

TOMMY HILFIFIGER



## Case Study Tommy Hilfiger

**ZMS** Zalando  
Marketing  
Services

# ZMS x Tommy Hilfiger Pure Growth

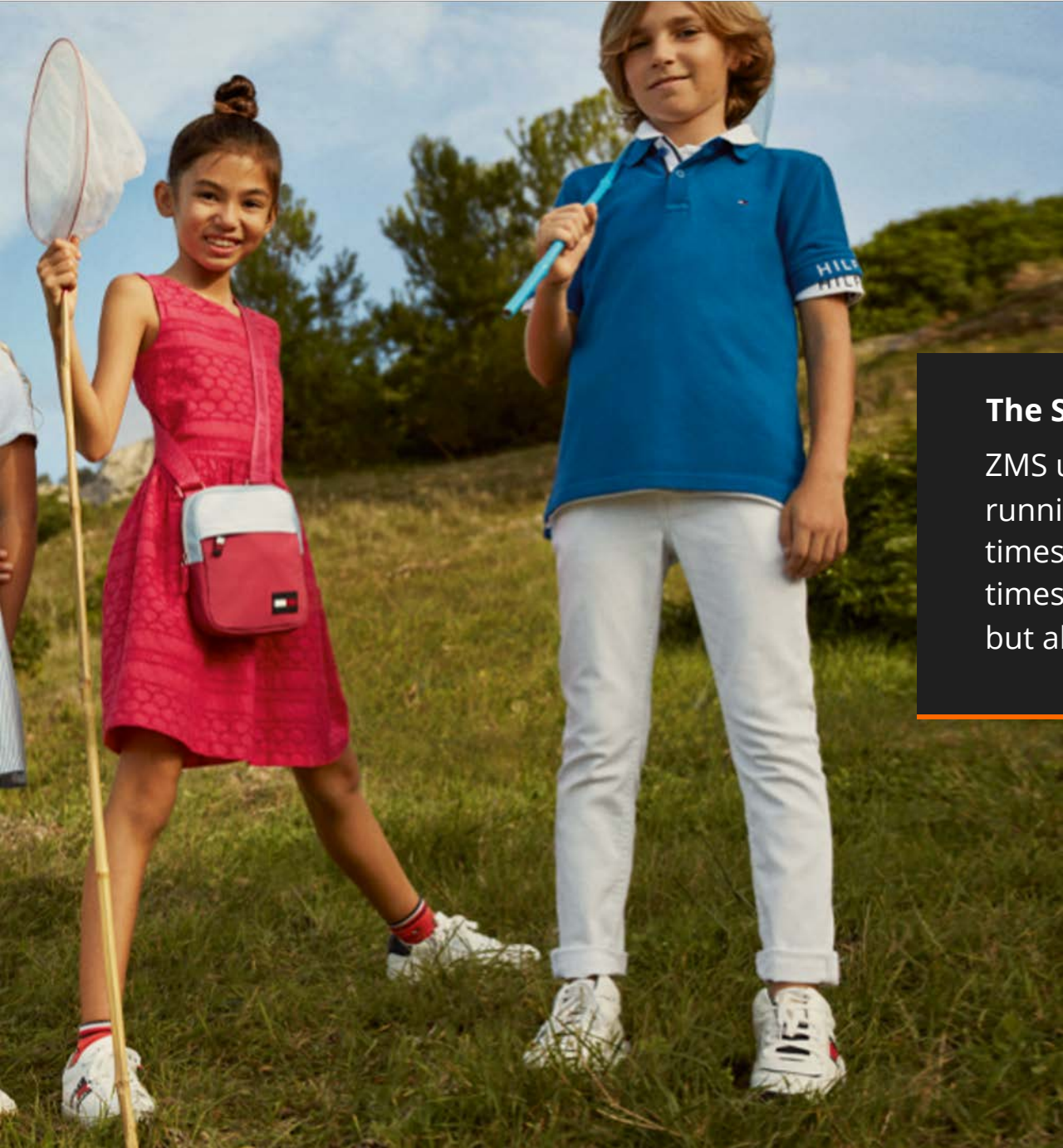
## The Challenge

Tommy Hilfiger has a wide assortment of kids' shoes on Zalando. To ensure continuous product visibility and to drive sell-out on their new assortments, Tommy Hilfiger kids footwear supplier Elisabet teamed up with ZMS to create a campaign that would ensure they met their ambitious goals.

