

# Growth and Internationalization of **Online B2B** Business

LIFTING GROUP CASE STUDY: BIGBUY

**lifting.**  
GROUP

OUR CLIENTS, OUR SUCCESS

**BIG  
BUY**

PREMIER  
Google  
Partner

# Introduction

In just 6 years, BigBuy has become **the main B2B wholesaler in Europe**. This was made possible due to the company's great capacity to understand the European market's needs with its multicultural and linguistic complexity among the over 50 countries that make up the continent. This company was able to reinvent itself, going from a B2C approach to taking on a B2B strategy, making it an all-in-one supplier that meets the needs of the complete supply chain. All of this was achieved in only six years.

In 2010 Salvador Esteve founded Nilodudes.com together with his partner. Nilodudes.com was an online B2C business dedicated to selling original gifts. In its first year alone, it reached a turnover of 100.000 euros, at which point the decision was made to rely on the services provided by Lifting Group to gain the support they required to achieve their ambitious goals. In 2012, they took the next step and internationalized the company, thus becoming BigBuy.

**This company currently employs over 100 individuals with an annual turnover of over 19 million euros.** In order to achieve such an increase, BigBuy created a series of in-house tailor-made tech tools for the automation of internal processes, improving their web and to respond to their client's needs. As of today, they hold complete control over all of the logistic processes and their own catalogue with over 25.000 references.

BigBuy was founded on the motivation of covering a gap in the market: product supply to thousands of online businesses, helping them to outsource the tedious task of securing suppliers, negotiating competitive prices, accessing exclusive products along with the logistics management these require.

In order to get to know these companies, the majority of their digital marketing strategy has maintained focused on recruiting new suppliers rather than converting sales. This translates to **over 100.000 B2B leads generated in six years**.



# Business Challenge

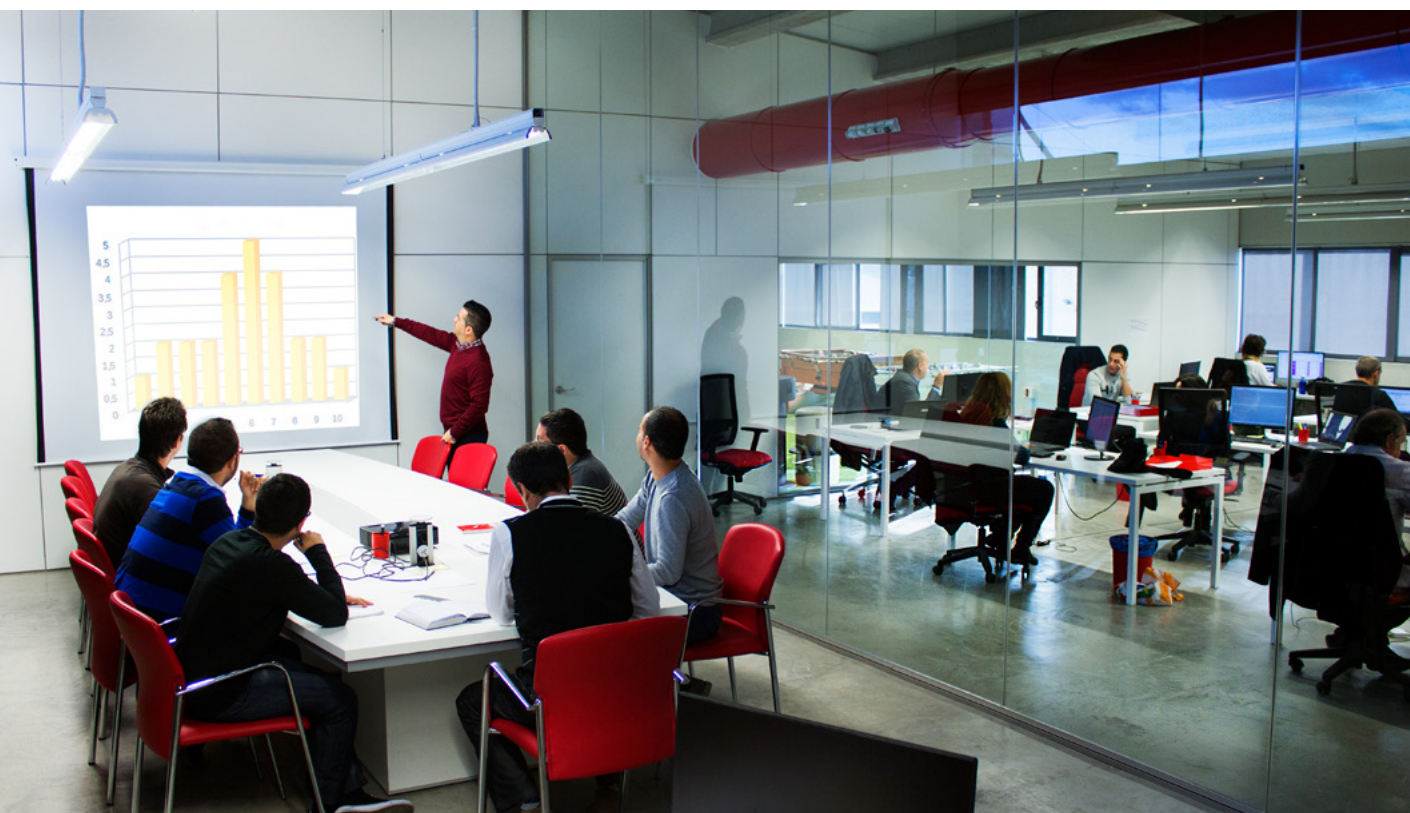
At BigBuy and Lifting Group we have worked together over the past years on defining a business strategy and on implanting actions designed for the digital channel. During this time, the strategy has been continuously adapted to the pace at which it has continued to grow as well as to needs and opportunities which have arisen along the way.

