

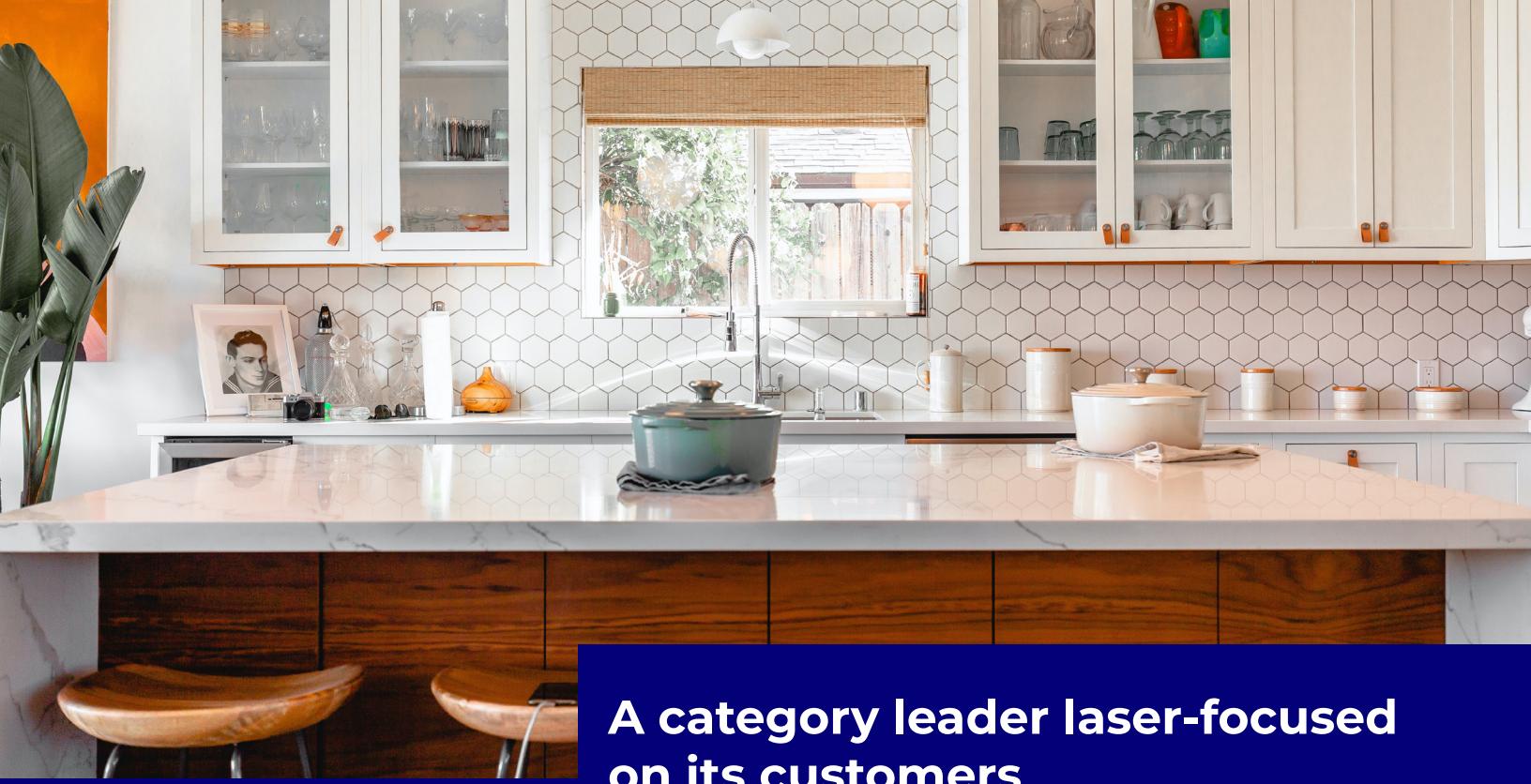
Bucketplace transforms its marketplace business with Moloco Retail Media Platform



“With Moloco Retail Media Platform, we're able to create business outcomes for all stakeholders in our marketplace—by providing our merchants with a tool to increase sales via advertisements while improving the user experience through highly relevant product offerings.

