TROCAFONE™

Buenos Aires, Argentina | Global Entrepreneurship Lab 2017-2018

BUSINESS

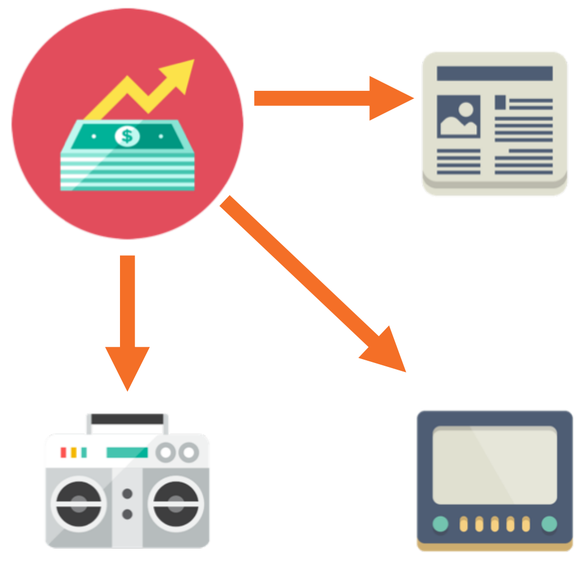
Trocafone is the first end-to-end e-commerce marketplace of LATAM that enables people to buy and sell used electronics hassle-free, with market base in Brazil and operations in Argentina.

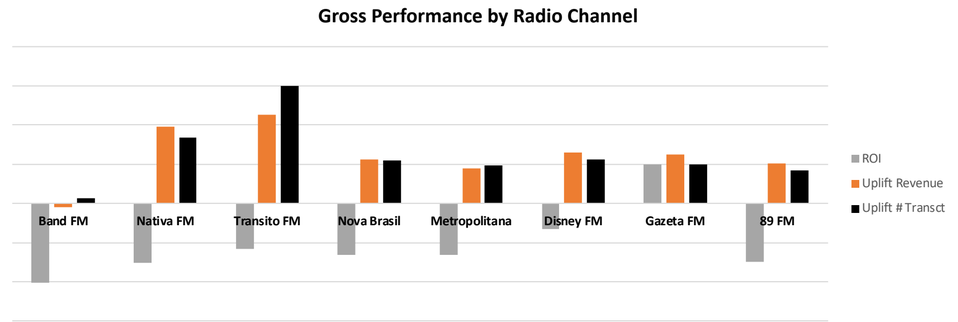
Buyers enjoy the great deals of a peer-to-peer marketplace combined with the service, convenience, and safety of a retail store. Sellers enjoy a streamlined experience since it takes seconds to sell an item, and shipping is effortless with Trocafone's pre-addressed and pre-stamped mailers.

CHALLENGES

It is difficult to attribute online sales to offline marketing efforts since there is no click or visit path to trace back to the sources.

Moreover, offline marketing can potentially contribute to other business aspects such as brand awareness which might not be as tangible as revenue and therefore is harder to monitor and measure for returns.





Hypothetical Numbers

% Revenue Uplift

	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Total % Uplift	Total Cost	$ per % Uplift
Band FM	0%	102%	4%	-15%	-66%	0%	0%	-5%	9,000	N/A
Nativa FM	0%	69%	70%	29%	313%	0%	0%	98%	8,639	87.89
Transito FM	0%	219%	54%	55%	231%	0%	0%	113%	6,000	52.92
Nova Brasil	0%	234%	-33%	82%	103%	0%	0%	57%	4,204	74.36
Metropolitana	0%	113%	32%	153%	-18%	0%	0%	44%	5,280	118.93
Disney FM	0%	58%	121%	-51%	26%	167%	0%	65%	4,620	71.07
Gazeta FM	0%	124%	65%	30%	6%	173%	0%	62%	1,400	22.42
89 FM	0%	315%	115%	-82%	-68%	28%	0%	52%	5,846	113.51

MODEL

The model we developed on Excel allows Trocafone to evaluate the performance of marketing campaigns among four different marketing channels simultaneously, providing indications of ROI, uplift in revenue, uplift in number of sales, and other KPIs.

The user-friendly model is built to be easily updated by the marketing team and provide standardized reports for assessing the marketing efforts.

RECOMMENDATIONS

ROI is not the absolute metrics - Uplift on revenue and number of sales are better indicators to benchmark marketing efforts

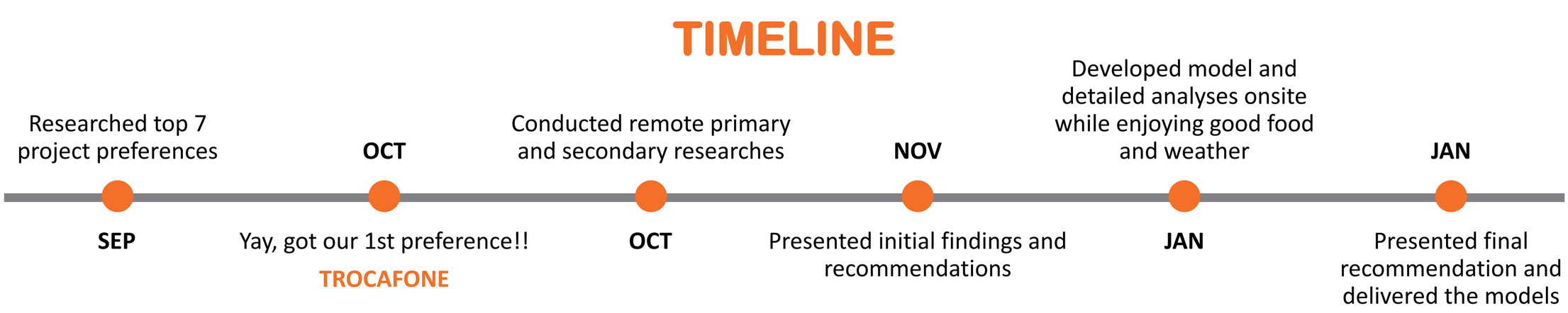
Sales are not the sole measure to assess return on marketing spending - Uplift in other measures, such as number of website visits, are also important and should be included in the analysis

Offline marketing can be an opportunity - Offline-driven traffics currently represent a small portion of the company's overall sales and have a room to grow

Baseline is the key driver of future marketing analysis - Trocafone should pay attention to the accuracy of projected baseline

Isolate campaigns and channels during evaluation period - Isolation will provide a clearer picture of effects from each channel

TIMELINE



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