

# R17

# WE BUILD & SCALE BRANDS ONLINE

PERFORMANCE MARKETING



GRÜNDERSZENE

TAGBLATT

LEADER | digital  
DAS OSTSCHWEIZER WIRTSCHAFTSPORTAL



carpathia  
digital business competence



Google Partner

FACEBOOK  
BUSINESS PARTNER

KLAVIYO //  
PARTNER

# OUR STORY

Raphael Rohner founded the Swiss lifestyle and cosmetics brand Beneva Black and scaled it to over **50k customers** after three years. The company was then acquired by GIDOR Group.

The company's success came through **performance marketing**. Knowing that 99% of agencies don't deliver performance, the idea of building a fully performance-based e-commerce powerhouse evolved and eventually resulted in the business R17 Ventures AG.

R17 Ventures AG is dedicated to helping ambitious digital businesses to scale using cutting edge performance marketing while having skin in the game and working with **performance-based remuneration**.

**WHAT**

**DO WE DO?**

WHAT DO WE DO?

# WE ENABLE **GROWTH**

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Performance Marketing as a Service, consisting of **3 pillars:**



Running all paid media with remuneration based on performance



Creating visual assets including video shoots in our in-house studio



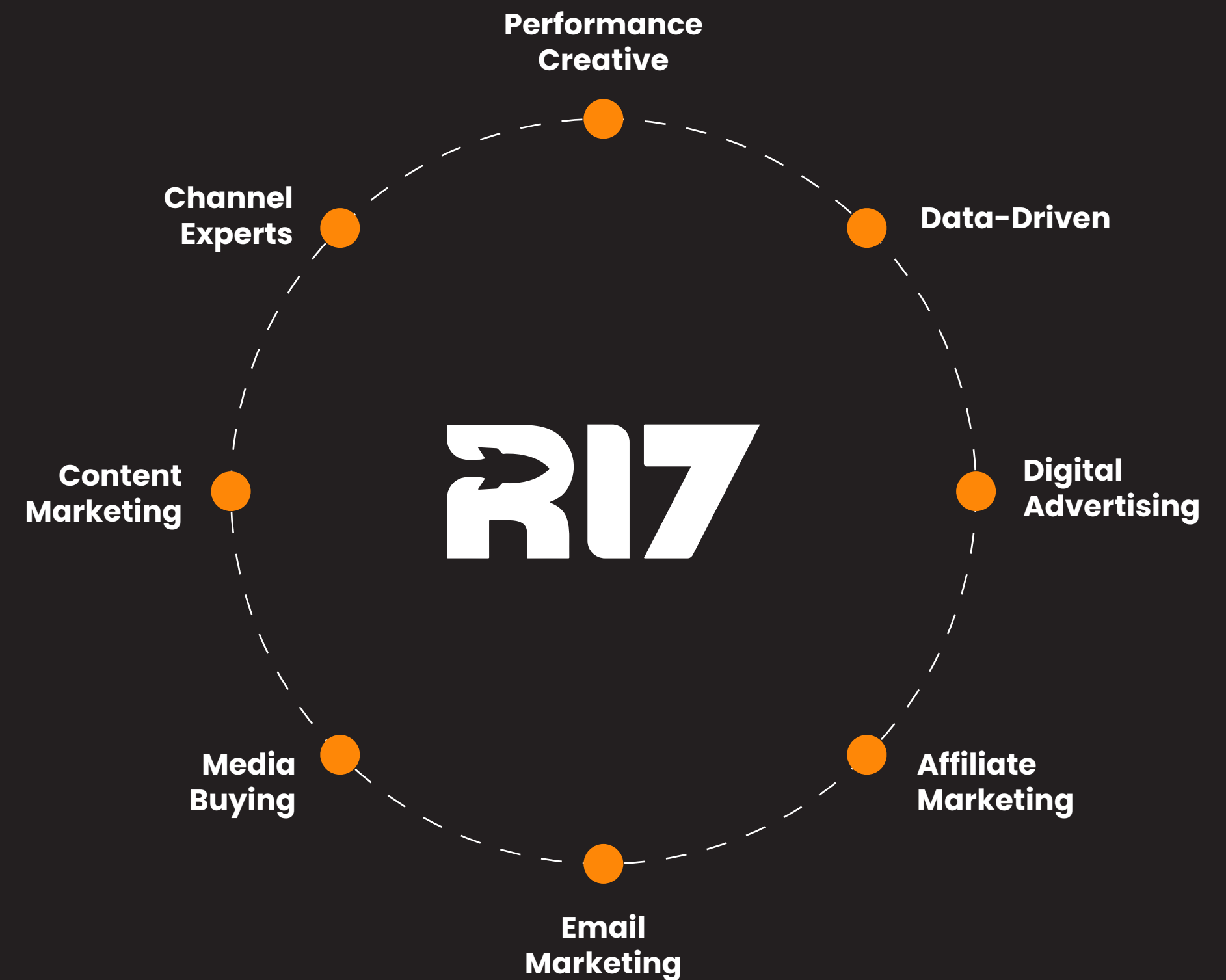
Creating E-Commerce Platforms, Landingpages & Funnels that convert

