

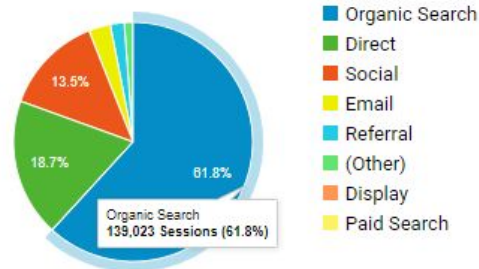


FY20 SEO STRATEGY



Sessions vs. revenue division on all online marketing channels over the last 3 months (data from Google Analytics)

Top Channels



Acquisition			
	Sessions	Users	New Users
	224,881	133,742	129,452
1 Organic Search	139,023		
2 Direct	42,045		
3 Social	30,269		

Growth in organic traffic and revenue since the launch of Russian market (data from GA)

Month	Traffic	YoY change	Branded/non-branded (GSC data)	Revenue (GA) *total revenue from all traffic sources, not just from SEO	YoY Change
May 2018 vs May 2019	2.791 vs 37.777	+1353,5%	77.77% / 22.23%	330.000 / 2.1 mil.	+1.770.000 RUB.
June 2018 vs June 2019	6.979 vs 44.504	+637,7%		828.000 / 2.9 mil.	+2.072.000 RUB.
July 2018 vs July 2019	11.052 vs 56.742	+513,4%		1.5 млн. / 1.2 mil.	-300.000 RUB.

Traffic numbers for 3 months (May vs. July) in 2018 and 2019, according to search engines Yandex and Google

