



Case Study Karl Lagerfeld

ZMS Zalando
Marketing
Services

ZMS x Karl Lagerfeld Pure Growth

The Challenge

Consumers showed high engagement with Karl Lagerfeld content on Zalando, yet sales conversion was not at its potential due to lack of visibility within the Premium catalog on Zalando.

- Drive overall visibility, within the Premium catalog on Zalando
- Increase the brand's conversion rate



Driving sales growth through an “Always On” approach

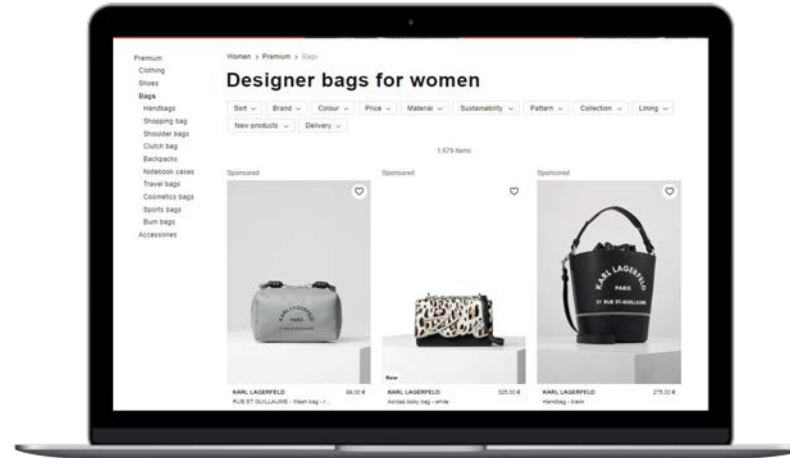
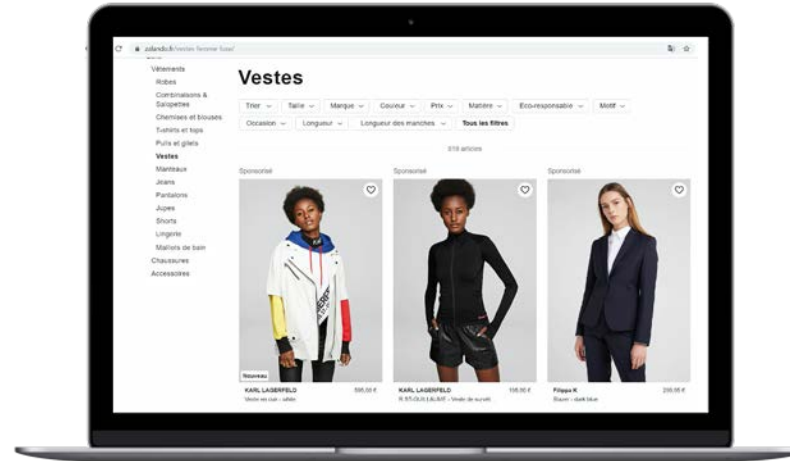
The Solution

The “Always On” campaign approach uses onsite and offsite growth placements to drive constant visibility on entire product assortment and optimize based on insights

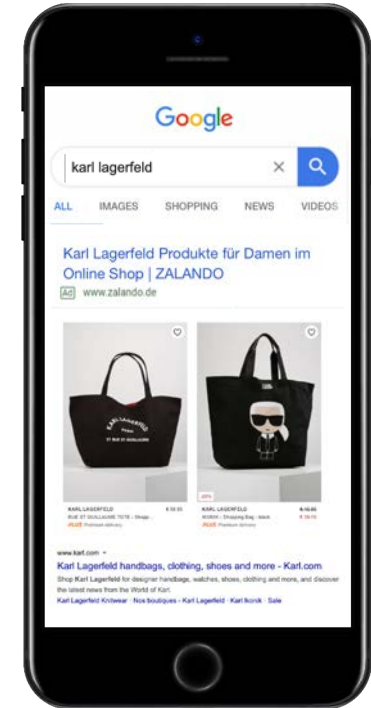
- Co-Curated Products to push products up the catalog, drive visibility and sell-through using a machine learning algorithm to optimize for maximum sales
- Search Engine Advertising using Zalando audiences to capture brand-related search traffic offsite and divert traffic to Zalando product detail pages



Onsite & Offsite Placements



Co Curated Products



Search Engine Advertising



Increased visibility on assortment unlocked incremental sales

Top-Line Results

35M

Ad Impressions

1.5M

PDP Views

+33%

CCP Click CR
(vs. benchmark)

24%

Conversion
(Add to Cart ÷
Items sold)

38.7

CCP ROAS

- Sponsored SKUs on a wider selection of products across categories scaled brand interest, while optimization over time propelled purchase intent
- Incremental sales and higher conversion rates were reached, compared to shorter CCP campaigns of peer brands in the same period

Get in touch with us: zms@zalando.de

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