



WP5 - Engaging Retailers

D5.5 - Periodic Referral Marketing Report II

August 2018

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.uspornespotrebice.cz

France, Guide Topten
www.guidetopten.fr

Germany, Oeko-Institut
www.ecotopten.de

Italy, Eliante
www.eurotoppen.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/

The Topten Act project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement n°649647. This document reflects only the author's view. EASME is not responsible for any use that may be made of the information it contains.

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.

Author:

Ian Rothwel – Bush Energie ian.rothwell@topten.ch

Editor:

Sophie Attali – SOWATT sattali@sowatt.net

Table of content

About Topten ACT	2
Description of Work Package 5	4
Objectives for Task 5.2. Facilitating Consumer ACTION	5
Two options for referral marketing	6
Option 1: Referral marketing with an affiliate network	6
Option 2: Referral marketing with direct retailer collaborations	7
Reminder: Key performance indicators	8
Software requirements for affiliate marketing	8
Data exchange with online retailers: data feeds and EAN codes	9
Shop link engine from the new Topten software	9
Tracking shop link clicks	11
Experiences and results from the Topten ACT partners	12
Referral marketing in France	12
Referral marketing and labelling in Sweden	14
Referral marketing and labelling in Austria	15
Referral marketing and labelling in Italy	20
Engaging retailers in Germany	22
Referral marketing in UK	24
Referral marketing in Czech Republic	26
Referral marketing in Spain	27
Referral marketing in Poland	28
Referral marketing and labelling in Switzerland	29
Learnings & future development	35
Summary: Deliverables and milestones achieved	36
References and links	38
Useful links	38
Topten web sites with integrated referral links	38
References	38
Annex	39
List of referral partnerships	39

Description of Work Package 5

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 have known from experience and realized again during the Topten ACT project that establishing energy efficiency partnerships with retailers is a challenging job. Retailers are *per se* heavily focused on sales and revenue; number of sold energy-efficient appliances is not a key performance indicator (KPI) for them. Some retailers though use these figures to communicate how green they are but unfortunately, not much budget or personnel resources are tied to these "goals". Marketing campaigns and advertisement is usually sponsored with large financial budgets by manufacturers to support retailer's sales – competing with these budgets is difficult. Despite these circumstances, Topten ACT partners managed – thanks to the activities developed in this work package – to establish numerous active partnerships with retailers. We managed to get in contact with many product category managers, branch managers and e-commerce managers supporting them to promote energy-efficient products from Topten lists. Topten ACT also implemented activities that ensured consumer ACTion (they purchase the top energy-efficient products offered by retailers) regardless of the degree of cooperation of retailers.

Objectives for Task 5.2. Facilitating Consumer ACTION

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 ('shop links'). 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 was not to increase overall retailer sales, but to support consumers to buy top energy efficient products. Topten ACT websites thus provide shop 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, websites provide shop links even in the absence of backlinks from retailers. Integrating shop links to retailers is about facilitating the purchase of energy-efficient products: Users do not get lost at another price comparison website where they might even get distracted to buy a cheaper – but less efficient product.

Task leader Bush Energie had already started working on referral marketing in the early phase of the Topten ACT project for Topten Switzerland. Based on its experience, Bush Energie has prepared a 'Guidelines for Referral Marketing' (D5.3) to help other national partners get started with such activities: recommendations for developing links and approaching retailers, expected obstacles etc. Furthermore, Bush Energie provided tutorials on Dropbox on how to implement shop links in the software and shared insights on experiences at the Topten ACT meeting in Vilnius (Nov. 2017).

National partners also reflected on their specific national conditions and ensured that their activities have maximum impact. This allowed 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. Ideally, retailers would have cooperated in this 'counting and quantifying' process, as their collaboration makes the process smoother. However, no figures have been provided directly from retailers – web figures only were available from partners that used affiliate networks. Anyhow, this is the strength of the referral marketing activities suggested: they enabled consumer ACTION regardless of the degree of retailer collaboration.

Bush Energie as task leader has gathered in this final Referral Marketing Report II the results of referral marketing activities by national partners, including number of retailers referred, number of visits generated to retailer websites, and illustrative screenshots of good examples.

All of the activities in this WP required dedicated attention. As non-manufacturers with low budgets, the Topten ACT national partners needed creative approaches to motivate retailers to cooperate with them. And since the retailer scene is very different across Europe, it was difficult to provide national targets for partnerships and referrals. Instead, Topten ACT targeted a combined 32 partnerships/referrals across Europe.

Two options for referral marketing

In October 2015 the report “Guidelines for Affiliate Marketing” (D5.3) was established and shared within the Topten ACT partners. Affiliate marketing or referral marketing means that a publisher (in this case the Topten national websites) refers their users to online retailers (e.g. Amazon) with so called "deep links" or "shop links". The publisher partners then get a financial compensation for this referral.

Option 1: Referral marketing with an affiliate network

At the early stage of the Topten ACT project, the affiliate marketing guideline (D5.3) focused on the classical affiliate marketing concept with an affiliate network. The affiliate network creates unique referral links for publishers, monitors click rates and sales, and finally distributes the commissions to the publishers (see Figure 1). The compensation depends mainly on the performance of the publishers, i.e. the national Topten websites. The performance is measured by generated clicks to the retailer and generated buys at the retailer. The financial compensation is nowadays calculated on the number of clicks *and/or* a commission on the sales price. The rates for clicks (pay per click, in short *PPC*) are some cents (1 to 10 €ct.); the commission ranges from 3 to 10% on the sales price (pay per sale, in short *PPS*).

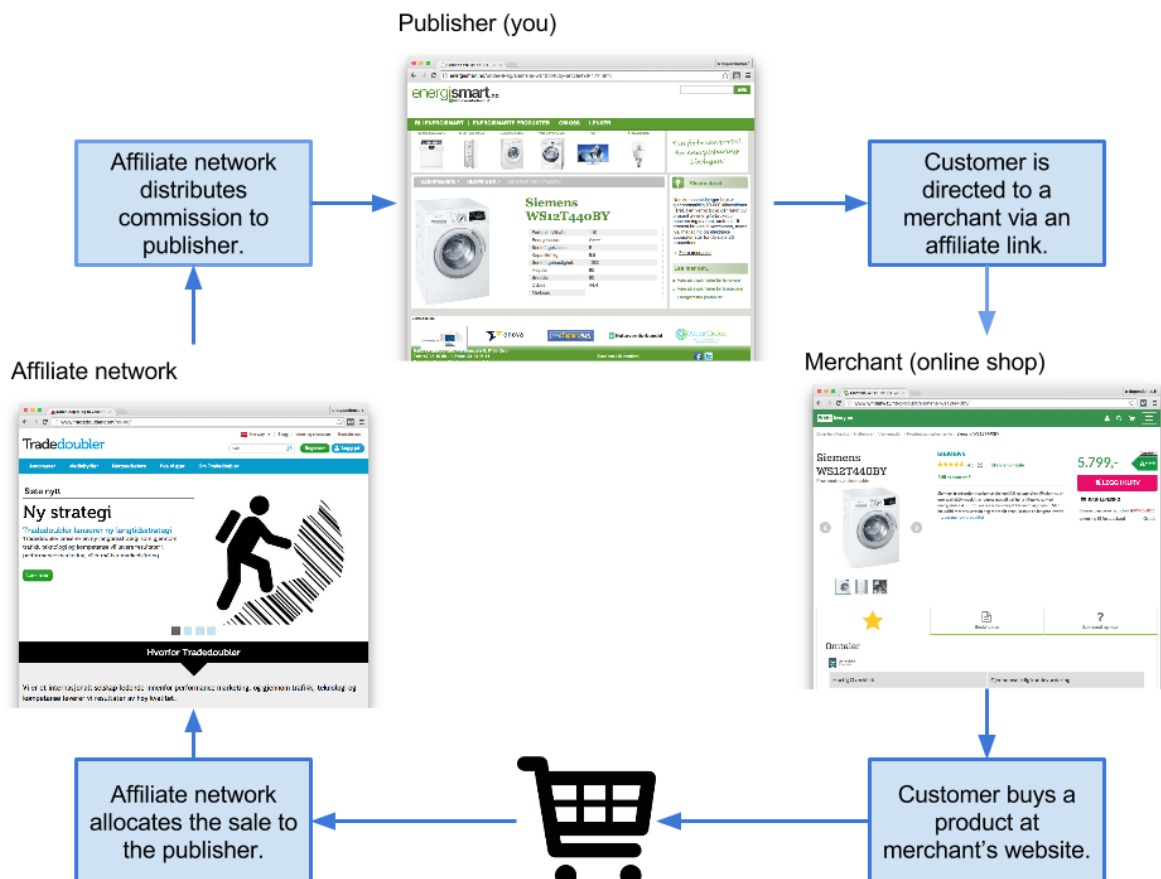


Figure 1: Affiliate network concept

Only three countries (France, Italy and Poland) have actually used the affiliate network concept, e.g. with Amazon or Idealo. However, it was realized in the second reporting period that affiliate networks are not well established in every country (e. g. Switzerland) or that page views (incl. click rates) were at the beginning too low for some national websites to justify an affiliate network scheme (because affiliate networks can refuse creating referral links).

Option 2: Referral marketing with direct retailer collaborations

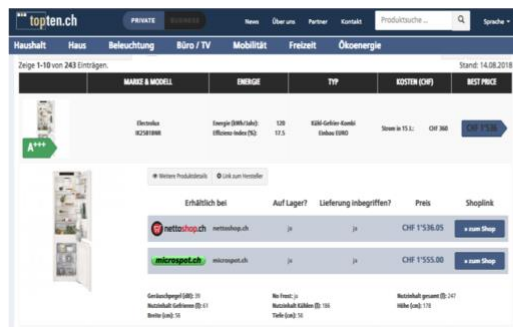
Besides the typical affiliate marketing scheme described above, some countries established directly with retailers yearly-fixed collaborations or even paid contracts. These collaborations with the online retailers are without an intermediate affiliate network and without any pay model based on performance indicators (such as PPC or PPS). The collaborations were based on existing collaborations that were extended to referral marketing or on the set-up of new collaborations / pilots with retailers.

Usually, besides a mere referral marketing, the national Topten sites supported the online retailers on how to promote energy-efficient products (e.g. Topten Germany and Austria advised Saturn for their “Go Green Now” campaign). Rather than generating revenue for the retailer, this scheme helps retailers to show the customers their engagement in energy efficiency.

The performance of the referral marketing was measured directly with Google Analytics which provides an API to track specific links. An API stands for "application programming interface" and is a defined interface so that web sites and services can automatically exchange data with each other. Each API has a set of parameters which can be used to customize the exchange between the websites.

