



## Case Study

### ZMS x Steve Madden Influencer Event

**ZMS** Zalando  
Marketing  
Services



## ZMS x Steve Madden Influencer Event

The goal of the Steve Madden event was to create awareness and excitement for their new summer collection. They also wanted to build strong relationships not just with their customers on Zalando but also with their brand ambassadors.

### Objectives

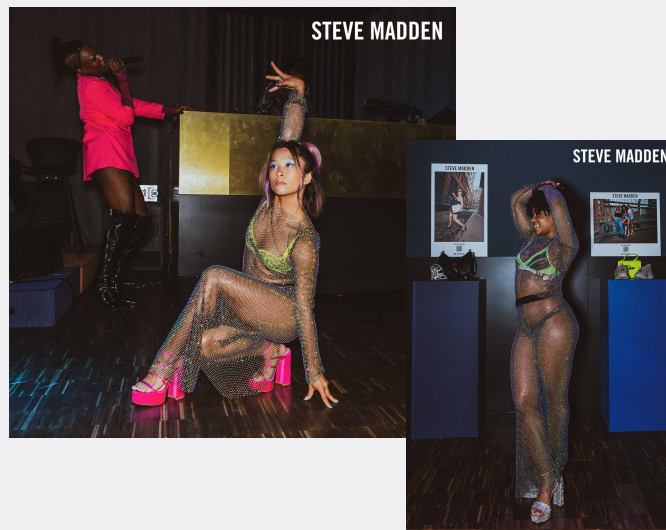
- ✓ **Keep growing the brand** with a special focus on DACH
- ✓ **Create exclusive content** to be then used in a branding onsite campaign
- ✓ **Make influencers contribution more impactful** on a brand level



## Using event content to create awareness offsite and onsite

During their in-person event in Berlin, Steve Madden invited more than 80 brand ambassadors and friends, sure to cover a wider audience of customers particularly in DACH. We therefore hosted a fashion show to create a memorable experience and become talk of the town. The content created by influencers has been used in a branding onsite campaign, showing a strong partnership between Steve Madden and Zalando.





## Onsite Awareness

- Homepage teaser
- Catalog teaser
- In-catalog ads

## Onsite Performance

- Sponsored Products

# Event experiences as the base for content production

## Offsite Awareness

- Influencer event taking place in Berlin



## Building brand awareness and relationships

Current talents and potential influencers developed a great relationship with the brand.

Even though deliverables were not negotiated, influencers still posted 6 IG posts, 147 IG stories, 6 Reels, and 7 TikToks.

The share of Steve Madden EU in terms of impressions, engagement and followers increased significantly during the event month.

Styled PDP views increased YoY 24% due to the influencer event and increased SoMe posts.

**12.3M**  
Impressions

**11.9M**  
Reach on social media

**4%**  
Uplift in organic sales

**392%**  
ROI on total budget

**1.37%**  
CTR