## 2010-2012

- **From B2C to B2B:** BigBuy began as Nilodudes, an online B2C business which quickly gained force, allowing them to identify a market opportunity to which no one was providing a solution: Online B2B supply.

## 2013-2014

- **Changes in Technology:** This period was entirely dedicated to the company's technological transformation, including the automation of several processes. The decision was made to aim towards custom development, thus enabling a sustainable technological growth.
- **Internationalization:** Due to the linguistic complexity in Europe, the decision was made to create a strategy in 24 European languages for BigBuy. The marketing campaigns were segmented by country and language.
- **Client Technology:** BigBuy decided to create the necessary technology for B2B process automation: synchronization of catalogues, orders and shipping. FTP, CSV, XML, and it even begins to sell synchronized ecommerce to BigBuy using Prestashop technology.



# Business Challenge

2015-2016

- **CRM & Automation:** Within this timeframe, Oracle's CRM is implemented in order to allow automated information flow management and to ensure proper scalability.
- **API Technology and Integration:** A key point was the launch of an API which allowed the synchronization of the catalogue, orders and shipping providers (UPS, TNT/Fedex, DHL, etc.). This allowed them to attract new clients who demanded high performance synchronization.
- **BI & Big Data:** The data mining method for extracting relevant information regarding the business's decision-making process is defined.
- **UX & Analytics:** A restyling of the business's main landing pages is carried out with the objective to improve conversion and marketing campaign ROI (SEO, SEM, Social Media...). Solutions such as Google Analytics Enhanced Ecommerce were relied on to support said process.



# How Lifting Group has Helped

At BigBuy and Lifting Group we have built a strategic relationship over the past years which has continued to adapt and evolve according to new challenges and requirements that we have set for ourselves. Although, beyond the challenges and milestones that we set, first and foremost we are satisfied and proud to be able to clearly demonstrate our USP: **OUR CLIENTS, OUR SUCCESS**, which is quite fitting to our relationship with BigBuy.

Our relationship with BigBuy is based on the ability to bring added value to the equation, as well as fully getting involved in developing actions within the Business and Channel. All of this is **based on a multidisciplinary team assigned to the client which offers the full Marketing Management Outsourcing service**, a service which Lifting Group began to offer 10 years ago, making us pioneers in this specialty in Spain.

We are proud to have had the opportunity to take part and provide support in BigBuy's achieving the following milestones:

## Business Strategy

- Reverting the business model from B2C to B2B
- Conceiving a new technological platform
- Rebranding for Internationalization
- Opening new product categories
- Developing solutions for B2B clients
- Process optimization
- Extending the range of services provided

## Digital Channel

- International Google Adwords PPC Strategy
- BI & Big Data
- UX & Analytics
- SEO Strategy
- Content Marketing & Social Media
- CRM & E-mail Marketing



# Our Clients, Our Success Results

It would have been impossible for BigBuy to get as far as it did without the help they received from Lifting Group. While BigBuy contributed with all of their business focused knowledge, Lifting offered expertise in all aspects of digital marketing.

The results obtained surpassed initial expectations. **BigBuy has become a B2B reference brand on the online channel in Europe.** Their growth and business model have achieved many awards in categories such as innovation and internationalization. All of these awards are **thanks to the international marketing outsourcing services provided by Lifting Group:** "Nowadays, businesses present needs among multiple channels and geographical locations, requiring great flexibility and scalability. In our case, it was crucial to be able count on Lifting Group's experience in digital marketing business strategies and their implementation." Says Salvador Esteve, CEO of BigBuy.

In a 6-year long collaboration, the results that have been obtained are the following:



“IT WAS CRUCIAL TO BE ABLE COUNT ON LIFTING GROUP'S EXPERIENCE IN DIGITAL MARKETING BUSINESS STRATEGIES AND THEIR IMPLEMENTATION.”  
SALVADOR ESTEVE, CEO BIGBUY

## Business

- Turnover increase from 100k to 19m€ in 6 years.
- 88% income from outside of Spain.
- Business profitability and scalability.
- Increase in references from 1.000 to 25.000.
- Strategy in 24 European languages.
- Successful rebranding process.
- Transformation from B2C to B2B.

## Digital Channel

- **SEO:** Top positions for niche keywords in different countries.
- **Google Adwords:** 624% conversion increase and conversion cost reduction of 78,42% in the last year.
- **UX & Analytics:** Improving conversion filters for the registration and purchase website, giving way to an increase in conversion rate from 1,09% to 4,88%.
- **BI & Big Data:** Improving dozens of internal processes and data collection of added value.
- **CRM & Email marketing:** Data base increase and communication/client offer automation.
- **Content Marketing & Social Media:** Potential user engagement increase via professional social networks by generating high quality content.


## Awards



# About Lifting Group

Founded in 2007, Lifting Group is a global agency made up of over 40 professionals distributed among our offices in Barcelona, Madrid, Valencia, Paris, London and Miami. We are dedicated professionals with a goal to help businesses and organizations to be able to quickly and efficiently respond to market needs as well as gain a leading position in their market. We are oriented towards being able to achieve our clients' goals and objectives.

Economic boosting, selling, diversification, improvement and growth are some of our accomplishments. Our dedication and perseverance, as well as our clients' satisfaction and results certify these achievements.

  
Outsourcing

  
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Marketing

  
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Digital