- Engage Kids category buyers with the Tommy Hilfiger collection by giving their products more visibility
- Drive customers down the purchase funnel and ultimately increase item sales



ZMS



## Capturing customers interest with an Always On campaign

### The Solution

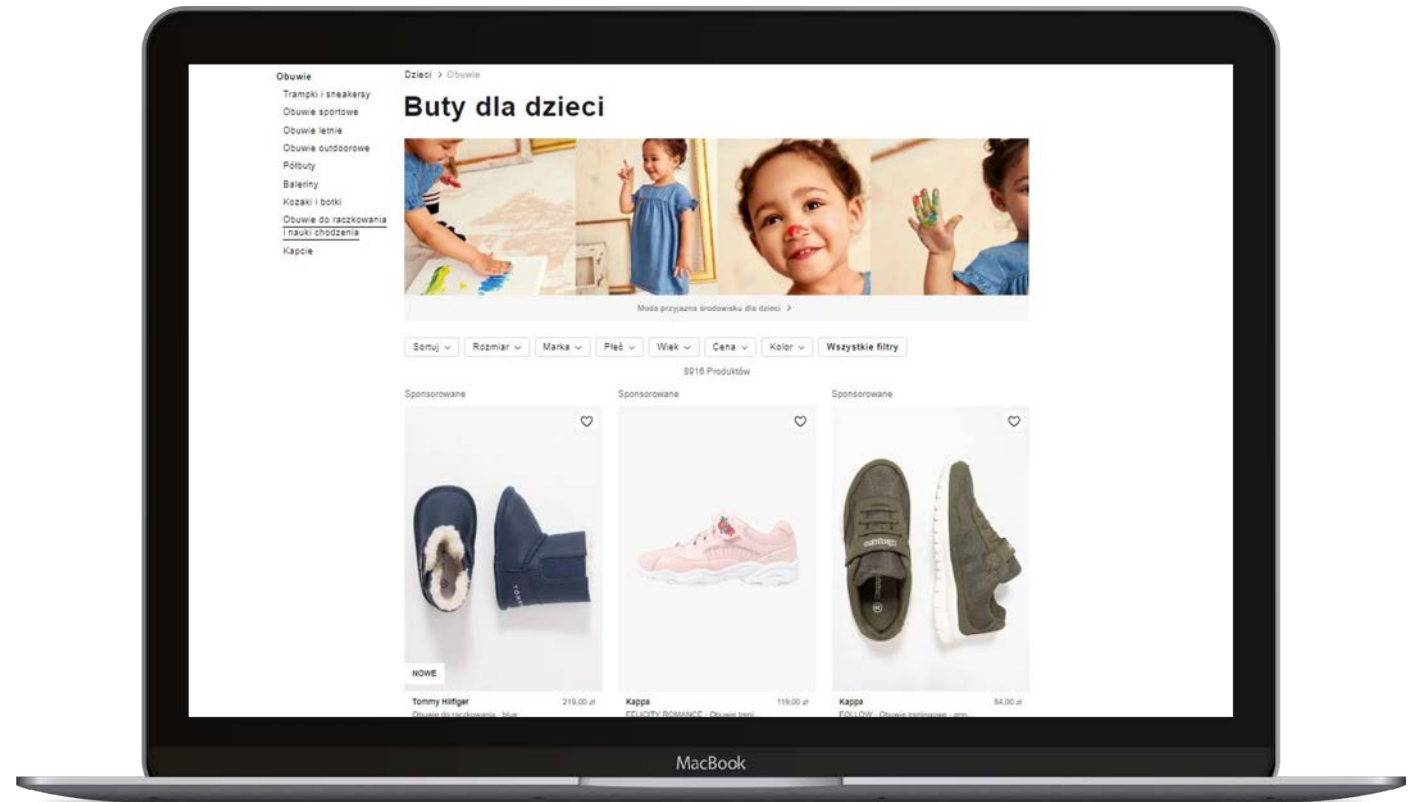
ZMS used an Always On approach, which means that the campaign is running on a constant basis for a longer than usual campaign timespan, running for 24 weeks instead of the average campaign timespan of 4 to 6 weeks, allowing not only for continued visibility but also for an advanced steering towards the defined target.

- Co-Curated Products were chosen to capture the customers interest and to foster their purchase intent. Thus it was ensured that relevant articles are always visible on top of the catalog.



TOMMY  HILFIGER

## Successful Co-Curated Products placement



Co-Curated Products

ZMS



# Increased visibility on Tommy Hilfiger kids' shoe assortments

- The long run time of 24 weeks allowed for a successful optimization of all major KPIs
- The continuous visibility resulted in a high number of PDP Views, proving that the customers interest was captured
- An above benchmark conversion rate ensured a significant increase of item sales year over year, and ultimately a very high ROAS

### Top-Line-Results:

**+44M**

PDP Views

**31%**

Conversion add to cart/  
sold items

**1.11%**

Click Through  
Rate

**+41%**

YoY in Sold  
Items

**23.6**

ROAS

