

CASE STUDY

Mumzworld Reaches 300% ROAS With Enhanced Ecommerce and Data Import From Google Analytics

From rattles to diapers to playhouses, Mumzworld sells everything for babies to hundreds of thousands of online shoppers in the Middle East each year. The company advertises on many platforms and works hard to engage consumers with the best possible product catalog.

For Mumzworld, the challenge was to spend those ad dollars wisely, with full insight into ROI and product availability. The company had ample user data but needed to make more sense of it. For help, Mumzworld turned to InfoTrust, a Google Analytics Certified Partner that specializes in ecommerce data integration.

Enhanced ecommerce for powerful insights

The Mumzworld and InfoTrust team started by implementing Google Analytics Enhanced Ecommerce. Custom data attributes for products and channels helped show results beyond the channels driving the most profit. For example, Mumzworld set a custom metric for out-of-stock products seen by users. By comparing the volume of these views to other data like add-to-cart actions, the Mumzworld inventory team can make quick decisions on what to restock. This helps them make sure that top brands are always available to consumers.

Enhanced Ecommerce allowed Mumzworld to see the shopping behavior that impacts sales. For example, they used promotion tracking reports to understand which homepage banners and offers drove more user engagement and a higher average order value. This included a free shipping initiative for lightweight products that launched across local markets.

Then InfoTrust and Mumzworld took it one step further, segmenting by country to learn where and why shoppers from Oman or Qatar were dropping out of the sales funnel. They could also see the free shipping

mumzworld.com
#1 Baby and child shopping in the Middle East

InfoTrust

About Mumzworld

- Mumzworld is the Middle East's largest shopping site for all things mother, baby, and child.
- Headquarters: Dubai, United Arab Emirates
- www.mumzworld.com

About InfoTrust LLC

- InfoTrust helps businesses analyze and improve their digital marketing efforts. InfoTrust is a Google Analytics Certified Partner, Google Analytics Premium Authorized Reseller, Google Tag Manager Certified Partner, and Google Adwords Partner.
- Regional Dubai, United Arab Emirates
- Headquarters: Cincinnati, Ohio
- www.infotrustllc.com

Goals

- Increase online sales and repeat buyers
- Lower the cost for user acquisition and conversions
- Be more data-driven with its channel investments
- Manage on-site inventory better and lower out-of-stock product views

Approach

- Implemented Google Analytics Enhanced Ecommerce for deeper shopper insights
- Used Analyze.ly to gather cost-related metrics from non-Google advertising platforms
- Used Remarketing to re-engage top user segments across multiple channels
- Created automated reports for out-of-stock products day-over-day

markets where small and lightweight products sold more often compared to larger markets where heavier products were the norm.

InfoTrust used [Analyze.ly](#) to connect multiple data sources, particularly non-Google channels. That made it easy to upload cost data from multiple channels into Google Analytics. Suddenly the team could see metrics like return per click (RPC) and return on ad spend (ROAS) for all its ad platforms.

“InfoTrust cleaned up our Google Analytics account and helped us better capture key data in dashboards, so we could dissect the information that helps us make our business better. It showed us key KPIs to watch for and created automated reports so we could measure and react to these KPIs.”

—Mona Ataya, CEO and Founder,
Mumzworld FZ-LLC

A focus on profit

With more data from Enhanced Ecommerce and channel cost integration, InfoTrust built custom dashboards and reports to show Mumzworld’s top-performing channels by *profit*, not just revenue. ROAS-based optimization for campaigns and keywords helped the company maximize its margins.

That led Mumzworld to invest more heavily in Google Remarketing, particularly Remarketing Lists for Search Ads. These ads used Enhanced Ecommerce segments to target users who had engaged with various sections and products on the Mumzworld site but hadn’t converted. The company also ran more social campaigns while reducing its investment in lower-performing channels.

While campaigns and off-site marketing activity were being optimized for ROAS and profit, the Mumzworld marketing team created a custom metric for stock on hand. This let it monitor products that had run out due to sales spikes so the team could adjust ad campaigns to avoid wasting budget on those out-of-stock products.

Results

- 300% return on ad spend (ROAS) across top three paid channels
- 11% increase in ecommerce conversion rate, 19% increase in total purchases and 9% increase in total revenue from advertising channels over three-month period
- Better visibility of cost data for all paid media channels using Google Analytics
- 48-hour turnaround, compared to former two week or longer turnaround, on restocking product inventory

Learn More

This case study discusses the following features:

- [Enhanced Ecommerce](#)
- [Data Import](#)
- [Custom Metrics](#)

Results

With help from InfoTrust and Enhanced Ecommerce, Mumzworld is selling more with better profit margins.

The retailer's ecommerce conversion rate rose by 11% as customers found products that were more relevant and available. The time needed to restock inventory of top brands and product categories was cut from two weeks to fewer than 48 hours.

Marketing spend improved with the new remarketing channels and campaigns. Remarketing revenue rose 128% in the first three months. All of Mumzworld's top marketing channels achieved and maintained a minimum of 300% ROAS.

Mumzworld has now embraced data in all kinds of marketing decisions, from site design to product placement and inventory. The entire organization now uses analytics to improve its decisionmaking at all levels.

“Finding the most profitable channels and campaigns is so much easier with Google Analytics features like Enhanced Ecommerce, Data Import, Custom Dashboards, and the external data integration with Analyze.ly. What took hours or days before, aggregating data from multiple sources into a massive spreadsheet, now happens in the background with no time from us. We spend that time on analysis and optimization instead. Mumzworld can make sure the right products are always in stock so its consumers are more likely to keep shopping now and are more loyal in the future.”

—Amin Shawki, Regional Managing Director,
MENA, InfoTrust

About Google Analytics

Google Analytics is the enterprise-class analytics solution that gives companies rich insights into their digital audiences and marketing effectiveness. With features that are powerful, flexible, and easy-to-use, companies large and small can measure engagement to create more effective marketing initiatives, improve user experience, and optimize digital strategies. Sophisticated conversion attribution and experimentation tools help savvy marketers determine the best allocation of media and resources to drive results. For more information, visit google.com/analytics.