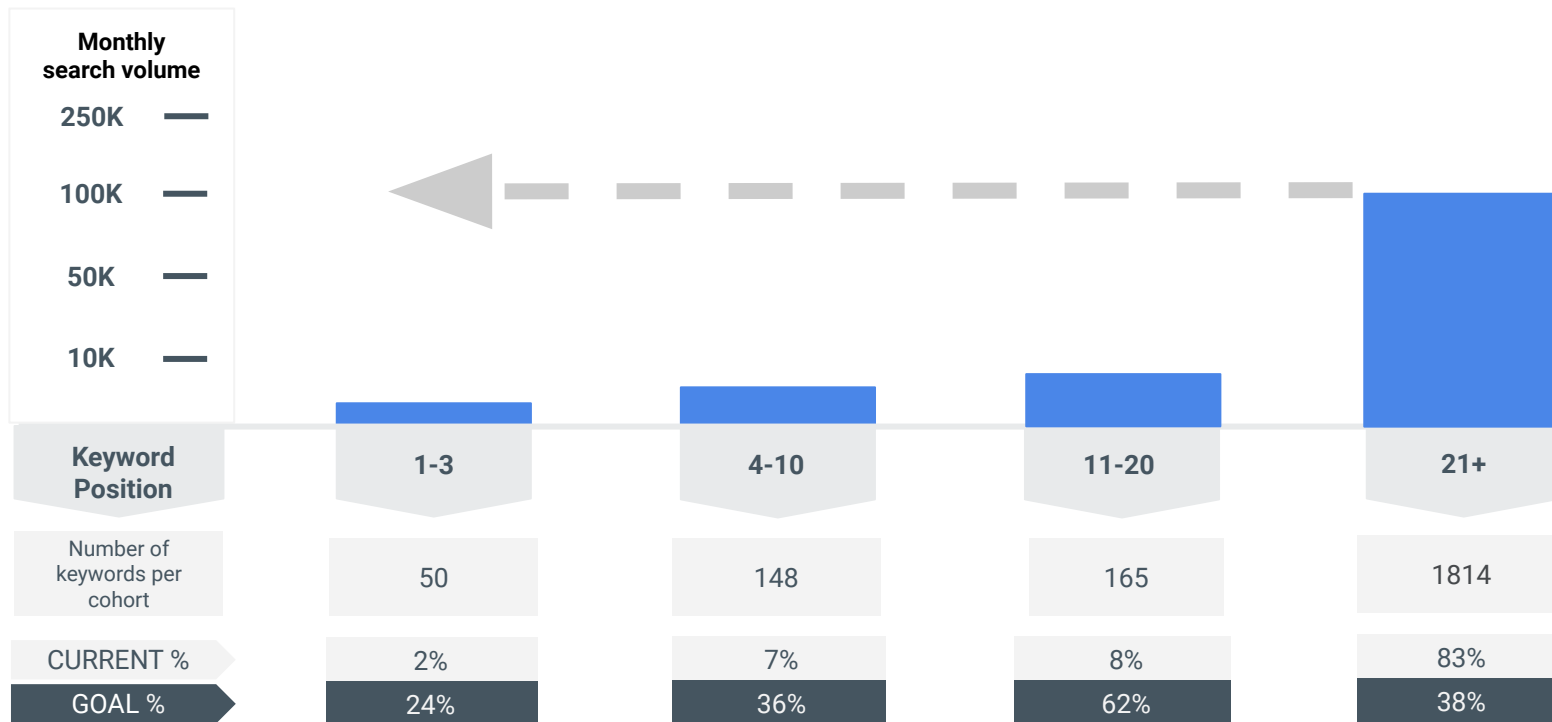


<input type="checkbox"/>	Source/Medium ?	Acquisition			Behaviour			Conversions E-commerce ▾		
		Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages/Session ?	Avg. Session Duration ?	E-commerce Conversion Rate ?	Transactions ?	Revenue ?
		133,742 % of Total: 100.00% (133,742)	129,452 % of Total: 100.00% (129,452)	224,881 % of Total: 100.00% (224,881)	24.86% Avg for View: 24.86% (0.00%)	4.30 Avg for View: 4.30 (0.00%)	00:03:04 Avg for View: 00:03:04 (0.00%)	1.95% Avg for View: 1.95% (0.00%)	4,390 % of Total: 100.00% (4,390)	RUB 6,213,152.00 % of Total: 100.00% (RUB 6,213,152.00)
<input type="checkbox"/>	1. google / organic	60,988 (41.19%)	55,503 (42.88%)	96,797 (43.04%)	21.02%	4.42	00:03:08	1.30%	1,263 (28.77%)	RUB 1,760,445.00 (28.33%)
<input type="checkbox"/>	2. (direct) / (none)	28,811 (19.46%)	26,172 (20.22%)	42,045 (18.70%)	41.49%	3.77	00:02:55	2.01%	847 (19.29%)	RUB 1,535,993.00 (24.72%)
<input type="checkbox"/>	3. yandex.ru / referral	18,855 (12.73%)	16,309 (12.60%)	32,057 (14.26%)	20.18%	4.91	00:03:44	2.22%	713 (16.24%)	RUB 1,041,730.00 (16.77%)
<input type="checkbox"/>	4. ig / post	8,025 (5.42%)	7,428 (5.74%)	8,869 (3.94%)	26.72%	2.58	00:01:01	0.18%	16 (0.36%)	RUB 16,861.00 (0.27%)
<input type="checkbox"/>	5. vk / post	7,941 (5.36%)	7,358 (5.68%)	8,833 (3.93%)	22.57%	2.61	00:01:07	0.25%	22 (0.50%)	RUB 30,617.00 (0.49%)
<input type="checkbox"/>	6. yandex.ru / organic	6,563 (4.43%)	5,659 (4.37%)	9,674 (4.30%)	15.61%	5.34	00:03:54	2.42%	234 (5.33%)	RUB 386,787.00 (6.23%)

Month	Traffic Yandex	YoY change	Traffic Google	YoY change
May 2018 vs May 2019	0 vs 7.663	+7,663%	1.395 vs 15.844	+1135,77%
June 2018 vs June 2019	737 vs 8.576	+1163,63%	2.844 vs 19.466	+684,45%
July 2018 vs July 2019	975 vs 10.300	+1056,41%	5.074 vs 28.477	+561,23%

Position calculation

Source:
AllPositions



MARKET INSIGHTS



What is the search volume in the market? And what topics?

