MQ Marqet

STOCKH LM

ZMS

MQ Marqet x ZMS
STOCKH LM I Tyskland

MQ Marqet sought to drive growth for their biggest brand, STOCKH LM, in Zalando's biggest market, Germany.

Solution

They used dynamic Sponsored Products to let Zalando's algorithm allocate the advertising budget on article level. To steer control of each market's budget allocation to grow Germany particularly, MQ Marqet was using country budgets.

In April, they doubled their marketing investment showing off great results (see next slide).

MQ Marqet leveraged the ZMS Ad Manager to:

✓ Use a different **intensity of budget spend**

✓ **Reallocating budget** on a 2-3 weekly basis to optimize campaign performance

✓ **Evaluating the campaign** and plan ahead

ZMS

Campaign highlights

+97%

YoY attributed
GMV Increase

15.5

ROAS

+79%

YoY ROAS Increase

▶ "We learned that we could get even better budget pressure by merging several campaigns into one campaign (dynamic sponsored products w. country budgets) and allocate budget on a market level. By doing so, we also minimize the risk of having our different campaigns competing with each other."

- Emelie Wallin, Business Lead, Marketplace & Expansion at MQ Marqet

▶ During the first month after doubling their investment, MQ's sales grew by 61% (organic and paid) and in one year their net sales in Germany increased by 340%.