



Case Study

ZMS x Toni Pons

Toni Pons x ZMS Sponsored Product Campaign

Toni Pons joined ZMS with the goal to increase sales growth and internationalization in the Zalando marketplace.

Objectives

- ✓ Engage footwear category buyers by giving Toni Pons products more visibility
- ✓ Drive customers down the purchase funnel, ultimately increasing sales

How collaborative work contributed to Toni Pons' success

Toni Pons worked closely with ZMS in order to analyze the best countries to spend budget on. Reviewing the results in biweekly meetings and adapting efforts based on performance.

Through data insights and ZMS services, Toni Pons:

- ✓ Tailored a Sponsored Products campaign based on data insights, per market
- ✓ Collaboration with ICEX (Spanish Exporting Organization), increasing budget for internationalization



Toni Pons identified products with a high CTR, and pushed those products in more markets

22.2

ROAS*

With its Sponsored Products campaign, Toni Pons created high visibility that ultimately resulted in a very high ROAS.



*in the best performing markets