Scott Lee, Head of CEO Offices, Bucketplace





A category leader laser-focused on its customers

Founded in 2014, Bucketplace is a leading technology platform in the home living category in Korea. oHouse, its marketplace shopping app, empowers users with ideas, know-how, and the products and services they need to improve their homes. The key to its success is that Bucketplace has always based its business decisions on customer needs and ensured the best possible user experience.

With more than 20 million downloads and over 10,000 merchants on its fast-growing oHouse app by 2021, the Bucketplace team saw an opportunity to unlock new value—and revenue—from its marketplace. The goal was to make it a new channel for merchants to reach and convert more customers, while creating a more personalized shopping experience for users.

Transforming the marketplace app while upholding core values

“ We want to reach two competing goals in transforming our platform: enhancing the user experience while enabling our merchants to make their products discoverable.

Scott Lee, Head of CEO Offices, Bucketplace

oHouse started out as simply a community of users who shared content and insights with one another. Then it became a marketplace where consumers not only learn tips, but also discover and purchase items directly on the app. Now, the marketplace has vastly diversified its service offerings, from home improvement to furniture delivery to moving services.

With its \$182M Series D fundraising round in 2022, Bucketplace is building on oHouse's remarkable growth as the best place for users to discover home designs by transforming its business into the best place for merchants to market and sell lifestyle solutions.

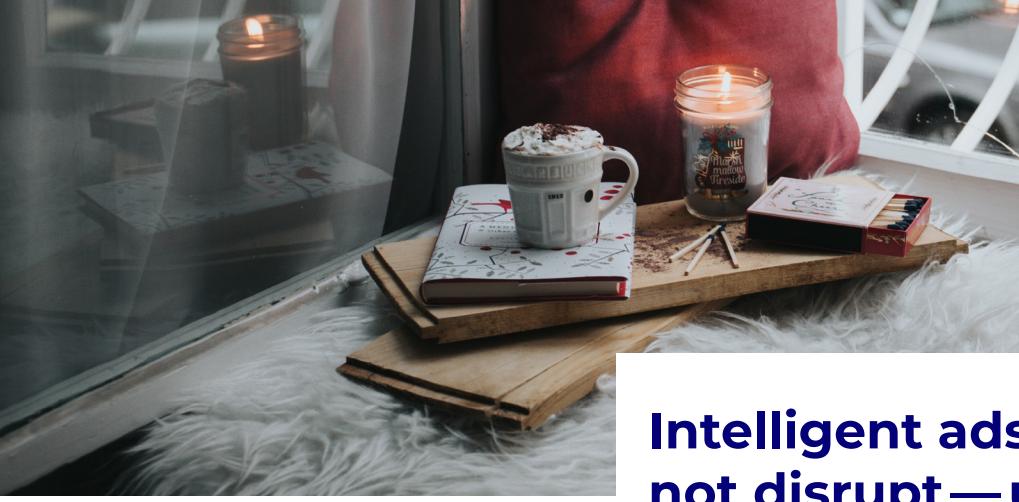
The company's next ambition is to take advantage of oHouse's network effects to make its marketplace a truly self-sustaining and profitable business. The challenge is upholding its core value of customer experience while helping more and more merchants grow their gross merchandise value (GMV) and realize positive net revenue margins in an increasingly competitive space.

Challenges

-  Empower merchants to drive sales and discoverability, while enhancing the user experience
-  Unlock new value from oHouse marketplace as a profitable and scalable business

Results

-  Drove 2.2% higher spend among shoppers who saw targeted ads
-  Helped advertisers 2x GMV and 3x ROAS compared with other platforms
-  Improved satisfaction and trust among merchants



Intelligent ads that improve—not disrupt—user experience

The reality of any marketplace platform is that users want to discover products without getting overwhelmed by the noise of ads and irrelevant content, while merchants want every opportunity to expose new products or unsold inventory. For Scott Lee, Bucketplace's Head of CEO Offices, the objective is to "create a virtuous cycle in which users shop more and buy more, merchants grow their GMV, and oHouse becomes a stickier platform with better satisfaction and retention."

Bucketplace recognized that oHouse needed a closed-loop way for merchants to improve discoverability and increase GMV—and actually build intimacy with customers. The key would be helping merchants generate and fulfill demand, all in the context of oHouse's existing shopper journey, without disrupting the app experience that made so many users love and trust the platform.

The team developed a hypothesis: by tapping into oHouse's first-party user data, it could surface the most relevant products for each user, and serve sponsored ads that would personalize and enhance the customer experience.