The new Topten software uses the Google Analytics API and tracks the number of clicks on shop links and further information such as price, brand, model and product category. These figures can help for further, upcoming negotiations with retailers or induce the decision to change to an affiliate marketing concept when the click rates are increasing.

Topten website



Online retailer

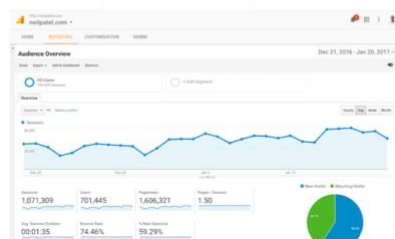
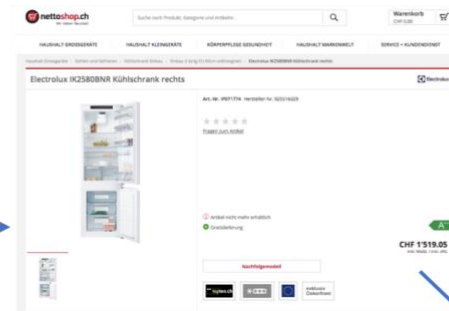


Figure 2: Referral marketing with direct retailer collaborations

Most Topten ACT partners worked with this direct collaborations, namely Austria, Czech Republic, Germany, Spain, Sweden and Switzerland. United Kingdom had an affiliate marketing concept which is based on performance - but not with a network, and with a retailer directly. So mixed concepts are also possible.

Reminder: Key performance indicators

For both affiliate marketing concepts (affiliate network or direct retailer collaborations) monitoring the generated traffic and performance is key. With the affiliate network these figures are provided and monitored by the network. With the direct retailer collaborations, own monitoring with Google Analytics and its API is needed. Retailers are not eager to provide their KPIs (Key Performance Indicators) to other parties. Below some important KPIs are recapitulated:

- Click-through-ratio (CTR): The CTR indicates what percentage of the page views resulted in a shop link click towards an online retailer (the higher the better).
- Click-sales-ratio (CSR): The CSR indicates what percentage of the shop link clicks towards the online retailer resulted in a sale (the higher the better).
- Earnings-per-click (EPC): The EPC is calculated by dividing total commission revenues by the number of unique clicks toward a merchant: $EPC = \text{revenues} / \text{unique clicks}$.

Software requirements for affiliate marketing

Product range and prices from online retailers vary on a daily basis. Furthermore, the number of products at online retailer can reach nowadays millions of products.

Automated solutions are therefore an absolute must. This chapter explains the functionality of data exchange with online retailers and the software features that are needed for the shop link integration in the Topten websites.

Data exchange with online retailers: data feeds and EAN codes

In order to integrate shop links in the Topten national websites, a so-called data feed with the product range from the online retailer needs to be accessed. This data feed is updated once a day by the retailer and includes all products they offer. The feed also includes prices, shipping costs, deep links, availability and the EAN (European Article Numbering). The data feed is mostly a simple Excel file which is stored at a specific place on their server.

The EAN is a unique number for products. This EAN code is also collected by the national Topten websites. In order to generate a shop link on a Topten website, a matching needs to be done between the EAN code in the Topten database and the EAN code in data feed from the online retailer. If there is a match, then a shop link can be generated on the Topten website (see Figure 3).

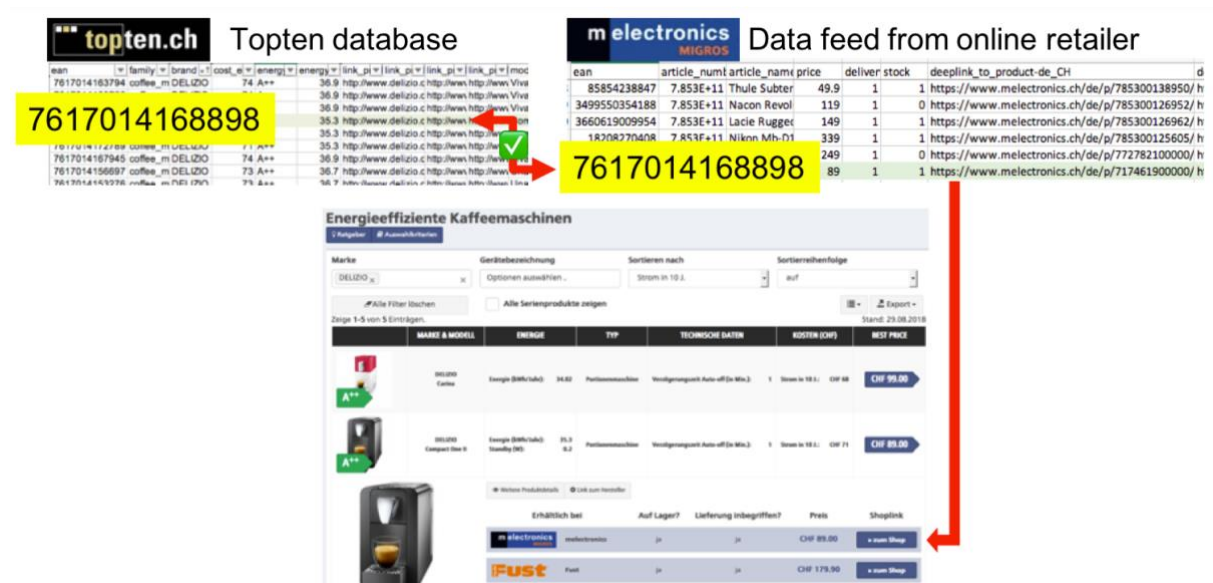


Figure 3: Shop link integration thanks to EAN matching

Shop link engine from the new Topten software

The brand-new software was launched in September 2017 at first for Topten Switzerland (at www.topten.ch) and then subsequently was rolled-out to seven other countries (see also D4.7 Software Update - Central Topten Software). With the new software a new core feature was introduced: shop link engine.

The shop link engine enables the data exchange with the online retailer. The shop link engine performs an EAN matching and attaches automatically a shop link to the according product. Furthermore, the logo of the retailer, product price and availability are displayed (see Figure 4). The shop link engine also has a best price function which displays the lowest price at the top – therefore also serving as a price comparison site.

topten.ch PRIVATE BUSINESS News Über uns Partner Kontakt Produktsuche ... Sprache ▾

Haushalt Haus Beleuchtung Büro / TV Mobilität Freizeit Ökoenergie

Liebherr CBNP 4858
Varianten: CBNPbs/es/gb/gw 4858

Energie (kWh/Jahr): 149
Effizienz-Index (%): 17.6

Kühl-Gefrier-Kombi freistehend

Strom in 15 J.: CHF 447

CHF 3'402

Weitere Produktdetails Link zum Hersteller

Erhältlich bei	Auf Lager?	Lieferung inbegriffen?	Preis	Shoplink
nettoshop.ch nettoshop.ch	ja	ja	CHF 3'401.95	» zum Shop
microspot.ch microspot.ch	ja	ja	CHF 3'621.95	» zum Shop
Fust Fust	ja	ja	CHF 3'949.00	» zum Shop
Kaufsignal.ch Kaufsignal.ch	nein	ja	CHF 4'072.45	» zum Shop

No Frost: ja
Nutzinhalt Gefrieren (l): 101
Höhe (cm): 201
Türanschlag: rechts

Umgebungstemperatur (°C): 10 - 43
Nutzinhalt Kühlen (l): 243
Breite (cm): 60

Nutzinhalt gesamt (l): 344
Davon Kaltlagerfach (l): 97
Tiefe (cm): 66.5

Figure 4: Shop link engine generates automatically shop links and shows the best price first

At the moment there are two options for the shop link engine to be operated:

- **Manually:** If the retailer does not have a data feed (usually small or specialised retailers), editors can use a manually created Excel file and upload it to the backend of the software. This requires that the Excel file is maintained by the editor, which needs a lot of time. (The matching and shop link generation is anyhow done automatically.)
- **Automatically:** As explained above, the software can be programmed that it fetches the data feed once a day automatically at the server from the online retailers which are in cooperation with the national web sites. For each online retailer a script needs to be developed.

Anyhow, as it turned out during the project, in many countries affiliate networks and online retailers nowadays work with so called APIs. Instead of just downloading once a day an Excel from their server, one needs to send a request via this API. This is an automatic option but slightly more sophisticated since the Topten software needs to be adapted exactly to the API of the online retailer and one needs to know how to handle the calls. It is more powerful since the API is usually instantly updated by the retailer and specific calls for certain product categories (e.g. refrigerators) can be done. In the near future, the software will be updated with this third possibility. Countries which only got an API access to their partners (e.g. Italy for idealo.it), did a work-around by uploading an Excel file to the Topten software via the manual approach. This approach is not very sophisticated and needs a lot of time. But as a starter, it was feasible.

The backend of the Topten software also comes with an overview on the matched products and integrated shop links. This is very helpful for the national Topten affiliate experts to see how many shop links are actually displayed on the website, to which online retailer how many links are generated and what products have a shop link.

Tracking shop link clicks

Per default Google Analytics will not track shop links since these are so called outbound or external links. As soon as a user clicks on external links, the tracking will stop. Therefore, the Topten software has a custom-built solution that works with the Google Analytics API and JavaScript. Each shop link that is integrated on the Topten product list gets automatically tagged by the shop link engine with price, brand, model, EAN, retailer name and product category. These tags are then submitted to Google Analytics. Each national team then is able to run shop link reports in their Google Analytics. Bush Energie has set up reporting templates and shared them with the other national teams (see Figure 5). With these reports, detailed reporting on how many shop links for which retailer were generated or which product category was clicked. Thanks to the tracked price it is even possible to calculate the generated revenue for referral partners – a strong instrument for future negotiations.

