

WP5 - Engaging Retailers

D5.4 - Periodic Referral Marketing Report I

22. October 2016

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About Topten ACT

Topten ACT aims at transforming the European market of energy-using products towards higher energy efficiency.

Topten ACT identifies the top energy-efficient products in 16 European countries, and makes this information available to consumers and large buyers on tailored national websites. The most energy efficient models in different product categories (such as household appliances, lighting, office equipment, consumer electronics, cars) are presented with comprehensive product information based on official labels and standardized declarations. Topten works with manufacturers and thus increases both market offer and consumer demand of high energy efficiency products. Topten is strictly neutral and independent from manufacturers and retailers, its selection criteria are always published online.

Topten ACT is supported by the European Commission's research and innovation programme Horizon 2020, and many national organisations (energy agencies, environmental and consumer organisations, research institutes). The Topten ACT project involves 17 partners in 16 European countries. It is coordinated by ADEME (Agence de l'Environnement et de la Maîtrise de l'Energie).

More information and access to all national websites on the European site:

www.topten.eu

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement n°649647 and is supported by the Swiss State Secretariat for Education, Research and Innovation (SERI) under contract numbers 15.0096.

Disclaimer: All information, results, opinions and arguments employed on Topten do not necessarily reflect the official views of the partners and they are not responsible for any use that may be made of the information it contains.

Topten Act coordinator: ADEME

European portal www.topten.eu

Project partners and websites

Austria, AEA
www.topprodukte.at

Belgium, BBL
www.topten.be

Czech Republic, SEVEn
www.uspomespotrebice.cz

France, Guide Topten
www.guidetopten.fr

Germany, Oeko-Institut
www.ecotopten.de

Italy, Eliante
www.eurotopten.it

Lithuania, LNCF
top-10.lt

Luxembourg, Oeko-Zenter
www.oekotopten.lu

Norway, Naturvernforbund
www.besteprodukter.no

Poland, FEWE
www.topten.info.pl

Portugal, Quercus
www.topten.pt

Romania, Icemenerg
www.topten.info.ro

Spain, WWF
www.topten.wwf.es

Sweden, SSNC
www.toptensverige.se

Switzerland, Bush Energie
www.topten.ch

UK, EST
www.top10energyefficiency.org.uk/

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Reminder – Description of WP5

The national websites are a key element of the Topten ACT structure. Not only do they arm consumers with valuable, up-to-date information; they also give Topten ACT —thanks to the large number of visitors attracted— the capacity to establish constructive working relationships with manufacturers and with retailers.

Retailers are key to Topten ACT's end goal of market transformation, for two main reasons:

- They 'edit' the choice of products available to consumers by deciding what is available in their shops and websites
- They have a direct relation with consumers: at the point of sales and at the very moment of purchase.

Topten ACT partners know from experience that establishing energy efficiency partnerships with retailers is a challenging job. Retailers might have other priorities; they might be looking for impactful, one-off communication activities that promote them generally and not just some of their products; administrative hurdles in large retailers, and lack of staff in small ones, might jeopardise the establishment of such partnerships. Despite these anticipated difficulties, Topten ACT attempts — through the activities developed in this work package — to establish partnerships with retailers to help them choose and promote top energy-efficient products. Topten ACT also implements activities that ensure consumer ACTion (they purchase the top energy-efficient products offered by retailers) regardless of the degree of cooperation of retailers.

Reminder: Objectives

Task 5.2. Facilitating Consumer ACTION (Task Leader: Bush Energie)

Even when retailers are not interested in collaborating, Topten ACT websites work to facilitate consumer purchases by providing direct links to top energy-efficient products on retailer websites.

The business of directing visitors towards retailers is commonly known as ‘affiliate marketing’, or ‘referral marketing’. While we will use these terms here forth, some specifics for Topten ACT should be borne in mind:

- The objective of Topten ACT is not to increase overall retailer sales, but to support consumers to buy top energy efficient products. Topten ACT websites will thus provide links only to retailer pages presenting Topten-selected energy-efficient products, and not to the retailer websites in general.
- In classic ‘affiliate marketing’, the publisher (the entity bringing consumers to the retailer) is rewarded for its efforts.

In Topten ACT, because Topten ACT motivation is not merely financial, websites will provide links even in the absence of remuneration from retailers.

Task leader Bush Energie has recently started working on referral marketing for Topten Switzerland, and aims to have between 50’000 and 100’000 clicks per year towards top energy-efficient products on retailer websites by the end of the project. Based on its experience, Bush Energie has prepared a ‘Guidelines for Referral Marketing’ document (c.f. D5.3) to help other national partners get started with such activities: recommendations for developing links and approaching retailers, expected obstacles, etc.

National partners should also use the support of an expert on referral marketing in their country, to account for their specific national conditions and ensure that their activities have maximum impact. This support allows / will allow them not only to establish links towards top energy-efficient products on retailer websites, but also to count consumer clicks towards retailer websites and quantify the impact of their referral marketing activities. The website visitor survey in Task 6.1 will gather information on consumer behaviour after they have been directed to retailer websites (notably, what fraction of visitors ends-up buying a top energy-efficient product). Ideally, retailers will cooperate in this ‘counting and quantifying’ process, as their collaboration makes the process smoother (retailers can provide inputs on consumer purchases that will be harder to determine without their support). However, it is not strictly necessary that they do so. This is the strength of the referral marketing activities suggested: they should enable consumer ACTION regardless of the degree of retailer collaboration.

Bush Energie as task leader has gathered in this present Referral Marketing Report the results of referral marketing activities by national partners, including number of retailers referred, number of visits generated to retailer websites, and other relevant information (this report will be updated at the end of the project).

