Case Study
ZMS x WE Fashion

ZMS Zalando Marketing Services

ZMS x WE Fashion
New customer acquisition

WE Fashion offers high-quality, accessible products across the women's, men's and kids' categories. In order to achieve their ambitious performance goals in 2021, **they sought to broaden their customer base** by acquiring new customers in key markets.

Objectives

✓ To **drive awareness** of their products and **to acquire new customers** in their key markets

✓ To **increase their ranking** across categories and **achieve a healthy return on advertising spend**

ZMS

A data-driven approach to customer relationships

Together with ZMS, WE Fashion used a data-driven approach that started with **a deep-dive analysis of customer and visitor behaviour as well as basket size and value**.

Execution

✓ The data was used to tailor **a campaign targeted at two groups:** new brand visitors to be converted into new brand customers and existing brand customers to be activated again

✓ ZMS calculated exactly **what a new customer will cost and the budget needed to achieve this**

✓ The campaign was live in **spring 2021 during 5 months**

✓ The chosen **media mix included placements for both brand awareness and performance**, optimized towards best conversion
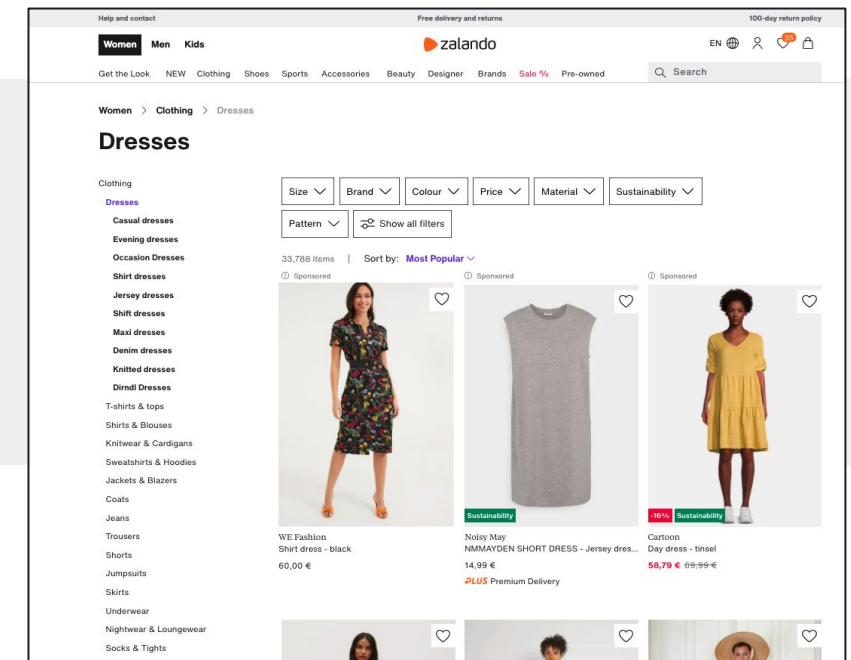

ZMS

Combination of awareness and performance formats to captivate customers and drive them down the purchase funnel

Homepage Teaser & Catalog Teaser

Sponsored Products
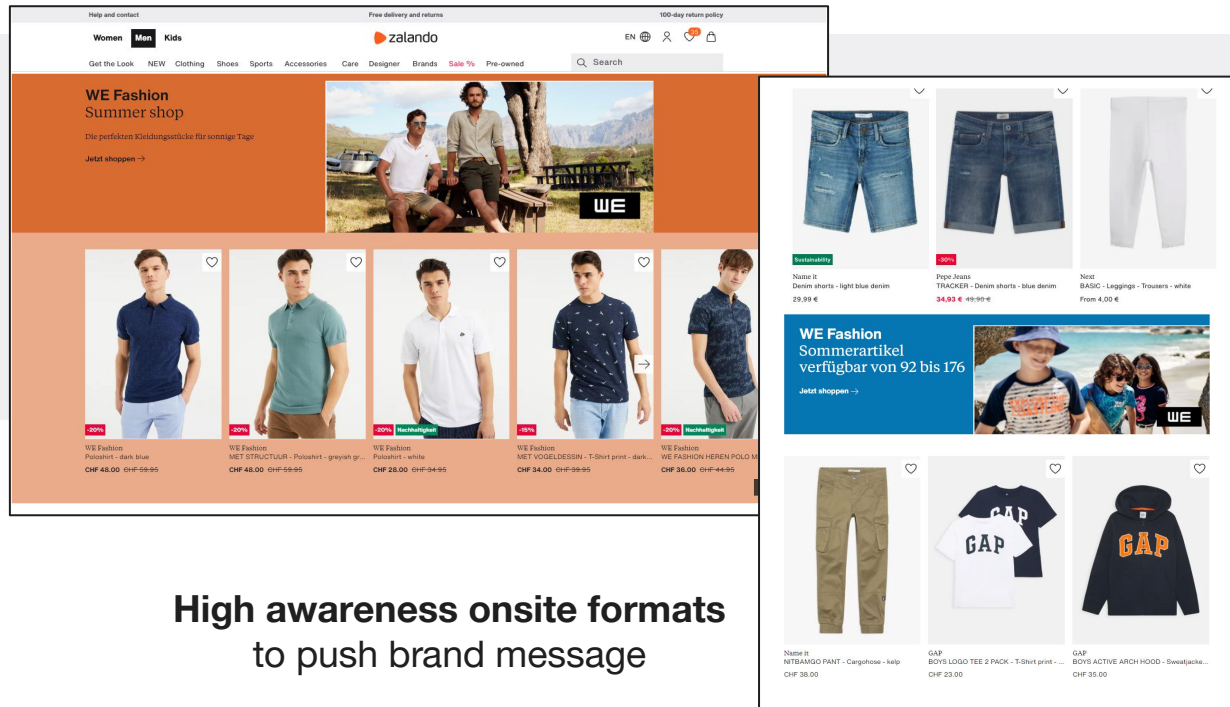
High awareness onsite formats
to push brand message

Performance boost through highest visibility at
the **point of sale**

ZMS

WE Fashion successfully generated a significant **amount of new customers and boosted their sales performance**

WE Fashion's campaign outperformed on all KPIs

The campaign generated almost 70K new customers and the **acquisition cost for new customer was very competitive** for all campaign markets.

Category ranking was improved for all genders and across all campaign markets and reached the top 10 for Kids.

Great sales results were achieved and the campaign was able **to match the entire 2020 performance within only 5 months**.

69K
New customers generated

29.1
ROAS
150% above benchmark*

7.73%
PDP Conversion Rate
76% above benchmark*

top 10
Category ranking for Kids

17.7%
Of all brand sales attributed to ZMS campaign

*compared to peer brands

ZMS