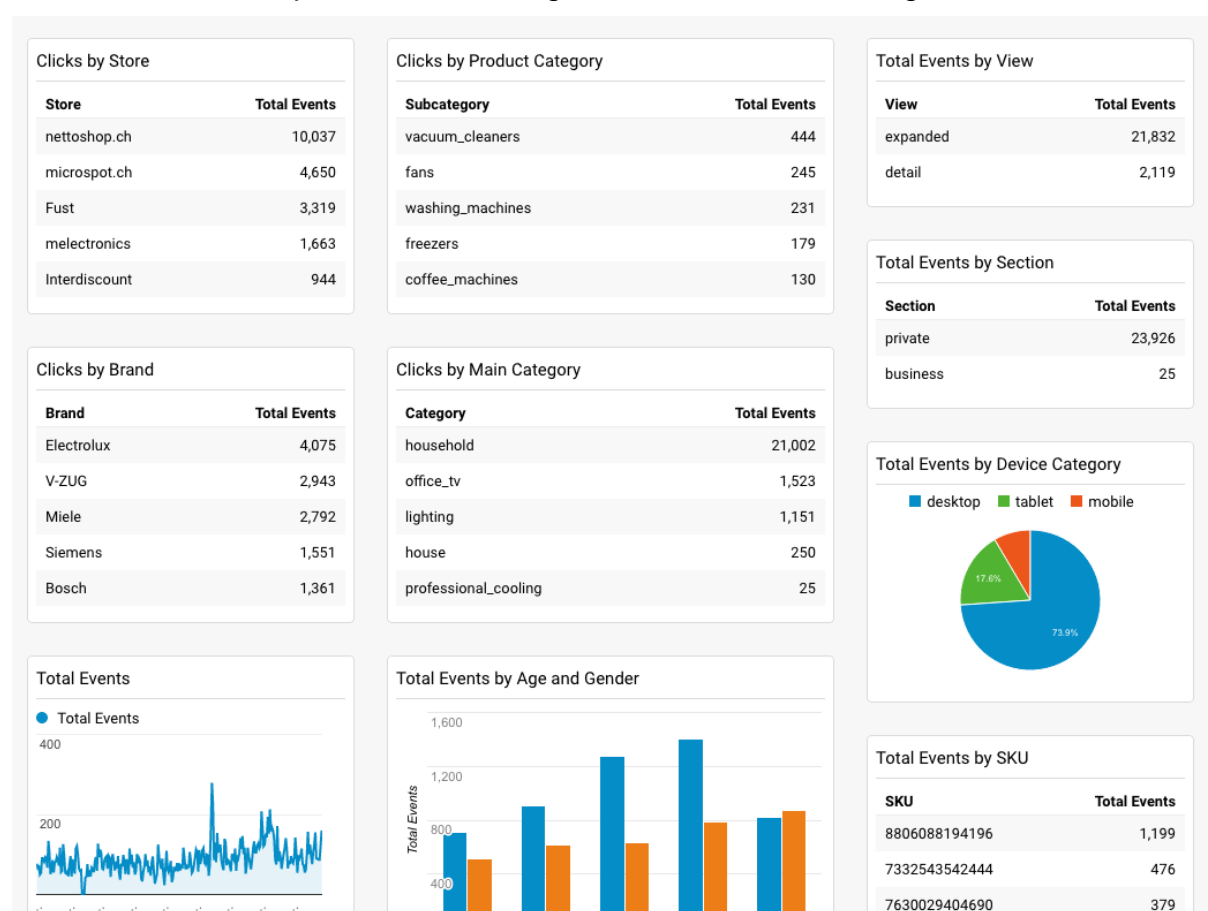


Figure 5: Google Analytics monitoring shop links

For some countries we have gathered the visits generated to the websites of the retailers and some key performance indicators (see Table 1). Since many countries were busy with getting the software roll-out on-time due to the delay of the Topten software launch (see report D4.7 Software Update) and establishing the collaborations with the referral partners was very time-consuming, the gathered figures are only a snapshot. Furthermore, it's difficult to compare all figures across all

countries since each country has a different setup. Switzerland has for example only direct retailer collaborations, France works with affiliate networks and Italy works mainly with comparison sites. More insights on the performance and metrics will be covered in the chapter below “Experiences and results from the Topten ACT partners”.

Country	Tracking time frame of visits generated to retailer websites	Number of visits generated to retailer websites	CTR	CSR	EPC
CH	1.11.17–31.8.18	27'183	6.96%	-	-
FR	6.7.–29.8.18	278	28.19%	3.4%	€ 0.07–0.15
IT	22.3.–31.8.18	316	1.02%	-	€ 0.04
PL	1.2.–31.8.18	42	-	9.52%	zł 0.27
UK	1.11.–31.8.18	1'261	9.57%	-	-

Table 1: Generated visits to retailer websites and other key performance indicators

Experiences and results from the Topten ACT partners

This chapter gives an overview of all ten countries that have referral partnerships and highlights with screenshots their results. The chapter is followed by a summary over all countries and provides the main learnings for future developments.

Referral marketing in France

Due the delay of the Topten software launch, France had done in the first reporting a pre-study on optimizing user experience. Namely, they have done conversion tests and A/B testing on call-to-action buttons (see D5.4 Periodic Referral Marketing Report I). France went live with the new software in April 2018 and in July 2018 already operational with affiliate marketing with three online shops (see Figure 6).



CLASSE ENERGIE
A+

Retourner à la liste des produits

Miele SGFP3 - Complete C3 Electro EcoLine

Coût / prix moyen

Caractéristiques techniques

Prix moyen indicatif	529 €
Économie d'énergie par rapport à un modèle de classe D	49 €
Coût en électricité sur 10 ans	44 €
Coût total sur 10 ans	573 €

OÙ TROUVER CE PRODUIT

	EN STOCK ?	LIVRAISON INCLUSE	MEILLEURE OFFRE	VOIR LES OFFRES
Idealo	●	●	399,00 €	Lien vers Idealo
Darty	●	●	549,00 €	Lien vers Darty
Cdiscount	●	●	549,99 €	Lien vers Cdiscount

Figure 6: Online shops integrated at Topten France

In France, retailers work with affiliate networks (i.e. they rarely deal directly with the websites referring to them). As a first test, Guide Topten cooperated with Idealo since this is a "neutral" comparison website (not being paid by manufacturers to be shown on their site). To set the shop links with Idealo, they had to start an affiliate contract with the network called AWIN. Afterwards, they added links towards Darty (one of the most well-known specialized retail chain in France) and Cdiscount (very well-known but positioned on a lower range). Cooperating with further referral partners turned out to increase their click-through-ratio (CTR). The more different online retailers are displayed for a single product, the more people actually clicked on a shop link (see Table 2). It can be said that on average 28% of the users from France viewing a Topten product list were referred to an online shop. From these 3.4% on average actually bought the product.

Links per page	Views unique	Clicks unique	CTR
1	505	119	23.56%
2	450	143	31.78%
3	31	16	51.61%
	986	278	28.19%

Table 2: Increased CTR by adding more referral partners

Referral marketing and labelling in Sweden

In the first reporting period the Swedish online price comparison website pricerunner.se had labelled Topten products (see Figure 7) and Topten Sweden integrated shop links to pricerunner.se (see Figure 8). Unfortunately, after a software relaunch at pricerunner.se, the labels have not yet been re-activated. Topten Sweden is now in the process of deciding on further referral partners. Meanwhile, Topten Sweden as an environmental NGO had to focus on marketing more in general than affiliate marketing. They invested more time in Facebook campaigns (see D 4.9 Periodic Dissemination Activities Report).

	Bosch KSV36VW40 Vit Fristående, Volym: 346 L, Ljudnivå 39 dB mer info ★★★★★ 6 Användarrecensioner  BOSCH Invented for life	fr. 6 890 kr  Energismart produkt! 	Jämför priser 14 butiker
	Liebherr KB 4350 Premium Vit Fristående, Volym: 367 L, Ljudnivå 37 dB mer info Testad av Köp testet här	fr. 14 995 kr 	

Figure 7: Toprunner.se labelled Topten products during first reporting period

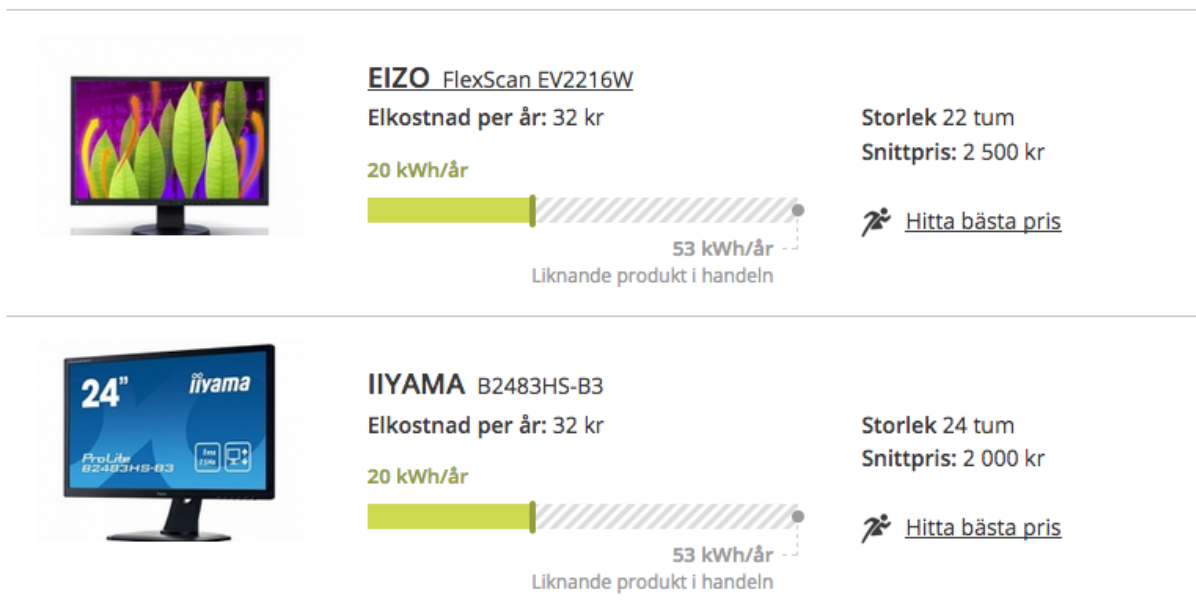


Figure 8: Topten Sweden links with “Hitta bästa pris” to the price comparison site toprunner.se

Referral marketing and labelling in Austria

In the second reporting period, Austria has established successful cooperations with retail chains Mediamarkt, Saturn and Expert including consumer-oriented information on their online shop about [topprodukte.at](#) and its gradings. Austria on its side refers on its product lists with shop links to these three retailers.

As a generic principle, the [topprodukte.at](#) team aimed at involving retailers with physical stores and did not approach retailers that run online shops only. However, the rollout of point of sale activities in the partners’ affiliated physical stores was limited, even if the headquarters have been fully supportive and committed. The individual shop locations are managed by independent private limited companies without direct control from the headquarters. However, the cooperation facilitated training activities with the sales personnel (either presence trainings or e-learning) with input from the [topprodukte.at](#) team.

Retail chain Mediamarkt

Mediamarkt includes the dedicated section [“Grün und gut”](#) (Green and well) in their online shop with sections on an overview on actual listed topproducts, their commitment to sustainability, energy saving tips, a description concerning the affiliation with [topprodukte](#) and further related initiatives (see Figure 9).