# R17 is more than just your everyday marketing agency, we are a **full-service powerhouse** and we work performance based.

As the agency that has scaled some of the **fastest growing e-commerce brands** we have more industry knowledge than any other industry out there. We not only analyse and improve your current strategy, **we innovate, create and set the trends** for the future. We can pull out knowledge from our experience bank that has helped countless others before you.

Beyond the creative and digital marketing services we offer in-house, our top tier network of entrepreneurs, partners and investors can take your business to the **next level**. More importantly, we know which players to engage with and when based on your specific goals and needs.

Whether you finally found a perfect product-market fit or your goal is to get acquired or raise your next round of VC funding, **R17 has already helped someone just like you to make it happen.**



## The Service described in the previous slide is done in **3 ways**:

### MANAGED ADVERTISING

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#### MEDIA SPEND:

PAID BY CUSTOMER, MINIMUM 5K/MONTH

#### MANAGEMENT FEE FOR R17:

BASIC FEE (2-4K) + 5-10% REVENUE SHARE

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- 🕒 Run all advertising channels
- 🕒 Advertising strategy, concept & channel selection
- 🕒 Static & Video visual/ad creation and translation based on existing content
- 🕒 Creating raw videos/image at inhouse studio
- 🕒 Landingpage creation
- 🕒 Conversionrate optimization (UX, UI, Functionality)

### MANAGED COMMERCE

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#### MEDIA SPEND:

PAID BY R17

#### MANAGEMENT FEE FOR R17:

20-60% REVENUE SHARE, DEPENDING ON ROAS

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- 🕒 Run all advertising channels
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- 🕒 Conversionrate optimization (UX, UI, Functionality)

### JOINT VENTURE

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#### MEDIA SPEND:

PAID BY JOINT VENTURE COMPANY

#### MANAGEMENT FEE FOR R17:

MINORITY SHAREHOLDER AND BASIC FEE

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- 🕒 Invest capital vs. equity for minority share
- 🕒 Support on business strategy, business development and key hiring
- 🕒 Support or transform existing e-commerce platform setup
- 🕒 Full Managed Advertising package without performance fee