To deliver a solution that puts the user first, Bucketplace considered either developing its own in-house solution to serve ads based on user behavior or implementing a retail media platform through a partnership. While investigating designing and building an intelligent advertising solution, the team realized just how challenging it would be to parse and deeply understand behavioral data, then use that data to consistently and accurately target each user in the right place at the right time. It would take many complex machine learning models working in tandem, dedicated engineering, product, and design resources to build and maintain the system, and years of development behind the scenes to reach even a first iteration of the sophisticated solution the team had in mind.



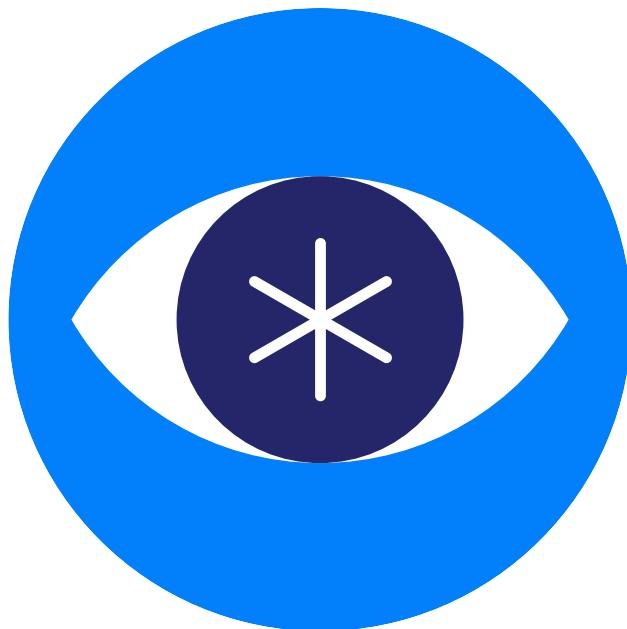


Thus, given the overhead and challenges Bucketplace assessed and the desire to maintain internal resources scaling user growth on oHouse, the team decided that a partnership would be the best bet for driving merchant GMV through a massive-scale ad network trained on oHouse's first-party data.



In its search, the Bucketplace team realized that most retail media solutions rely on legacy highest-bid display methods. While a highest-bid approach is simple to implement, it doesn't account for user relevance or ad performance—two critical factors that actually drive purchases.

Imagine searching for a *fan* on your favorite e-commerce marketplace to help cool off on a hot day. Typically, in a highest-bid keyword auction, something like *computer CPU cooling fan* could pop up in your search results because merchants selling higher-priced items tend to bid more on common keywords. As a result, you get served ads that are irrelevant at best and annoying at worst. So you look elsewhere to make the purchase, and the ad impression goes to waste.





