



# Marketing excellence

## It's not all about digital

At **Oakley Capital**, we have deep expertise helping companies across different sectors and regions apply the most effective marketing solutions to win new customers and accelerate revenue growth. From **digital marketing** and **social media influencers**, to 'analogue' solutions such as **outdoor advertising**, here are our top five considerations for founder-managers and management teams in 2022.

- 1 **The shift to online will continue to accelerate.. and so will advertising spend**
- 2 **Delivering a one-two marketing punch**
- 3 **Traditional advertising still works!**
- 4 **Social media influencers and the networking effect**
- 5 **The importance of ePrivacy**



### 1 **The shift to online will continue to accelerate.. and so will advertising spend**

Since COVID we're all spending even more time on our mobiles – a trend that began long before the pandemic. Oakley portfolio company Facile is Italy's leading price comparison website, helping consumers switch car insurance, broadband and energy online. Facile has successfully deployed paid online marketing with Facebook and Google to drive website traffic and improve conversion rates.



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### 2 Delivering a one-two marketing punch

While online is important, it's not the only game in town. Combining digital with TV advertising has helped deliver a one-two marketing punch for Facile. While this initially pushed up customer acquisition costs, it helped build the Facile brand and drive traffic to its website; and it improved the mix of that traffic towards lower-cost channels. Facile also hit on a third marketing strategy - 'bricks-and-mortar' - to make its television spend go further. This unique combination has paid off: between 2014 and 2018 Facile tripled EBITDA and significantly diversified its business into new verticals.

### 3 Traditional advertising still works!

Oakley delivered a similar one-two marketing punch at Parship, the online matchmaking business. This former portfolio company embraced a low-tech marketing medium, billboard advertising, and combined this with a TV campaign. Parship complemented this approach with 'trigger' TV advertising to reinforce its brand. By the time Oakley exited the business (3.6x MM), Parship was the largest spender on outdoor advertising in Germany.

### 4 Social media influencers and the network effect

Influencer marketing boomed in 2020 and 2021 as consumers spent more time on social media sites such as Instagram and TikTok. Online fitness platform and Oakley portfolio company Gymondo is partnering with both types of influencers and pays them for every customer conversion, thereby creating a scalable and efficient marketing channel. New content boosts customer loyalty while also attracting more traffic and new customers.

### 5 The importance of ePrivacy

Digital marketers are already planning for a 'cookieless' future, as consumer privacy and GDPR rules drive a shift away from third-party cookies. Contextual adverts, which deliver digital advertising that is directly relevant to the content that readers are consuming, are one solution that businesses are already embracing. In 2021 Oakley invested in Seedtag, a leader in this fast-growing adtech market and with clients such as Microsoft and Unilever.



“As co-founder Albert Nieto Riera recently said: “People don't want to be followed and tracked on the internet. We believe companies with the brightest future in a cookieless world are those who find an alternative that is effective for brands but which respects the privacy of users.”

We're always keen to speak to entrepreneurs and management teams about how we can help their business, and we're also looking to back more successful digital and adtech businesses.

Get in touch by emailing [investorrelations@oakleycapital.com](mailto:investorrelations@oakleycapital.com)