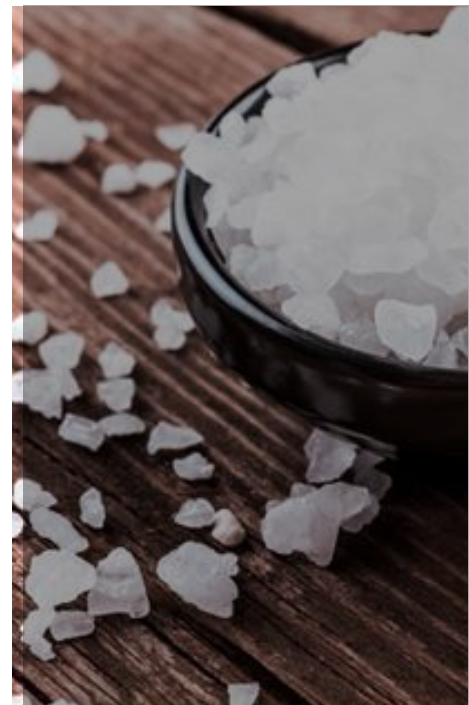
Clusters	Number of KW	Average Monthly Search Volume
Вейп	129	927412
Жидкости для вейпа	95	104835
Табачная жидкость для вейпа	13	846
Blu	17	150714
Электронные испарители	25	16767
Егошки	10	11040
Как правильно купить вайп	16	47927
Выбор вейпа	6	14361
Total	311	1273902

Focus on | Purchase Keywords

Universe	Keywords number	Search Volume
Comparison	14	27741
Features	9	1326
Price	4	811
Purchase	6	2458
Reviews	5	2324
Total	38	34660

Source:
KeyCollector

What are the most important insights/trends for your market?

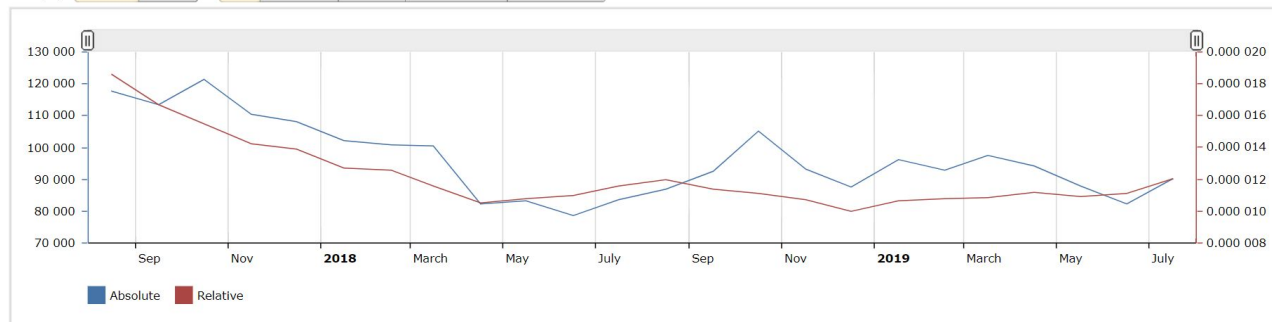


What are the most important insights/trends for your market?



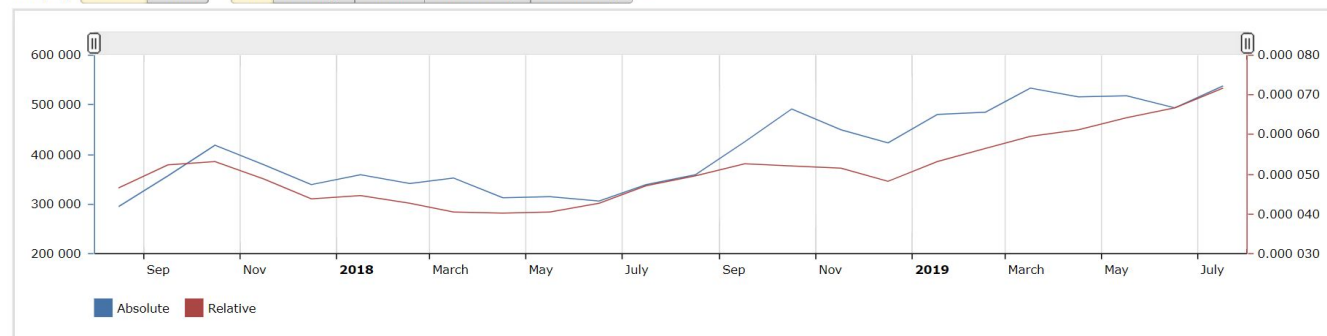
Impressions history for keyword "vape"