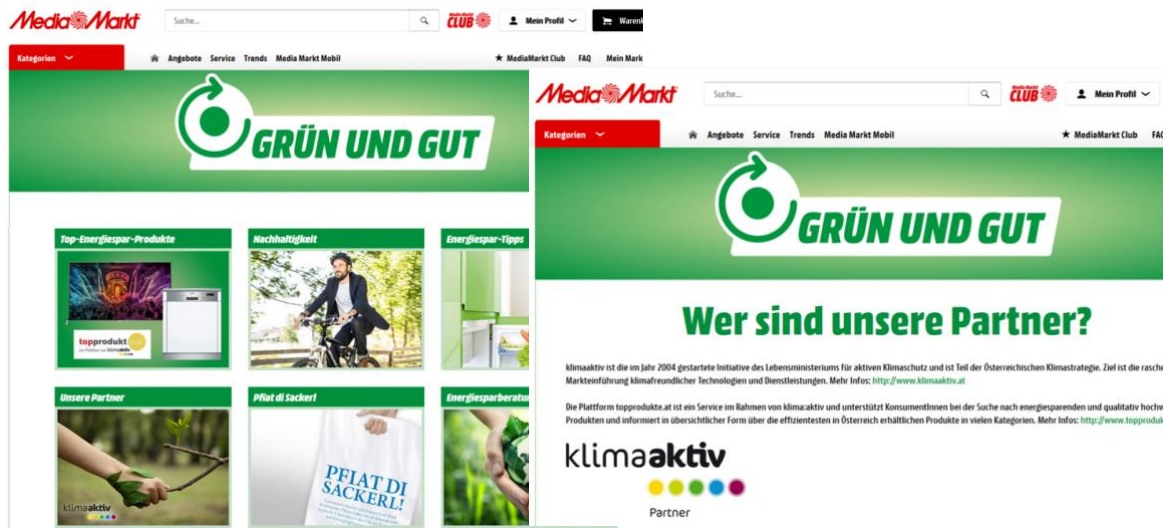


Figure 9: Landing page „Grün und gut“ on mediaparkt.at with topprodukte.at label (left) and description of affiliation with topprodukte.at (right)

Beyond that MediaMarkt presents background information about the grading topprodukte.GOLD and topprodukte.SILBER (see Figure 10 left). As a quick orientation for consumers a listing of products with topprodukte grading is provided for the various product categories (see Figure 10 right).



Figure 10: Consumer information concerning topprodukte-grading (Gold/Silber) on landing page „Grün und gut“ (left) and overview on product categories with topprodukte-grading (right)

The topprodukt grading (either GOLD or SILBER depending on the specific selection criteria) is included very prominently in the product's detailed description and embedded in the product image (see Figure 11).

Figure 11: Examples of listed products with topprodukt-grading Gold

Retail chain “Saturn”

Cooperation with Saturn has been established following the successful implementation of the cooperation with Mediamarkt. Both chains are owned by one head quarter of the company Mediasaturn. Thus, the concept of the cooperation with Saturn is similar to the one with Mediamarkt in principle. Screenshots presented below are provided for the respective [Saturn online shop](#).

The screenshot shows the SATURN online shop interface. At the top, there's a navigation bar with the SATURN logo, a search bar, and links to 'Mein Konto' and 'Warenkorb'. Below this is a banner for 'JETZT AUF GRÜN SCHALTEN' (Now switch to green) with a circular arrow icon. The main content area is titled 'Energieeffiziente Produkte bei SATURN' (Energy-efficient products at SATURN). It features a sidebar with text about energy efficiency and a main product display area. The product displayed is a 'PHILIPS Fernseher 55PUS6262/12 Ultra HD 4K HDR TV'. The product page includes a large image of the TV, a 'topprodukt GOLD' badge, a '0% FINANZIERUNG' (0% financing) offer, and a list of specifications: Ultra HD 4K HDR TV, 139 cm screen diagonal, 55 Zoll (Zoll), Flat, UHD 4K, and SMART TV: ja. A 'Vollansicht' (Full view) button is also visible.

Figure 12: Overview on product categories with topprodukte-grading (left) and labelling of topprodukte.GOLD (right)

Retail chain “Expert”

Topprodukte succeeded in setting up cooperation with Expert as well, implemented in their online shop expert.at.

A consumer-oriented description of the affiliation is provided within [the partner section of the website](#) (see Figure 13).

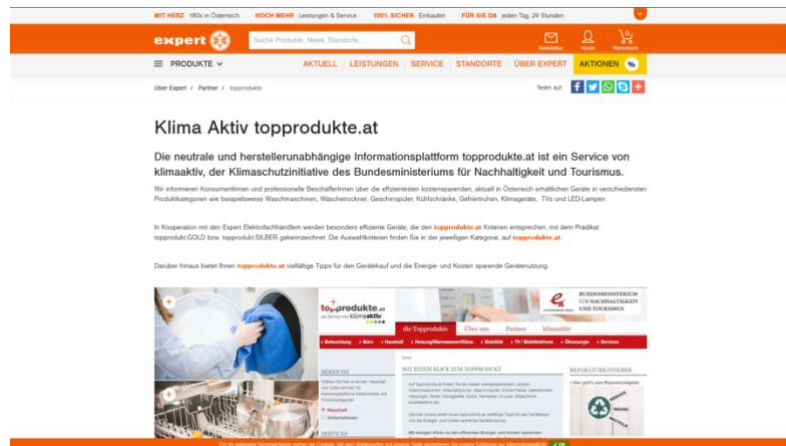


Figure 13: Description of affiliation with topprodukte.at on landing page „Grün und gut“

The topprodukte grading is included next to specific icons on the product detail sites (see Figure 14).

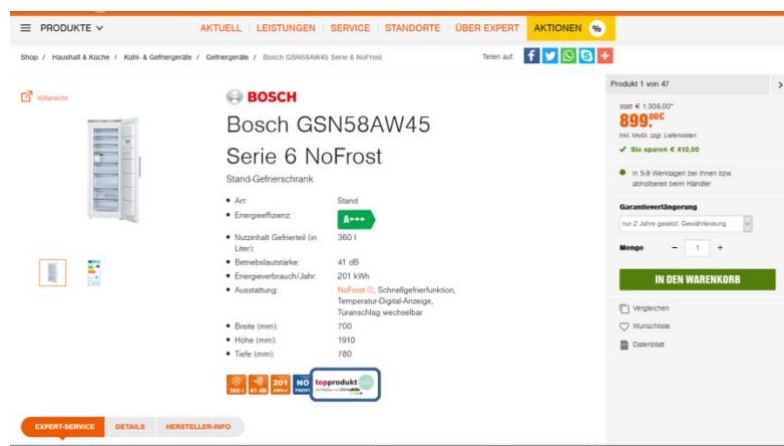


Figure 14: Example of listed product with topprodukt-grading

The shop links are included as deep links in the topprodukte product lists including price information. To ease the comparison of prices between products complying with the topprodukte selection criteria but not offered by one of the retail chains with partnership agreements, an average retail price from physical shops is included for those products as well (see Figure 15).

[die Topprodukte](#)
[Über uns](#)
[Partner](#)
[klimaakti](#)

[Beleuchtung](#)
[Büro](#)
[Haushalt](#)
[Heizung/Warmwasser/Klima](#)
[Mobilität](#)
[TV / Mobiltelefonie](#)

[Haushalt > Waschmaschinen > Füllmenge 8 - 9 kg](#)

[topprodukt.GOLD \(6\)](#)
[topprodukt.GOLD + SILBER \(28\)](#)
[Auswahlkriterien Waschmaschinen](#)
[Ratgeber Fü](#)

Bild	Marke	Modellname	EAN-Nummer	unter anderem erhältlich bei bzw. Medianpreis im stationären Handel [EUR] (Preis vom 18.07.2018)
	Miele	WKH 122 WPS	4002515896921	Mediamarkt: 1.249.- Saturn: 1.249.-
	Miele	WMV963 WPS PWash & TDos XL Tronic Wifi	4002515770382	Mediamarkt: 1.469.- Saturn: 1.469.-
	Miele	WKH 122 WPS	4002515771464	Medianpreis: 2.299.-
	Miele	WKH 122 WPS	4002515640548	Mediamarkt: 1.219.- Saturn: 1.219.-

Figure 15: Example of topprodukte.at product list with shop links for Mediamarkt and Saturn

Referral marketing and labelling in Italy

Topten Italy collaborated already in the first reporting period with idealo.it. Since the software was delayed, Italy could not establish referral links to Idealo. Anyhow, Italy went live with the new software in November 2017 and not only set referral links to Idealo (see Figure 16) but also to Amazon and Qualescegliere.it in the mean-time.

The collaboration between Topten Italy and idealo.it is not only an exchange of links, it includes the labelling of Topten products at idealo.it (see Figure 17).

The screenshot shows the topten.it website interface. At the top, there are navigation tabs for 'CASA' and 'BUSINESS', along with links for 'News', 'Chi siamo', 'Partner', and 'Contatti'. A search bar is present with the text 'Cerca prodotto'. Below the navigation, there are category tabs: 'Conservare', 'Lavare', 'Cucinare', 'Pulire', 'Illuminazione', 'Elettronica', 'Climatizzatori', and 'Mobilità'. The main content area displays a vacuum cleaner product, the Electrolux ESP7GREEN, with an 'A+' energy label. To the right of the product image, there is a table with technical specifications: 'Capacità contenitore polveri (l): 3.5', 'Rumorosità (dB): 70', 'Classe efficacia riemissione polveri: A', 'Classe efficacia pulitura tappeti: B', and 'Classe efficacia pulitura pavimenti: A'. Below the product image, there are two buttons: 'Altri dettagli sul prodotto' and 'Sito del produttore'. A table below the product image shows the product's availability and price on different platforms:

Disponibile da	In stock?	Con consegna?	Prezzo	Link
idealo	Si	Si	122,00 €	Al rivenditore
amazon.com	Si	Si	179,90 €	Al rivenditore

At the bottom of the product page, there are additional specifications: 'Classe efficienza energetica: A+', 'Capacità contenitore polveri (l): 3.5', and 'Raggio d'azione (m): 12'.