All of the activities in this WP require dedicated attention. National partners plan to approach as many retailers (and/or manufacturers, depending on the structure of national markets) as possible in their country. However, the retailer scene being very different across Europe, it is difficult to provide national targets for partnerships and referrals. Instead, Topten ACT targets a combined 32 partnerships/referrals across Europe.

Introducing Affiliate Marketing

This introduction bases on the deliverable 5.3 “Guidelines for Affiliate Marketing” (October 2015). Online affiliate marketing is a type of marketing where publishers of websites refer customers to merchants like online shops. For referring these customers, a compensation is paid to the publishers. The way the publishers are compensated is either via a Pay Per Sale (PPS) or Pay Per Lead (PPL) model. Pay per Click models are not anymore popular because of the high share of robots (clicks which are not generated by humans).

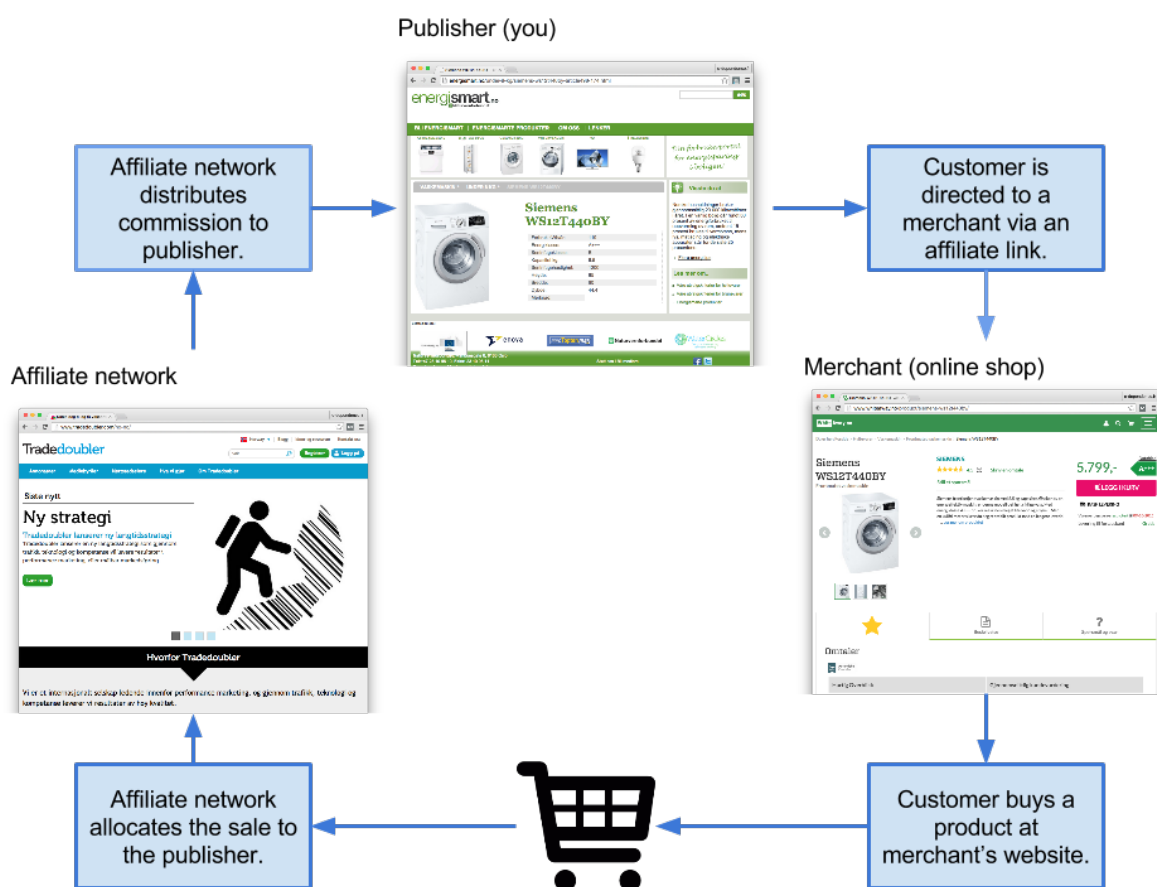
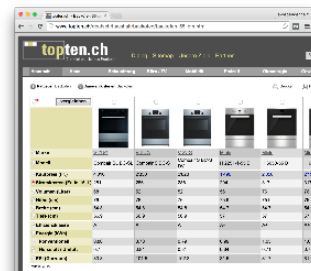


Image 1: Affiliate process

Key performance indicators

To be successful in affiliate marketing, data analyses are a necessity. In this paragraph some important KPI's (Key Performance Indicators) are highlighted in order for the interested Topten websites to optimize the affiliate process along the way.

- The first step in optimizing the affiliate process is to monitor the performance of the various merchants on the Topten website. There are many reasons some merchants are performing better than the other ones. It might be worthwhile to give these merchants better visibility on the Topten website in order to improve the user experience and increasing the sales revenues.
- Clicks can be monitored via affiliate networks reporting systems, Google Analytics (with the assistance of Google Tag Manager), advanced tools like ClickMeter etc.
- Click Through Ratio (CTR): When applying the affiliate business model, the most important goal is to refer as much customers as possible to the merchants that fits the needs of these customers. The CTR indicates what percentage of the page views resulted in a click towards a merchant (the higher the better).
- Click Sales Ratio (CSR): When Topten websites manage to send customers towards the merchants it is time to check if these customers are converting into buying customers. This is something that can be evaluated by comparing the CSR of various merchants. The CSR indicates what percentage of the clicks towards the merchants resulted in a sale (the higher the better).
- Earnings Per Click (EPC): With the earnings per click, it is possible to calculate step further how much revenue is generated per click to a particular merchant. The EPC is calculated by dividing total commission revenues by the number of unique clicks toward a merchant: $EPC = \text{revenues} / \text{unique clicks}$



1000 unique page views on this page.