Group by: **month** week All Desktop Mobile Phones only Tablets only



Impressions history for keyword "вейп"

Group by: **month** week All Desktop Mobile Phones only Tablets only



Key learnings

- Semantic preference: search volumes for latin spelling [vape] are decreasing, while searches for [вейп] are increasing.

Most important insights/trends for Russian market in the search engines Yandex and Google



Own content

- ☐ The content strategy should include not just responding to the audience's requests and attracting traffic to the page, but directing users to the next action, for example, making a purchase.

Internal optimization

- ☐ Content must respond to user requests
- ☐ Quick conversion: reduction of time from exploring the brand to buy
- ☐ Users understand how to find a store
- ☐ Users can track the stages of order processing

Website optimization taking into account Mobile-First Indexing

- ☐ Google considers mobile versions of sites a priority in the distribution of rankings and mobile, and desktop issuance, so it is important to correctly optimize the mobile version of the site.

Most important SEO recommended cases from FY19 which gave traction on organic traffic



- create pages for target groups of;
- creation and optimization of internal pages-filter;
- creation and internal optimization of pages-tabs;
- development of the section "Blog" and filling it with content;
- optimization of snippets for CTR growth in search engines;
- setting up internal site linking;
- optimization of the mobile version of the site;
- work with reputation in the network.

Competitors analysis (E-tailers)

Source:



Competitor	Vape-shoper	Fathervape	Vape	Vardex	Smokershop
Website	vape-shoper.ru	fathervape.ru	vape.ru	vardex.ru	smokershop.ru
Estimated traffic	48.952	90.417	38.832	252.769	39.838
Type of Competitor (Brand/E-tailer/Marketplace)	E-tailer	E-tailer	E-tailer	E-tailer	E-tailer
Branded/Non branded division (Based on Semrush data)	1,33% / 98,67%	7,13% / 92,87%	30,21% / 69,79%	18,94% / 81,06%	4,26% / 95,74%
Key learnings	<ul style="list-style-type: none"> • Wide range. • Detailed structure of the site. 	<ul style="list-style-type: none"> • Detailed structure of the site. • Correct implementation of regional promotion. 	<ul style="list-style-type: none"> • Detailed structure of the site. • Customized micro-markup. • Implemented section "Reviews". 	<ul style="list-style-type: none"> • Implemented tab pages • Regional page. • Implemented "Blog". 	<ul style="list-style-type: none"> • Detailed structure of the site. • Implemented page-tabs. • Implemented "Blog".

Competitors analysis (Brands)

Source:



Competitor	blu	Juul	Glo	IQOS
Website	blu.com/ru/ru	juul.ru	myglo.ru	iqos.ru
Estimated traffic	14.5K	0.4K	1.8K	43.9K
Type of Competitor (Brand/E-tailer/Marketplace)	Brand	Brand	Brand	Brand
Branded/Non branded division	86.99% / 13.01%	56.06% / 43.94%	44.57% / 55.43%	56.06% / 43.94%
Key learnings				

Competitors analysis (Brands)

