



Case Study

ZMS x LASCANA

Brand Home Collection



LASCANA x ZMS Brand Home Collection Boost

After running several successful branding campaigns, including Homepage Teaser ad placements, LASCANA decided to leverage Zalando's commercial moments to **promote its Valentine's Day Brand Home Collection in 5 different markets**, raising awareness and creating engagement for its lingerie assortment.

LASCANA's primary goals:

- ✓ Increase traffic towards their Brand Home Page and Collections.
- ✓ Increase reach and extend audience beyond existing customers and followers
- ✓ Gain new followers

Brand Home Collection Boost LASCANA's campaign journey

Current Brand Home

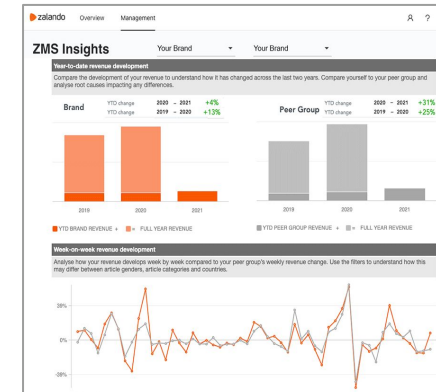
8 live collections in 8
different markets

+125%

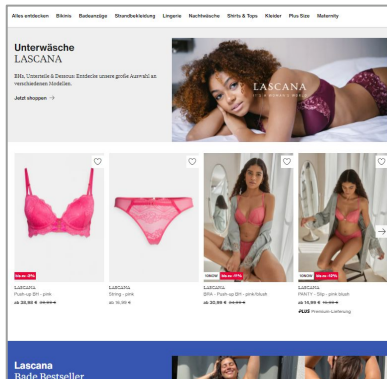
Follower base growth
over the last year



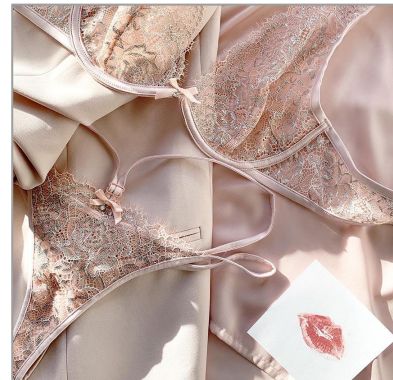
LASCANA benefited from ZMS co-investment opportunities. The collection was boosted on **App and Web** in **5 different markets** from the end of January until mid March.



After **impressive engagement results**, LASCANA reached out to ZMS to begin a **follow-up campaign**



LASCANA decided to leverage the Brand Home Collection Boost offering for their **Valentine's Day Collection**.



Campaign Results

x43 Views vs. organic performance

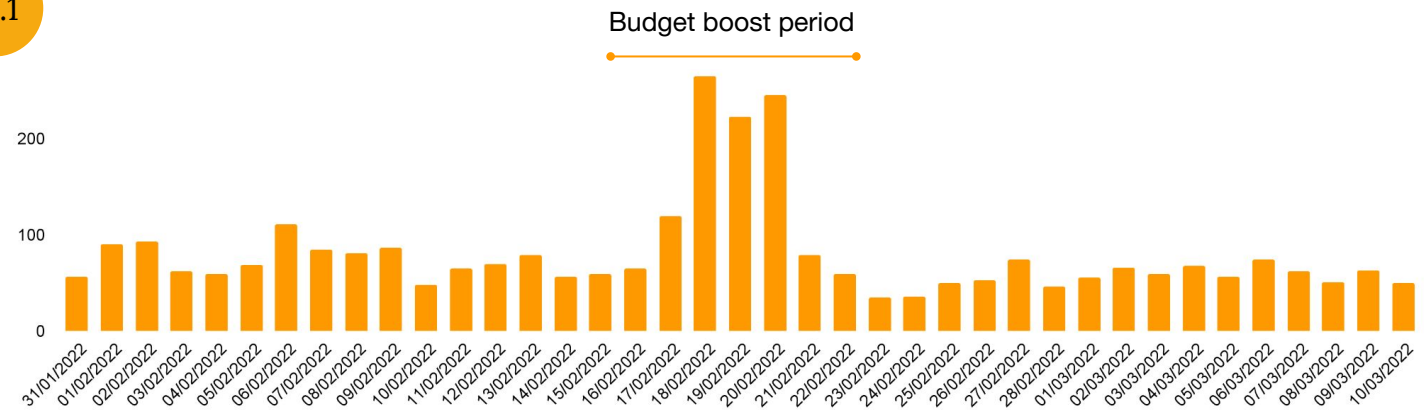
with over 20% CTR
& significant increase in followers during campaign