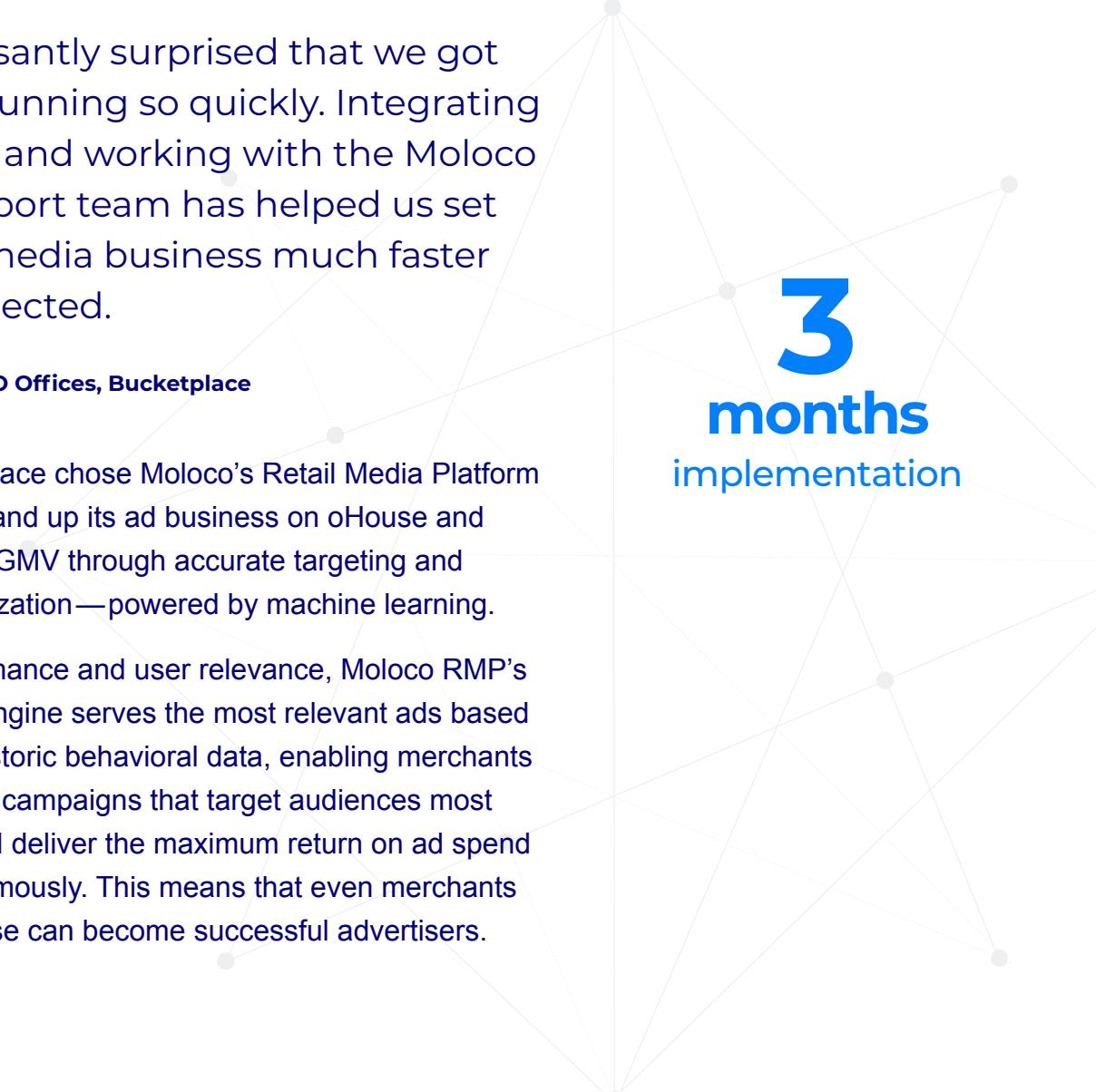
Hitting the ground running with Moloco

“We were pleasantly surprised that we got RMP up and running so quickly. Integrating Moloco’s APIs and working with the Moloco technical support team has helped us set up our retail media business much faster than we’d expected.

Scott Lee, Head of CEO Offices, Bucketplace

Ultimately, Bucketplace chose Moloco’s Retail Media Platform (RMP) to quickly stand up its ad business on oHouse and increase merchant GMV through accurate targeting and performance optimization—powered by machine learning.

Focused on performance and user relevance, Moloco RMP’s machine learning engine serves the most relevant ads based on real-time and historic behavioral data, enabling merchants to run optimized ad campaigns that target audiences most likely to convert and deliver the maximum return on ad spend (ROAS), all autonomously. This means that even merchants without any expertise can become successful advertisers.



3 months
implementation

Moloco provided the machine learning engine, bid optimizer, and campaign management toolkit as out-of-the-box solutions. By leveraging both RMP's data insights and automation components as a SaaS package, Bucketplace's developers were able to build a seamless user experience and deliver the level of personalized ad serving oHouse needed without the typical engineering or data science startup costs. Better yet, through the self-serve campaign interface, Bucketplace would be able to onboard and enable thousands of merchants for its ad network without having to hire a new team.

Implementing an intelligent and well-trained retail media solution like this typically takes quarters, even years. But to keep pace with its fast-growing marketplace, Bucketplace set a more ambitious timeline of three months. With Moloco's plug-and-play systems, the team was able to launch and start scaling ahead of schedule. This speed to market meant that they could focus attention on perfecting the ad-serving UI on oHouse.