**HOW**

**WE WORK?**



# MARKETING APPROACH

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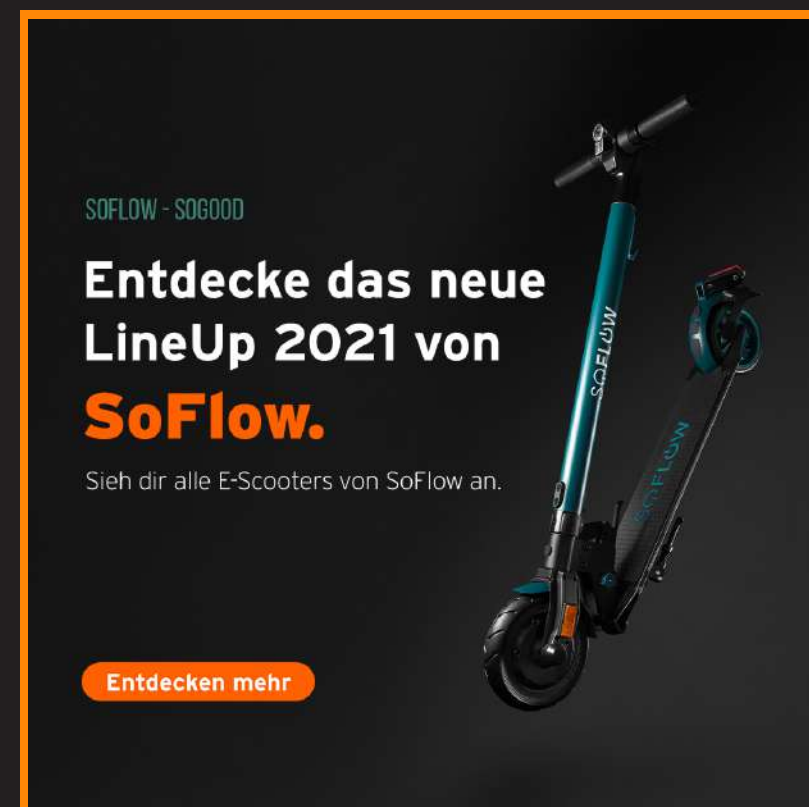
- **Dedicated Business-Owner** with full responsibility, accountability and weekly performance calls
- Holistic approach with **customer journey** focus
- **Real-Time Performance data** to see holistic patterns
- **Testing/approach** is in the company DNA
- For entrepreneurs from entrepreneurs → **5X E-Com Shareholdings**
- **Clear Frameworks** / up to date practices for all Departments in performance marketing

# CREATIVE APPROACH

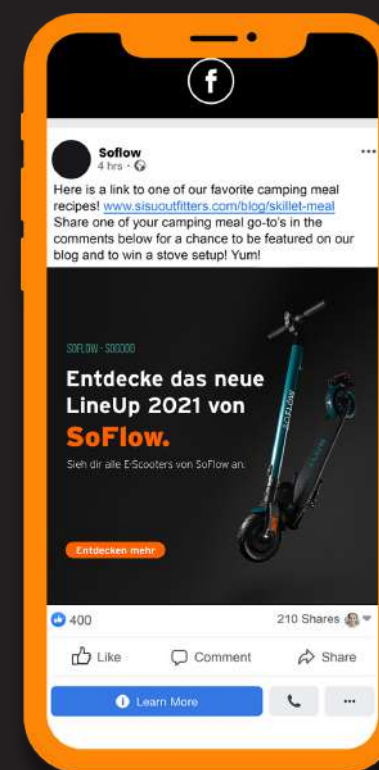
## Data-Driven Creative Strategy

- Our strategy is a holistic omnichannel effort utilizing creative and data analytics accross the funnel