100 unique clicks on link to the merchant.



5 customers buy the product and you receive € 75,- commission on these sales.

Resulting in an EPC of:

$\text{€ } 75,- / 100 = \text{€ } 0,75$



Image 2: Earnings per click

Data exchange with merchants

The product information regarding shops must be updated daily in order to provide correct deep links to the shops and prices. This is only feasible if the exchange of information between Topten and various shops works automatically. This is done with so-called data feeds.

Data feeds and EAN

Data feeds are (XML) files that are published daily (or a couple of times per day) by the shops or the affiliate networks on the internet. The files that are published are separated per merchant. These files contain a long list of all products that are available at the merchant's or affiliate network's website every day.

Beside general product info like the EAN (European Article Numbering), brand and product name also the prices, shipping costs, deep links and delivery times are made available. In order to update product deep links and price information via the data feeds on a daily basis a technical solution like a Product Information Management

(PIM) tool, custom build data feed manager or integration into the website's Content Management System (CMS) has to be put in place.

The new Topten Software that is currently under development will use the PIM tool Akeneo to manage the data feed information and therefore will have this functionality out of the box.

It is necessary that the Topten software managing the data feeds is able to make a connection between the products on Topten and the product information in the shops' data feeds. To make this connection a unique product code is needed and usually the EAN is used.

Adequate software

In order to implement affiliate marketing in an appropriate way, a new software for Topten is absolutely necessary and key to lead the Topten visitors towards merchants' websites directly to the specific product they are interested in.

The old running software was developed 16 years ago and was continuously updated. However, internet and online shopping have changed dramatically over these years, Topten as an internet-based project has to keep-up with key internet developments. There was actually no choice – a new software was indispensable and started to be developed in parallel to the Topten ACT project.

The new Topten software bases on modern online shop solutions to handle affiliate marketing, data exchange with manufacturers and retailers and is able to manage automatic updating. In a separate project, Topten Switzerland has, after consultation with the interested consortium members, mandated software developers that expected an existing online software (called Akeneo) to be relatively easily adaptable for the needs of Topten. Unfortunately the development caused huge unforeseen problems (especially synchronisation between Akeneo and Drupal) that generated very important over-costs and delays.

The pilot in Switzerland is running since May 2016, even if many crucial optimizations in navigation and layout are still needed and under development. The deep links towards shops is however working very well. The rollout for France and Italy has stated in the summer 2016; Next rollouts start step by step.

This delay in the central development explains why many partners were not and are still not able to work on referral marketing (WP5) since the tool to do it is not ready. The development for the new software is an absolute key priority and we work on it with all possible efforts. However, even in this difficult situation, several Topten ACT partners were able to start experimenting affiliate marketing as the next sections show.

Results and Experiences

Pilot results (before the implementation of the new software)

Conversion tests in France

Before investing in the relationship with the affiliate networks and merchants we decided to execute a conversion test. The results of this test can be used to optimize the site for the affiliate business model. This conversion test consists out of two elements, 1) optimization of visitor flow and 2) determine visitors' intention.

Topten France saw an optimization potential in visitors leaving the “Recommendations” pages on first interaction. To test the potential we optimized the page “Recommendations lave-linge”.

The goal of this optimization was to lower the number of visitors leaving after the first interaction and increase the conversion potential on the washing machines comparison pages. By adding call-to-actions you more or less take your visitors by the hand and guide them through your site.

As a result of lacking call-to-actions 62,1% of the visitors left the site on first interaction. In the best case scenario, they received the information they were looking for and left the page satisfied. But based on search queries like “meilleur lave linge” they probably would like to see for example the top 10 washing machines besides the general information.

Optimized situation: In order to increase the visitor flow from the “Recommandations lave-linge” page we created a funnel with two options: one for the “à hublot” type and one for the “ouverture par le dessus” type. In each of the funnel options we added a call-to-action in the form of a button with the text “Comparer”.

The screenshot shows the 'guide topten.fr' website. The header includes navigation links like 'Qui sommes-nous?', 'Partenaires', 'Blog', 'Topten Pro', and 'Contact'. Below the header is a green navigation bar with categories: 'Électroménager', 'Téléviseurs', 'Informatique', 'Ampoules', and 'Voitures'. The main content area is titled 'Recommandations et conseils lave-linge - Ne vous faites pas rincer !'. It contains text about electricity consumption and a section titled 'Comparez les machines à laver les plus éconergétiques'. This section has two columns: 'À hublot' (11 produits) and 'Ouverture par le dessus' (12 produits), each with a 'Comparer' button. A red dashed box highlights the 'Comparer' buttons and the text below them, which serves as a call to action.

Image 3: Call to Action

Conclusion: The optimized page structure with the added funnel is performing significantly better than the initial structure. When taking into consideration the new affiliate business model a logical step should be to implement this new structure on the other “Recommendations” and “Critères” pages. When implemented on these pages it also means that SEO adjustment could have a bigger impact on the revenues. Besides adding the funnel functionality to the other pages also the funnel itself can be improved even further for example by experimenting with different colours for the call-to-action button.

Determine visitor's intention

In order to determine the intention of the visitors and to find out what kind of interface could work when implementing an affiliate business model we added a button to the comparison pages of the washing machines types “à hublot” and “ouverture par le dessus”. During 6 weeks we tested 4 different button texts in order to have a better understanding of the visitors intentions. We used the CTR (Click Through Ratio) as the KPI (Key Performance Indicator).