Figure 16: Italy successfully integrated links to idealo.it and Amazon

The screenshot shows the idealo website interface. At the top, there is a search bar with the text 'Cerca...'. Below the search bar, there are category tabs: 'Elettronica', 'Elettrodomestici', 'Grandi elettrodomestici', and 'Congelatori verticali'. The main content area displays a refrigerator product, the Liebherr GP 1486-20, with a 'A+++' energy label. To the right of the product image, there is a table with product details: '10 offerte: € 476,10 - € 555,00 *', '1 opinione: ★★★★★', and 'Recensione: ★★★★★'. Below the product image, there is a button: 'Altri dettagli sul prodotto'. A table below the product image shows the product's availability and price on different platforms:

Disponibile da	In stock?	Con consegna?	Prezzo	Link
idealo	Si	Si	122,00 €	Al rivenditore
amazon.com	Si	Si	179,90 €	Al rivenditore

At the bottom of the product page, there is a section titled 'Prodotto EuroTopten' with the text: 'Conclusione: I congelatori presenti su www.eurotopten.it consumano fino al 50% di energia in meno rispetto ai modelli in classe A+, facendoti risparmiare fino a 400 € in 15 anni. eurotopten.it online (16/02/17)'.

Figure 17: Price comparison site idealo.it is labelling Tooten products

With the Italian review and comparison site qualescegliere.it Tooten Italy also has a mutual partnership. Tooten Italy links to their site (see Figure 18) and qualescegliere.it labels products with Tooten (see Figure 19). It is to be noted that qualescegliere.it does not have an affiliate marketing scheme (compared to idealo.it or Amazon) but is source of information on products reviews for Italian consumers. Having Tooten as a label on other consumer sites helps promoting energy-efficient products and gives visibility to Tooten Italy.

top ten.it CASA BUSINESS News Chi siamo Partner Contatti Cerca prodotto

Conservare Lavare Cucinare Pulire Illuminazione Elettronica Climatizzatori Mobilità

LG 43LH510V
Consumo energetico annuale (kWh): 51
Dimensione dello schermo (pollici): 43
Risoluzione: 1920x1080
Smart TV: No
Costi elettrici in 10 anni: 122 €
275,00 €

Altri dettagli sul prodotto | Sito del produttore

Disponibile da	In stock?	Con consegna?	Prezzo	Link
QualeScegliere.it	Sì	Sì	275,00 €	Al rivenditore

Classe efficienza energetica: A++
Indice di efficienza energetica: 0.14

Figure 18: Italy also integrated links to the consumer portal qualescegliere.it



4. Velocità: Voto 7 su 10

I dati che influiscono direttamente sulla velocità di risposta e la nitidezza dell'apparecchio non sono stati resi disponibili dall'azienda produttrice, un segnale che potrebbe indicare una qualità non troppo alta. Per quanto riguarda invece il **frame rate**, la LG 43LH510V supporta lo standard più diffuso a 60 Hz, che consente di visualizzare correttamente praticamente ogni contenuto multimediale al momento disponibile. Non è purtroppo possibile formulare un giudizio completo adatto a chi cerca un prodotto in grado di offrire una particolare nitidezza, anche durante movimenti molto rapidi delle immagini. I gamer più esigenti e gli amanti dello sport dovranno probabilmente cercare dispositivi di fascia più alta.

“

Altri test


SCOPRI DI PIÙ SULL'EFFICIENZA
ENERGETICA DI QUESTO PRODOTTO SU **top ten.it**


Figure 19: The Italian review and comparison site qualescegliere.it labels Topten products in their reviews

Engaging retailers in Germany


Since the first reporting period, the price comparison website www.ideal.de highlights the EcoTopTen products for all EcoTopTen product groups relevant for idealo (see Figure 20).

[🏠](#) > [Elektroartikel](#) > [Haushaltselektronik](#) > [Elektro-Großgeräte](#) > [Kühlschränke](#) > [Gorenje NRK 6203](#)






Gorenje NRK 6203 TR


[weitere Varianten, z.B.: TX](#)


26 Angebote: **597,19 € – 762,00 € ***

0 Produktmeinungen: [Produktmeinung auf idealo verfassen](#)

Testbericht: 

A+++ KÜHL-GEFRIERKOMBINATION · STANDGERÄT · 60 CM BREIT · 254 LITER KÜHLBEREICH · 85 LITER GEFRIERBEREICH · BETRIEBSGERÄUSCH: 42 DB (NORMAL) [Produktdatenblatt](#)

Testberichte - von uns für Dich zusammengefasst



EcoTopTen-Produkt

Fazit: Von EcoTopTen ausgezeichnete Kühl- und Gefriergeräte besitzen die beste Energieeffizienzklasse A+++ und sind deshalb besonders sparsam im Stromverbrauch. Weder Kühlmittel noch die für die Isolationsmaterialien verwendeten Schäumungsmittel dürfen halogenorganische Stoffe enthalten oder mit Hilfe solcher Stoffe hergestellt worden sein.

[EcoTopTen online \(15.08.18\)](#)

Figure 20: Price comparison site idealo.de is labelling Topten products

Saturn Germany started in 2017 the campaign [“Jetzt auf Grün schalten!”](#) (“Go Green Now”) with product recommendations based on the EcoTopTen product lists and the EcoTopTen criteria. The following product groups are considered within the campaign: cooling appliances, washing machines, tumble dryers, dish washers, vacuum cleaners, coffee machines, televisions. Saturn provides EcoTopTen an Excel list from their database. Then, EcoTopTen scans their products and sends them once a month all products which fulfil the EcoTopTen criteria so Saturn knows which are the most energy-efficient products.



Figure 21: Saturn promoting energy-efficient appliances thanks to EcoTopen criteria

Even though EcoTopTen does use the classical affiliate marketing scheme, both examples from idealo.de and Saturn show nicely how EcoTopTen successfully engaged retailers to highlight energy-efficient products, making it easier for consumers to go for a green choice. In the near future Germany wants to use the Saturn case as a good example and try to establish the same with the retailer MediaMarkt.

Referral marketing in UK

UK already established direct links to Marks Electrical and Hughes in the first reporting period. With the new software – which was launched in the UK on October 2017 – they could extend their partnership to new retailers (see Figure 22 and Figure 23). They have now eleven different online shops integrated and thanks to diverse referral partners they could establish shop links to a wide range of product categories – from large household appliances, to TVs and lighting.

top ten uk.org CONSUMER BUSINESS Home About Us News Contact Search...

Cooking Laundry Lighting Floorcare Dishwashers Refrigeration Home Entertainment

Place settings: Select an option... Purchase price: 1,850 Sort By: Energy efficiency index Sort Order: Low to high

Clear all filters Show Series Products Export

Showing 1-10 of 10 items. Last Updated: 25 Apr 2018

PRODUCT IMAGE	BRAND & MODEL	ENERGY	TECHNICAL DATA	DIMENSIONS	COST	BEST PRICE
	Miele G 6895 SCVi XXL K20	Energy rating: A+++ Annual energy consumption (kWh/year): 189 Annual water consumption (l/year): 2772	Drying performance class: A Noise level (dB): 41	Place settings: 14	Electricity cost per year: £27 Water cost per year: £4	£1,699

More product details

Available in	In stock?	With delivery?	Price	ShoPlink
Marks Electrical	yes	no	£1,699.00	Go!
Gerald Giles	yes	no	£2,099.00	Go!
Hughes	yes	no	£2,099.00	Go!
Snellings	yes	no	£2,099.00	Go!

Energy efficiency index: 40.5169 Height (mm): 845 Width (mm): 598
Depth (mm): 570 Colour: white

Figure 22: Thanks to their referral partners, many shop links are displayed at Topten UK

top ten uk.org CONSUMER BUSINESS Home About Us News Contact Search...

Cooking Laundry Lighting Floorcare Dishwashers Refrigeration Home Entertainment

	Sony KDL40WE663BU	Energy rating: A+ On-mode power: Annual energy consumption (kWh/year):	A+ 48 70	HD Type: Smart TV	Full HD no	Electricity cost per year: £10 Electricity cost, 8 years: £84	£369.00
	Toshiba 32L3753DB	Energy rating: A+ On-mode power: Annual energy consumption (kWh/year):	A+ 31 45	HD Type: Smart TV	Full HD yes	Electricity cost per year: £7 Electricity cost, 8 years: £54	£179.00

More product details Link to manufacturer

Available in	In stock?	With delivery?	Price	ShoPlink
AO.com	yes	no	£179.00	Go!
Currys PC World	no	no	£199.00	Go!

Standby power (W): 0.5 Screen size (inch): 32

Figure 23: Shop link integration at Topten UK TV product list

The partnerships still have the potential to grow. Topten UK realized retailers were happy to provide product URLs and details of products they sold. Retailers were reluctant to include Topten references and branding on their websites, due to a preference to maintain full brand integrity.

Regarding affiliate marketing the main success for Tipten UK is that AO.com provided Tipten UK with product links and invited them to join its online referral platform where Tipten will receive commission for click throughs resulting in a product purchase. Tipten UK will there try to expand the affiliate relationship with AO, as well as using this as a leverage to develop a similar relationship with other retailers.

Referral marketing in Czech Republic

Czech Tipten (branded as Úsporné spotřebiče) went live in mid-July 2018 and immediately set up shop links to the national price comparison site Zbozi.cz. Zbozi.cz, owned by Seznam.cz search engine (half of the Czech market), is major price comparison website. The collaboration gained quickly momentum and not only consists of referral links to Zbozi.cz but Zbozi.cz also created recommendation pages for major product categories including direct links to Czech Tipten website back.

Chlazení	Praní	Myčky	Vysavače	Digestoře	Kávovary	Osvětlení	Televizory
ZNAČKA		ENERGIE		TECHNICKÉ ÚDAJE		NÁKLADY	
<p>AEG ProSteam L7FBE68SC</p>		<p>Energetická třída: A+++ Roční spotřeba (kWh): 137 Třída účinnosti odštěďování: A Roční spotřeba vody (l): 10999</p>		<p>Náplň (kg): 8</p>		<p>Náklady na elektřinu na 10 let: 5 480 Kč</p>	
		<p>Zobrazit detaily Odkaz na výrobce</p>		<p>Nabídka prodejen</p>		<p>Skladem? S dopravou? Cena od Odkaz na obchod</p>	
		<p>Zboží.cz</p>		<p>ano ne</p>		<p>13 085,00 Kč Do obchodu</p>	
<p>Hlučnost odštěďování (dB): 77 Výška (cm): 85</p>		<p>Hlučnost praní (dB): 51 Šířka (cm): 60</p>		<p>Max. otáček (počet/min.): 1600 Hloubka (cm): 50</p>			

Figure 24: Czech Tipten sets referrals to their national price comparison site Zbozi.cz

Energetická třída

Prodejci při prodeji pračky (v obchodě i na internetu) musí vystavit energetický štítek. Z něj zjistíte:

- energetickou třídu – **A+++** je nejvyšší a **D** nejnižší,
- kapacita náplně v kg,
- roční spotřebu elektrické energie v kWh (je uvažováno 220 pracích cyklů za rok),
- roční spotřeba vody v litrech,
- hluk při praní a při odstředování v dB,
- třída účinnosti odstředování,

Údaje na energetickém štítku jsou nicméně uvedené pro průměrný prací program na bavlnu. Vždy tedy bude záviset, jak často perete a jaký program využíváte.