Source:
Google Trends



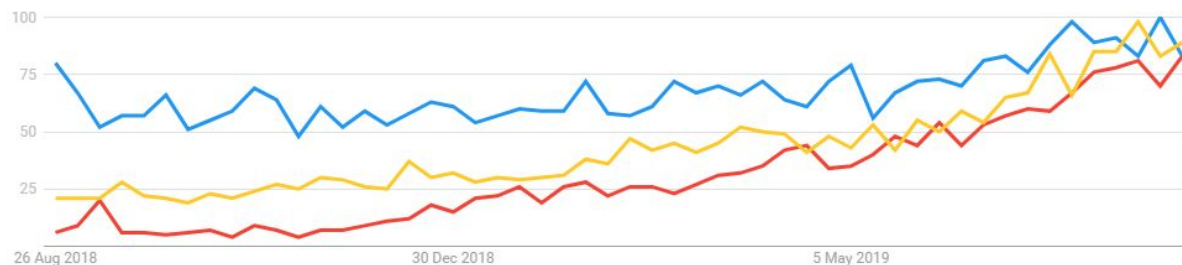
blu
Search term

Juul
Search term

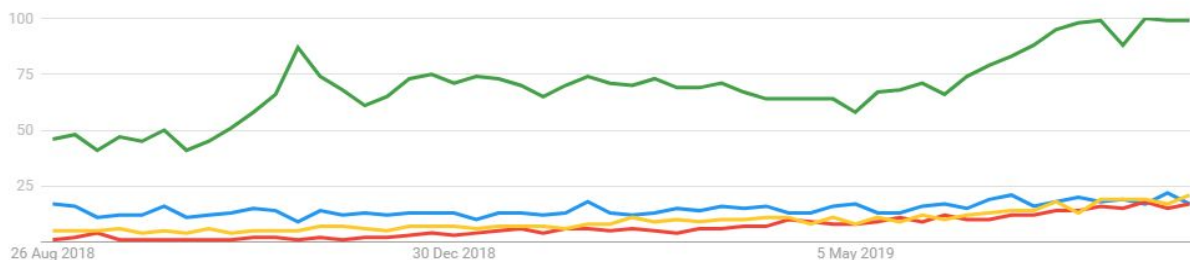
Glo
Search term

IQOS
Search term

Interest over time ?



Interest over time ?



Key learnings

- Over the past 12 months, interest in blu's competitors is growing while interest in blu has stayed relatively the same.
- This indicates that competitors are putting more effort in branding campaigns as blu does.
- Right now, blu is risking the chance of being overtaken by their competitors more than one year ago.
- When comparing blu, Juul and Glo to IQOS, it shows that the interest in IQOS is way higher than the other 3 brands.

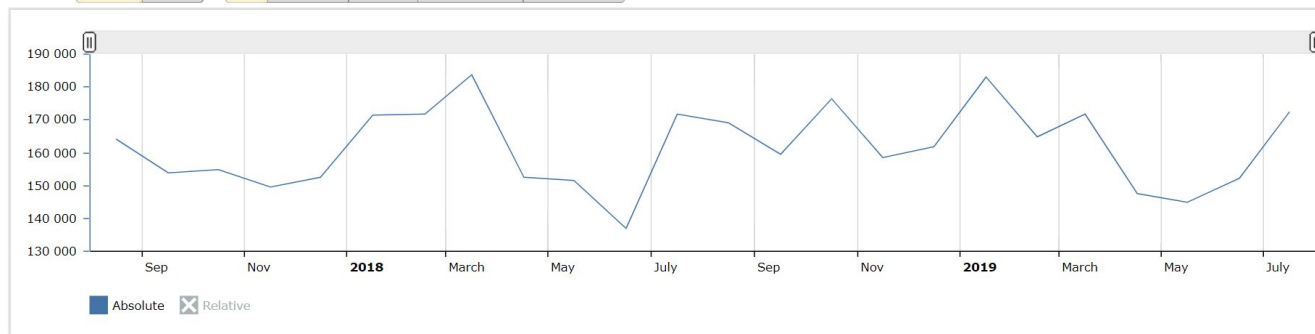
Competitors analysis (Brands)