In the optimized structure we added a call-to-action in the form of a button in order to make visitors interact with the site.

Guide Tipten: Le classement

www.guidetipten.fr/home/electromenager/lave-linge/a-hublot.html

guide**topten**.fr

Où sommes-nous? | Partenaires | Blog | Tipten Pro | Contact

Electromenager | Téléviseurs | Informatique | Ampoules | Voitures

Vous êtes ici : Tipten > Electromenager > Lave-linge > A hublot

Recommandations lave-linge | Crêpes lave-linge

Repérez en un clin d'œil les appareils Tipten parmi les moins chers du marché. Plus d'info.

	Miele	Samsung	Miele	Miele	LG	AEG	Miele	Whirlpool	Miele	Bosch
Modèle	W 2859 WPM CHG Inox	ww90h7410ew	WKH 120 WPS	WKF 120	F 74882 WH	L 98699 FL	WKG 120	AWD04948	WKR 570 WPS	WAS 32482 F
Modèles similaires	W 2859 WPM CHG Inox			WMF 820 WPS			WKG 120			WAS 32781 F
Coût total (achat+10 ans d'électricité en €)	2845	1328	2108	1938	1082	1518	1977	1278	2327	1520
Prix moyen d'achat (€)	2365	715	1469	1305	439	849	1299	575	1815	755
Coût eau + élec (10 ans €)	580	613	639	639	643	669	678	703	712	765
Capacité (kg)	5,5	9	8	8	7	9	8	9	9	9
Vitesse max essorage (tr/min)	1600	1400	1600	1600	1400	1800	1600	1400	1600	1600
Classe énergie	A+++	A+++	A+++	A+++	A+++	A+++	A+++	A+++	A+++	A+++
Classe essorage	A	A	A	A	A	A	A	A	A	A
Consommation énergie (kWh/an)	137	151	156	156	156	152	176	173	174	196
Consommation eau (litres/an)	9240	9400	9900	9900	10000	10999	9900	10800	11000	11300
Durée de lavage (cycles normaux, min)	159 / 109 / 109	269 / 249 / 229	179 / 179 / 179	179 / 179 / 179	216 / 190 / 196	233 / 196 / 178	179 / 179 / 179	240 / 225 / 225	179 / 179 / 179	240 / 210 / 210
Niveau sonore lavage (dB(A))	49	52	48	48	54	47	48	52	46	50
Niveau sonore essorage (dB(A))	73	74	72	73	74	73	73	76	72	74
Construction	Intégrable	Pose libre	Pose libre	Pose libre	Pose libre	Pose libre	Pose libre	Pose libre	Pose libre	Pose libre
Dimensions H x L x P (cm)	82 x 59,5 x 57,5	85 x 60 x 57,5	85 x 59,6 x 63,6	85 x 59,6 x 63,6	85 x 60 x 55	85 x 60 x 60,5	85 x 59,6 x 63,6	85 x 59,5 x 56,5	85 x 59,6 x 63,6	84,2 x 60 x 56,5
Voir les prix	Voir les prix	Voir les prix	Voir les prix	Voir les prix	Voir les prix	Voir les prix	Voir les prix	Voir les prix	Voir les prix	Voir les prix

Source : Tipten France, GfK, 1 juillet 2015

Avril 2015 : Nous effectuons actuellement des tests de conversion sur notre site, afin d'améliorer l'expérience utilisateur. Certains éléments peuvent avoir une apparence différente et dans certains cas, vous serez redirigé vers LeGuide.com. Il s'agit d'un test et Guide Tipten reste indépendant des distributeurs, fabricants et comparateurs de prix d'appareils électroménagers.

Image 4: Call for Action "Voir les prix" (Tipten France, 1 July 2015)

Afterwards, we could test which Call for Action was most attracting.


Button text	Plus d'info	Acheter	Où acheter	Voir les prix	Total
Unique page views	843	576	502	966	2.887
Unique events	257	115	131	555	1.058
CTR	30%	20%	26%	57%	37%

Table: Attraction of several Call for Actions (Data: 10/08/2015 - 20/09/2015)

Obviously prices attracted most interest.

Implementation in Sweden

Topten Sweden provides the service to easily find shops with best prices. Therefore Topten Sweden shows deep links to www.pricerunner.se.



SAMSUNG UE28J4105


Elkostnad per år: 50 kr
Energiklass: A+

31 kwh/år

Storlek 28 tum
Snittpris: 3 000 kr

[Hitta bästa pris](#)

Dålig produkt



PHILIPS 24PHT4000

Elkostnad per år: 46 kr
Energiklass: A+

29 kwh/år

Storlek 24 tum
Snittpris: 2 300 kr

[Hitta bästa pris](#)

Dålig produkt

Image 5: Topten Sweden provides deep links “Hitta bästa pris” on Toprunner.se in order to facilitate visitors to find best shops



Bosch KSV36VW40 Vit

Fristående, Volym: 346 L, Ljudnivå 39 dB [mer info](#)

★★★★★ [6 Användarrecensioner](#)

BOSCH
Invented for life

fr. 6 890 kr

[Jämför priser](#)
14 butiker

Energismart produkt!



Liebherr KB 4350 Premium Vit

Fristående, Volym: 367 L, Ljudnivå 37 dB [mer info](#)

fr. 14 995 kr

[Jämför priser](#)
1 butiker

Testad av [Köp testet här](#)



Siemens KS36VMW41 Vit

Fristående, Volym: 346 L, Ljudnivå 38 dB [mer info](#)

fr. 8 990 kr

[Jämför priser](#)
5 butiker

Energismart produkt!

