



TOUCHÉ
PRIVÉ

Case Study
**ZMS Ad Manager x
Touché Privé**

ZMS Zalando
Marketing
Services

Touché Privé x ZMS Ad Manager Dynamic Sponsored Products

After previous successful self-service Sponsored Products campaigns in all their 19 markets, Touché Privé decided to run a campaign **from December 2021 to February 2022 focusing on 5 markets** to be able to steer and optimize the performance in the different countries more easily.

Touché Privé's primary goals:

- ✓ Maximizing visibility in target regions and creating that first image in people's minds that reflect Touché Privé's unique designs and brand story
- ✓ Drive customers down the purchase funnel, ultimately increasing sales

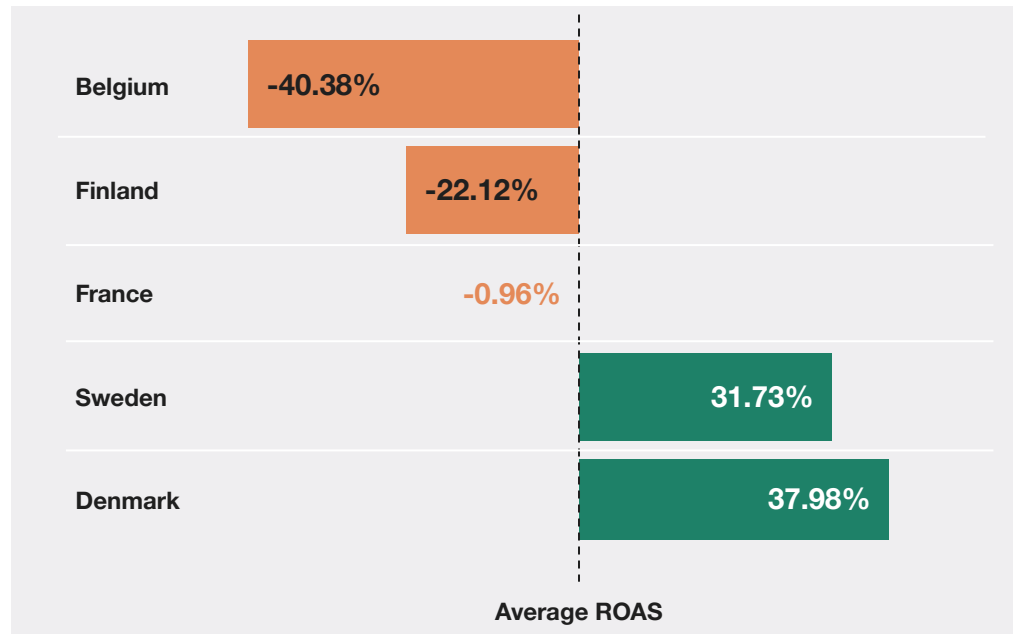


Touché Privé x ZMS Ad Manager

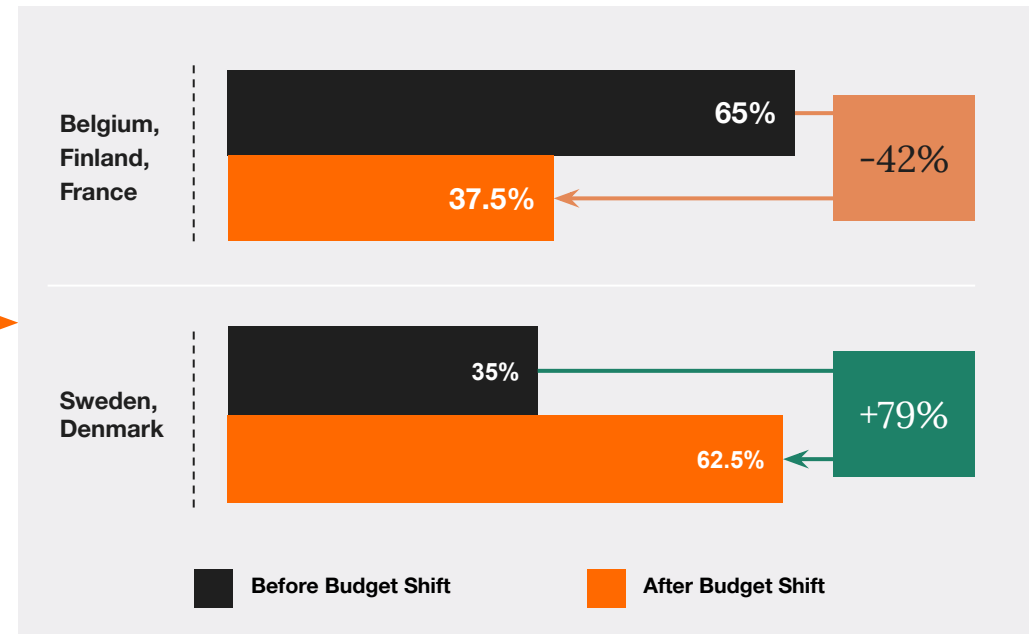
Campaign optimization

After 2 weeks of running the campaign, **Touché Privé** reviewed the **ROAS performance per market** and decided to shift a portion of its budget **from the three worst performing markets to the two best performing markets**

ROAS per market vs average ROAS before optimization



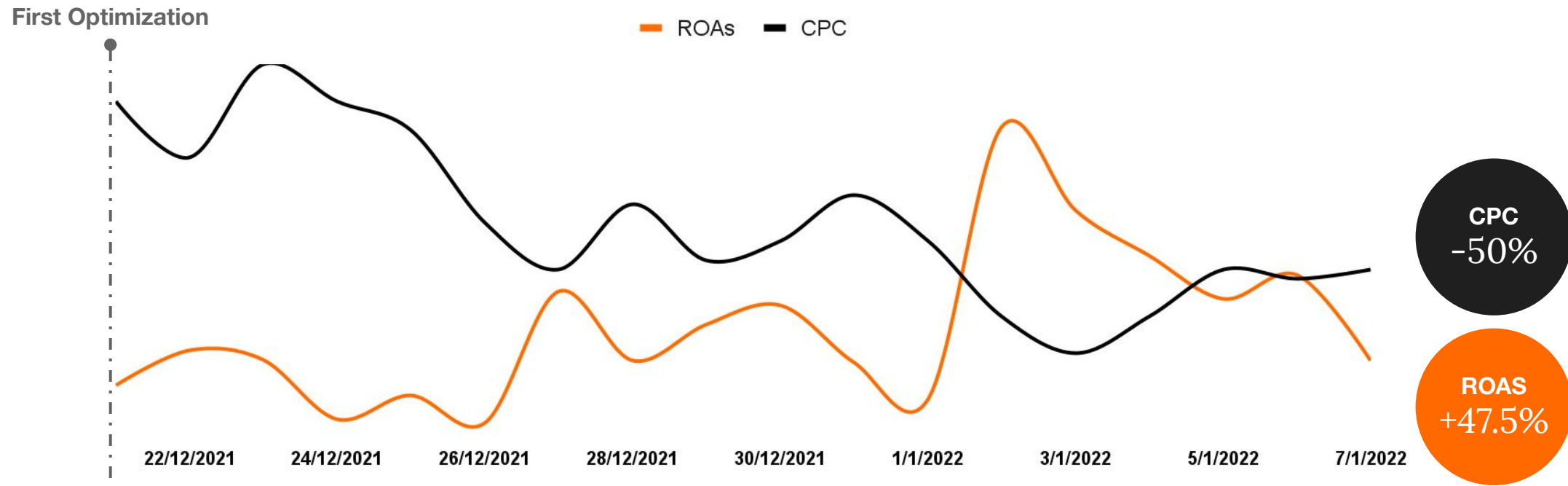
1st optimization: Shift in Budget



Touché Privé x ZMS Ad Manager

Results of the first campaign optimization

With their first optimization, Touché Privé managed to lower their average CPC by 50% and increase their average ROAS by 47.5%.



With the insights from the campaign optimizations, Touché Privé was **encouraged to invest even more in their following Sponsored Products campaigns**

“

Working with ZMS has helped us understand the metrics behind performance and how to best optimize ad budgets and country distributions. Seeing the performance boost gave us confidence to increase our budget in short period of time.”

- **Osman Arda Sezer,**
Director & Co-Founder, Touché Privé





ZMS Ad Manager

Best Practices

Key Recommendations

- ✓ Wait at least **2 weeks** before the first optimization
- ✓ Monitor your campaign **on a weekly basis** to conduct further optimizations
- ✓ **Focus on growing** your best performing markets
- ✓ **Participate in sales event and commercial moments** on Zalando and take advantage of increased traffic and special ZMS deals
- ✓ **Gather insights** on your most profitable markets and SKUs to plan your upcoming Selected Sponsored Product Campaigns