 1

2011
Launched first A+ Content

2011
Our first digital team launched

2013
Launched E-comm packaging

2014
Launched US & FR Amazon accounts

2014
Amazon UK sales reached £1.6m

2016
Online sales hit 34% share

2017
Global Digital Transformation team launched

2017
Mayborn Digital Academy

2017
Online sales hit 38%

2018
Digital objectives added to corporate strategy

2018
Online sales hit 34% share

2019
Online sales hit 41.4% share

2020
Online sales hit 48.7% post Covid. +25% YOY

2021
Online sales target globally of 50% online

commerce LIVE

MAYBORN NEEDED TO MOVE FROM A TRADITIONAL SILO APPROACH

Sales

Supply chain

Trade Marketing

New Product Development

Digital Marketing

TRANSFORMATION...SO WHAT ARE WE DOING?

50% sales through E-comm 2021

Clarify and organize global/local roles to reduce overlaps and duplications

Reduce our agency portfolio – mainly within digital, media and web dev

Consolidate our tech stack to reduce duplication and overheads across regions

Step-change our capabilities in digital performance measurement to drive optimal investment decisions

Bring down the volume of 1-2-1 contacts by automating aspects of consumer services and in-source this function from existing 3rd party solution

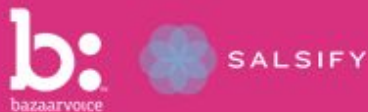# BUILDING A GLOBAL DATA DRIVEN ECO-SYSTEM

COMMERCE

(CLICKS & BRICKS / DTC / PURE PLAY)

Profitero
kenshoo

CONTENT

(BRAND / COMMERCE / COMMUNITY)

b: bazaarvoice
SALSIFY

CONNECT

(CUSTOMER AND CONSUMER EXPERIENCE)

Google hotjar

COMMUNITY

(CONSUMER SERVICES & COMM MANAGEMENT)

Hootsuite

CONSUMER / CODIFY

(INSIGHTS / DATA ANALYTICS)

Qlik
alteryx

COMMERCE LIVE

Case Study: What's the upside for growth when you already own most of the market share?

Situation:
Highly penetrated market share (+60%)

Original Assumption:
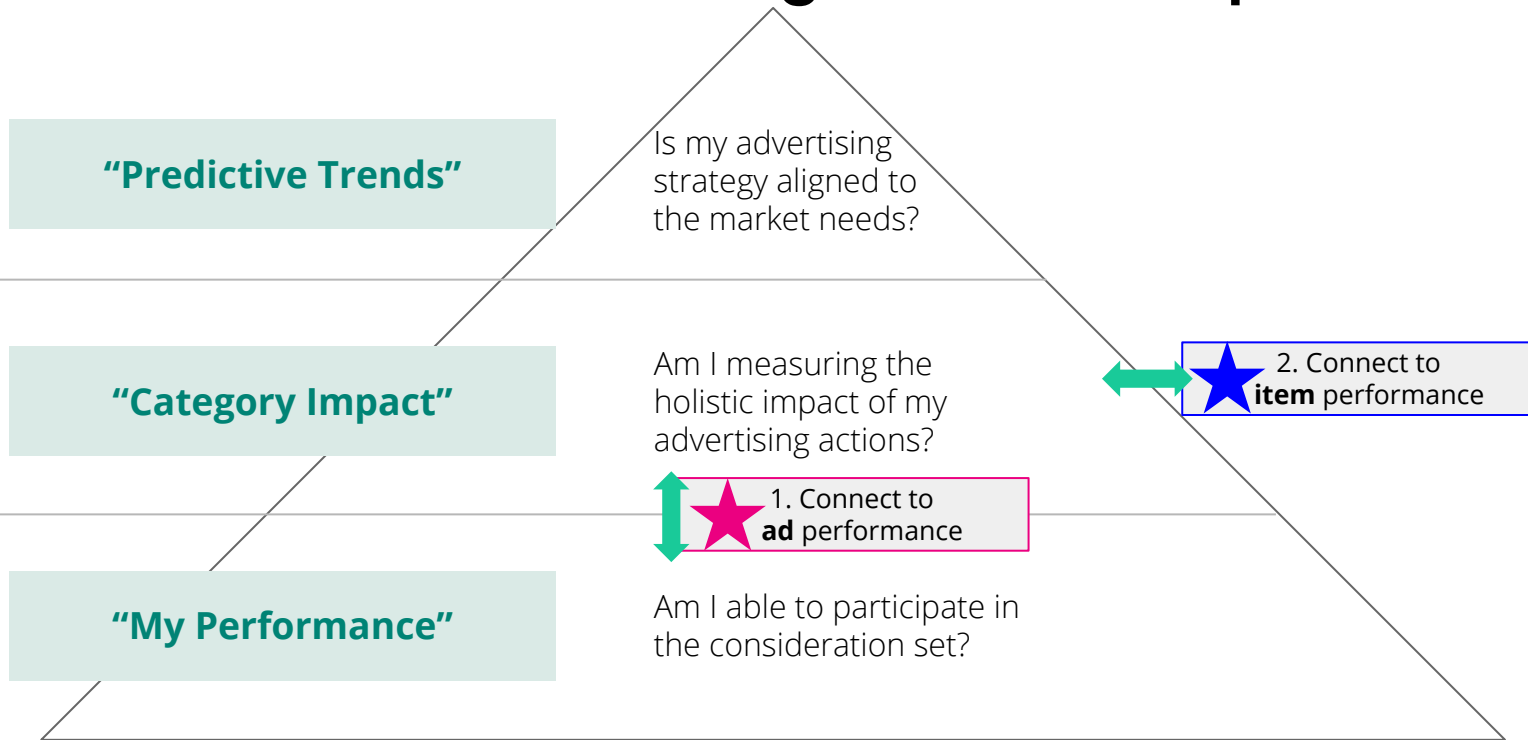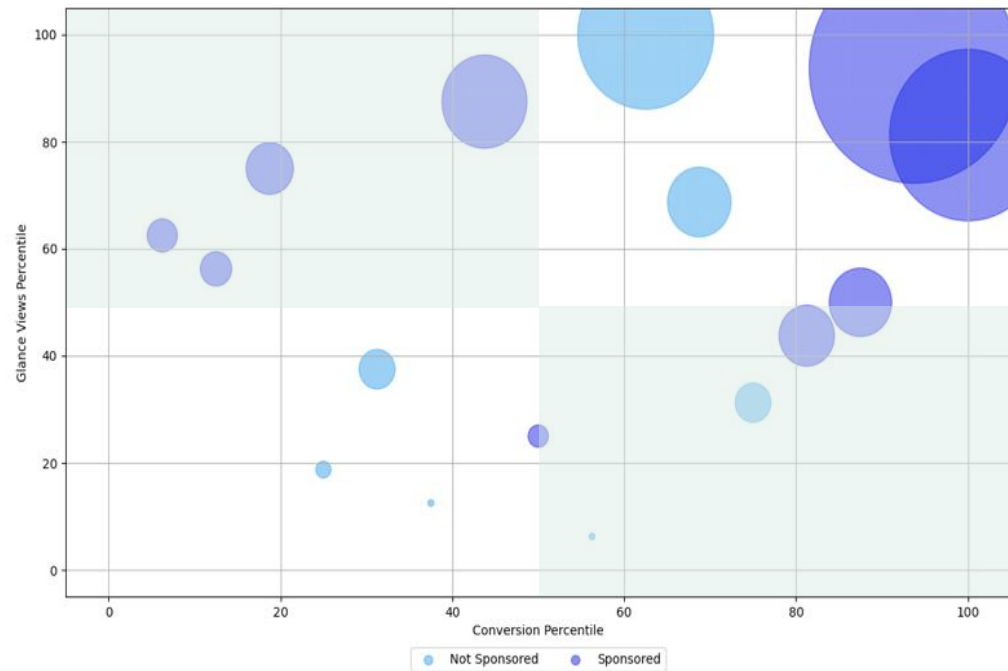No more growth to be had through further advertising investment