Image 6: Toprunner.se labels Topten products on the overview lists. This creates a high impact for energy efficiency and Topten Sweden

Implementation in Austria

Austria is in progress to establish affiliate-marketing collaborations especially with Mediamarkt and Expert.

Die Grüne Zone und Energiespar-Wochen bei Mediamarkt

Media Markt präsentiert in Kooperation mit topprodukte.at im Markt vor Ort und online besonders umweltschonende und sparsame Geräte.



Quelle: Media Markt Österreich

Media Markt setzt nicht nur auf Technik und Innovation sondern auch auf Energiesparen.

Um umweltbewussten KundInnen einen klaren Überblick und Infos aus erster Hand zu bieten, kooperiert Media Markt mit klimaaktiv und topprodukte.at, der Plattform für energiesparende und qualitativ hochwertige Produkte.

Besonders umweltschonende und sparsame Geräte finden KundInnen im

Markt genauso wie online unter mediamarkt.at/gruenezone. Das Angebot aus dem umweltbewussten Sortiment wird laufend erweitert und mit zusätzlichen Services und Informationen ergänzt.

Energiespar-Aktionen

Im Rahmen der Energiespar-Offensive von Media Markt sind ab 6. Oktober Energieberatungs-Termine mit klimaaktiv topprodukte-SpezialistInnen der Österreichischen Energieagentur und ein groß angelegtes Energiespar-Gewinnspiel für die KundInnen, ergänzt um eine Auswahl an Aktionsprodukten bis 18. Oktober geplant.

Energiespar-Beratung durch topprodukte-SpezialistInnen: Erfahren Sie alles Wissenswerte darüber, wie Sie mit besonders umweltschonenden Geräten bis zu 30% des Strombedarfs in Ihrem Haushalt einsparen können.

Termine (Media Markt Wien Mitte)

6.10. 11.30 – 13.00 Uhr
 15.10. 13.00 – 15.00 Uhr
 22.10. 13.00 – 15.00 Uhr
 29.10. 13.00 bis 15.00 Uhr

Image 7: Joint energy efficiency activities in stores and online of Mediamarkt and Topprodukte Austria

Implementation in Italy

Topten Italy collaborates with www.ideal.it which has established links to eurotopten.it.



Test



Conclusione: I frigoriferi presenti su www.eurotopten.it consumano il 50% di energia un meno rispetto ai modelli in classe A+, facendoti risparmiare fino a 500 € in 15 anni.
eurotopten.it online (17/03/16)

Image 8: Price comparison site idealo.it linking to Topten Italia

Implementation in Germany

Topten Germany collaborates with www.ideal.de which established links to ecotopten.de. In addition Ecotopten gets product prices from Idealo.

1 Testbericht – Bewertung: EcoTopTen-Produkt



EcoTopTen Kategorie: Waschmaschine
 (Ausgabe online vom 04.08.2016 – 258 getestete Waschmaschinen)
 Fazit: Von EcoTopTen ausgezeichnete Waschmaschinen besitzen die beste Energieeffizienzklasse A+++ und mindestens Schleuderkategorie B. Sie haben eine Mengenautomatik und einen hochwertigen Schutz vor Wasserschäden.

EcoTopTen-Produkt

0 Meinungen

[ideal.de](http://www.ideal.de)

Image 9: Price comparison site idealo.de linking to Topten Germany

Kaufpreis = Median ermittelt von idealo, Stand Juni 2016, aktuelle Preise finden Sie hier:
<http://www.ideal.de/preisvergleich/SubProductCategory/3960.html>

Image 10: ecotopten.de references the product prices from median values according to Idealo.

Implementation in UK

UK realizes direct links e.g. to Marks Electrical and Hughes.



Your independent guide to the most energy efficient products

[Browse categories](#)

Top 10 energy efficient Washing machines (8kg)

[Back](#)



A+++

26.69

LG FH4A8TDN2

£479.00 average price

Manufacturer's description

The LG FH4A8TDN2 washing machine has been given an excellent energy rating of A+++, which means itâ€™ll help you make big savings on your energy bills, and reduce your impact on the environment.

[View this product on the manufacturer's website](#)

[Buy this product on Google Shopping](#)

Buy this product from Topten partner retailers



Image 10: Deep links to shops from www.toptenuk.org

Tests in Switzerland

The images below indicate how affiliate marketing was implemented in Switzerland in the test phase in 2015 (example coffee machines on www.topten.ch).

Main results of the Swiss experience:

- Basically retailers and online shops showed to be ready to collaborate with Topten.
- Some of them were ready to label the products on their web-shops which was a huge contribution to the Topten goals to enhance the sale of energy efficient products and is good for the publicity of Topten. 3 shops show Topten already pretty well in their web shops.
- Topten visitors showed to be rather reluctant to click on the shop logos, as they seem to perceive logos as annoying advertising instead of a service to get best products. This link has to be optimised (see the French experience) and visitors might wish a sorting by price of the offers.
- Based on first negotiations, generating funding from affiliate marketing seems to be challenging for Topten.
- Product updating and data exchange has been done manually. On the long term this huge effort is not possible with sufficient updating rate. Automatic solutions are needed for data exchange with shops.
- To monitor the benefit of the affiliate marketing with the counting of clicks turned out to be really tricky. Around 90% of clicks seem to be robots (not human clicks). Even professional tools like clickmeter show difficulties to track real traffic.
- Concluding, Switzerland decided to make a re-launch of the affiliate marketing when introducing the new software able to handle all these issues in a professional manner.