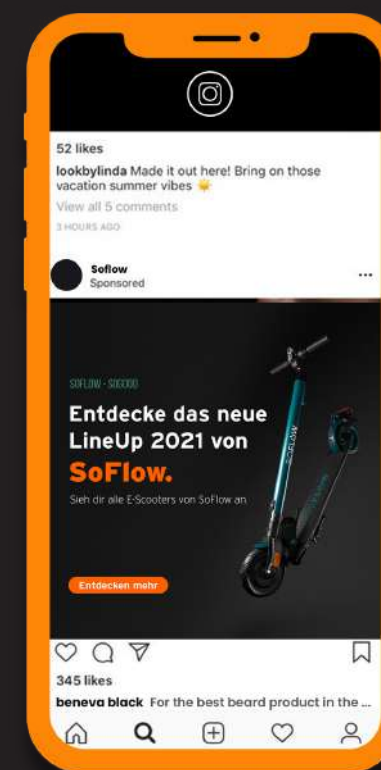
CREATIVE ADVERTISEMENT



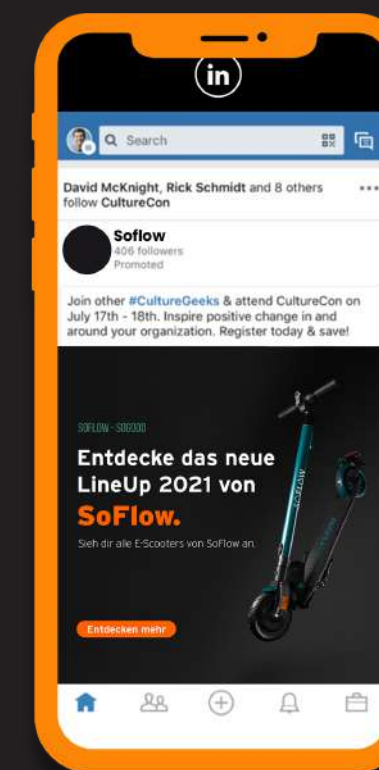
FACEBOOK



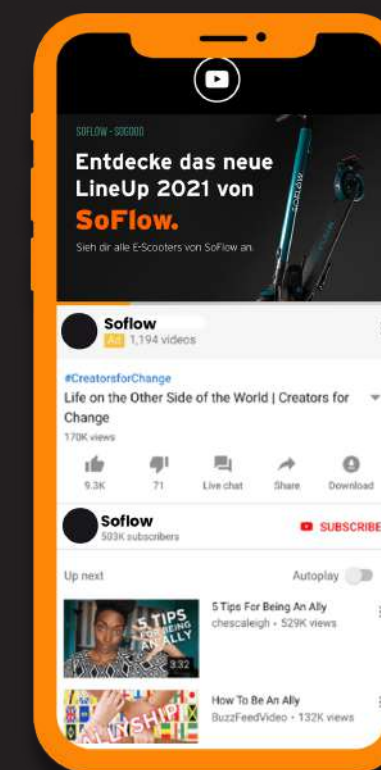
INSTAGRAM



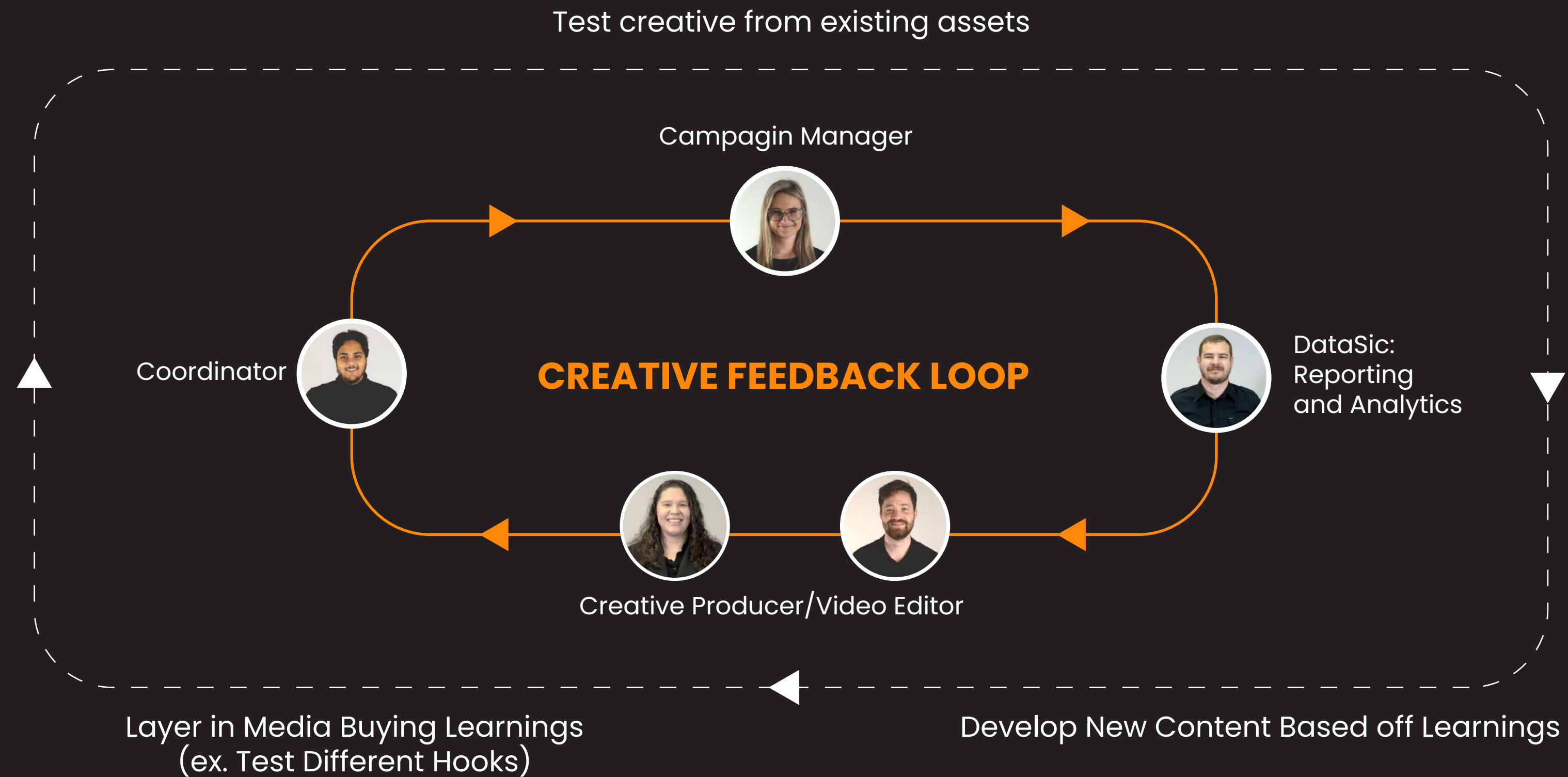
LINKEDIN



YOUTUBE



# LEARNING-BASED POD STRUCTURE



## The R17 Difference

- A DTC growth plan built on **proven strategies**
- **Category specific** learnings
- A **data-driven creative team** and insights from the agency that has scaled the most most DTC brands

# PARTNERSHIP PROCESS

## Exploration Phase 3-6 Months:

### Onboarding

- Familiarize with Shopify Setup (Infra & Shop)
- Get access/setup Google Accounts, Social Media Channels, ...)
- Understand Current Business KPI's advertising strategy (Break Even ROAS, etc)

### Checklist & Kick Off

### Test

- Start testing and increasing advertising budget
- Measure impact of adds
- Adjust & Iterate
- Evaluate ROAS and identify potential sweet spots

1 Month

### Groundwork

- Suggest improvements in setup for effecting marketing automation
- Optimize shops/tools for marketing automation
- Content Creation & optomization (Ads, etc)

2 Weeks

### Advertising

- Run campagins
- Monitor impact and adjust based on results

2 Months



ROAS  
Market  
Potential