Source: **Yandex**
Keyword statistics



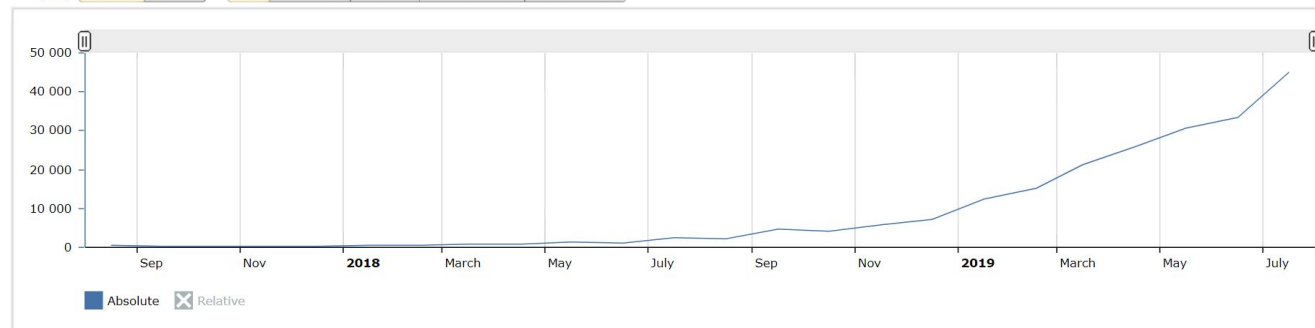
Impressions history for keyword "blu"

Group by: **month** week All Desktop Mobile Phones only Tablets only ?



Impressions history for keyword "juul"

Group by: **month** week All Desktop Mobile Phones only Tablets only ?



Key learnings

- Where the Google Trends graphs show **interest** in a certain topic, the graphs on the left show the **search volumes** for a particular keyword (in Yandex).
- The graphs on this and the next slide shows that the findings that hold for Google are also applicable in Yandex.
- This means that the search intent is similar over the different platforms and that we have stronger evidence of behavior in the market overall.

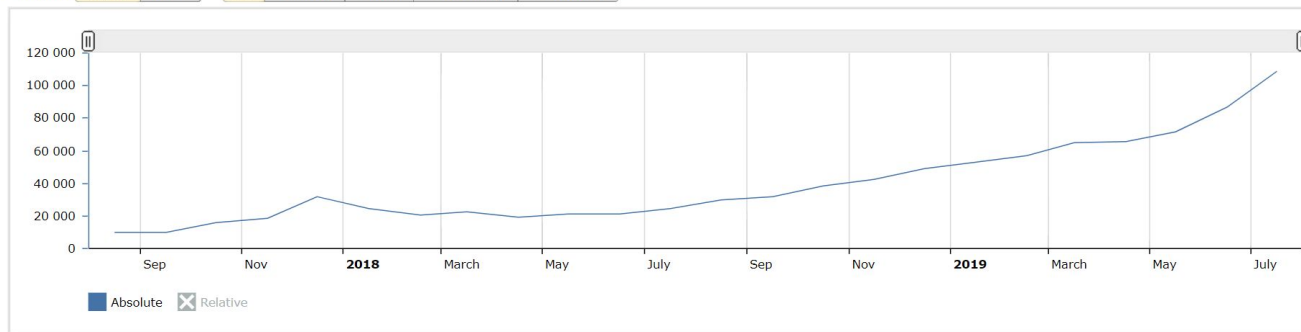
Competitors analysis (Brands)

Source: **Yandex**
Keyword statistics



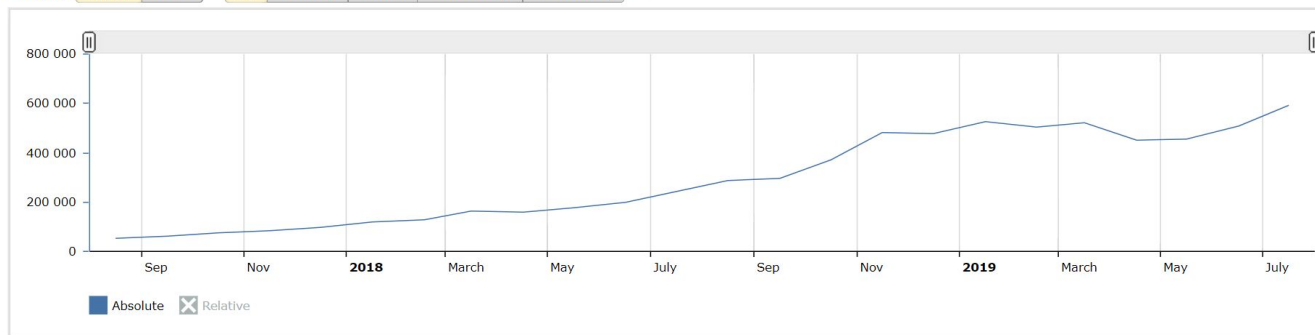
Impressions history for keyword "glo"