Planned Action:
Divert spend to other low penetrated categories and allow organic presence to maintain current market share

Deeper Measurement Challenges the Assumptions

"Predictive Trends"

Is my advertising strategy aligned to the market needs?

"Category Impact"

Am I measuring the holistic impact of my advertising actions?

2. Connect to **item** performance

1. Connect to **ad** performance

"My Performance"

Am I able to participate in the consideration set?

COMMERCE LIVE

Assessing Opportunity Starts with Prioritization

⚠ AVOID RISK

Product availability = lost sales + share loss

Top items have disproportionate sales

📊 CREATE GROWTH

Advertising spend diversification

Build same sku sales

Bin sales drive organic category growth through refills

New Hypothesis

"In highly penetrated categories, there is opportunity
to drive sales share growth with advertising by
**focusing ad spend across high converting, low risk products**"

Category Market Share + **ROAS Guardrails**

- Spend as % of Ttl Sales
- Share of search/SOV
- Glance Views (Ttl & Ad)
- Conversion Rate (Ttl & Ad)
- Availability
- ROAS

What We Did To Maximize Ad Spend

1. Restructure campaigns to single ASIN ad groups for maximum control

2. Increase spend as % of total sales for priority items
   a. Launch additional campaigns across all strategies, targets and ad types for prioritized items
   b. Add sponsored support for newly advertised items
   c. Optimize keyword relevance to drive same sku sales

3. Optimize based on item availability and scaling Share of voice

4. Bidding Algorithms set toward scaling budgets
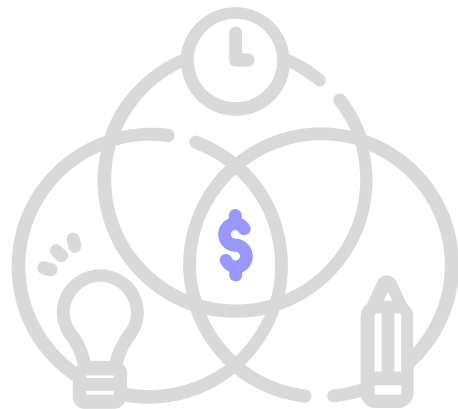
What Was the Impact?

+10pts
Market Share

+85%
Revenue
Within ROAS
guardrails

+10pts
Page 1 page 1 SOV

+19pts
position 1 SOV

COMMERCE
LIVE

Where Do We Go From Here?

Introducing "Test & Learn" mentality throughout business

Remaining agile and optimising balance of year plans and budgets to accommodate proposals

Working with Kenshoo & Profitero on extending project to include different categories and hypotheses