Výběr úsporné pračky

Pokud nechceme platit zbytečné náklady na elektřinu a vodu, vyplatí se při výběru pračky dodržovat několik jednoduchých pravidel:

- Nekupujte si zbytečně pračku s velkou kapacitou, pokud ji nevyužijete. Pračka pracuje nejúčinněji, pokud je zcela naplněná.
- Vyberte energetickou třídu **A+++**. Kvůli neustále zvyšující se účinnosti praček je nyní nejhorší dostupná energetická třída na trhu **A+**. Takže pokud si koupíte pračku **A+**, je to ta nejméně účinná pračka na trhu. Brzy se ale dočkáme aktualizaci energetických štítků.
- Spotřeba vody by měla být přibližně pod 1800 litrů za rok na jeden kg náplně.
- Třída účinnosti odstředování by měla být u klasických praček **A**, u slim praček alespoň **B**.
- Pokud nechcete uvedené sledovat, vybírejte pračku ze seznamu nejúspornějších spotřebičů na internetové stránce www.usporiespotrebice.cz.

Figure 25: Zboci.cz backlinks to usporiespotrebice.cz and implemented their recommendations

Referral marketing in Spain

Topten Spain being part of WWF Spain has its very own software. Anyhow, the Spanish team also has managed to set up a partnership in the second part of the reporting period with shoppydoo.es, a price comparison website (see Figure 26). Making the same experience as other countries, engaging directly with large retailers turned out to be difficult. Engaging with retailers is very time consuming due to getting in to contact with the right person or teams. Furthermore, aligning with their KPIs (sales, number of clicks) often requires more budget.

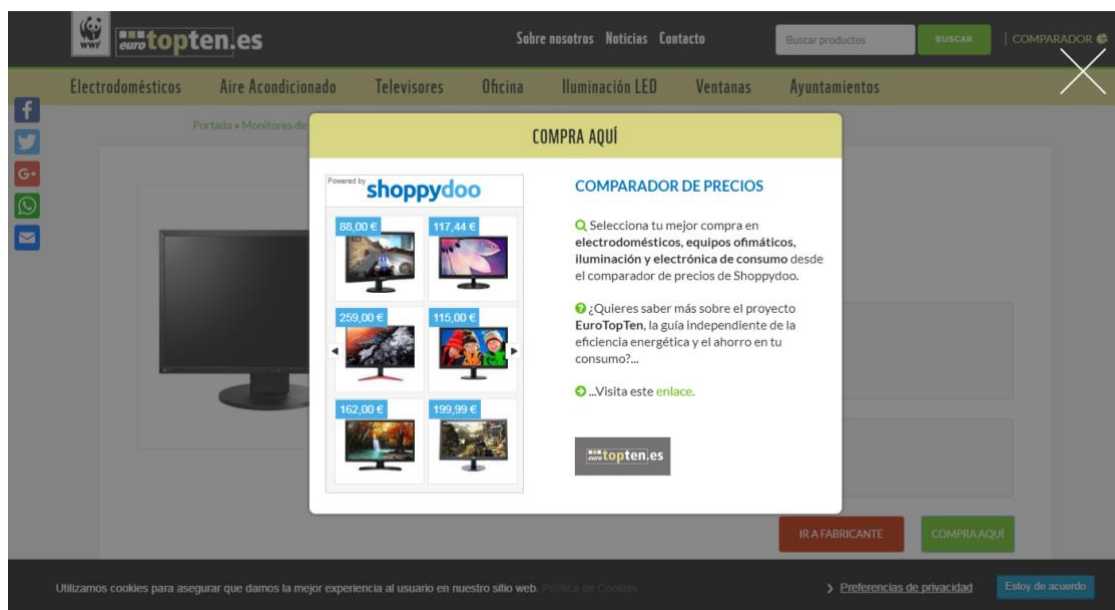


Figure 26: Topten Spain show the best prices from the price comparison site shoppydoo.es

Referral marketing in Poland

In parallel of setting up the new software, Topten Poland sent invitations to twelve online shops (Saturn, EuroAGD, Morele, MediaExpert, Electro.pl, Redcoon, Emag, Neonet, Avans, Mall, Oleole), one price comparison site (Ceneo.pl) and one affiliate network (SalesMedia). Their offer was accepted by ceneo.pl and SalesMedia (with oleole.pl). Poland went live just live at in August 2018 with the new Topten software and successfully transferred the existing shop links to the new software (see Figure 27 and Figure 28).

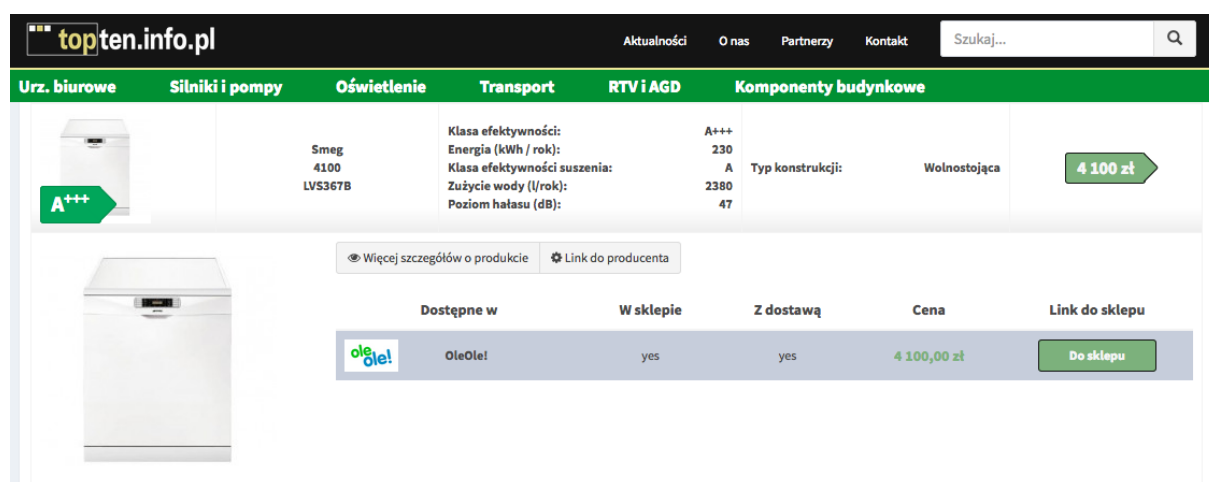


Figure 27: Online shop links to affiliate partner oleole.pl






	PRODUCENT, MODEL	PARAMETRY ENERGETYCZNE	PARAMETRY TECHNICZNE	NAJLEPSZA CENA										
 A++	Hoover 800 Optimum Power OP60ALG	Klasa efektywności: Energia (kWh / rok): Poziom hałasu (dB):	A++ 16 61 Klasa emisji pyłu: Klasa czyszczenia dywanów: Klasa czyszczenia podłóg twardych:	A A A 800,00 zł										
<div>  <div> Więcej szczegółów o produkcie Link do producenta </div> </div>														
<table border="1"> <thead> <tr> <th>Dostępne w</th><th>W sklepie</th><th>Z dostawą</th><th>Cena</th><th>Link do sklepu</th></tr> </thead> <tbody> <tr> <td>  Ceneo.pl </td><td>no</td><td>no</td><td>800,00 zł</td><td> Do sklepu </td></tr> </tbody> </table>					Dostępne w	W sklepie	Z dostawą	Cena	Link do sklepu	 Ceneo.pl	no	no	800,00 zł	Do sklepu
Dostępne w	W sklepie	Z dostawą	Cena	Link do sklepu										
 Ceneo.pl	no	no	800,00 zł	Do sklepu										
Pojemność pojemnika na pył (l): 4.5														

Figure 28: Shop links to price comparison site ceneo.pl

Referral marketing and labelling in Switzerland

Topten Switzerland started early with implementing affiliate marketing. A test phase in 2015 revealed quite some difficulties (see D5.4 Periodic Referral Marketing Report I). These experiences were taken-up by the new software development and the latest Topten software with its shop link engine and shop link tracking finally also enables professional referral marketing in Switzerland.

Switzerland does not have strong affiliate networks, therefore Topten Switzerland set up yearly, direct collaborations with the two largest retailers in Switzerland – Coop and Migros – which have several partner online stores such as microspot.ch, interdiscount.ch, fust.ch, nettoshop.ch, melectronics.ch etc. Entry points for the partnerships were their respective sustainability managers that were eager to highlight energy-efficient products and connecting the Topten Swiss team to their category managers, e-commerce managers and branch managers.

In the first reporting period Topten Switzerland had 13 partnerships which have grown by now to 18. Thanks to this large network, Topten Switzerland has nearly 7'000 different shop links integrated, providing different offers from online retailers for many products (see Figure 29). Within 10 months (1.11.17 – 31.8.2018) more than 27'000 shop links clicks were generated and tracked. The largest online retailers are integrated in such manner that the shop link integration runs completely automatically once a day. This is key in order to handle such amounts of shop links.

The screenshot shows the topten.ch website interface. At the top, there's a navigation bar with categories like Haushalt, Haus, Beleuchtung, Büro / TV, Mobilität, Freizeit, and Ökoenergie. Below this, a product overview table lists various attributes for a Samsung washing machine. The table includes columns for MARKE & MODELL, ENERGIE, DIMENSIONEN, KOSTEN (CHF), and BEST PRICE. The product is a Samsung WW80K5400WW/WS, with a best price of CHF 688.95. Below the table, there's a section titled 'Erhältlich bei' (Available at) which lists 18 referral partners with their logos, names, and 'zum Shop' links. The partners listed are microspot.ch, nettohop.ch, InterDiscount, m electronics, and Fust. Each partner entry also indicates 'Auf Lager?' (In stock?) and 'Lieferung inbegriffen?' (Delivery included?).