Group by: **month** week All Desktop Mobile Phones only Tablets only



Impressions history for keyword "IQOS"

Group by: **month** week All Desktop Mobile Phones only Tablets only



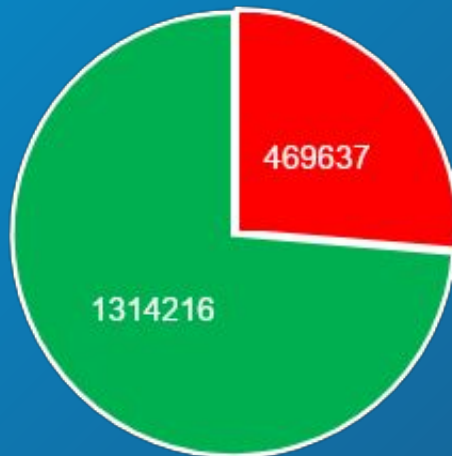
Key learnings

- Alike Google's findings, these graphs show that the search volumes for the focus keyword (brand name) is increasing at a steady rate for blu's competitors.
- This is not the case for blu. The search volume seems to be fluctuating over time.
- While blu's search volume is still higher than Juul and Glo, the competitors are gaining more popularity.

Search volume in the Russian market Yandex vs. Google
Vape - one of the most popular words and phrases with it, very effective (data from Google Analytics for the last 3 months)



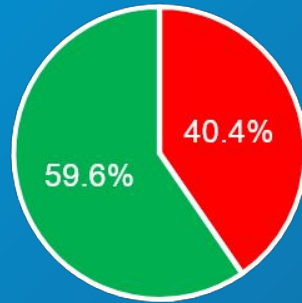
Vape / Вейп



■ Yandex ■ Google

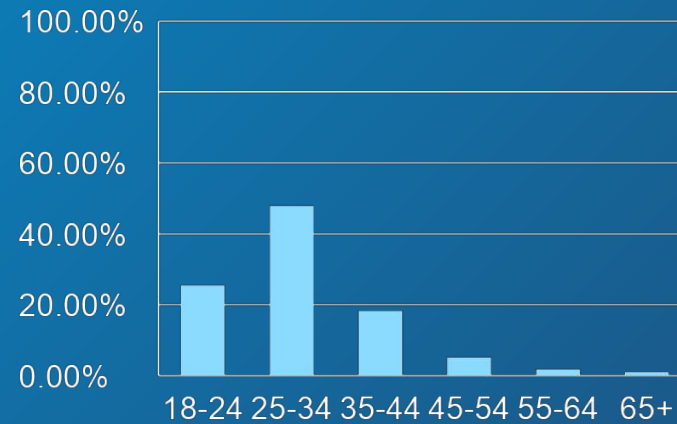
Target audience (all period)

Gender



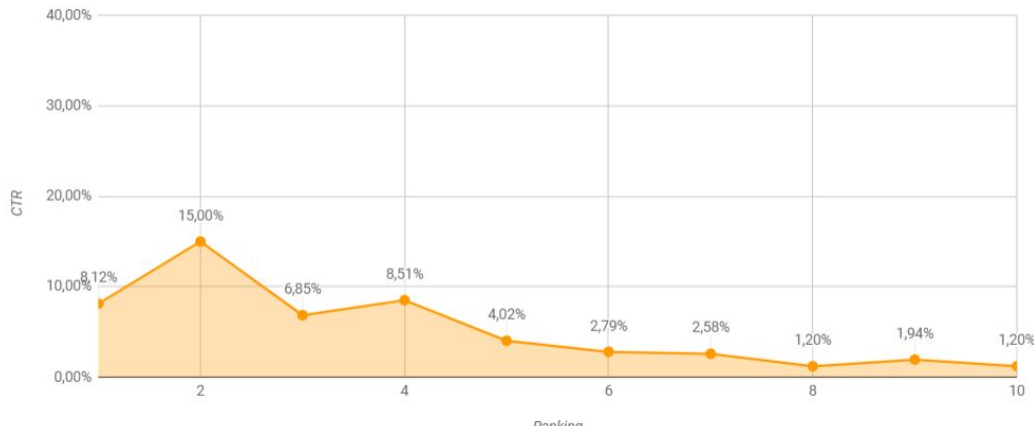
■ Man ■ Woman

Age



CTR | Google

Non Branded CTR



Branded CTR



Source:
[CTR curve sheet](#)



Key learnings

- For Google, branded CTR is quite low. Even though positions for branded keywords **are high**, people do not click that much on the result.
- This indicates that one focus point for FY2020 could be trying to increase CTR.