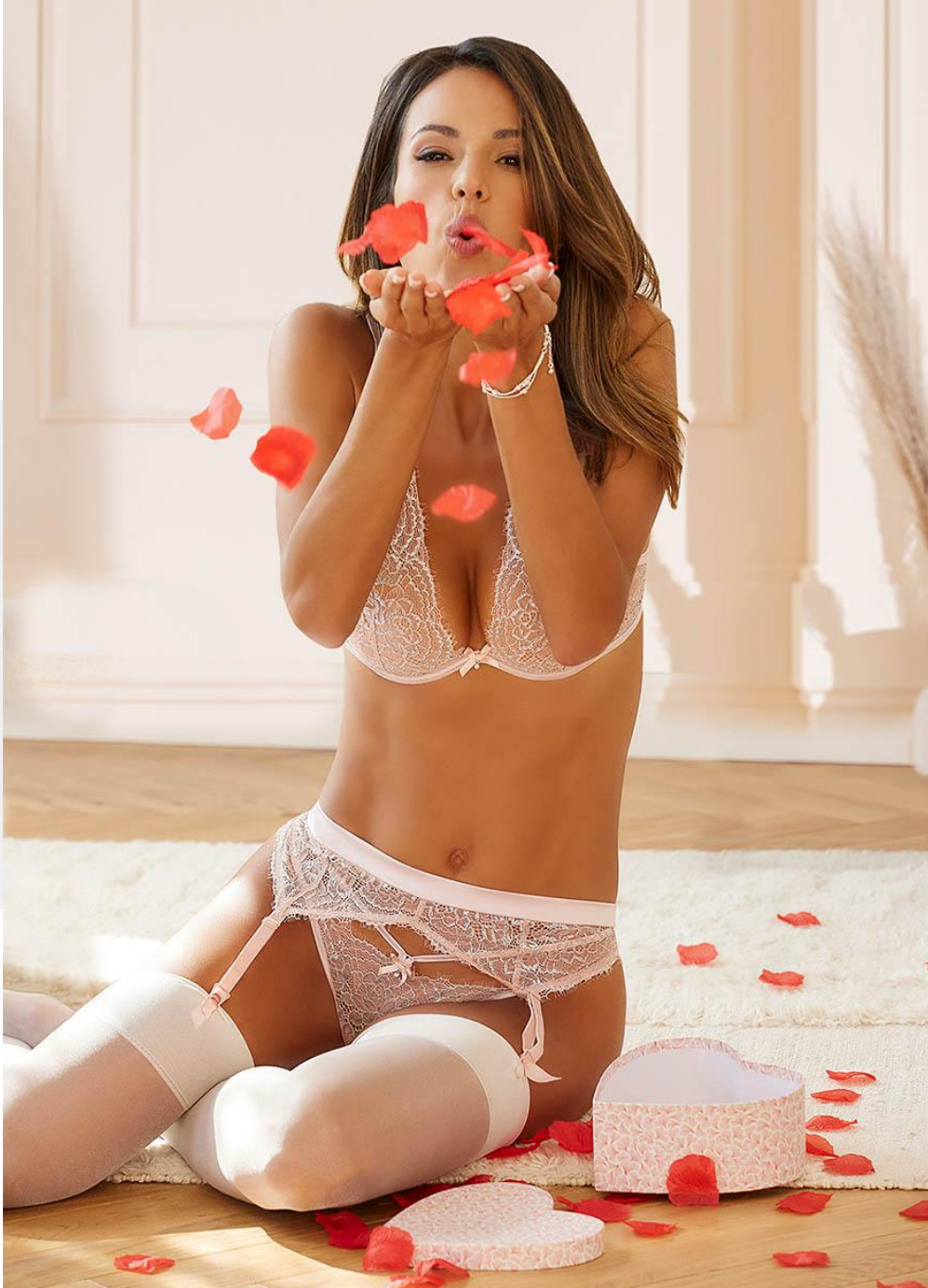
Brand Home Collection Boost Campaign results

With the Brand Home Collection Boost, LASCANA exceeded its organic performance goals and achieve its campaign goals.



LASCANA pushed additional budget during Valentine's day which resulted in increased daily followers





Brand Home Collection Boost Best Practices

Key Recommendations

- ✓ Seize the moment and **benefit from the commercial events**
- ✓ Use **appealing creative content** on your Brand Home
- ✓ **Focus your budget** on a specific collection
- ✓ Boost your collection in **different markets**