



Case Study

ZMS Ad Manager x SNOCKS

ZMS Zalando
Marketing
Services

ZMS Ad Manager x SNOCKS

With a focus on the German market, which constitutes Zalando's core customer base, SNOCKS aimed to effectively engage both male and female customers. Their main challenge was the limitation of addressing budget spending across different genders and countries.

Objectives

- ✓ **Enhance sales KPIs** while upholding a favourable ROAS
- ✓ **Splitting budget effectively** between countries and target audiences



Placing campaigns amongst the right target audience

The campaign's segmentation happened based on gender categories: Unisex, Female, and Male. This segmentation allowed SNOCKS to allocate the budget more efficiently. An additional unique aspect of their approach was the implementation of an "always on" campaign model. Since most of SNOCKS' products are non-seasonal (NOS) items, this approach proved particularly advantageous. The campaign continued running, with periodic removal of underperforming SKUs to optimise results.

Execution

- ✓ Maintain a **consistent campaign presence** by placing an "always on" campaign
- ✓ Budget allocation based on the different gendered target audiences, frequently screened and only adjusted if necessary



Campaign Highlights

14M
Impressions

6.0
ROAS

300K
Item Sales