From Topten Directly to the Shops

Topten pushes the sales of good products

- Topten.ch certifies best products
- Topten.ch makes links directly to the product pages of the online shops

Shops Benefit from More Turn-Over

- Shops highlight products with Topten (with Logo and Link)
- Shops pay fix fees and/or clicks

Topten-Visitors find Best Products Easily

Shops on Topten

Marke	Nespresso	Delizio	Koenig	DeLonghi	Krups
Modell	Inissia TX 155	Compact Una	Pixie	Lattissima	Dolce Gusto
Kaufpreis (Fr.)	129	139	229	349	199
Stromkosten (Fr. in 10 J.)	54	56	60	76	70
Pumpendruck (bar)	19	19	19	19	15
Energie (kWh/Jahr)	27	28	30	38	35
Standby (Watt)	0	0.2	0	0	0
Erhältlich bei					

Topten on Product-Pages of Shops

Home > Küchengeräte > Kaffeemaschinen > Portionenmaschinen

Nespresso / Turmix
Inissia TX 155
Artikelnummer: 50904202
sofort lieferbar
24 Monate Garantie
CHF 129.00
in den Warenkorb

Beschreibung Technische Details Zubehör

Kompakt, einfach und unwiderstehlich.
Noch nie war der Zugang in die Nespresso Welt so einfach.
Energiesparend und umweltfreundlich dank speziell einge-

Topten on Product-Overviews of Shops

Home > Küchengeräte > Kaffeemaschinen > Portionenmaschinen

1-12 von 57 Filtern nach Marke Sortieren nach Beliebteste

Nespresso / Turmix
Modell: Inissia TX 155
Artikelnummer: 50904202
CHF 129.00
sofort lieferbar
in den Warenkorb

Saeco
Modell: Minuto
Artikelnummer: 73022334
CHF 399.00
sofort lieferbar
in den Warenkorb

Delizio
Modell: Compact Una
Artikelnummer: 99843287
CHF 139.00
momentan nicht verfügbar
in den Warenkorb

Koenig
sofort lieferbar

Product Updating in Shops and on Topten

Bereich	Kategorie	Sub-Kategorie	Marke	Modell	EAN	Brack Interdiscount Microspot
Haushalt	Kaffeemaschine	Portionenmaschinen	NESPRESSO / Turmix	Inissia TX 155	7810045004951	
Haushalt	Kaffeemaschine	Portionenmaschinen	NESPRESSO / Turmix	Inissia TX 155	7810045004739	
Haushalt	Kaffeemaschine	Portionenmaschinen	DELIZIO	Compact Uno	781014146711	
Haushalt	Kaffeemaschine	Portionenmaschinen	DELIZIO	Compact Uno	781014146759	
Haushalt	Kaffeemaschine	Portionenmaschinen	DELIZIO	Compact Uno	781014146797	
Haushalt	Kaffeemaschine	Portionenmaschinen	Bosch	Tassimo VIVY T	4242002784366	http://www.int
Haushalt	Kaffeemaschine	Portionenmaschinen	Bosch	Tassimo VIVY T	4242002784397	http://www.int
Haushalt	Kaffeemaschine	Portionenmaschinen	Bosch	Tassimo VIVY T	4242002784526	http://www.int
Haushalt	Kaffeemaschine	Portionenmaschinen	NESPRESSO / Koe Ciz Nespresso	7811807031772	7811807031772	http://http://www.int http://www.m
Haushalt	Kaffeemaschine	Portionenmaschinen	NESPRESSO / Koe Ciz Nespresso	7811807031888	7811807031888	http://http://www.int http://www.m
Haushalt	Kaffeemaschine	Portionenmaschinen	NESPRESSO / Koe Ciz Nespresso	7811807031789	7811807031789	http://http://www.int http://www.m
Haushalt	Kaffeemaschine	Portionenmaschinen	NESPRESSO / Turmix	TX 170 Ciz	7811584121451	http://http://www.int http://www.m
Haushalt	Kaffeemaschine	Portionenmaschinen	NESPRESSO / Turmix	TX 170 Ciz	7811584121444	http://http://www.int http://www.m
Haushalt	Kaffeemaschine	Portionenmaschinen	NESPRESSO / Turmix	TX 170 Ciz	7811584121628	http://http://www.int http://www.m
Haushalt	Kaffeemaschine	Portionenmaschinen	NESPRESSO / Turmix	TX 170 Ciz	7811584121529	http://http://www.int http://www.m

Topten provides complete Excel-Productlists.
Shops inform about URL of productsites

Image 11: Pilot test in Switzerland on affiliate marketing

Implementation of affiliate marketing in Switzerland

The following illustrates how affiliate marketing was implemented in Switzerland in the summer 2016. Due to software problems, it was not yet possible to optimize the layout as we would have wished to.




top ten.ch				
PRIVATE BUSINESS NEWS ÜBER UNS PARTNER KONTAKT				
HAUSHALT HAUS BELEUCHTUNG BÜRO / TV MOBILITÄT FREIZEIT ÖKOENERGIE				
MARKE & MODELL	ENERGIE	TYP	KOSTEN (CHF)	BEST PRICE
 Liebherr CBNPbs 4858	Effizienzklasse: A+++ Energie (kWh/Jahr): 149 Effizienz-Index (%): 17.6	Kühl-Gefrier-Kombi Bauform: freistehend	Kaufpreis: 4'990 Strom in 15 J.: 447 Total in 15 J.: 5'437	3'621.95 CHF
 Bosch KGN36SB40	Effizienzklasse: A+++ Energie (kWh/Jahr): 159 Effizienz-Index (%): 22.0	Kühl-Gefrier-Kombi Bauform: freistehend	Kaufpreis: 4'540 Strom in 15 J.: 477 Total in 15 J.: 5'017	1'457.50 CHF
 Siemens KG36NSB40	Effizienzklasse: A+++ Energie (kWh/Jahr): 159 Effizienz-Index (%): 22.0	Kühl-Gefrier-Kombi Bauform: freistehend	Kaufpreis: 4'540 Strom in 15 J.: 477 Total in 15 J.: 5'017	1'598.50 CHF

Image 12: Typical list of Topten products. The blue arrow shows the best price.