Strategy / Plan of Approach



For growth of organic traffic from the search engines Yandex and Google should:

- create landing pages for target groups of queries;
- create regional pages for website promotion in Yandex search engine;
- create "Blog" section;
- filling the site pages with content for target groups of requests;
- content and optimize content for regional pages;
- fill the "Blog" section with content»;
- to configure the linking site;
- configure page micro-markup to increase the CTR of snippets;
- optimize the mobile version of the site.

Winning in SEO

Insights and reporting

- SEO Dashboard
- Market Insights
- Competitor Analysis

Platform Development

- Technical improvements
- Crawlability
- Site Performance
- Mobile
- Site Architecture

Content & Relevance

- Keyword Research
- Content Gap Analysis
- Content optimization
- SERP CTR% Improvement
- Local / Store Optimization

Authority & Reach

- Performance Linkbuilding
- Outreach & Content Amplification

Execution

Global team

Local team

These activities/packages are in the global market master agreement and will be executed together with iProspect.

SEO Strategy 2020



Adaptation to the New World of Content Consumption

Site Audit (details on
slide 22)

Internal
Optimization
(details on slide
23)

External
Optimization (details
on slide 24)

Product page attractivity

Template Optimization

Text content - planned
to prepare 60 topics for
the client; select the
most relevant and write
articles (next 3 Months)

Internal and external
linkbuilding (start with
the 5 links per page)

Enlarge semantic visibility

Align the content
production for our
audience target 20-35

Preparation of content
for promotion, writing
entertaining articles,
using youth slang in
content

Use Yandex Webmaster
and Google Search
Console (offer to work
with Bright edge)

Love / improve user experience

Create a community on
the website with
stories, customer's
videos...

Protect brand (boost
positive reviews)

Partnership with links
on « blu's reviews »

Work with Yandex
Collections

Strengthening Strategic Universes

Page's creation about:
Sel of nicotine, profil's
guide...

Article's template to
update & customized

Linking strategy to
boost strategic subjects
(sel of nicotine,
between product
pages)

Local marketing plan and Proposition plan FY20 to support Organic search intent during the year



Site Audit

- Yandex.Webmaster and Google Search Console data analysis
- Creating a feed for turbo pages
- Snippet Quick Link Control
- Use micro markup
- Site analysis and technical recommendations development
- Indexed pages analysis and searching hidden and duplicated content
- Checking server response correctness and HTML-code
- Analysis of site structure, internal links, searching for "broken" links

Local marketing plan and Proposition plan FY20 to support Organic search intent during the year



Internal Optimization

- Recommendations for optimizing existing pages: headers, meta-tags, text, templates
- Recommendations for new pages and sections
- Copywriting for new pages
- Recommendations for optimizing of internal links
- Snippets analysis and recommendations for their improvement
- Recommendations implementation and implementation checking

Local marketing plan and Proposition plan FY20 to support Organic search intent during the year



External Optimization

Working with backlinks (still a major ranking factor in Google)

- ▣ Current backlinks analysis
- ▣ Anchor texts
- ▣ Page and site quality
- ▣ Searching for broken links
- ▣ Recommendations for setting up redirects
- ▣ Competitors backlinks analysis
- ▣ Searching for relevant sites and posting new links

Local marketing plan and Proposition plan FY20 to support Organic search intent during the year



Monthly progress reports

- Daily site rankings monitoring in Yandex and Google
- Monthly organic traffic report
- Monthly report on the work done
- Results review and additional recommendations
- Main KPIs
- Site rankings in Yandex and Google
- Organic traffic