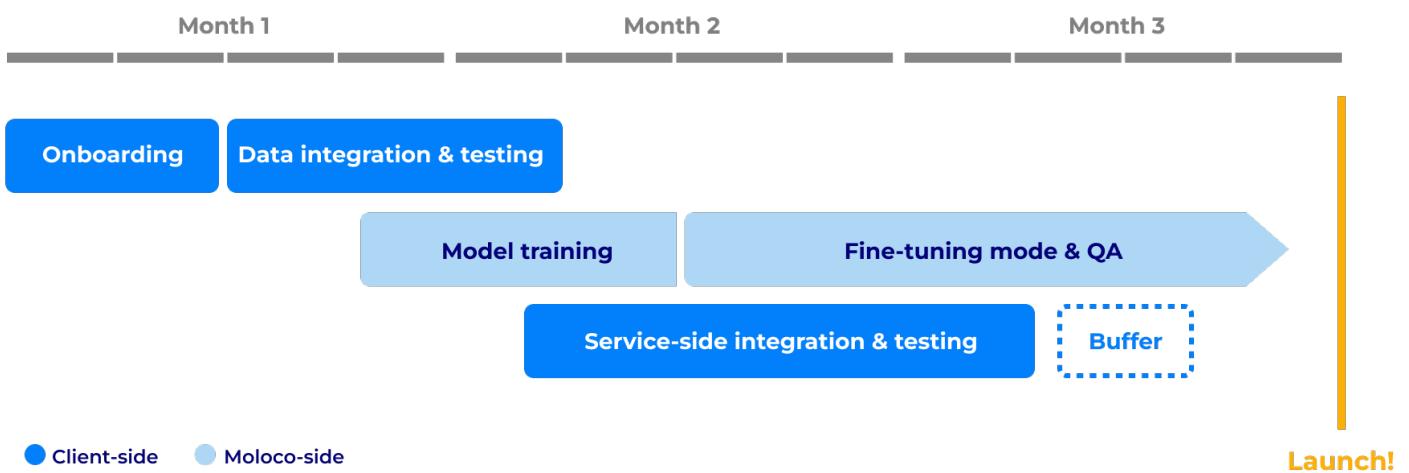
A screenshot of a web-based campaign setup interface. At the top, there are three dots in a blue header bar. Below the header, there are three main sections: 'Basic Info', 'Budget & Schedule', and 'Bidding Strategy'.

- Basic Info:** Contains a 'Title' input field.
- Budget & Schedule:** Contains a 'Daily budget' input field, two date input fields for 'Schedule' (MM/DD/YYYY) separated by a dash, and a checkbox for 'No End Date'.
- Bidding Strategy:** Contains two radio button options: 'Smart bidding strategy' (selected) and 'Manual bidding strategy'. Below these is a 'Target ROAS' input field.

The entire form is contained within a light gray rounded rectangle.

Simple, self-serve campaign setup

To set up the new business, Bucketplace assembled its internal team involving an ad business leader who spearheaded policies and managed internal resources, an ad sales manager who recruited and onboarded target merchants and agencies, and a product owner who oversaw data and API integration and overall implementation. Moloco partnered directly with this team throughout the scoping, implementation, onboarding, and execution stages of the integration, and provides ongoing consultation to ensure that oHouse continues meeting its goals as its new business scales.

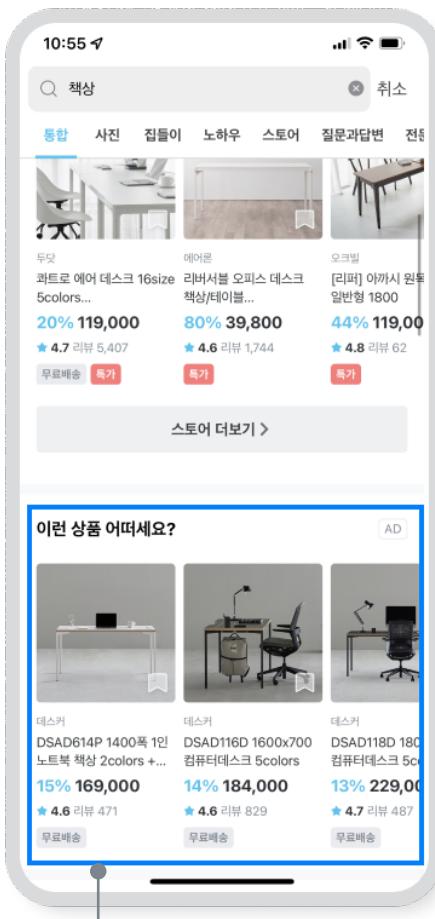


Fast implementation

Moloco's data experts armed the team with insights for business decision-making, ad sales, and relationship management for brands, while ad tech industry experts provided context on market dynamics, global benchmarks, and know-how on running an ad business. As Scott Lee from Bucketplace recalls, "beyond deep engineering expertise, what impressed me most in working with Moloco were the business guidance and unified team spirit."