 Bosch KGN36SB40	Effizienzklasse: A+++ Energie (kWh/Jahr): 159 Effizienz-Index (%): 22.0	Kühl-Gefrier-Kombi Bauform: freistehend	Kaufpreis: 4'540 Strom in 15 J.: 477 Total in 15 J.: 5'017	1'457.50 CHF
No Frost: ja Umgebungstemperatur (°C): 10-43 Nutzinhalt gesamt (l): 285 Nutzinhalt Gefrieren (l): 66 Nutzinhalt Kühlen (l): 252 Davon Kaltlagerfach (l): 33 Höhe (cm): 185.0 Breite (cm): 60 Tiefe (cm): 65.0				
				LINK ZUM HERSTELLER
Produktdetails				
 MICROSPOT	Lieferung inbegriffen - nicht bekannt	auf Lager / lieferbar	1'457.50 CHF	ZUM SHOP
 NETTOSHOP	Lieferung inbegriffen	auf Lager / lieferbar	1'457.55 CHF	ZUM SHOP
 KAUFSIGNAL	Lieferung inbegriffen	auf Lager / lieferbar	1'594.00 CHF	ZUM SHOP
 Siemens KG36NSB40	Effizienzklasse: A+++ Energie (kWh/Jahr): 159 Effizienz-Index (%): 22.0	Kühl-Gefrier-Kombi Bauform: freistehend	Kaufpreis: 4'540 Strom in 15 J.: 477 Total in 15 J.: 5'017	1'598.50 CHF

Image 13: Expanded view with shop links, sorted by price

Clicking on a product yields to the expanded view. Here the deep links to the shops are key. Besides this, there are more product information and a link to the manufacturer provided. A click on the button “To the shop” yields directly to the product page of the retailer.

Kaufsignal.ch 056 552 08 00 Mo-Fr 09-12 & 13.30-18 Uhr

Nach Produkt oder Marke suchen

0 Artikel (CHF 0.00) Warenkorb anzeigen »

TRUSTED SHOPS GARANTIE

Note: 5.9 171 Bewertungen

Waschen & Trocknen Kühlen & Gefrieren Geschirrspülen Kochen & Backen Staubsauger Sale%

BERATUNG grossgeschrieben in Spreitenbach oder Tel. 056 552 08 00

Lieferung zum Wunschtermin Bordsteinkante zum nächsten Werktag möglich

Wir schliessen Ihr neues Gerät an und entsorgen Ihr Altgerät.

Home / Kühlen und Gefrieren / Kühl-Gefrier-Kombinationen

Bosch Stand-Kühl-Gefrierkombination KGN36SB40

BOSCH Artikelnr.: 6447 Modell: KGN36SB40 Gewicht: 108 kg **Verfügbarkeit: Sofort lieferbar ab Lager**

- ✓ Glastüren schwarz
- ✓ Nutzinhalt gesamt 285 l, Kühlraum 219 l, Gefrierraum 66 l
- ✓ ChillerBox, HydroFresh-Box, Multi Airflow, SuperKühlen
- ✓ NoFrost, SuperGefrieren
- ✓ Energieeffizienzklasse A+++

Sofortanfrage zu diesem Produkt

topten.ch

Ihr Spezialist für Haushaltsgeräte

Preis inkl. Gratislieferung

Listenpreis CHF 4540.00

CHF 1594.00

inkl. MwSt. 8%, inkl. vRG

Anzahl

Bitte wählen Sie:

Service Optionen

☒ Lieferung ohne Montage Bordsteinkante gratis

Garantie

☒ 2 Jahre Garantie

☐ 2 + 1 Jahre Garantie CHF 99.-

In den Warenkorb

Haben Sie

Ihre Vorteile bei Kaufsignal

☒ **Gratis Lieferung**

Image 14: Deep link to the product page of a online shop

The click on Topten yielded e.g. on the shop Kaufsignal.ch. With one more click, visitors can order the product (in den Warenkorb). In addition, Kaufsignal.ch labels all corresponding products with Topten. This is a strong tool to motivate consumers to choose Topten products and it contributes to the publicity of Topten.

Kaufsignal.ch included Topten also in the filter options and labels Topten products also on the overall lists.

- ☑ Dunstabzugshauben (761)
- ☑ Sale% (26)
- ☑ Dampfbügelsysteme (4)
- ☑ Staubsauger (30)
- ☑ Kleingeräte (14)
- ☑ Zubehör (610)
- ☑ topten.ch Geräte (472)
 - ☑ topten.ch Gefrierschränke (24)
 - ☑ topten.ch Waschtürme (2)
 - ☑ topten.ch Waschmaschinen (89)
 - ☑ topten.ch Trockner (81)
 - ☑ topten.ch Kühlschränke (109)
 - ☑ topten.ch Geschirrspüler (99)
 - ☑ topten.ch Kühl-Gefrier-Kombination (68)

Bauknecht
Bauknecht 10/6 Kühlschrank KVEE 3161, Einbau, dekorfähig, 55cm, mit Gefrierteil, A+++

ENERGIEEFFIZIENZ A+++

+

55cm

+

KEEP GREEN

- ☑ Dekorfähiger Einbau Kühlschrank
- ☑ Mit Gefrierteil
- ☑ Energieeffizienzklasse A+++

Bauknecht
Bauknecht 10/6 Kühlschrank KVIE 3161, Einbau, integrierbar, 55cm, mit Gefrierteil, A+++

ENERGIEEFFIZIENZ A+++

+

55cm

+

KEEP GREEN

- ☑ Integrierbarer Einbau Kühlschrank
- ☑ Mit Gefrierteil
- ☑ Energieeffizienzklasse A+++

Listenpreis CHF-2555.00

CHF 1249.10

inkl. MwSt. 8%, inkl. vRG

Gratis Lieferung

ansehen

top ten.ch

Image 15: Topten in the filter and on product lists on Kaufsignal.ch

Topten Switzerland is actually negotiating with all retailers so that the Topten label Topten is shown very prominently on the retailers' websites, as Kaufsignal is doing it. The following images show some more examples.