Erhältlich bei	Auf Lager?	Lieferung inbegriffen?	Preis	Shoplink
microspot.ch	ja	ja	CHF 688.95	» zum Shop
nettohop.ch	ja	ja	CHF 689.00	» zum Shop
InterDiscount	nein	ja	CHF 699.90	» zum Shop
m electronics	nein	ja	CHF 799.00	» zum Shop
Fust	ja	ja	CHF 849.00	» zum Shop

Additional product details shown below the table:

- Beladung: Frontlader
- Max. Schleuderrzahl: 1400
- Einsatzort: Einfamilienhaus
- Türanschlag: links
- Warmwasseranschluss: nein

Figure 29: Topten.ch with its 18 referral partners provides many shop links and the daily best-price

Not only did Topten Switzerland establish new partnerships but existing partnerships could be intensified. Topten Switzerland has set up a POS (point-of-sales) site at topten.ch/pos which provides examples on how to label products with the Topten logo at the online shop. This POS site from Topten Switzerland also contains a data feed which is daily updated and exports all products with the Topten label and the EAN code. With the EAN code online shops can do a matching also on their side and label Topten products. This solution is not used by the retailers since software development capacities seem low.

Anyhow, eight online retailers are labelling the most energy-efficient products with the Topten label in Switzerland: lumimart.ch, schubiger-online.ch, melectronics.ch, micasa.ch, doitgarden.ch, super-discount.ch, kaufsignal.ch, lichtbox.ch and risch-lufttechnik.ch. Our discussions revealed that they label still everything manually. We are now in the process of supporting the second largest retailer on establishing this labelling automatically on their side too.

Topten labelling is mostly done in the product overview (see Figure 30) and on the detail page of a product (see Figure 31).

lumimart

Produkte oder Kategorien suchen

Mein Warenkorb (0) 0.-

BELEUCHTUNG LAMPEN NACH ZIMMER LED-BELEUCHTUNG LEUCHTMITTEL & ZUBEHÖR DESIGNERLEUCHTEN AKTIONEN

Startseite > Beschreibende Kategorien > Marken

Topten

Sortieren nach: Neuheiten

SPOT MELO	SPOT MELO	SPOT MELO	PENDELLEUCHTE VASTO
50%	40%	35%	20%
CHF 14.90 statt CHF 29.90	CHF 29.90 statt CHF 49.90	CHF 44.90 statt CHF 69.90	CHF 119.20 statt CHF 149.-
LED A+	LED A+	LED A+	LED A+

Figure 30: Largest luminaire retailer in Switzerland called Lumimart labels showing Topten logo in its list view

nettoshop.ch We love housekeeping

Search by product, category and item number

Shopping cart CHF 0.00

LARGE HOUSEHOLD APPLIANCES SMALL HOUSEHOLD APPLIANCES HEALTH BODYCARE HOUSEHOLD BRAND WORLD SERVICE + CUSTOMER SERVICE

Large household appliances - Cooling / freezing - Free-standing refrigerators - Free-standing refrigerators, 2-door - Siemens KG36NSB40 refrigerator black right

Siemens KG36NSB40 refrigerator black right

SIEMENS

Art. no. IP027249 Manufacturer no. KG36NSB40

★★★★★

[Questions about the article](#)

✓ In stock at our logistics center
+ Free delivery

CHF **1'682.80**
incl. sales tax / incl. recycling tax

Add to cart

LED A++

topten.ch NoFrost

Figure 31: Online retailer nettoshop.ch is prominently labelling 700 Topten products in Switzerland

Some retailers such as kaufsignal.ch or nettoshop.ch not only label the product but also have set up Topten filters and create navigation entries which directly link to products that have the Topten label (see Figure 32 and Figure 33).

742 Results

Price

Please choose...

Brand

Please choose...

Reviews average rating

Please choose...

Depth (product) mm

Please choose...

Length (product) mm

Please choose...

Height (niche) mm

Please choose...

TopTen

Yes



delete all filters

Figure 32: nettoshop.ch has the TopTen label as filter integrated

056 552 08 00
Mo-Fr 08-12 &
13.30-17.30 Uhr

Nach Produkt oder Marke suchen

0 Artikel (CHF 0.00)
Warenkorb anzeigen »

Rating: 5.7
231 evaluations
toppreise.ch 26.09.2018

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 Algerät.

Home / topten.ch Geräte

Kategorien

- SUPER DEAL (59)
- Waschen und Trocknen (512)
- Raumluftwäschetrockner (28)
- Luftentfeuchter (20)
- Luftbefeuchter (2)
- Kühlen und Gefrieren (1057)
- Geschirrspüler (539)
- Kochen und Backen (1979)
- Dampfbügelsysteme (7)
- Dunstabzugshauben (759)
- Sale% (11)
- Staubsauger (23)
- Zubehör (1238)
- Kleingewerbe (27)
- topten.ch Geräte (494)
 - topten.ch Gefrierschränke (21)
 - topten.ch Waschmaschinen

Hersteller

V-Zug (183) Schulthess (55) Miele (46) Liebherr (45) Sibir (39) Bosch (27) Gorenje (25) Siemens (21) Bauknecht (19) Electrolux (18)

Roth-Kippe (9) Krüger (4) Aerial (1) Dryfix (1) LÜbra (1)

Preis

569 CHF 4999 CHF

Weitere Filter

Artikel werden sortiert nach: Preis aufsteigend

LIEBHERR

Liebherr Stand-Kühlschrank TP 1434 Comfort

- ✓ CoolPlus für schonendes Gefrieren
- ✓ Nutzinhalt gesamt 122 l, Kühlteil 107 l, Gefrierteil 15 l
- ✓ Energieeffizienzklasse A+++
- ✓ inkl. 5 Jahre Garantie

CHF 569.00
inkl. MwSt. 7.7%, inkl. vRG
Gratis Lieferung

ansehen

Figure 33: kaufsignal.ch has TopTen even in their navigation included

And finally the largest retailer in Switzerland has [an entry page on Topten Switzerland](#) explaining consumers what Topten is and how the Topten labels help them to find green products (see Figure 34).

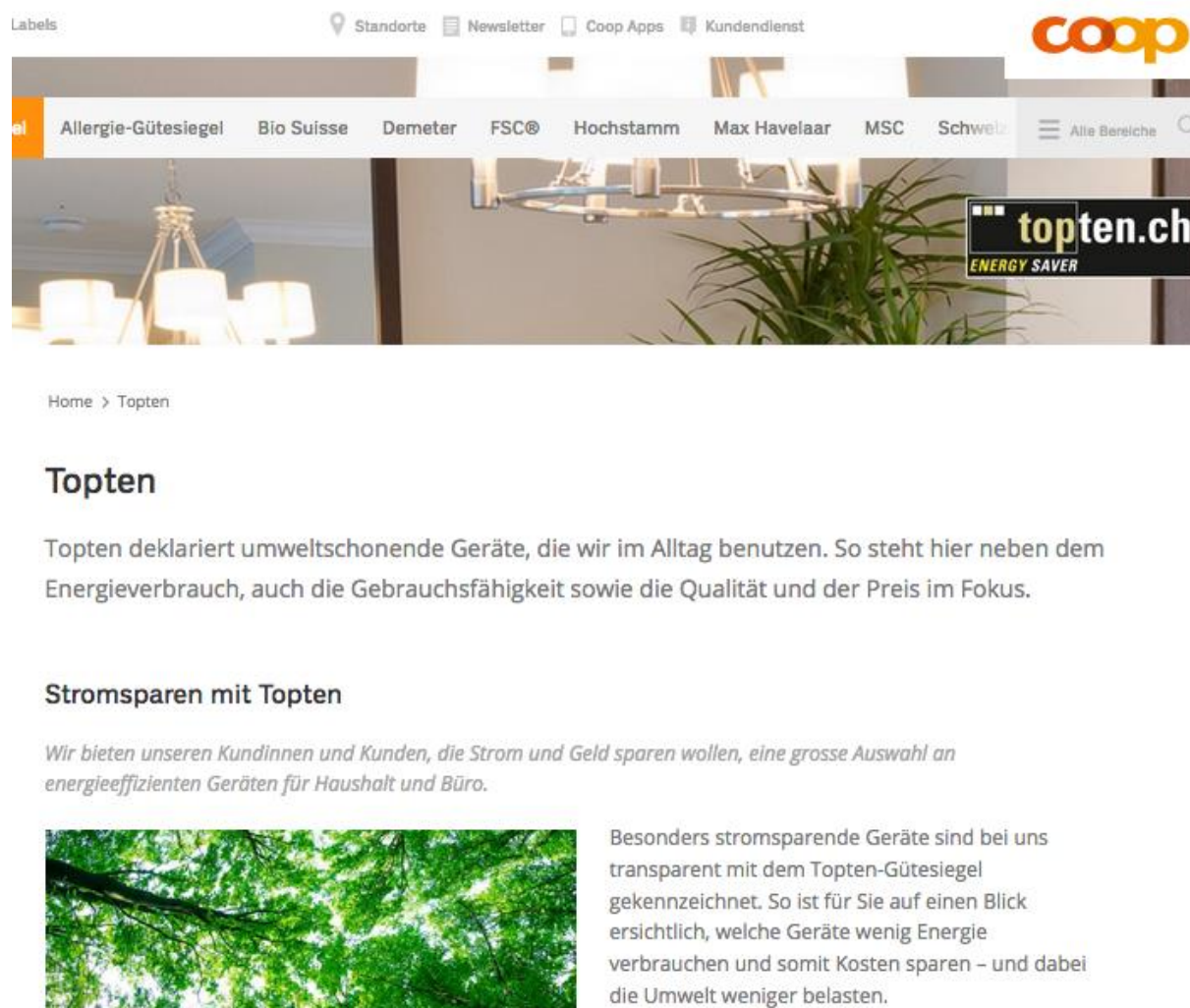


Figure 34: Entry page at the largest retailer in Switzerland on topten.ch

Rebate programmes as strong incentives

The intensified partnerships and additional five partnerships in the second reporting period were mainly achieved thanks to rebate programmes. Topten product lists are used by many municipalities and utility companies in Switzerland as a basis for rebate programmes. These rebate programmes promote energy-efficient appliances and support citizens to save energy. Municipalities or utility companies grant e.g. 25% cash-back if one buys a product that is listed on topten.ch. For three different rebate programmes which were each active for three months on luminaires, fans and large appliances Topten Switzerland actively communicated with other multipliers (e.g. WWF Switzerland) and involved online retailers in promoting these rebate programmes (e.g. fust.ch or microspot.ch).

By being the hub between utility companies, manufacturers, retailers and communication partners, we could raise awareness for energy efficient products. On the one hand, we gained during these periods massively more traffic. See for

example the page views on the Topten fan product list which got a steady number of visits exactly during the rebate period (1.6.-31.8.) and took off in August when WWF Switzerland launched [a press release](#) on the energy efficiency of fans versus air conditioners on 26.7.18 (see Figure 35).