## Longterm Partnership 12+ Months

### MANAGED ADVERTISING

**BASE FEE + CPO + MEDIA BUDGET**  
(CHF 2-4K + 5-10% REVENUE SHARE)

### MANAGED COMMERCE

**REVENUE SHARE**  
(20-60% DEPENDING ON ROAS)

### JOINT VENTURE

**MINORITY SHARE IN COMPANY**  
(CHF 2-4K BASE FEE)

# CUSTOMERS & ACHIEVEMENTS

## CUSTOMERS / CLIENTELE

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**BOSSARD**  
Proven Productivity

**GIDOR**  
COIFFURE

SQFLOW

**kybun**<sup>+</sup>  
Switzerland

**TURM**  
KAFFEE  
SEIT 1761

## JOINT VENTURES

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**BENEVA  
BLACK**

**50 000 Customers** in 3 Years  
& Exit to GIDOR

 **SECOND**  
HANDBAGS

**500% Growth** in  
Revenue Yearly

**LICHTERKETTEN**  
S H  P

From **10K to 100K**  
Revenue in 6 Months

# TEAM & COMPANY

- Offices in **St.Gallen & Cape Town** (20+ Employees)
- Young, well-educated, **digital natives**
- Running **15M+** Media Budgets
- **Talent Academy** x Stellenbosch University



**RAPHAEL**

CEO  
& VRP



**ANDREAS**

CFO  
& VR



**DAVID**

COO



**TAAHIR**

CREATIVE  
DIRECTOR



**JANDRE**

HEAD OF  
PAID SOCIAL



**LORENZO**

HEAD OF  
SEM



# THANK YOU

**Get in touch with us:**

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