Nettoshop is one of the largest online shops in Switzerland (part of the Coop-Group). Also Nettoshop uses Topten as a filter and shows the Topten logo prominently.

Wir lieben Haushalt

Fragen? Info-Hotline 0848 822 434 (Lokaltarif)

Deutsch 058 455 91 01 Français 058 455 91 02 Italiano 058 455 91 03

de | fr | it

Anmelden/Registrieren

Suchbegriff / Artikelnummer

Q

0 Artikel CHF 0.00 zum Warenkorb

Haushalt Grossgeräte

Haushalt Kleingeräte

Körperpflege Gesundheit

Haushalt Markenwelt

Service Kundendienst

Waschen und Trocknen

Backen/Kochen und Steamen/Grillen

Kühlen und Gefrieren

Geschirrspülen

Klimageräte

Garten + Outdoor

Grill

Schnäppchen

Topten - Besonders effizient

Set-Angebote

Masszeichnungen

Räuschwettbewerb! Gewinnen Sie einen von zwei Gutscheinen im Wert von 5000 Franken!

Waschen und Trocknen > Tumbler und Wäschetrockner > Tumbler Familie > Siemens WT47W590CH Tumbler

Siemens WT47W590CH Tumbler

Art-Nr. IP062787
Hersteller-Nr. WT47W590CH

★★★★★

Kundenbewertung:
5 von 5 (4 Kundenbewertungen)

T **Liefertermin** ca.21.10.2016

Lieferung / Abholung
Fragen zum Artikel

SIEMENS

935.50

CHF inkl. MwSt / inkl. vRG

Gratis-Lieferung

Anzahl

In den Warenkorb

Demo

Energieeffizienz

A++

Kondensationsklasse

A

Image 16: Nettoshop with Topten labelling including Topten filter



Wandspot CELSO

CHF 14.90

[Weitere Produktdetails](#)



1

IN DEN WARENKORB



- ✓ Auf Lager
- ✓ Zzgl. CHF 9.- Versandkosten
- ✓ Gratis Filiallieferung

Verfügbarkeit in Ihrer Filiale prüfen & reservieren

Ist dieses Produkt in Ihrer Do it + Garden Filiale erhältlich?

Image 17: Screenshot from the Migros website labelling a Tipten luminaire. Migros and Coop are the two largest retailers of Switzerland



Mein Bau+Hobby
> Standort auswählen

Mein Konto
> Jetzt anmelden



40 Jahre Coop Bau+Hobby
Profitieren Sie von tollen Jubiläumsknallern
[Aktionen entdecken >](#)



Sortiment ▾

Service

Ratgeber

Aktionen

Suche



> Startseite > Sortiment > Wohnen + Licht > Reinigung > Bodenreinigung > Staubsauger mit Beutel > satrap Aspira copper Staubsauger



satrap Aspira copper Staubsauger

★★★★★ (Erste Bewertung abgeben)

- Marke: satrap
- Energieeffizienzklasse: A
- Aktionsradius: 10 m

[i Alle Produktinformationen](#)

129.-

Menge

1



Zur Zeit nicht lieferbar



Bestellen + Liefern



Bestellen + Abholen

Für Filialbestand
Bau+Hobby wählen



Bau+Hobby wählen

satrap

ENERGY SAVER



Vergleichen



Merken

Weiterempfehlen



Image 18: Screenshot from the Coop website labelling a vacuum cleaner.

Deliverables and milestones

D5.3 “Guidelines for Affiliate Marketing” has been elaborated and supports all teams in establishing affiliate marketing partnerships with retailers, online shops and price comparison websites.

The milestone “MS5 Retailers” requests at least 16 partnerships/referrals activities which have to be established or should be in progress after 18 months. The milestone has been achieved.

The evaluation of partnerships with retailers shows that, in total 20, partnerships have been established or are in progress. As mentioned before, the new software development is late due to unforeseen problems with the software company, and this has hindered and considerably delayed WP5 activities. Because it already has installed the new software’s pilot version, Switzerland could establish many collaborations including both 1) deep links from Topten.ch to the shops as well as 2) Topten-labelling on the websites of the shops. In other countries partnerships are in progress.

Country	AT	CH	DE	IT	SE	UK
Partnerships (established/ in progress)	2	13	1	1	1	2

References and links

Useful links

www.clickmeter.com: Monitor, compare and optimize all your marketing links in one place to track the conversion rate

https://en.wikipedia.org/wiki/Affiliate_marketing: Short overview on affiliate marketing

Topten sites relevant for affiliate marketing

<http://www.topprodukte.at/>

<http://www.ecotopten.de/>

<http://www.eurotopten.it/>

<http://www.toptensverige.se>

<http://www.topten.ch>

References

Topten ACT, Thierry Lagoda. Engaging Retailers: D5.1 – Periodic Retailer Partnerships Report I. 2016

Topten ACT, Nick van Roekel and Eric Bush. Guidelines for Affiliate Marketing (D5.3). 2015