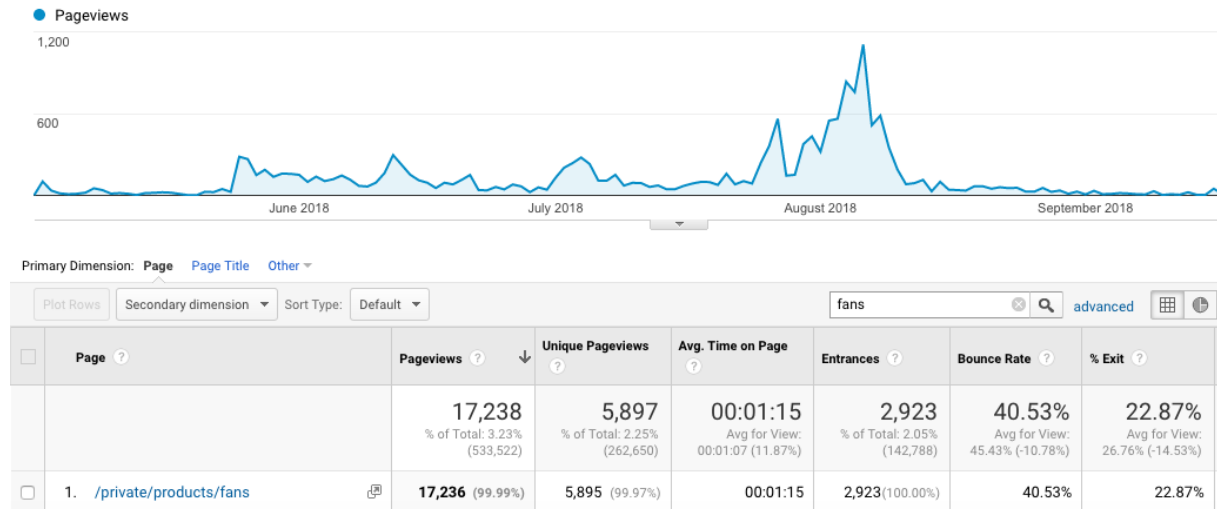


Figure 35: Rebate programme for fans with Topten label (1.6- 31.8.18) boosted pageview for this product category

On the other hand, by proactively involving retailers, providing them graphical examples and information, they were motivated to cooperate more with Topten Switzerland by showing banners on their start page (see Figure 36), setting up entry pages on the Topten label (see Figure 37) and being very active with point-of-sales (POS) activities in their store (see also D5.2 Periodic Retailer Partnership Report II on these success stories). Because Topten.ch was already in contact with retailers, thanks to referral marketing and support brought for communicating the rebate programmes to their customers, the Topten Swiss team could fully integrate retailers in the campaigns.



Figure 36: During the luminaire rebate programme (1.11.17-31.1.18) Topten Switzerland was prominently displayed even on start pages



Figure 37: microspot.ch set up an entry page on topten.ch during the rebate programmes (1.6.-31.8.18)

Learnings & future development

The main goal of the referral marketing was to engage more retailers on the subject of energy efficiency and support customers at the point-of-sale to buy green products. Setting up referral links or shop links to retailers and at the same time establishing the Topten label on their online shops proved to have a strong impact. Both approaches give higher visibility to Topten products and make it for consumers easier to spot and buy energy-efficient products. Nevertheless, some key points are to be kept in mind for the future:

- Affiliate networks are not the only way for referral marketing. Direct collaborations with comparison/review sites or retailers have proven to be very fruitful.
- Since affiliate marketing provides financial compensation on performance (clicks, sales) very high traffic is needed. Even Topten Switzerland with more than one million page views per year could not earn more than some (low) ten thousand Euros per year. For the Topten websites, "making money" with affiliate marketing cannot be the main goal but it provides at least some support for a sustainable operation.
- In order to make affiliate marketing profitable, more communications (i.e. press releases from multipliers), adding more shop links for the same products (see A/B tests in France), adding EAN codes of equivalent models to the database (therefore resulting in more shop link matches) and automatization is key. Also

staying in contact with the referral partners is a time-consuming task that needs to be taken care of.

- Since setting up product lists on the most energy-efficient products is the core activity of the Topten sites, referral marketing can be rather quickly set up in combination with the new software and its shop link engine. Hence, it is an additional, attractive service for Topten web users.
- And even if some national Topten sites have relatively low traffic, Topten websites are very interesting for online retailers since:
 - Topten users have high click-sales-ratio (3.5 – 9%)
 - Topten incorporates high-priced products (A+++ products are more expensive and provide a larger margin to their dealers) ...
 - ... and large revenue product groups such as washing machines, fridges, tumble driers etc. which are the most clicked Topten lists.
- Alternatives to affiliate marketing are direct collaborations on yearly, fixed contracts with large retailers. Topten can support them additionally by improving the visibility of energy-efficient products on their websites.
- Topten proved to be a valuable and credible partner for retailers due to its neutrality and know-how in energy efficiency. The Topten product lists and label are based on independent and ambitious selection criteria. This provides strong confidence for consumers.
- Getting retailers across Europe labelling Topten products was a great success bearing two “facts” in mind: (1) Retailers mainly display images and information provided by manufacturers and (2) most marketing activities and displays are directly paid by manufacturers to retailers. It was possible to add further information directly via retailers in the case of a Topten label (which was as in some cases as prominent as international label - such as Energy Star - or regulative displays - such as the energy label) thanks to its additional value.
- Getting online retailers labelling Topten products has a very strong impact since not only Topten users are addressed but all shop visitors get in touch with the Topten label. Online retailers showing the Topten label are strong multipliers since these have much higher web traffic.
- As the experiences in different countries show, retailers in Europe still label Topten products manually, mainly since they have also a software development bottleneck. Supporting them with a data feed or an API can save a lot of time on both sides.
- Using on the other hand their API not only for generating shop links on Topten websites but also for product information (e. g. energy consumption) might help to reduce research work for the Topten product lists editors. Using the API capabilities from partner websites will need more software development from Topten.

Summary: Deliverables and milestones achieved

All deliverables and milestones for the **Task 5.2 Facilitating Consumer ACTION** have been successfully completed. Furthermore, the target of 32 referral partnerships was surpassed, reaching 44 partnerships.

D5.3 “Guidelines for Affiliate Marketing” has been elaborated in 2016 and was together with the new software used by the different teams to start affiliate marketing with retailers, online shops and price comparison websites.

D5.4 “Periodic Referral Marketing Report I” provided a first overview on the status of referral partnerships and online shops labelling with Topten. The milestone **“MS 5: Retailers”** was reached after 18 months with 20 partnerships established by six different countries (see Table 3).

The 20 partnerships in the first reporting period were a good basis for the second period. It provided many good examples to other Topten partners and their online retailers. With the new Topten software, which was launched in September 2017, referral marketing took a leap. The previous idea of setting up a classical affiliate marketing with affiliate networks and getting online retailers to label Topten products became much more diversified. Topten partners also set up shop links to price comparison sites, to manufacturers online shops and directly to online retailers. Furthermore, the partnerships mostly got intensified. Besides labelling energy-efficient products with the national Topten labels, retailers also started to setup entry pages and communicate about Topten.

In this report **D5.5 “Periodic Referral Marketing Report II”** we demonstrated that the number of partnerships for referral marketing more than doubled (see Table 3). At the end of August 2018 ten different countries established together 44 partnerships (see the full list at Annex). This means that 44 online shops have been integrated on Topten websites. From these 44 partners, 14 websites in Europe use the Topten label on their side to label the most energy-efficient products. Task 5.2 provided a sound basis for the future development on referral partnerships.

Country	Partnerships (established/ in progress) Reporting Period I	Partnerships established Reporting Period II
AT	2	3
CH	13	18
CZ	0	1
DE	1	1
ES	0	1
FR	0	3
IT	1	3
PL	0	2
SE	1	1
UK	2	11
Total	20	44

Table 3: Number of partnerships for referral marketing

References and links

Useful links

- <https://developers.google.com/analytics/devguides/collection/>: Google's developer site on how to integrate tracking on a website and do reporting
- https://en.wikipedia.org/wiki/Affiliate_marketing: Short overview on affiliate marketing

Topten web sites with integrated referral links

1. www.topprodukte.at
2. www.topten.ch
3. www.uspornespotrebice.cz
4. www.ecotopten.de
5. www.eurotoppen.es
6. www.guidetopten.fr
7. www.topten.it
8. www.toptenuk.org
9. www.topten.info.pl
10. www.toptensverige.se

References

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

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

Topten ACT, Eric Bush. D5.4 Periodic Referral Marketing Report I. 2016

Topten ACT, Ian Rothwell, Maïke Hepp, Eric Bush. D4.7 Software Update (Central Topten Software). 2018

Annex

List of referral partnerships

Nr	Country	Referral Partner	Comment
1	AT	saturn.at	
2	AT	mediamarkt.at	
3	AT	expert.at	
4	CH	interdiscount.ch	
5	CH	melectronics.ch	
6	CH	nettoshop.ch	
7	CH	doitgarden.ch	
8	CH	micasa.ch	
9	CH	kaufsignal.ch	
10	CH	bauundhobby.ch	
11	CH	conrad.ch	
12	CH	lumimart.ch	
13	CH	lichtbox.ch	
14	CH	risch-lufttechnik.ch	
15	CH	fust.ch	
16	CH	onlux.ch	
17	CH	microspot.ch	
18	CH	girardsudron.ch	(Online shop of manufacturer)
19	CH	shop.dyson.ch/de-CH	(Online shop of manufacturer)
20	CH	store.hp.com/switzerlandstore	(Online shop of manufacturer)
21	CH	dell.com/de-ch/shop	(Online shop of manufacturer)
22	CZ	Zbozi.cz	
23	DE	idealo.de	
24	ES	shoppydoo.es	
25	FR	idealo.fr	
26	FR	Darty.fr	
27	FR	cdiscoun.com	
28	IT	idealo.it	
29	IT	amazon.it	
30	IT	Qualescegliere.it	
31	PL	ceneo.pl	
32	PL	oleole.pl	
33	SE	toprunner.se	
34	UK	ao.com	
35	UK	markselectrical.co.uk	
36	UK	wadappliances.co.uk	
37	UK	currys.co.uk	
38	UK	geraldgiles.co.uk	

39	UK	hughes.co.uk	
40	UK	electrical.coop.co.uk	
41	UK	snellings.co.uk	
42	UK	ryness.co.uk	
43	UK	atlanticelectrics.co.uk	
44	UK	savemoneycutcarbon.com	