Supercharging revenue, satisfaction, and growth



Sponsored ad placements

“RMP was key in helping us provide strategic value and strengthen satisfaction among our merchants, which was really rewarding.

Scott Lee, Head of CEO Offices, Bucketplace

To measure RMP's impact on both user experience and sales, Bucketplace conducted an A/B test comparing a group of users who saw ads to those who didn't see ads. The users who were exposed to targeted ads ended spending 2.2% more than those who weren't. One advertiser doubled GMV after running sponsored ads through the platform, while another tripled ROAS compared to advertising on other marketplaces.

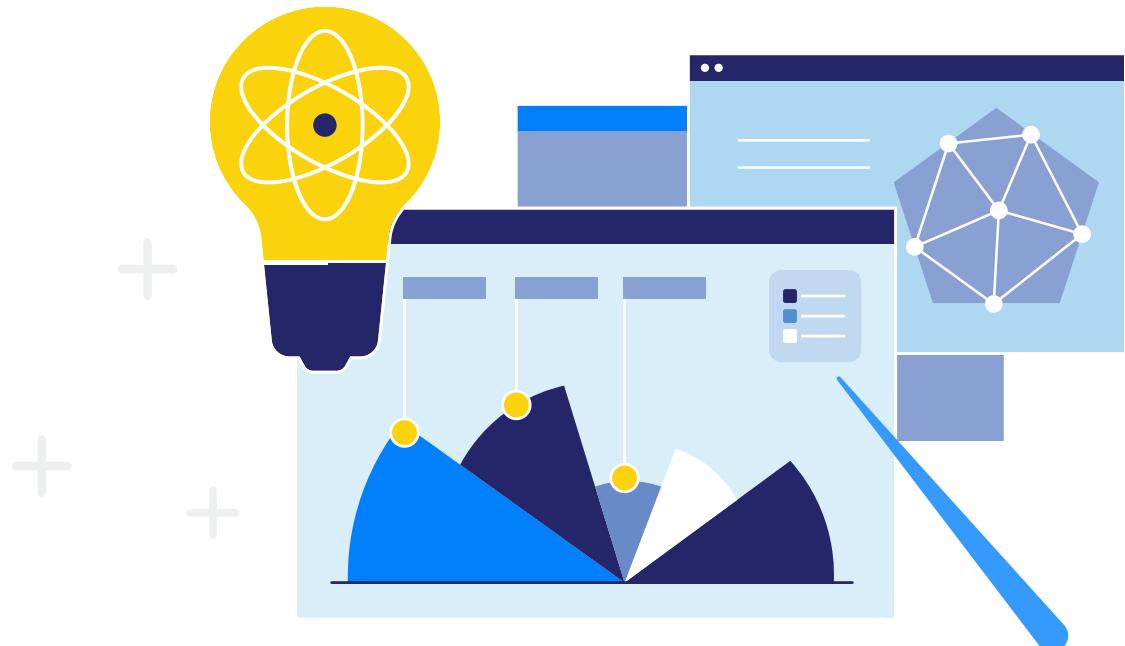
2.2%
Spend increase

3X
ROAS

2X
GMV

The next evolution of oHouse marketplace

Bucketplace has transformed oHouse into a scalable, self-sustaining powerhouse for both merchant GMV and user experience by executing an innovative strategy and leveraging Moloco for intelligent ad serving and data insights. Building on top of this milestone, the team's next ambition is to lead the lifestyle category and expand oHouse outside of Korea, propelled by the rapid growth of its ad business.



“We want to be the platform that provides the best customer experience in the lifestyle category with machine-learning-based optimization, and we want Moloco as our partner on this journey.

Scott Lee, Head of CEO Offices, Bucketplace



Contact us today to launch your retail media business.



Moloco's goal is to make the digital economy more transparent, equitable, and profitable by delivering advanced machine learning to companies of all sizes. Moloco Retail Media Platform enables e-commerce marketplaces to build their own ad business and unlock the value of their first-party data using machine learning.

For more information, visit www.moloco.com/rmp.